



MAS Bay Area
Cloth Bag Project

Project Proposal

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Summary

MAS Bay Area welcomes financial donations to help implement its “Cloth Bag Project.” The Project entails custom printing 10,000 cloth bags with our environmental campaign name, and distributing the free of charge to the San Francisco Bay Area Muslim community. In using these cloth bags instead of plastic or paper, the community will help reduce the impact of disposable bags on our environment. MAS Bay Area will launch the Cloth Bag Project on July 19, 2008, and will continue to distribute the bags until all 10,000 have been distributed.

For each \$100 donated, MAS Bay Area will be able to purchase and distribute 50 reusable bags, which, if used just once weekly, will prevent the harmful environmental effects of over 2500 bags per year.

I. MAS Bay Area

A. Mission

MAS (Muslim American Society) Bay Area is a grassroots, community organization, that seeks to educate, develop, and empower the Muslim community to be active citizens who will play a significant role in the improvement of our society.

We strive to achieve this mission through three main avenues: 1) offering high quality youth programs to develop young Muslims into leaders and positive citizens, 2) educating and mobilizing the Muslim community to become agents of positive change in society, and 3) engaging in educational and interfaith outreach to our surrounding communities and neighbors to promote understanding of Islam and cooperation.

B. History and Accomplishments

Beginning in 1999, MAS Bay Area functioned under the national Muslim American Society organization. It focused its first few years on working with Muslim youth and on community development. In 2001, it launched MAS Youth Give (MYG), a pioneering project whose mission statement is: “To instill the Islamic spirit of social responsibility in young Americans and demonstrate the message of Islam through proactive service.” Through this project, MAS has provided over 3000 volunteer hours to local community service organizations. MYG has since been adopted by MAS Youth National as one of its signature projects, and has spread to over 20 other MAS chapter nationwide.

MAS Bay Area has a large network of over 15 speakers in its “SpeakersNet” who are regularly engaged to address Muslims and people of other faiths. MAS Bay Area members are heavily involved in interfaith activities, including roundtable discussions about issues that affect various faith communities and speaking engagements covering a wide range of topics about Islam and Muslims.

Since 1999, MAS Bay Area’s scope and breadth of activities, programs, and services has expanded rapidly. In 2007, MAS Bay Area established its own non-profit organization with its own federal tax id separate from the national organization.

MAS Bay Area’s recent accomplishments include:

- Holding a two-day media production training in which 28 Muslim community members were educated about the importance of civic involvement in general, and within media in particular. They also received hands-on training in media production skills, including videography, lighting, sound and post-production elements. The training yielded two films concerning issues of racial profiling and marital discord.
- Reaching over 500 people through speaking engagements in 2007 at libraries, women’s groups, professional organization, mosque open houses, and schools. Topics included Geography of the Muslim world, Islamic Law, Women in Islam, and Introduction to Islam. Some of these events have been covered by local media.

- Recruiting youth to participate in Abraham’s Vision’s “Unity Program,” an educational program which partners Muslim and Jewish youth to learn about each other’s religion, and to train them in interfaith and conflict resolution skills.
- Providing nearly 600 (youth) volunteer hours to local community service organizations in 2007, including Special Olympics, Glide soup kitchen, Habitat for Humanity, Golden Gate National Parks Conservancy, Second Harvest Food Bank, City Trees, and the American Cancer Society.
- Organizing a community marrow drive to help register ethnic minorities with the National Marrow Donor Program, increasing the chances for minorities suffering from Leukemia to find a marrow donor.
- Organizing and conducting its annual “Eid Gift Sharing” project, in which gifts are distributed to over 100 local homeless children on the occasion of Eid ul-Fitr, a major Islamic festival celebrating the end of the month of Ramadan.
- Providing focused mentoring groups (usrabs) for over 100 individuals, male and female, ranging from ages 14 to 65.

C. Current Programs and Services

MAS Bay Area’s Programs and Services are divided into four main areas:

- 1) MAS Youth Program works with Muslim youth from 8 to 18 to develop a healthy American Muslim identity, where youth see themselves as contributing citizens who are a valuable part of society rather than becoming socially isolated and resentful (often arising from negative attitudes they perceive from society towards Muslims). Initiatives include: Scouts, outings, mentoring, camps, positive role modeling with successful Muslim college students and young adults, youth groups doing community service.
- 2) MAS Outreach Center Program (a) Educates Bay Area residents about Islam and Muslims through interacting and hearing directly from Muslims, (b) Organizes interfaith and intercommunity cooperation and coalitions on issues of common concern, such as family and children’s issues, community service, worker justice and (c) Creates media projects that help engage the talents of Muslim youth and adults in a positive way, and spread a correct understanding of Islam and Muslims.
- 3) Training and Community Development Program provides extensive skill building through contracted or member-led workshops and courses in areas such as leadership, youth service delivery, civic engagement, public speaking, parenting, marital harmony, community service programming.
- 4) Personal Development Program is geared towards the Muslim community, inculcating within the Muslim individual a proper, balanced understanding of Islam that improves his/her own personal quality of life, and allows him/her to be a force of positive change within society.

D. Organizational Structure

The central philosophy that pervades MAS Bay Area’s organizing work is that the Muslim community must be empowered through grassroots involvement in the planning, decision making and implementation in all of MAS Bay Area’s programs. Hence, MAS Bay Area made the strategic decision to plan, oversee and deliver its broad range of programs through a

collaboration of a small paid staff and a very large, involved volunteer base. The structure and decision-making function as follows.

BOARD:

MAS Bay Area's three member board is limited to 6 year terms. The Board is responsible for: (a) setting the overall vision, mission and doing strategic planning; (b) setting yearly objectives and direction; (c) managing the financial and fundraising functions; (d) developing key organizational collaborations and (e) overseeing the Executive Committee and Director.

The board consists of Tarek Mourad, Kamal Koreitam, and Yusuf Saib.

EXECUTIVE COMMITTEE:

The Executive Committee consists of the Executive Director and chairs of six key committees. (Each of the committees is responsible for either a program area (e.g. Youth work, Outreach Center, Freedom Foundation) or a key organizational function (e.g. membership, fundraisers, etc). The Executive Committee ensures that each committee (a) translates the board-developed yearly objectives into a program plan; (b) leverages any opportunities for synergy among programs (e.g. the Youth program mobilizing teens towards a training held by Outreach); (c) conducts yearly evaluations. The Executive Committee also organizes annual fundraising events and oversees organizational trainings.

Only one of the Executive Committee members are paid staff while the rest are very dedicated volunteers who give upwards of fifteen hours per week. We have found that talented volunteers who believe in the mission are able to deliver and mobilize others in a manner that yields tremendous results. In fact, the Board holds the Executive Committee accountable for the planning and execution of programs and appoints and replaces Executive Committee members (i.e. heads of program areas or organizational functions) as needed.

THE COMMITTEES:

The yearly plan for each program or key organizational function is developed by its respective committee and then approved (after feedback) by the Executive Committee. The day-to-day implementation of each program is also done by the respective program committee. Implementation includes meeting weekly at a minimum, running the day-to-day program activities and projects, and managing any staff and volunteers related to that program.

STAFF, VOLUNTEERS, & MEMBERS:

There is one half-time staff member who manages administrative operations for the chapter.

There are about 10 very dedicated volunteers who have been with the organization on average for about six years and contribute 10 or more hours per week (most of them sit on the Board or the Executive Committee). There are about 20 volunteers who contribute between four and ten hours per week and do a bulk of the implementation of the programs. Lastly, there are about 50 volunteers who give between one and five hours per month, helping either in a narrowly defined

capacity on specific projects (e.g. mentor/chaperone on Youth Outings) or generally helping with various program and event logistics.

MAS Bay Area invites anyone who supports the mission and is interested in volunteering to become a member. Currently there are approximately 120 members and the vast majority volunteer with MAS Bay Area. Members are required to pay minimal dues and are regularly encouraged to donate beyond that.

II. The Cloth Bag Project

A. The Need: the affects of using disposable, especially plastic, bags

Plastic bags are very popular with both retailers as well as consumers because they are cheap, strong, lightweight, functional, as well as a hygienic means of carrying food as well as other goods. Even though they are one of the modern conveniences that we seem to be unable to do without, they are responsible for causing pollution, killing wildlife, and using up the precious resources of the earth.

About a hundred billion plastic bags are used each year in the US alone. And then, when one considers the huge economies and populations of India, China, Europe, and other parts of the world, the numbers can be staggering. The problem is further exacerbated by the developed countries shipping off their plastic waste to developing countries like India.

Here are some of the harmful effects of plastic bags:

Plastic bags litter the landscape. Once they are used, most plastic bags go into landfill, or garbage cans. Each year more and more plastic bags are ending up littering the environment. Once they become litter, plastic bags find their way into our waterways, parks, beaches, and streets. And, if they are burned, they infuse the air with toxic fumes.

Plastic bags kill animals. About 100,000 animals such as dolphins, turtles whales, penguins are killed every year due to plastic bags. Many animals ingest plastic bags, mistaking them for food, and therefore die. And worse, the ingested plastic bag remains intact even after the death and decomposition of the animal. Thus, it lies around in the landscape where another victim may ingest it.

Plastic bags are non-biodegradable. And one of the worst environmental effects of plastic bags is that they are non-biodegradable. The decomposition of plastic bags takes about 1000 years.

Petroleum is required to produce plastic bags. Moreover, it takes about 430,000 gallons of oil to produce 100 million nondegradable plastic bags. And we use 4 trillion to 5 trillion plastic bags worldwide annually. That's using up oil sources without recycling them. As it is, petroleum products are diminishing and getting more expensive by the day, since we have been using this non-renewable resource increasingly.

B. The Project: provide reusable cloth bags to replace disposable

MAS Bay Area intends to custom print and distribute 10,000 cloth bags to Muslims in the Bay Area. There are three main goals of the project:

1. To reduce the usage of disposable bags and thereby reduce the negative impact it would have on the environment.
2. To increase awareness in the Bay Area Muslim community about environmental issues in general, and the use of plastic bags in particular.

3. To practically demonstrate the environmental message inherent to Islam and its teachings within the Quran and the sayings of the Prophet Muhammad (peace be upon him).

These goals will be accomplished, respectively, through the following means:

1. Distribute free cloth bags to community members.
2. Include an informational postcard in every bag containing information about the purpose of the Cloth Bag project and the Islamic perspective on the environment.
3. Print each bag with MAS Bay Area's environmental campaign name to visually express to everyone that Muslims are, in fact, concerned about the environment and its responsible preservation.

Bags will be distributed in a variety of ways:

1. Mosques/Islamic centers: the project team will set up an event at various Islamic centers during which a speaker will talk about the Islamic perspective of the environment.
2. Muslim-oriented events: the project team will set up booths at events attracting large numbers of Muslims to hand out bags.
3. Muslim-oriented stores: bags will be left in stores which attract a large number of Muslims to be taken by customers.

Bag distribution will be limited to two bags per family, which will be left to an "honor system." Additionally, an attempt will be made to catalog those who take bags by obtaining their names and e-mail addresses.

Timeline

| | |
|---|-------------------------|
| Research and solicitation of funds | June 10 – June 30, 2008 |
| Finalize design of bags and place order | June 30 |
| Finalize design of info cards and place order | June 30 |
| Begin print and web advertising campaign | July 1 |
| Begin distribution of bags | July 19 |

III. Evaluation of Success

The success of this project will be determined and measured according to the following criteria.

| Measure | Means of evaluation | Criteria for success |
|--|--|--|
| Number of bags distributed in each location | A record will be kept of how many bags are distributed in each location. | All bags will be distributed; every major area of the Bay Area will have a distribution point |
| Number of plastic bags “saved” over the course of a year | An e-mail survey will be taken asking those who received bags how many bags they save on the average each week by using the MAS Bay Area cloth bags. | 500,000 plastic bags saved per year, which means each cloth bag replaces one plastic bag per week (on the average) |
| Level of awareness regarding environmental issues | Response through e-mail survey regarding change in awareness regarding environmental issues | At least half of those surveyed will say that their awareness has greatly increased; at least 75% will say that their awareness has increased to some degree |
| Number of people expressing interest in joining MAS Bay Area’s environmental efforts | Responses to e-mails inviting people to join the environmental campaign | At least 15 people will join the team within one year |

IV. Financials

Project Budget

| | |
|---|----------|
| Printing/purchase/shipment of bags | \$20,000 |
| Printing/shipment of informational cards | \$1,000 |
| Distribution of bags (transportation and/or shipment costs) | \$500 |
| Advertising costs (print/web) | \$500 |
| Total | \$22,000 |

Sponsorship

Funding for the project will be provided for through community sponsorships from local Islamic organizations and organizations who have a desire to support environmental efforts. In return for sponsorship at three levels (Platinum, Gold, and Silver), the organization will receive the following benefits:

1. Inclusion of logo on bag, making it known that the organization supports environmental efforts and education, and environmental awareness amongst the Muslim community.
2. The satisfaction of knowing that it has helped prevent the harmful environmental effects of thousands of plastic bags.
3. Inclusion of logo and contact information on the card that will be included with every bag.

Additionally, Islamic community organizations can request a presentation by MAS Bay Area concerning the Islamic stance on the environment. The presentation can act as an event through which bags can be distributed, or a separate event.

Sponsorship Rubric

| Sponsorship Level | Benefits | # bags provided for | # of plastic bags saved per year | Number of sponsors desired |
|-------------------|--|---------------------|----------------------------------|----------------------------|
| Platinum - \$5000 | Large logo on bag + card | 2,500 | 125,000 | 2 |
| Gold - \$2000 | Medium logo on bag + card | 1,000 | 50,000 | 3 |
| Silver - \$1000 | Small logo on bag + card | 500 | 25,000 | 5 |
| Bronze - \$500 | Inclusion on enclosed informational postcard | 250 | 12,500 | unlimited |

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

FEB 13 2007

MAS BAY AREA
C/O KAMAL M KORAIEM
2116 WALSH AVE STE C7
SANTA CLARA, CA 95050

Employer Identification Number:
20-5595580
DLN:
17053361061006
Contact Person: JOAN C KISER ID# 31217
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
September 8, 2006
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
December 31, 2010

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

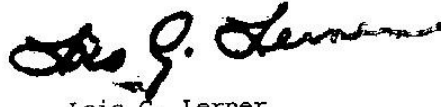
Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to individuals, you should keep case histories showing the recipient's name and address; the purpose of the award; the manner of selection; and the relationship of the recipient to any of your officers, directors, trustees, members, or major contributors.

Letter 1045 (DO/CG)

MAS BAY AREA

Sincerely,

A handwritten signature in black ink, appearing to read "Lois G. Lerner". The signature is written in a cursive style with a large initial "L".

Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)
Statute Extension

Letter 1045 (DO/CG)

State of California
Secretary of State



I, BRUCE McPHERSON, Secretary of State of the State of California, hereby certify:

That the attached transcript of 22 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

BRUCE McPHERSON
Secretary of State

2792445

ENDORSED - FILED
in the office of the Secretary of State
of the State of California

SEP 08 2006

**ARTICLES OF INCORPORATION
OF**

MAS Bay Area

A CALIFORNIA NONPROFIT PUBLIC BENEFIT CORPORATION

ONE: The name of this corporation is **MAS Bay Area**.

TWO: (a) This corporation is a nonprofit **public benefit corporation** and is not organized for the private gain of any person. It is organized under the Nonprofit Public Benefit Corporation Law for **public and charitable** purposes.

(b) The specific purpose of this corporation is to:

(i) To nurture American Muslim role models who exemplify Islam in a manner which is comprehensive, balanced, approachable, and attractive; and

(ii) To mobilize the Bay Area Muslim community to bear the message of Islam through community reform, education, and service.

THREE: The name and address in the State of California of this corporation's initial agent for service of process is:

Name: Kamal M. Koraitem
Address: 2116 Walsh Ave. Suite #C7, Santa Clara, 95050

FOUR: (a) This corporation is organized exclusively for **charitable** purposes within the meaning of Internal Revenue Code §501(c)(3).

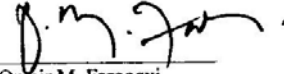
(b) No substantial part of the activities of this corporation shall consist of carrying on propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate or intervene in any political campaign (including the publishing or distribution of statements) on behalf of any candidate for public office.

FIVE: (a) The property of this corporation is irrevocably dedicated to **charitable** purposes and no part of the net income or assets of this corporation shall ever inure to the benefit of its directors, officers, or members thereof or to the benefit of any private person.

(b) Upon the dissolution or the winding up of this corporation, its assets remaining after payment, or provision for payment, of all debts and liabilities of this corporation shall be distributed to Muslim American Society, a nonprofit corporation which is organized and operated exclusively for **charitable** purposes and which has established its tax exempt status under Internal Revenue Code §501(c)(3).

SIX: The corporation is authorized to indemnify the directors and officers of the corporation to the fullest extent permissible under California law.

Date: September 8, 2006



Onfair M. Farooqui
Incorporator