

A man in a dark suit is walking from left to right, carrying a black briefcase. The background is a stylized, blue-tinted image of a city skyline with various skyscrapers. The text is overlaid on a dark blue rectangular area.

# 2021 ANNUAL REPORT

A Year of Accomplishments



## **MUSLIM AWARDS FOR EXCELLENCE**

*Elevating the brand of Muslims in North America by recognizing and motivating high achievement*

# TABLE OF CONTENTS



<b>OUR STORY</b>	<b>03</b>
<b>2021 ACCOMPLISHMENTS</b>	<b>04</b>
<b>PEOPLE &amp; CULTURE</b>	<b>05</b>
<b>OVERVIEW OF PROGRAMS</b>	<b>06</b>
MAX Scholarship Fund	
Mentors	
Awards and Gala	
Women in Leadership	
Aspire	
MAX Investment and Referral Network	
Business	
<b>SPONSORS</b>	<b>14</b>
<b>MAX NETWORK</b>	<b>16</b>
<b>A MESSAGE FROM THE MAX TEAM</b>	<b>17</b>
<b>SNAPSHOTS</b>	<b>18</b>
<b>STAY IN TOUCH</b>	<b>20</b>





# OUR STORY

**550+** ACTIVE  
VOLUNTEERS

**21** PROFESSIONAL  
DEVELOPMENT  
EVENTS

**4** CITIES -  
TORONTO, VANCOUVER,  
MONTREAL AND OTTAWA

## PURPOSE

To recognize, reward, celebrate and motivate high achievement, positive and productive contributions to society by Muslims in North America.

In 2021 MAX programs:

- Supported and developed Muslim students and early career and mid-management professionals.
- Provided opportunities to elevate professional excellence and success
- Recognized and celebrated exceptional contributions of Muslim professionals

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

# 2021 ACCOMPLISHMENTS

OUR IMPACT THIS YEAR



**\$240,000** IN SCHOLARSHIPS

**56** STUDENTS AWARDED



**380** ACTIVE MENTOR MENTEE PAIRS



**MIRN**

**\$1.1 MILLION** RAISED

**30** PRESENTING COMPANIES



**6** PROFESSIONALS & COMMUNITY  
LEADERS AWARDED



**200+** MAX ASPIRE PROFESSIONALS

**21** PROFESSIONAL DEVELOPMENT EVENTS



**60+** INDUSTRY LEADING SPEAKERS



**550+** VOLUNTEERS



TORONTO, MONTREAL,  
OTTAWA, VANCOUVER



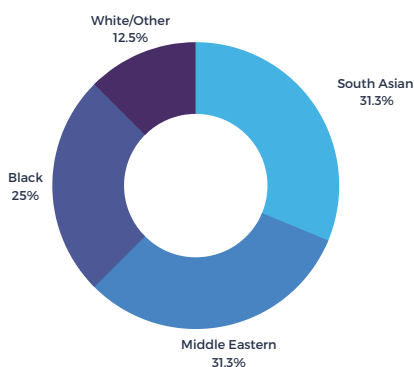
**BRIDGE TO PARTNERSHIP**

**4** SCHOLARSHIPS

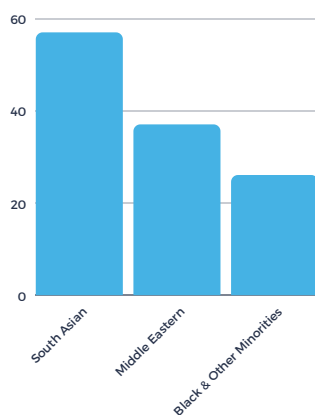


# PEOPLE & CULTURE

Award recipients  
2019-2021



MSF Winners by  
ethnicity  
2019-2021



MSF Winners  
Gender Ratio

**74% - 26%**  
FEMALE MALE

## DIVERSITY AND INCLUSION MANDATE

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.

# OVERVIEW OF PROGRAMS

## WHAT WE OFFER AND HOW WE ENGAGE

### AWARDS

Recognizing professionals who have demonstrated significant achievement, leadership, and commitment to serving their community.

### GALA

An incredible night of celebration that represents the culmination of efforts of all the different initiatives and programs at MAX.

### MENTORS

A professional mentorship program that connects near-career students with early career mentors and early career professionals with mid-career mentors, to catalyze excellence in the Canadian Muslim community and help a new generation break glass ceilings.

### MAX SCHOLARSHIP FUND (MSF)

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.

### BUSINESS LAP

A program that facilitates and encourages the development & success of high performing Muslim decision-makers in Business via:

L - Leadership, A - Advisory, P - Professional Training

### WOMEN IN LEADERSHIP

A professional development program that celebrates inspires, and cultivates leadership excellence in Canadian-Muslim women.

### ASPIRE

The first Muslim-focused, professional, and modern online platform that enables Aspiring Professionals to connect with Senior Level Executives across various industries.

### MAX INVESTMENT & REFERRAL NETWORK (MIRN)

A network that constructs an ecosystem for entrepreneurs based on support, trust, and innovation.

### MAX CAST

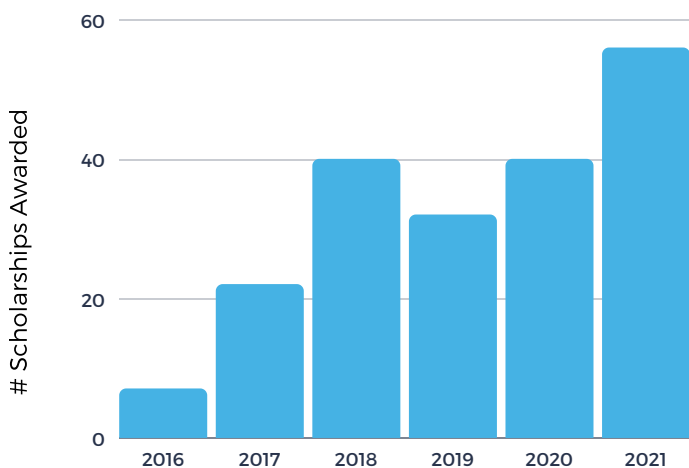
A series of audio broadcastings featuring speakers from the MAX Network that discuss business ventures, career development, and a variety of intriguing and informative topics.



# MAX SCHOLARSHIP FUND

AWARDING HIGH-ACHEVING MUSLIM STUDENTS

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.



## 2021 ACCOMPLISHMENTS

This year we awarded 56 scholarships worth \$240,000 to Muslim students in high school and university across Canada. Our scholarship reception took place on September 7, 2021 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.



## 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.

# \$800K

Worth of Scholarships  
Awards since 2016

# 191

Scholarships given to  
students since 2016

# 3400

Scholarship Applications  
received since 2016

# MENTORS

## A PROFESSIONAL MENTORSHIP PROGRAM

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.



*Hawa Mariam Keita, Executive Director at CEED Concordia (Mentee) participating in Siemens Canada, CEO for a day program with her mentor, Faisal Kazi, President and CEO of Siemens Canada.*

## 2021 ACCOMPLISHMENTS

We had a successful intake of mentors and mentees for our 2021 mentorship intake cycle.

Our professional development events, 'The Networking Game', 'Leading with Excellence', and meet and greet events in Toronto, Ottawa and Edmonton 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.



# 509

Mentor-Mentee Pairs  
to date

# 5

Professional development and  
networking events in 2021

# 308

Mentor-Mentee  
Pairs in 2021



# AWARDS & GALA

RECOGNIZING & CELEBRATING PROFESSIONAL  
MUSLIM SUCCESS

**MAX Awards** recognizes Muslims who have demonstrated significant achievement, leadership, and commitment to serving their community.

**MAX Gala** recognizes the achievements and contributions of seasoned professionals, community leaders, students, and volunteers. It is a rare glimpse into the talents and cultural strengths of a dynamic community of patriotic Canadian Muslims.



## 2021 ACCOMPLISHMENTS

Six professionals and community leaders were presented the following awards this year: Lifetime Achievement Award (Dr. Imam Abdul Hai Patel), Entrepreneur of the Year (Zehra Allibhai), Professional Excellence Award (Dr. Omalade Saliu), Friend of the Community (Karen Scott), Women of the Year (Noora Sharrab) and Artist of the Year (Asalah Youssef),



## DETAILS

MAX Awards were presented virtually at our Ambassadors Night (October 7, 2021) which was attended by over 100 sponsors, scholars, and community members.

The next Gala takes place September 30, 2023, at the Ritz, Carlton, Toronto.

# 4

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

# 500+

MAX Gala attendees every year from 2016 - 2019

# 50

Industry professionals and community leaders awarded since 2016

# WOMEN IN LEADERSHIP

A PROFESSIONAL DEVELOPMENT PROGRAM FOR DIVERSE WOMEN

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.



**WOMEN LEADERS IN STEM**

**JULY 22nd | 6-8 PM**  
**onemax.org to register**

**Farzia Khan**  
Moderator  
Senior Manager, Cybersecurity  
TD Bank

**Azadeh Dastmalchi**  
Founder and CEO  
VitalTracer

**Hind Al-Abadleh**  
Professor of Chemistry  
WLU

**Asma Shahsamand**  
Head of Canada Ventures  
Accenture

**Saima Malik**  
AVP Digital  
TD Bank

**Noureen Syed**  
Director Commercial  
Market Strategy  
Microsoft

**MAX WOMEN**

## 2021 ACCOMPLISHMENTS

The Women in Leadership program started by recognizing and celebrating diverse Muslim women within our communities as part of International Women's Day.

This year we hosted a Muslim Women in STEM event on July 22, 2021, with 5 senior executive speakers from companies like Microsoft, Accenture, TD, Vital Tracer and Wilfred Laurier University

## DETAILS

We launched in Toronto in July 2017. In that time we have achieved: 5+ International Women's Day programs and workshops with 20+ leading industry speakers, and over 400+ event attendees.



# 400+

Event attendees  
since 2018 launch

# 5

Professional development  
programs for women since 2018

# 20+

Leading industry speakers  
since 2018

# ASPIRE

A MODERN, VIRTUAL PLATFORM CONNECTING SENIOR PROFESSIONALS WITH ASPIRING PROFESSIONALS

MAX Aspire is an online platform that connects accomplished, high-performing Senior Executives across all industries with Aspiring Professionals in the MAX network.



## DETAILS

The Aspire platform:

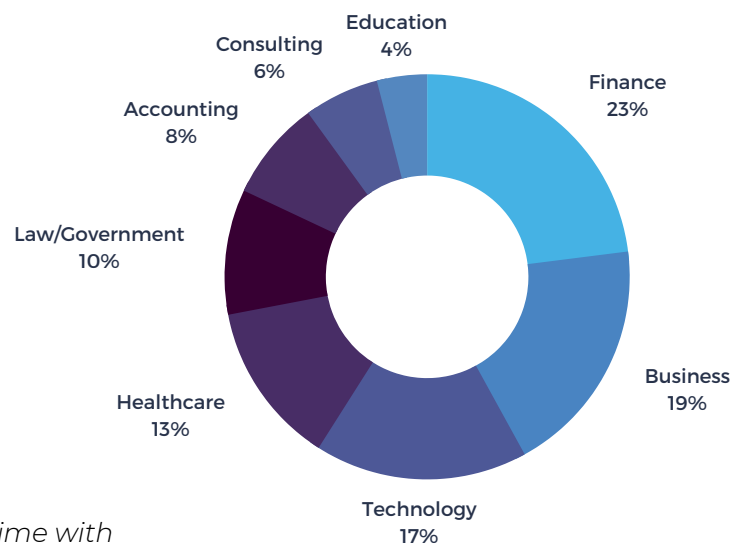
- Enables Aspiring Professionals to book coffee chats with Senior Executives
- Allows Aspiring Professionals to schedule mock interviews with Senior Executives
- Provides opportunities to build one-on-one connections with Senior Executives or Aspiring Professionals
- Allows Senior Executives to post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

## 2021 ACCOMPLISHMENTS

We launched Aspire in 2021 and have had tremendous success connecting professionals of all levels on a digital, user-focused platform to build stronger networks, gain knowledge, find jobs or hire exceptional Muslim talent.

Khalil Guliwala, an MBA Student at John Molson School of Business (Concordia), uses the Aspire platform and tells us:

*"It is unbelievable to have this opportunity to have 1 on 1 time with senior executives willing to share from their time, knowledge, and contacts. Truly a life-changing experience for me."*



Aspire Platform users  
by industry

# 250

Senior  
Executives

# 308

Coffee Chats  
booked in 2021

# 450

Aspiring  
Professionals



# MAX INVESTMENT & REFFERAL NETWORK (MIRN)

CONNECTING ENTREPRENEURS AND INVESTORS

The MIRN platform is catered to senior and established professionals and entrepreneurs, to interact and build networks. It allows individuals to be exposed to a diverse set of new investment opportunities that are founded or led by Muslims.

## DETAILS

"Trade" and "Entrepreneurialism" are building blocks of any community to advance and contribute positively to society.

At MAX, we noticed a gap for private investments into growing companies and also, separately, garnering referrals for the professionals within our community.

Historically, we believe that Muslim entrepreneurs and professionals have had to struggle going through more conventional channels to raise capital or obtain referrals versus some of their counterparts who could tap into their respective communities that were well established.



## 2021 ACCOMPLISHMENTS

MIRN is another new program for MAX, launched in January 2021 that has seen incredible success just in the first year. We have had 7 investment pitch sessions from organizations such as Manzil, Haute Hijab, Souq, KodaKitchens, CineMango, etc.

# \$1.1 M

Raised by companies from  
MAX MIRN members in 2021

# 50+

Members who have signed up  
as potential investors

# 30+

Businesses and  
entrepreneurs featured

# BUSINESS

## DEVELOP HIGH PERFORMING MUSLIMS IN BUSINESS & ENTREPRENEURSHIP

MAX Business aims to facilitate and encourage the development and success of high-performing Muslim decision-makers in business and entrepreneurship.



**MAKING YOUR MARK**  
MASTERING AUTHENTIC LEADERSHIP

**SPEAKERS**



**NABEELA IXTABALAN**  
EXECUTIVE VICE PRESIDENT  
PEOPLE & CORPORATE AFFAIRS  




**ALI ASARIA**  
CEO & FOUNDER  




**ARMUGHAN AHMAD**  
MANAGING PARTNER & PRESIDENT  
DIGITAL TECHNOLOGY SOLUTIONS  


**MODERATOR**



**SALOUA BENKHOUDYA**  
VP BUSINESS FINANCIAL SERVICES  
DIVERSIFIED INDUSTRIES: MEDIA & ENTERTAINMENT  


**JUNE 5 2021 | 12 PM**

## DETAILS

Our objectives include:

- Enhancing opportunities for Muslim Business Professionals and Entrepreneurs to succeed in the business world
- Enabling Muslim Professionals & Entrepreneurs to increase their potential and grow their businesses

## 2021 ACCOMPLISHMENTS

Our Business Training Events this year were: Making your Mark, Mastering Authentic Leadership, and MAX TANK Pitch Competition.

In total, we had 10 speakers and 180+ attendees at these virtual events.



# 300+

Event attendees since our launch in 2019

# 5

Business Board and Leadership events to date

# 1

MAX Tank Pitch Competition

# MAX SPONSORS

DEDICATED INDIVIDUALS AND ORGANIZATIONS  
WHO SUPPORT OUR WORK

## PLATINUM



## GOLD



## SILVER



## BRONZE





# MAX SCHOLARSHIP FUND (MSF) SPONSORS

Dr. Vajid Khan	\$20,000
Karim Ansar	\$15,000
Walied Soliman & Deena Thakib	\$15,000
Aazar Zafar	\$10,000
Dr. Ike Ahmed & Dr. Ruby Alvi	\$10,000
Saqib Hassan & Eram Uddin	\$10,000
MAX Network	\$8,000
Cars & Chai	\$6,500
Abdulrahman Ali	\$6,000
Sameem Mohamed	\$6,000
Sammer Haq	\$6,000
Dr. Faisal A. Quereshy	\$5,000
Dr. Kamran Yusuf	\$5,000
Dr. Muhammad Munshi	\$5,000
Dr. Shiraz Suelman	\$5,000
Ishma Zahur	\$5,000
Kashif Saya	\$5,000
MAX Scholarship Fund (MSF)	\$5,000
Mr. Saood Qureshy	\$5,000
Nadia Malik	\$5,000
Najma Islam	\$5,000
Owais Ashfaq	\$5,000
Sajjad Ebrahim	\$5,000
Saloua Benkhouya & Dr. Hady Saheb	\$5,000
Sheroo and Goldy Hyder	\$5,000
Suliman Furmli & Yalda Mansuri	\$5,000
Aisha Siddiqui & Farid Ahmed	\$3,000
Anjum Malik & Reza Malik	\$3,000
Anthony Lau & Felicia Seto	\$3,000
Dr. Ayesha Raza	\$3,000
Doha & Osama Soliman	\$3,000
Dr. Adnan Kazi Hameed & Dr. Saniya Zafar	\$3,000
Fareheen Chowdhury	\$3,000
Malaika Pervez & Pervez Akhter	\$3,000
Mohammed Saleem Padinharkkara	\$3,000
Mueed Peerbhoy & Ebad Rahman	\$3,000
Naveed Ahmad	\$3,000
Nazish Mirza	\$3,000
Nazli Ahsan	\$3,000
Shehryar Assad	\$3,000
Shiraz Ahmed	\$3,000

# MAX NETWORK

HOW OUR WORK MAKES A DIFFERENCE



**Dr. Mohamed Lachemi - President and Vice Chancellor at Ryerson University**

*I know first-hand the power of mentorship to drive personal and professional growth. That's why I joined MAX Aspire: to share my experience and encourage and support Canada's next generation of leaders and impact-makers.*



**Walied Soliman - Partner and Global Chair at Norton Rose Fulbright LLP**

*MAX has amazingly brought together an entire community and I eagerly look forward to meeting MAX Aspiring Professionals and doing my part to help their careers.*



**Dr. Hind Al-Abadleh - Professor in Department of Chemistry and Biochemistry at Wilfrid Laurier University**

*Kudos to the MAX team for leading a one-of-a kind organization that celebrates and mentors Muslim professionals aspiring to become the best in their respective fields.*



**Ali Murtaza - IoT Sales Leader for Canada at Amazon Web Services**

*MAX's admirable mission of accelerating the advancement of students and professionals in our community has produced tremendous results already in a short period. I am excited to contribute further inspiration and leadership to help MAX Aspire members broaden their networks and grow both personally and professionally.*

# A MESSAGE FROM THE MAX TEAM

MEMBERS OF OUR VOLUNTEER EXECUTIVE TEAM



MAX is an organization that supports, elevates, celebrates, and awards professional Muslim success.

Our programs, people, and culture all stem from a foundation that encourages delivering excellence and serving others.

We are amazed at the massive growth we have seen in the past 5 years since our inception. We would like to thank our sponsors and community members who have consistently supported our efforts. and trusted us to deliver programs as we continued to deliver our programs online.

Together we have been able to create something special and inspirational.

This is just the beginning of our journey. We are committed to serving our communities for years to come while growing and expanding our operations sustainably.

***"The success of MAX is dedicated to our passionate volunteers who are committed to serving others."***



# EVENTS SNAPSHOT

OUR PROGRAMS IN ACTION



## LEADING WITH EXCELLENCE

UNLOCKING THE POWER OF COMMUNITY THROUGH COLLECTIVE WISDOM

July 29, 2021

**Salma Lekhani**  
Lieutenant Governor of Alberta  
OPENING ADDRESS

**Dr. Zaher Lekhani**  
Clinical Professor, University of Alberta

**Dania Nur**  
President, ACCCO

**Muafafa Farooq**  
Chief Executive Officer, ACCCO



## MAX CAST

HIGHLIGHTING EXCELLENCE IN THE MUSLIM COMMUNITY



## MAKING YOUR MARK

MASTERING AUTHENTIC LEADERSHIP

**SPEAKERS**

**NAREELA DUTTA**  
EXECUTIVE VICE PRESIDENT, PEOPLE & CORPORATE AFFAIRS  
Walmart

**ALI ASARIA**  
CEO & FOUNDER  
Tulip Retail

**ARMEDHAN AHMAD**  
MANAGING PARTNER & PRESIDENT, DIGITAL, TECHNOLOGY SOLUTIONS  
KPMG

**SALOUA BENKHOUYA**  
VP BUSINESS FINANCIAL SERVICES, SERVICES INDUSTRIES, MEDIA & ENTERTAINMENT  
RBC

**MODERATOR**

**JUNE 5 2021 | 12 PM**

TICKETS ON SALE NOW ON EVENTBRITE | LINK IN BIO

## WOMEN LEADERS IN STEM

01

**Azadeh Dastmalchi**  
Founder and CEO, VitalTracer

**Hind Al-Abadie**  
Professor of Chemistry, WLU

**Asma Shahsmand**  
Head of Canada Ventures, Accenture

**Salma Malik**  
AVP Digital, TD Bank

**Noureen Syed**  
Director Commercial Market Strategy, Microsoft

**Farzila Khan**  
Moderator  
Senior Manager, Cybersecurity, TD Bank

**JULY 22nd | 6-8 PM**  
[onemax.org](https://onemax.org) to register



## 2021 MSF RECEPTION

**Keynote Speakers**

**DR. MOHAMED LACHEMI**  
President & Vice-Chancellor, Ryerson University

**NOORA SHARRAB**  
CEO, Sitti

**BILAL KHAN**  
Head, Snowflake Canada

## TALK LIVE

with **@thacommissioner AHMED ISMAIL**

**416 to Forbes**

A livestream discussion about his journey - overcoming challenges and becoming a global influencer.

We will also talk about the challenges to mental health and well-being facing marginalized communities across Canada.

**LINK**  
<https://bit.ly/3vQ8rSH>

**Tune in LIVE**  
March 27th, 2021



## MAX WOMEN

INVESTMENT & REFERRAL NETWORK

6 events in 2021



## MAX TANK | OUR JUDGES

[www.onemax.org](https://www.onemax.org)

**Robleh Jama**

**Haron Mirza**

**Huda Idrees**

**Qasim Mohammad**

**Asma Shahsmand**

**Saud Juman**



## AMBASSADORS NIGHT

ABROAD AND AT HOME:  
How Leaders are Moving us Forward

**GOLDY HYDER**  
Physician & CEO, Business Council of Canada

**DR. RAND ASRAFA**  
Radiation Neurologist

**DR. OHSALADE SALIU**  
Executive Director, Scientific & Health of Care

**KOFI ACHAMPONG**  
President, Lawyer & Entrepreneur, Nigerian Ambassador

**DR. RUBY ALVI**  
Family Physician

**DR. ABDU SHARAFU**  
Neurological Diseases Specialist

**OCTOBER 7, 2021 | 7PM**



## MAX MENTORS MEET & GREET

Resilience & Reinvention  
Toronto

**Iqra Khalid MP**  
Politician

**Dr. Golnaz Golnagarhi**  
Educator, Facilitator, Entrepreneur

**Fahad Meer**  
Director at PwC

**Sumayya Tobah**  
Political Producer



## MAX-IRC Iftar

6th Annual Virtual

In Support of Orphan

**APRIL 29 | 6 PM**

Donations can be picked up during food delivery. ZOOM LINK TO BE PROVIDED TO GUESTS.

RSVP with [aysha@islamicretail.ca](mailto:aysha@islamicretail.ca) by April 20th



## THE NETWORKING GAME

Grow Your Net Worth Through Your Network

**OCTOBER 23, 2021 | 3pm EST/ 12pm PST**

**Darlene BonAmara**  
Personal Branding & Networking Coach, CEO/Founder TBW

**Hassan Abdo**  
Employer, Liaison, Job Coach, WorldSC



# SOCIAL MEDIA SNAPSHOT

OUR REACH & ENGAGEMENT



**18,000**  
**Newsletter**  
**Subscribers**



**3,000**  
**Followers**  
(MAX Gala and MSF )



**21,000**  
**Followers**  
(MAX Gala Network  
and MAX Page)



**4,200**  
**Followers**  
(MAX Gala  
and MSF )



**1,500**  
**Followers**

# STAY IN TOUCH!

*JOIN THE MAX COMMUNITY*



MAX Muslim Awards for Excellence



@max.gala

@max.scholarshipfund



@muslimawardsXgala

@max.scholarshipfund



@max\_gala



[www.onemax.org](http://www.onemax.org)

[www.maxscholars.org](http://www.maxscholars.org)