



2022 Annual Report

ADVANCING THE MOVEMENT
FOR PALESTINE IN THE U.S.

EMPOWERMENT through
**EDUCATION
& ACTION**

f t i y @ampalastine



Background

Founded in 2006, American Muslims for Palestine (AMP) began as a community organization designed to fill a void in the work for Palestine among the Palestinian, Arab, and Muslim American communities. Over the years, AMP has transformed into a major national organization and a leading voice in the Palestine solidarity movement. Within the policy domain, AMP is engaged in vigorous advocacy for Palestinian rights, effectively reshaping the discourse on Palestine in the U.S.

With a national office in Washington DC, 11 chapters from coast to coast, and supporters across the country, AMP has built a large and robust grassroots community. AMP organizes events, seminars, and festivals to educate about the history, culture, and freedom struggle of the Palestinian people.

Our Mission

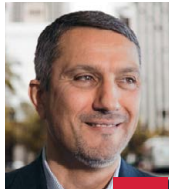
AMP is dedicated to advancing the movement for justice in Palestine through education, advocacy, and grassroots organizing.

Nonprofit Organization

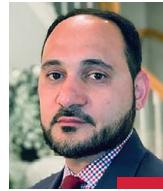
AMP's fiscal sponsor is AJP Educational Foundation, a tax-exempt 501(c)(3) organization, EIN # 27-1365284. All donations to AJP are tax-deductible.



Our Board of Directors



Dr. Hatem Bazian
Board Chairman



Munjed Ahmad, Esq.
Board Member



Salah Sarsour
Board Member

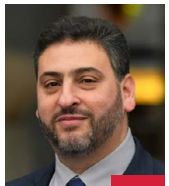


Shakeel Syed
Board Member



Dr. Osama Abuirshaid
Executive Director

Our Team



Dr. Osama Abuirshaid
Executive Director



Taher Herzallah
Director of Outreach &
Grassroots Organizing



Hareth Adlouni
Digital Communications Di-
rector



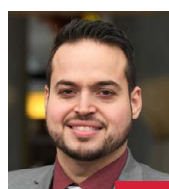
Ayah Ziyadeh
Advocacy Director



Mohamad Habehh
Development Director



Zarefah Baroud
Digital Media Associate



Tarek Khalil
Education Coordinator



Malak Kanan
Chicago Coordinator



AMP Chicago's first-ever Palestinian flag-raising event at the Federal Plaza in the city of Chicago, June 2022.

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Letter from the Executive Director



Assalamu Alaikum,

2022 was no exception in the cycle of injustice and brutal repression that Palestinians have been subjected to for more than seven decades at the hands of the Israeli apartheid regime. Nor was it, unfortunately, an exception in the complicity and official American bias in favor of the Zionist settler colonial project at the expense of the rights of the Palestinian people. President Biden's promise to restore America's moral authority has not ended its enablement of Israel's apartheid state. The values and principles of this administration, as of those before it, have no meaning unless they benefit Israel and enable it to subjugate the Palestinian people to a brutal military occupation.

The picture may look bleak on the surface, but what is going on beneath is completely different. This gives us hope that we can bring about some of the positive change that is needed here in America. If we believe in the power of our voice, our ability to bring about change, understand what needs to be done, and work towards it, I promise you we will be successful. History does not reward the inactive, and fate changes by those most eager to challenge the status quo.

From this standpoint, American Muslims for Palestine (AMP) is a pioneer organization in creating the conditions and leading the American transformation in favor of Palestinian rights. With the grace of Allah first, the support of the generous people of mission like you, and with the competence and determination of its leadership, employees, branches and volunteers, we have accomplished so much. We do not set out anticipating failure, but we move forward planning to succeed. We are not delusional to believe that America is the innocent prey of Zionist machinations, but we are aware of the depth of the transformations taking place in America - societal, political, cultural and generational.

Accordingly, we've put in place appropriate strategies to ensure the largest amount of achievements to foster a more just and balanced American policy towards Palestine. It's our tax money, the weapons we provide, and the political cover that our country affords to apartheid Israel that allow its crimes to go unchecked.

Over the course of 17 years, AMP has transformed from a small organization working on local events in Chicago and Milwaukee into a leading, active, and influential national organization for Palestinian rights with 11 active chapters, a base in Washington, D.C., and our 501(c)(4) affiliate organization, Americans for Justice in Palestine Action (AJP Action).

We proudly lay before you some of our accomplishments as part of the broader intersectional Palestine solidarity movement in America. The transformations that are taking place in favor of Palestine in America, like the increased sympathy among the youth, including Jewish youth, and among minorities, are the result of conscious, deliberate, and diligent work.

This important work must continue, and we invite you to be part of this blessed vanguard that contributes to the writing of history and does not merely witness it from the margins.

Working together, victory is inevitable. Let's make sure that the trajectory is only trending upwards.

Sincerely,

Dr. Osama Abuirshaid
Executive Director, AMP





AMP's Southern California half-day conference in Irvine, CA "Palestine: Actions Towards Liberation" on October 8th, 2022

2022 BY THE NUMBERS

Events & Campaigns

30k

miles traveled bringing Palestine programs and events coast to coast.

22k

supporters signed a petition demanding Marvel to cancel a Mossad agent character.

10k

protestors took to the streets against US complicity in Israel's attack on Gaza

3k+

attendees participated in our 15th Annual Palestine Convention in Chicago, IL

10

major cities across the nation hosted rallies and events in commemoration of Nakba74

Social Media Growth

803%

complete video views on our Facebook page grew by 803% in one year

180%

Facebook engagement increased by 180.4% & followers increased by 10,096 (80.5%)

229k

minutes viewed on Facebook and page content reached 1,852,139 accounts

988k

Instagram content reached 988,625 accounts increasing by 226%

298%

Instagram reels interactions increased by 298% & content interactions by 170%

www.ampalestine.org

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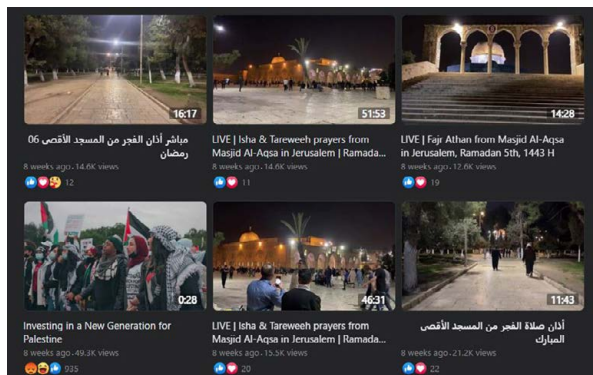
#PalestineConnectsUS

Education

We brought important Palestine programs and events to local communities and universities from coast to coast. We spoke at the SJP South conference, which hosted students from all over the Southern U.S. Additionally we hosted sessions at some of the nation's largest Muslim conventions including leading the Palestine Track at MAS-ICNA, which hosted 30,000 attendees. This is just a glimpse of the events we held this year across convention centers, mosques, churches, community centers, libraries, universities, and more. Check out our full list of cities visited this year at the end of the report.

Ramadan Programming

During Ramadan of 2022, AMP social media featured daily live streams from Masjid al Aqsa during Friday sermons and night prayers which had tens of thousands of views throughout the month. Due to this daily production, When Masjid al Aqsa was under attack during the holy month of Ramadan, we hosted 8 days of live coverage of attacks on Masjid Al Aqsa to shed light on the incursions and religious repression.



Nakba Online Educational Tools

We published a number of educational videos and graphics on the Nakba with tens of thousands of engagements across all social media platforms including our first ever "Set The Record Straight" video.

Palestine in a Nutshell

We produced our new 'Palestine in a Nutshell' series. Palestine in a nutshell is a new education series dedicated to providing a succinct overview of Israel's apartheid regime in all of its facets, and the daily oppression, dehumanization, and denationalization that Palestinians experience presented in a digestible way for a broad audience. Each episode will provide you with requisite information on a particular topic and will range from history and politics to current events and human stories.

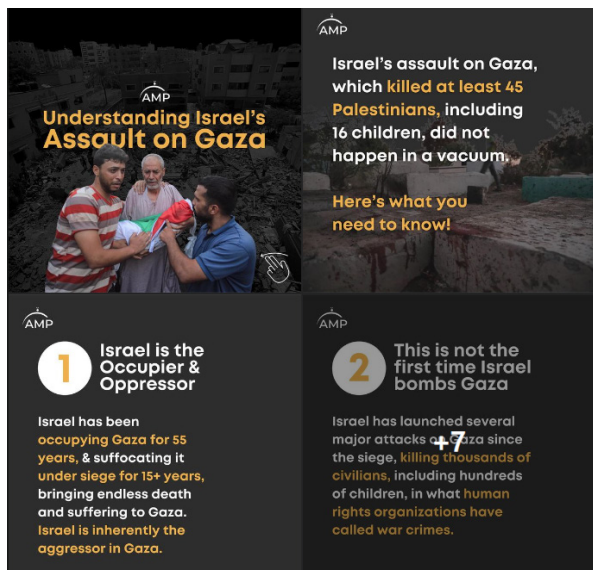


Palestine Rewind Series

We produced 12 episodes of the 'Palestine Rewind' series, a new Instagram educational series that highlights significant events from the history of Palestine.

#GazaUnderAttack Campaign

In August, we organized an effective campaign shifting the narrative on the atrocities that Israel committed in Gaza, and uplifting the voices and stories of Palestinians through several mediums. We produced social media content that featured on-the-ground coverage and personal stories of those most impacted. We released a fact sheet on social media to dispel Israeli propaganda about the events in Gaza and center the Palestinian narrative. The fact sheet was utilized and shared by thousands of supporters. Additionally, we recorded and produced multiple videos, some featuring recordings by our staffer during a visit to Gaza. The videos covered a variety of issues including the events in Gaza, the 2021 bombing of the Shurouk Tower, and commemorating the murder of Rachel Corrie.



Educational Webinar Series

We continued our monthly webinar series that altogether had thousands of views. We produced 8 live educational webinars covering vital topics such as Biden's trip to Palestine, Apartheid, and administrative detention.

Southern California Conference

We brought back our So-Cal conference this year. The half-day event attracted activists from Simi Valley to San Diego, featuring prominent academics & activists from across the nation who shared their insights about the "History, Limitations & the Potential for Palestine Advocacy in California" and their perspectives on how to "Pave the Road for Palestine Advocacy in the United States of America."



15th Annual Palestine Convention

We successfully hosted our 15th annual Palestine Convention with thousands of attendees coming from all over the country and speakers coming from across the globe. This conference's theme was "Ending Israeli Apartheid" in light of recent international & U.S. developments as more and more human rights organizations, politicians, and average Americans are beginning to come to terms with what Palestinian organizations have been saying for decades.



Advocacy

In 2021, our 501c4 affiliate organization, Americans for Justice in Palestine (AJP Action) opened its doors and began leading the advocacy work for Palestine towards new levels. As a 501c4 organization, they have the resources and mobility to tackle some of the biggest issues facing our work including electoral politics. To see more of what AJP action was able to do check them out at ajpaction.org. Here is a summary of our 2022 advocacy work led by AMP.

Apartheid Report Organizing

Amnesty International released a report in February of 2022 officially declaring that Israel is committing apartheid against Palestinians. As a result, we organized thousands of supporters to demand an immediate arms embargo on Israel. American Muslims for Palestine called on Congress to suspend ALL US aid to Israel and investigate the credible reports.



Omar Assad Campaign

On January 12th, Israeli forces detained 80-year-old Palestinian American Omar Assad. Reports show that Israeli forces dragged and beat him until he was unconscious, and left on the ground to die apparently of a heart attack. We immediately got to work and organized with Rep. Gwen Moore (D-WI) and Sen. Tammy Baldwin (D-WI) to send this letter to the State Department regarding this horrible act.

Combatting Settler Violence Campaign

On April 8th, 63-year-old Palestinian-American Nasif Abdel Jaber, a cancer survivor, was a victim of settler violence. While he tended to his privately owned agricultural land in the village of Mukhmas, near Jerusalem and Ramallah Abdel Jaber was brutally attacked by settlers, who were trespassing on his land. On May 12th, as Palestinians and the international community mourned the murder of journalist Shireen Abu Akleh at the hands of Israeli occupation forces a day before, settlers accompanied by Israeli forces attacked Hani Nassar, a field researcher at Defense for Children International - Palestine.

We led a campaign directed at Congress to end Israeli settler violence with over 1000 supporters. We condemned settler-colonial violence and called on our elected officials to demand all enablers of settler violence be held accountable.



Shireen Abu Akleh Campaign

We demanded that the Biden administration condemn the murder of US citizen and world-renowned journalist Shireen Abu Akleh. Since the murder of Shireen, AMP has actively lobbied the State Department and Congress to hold Israel accountable and ensure that this isn't repeated. Many senators and congress members openly came out in support of a U.S.-led investigation. In November of 2022, after months of advocacy, the DOJ announced that the FBI would be opening an investigation into the case.



#GazaUnderAttack Campaign

We released multiple statements to galvanize the community and demand action from our leaders during the latest attacks on Gaza. Furthermore, we signed a letter to President Biden and Secretary of State Antony Blinken, urging them to suspend US military funding for Israel in light of widespread and systematic human rights abuses and war crimes.

#FreeHala Campaign

It's no secret that Israel engages in blatant discriminatory practices against Americans of Palestinian, Arab, and Muslim descent, and 2022's killing of Palestinian Americans Shireen Abu Akleh and Omar Assad by Israeli forces further highlighted its utter disregard for the lives of Palestinian

Americans. That's why when we received news that Israeli forces detained 22-year-old Hala Salameh as she tried to enter Jerusalem, we went straight to work. Within hours we had communicated with local and federal officials, reached out to the press who did a full story on her detention and reached out to the State Department about her case. Within a few days, Hala was released to her family.



Rejecting IHRA Definition Adoptions

On June 21st, the Arlington County Board of Supervisors in Virginia passed a "Resolution Defining & Addressing Antisemitism," proclaiming that Arlington County is adopting the "non-legally-binding IHRA Working Definition of Antisemitism." AMP called on its supporters to contact Arlington County and urged them to reject a definition that suppresses free speech. In November, the L.A. City council also considered the adoption of the dangerous definition. AMP mobilized its supporters to urge the council to oppose any resolution seeking to adopt this definition.



Grassroots

AMP has consistently expanded its organizing capacity and continues to build an empowered grassroots community. In recent years, we saw our collective efforts come to fruition: hundreds of thousands took to the streets around the world; prominent social media accounts transformed to bring awareness to Palestine; elected officials shifted responses due to the immense pressure they faced; and corporations were forced to meet employee & customer demands for justice for Palestine.

#MetaLetPalestineSpeak Campaign

AMP & 7amleh, along with local and international partners, led a campaign to call on Meta (owner of Facebook and Instagram) to commit to ending its deliberate censorship of Palestinian content. The campaign included signing a letter to Meta executives along with a robust online awareness campaign pressuring the giant tech company to do the right thing.



#NoTechForApartheid Campaign

In 2021, over 1,000 Amazon and Google workers made history by joining together to call on their companies to cut Project Nimbus and sever ties with the Israeli military, saying loudly and clearly that Tech workers do not want their labor used to violate Palestinian human rights. In 2022, we continued pushing the campaign with our partners on and off campuses across the country, including participating in the day of action supporting the Google employees who were pushed out or harassed for speaking out for Palestinian rights.

#BoycottPillsbury Campaign

In 2020, when General Mills was named in the UN Human Rights Council's database of companies complicit in illegal settlement activity, the Palestine solidarity movement, activists, and even members of the Pillsbury family mobilized and encouraged consumers to #BoycottPillsbury. In coalition with a group of local organizers, our Minnesota chapter participated in actions at General Mills headquarters in Minneapolis and also organized several #BoycottPillsbury events. In 2022, Pillsbury announced it will be selling its stake in its joint venture in #ApartheidIsrael - another victory to our BDS efforts.



Trailblazing Palestine Coverage

We mobilized 1000+ supporters to thank journalists Mehdi Hasan and Ayman Mohyeldin for their trailblazing coverage on MSNBC centering Palestinians and highlighting their experiences under Israeli apartheid.

Annual Date Boycott Campaign

We capped off our largest Date Boycott Campaign yet with thousands around the country promoting and engaging with the campaign to boycott Israeli dates grown in illegal settlements on stolen Palestinian land.



Chicago Flag Raising

We held the first-ever Palestinian flag-raising event at the Federal Plaza in the city of Chicago in June of 2022 with hundreds in attendance and a Friday sermon delivered by Imam Omar Suleiman.



Student Delegations to Palestine

Last summer, we sponsored two major delegations visiting Palestine. Hundreds of students from Harvard University's PalTrek, and a student delegation from Chicago traveled to Palestine and met with Palestinian civil society organizations, visited historic landmarks, and saw the occupation firsthand. The diverse group of students returned to their communities better informed and more committed to taking their work for the cause to new heights.

#GazaUnderAttack Campaign

We brought out thousands of people to protest US complicity in Israel's attacks on Gaza in August by organizing demonstrations in major cities across the country, including DC, Chicago, Minneapolis, and Dallas. We hosted a community qiyam in Dallas to unite in support of the Palestinian people. We unveiled the ceremonial "Gaza Way" street sign on the block of the Israeli embassy in Washington, D.C.



Marvel Campaign

News broke in September that Disney would be featuring an Israeli Mossad agent as a superhero in the upcoming Marvel film "Captain America: New World Order". We launched a viral social media campaign to ensure our community's objection was understood. We generated around 22,000 petition signatures demanding the character's cancellation. This resulted in a meeting with Disney alongside a coalition of partners to communicate our objections directly. We are in continuous conversation with Disney and will keep up with our campaign efforts to ensure the cancellation of this character.



#Nakba74 Rallies

Commemorating 74 years since the Nakba, we organized rallies in 10 major cities nationwide with coverage from local, national, and international media.



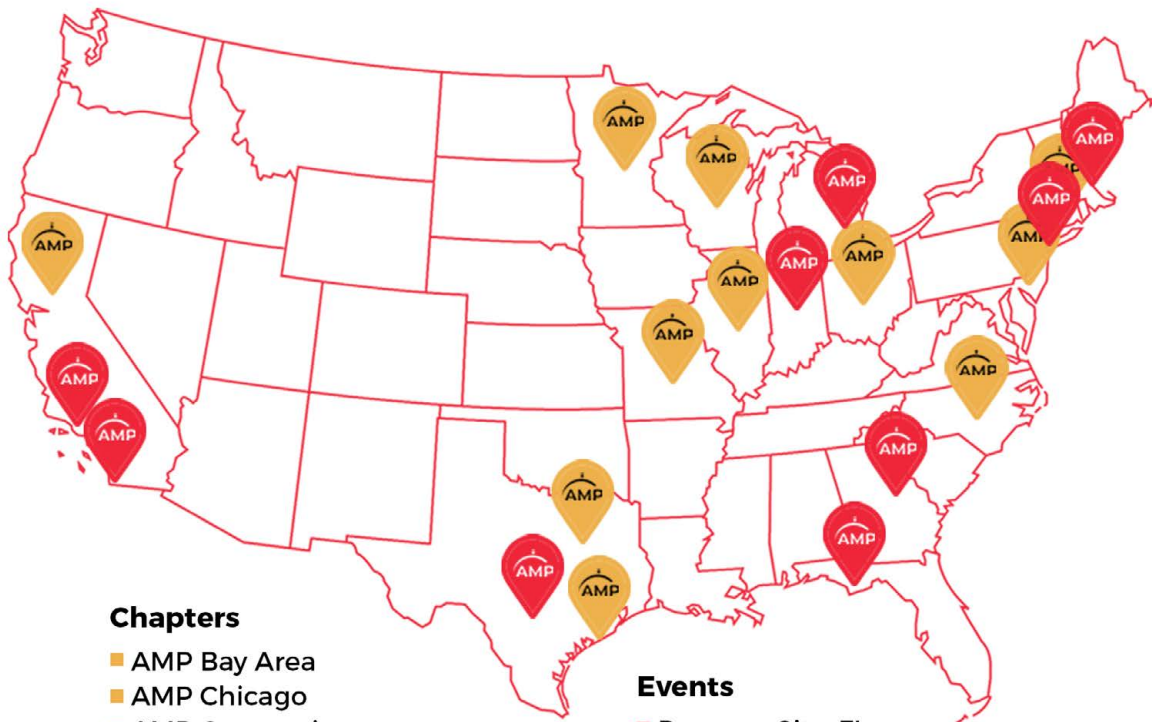
#DropTheADL Campaign

In response to ADL CEO Jonathan Greenblatt's comments labeling human rights groups engaged in advocacy for Palestinian rights as extremists, AMP issued a public statement standing vociferously against the ADL's assault on constitutionally protected free speech and the Palestine solidarity movement.

Chapter Work

Our chapters in Toledo, Milwaukee, Minneapolis, Dallas, and Chicago organized cultural awareness events from tatreez workshops and Palestine Jeopardy to Chicago's now-famous Palestine Festival.

Our National Grassroots Depth in 2022



Chapters

- AMP Bay Area
- AMP Chicago
- AMP Connecticut
- AMP Dallas
- AMP Milwaukee
- AMP Minnesota
- AMP Missouri
- AMP New Jersey
- AMP North Carolina
- AMP Toledo
- AMP Houston

Events

- Panama City, FL
- Warner Robbins, GA
- Indianapolis, IN
- New York City, NY
- Austin, TX
- Los Angeles, CA
- San Diego, CA
- Detroit, MI
- Boston, MA

Financial Report

STARTING BALANCE

\$ 728,499.90

REVENUE

DONATIONS, CONTRIBUTIONS & SPONSORSHIPS	\$ 1,556,091.38
OTHER	\$ 475.58
TOTAL REVENUE	\$ 1,556,091.38

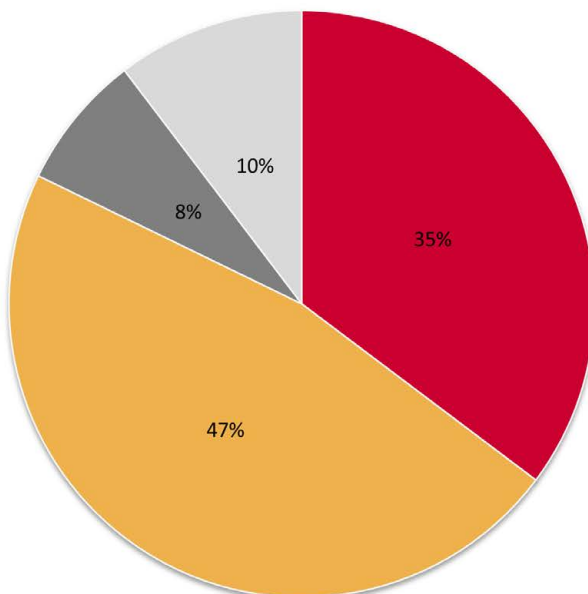
EXPENSES

PROGRAMS, CONFERENCES, EVENTS & CAMPAIGNS	\$ 446,328.58
PAYROLL, INSURANCE, BENEFITS & TAXES	\$ 594,268.83
IT, SUBSCRIPTIONS & DIGITAL PLATFORMS	\$ 94,354.08
OFFICE & OPERATIONS	\$131,089.82
TOTAL EXPENSES	\$1,266,041.31

DEFICIT / SURPLUS	\$ 290,050.07
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ENDING BALANCE

\$ 1,018,549.97



2022 Expenses

- PROGRAMS, CONFERENCES, EVENTS & CAMPAIGNS
- PAYROLL, INSURANCE, BENEFITS & TAXES
- IT, SUBSCRIPTIONS & DIGITAL PLATFORMS
- OFFICE & OPERATIONS



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Thank You!

We have always promised that our work for Palestine will continue to evolve and improve. We are keen to fulfill our promise to you and are keen to honor our word.

Last year was a tremendous year for Palestine in America. Through your support, we were able to achieve so much. This report is a testament to that.

We are grateful to have partners on this path like you to help make our efforts for the noble cause of Palestine possible. With your sustained support, we will write a success story that will make our people in Palestine proud of us.



American Muslims for Palestine

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