2024 MAX ANNUAL REPORT

MUSLIMS ACHIEVING EXCELLENCE



www.onemax.org





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LETTER FROM OUR FOUNDER



"Inspired by my late father, who cared deeply about Muslims and believed that we should positively contribute to society by being leaders in the sciences, technology, business, law, social sciences, and ethics." - Aazar Zafar, MAX Co-Founder

At MAX, we are committed to recognizing, rewarding, and celebrating high achievement and positive contributions within the North American Muslim community. Your ongoing support and commitment to this mission is greatly appreciated.

Our vision is to foster a culture of excellence, where every stakeholder plays a vital role in shaping impactful events and initiatives. Together, we create meaningful experiences that highlight the talent and diversity of our community.

MAX is more than an organization—it is a journey we are building for the long term. With your support, we strive to create a lasting impact on present and future generations across Canada and North America, God willing.

The strength of MAX has always been its people. Volunteers are the driving force behind our success, and we are grateful for their commitment to this journey.

This annual report provides insight into the various programs at MAX. I encourage you to connect, collaborate, and engage with our community to support and amplify our collective impact.

We look forward to achieving great things together!



Aazar Zafar, CA CFA
Founder and Head Cheerleader

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

2024
MAXPitch

CEO Panel Series

Disruptive Tech (AI & Cybersecurity)

Networking (Circles & Connect)



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.







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 2024. 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.
- Successfully launched 6 brand new programs

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

SCHOLARSHIPS

- MAX Scholarship Fund
  - Qur'an Recitation Competition

PROFESSIONAL EXCELLENCE

- CEO Panel Series
- MAX Investment and Referral Network (MIRN)
  - MAXPitch
- Entrepreneurship
- Women in Leadership (WIL)
- Disruptive Technologies (AI, Cybersecurity)
- Mentorship
- MAX Networking (Circles, Connect)
- Training for Boards

RECOGNITION

- Gala
- Awards
- Recognition Posts





2024 IMPACT IN NUMBERS

$348,000+
Awarded in scholarships

87
High achieving students who earned scholarships

6
New programs successfully launched

3,000+
Event attendees

99
Mentor-Mentee pairs in 2024
600+ active pairs overall since inception

16
Growth Companies & Startups presented during MAXPitch

32
Industry Leading Speakers

$2M
Raised in capital from companies who have presented at MIRN

5
North American Cities: Toronto, Montreal, Vancouver, Ottawa, Houston

32
Professional Development Events

BRIDGE TO
2
Scholarships for partnership with BridgeTO Youth

800+
Volunteers

2024 EVENTS & PROGRAMS AT A GLANCE





















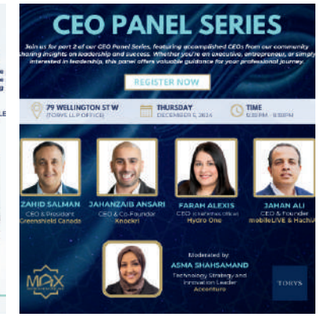












PEOPLE & CULTURE

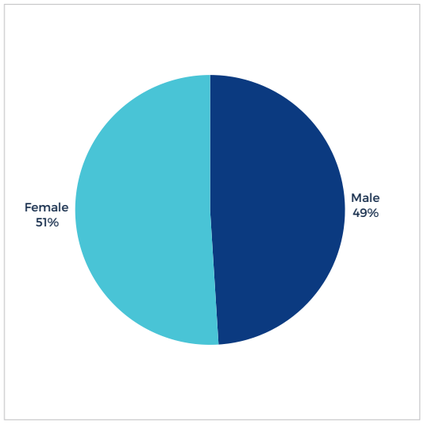
OUR COMMITMENT TO DIVERSITY & INCLUSION

DIVERSITY AND INCLUSION

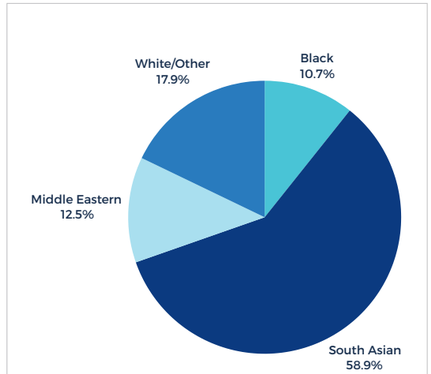
MAX as an organization, is committed to the principles of respect, value, and inclusion of all individuals regardless of their ethnic origin, gender, age, physical ability, and education.

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.

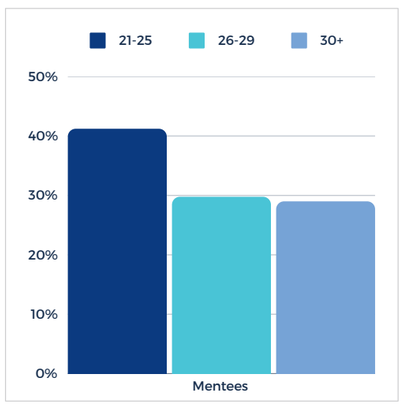
MAX Exec Team by gender 2024



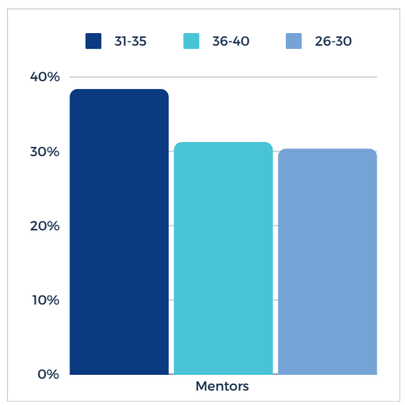
Event Speakers by ethnicity 2024



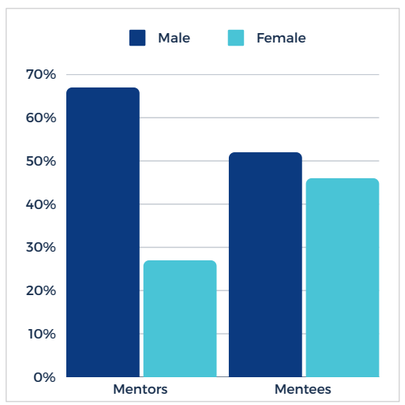
Mentees by age 2024

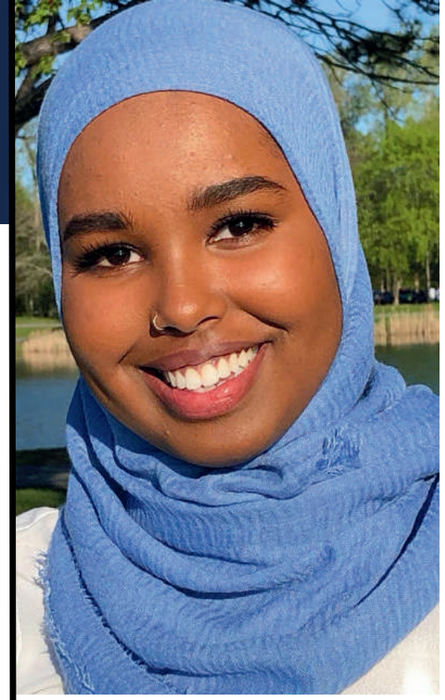


Mentors by age 2024



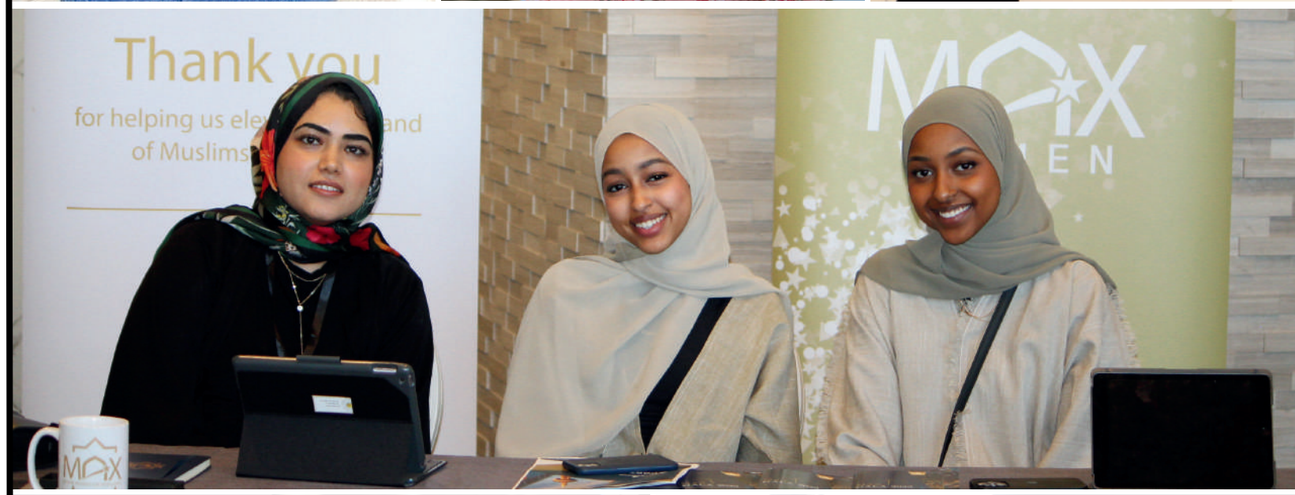
Mentors & Mentees by gender 2024















MAX SCHOLARSHIP FUND

87
Scholarships in 2024

$348,000+
Worth of scholarships in 2024 alone

64
Scholarship Sponsors in 2024

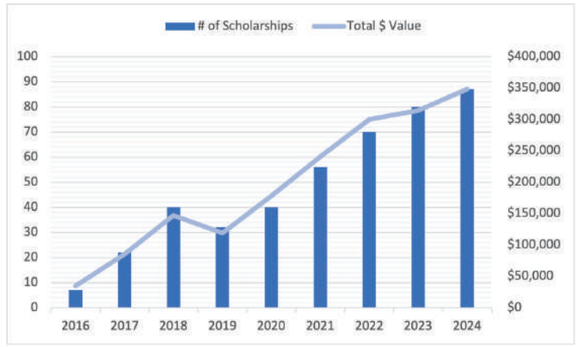
The MAX Scholarship Fund (MSF) *awards well-rounded High school and University students who are eager to make an impact, learn and create. Winners are students who have contributed to their communities and Canada at large, achieved above-average marks, and are recognized by their peers.*

2024 ACCOMPLISHMENTS

This year we awarded **87** scholarships worth **$348,000** to Muslim students in high school and university across Canada. Our scholarship reception took place on September 9, 2024 and was attended by well over 100 sponsors, scholars, and community members.

GROWTH

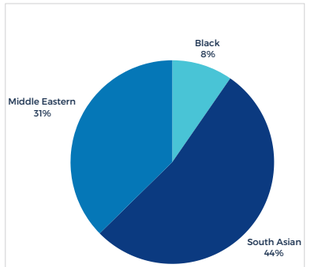
The number of scholarships awarded and the amount awarded every year has increased tremendously since we started the program in 2016. In 2020, we awarded 40 scholarships worth $178,000, and by 2024 MSF awarded $348,000 worth of scholarships to 87 students.



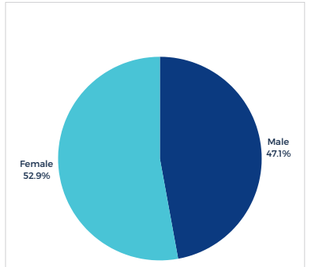
SERVING A DIVERSE COMMUNITY

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 2024



MSF Winners Gender Ratio 2024



Support & Giving

Legacy Building

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

Investing in your community

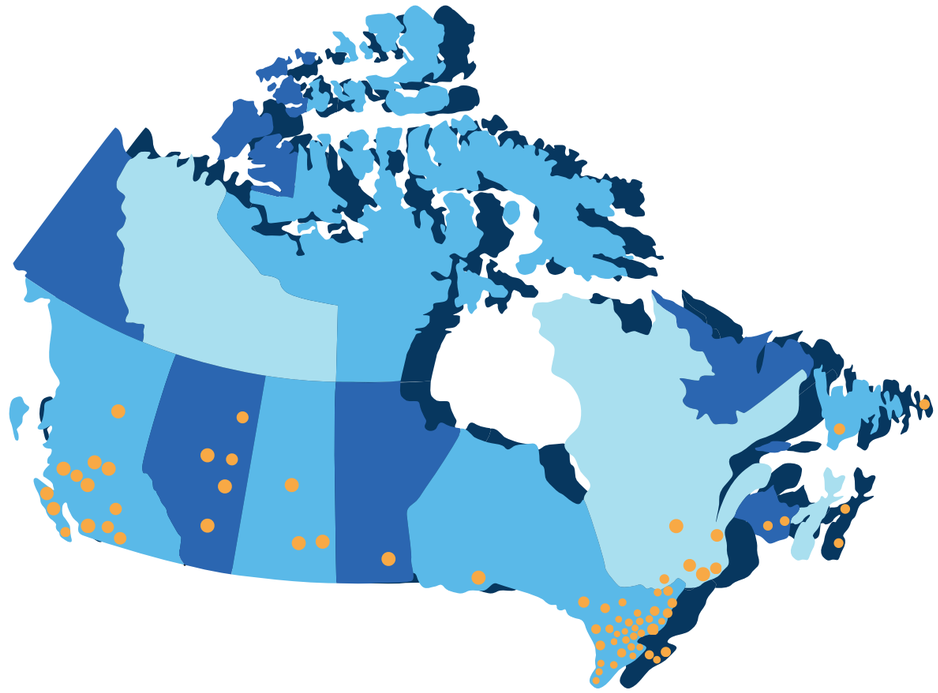
$1.8 M
Worth of Scholarships Awards since 2016

450
Scholarships awarded to students since 2016

4200+
Scholarship Applications recieved since 2016

MAX SCHOLARSHIP FUND

83 CITIES REPRESENTED IN THE APPLICANT POOL:



Abbotsford
Airdrie
Ajax
Amherstburg
Barrie
Beaconsfield
Binbrook
Brampton
Brantford
Brossard
Burnaby
Caledon
Calgary
Cambridge
Charlottetown
Chestermere
Chicoutimi
Chilliwack
Cornwall
Delta
Edmonton
Etobicoke
Fillmore
Fort McMurray
Grande Prairie
Guelph
Halifax
Hamilton
Hanwell
Hawkesbury
Kamloops
Kanata
Kelowna
King City
Kingston
Kitchener
LaSalle
London
Losier Settlement
Maple
Markham
Middle Sackville
Milton
Mississauga
Moncton
Montreal
Mount Hope
Mulmur
Nepean
New Glasglow
New Westminster
Newmarket
Niagara Falls
Niagara-On-The-Lake
North Vancouver
North York
Oakville
Oshawa
Ottawa
Pickering
Pincourt
Port Moody
Rabat
Richmond Hill
Saskatoon
Scarborough
St. Albert
St. Catharines
St. John's
Stoney Creek
Stouffville
Surrey
Toronto
Vancouver
Vaughan
Vernon
Victoria
Waterdown
Waterloo
Whitby
Windsor
Winnipeg
Woodbridge

ENTREPRENEURSHIP



15 Speakers **22** Hours of Total Programming **5** Sessions in 2024 **350+** Attendees

MAX Entrepreneurship continued to empower aspiring and established entrepreneurs through a series of impactful sessions designed to enhance business acumen and strategic growth in 2024. With five engaging sessions, participants gained valuable insights from industry experts, honing their skills in leadership, finance, and business expansion. These sessions provided a dynamic space for networking, knowledge-sharing, and fostering a strong entrepreneurial community within MAX.

5 Session Titles:

1. **Achieving Excellence in Entrepreneurship**
2. **Elevate Your Business Pitch**
3. **Shareholder Agreement - Best Practices**
4. **Financials and P&L 101**
5. **Scaling Your Business**



MAXPITCH

MAX INVESTMENT & REFERRAL NETWORK (MIRN)

In 2024, MAX successfully relaunched the **Muslim Investment Referral Network (MIRN)** to support Muslim-founded companies and provide a pathway to accessing capital. MIRN operates through two key initiatives: first, by curating a network of high-net-worth individuals, and second, by offering Muslim entrepreneurs the opportunity to present their business ideas to potential investors. Through this platform, MAX is fostering a stronger investment ecosystem that connects founders with the resources they need to grow and scale their ventures.

This process was further formalized through the launch of **MAXPitch**, an **engaging web series** that showcases entrepreneurs pitching their ventures. In addition to high-net-worth individuals, the investor network was expanded in 2024 to include institutional investors, such as venture capital firms, that align with and support the MAX agenda. Through these efforts, MAX continues to strengthen the investment ecosystem for Muslim entrepreneurs, providing them with the resources needed to grow and scale their businesses.

7 VC Firms **4** Live Episodes **16** Presenting companies **400+** Viewers across episodes



COMPANIES PRESENTED

Actic · BOXLY MODULAR STRUCTURES · CYA · CRICKET · DigiBiomics Data to Diagnose · economMi · GoMeat app Blockchain · Marketplace · Home Delivery · Kiwi Chaaos · litespace · OKARE · rūh · SCOOTY · tabiat · WaiveTheWait

CEO PANEL SERIES

A speaker series that brings together distinguished CEOs from the community to share their career journeys, leadership insights, and strategies for success, inspiring the next generation of professionals and entrepreneurs to reach new heights in their industries.



In 2024, MAX launched the **CEO Panel Series**, a flagship initiative designed to **spotlight distinguished CEOs** from our community who have reached the pinnacle of their careers through dedication, perseverance, and exceptional leadership. This series provides an exclusive opportunity to gain insights from top executives as they share their journeys, challenges, and key strategies for success. Through thought-provoking discussions, attendees engage with industry leaders, learning firsthand what it takes to excel in today's dynamic business landscape.

Two CEO Panel Series events were held in the calendar year—the first at EY in June and the second at Torys in December—bringing together over **235** attendees and featuring **11** distinguished senior speakers from diverse industries, including KFC, GreenShield, Norton Rose Fulbright, Hydro One, and more.

2 Events in 2024

11 Total Senior Speakers

235+ Attendees



MENTORSHIPS

A professional mentorship program that connects 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.

2024 ACCOMPLISHMENTS

99 New Mentor - Mentee pairs in 2024

20% Increase in expanded pairings, with 150+ active pairs

27% Increase in Mentors applications

57% Increase in Mentee applications

In 2024, MAX Mentorships introduced **Industry Pods**, where mentor/mentee pairs are placed under the guidance of an Industry Manager.

The top three industries were **Technology**, **Consulting**, and **Finance**, with Technology being the #1 industry nationwide in terms of mentor demand.

MAX Mentorships hosted a total of **6** events, consisting of **4** in-person gatherings and **2** virtual sessions. Among the in-person events, two were speed-matching events, while the other two were summer networking events, held in both **Toronto** and **Vancouver**. These events provided participants with invaluable opportunities to connect, collaborate, and expand their professional networks in dynamic settings.



99
Pairs in 3 Cities

500
Mentor/Mentee Applications

6
In-person and virtual national events

AI & BEYOND

MAX DISRUPTIVE TECHNOLOGIES

MAX AI & Beyond *is a new program that equips mid-senior professionals with the knowledge and strategies to integrate AI technologies into their businesses, driving innovation and value.*



MAX AI & Beyond was launched in 2024 as a cutting-edge program designed to equip **mid-senior professionals** with an in-depth understanding of how AI and related technologies were transforming industries. Through engaging sessions, attendees explored the evolving landscape of AI and learned practical strategies for integrating AI applications into their businesses to drive value and innovation.

Moreover, the program offers networking opportunities within the AI community, allowing attendees to expand their professional circles and cultivate potential collaborations. Through real-world case studies and practical applications, attendees explored how AI was being leveraged to solve complex challenges across diverse sectors, providing them with actionable knowledge and skills to stay ahead in the rapidly evolving technological landscape.

2 Events in 2024

12 Total Senior Speakers

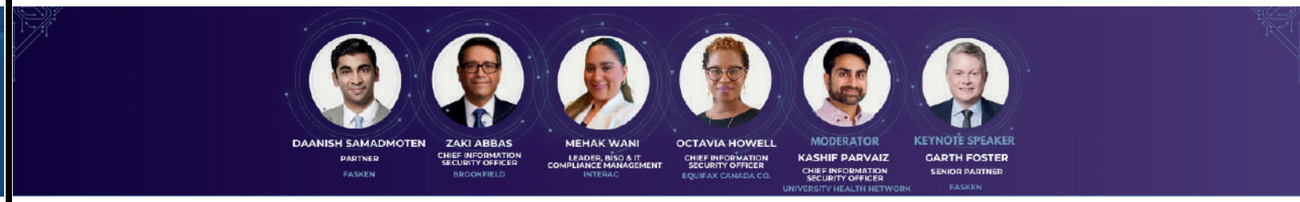
250+ Total Attendees



CYBERSECURITY

MAX DISRUPTIVE TECHNOLOGIES

MAX Cybersecurity *is a new program that offers an in-depth exploration of the fast-evolving cybersecurity landscape, featuring top experts who share essential strategies and real-world examples to safeguard against digital threats.*





MAX Cybersecurity launched in October 2024 during Cybersecurity Awareness Month, providing professionals with an in-depth understanding of the fast-evolving world of cybersecurity. The inaugural event, featuring **5** top experts, delved into what it takes to safeguard against threats in today's digital landscape.

Panelists highlighted why cybersecurity is essential across all sectors and shared real-world examples of security breaches, offering key strategies to stay ahead in an ever-changing threat environment. The program aims to equip participants with the knowledge and tools needed to navigate and protect against the growing complexities of digital security.

1 Event in 2024

5 Total Senior Speakers

90 Total Attendees

















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: **7+** International Women's Day programs and workshops with **36+** leading industry speakers, and over **820+** event attendees.

MAX Women in Leadership hosted our 4th Annual International Women's Day (IWD) event on March 8, 2024, sponsored for the fourth time with the generosity of McCarthy Tétrault.

In 2024, the IWD theme, *Fostering The Future of Excellence*, was dedicated to highlighting and celebrating Muslim women who are breaking down barriers in leadership, contributing to the community and mentoring the future generation. The event featured an incredible line up of leaders in various career paths such as healthcare, technical industry, government, and banking, who will share their advice and experiences to foster the next generation.





820+

Event attendees since 2018

8

Professional development programs for women since 2018

36+

Leading industry speakers since 2018

CIRCLES

MAX NETWORKING

MAX Circles of 10 launched in 2024 and seeks to strengthen the efforts of highly ambitious visionaries from a range of fields into tight-knit, discipline-specific **"circles" of ~10 individuals**. Each circle strives to uplift the vision of its' constituents, pool resources, and promote the success of each individual by linking aspiring leaders and world-changers with their like-minded counterparts.

MAX Circles currently consists of **14 circles** and includes **C-Suite Executives**, **World-Renowned Surgeon-Scientists**, **Founding Entrepreneurs**, and **Senior Level Finance** and **Asset Management Professionals**.

Two events took place in 2024. In June, MAX Circles officially launched with the Program Launch Event, featuring a distinguished panel of **seven** visionaries and trailblazers from various industries—including medicine, law, finance, and marketing—and attended by over **100** Circle members.

In November, the team hosted a mid-year Interdisciplinary Touchpoint with **20** Circle leads and high performers/contributors to synergize, collaborate, and discuss Circle stories. We aim to expand this program in 2025 with the launch of Cohort 2 applications in April.





14
Total Circles

130+
Members

120+
Total Attendees

CONNECT

MAX NETWORKING

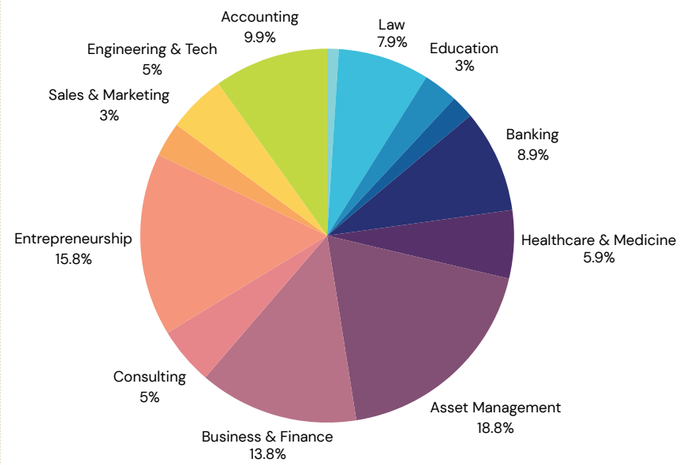
Launched in 2024, **MAX Connect** is a moderated, **subscription-based email platform** designed to foster mentorship, collaboration, and professional growth within the MAX community. It connects members across all career stages—Senior Executives, Mid-career, Early-career, and graduating students—enabling them to exchange job opportunities, business connections, and career advice. As our newest initiative, MAX Connect creates a supportive ecosystem where professionals can engage with industry leaders and navigate their career journeys with confidence.

Currently, the platform includes over 100 senior executives from diverse industries such as law, banking, healthcare, asset management, entrepreneurship, tech, and finance. Through an annual membership, participants gain access to this exclusive network and ongoing support throughout the year.

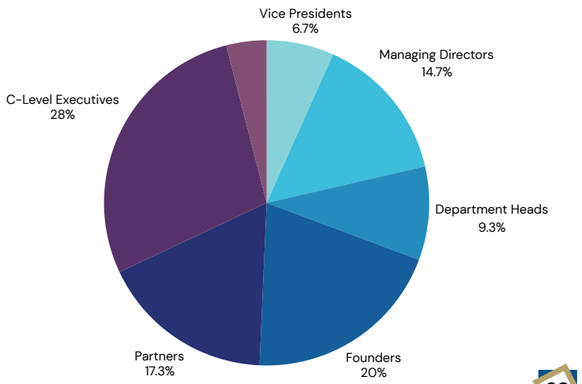
SAMPLE OF SENIOR EXECUTIVES ACCESSIBLE VIA MAX CONNECT

Walied Soliman, Global Chair at Norton Rose Fulbright
Mohamed Lachemi, President & Vice Chancellor at Toronto Metropolitan University
Zehra Sheerazi, Partner at Torys LLP
Sayed Alaali, Senior Vice President at Slate Asset Management
Dr. Adnan Kazi Hameed, Cardiologist
Raheel Janjua, Managing Director, Investment Science & Active Equities at CPP
Dr. Najma Ahmed, Surgeon-in-Chief, Professor of Surgery
Danish Yusuf, CEO and Founder at Zensurance
Armughan Ahmad, Former CEO at Appen AI & President at KPMG & Dell
Salma Salman, Chief Financial Officer, TD AMCB
Uzair Hussain, Banking Advisory Lead at Microsoft
Akif Siddiqui, Partner at PwC
Rayhan Azmat, Vice President, Investor Relations & Corporate Development at Cineplex
Ali Naqvi, Managing Director, Real Assets at CPP
Saba Tariq, Partner at Deloitte
Raed Masri, Founding Partner at Transform VC
Zahid Fazal, Managing Partner, Assurance at EY
Hassan Bhatti, Serial Entrepreneur
Atif Zafar, Chief, Stroke Program at St. Michael's Hospital
Abbas Rizvi, Head of Enterprise Sales at Adobe

DISTRIBUTION OF PROFESSIONALS BY INDUSTRY



EXECUTIVE ROLE BREAKDOWN OF SENIOR EXECUTIVES



MAX-IRC GRAND IFTAR

Our 8th Annual MAX-IRC Grand Iftar took place on Saturday, March 23, 2024, at the Mississauga Convention Centre. We were joined by over **600** attendees, making this our biggest Iftar and largest MAX event yet! **Ustadha Ieasha Prime** and **Dr. Yasser Khan** were our esteemed speakers for the evening, and Taraweeh and Witr prayers were led by **Wafiq Syed**.



Through the generosity of our MAX community, Islamic Relief Canada (IRC) was able to raise over **$217,817, representing the sponsorship of over 200 orphans** around the world.

Thirty of those orphans 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 **9** countries around the world, including: **Palestine, Turkey, Afghanistan, Ethiopia, Jordan, Bangladesh, Niger, Albania, and Pakistan.**

















200+

Orphans Sponsored

$217,000+

Raised collectively at the Annual MAX - IRC Grand Iftar in April 2024

600+

Total Attendees

2024 MAX SPONSORS

PLATINUM

ISLAMIC RELIEF CANADA

SAJJAD EBRAHIM FAMILY FOUNDATION

MOEZ KASSAM & MARISSA KASSAM FOUNDATION

National Zakat Foundation™

GOLD

Toronto Metropolitan University

KPMG

CF Cadillac Fairview

Richard Rooney

MOHAMMAD AL ZAIBAK and Family

RBC

SRJ Chartered Professional Accountants

FASKEN

GreenShield™

PALLETT VALO LLP Lawyers

IKE AHMED AND RUBY ALVI

TD

2024 MAX SPONSORS

SILVER

TORYS LLP

EY

Deloitte.

SARGENT FARMS

DAVIES

GreenShield™

BRONZE

SYEDLAW Business | Charity | Security

Extendicare Helping people live better

DR. ADNAN KAZI HAMEED MEDICINE PC

INFINITE INVESTMENT SYSTEMS

MISHKAT DIGITAL MARKETING

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