

MAX
MUSLIMS ACHIEVING EXCELLENCE

2023

MAX REPORT

www.onemax.org

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OUR STORY

PURPOSE

Inspire leadership and empower change in our communities

MAX PILLARS

Scholarships:

To award well-rounded High School and Post Secondary students who are eager to make an impact, learn & create.

Professional Excellence:

To enable systematic opportunities for long term professional success, influence and impact of Muslims within various industries and communities.

Recognition:

To honour, reward and celebrate high achievement of Muslims by sharing successes and creating inspiration and motivation.

MISSION

Recognize and accelerate productive contributions made by Muslims in North America through academic and professional development.

In 2023 MAX programs:

- Supported and developed Muslim students and early career and mid-management professionals.
- Held multiple professional development events to enable attendees to elevate professional excellence and achieve success.
- Recognized and celebrated hundreds of exceptional contributions of Muslim professionals, on our social channels throughout the year as well as at the MAX Gala in September.

MAX is a registered Not-for-Profit Organization.
MAX Scholarship Fund (MSF) is a Registered Charity in Canada.

2023 IMPACT IN NUMBERS



$314,000+

Awarded in scholarships



2500+

Event attendees



80+

Students supported financially



20

Growth Companies & Startups presented to over 86 investors at the MAX Investment and Referral Network



$19,800

Fundraised collectively for the Princess Margaret Cancer Foundation



$190,000+

Raised for Islamic Relief Canada's *Orphan Sponsorship program* at the annual MAX - IRC Grand Iftar



96

Mentor-Mentee pairs in 2023. 500+ active pairs overall since inception



700+

Volunteers



60+

Industry Leading Speakers



38

Award finalists across 10 categories



5

North American Cities: Toronto, Montreal, Vancouver, Ottawa, Houston



15

Award winners across 10 categories



23

Professional Development events



2

Scholarships for partnership with BridgeTO Youth

2023 EVENTS & PROGRAMS AT A GLANCE

































ABOUT US

Timeline

2015
Founded

2016
Gala at Ritz Carlton

MAX Scholarships Awarded

2017
Mentors Toronto

Gala at Roy Thompson Hall

2018
Mentors Montreal

Muslim Youth Fellowship

Gala at Ritz-Carlton

2019
Mentors: Edmonton, Vancouver & Ottawa

MAX Tank

Aspire Development

Gala at Ritz-Carlton

2020
Women in Leadership

Business launched

MSF gains charity status

2021
MAX Investment & Referral Network

Aspire

2022
MAX Texas

Training for Boards

2023
Community

Gala at Ritz-Carlton

SCHOLARSHIPS

- MAX Scholarship Fund
  - Quran Recitation Competition

PROFESSIONAL EXCELLENCE

- Business
  - Training for Boards
  - Leadership
  - MAX Investment and Referral Network (MIRN)
- Women in Leadership (WIL)
- Mentors
- Aspire
- MAXCast (Podcast Series)
- Community

RECOGNITION

- Gala
- Awards
- Recognition Posts



YOUR JOURNEY WITH MAX

No matter where you are in your career journey, you will find a home at MAX. We have opportunities for you to grow with us, give back and be part of a dynamic community.



Students and Early Career Professionals

Scholarship applicant, booking coffee chats on Aspire, general volunteer or become a mentee!



Mid and Late Career Professionals

Take part in our extensive programs! Become a mentor, a judge for scholarships, a participant on MAX Tank or volunteer with WIL, Business, Gala, MIRN or Aspire.

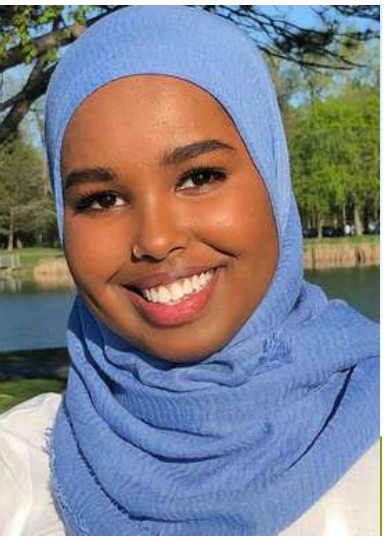


Senior Executives

Be recognized through our awards program, invest with the MAX Investment and Referral Network, participate in board training, as a scholarships judge or a SE for Aspire.

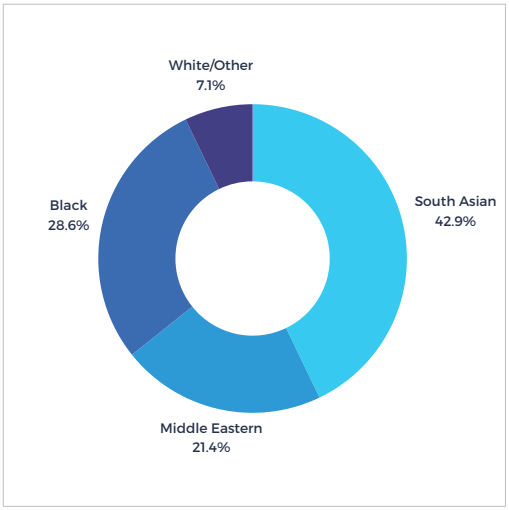
PEOPLE & CULTURE

OUR COMMITMENT TO DIVERSITY & INCLUSION






Award recipients by ethnicity 2023

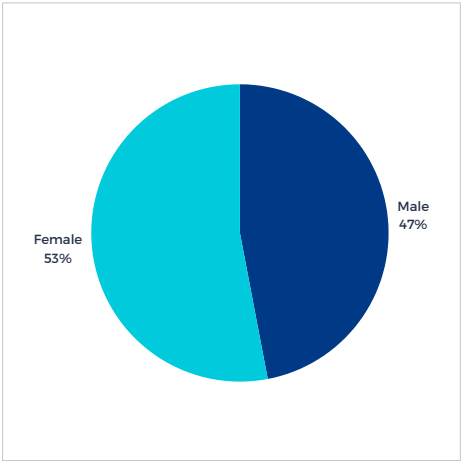


DIVERSITY AND INCLUSION

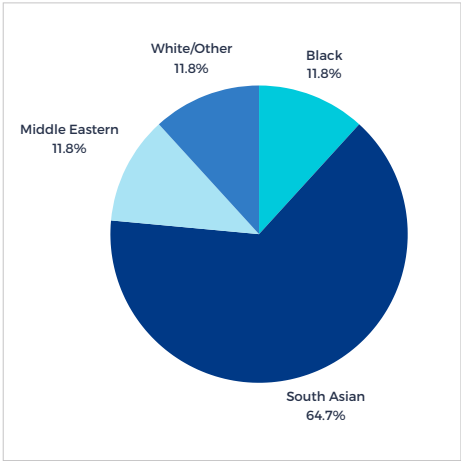
MAX as an organization, is committed to the principles of respect, value, and inclusion of all individuals regardless of their ethnic origin, gender, age, physical ability, and education.

We are committed to diversity and recognize the multivalence of identities that make up the Muslim community and its allies including race, gender, and those differently-abled. Throughout the organization, including MAX awards, scholarships, and professional development events, we strive to create a representative climate of respect, fairness, and cooperation between all individuals.

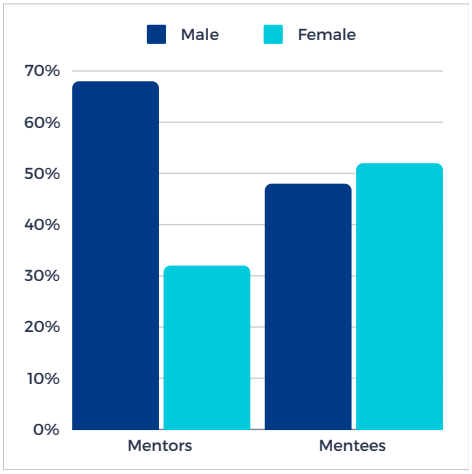
MAX Exec Team by gender 2023



Event Speakers by ethnicity 2023



Mentors & Mentees by gender 2023



MAX GALA 2023

WEAVING THE THREADS OF EXCELLENCE



Recognizing Muslim contributions to business, academic and social excellence in Canada, MAX Gala 2023 honoured a past that inspires us to weave the thread of excellence into our collective future. We are bound by a shared vision, an unwavering commitment to achieve greatness and a relentless pursuit of conquering new frontiers. We continue to embrace innovation and seek out new opportunities, pushing boundaries and paving new pathways for success.

This year's gala showcased the finest threads of talent, passion and determination and continues to weave together achievements and accomplishments, providing a rare glimpse into the talents and cultural strengths of a dynamic community of Canadian Muslims, whose continued efforts help energize the economy and expand our combined cultural horizons.

NOTABLE ATTENDEES

Riaz Ahmed, CEO of TD Securities
Faisal Kazi, CEO of Siemens Canada
Mayor **Olivia Chow**
Dr. Najma Ahmed, Surgeon-in-Chief (interim) St. Michael's Hospital
Dr. Taufik Valiante, Neurosurgeon and Scientist at the Krembil Institute
Dr. Ike Ahmed, World Renowned Complex Eye Surgeon
Omar Sachedina, Chief News Anchor and Senior Editor for CTV National News
Richard Rooney, Vice Chair and Co-Founder, Burgundy Asset Management
Layth Gafoor, CEO of Lucentum Media
Walied Soliman, Canadian Chair of Norton Rose Fulbright and co-chair of the Special Situations team
Moez Kassam, Founder and CEO of Anson Funds
Sajjad Ebrahim, CEO of Lark Investments
Nabeela Ixtabalan, Former EVP & Chief Operating Officer, Walmart Canada
Zehra Sheerazi, Partner at Torys LLP
Dr. Mohammad Al Zaibak, Founder of Teranet, CEO, Canadian Development and Marketing Corporation (CDMC)
Garth Foster, Senior Partner at Fasken
Sammer Haq, Head of Strategy, Analytics and Modeling at RBC Ventures
Nav Bhatia, Toronto Raptors SUPERFAN

5
Sold-out Galas at the Roy Thomson Hall and the Ritz Carlton Toronto

500+
MAX Gala attendees every year from 2016 - 2023

65
Industry professionals and community leaders awarded since 2016

MAX GALA 2023





























MAX GALA 2023






























AWARDS

Recognizing Muslims (and non-Muslims) who have demonstrated significant achievement, leadership, and commitment to serving their community.



MAX COMMUNITY EXCELLENCE AWARD 2023

Abdifatah Hussein



MAX FRIEND OF THE COMMUNITY 2023

Nav Bhatia



MAX ARTIST OF THE YEAR 2023

Uzma Jalaluddin



MAX ARTIST OF THE YEAR 2023

Osama Dorias



MAX DYNAMIC LEADER OF THE YEAR 2023

Layth Gafoor



MAX DYNAMIC LEADER OF THE YEAR 2023

Nabeela Ixtabalan



MAX CHARITY OF THE YEAR 2023

Sakeenah Canada



MAX WOMAN OF THE YEAR 2023

Dr. Najah Adreak



MAX PROFESSIONAL EXCELLENCE AWARD 2023

Walied Soliman



MAX PROFESSIONAL EXCELLENCE AWARD 2023

Asma Shahsamand



MAX TRAILBLAZER IN SCIENCE, RESEARCH, AND TECHNOLOGY AWARD 2023

Dr. Taufik Valiante



MAX TRAILBLAZER IN SCIENCE, RESEARCH, AND TECHNOLOGY AWARD 2023

Dr. Aliya Khan



MAX LIFETIME ACHIEVEMENT AWARD 2023

Dr. Sheema Khan



MAX ENTREPRENEUR OF THE YEAR AWARD 2023

Huda Idrees



MAX ENTREPRENEUR OF THE YEAR AWARD 2023

Khalid Hashi

10

Award Categories

38

Award Finalists

15

Award Winners

MAX SCHOLARSHIP FUND

80
Scholarships in 2023

$314,000+
Worth of scholarships in 2023 alone

90+
Scholarship Sponsors in 2023

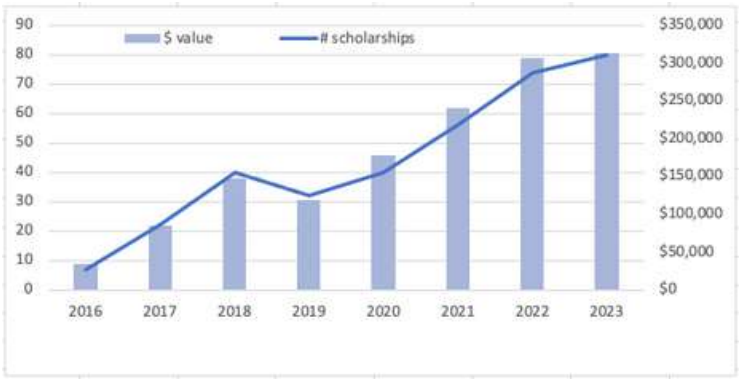
The MAX Scholarship Fund (MSF) *awards well-rounded High school and University students who are eager to make an impact, learn and create. Winners are students who have contributed to their communities and Canada at large, achieved above-average marks, and are recognized by their peers.*

2023 ACCOMPLISHMENTS

This year we awarded **80** scholarships worth **$314,000** to Muslim students in high school and university across Canada. Our scholarship reception took place on September 14, 2023 and was attended by well over 100 sponsors, scholars, and community members.

GROWTH

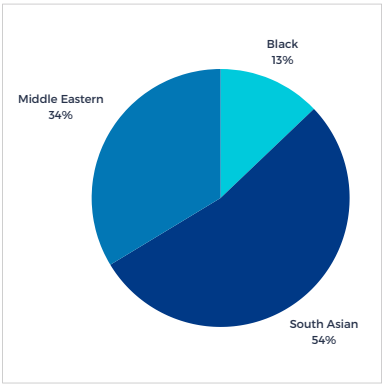
The number of scholarships awarded and the amount awarded every year has increased tremendously since we started the program in 2016. In 2020, we awarded 40 scholarships worth $178,000, and by 2023 MSF awarded $314,000 worth of scholarships to 80 students.



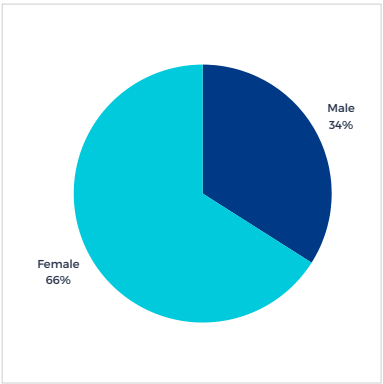
SERVING A DIVERSE COMMUNITY

Our scholarship program provides diverse opportunities for students from different ethnic backgrounds to receive financial aid for their education and growth. We recognize there are gaps within our community as it relates to financial supports and the MSF is one of the avenues we are building upon to address those barriers. We partner with a local organization, BridgeTO that provides scholarships, and program access to underserved BIPOC students in the GTA.

MSF Winners by ethnicity 2023



MSF Winners Gender Ratio 2023



Support & Giving

Legacy Building

MSF is a registered charitable entity, and donors are eligible for a Charitable Tax Receipt

Investing in your community

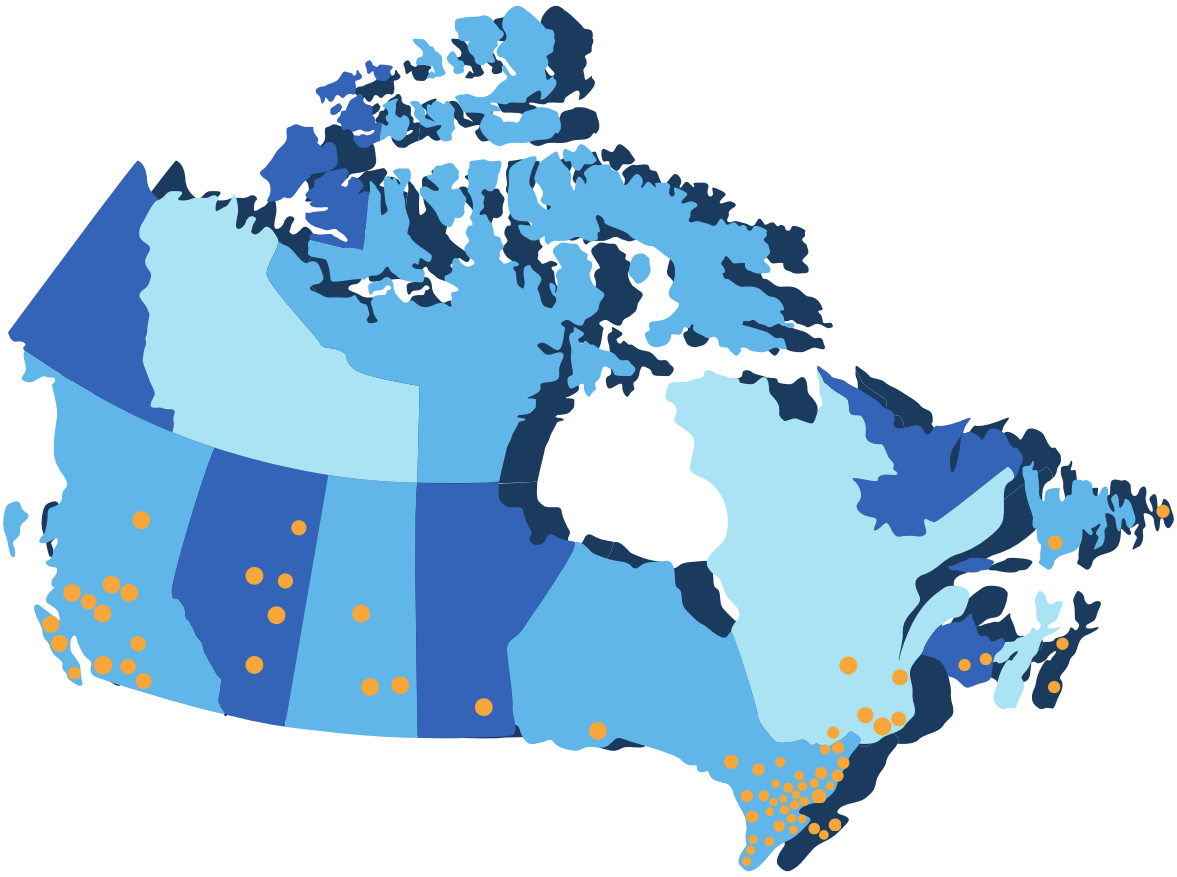
$1.4 M
Worth of Scholarships Awards since 2016

351
Scholarships awarded to students since 2016

3500+
Scholarship Applications recieved since 2016

MAX SCHOLARSHIP FUND

77 CITIES REPRESENTED IN THE APPLICANT POOL:



Ajax
Amherstburg
Ancaster
Aurora
Barrie
Bradford
Brampton
Burlington
Burnaby
Calgary
Cambridge
Camrose
Chennai
Chilliwack
Coquitlam
Delta
East York
Edmonton
Etobicoke
Fonthill
Fort McMurray
Fredericton
Gatineau
Georgetown
Halifax
Hamilton
Innisfil
Kanata
Kelowna
King City
Kingston
Kitchener
LaSalle
Laval
London
Longueuil
Maple
Markham
Milton
Mississauga
Moncton
Montreal
Moose Jaw
New Glasglow
New Westminster
Niagara
North York
Oakville
Orleans
Oshawa
Ottawa
Port Coquitlam
Prince George
Quebec City
Regina
Richmond
Richmond Hill
Saskatoon
Scarborough
St. John's
St. Catharines
Stoney Creek
Surrey
Thornhill
Thunder Bay
Toronto
Vancouver
Vaughan
Vegreville
Victoria
Waterdown
Waterloo
Welland
Whitby
Windsor
Winnipeg
Woodbridge

PROFESSIONAL EXCELLENCE
MAX BUSINESS - TRAINING FOR BOARDS



17 Speakers

70+ Board Seats Occupied

4 Sessions in 2023

300 Attendees

MAX Training for Boards was a 6-session program, with 2 sessions taking place in 2022. It provided practical and pragmatic approaches to professionals who aspire to be directors and board members. This program was launched to facilitate representation, and encourage the participation of an under-represented community, Muslims in Canada, on profit and not-for-profit Boards.

6 Session Titles:

1. Board 101
2. The Board's Focus On Strategy
3. Legal, Risk & Compliance
4. Finance & Audit
5. Board Development, HR & Governance
6. How To Run A Board

COMPANIES REPRESENTED BY BOARD MEMBERS

ROGERS
Toronto Metropolitan University
CANADIAN TIRE
Loblaws
CINEPLEX
Brookfield
SickKids
FONDATION PIERRE ELLIOTT TRUDEAU FOUNDATION
dream residential REIT
The Princess Margaret Cancer Foundation UHN
Canadian Mental Health Association
Mental health for all



PROFESSIONAL EXCELLENCE
MAX BUSINESS - MIRN

MAX Business is a program that facilitates and encourages the development and success of high-performing Muslim decision makers in business via leadership, advisory and professional training



86 Investors **9** Events **18** Presenting companies **15** Industries

MAX Investment & Referral Network (MIRN) events provide an opportunity to experience the community's entrepreneurial spirit, listen in to some amazing pitches, and hear some of our esteemed MIRN members and investors ask some hard-hitting questions. MIRN provides a platform for Muslim entrepreneurs and disruptors to gain access to capital from their very own community.

In 2023, presenting companies hailed from a total of **15 different industries**. Some of the more common industries that sought funding included companies in the healthtech and worktech space. Many companies successfully raised a healthy portion of their target, onboarded prominent industry titans in our MIRN network in an advisory capacity and/or built new connections and referrals to continue their entrepreneurial journey. All events hold live Q&A sessions, concluding with networking between the presenting companies, investors and attendees.

MIRN also hosted its first in-person event in December 2023, titled *Idea To Impact: Meet The Entrepreneurs*. With a lineup of 11 entrepreneur panelists, the gathering attracted over **130 attendees** and brought together MIRN members and others in the Muslim entrepreneurial community to share learned experiences.

COMPANIES PRESENTING TO MAX INVESTMENT & REFERRAL NETWORK INVESTORS

economi · INSTACHEW · Savyn · Syzl · AirMatrix · MusFit · WaiveTheWait · Workhub · Axiom Learning · TRANSFORMVC · FLEET ZERO · M · SCOOTY

ASPIRE

***MAX Aspire** is a modern, virtual platform, that connects accomplished, high-performing Senior Executives across all industries with Aspiring Professionals in the MAX network.*

The MAX Aspire program:

- Enables Aspiring Professionals to book coffee chats with Senior Executives
- Allows Aspiring Professionals to schedule mock interviews with Senior Executives
- Provides opportunities to build one-on-one connections with Senior Executives or Aspiring Professionals
- Allows Senior Executives to post jobs and hire top talent from the MAX network

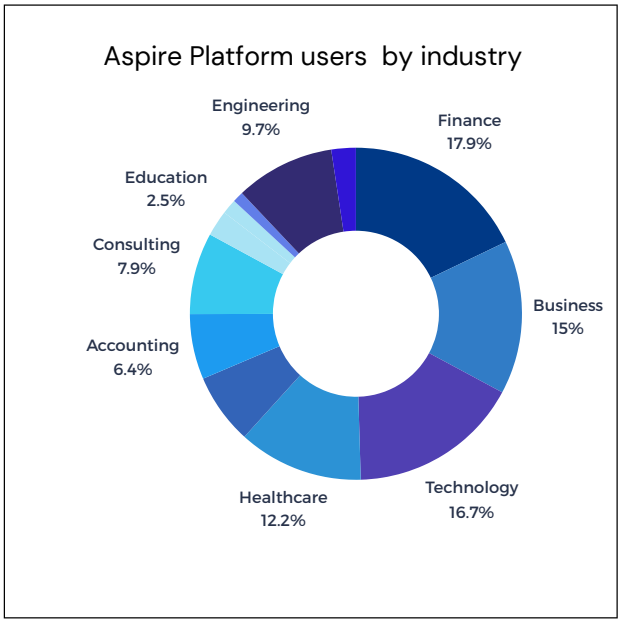


SENIOR EXECUTIVES

- Mentor High-Potential Professionals
- Connect with other Senior Level Executives
- Access to repository of High-Potential Aspiring Professionals

ASPIRING PROFESSIONALS

- Connect with Senior Level Executives across various industries and other High-Potential Aspiring Professionals
- Apply to Jobs



300+

Senior Executives from various Industries

366

Coffee Chats booked to date

570+

Aspiring Professionals

PROFESSIONAL EXCELLENCE
MENTORS

A professional mentorship program that connects students and early career professionals with seasoned professionals who provide career-related guidance and support as mentors, to catalyze excellence in the Canadian Muslim community and help a new generation break glass ceilings.

2023 ACCOMPLISHMENTS

96 New Mentor - Mentee pairs in 2023

15% Increase in Mentors applications since 2022

5% Increase in Mentee applications since 2022

9 Professional development events

MAX Mentors hosted a total of **7** in-person and **2** virtual events across Toronto, Montreal, Ottawa, Vancouver, and Houston in 2023.

Our professional development and meet and greet events focused on providing participants in the mentorship program and the broader community with skills to enhance their networking skills and better convey their professional story.

Notable speakers at some of our events included **Nabeela Ixtabalan;** Former EVP & COO at Walmart Canada, **Ali Asaria;** Applied AI Engineer + CEO at Tulip, **Earl Davis;** Head of Fixed Income & Money Markets at BMO; **Youssef Gaboune**, founder of Humanizers, and **Manel Guizani;** VP at Quebec Business Development to name a few.



5
North American cities

608
Mentor-Mentee Pairs to date

420+
Total Attendees at events

WOMEN IN LEADERSHIP

MAX Women In Leadership *is a program with a mission to celebrate, inspire and cultivate leadership excellence in North American-Muslim women. The program focuses on Recognition, Leadership, and Network & Partnerships, thereby connecting and mobilizing Muslim women across North America to institute a strong and sustainable network.*

WIL launched in Toronto in July 2017. Since then we have achieved: **6+** International Women's Day programs and workshops with **26+** leading industry speakers, and over **550+** event attendees.

MAX Women in Leadership hosted our 3rd Annual International Women's Day (IWD) event on March 8, 2023, sponsored for the third time with the generosity of McCarthy Tétrault.

In 2023, the IWD theme, #EmbraceEquity, centered on fostering a fair and equal workplace by addressing bias, challenging stereotypes, and promoting inclusion. Our event, "Women at Work: Embracing Equity, Inclusivity, and Opportunity," explored strategies for women's professional development, encompassing upskilling, reskilling, retention, and mentorship. The focus was on empowering women to shape their careers, emphasizing the transformative impact of embracing equity for positive change.

















550+

Event attendees since 2018

6

Professional development programs for women since 2018

26+

Leading industry speakers since 2018

COMMUNITY

As part of a new initiative this year, **MAX Community** came to life with the *aim of fostering a sense of community and building the network of Muslims in Canada*. This was achieved through providing ad-hoc networking, social events, community service and informal meetups for Muslims in the Greater Toronto Area. MAX Community was launched in June 2023 and has since hosted several social and community-driven events.

In 2023, social events included coffee meet-ups at local coffee shops across the GTA, such as **7 West Cafe, Buka Maranga, Matari Coffee & Co.** and **The Burrow Coffee**, attracting a combined total of over **75** attendees, with an additional 115+ expressing interest. These coffee meet-ups are meant to be smaller and focused on meaningful conversation and informal networking within our community. We look forward to adding more social events in 2024.

MAX Community also hosted several community-driven events such as the **10,000 Trees For Rouge** tree planting event in October, **Road Hockey to Conquer Cancer Tournament** in September, which raised over **$19,800** for the Princess Margaret Cancer Foundation, and five **Muslim Food Bank Hamper Distributions**, each supported by over 10 MAX volunteers. We hope to continue these initiatives an on-going collaboration with Muslim Food Bank Toronto.



100+

Volunteers for Community Events

$19,800+

Fundraised collectively for the Princess Margaret Cancer Foundation

11

Total Events including Food Bank Hamper Distributions and 10K Trees For Rouge tree planting event

MAX - IRC GRAND IFTAR 2023

Through the generosity of our MAX community, Islamic Relief Canada (IRC) was able to raise **$190,000, representing the sponsorship of 175 orphans around the world** at our 8th Annual MAX - IRC Grand Iftar that took place on Saturday April 8, 2023 at the Red Rose Convention Centre in Mississauga, Ontario.

Eighty of those orphans (43% female, 57% male) were sponsored on a 1-1 basis, with your sponsorship allowing for continuous, long-term transformation in the life of each orphan. This support enables them to rise above their circumstances, access deserving opportunities, and build better lives for themselves and their families.

The remaining orphans were supported through IRC's Orphan Care Project, where your donations were allocated to provide additional care for those in need. These funds ensure that their most essential needs are met, including **medical aid**, **educational support**, **shelter repair** and **orphan projects**.

Your donations reached orphans in **14** countries around the world, including: **Chechnya, Ethiopia, India, Kenya, Lebanon, Mali, Niger, Pakistan, Palestine, Somalia, Sri Lanka, Sudan, Syria and Turkey.**





175

Orphans Sponsored

$190,000

Raised collectively at the Annual MAX - IRC Grand Iftar in April 2023

500+

Total Attendees

MAX TEXAS

Established in Houston in 2022, **MAX Texas** achieved significant milestones and actively contributed to the community. The year kicked off with the first-ever MAX Texas Gala, an event that brought together over **300** attendees. Themed *Advancing and Honouring Professional Muslim Success,* the Inaugral Gala set the tone for a year of impactful engagements. Esteemed panel speakers at the Gala included Dr. Sherif Zaafran, Muna Hussaini, Jida Nabulsi and Dr. Rehal Bhojani alongside keynote speaker Preacher Moss.



Throughout the year, MAX Texas organized and hosted **four** additional events, providing valuable opportunities for networking, learning, and community building. This included MAX Gives Back: Houston Food Bank & Project CURE, an Eid Al-Fitr Social, and a Mentors Meet & Greet. These events collectively drew an audience of **200 people**, fostering a sense of connection and collaboration among Muslim professionals within Houston.

Dedicated to making a positive impact, MAX Texas engaged over **100 volunteers** in three community-focused events. These initiatives not only strengthened the local community but also exemplified MAX Texas's commitment to service and social responsibility.

In the realm of mentorship, MAX Texas facilitated **55+ mentorship pairings,** demonstrating a robust commitment to professional development and knowledge-sharing. In 2023 alone, the chapter initiated 20 new mentorship pairings, further amplifying its impact on individual growth and career advancement.

MAX Texas's multifaceted approach in 2023, encompassing engaging events, community service, and mentorship initiatives, showcases its dedication to fostering a vibrant and supportive professional Muslim community in Houston.

500+

Total Attendees

100+

Volunteers across 3 Community Focused Events

55+

MAX Texas Mentorship Pairings To Date

2023 MAX SPONSORS

TITLE

TD

PLATINUM

ISLAMIC RELIEF CANADA

SAJJAD EBRAHIM FAMILY FOUNDATION

MOEZ KASSAM & MARISSA KASSAM FOUNDATION

GOLD

Toronto Metropolitan University

KPMG

CF Cadillac Fairview

Richard Rooney

MOHAMMAD AL ZAIBAK and Family

RBC

SRJ Chartered Professional Accountants

FASKEN

Sovereign Bancorp Ltd.

IKE AHMED AND RUBY ALVI

SILVER

B.A.M BALYASNY ASSET MANAGEMENT

SARGENT FARMS

MNP

GreenShield

BRONZE

TORYS LLP

SYEDLAW Business | Charity | Security

Extendicare Helping people live better

DR. ADNAN KAZI HAMEED MEDICINE PC

DAVIES

THE CITIZENS FOUNDATION CANADA

MISHKAT DIGITAL MARKETING



CONTACT US

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