



# Archived Content

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# EMW-2016-CA-APP-00119

## Application Information

**Application Number:** EMW-2016-CA-APP-00119

**Funding Opportunity Name:** FY 2016 Countering Violent Extremism Grants

**Funding Opportunity Number:** DHS-16-OCP-132-00-01

**Application Status:** Pending Review

## Applicant Information

**Legal Name:** Green Light Project, Inc. d/b/a the Counter Extremism Project

**Organization ID:** 17789

**Type:** Nonprofit having 501(c)(3) status with IRS, other than institutions of higher education

**Division:** Counter Narrative Programs

**Department:**

**EIN:** (b) (6)

**EIN Shared With Organizations:**

**DUNS:** 080288014

**DUNS 4:**

**Congressional District:** Congressional District 12, NY

## Physical Address

**Address Line 1:** 140 E 45th St Ste 14B

**Address Line 2:** [Grantee Organization > Physical Address > Address 2]

**City:** New York

**State:** New York

**Province:**

**Zip:** 10017-7136

**Country:** UNITED STATES

## Mailing Address

**Address Line 1:** 140 E 45th St Ste 14B

**Address Line 2:** [Grantee Organization > Mailing Address > Address 2]

**City:** New York

**State:** New York

**Province:**

**Zip:** 10017-7136

**Country:** UNITED STATES

## SF-424 Information

### Project Information

**Project Title:** Muslim World Today Support Proposal

**Program/Project Congressional Districts:** Congressional District 12, NY

Congressional District 01, PA

Congressional District 02, PA

Congressional District 08, PA

Congressional District 13, PA

Congressional District 04, VA

Congressional District 08, VA

Congressional District 10, VA

Congressional District 11, VA

**Proposed Start Date:** Thu Dec 01 00:00:00 EST 2016

**Proposed End Date:** Sat Dec 01 00:00:00 EST 2018

**Areas Affected by Project (Cities, Counties, States, etc.):** Washington D.C. Metro Area, Philadelphia (PA), Harrisburg (PA), Richmond (VA), New York City Metro Area

## Estimated Funding

Funding Source	Estimated Funding (\$)
Federal Funding	\$298760
Applicant Funding	\$0
State Funding	\$0
Local Funding	\$0
Other Funding	\$0
Program Income Funding	\$0
<b>Total Funding</b>	<b>\$298760</b>

**Is application subject to review by state under the Executive Order 12373 process?** Program is not covered by E.O. 12372.

**Is applicant delinquent on any federal debt?** false

## Contacts

Contact Name	Email	Primary Phone Number	Contact Types
David Ibsen	(b) (6)	(b) (6)	Secondary Contact
Brian Reagor	(b) (6)	(b) (6)	Primary Contact Authorized Official Signatory Authority

## SF-424A

### Budget Information for Non-Construction Programs

**Grant Program:** Countering Violent Extremism Grant Program

**CFDA Number:** 97.132

Budget Object Class	Amount
Personnel	\$130000
Fringe Benefits	\$10920
Travel	\$0
Equipment	\$0
Supplies	\$0
Contractual	\$37840
Construction	\$0
Other	\$120000
Indirect Charges	\$0
<b>Non-Federal Resources</b>	<b>Amount</b>
Applicant	\$0
State	\$0
Other	\$120000
<b>Income</b>	<b>Amount</b>
Program Income	\$0

**How are you requesting to use this Program Income?** [\$budget.programIncomeType]

**Direct Charges Explanation:** No Direct Charges  
**Indirect Charges explanation:** No Indirect Charges

### Forecasted Cash Needs (Optional)

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Federal	\$	\$	\$	\$
Non-Federal	\$	\$	\$	\$

### Future Funding Periods (Years) (Optional)

First	Second	Third	Fourth
\$	\$	\$	\$

**Remarks:** Cash needs/Future Funding are Not Applicable. CEP will cover all immediate Program Cash Needs and CDT projects program sustainability without federal funding after the full program window.

## SF-424C

### Budget Information for Construction Programs

### Assurances for Non-Construction Programs

**Form not applicable?** false  
**Signatory Authority Name:** Brian Reagor  
**Signed Date:** Tue Sep 06 00:00:00 EDT 2016  
**Signatory Authority Title:** Brian Reagor

### Certification Regarding Lobbying

**Form not applicable?** false  
**Signatory Authority Name:** Brian Reagor  
**Signed Date:** Tue Sep 06 00:00:00 EDT 2016  
**Signatory Authority Title:** Brian Reagor

### Disclosure of Lobbying Activities

**Form not applicable?** true  
**Signatory Authority Name:** Brian Reagor  
**Signed Date:**  
**Signatory Authority Title:**

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## CERTIFICATION REGARDING LOBBYING

### Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

### Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that:

If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions. Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

#### \* APPLICANT'S ORGANIZATION

Green Light Project, Inc a/d/b The Counter Extremism Project

#### \* PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

Prefix: Mr. \* First Name: Brian Middle Name:   
\* Last Name: Reagor Suffix:   
\* Title: Program Development Manager

\* SIGNATURE: Brian Reagor

\* DATE: 08/22/2016

## Application for Federal Assistance SF-424

\* 1. Type of Submission:

- ☐ Preapplication  
☒ Application  
☐ Changed/Corrected Application

\* 2. Type of Application:

- ☒ New  
☐ Continuation  
☐ Revision

\* If Revision, select appropriate letter(s):

\* Other (Specify):

\* 3. Date Received:

08/22/2016

4. Applicant Identifier:

5a. Federal Entity Identifier:

5b. Federal Award Identifier:

State Use Only:

6. Date Received by State:

7. State Application Identifier:

8. APPLICANT INFORMATION:

\* a. Legal Name:

Green Light Project, Inc a/d/b The Counter Extremism Project

\* b. Employer/Taxpayer Identification Number (EIN/TIN):

(b) (6)

\* c. Organizational DUNS:

0802880140000

d. Address:

\* Street1:

140 E 45TH ST STE 14B

Street2:

\* City:

New York

County/Parish:

\* State:

NY: New York

Province:

\* Country:

USA: UNITED STATES

\* Zip / Postal Code:

10017-9800

e. Organizational Unit:

Department Name:

Division Name:

f. Name and contact information of person to be contacted on matters involving this application:

Prefix:

Mr.

\* First Name:

Brian

Middle Name:

\* Last Name:

Reagor

Suffix:

Title:

Program Development Manager

Organizational Affiliation:

\* Telephone Number:

(b) (6)

Fax Number:

\* Email:

(b) (6)

## Application for Federal Assistance SF-424

### \* 9. Type of Applicant 1: Select Applicant Type:

M: Nonprofit with 501C3 IRS Status (Other than Institution of Higher Education)

### Type of Applicant 2: Select Applicant Type:

### Type of Applicant 3: Select Applicant Type:

### \* Other (specify):

### \* 10. Name of Federal Agency:

Department of Homeland Security - FEMA

### 11. Catalog of Federal Domestic Assistance Number:

97.132

### CFDA Title:

Financial Assistance for Countering Violent Extremism

### \* 12. Funding Opportunity Number:

DHS-16-OCP-132-00-01

### \* Title:

FY 2016 Countering Violent Extremism Grants

### 13. Competition Identification Number:

### Title:

### 14. Areas Affected by Project (Cities, Counties, States, etc.):

Add Attachment

Delete Attachment

View Attachment

### \* 15. Descriptive Title of Applicant's Project:

Muslim World Today Support Proposal

Attach supporting documents as specified in agency instructions.

Add Attachments

Delete Attachments

View Attachments

**Application for Federal Assistance SF-424****16. Congressional Districts Of:**

\* a. Applicant

NY12

\* b. Program/Project

VA8/11

Attach an additional list of Program/Project Congressional Districts if needed.

Add Attachment

Delete Attachment

View Attachment

**17. Proposed Project:**

\* a. Start Date:

12/01/2016

\* b. End Date:

12/01/2018

**18. Estimated Funding (\$):**

* a. Federal	298,760.00
* b. Applicant	0.00
* c. State	0.00
* d. Local	0.00
* e. Other	0.00
* f. Program Income	0.00
* g. TOTAL	298,760.00

**\* 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**☐ a. This application was made available to the State under the Executive Order 12372 Process for review on .☐ b. Program is subject to E.O. 12372 but has not been selected by the State for review.☒ c. Program is not covered by E.O. 12372.**\* 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)**☐ Yes☒ No

If "Yes", provide explanation and attach

Add Attachment

Delete Attachment

View Attachment

**21. \*By signing this application, I certify (1) to the statements contained in the list of certifications\*\* and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances\*\* and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)**

☒ \*\* I AGREE

\*\* The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

**Authorized Representative:**

Prefix:

Mr.

\* First Name:

Brian

Middle Name:

\* Last Name:

Reagor

Suffix:

\* Title:

Program Development Manager

\* Telephone Number:

(b) (6)

Fax Number:

\* Email:

(b) (6)

\* Signature of Authorized Representative:

Brian Reagor

\* Date Signed:

08/22/2016





The Counter Extremism Project's  
Technical Assistance Proposal  
For the Council for Democracy and Tolerance &  
*The Muslim World Today Program*

September 6, 2016

Department of Homeland Security- FEMA  
FY 2016 Countering Violent Extremism Grants Financial  
Assistance for Countering Violent Extremism  
DHS-16-OCP-132-00-01

### **Executive Summary**

The Counter Extremism Project, a New York City-based 501(c)3 non-profit, is seeking D.H.S. support to provide technical assistance to the Council for Democracy and Tolerance and their new initiative, the *Muslim World Today* program. This grant proposal seeks **\$298,760.00** over the course of **24-months** to provide this assistance and achieve the objectives laid out in this program plan. This proposal is for consideration in Focus Area 5 of the DHS Grant NOFO.

The Council for Democracy and Tolerance (CDT) is a community-based nonprofit in Virginia that develops resources to support newly migrated Muslim teens and young adults from South and Central Asia. Founded in 2014, the CDT has made meaningful and sustainable impact within domestic immigrant populations by communicating the ideas of tolerance and equality found naturally within Islam, countering the isolating message of extremism, and by providing social resources to help ease the adjustment process for this quickly growing audience. In an effort to further that outreach, CDT plans on establishing a positive narrative-based website called MuslimWorldToday.org. The Counter Extremism Project will provide technical support to the CDT for the Muslim World Today program for the duration of the 2-year project by;

1. Providing leadership in the form of a fulltime, 2-year appointment of an experienced manager to supervise the program for CDT (\$140,920)
2. Providing the initial MWT website build, IT support, social media/online data analytics, and digital outreach campaigns for the duration of the program through an existing CEP partnership with Brick Factory, Inc. and Mercury Digital Media Strategies LLC. (\$37,840)
3. Providing a sub-grant award that will allow CDT to hire for 2, part-time MWT staff positions for the duration of the program. (\$120,000)

It is CEP and CDT's shared goal that by its conclusion, the Muslim World Today program will have reached over 150,000 people, both online and through supporting public outreach events within the South and Central Asian Muslim-American community, and significantly enhanced community-level CVE efforts within this growing segment of American society.

### Technical Narrative

The Council for Democracy and Tolerance (CDT) is a community-based nonprofit in Virginia that develops tools for Muslim teens and young adults that help to counter the narrative of online extremism. CDT is now trying to broaden their advocacy achievements through a new outreach website, MuslimWorldToday.org. The website will be an online platform designed to foster a greater sense tolerance and pluralism within Muslim American communities, with a particular focus on communities of recent émigrés from South and Central Asia. MWT will use a combination of digital story-telling, personal narratives, arts and culture news, podcasts, video and outreach projects to advance this important message. Original content will be coupled with articles aggregated from external sites that reflect the site's global message of tolerance within Islam.

MWT's programmatic outreach approach is dual-pronged, combining online outreach through the MWT website with public events in the SCA Muslim American communities themselves. Having experienced a demonstrable need for this type of community engagement programming through its own outreach efforts, the Counter Extremism Project is seeking \$298,760.00 over a 24-month period to assist the Council for Democracy and Tolerance implement the Muslim World Today program. CEP hopes that through this proposal the MWT program can become a sustainable, long-term bridge to the SCA community while preventing radicalization in a vulnerable population of new Americans. It is CEP and CDT's goal that by the end of the program *community stakeholders from the South and Central Asian Muslim-American population will utilize Muslim World Today's website and public resources to ease their transition into the U.S., while helping CDT form new community-level partnerships for future outreach and continuing the spread of messages of the tolerance and democratic values inherent within Islam.* To accomplish this long-term objective, CEP will provide assistance to CDT and the Muslim World Today program through three distinct activities;

#### Technical Assistance Activity 1 – Provision of Managerial Support

The first activity CEP will undertake in support of MWT will be the appointment of Mrs. Supna Zaidi-Peery, an experienced program manager with close ties to the proposed audience, to

a 2-year, full time subcontract with CDT. Mrs. Zaidi-Peery will become the overall program director for MWT and fall under the supervision of CDT's program administration structure. She will be appointed to supervise all elements of the MWT program and her duties will include three core supervisory areas with identified outputs;

1. Technical Management:

- The development of an overall Muslim World Today program plan, including specific work plans and targeted program goals [O.1.]
- The setting of original content production goals and weekly assessments on their achievement rate [O.2.]
- The setting of external article aggregation goals, assessments of the effective aggregation rate on a weekly basis, and periodic review of aggregation methodology and sourcing [O.3.]

2. Public Outreach Leadership:

- The organization and participation in at least 5 public outreach events\* annually with community leaders from SCA communities. [O.4.]

*\*These events may take the form of public panel discussions, appearances at community events, and speaking roles at SCA community-focused conferences or public gatherings. The goal of these outreach events will be to continue to build links to domestic immigrant communities while raising the profile and visibility of the MWT website within the target audience.*

3. Financial Supervision:

- Maintaining the overall MWT budget and deliverables timeline including maintain staff pay schedules and overseeing payments to vendors [O.5.]
- Handling monthly reporting to DHS/CEP on the status of grant-funded initiatives [O.5.]

In order to achieve these outputs, CEP is willing to appoint Mrs. Supna Zaidi-Peery to the role for the duration of the program period. Mrs. Zaidi's combination of education, experience, and cultural background makes her particularly well suited for this appointment. Having received her J.D. from New York Law School in 2003, Ms. Zaidi has spent the last 13 years practicing immigration and asylum law in New York and New Jersey. As an attorney, Ms. Zaidi has represented numerous Muslim immigrants from South and Central Asia, the Middle East, and Africa, giving her a unique perspective on the issues Muslim American communities face when transitioning into the U.S. This experience has also allowed her to build close personal bonds with civic leaders and civil society organizations within these communities. Building on her high

**Muslim World Today - Technical Support Proposal  
Sept 6<sup>th</sup>, 2016**

standing as a member of the Pakistani American community in New York and D.C., Mrs. Zaidi has also led projects engaging non-Muslim community organizations hoping to better understand Islam as a program manager for community outreach at CEP. This direct outreach experience has included participating in numerous public talks and panels and through media campaigns on radio and other outlets. Mrs. Peery is also particularly interested in engaging students, having started an interfaith panel at Delaware Community College in 2009. (*See attached resume for full bio*)

The Muslim World Today proposal hopes that by the conclusion of the two year program period under Ms. Zaidi's leadership, *MTW will have expanded its South and Central Asian Muslim-American community engagement, developed new stakeholder partnerships, and evolved into a fully functional and sustainable online media resource for Muslim immigrants to the U.S.* **[OB.1.]**

Technical Assistance Activity 2 – Digital Support for the Muslim World Today website

The second activity CEP will conduct in support of the CDT and the Muslim World Today program will be the provision of technical and IT support services through its existing partnership with private sector partners. This private partnership support will be in the form of the initial website build and continuing IT logistics, and 2, 6-month digital outreach campaigns. It is CEP and CDT's goal that through this private partnership, *MTW will utilize data analytics, marketing research, and digital strategies to increase audience retention and engagement within target demographics/population through the support of private partnerships* **[OB.2].**

1. Initial Website Build and Technical Support – The initial website build will be completed by Brick Factory LLC. Brick Factory, a leader in online web design, has been a CEP partner for the past 3 years, managing the CEP website as well as One95.org sub-site construction. Their experience working with non-profits means that they are able to craft a product that is both visually engaging, while ensuring that the organizational message is clear to the online user. They also have extensive experience working on aggregated/original content combination sites like MuslimWorldToday.org. Along with the initial website build for MWT, Brick Factory will provide continual IT and technical support for the length of the 2-year program. By providing this 24/7 support connection, Brick Factory will ensure that



MuslimWorldToday.org will function smoothly and that the valuable resources the site provides will be available for all those who wish to access them. Brick Factory can also adjust site design throughout contract length which, when coupled with data analytics offered by Mercury Digital, will allow CDT and MWT to adjust their interactive design based on what has been shown to increase engagement from users.; a responsive design platform will help ensure users continue to use MWT's resources over the long-term. **[O.2.1]**

2. (2x) 6-Month Digital Outreach Campaign – Along with the initial website build, CDT will partner with Mercury Digital Media Strategies (a subsidiary of Mercury Creative LLC) in order to craft a digital marketing campaign to increase its audience engagement within the SCA Muslim American population. Mercury Digital, a 2-year partner with CEP, is a leading digital analytics and marketing company, specializing in crafting unique campaigns to grow an organizations online engagement base. The team at Mercury begins by analyzing trends within the intended audience/demographic in order to determine common engagement threads. Mercury then deduces the best way to engage with these preexisting connections and crafts a digital engagement strategy for the implementing partner, in this case CDT and MuslimWorldToday.org. Designed to be implemented in 2, 6-month segments, Mercury uses the data gathered from the initial campaign to inform and adjust the second, increasing the likelihood of new user engagement, sustained user engagement, and audience expansion over time. Working with CEP for campaigns in the past, Mercury has overseen the expansion of social media engagements by nearly 370k over the past year and generated over 50k new, unique followers to the Counter Extremism Project's social media accounts. **[O.2.2]**

These two support activities highlight the potential advantages technology and digital analytics can provide to anti-radicalization outreach efforts. Each also demonstrates what can be achieved through private sector and non-profit partnerships in CVE. By utilizing both approaches, CDT and MWT will be in a greater position to increase their audience engagement, while also assessing and adjusting their messaging to ensure its effectiveness. Due to their long standing relationship with CEP, Brick Factory and Mercury have also greatly reduced their digital support fees for these activities, which allows this technical support to be sustainable after the 2-year grant program.

Technical Assistance Activity 3 – Sub-Grant Award for Additional Staff Writers

The third activity CEP will conduct to assist the Muslim World Today program will be the provision of a \$120,000 sub-grant award to the Council for Democracy and Tolerance, awarded at \$60,000 a year for the 2-year program period. The sub-grant will allow MWT's program team to hire 2 additional, part-time writers for the MWT website. Additional staff will serve both an online, technical function as well as a cultural relations role to existing SCA communities in order to assist public outreach efforts. Currently, CDT has enlisted 7 part-time writers to work on the MuslimWorldToday.org site launch. Each writer represents a different constituency of the South and Central Asian community. Despite representing 7 of the 8 largest communities of SCA Muslim immigrants to the US, MWT's lack of financial resources has prevented the administrative team from hiring representative voices of the Pakistani-American community. This group is the second largest SCA population group domestically with over 600,000 members currently residing in the US. With large, active diasporas in New York City and Washington D.C., public outreach to this core group has been deemed a high priority for the Muslim World Today program by the CDT administrative team.

CDT will utilize the sub-grant to hire two part-time staff writers that represent the Pakistani-American community **[O.3.1]**. Each potential staff member will be chosen for their combination of practical experience in journalism and their commitment to the values captured by Muslim World Today's principle message of tolerance. This skillset will allow each writer to meet weekly goals in the identification and linking to aggregated, external content that communicates MWT's message of tolerance to their specific, Pakistani-American population **[O.3.2]**. They will also be responsible for producing original content for the MWT site in accordance with goals set by the MWT program plan **[O.3.3]**. Additional consideration will be given to the strength of the candidate's ties to the Pakistani-American immigrant community. It is the MWT's hope that each of the two additional staff members will provide regular links to SCA immigrant communities in the U.S. They will be expected to help in public outreach campaigns along with Mrs. Zaidi, and to identify and communicate with potential partners for future community events. By the conclusion of the program, CEP and CDT expect that *additional staff will allow MTW to significantly increase rates of targeted article aggregation, original content production, and outreach towards pre-specified SCA Muslim American audiences* **[OB.3]**.

## Needs Analysis

With positive messaging rooted in Islamic teachings, the pro-tolerance and democracy themes promoted by the CDT and Muslim World Today program presents a unique voice in the world of counter-narrative programming. The CDT and its community partners are countering the anti-Western propaganda of extremist recruiters by emphasizing the innate concepts of their faith, and in doing so, adding an innovative perspective to community-focused CVE programming. As detailed in the Technical Narrative, both the MuslimWorldToday.org website and supplementary public outreach events detailed in this program plan are aimed at the engagement of Muslim-American immigrants from South and Central Asia. Along with an effective message, the CDT's uniquely close ties with the SCA community have made them a trusted source with the ability to affect real change within this quickly growing demographic. CEP, in its technical capacity, is seeking to couple CDT's successful community-level approach with a rigorous monitoring and evaluation plan in order to ensure that the milestones of the Muslim World Today program are accurately assessed and achieved. This Needs Analysis will highlight:

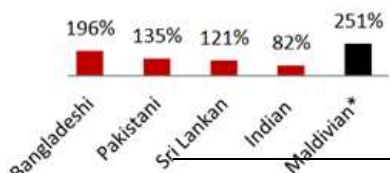
1. Demographic Need for CDT's Programming Focus
2. Importance of CDT's Role in the SCA Community
3. Monitoring and Evaluation Plan
4. Change Model for the Muslim World Today Program

## Demographic Need

Between 2000 and 2010, the South and Central Asian American population became the fastest growing major ethnic group in the United States<sup>1</sup>. Many of these individuals emigrated from predominately Muslim countries within the SCA region. Immigration rates from five of these SCA, majority-Muslim countries (Bangladesh, Pakistan, Sri Lanka, Indian and the

Maldives) have more than doubled from 2000 – 2013 (see chart below).

Today, Muslims who have emigrated from SCA region make up the single largest group of Muslim-Americans residing in the U.S., accounting for



<sup>1</sup> Asian American Federation; "A Demographic Snapshot of South and Central Asians in the United States" – S.A.A.L.T. Snapshot Series. Dec. 2015



nearly 28% of the total population of practicing Muslims domestically. Estimated at over 1.1m people and with a dynamic group of community organizations, this population also makes up a significantly larger share than Muslim Americans of Arab-origin (16%) or African-origin (5%)<sup>2</sup>. But despite the size of these SCA communities, programming funds and attention have often been placed elsewhere. PEW estimates that of total U.S. funding in community engagement towards Islamic community groups less than 13% has been directed to this expanding population<sup>3</sup>. It is this gap in focus and attention that CDT and CEP are attempting to bridge with the Muslim World Today program.

### CDT's Role in the SCA Community

The intrinsic strength of the Muslim World Today program in engaging this important audience stems from the strong existing ties between the CDT administrative team and the SCA Muslim American community. CDT was started in 2014 by two leading members of Muslim American Leadership Alliance (MALA). These women, both 2<sup>nd</sup> generation SCA Muslim Americans, recognized that the principles of tolerance, equality, and democracy were not antithetic to the values espoused by their faith. They also understood that greater emphasis needed to be paid to engaging local organizations in the SCA community if young adults were to be protected against the marginalizing propaganda of online extremism.

In an effort to increase engagement with local community organizations and Islamic youth groups, they created the Council of Democracy and Tolerance. The CDT would serve as a platform for their message of inclusion, diversity, and minority/gender rights within Islam as well as a channel through which members of the SCA community could find the resources to successfully combat extremism on a personal level. In that aim, the CDT has organized events and community action campaigns in partnership with some of the largest SCA community groups. Last year, they worked with MALA, the Center for Islamic Pluralism, and the Center for Islam and Religious Freedom, to create workshop events in Washington D.C., Philadelphia, and New York City. These workshops introduced Muslim and non-Muslim community participants to the long history of tolerance and equality found within Islamic history and teachings. Working

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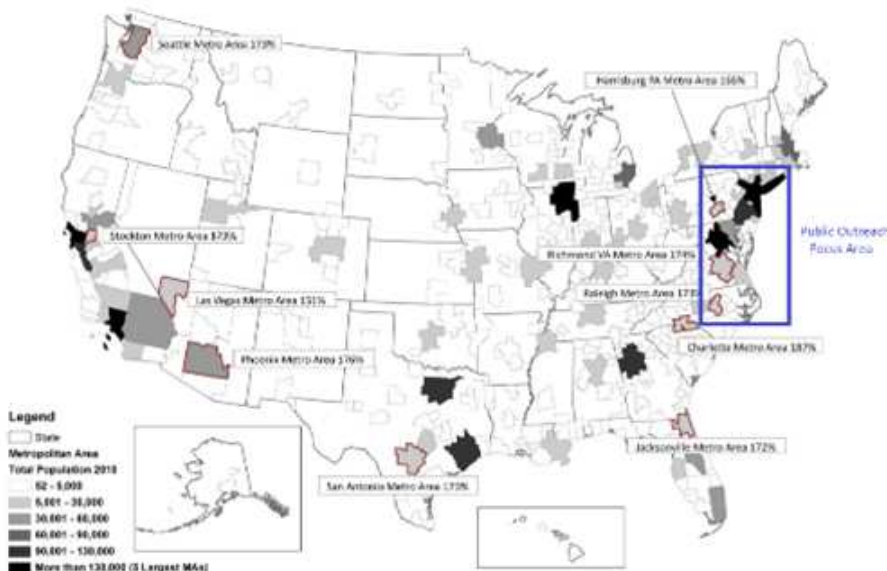
<sup>2</sup> Pew Research Center; "The Religious Affiliation and Origin of U.S. Immigrants: Majority Christian, Rising Share of Other Faiths" May 17<sup>th</sup>, 2013

<sup>3</sup> Lipka, Michael, PEW Research Center; "Muslims and Islam: Key findings in the U.S.", July 22<sup>nd</sup>, 2016

with Islamic scholars, communications experts and civil society leaders, they also provided small-group, anti-radicalization communications training to engaged community stakeholders.

CDT's development of the Muslim World Today program and its dual approach to engagement is an extension of the success of those initial community workshops. CDT hopes that by utilizing digital media and the internet to expand the resources available to the SCA community, Muslim World Today will provide an "anytime" resource for those confronted with extremist propaganda online. Coupling this online resource with dedicated outreach programming, CDT will create a twin approach to CVE in their local communities. CDT has also focused its public outreach on SCA communities located between Virginia and New York. This ensures a greater use of limited organizational resources and ensures that their public outreach engages the three largest SCA communities in the U.S. as well as 3 of the 7 fastest growing populations of SCA Muslim American immigrants within the U.S. (See SCA population chart

left; blue box highlights active public outreach focus area). The Muslim World Today program will continue with this geographic focus, allowing CDT and the MWT program team to dedicate resources to a focused audience in specific communities, allowing for more concentrated community stakeholder engagement and the crafting/assessment of outreach campaigns.



Although not a component of a formal community resilience plan, CDT and the MWT plan on highlighting the bridges made with like-minded SCA community organizations in this programmatic concentration area through a "Community Partnerships/Activists" tab on their website. This link will promote greater visibility for community stakeholders interested in partnership with CDT while permitting SCA community members interested in further engagement to locate and participate with like-minded organizations in their local areas. CDT

hopes to transition this growing network into a formal network of Islamic community stakeholders with a defined community resilience plan for CVE in the near-future.

### MWT Monitoring and Evaluation Plan

In order to assess the Muslim World Today program, CEP and CDT have jointly developed a highly rigorous monitoring and evaluation plan along with complementary theory of change identifying program milestones and assessable indicators. MWT's theory of change contains 3 near-term objectives tied to the community-level stakeholder engagement approach outlined in the program plan. The M&E plan seeks to demonstrate the achievement of key programmatic, digital, and public outreach outcomes in order to establish the fulfilment of these three objectives [**See Theory of Change for Outcomes; O.1.1-O.3.2**]. The completion of these outcomes will be associated with the successful progress of the MWT program.

Outputs/outcomes will be monitored at the programmatic level by Mrs. Zaidi-Peery, while digital outputs will be assessed by Brick Factor and Mercury Digital Media Strategies respectively. Participants in MWT's online outreach programs will also be invited to take part in a short, digital survey. This online Messaging Participant Survey will add an additional qualitative assessment tool to the natural feedback/review loop created through the online, digital assessments monitored by CDT's private sector partners. Additional digital, content production, and article aggregation milestones will be developed and identified in the Muslim World Today program plan to assist in further programmatic evaluation [**O.1.1**]. This detailed milestone plan with associated deliverables timeline will be developed upon grant award and presented for DHS approval within one month of grant issuance. Outcome tracking will be continuously reported to the Department of Homeland Security in the Monthly Status Report as well as in the final program report to be completed during the closeout phase of the program.

Muslim World Today Program Logic Model / Theory Of Change

Inputs	Outputs	Near Term Objectives	Indicators	Long Term Outcome	Outcome Allignment with DHS Goals
<b>IN.1 - CEP's Supna Al Zaaidi assigned for 2-year contract term to manage MTW program implementation</b>	O 1 1 - Creation of a full MTW program plan including the setting of program milestones and assessment timeline	OB 1 Under Ms Zaaidi's leadership, MTW will expand its South and Central Asian Muslim-American community engagement, develop new stakeholder partnerships, and evolve into a fully functional and sustainable online media resource for Muslim immigrants to the U S	Successful completion of Program Plan as created with objectives and assessments by MWT program conclusion	Community stakeholders from the South and Central Asian Muslim-American population will utilize Muslim World Today site and resources to ease their transition into the U S , while forming new partnerships for future outreach	MTW will expand and bolster partnerships within communities across the country with increased transparency and trust while preserving civil liberties
	O 1 2 - Develop original MWT content, overseeing internal article production process and editing final products		% original content creation goals met as measured by milestones laid out in MWT Program Plan		
	O 1 3 - Oversee the aggregation of externally produced articles onto the website Aggregation analysis based on article comparison with MWT's core mission and values		% of weekly aggregation goals met as measured by milestones laid out in MWT Program Plan		
	O 1 4 - Organize and Participate in 5 community-outreach programs annually Events must include a focus on SCAMA audiences in order to grow website exposure and community partnerships		# of Public Outreach events completed annually throughout MTW program duration		
	O 1 5 - Manage daily administrative and operational issues of website, total program budget for contract length as well as grant mandated financial reporting		Successful budget and grant-mandated reporting requirements adherence for full program length		
<b>IN.2. - CEP provides MTW technical support in coordination with private sector partners, Brick Factory and Mercury Digital</b>	O 2 1 - MuslimWorldToday.com is created as a fully functional website and social media platform with ongoing IT support for contract length provided by Brick Factory LLC	OB 2 MTW utilizes data analytics, marketing research, and digital strategies to increase audience retention and engagement within target demographics/population through the support of private partnerships	Digital traffic to MTW site continually expands throughout program duration	Community stakeholders from the South and Central Asian Muslim-American population will utilize Muslim World Today site and resources to ease their transition into the U S , while forming new partnerships for future outreach	MTW will build and foster resilience to violent extremism recruitment and radicalization within the SCAMA population
	O 2 2 - MTW staff, along with digital consultants from Mercury Digital Strategies, craft and execute 2, 6-month Social Media Outreach Campaigns based on data analytics and digital marketing research		% increase in unique page views as measured against monthly targets		
<b>IN.3 - Sub-Grant Award for the hiring of two additional MTW staffwriters</b>	O 3 1 - Hiring of two audience-specific, qualified staff writers to augment MTW writing team	OB 3 Additional Staff allows MTW to significantly increase rates of targeted article aggregation, original content production, and outreach towards pre-specified SCA Muslim American audiences	# of SCAMA community partnerships developed through outreach efforts (as measured in organizational "Activist" links on MTW website)		MTW will establish partnerships between local communities and the private sector, including technology and marketing professionals to promote counter-narratives against violent extremist messaging
	O 3 2 - Increase in external article identification and aggregation targeting specific audiences		# of targetted articles identified and aggregated on the website per staff writer (Assessed Monthly)		
	O 3 3 - Increase in the number of original articles & content produced for MTW		# of original articles and media content produced per staff writer (Assessed Monthly)		
	O 3 4 - Expanded Activist identification, vetting, and recruitment		# of new activists and organizations vetted and recruited by staff writer (Assessed Quarterly)		

**Expertise**

The Counter Extremism Project, a New York-based 501(c)3 non-profit, is a global leader in CVE and community resilience programming. Managing a program portfolio of \$8 million annually, CEP works with national and community-stakeholders on projects across the U.S., Europe, and Africa including administering current CVE-promotion programs in New York City, London, Somalia, and Tanzania. In recognition of these efforts, CEP was named the official implementing partner for Youth Engagement by the State Department's *Joint Strategy on Countering Violent Extremism* in 2016. CEP's partnership with the State Department has centered on the management of the Global Youth Summit against VE and CEP's One95 program, a \$300,000 program tasked with developing a global network of CVE practitioners and potential partners for future outreach. Through the One95 program, CEP has been collecting and sharing best practices in the field of CVE while developing the next generation of programmatic assessment tools. Many of the digital and messaging assessment tools utilized in the MWT program plan, including the online Messaging Participation Survey, have been developed during CEP's management of the One95 program and through the assessment of partner CVE-promotion programming. These goals have been furthered through a partnership with the National Counterterrorism Center. The joint CEP/NCTC program, worth over \$270,000 annually, is creating a training, education, and assessment toolkit for the use in community-level CVE programming based on the best practices documented by the One95 program.

Along with these awards, CEP was recently named the lead in a 2-year program focusing on national stakeholder and community resilience training in Tanzania, in partnership with the U.S. State Department. The program, worth over \$800,000, will see CEP providing outreach support to marginalized Muslim communities in 5 Tanzanian cities, as well as assisting the National Government of Tanzania to develop a cross-Ministry National Action Plan for CVE within the country. CEP's outreach to marginalized community plan is based on years of working with domestic communities of Muslim Americans, particularly those that have recently immigrated to the U.S. Those experiences, and the needs and concerns of those communities, are capacities CEP and its program staff look forward to bringing to the CDT/MWT program team.

## **Budget Narrative**

The entire project will be completed over a **24-month** window and cost **\$298,760.00**.

### **1. Personnel/Base Salaries (\$130,000)**

In order to achieve the MTW project goals as stated, it is anticipated that the following staff will be needed:

**Staff Base Salaries (\$130,000)** *Rates represent salary valuation consistent with CEP personnel policies and prevailing market rates set for this position regionally.*

- **Project Director (Supna Al-Zaidi)**, full-time, who will ensure the smooth progress of all functions of the project while representing the project team at the organizational level. Time will also be spent ensuring technical support objectives of project are accomplished and facilitating grant reporting at \$5,416/month for 24-months.

### **2. Fringe Benefits (\$10,920)**

*CEP Staff Fringe Benefits valued at 11.94% of total benefits package;*

- **Aetna Health Insurance (\$10,920)**, Health coverage for Project Director provided through Aetna Health Gold Insurance Plan for the duration of contract period (\$455/month for 24 months)

### **3. Contractual (\$37,840)**

- **Brick Factory, Inc. (\$11,840)**, Brick Factory, Inc. will manage the creation of the fully interactive MTW website and cross-social media platforms. They will also provide long-term tech support and webhosting for the duration of the contract period.

(Initial Website Build: \$2,240 – One-time fee, Tech Support: \$9,600 - \$400/month for 24 Months)

- **Mercury Digital Media Strategies LLC. (\$26,000)**, Mercury DMS LLC will provide Social and Digital Media analytics, digital marketing/branding, and outreach support for the duration of the contract period. (\$13,000 x 2 year digital support including 2x, 6-month Active Digital Campaign Management)

### **4. Other Direct Costs (\$120,000)**

- **Sub-Grant Award (\$120,000)**, A sub-grant award for \$120,000 will be provided to the Council for Democracy and Tolerance, at \$60,000 a year for two years, in order to provide salary funding for 2 additional, part-time writers for MTW site. These writers

**Muslim World Today - Technical Support Proposal**  
**Sept 6<sup>th</sup>, 2016**

will allow MTW to begin publishing content highlighting immigrant stories from Bangladesh and East Africa (\$30,000 x 2 PT Writers x 2 years)

**Budget Summary**

<b>Budget Categories</b>	<b>Federal Cost</b>
1. Personnel	\$130,000
2. Fringe Benefits	\$10,920
3. Travel	\$0
4. Equipment	\$0
5. Supplies	\$0
6. Construction	\$0
7. Contractual	\$37,840
8. Other Direct Costs	\$120,000
<b>Total Costs</b>	<b>\$298,760.00</b>

# SUPNA ZAIDI PEERY

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## **Professional Experience**

### **Counter-Extremism Project**

Jan 2013 - Present

New York City, NY

Outreach Program Manager / Strategic Research Analyst

- Draft original research, op-eds, and blogs on Islamist ideology, militancy, and CVE strategy.
- Provide testimony at government hearings, including at Department of Homeland Security hearing on ISIS in SE Asia in May 2016.
- Direct programming to foster pluralism, diversity and tolerance in Muslim-majority societies and among Muslim diaspora in the West.
- Managed diverse staff including individuals from the U.S., Turkey, Pakistan, Malaysia, Germany and Maldives.

### **Deutsche Bank**

Feb 2010 - Dec 2011

New York City, NY

Regional Intelligence Head for Amer/LATAM region

- Manage vendor contract process from bidding to final contract sign-off.
- Provide ad hoc security assessments, and manage and edit intelligence team writing for senior corporate security executives.
- Network and maintain law enforcement, industry and subject-matter expert relationships.

### **Middle East Forum**

Aug 2008 - Feb 2010

Philadelphia, PA

Assistant Director of Islamism project

- Represented the forum in media interviews and lectures nationally.
- Initiated an Amicus Brief Project to support First Amendment cases.
- Created a panel series at Delaware Community College to engage students on issues related to faith, identity and politics.
- Other educational outreach included panel and lecture discussions among non-Muslim communities interested in learning more about Islam, U.S. foreign policy issues and American Muslim communities.

### **Fahy Choi, L.L.C.**

Nov 2004 - Sept 2005

Rutherford, NJ

Associate, Civil Litigation and Immigration

- Headed the immigration group, developing the practice and managing staff.

### **Parsekian and Solomon, P.C.,**

Aug 2003 - Nov 2004

Hackensack, NJ

Associate, Civil Litigation and Immigration

- Represented clients before US Immigration Court and prepared appellate briefs.



# **SUPNA ZAIDI PEERY**

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**Center for Democracy and Technology,**  
Washington D.C.  
Summer Law Clerk

June - Aug 2002

- Co-wrote “E-Government Toolkit” for World Bank presentation and reviewed
- European Union telecom policies, copyright, contract, licensing and fraud.

**State Department, Global Affairs Bureau,**  
Washington D.C.  
Intern

Spring Semester 2000

- Researched women's rights issues and the global trafficking of women and children.

**Center for International Law, New York Law School**  
Research Assistant

Oct 2000 - May 2001

- Researched international economic issues.

## **Education**

**New York Law School,** New York, NY, J.D. 2003

**University of California, at San Diego,** San Diego, CA. Graduated in 1999  
B.A. with Honors in Political Theory and B.A. in History of the Near East

- Peer Counselor from 09/96-06/99 for Psychological and Counseling Services at UCSD. Taught emotional intelligence skills at student seminars.

## **Miscellaneous**

- Languages spoken: Fluent in Hindi and Urdu. Conversant in Spanish.