

pennyappeal usa

2019 annual report

➤ PAUSA.org/Annual





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LETTER FROM OUR LEADERSHIP

Friends, supporters, & volunteers

We are delighted to report that 2019 was a successful year for the organization. We remain tremendously grateful to all of you for your support and encouragement. With an increase in revenue of over sixty percent from the previous year, your support has enabled us to increase our impact on the world.

The year proved to be a painful one for too many communities around the world. The protracted war in Syria raged on as civilians continue to lose their lives to indiscriminate bombings. In Yemen, the humanitarian crisis was declared the worst in the world, as most of the population continue to rely on humanitarian assistance. However, the violence was not contained to war-zones. In many countries around the world, and here at home, hundreds of innocent worshippers lost their lives in senseless attacks inspired by hate. Last year the global forced migration crisis continued unabated, and there are now over seventy million forcibly displaced people in the world as a result of persecution, conflict, violence, and human rights violations. If that wasn't enough, the raging fires in the Amazon and Australia brought to our attention the lack of action on climate change, which today is a major contributor to global poverty.

Despite the many challenges, we continue to have ample hope and optimism for the future. Since

2000 there has been remarkable economic growth across developing countries. This growth has led to poverty reduction and improvements in living standards, and has led to achievements in gender equality, education, health care, agriculture and rural development. Penny Appeal USA will work hard in this new decade to ensure the 17 Sustainable Development Goals agreed by the international community in 2015 are realized. Our optimism also stems from the daily acts of generosity and selflessness we experience from our supporters and volunteers.

With your support, we continue to change and indeed save lives. Here at home you provided financial support to families impacted by the longest US government shut-down in history, and continued your regular support of vulnerable communities nationwide. Soon we will be opening the first Muslim-run, culturally-sensitive, transitional shelter for victims of domestic violence in the Carolinas. Internationally, you responded to humanitarian catastrophes in the Bahamas, Indonesia, and Mozambique, as well as continued to provide aid to those most in need in Yemen, Syria and Bangladesh. You installed more life-changing Solar Powered Water and Power Plants in the Tharparker District (Sindh Province) of Pakistan, and dug water wells across ten countries. Hundreds of orphaned children across the globe continue to be sponsored by you through our



OrphanKind program, and dozens of women-led families benefited from our innovative solutions such as our holistic Vegetable Gardens program. This program empowers women financially by providing them the skills and resources needed to grow their own food and start their own businesses. These are only some of the interventions you made possible.

Finally, in 2019 we added a number of essential individuals to our team to ensure we have the robust infrastructure needed to support our growth and provide the best possible service to both our beneficiaries and our supporters. Once again, we

remain deeply indebted to you for your support and commitment to our mission.

Sincerely,



Oussama Mezoui
President & CEO



Shaun Ahmad
Chair, Board of
Directors

WHO WE ARE

We are a relief and development organization with a really BIG vision for the world. We want to create the best societies we can and to break the cycles of need and poverty for good. That's why we work to turn small change into a BIG DIFFERENCE.



OUR STORY

Penny Appeal was originally launched in 2009 in the United Kingdom to provide poverty relief across Asia, the Middle East and Africa by offering water solutions, organizing mass feedings, supporting orphan care and providing emergency food and medical aid. Since then we have transformed lives and empowered communities around the world, helping to break the cycle of poverty and build brighter futures.

In 2016, Penny Appeal USA was launched. Together, with other Penny Appeal affiliates, we work in over 30 countries to empower vulnerable communities,

families and individuals by providing emergency aid, orphan care, access to clean water, tackling food insecurity, providing access to healthcare and giving people the skills and resources they need to have a sustainable income.

Today there are Penny Appeal affiliates in the US, UK, Australia, Canada and South Africa as well as various field offices around the world. Where we do not have field offices, we work closely with local and international NGOs to deliver our programs.

MEET OUR BOARD

FAREWELL



Yasmin Elhady

In 2019 we said goodbye to our Board Chair Yasmin Elhady, who served on the board for two terms. Yasmin was a great champion of the organization and was a prolific fundraiser! We will miss her positive energy and wish her the very best with her growing family and burgeoning comedy career!



Aamer Naeem

We also said goodbye to Aamer Naeem, one of our founding Board Directors. Aamer's vision helped grow Penny Appeal UK from a very small nonprofit in the north of England to being one of the largest in the UK in under ten years. His guidance and support in the early years of PA USA has proved invaluable. We wish him all the best in the next chapter of his career.

Roof-top garden in Ramallah, Palestine.

2020 MEMBERS

AT THE END OF 2019 WE WELCOMED
TWO NEW INDIVIDUALS TO OUR BOARD
OF DIRECTORS.



Ahmed Abdel-Saheb

Ahmed Abdel-Saheb works in finance and volunteers with various faith-based organizations across the nation. Ahmed is also an advisor to Launchgood.com, one of the largest faith-based crowdfunding sites in the world. He currently resides in Chicago with his wife and three year old son. He will be serving as Board Treasurer.



Naiel Iqbal

Naiel Iqbal is an investment professional at Tiger Global Management. He also serves on the Board of Muppies, a global nonprofit organization dedicated to empowering and advancing Muslim professionals to be leaders in their careers and communities and Muslim Advocates, a national legal advocacy and educational organization that works on the front-lines of civil rights to guarantee freedom and justice for Americans of all faiths. He is a Term Member of the Council on Foreign Relations and graduated from the Wharton School at the University of Pennsylvania.



Shaun Ahmed

Congratulations to Shaun Ahmed for becoming our new Board Chair.

Shaun has been with us since the beginning and was formerly the Board Treasurer. Shaun is a businessman, investor and philanthropist. He has been involved with several community service organizations that promote interfaith dialogue, foster racial and ethnic understanding, and work to fight poverty.



Adeem Younis

Adeem Younis remains a Board Director. He is an multi-award-winning entrepreneur, community leader and philanthropist. He is the founder of industry-leading matchmaking platform, SingleMuslim.com, and is also the founder of Penny Appeal UK.

Our vision is a world that's united and strong. Communities working together, supporting one another, leaving need and poverty behind for good.

UPDATES FROM OUR TEAM

2018 and 2019 were years of extraordinary growth for us. In order to create a robust organizational infrastructure to support our growing number of supporters and beneficiaries, and to provide the best level of support to both, we made a number of welcome additions to our team in 2019.

INTRODUCED A DOMESTIC VIOLENCE PROJECTS LEAD:

As an organization working to create the best societies possible in the countries we work in, we know that we can't achieve that without tackling the chronic issue of violence suffered by many individuals, mostly women, at the hands of partners and family members. Our Domestic Violence Project Lead manages all our Domestic Violence work including the soon to open transitional shelter in NC.

RECRUITED A HEAD OF PARTNERSHIPS:

Now in our fourth year of operation, we have an exciting and growing portfolio of partnerships with organizations, corporations, ambassadors and Major Gift donors. We now have a dedicated team member to manage these important relationships.

HIRED A DEDICATED IT ARCHITECT & SYSTEMS MANAGER:

Technology and data now play an essential part of our work as a nonprofit. Not only does technology enable us to work more efficiently and effectively, it enables us to provide a better service to all our stakeholders.



OrphanKind Village in The Gambia

OUR WORK

Our focus is on long-term success as well as providing immediate needs to communities in need, displaced families, refugees, undocumented individuals, and marginalized nations.

In 2019 alone, we were able to help over 360,000 individuals around the world and here in the U.S.



Orphan student during school in The Gambia

EMERGENCY RESPONSE



Emergency team distributing food in Raqqa, Syria

SYRIA WINTER EMERGENCY

NORTH EAST SYRIA – RAQQA AND DEIR

What We Did

We conducted a rapid needs assessment, and identified the major needs of the winter season in various areas around Raqqa.

Why We did it

After 8 years of conflict, the humanitarian crisis in Syria reached unprecedented levels of need. The winter is especially difficult for families that have been displaced, with weather conditions being wet and reaching temperatures below freezing. Of the 6.2 million internally displaced peoples (IDPs), most do not have adequate housing or their basic needs met. Lack of adequate shelter makes these families particularly vulnerable to adverse weather conditions and the freezing temperatures.

What we achieved

With the help of Baitulmaal, we provided 710 households across Raqqa with adequate winterization items, including: winter clothing, blankets, nutritious food and hygiene kits. This was part of a much wider response by the international Penny Appeal family.

+80,000 IN NEED BENEFITTED.

2018 SULAWESI EARTHQUAKE AND TSUNAMI – INDONESIA

Phase III

PALU CITY, SIGI REGENCY, AND DONGGALA REGENCY, INDONESIA.

What We Did

To help earthquake survivors recover from adversity, we provided assistance including the construction of shelters and Disaster Risk Reduction workshops.

Why We did it

One year after the tsunami and soil liquidity earthquake measuring M 6.4 on the Richter scale hit Lombok and three regencies in Central Sulawesi, grief struck Indonesia again. On September 28,

2018, an earthquake measuring M 7.4 hit the city of Palu and Donggala.

Landslides occurred, causing casualties and material damage. The earthquake also triggered the onset of a tsunami on the coast of Kabupaten Donggala, Palu and the northern area of Kabupaten Mamuju with waves as high as 2 to 5 meters flooding the land. The disaster left 2,045 people dead, 82,775 people homeless and caused severe damage to homes and public facilities.

What we achieved

As part of phase III, we helped over 700 people affected by this horrific earthquake and tsunami by building 30 temporary shelters, 20 kitchens, 5 toilet units, and 2 playgrounds. Phase I and II of the project were completed in 2018.



Children playing on new playground set in Indonesia

YEMEN EMERGENCY RESPONSE

Emergency Kit Distributions

ADEN, YEMEN

What We Did

In order to prepare the family emergency kits that were sent to Yemen, we organized volunteer packing events with GlobalMedic. These events attracted hundreds of volunteers who assembled hygiene kits which included a sponge, soap, toothpaste, toothbrushes, cups, oral rehydrations tabs, a water purification bucket, and a solar light.

Why We did it

Ongoing conflict in Yemen has caused the worst humanitarian crisis in the world. According to the UN Office for the Coordination of Humanitarian Affairs’ 2019 Humanitarian Response Plan for Yemen, “a higher percentage of people face death, hunger and disease [in Yemen] than in any other country”. In 2019, 80% of the population required some form of humanitarian assistance and 14 million people were in acute humanitarian need.

What we achieved

In partnership with GlobalMedic, we delivered 4,560 emergency kits to vulnerable families in Yemen, supporting the water, sanitation and hygiene needs of more than 23,495 people.



Child receiving an emergency kit in Aden, Yemen

Winter Emergency

AL-SABEEN DISTRICT IN AMANAT AL-ASIMAH, YEMEN

What We Did

In partnership with The Humanitarian Forum, we targeted centers treating the largest number of cholera cases (800 patients in each center) and distributed medicines and supplies. These provisions resulted in the temporary halt of the cholera outbreak in Amanat Al-Asimah. Families were additionally assisted with food packs.

What we achieved

With the help of Baitulmaal, we distributed 200 food packs and 150 hygiene kits to 100 households, displaced families and hospitals, serving 3,905 Yemenis in total.

WE DELIVERED
+4,500 EMERGENCY KITS
FOOD PACKS
KITS TO +28,000 YEMENIS

We delivered +4,500
Emergency Kits, 200 Food
Packs, & 150 hygiene Kits
to +28,000 Yemenis



Distributing purified water in the Bahamas

HURRICANE DORIAN – THE BAHAMAS

Why We did it

Hurricane Dorian hit Abaco, Bahamas on September 1, 2019 as a category five hurricane with winds reaching 185mph, matching the highest ever recorded at landfall. The storm damaged infrastructure and caused massive flooding in the areas of Abaco and Grand Bahama. After the flood waters receded, many homes were left with significant water damage. This moisture caused extensive mold infestation in many homes throughout Freeport, Grand Bahama. In the eastern region of Grand Bahama, particularly the settlement of McLean's Town, fishing is the primary source of income for residents. With the damage so extensive, livelihoods were significantly impacted, and fishermen specifically were unable to continue to work due to damaged or destroyed boats.

Phase I

NASSAU AND FREEPORT, BAHAMAS

What We Did

Our team on the ground provided hurricane affected families in the Bahamas with access to clean drinking water, and appropriate staple food items. This program was designed to help families get through the early recovery phase post-disaster. Recipients were selected through local community partners.

What we achieved

This response supported the water, sanitation, hygiene and food needs of communities in most affected regions. This was achieved through the delivery of 2,000 Family Emergency Kits and 2,000 Emergency Food Kits, serving 2,000 families and approximately 10,000 people. The Family Emergency Kit provides a point of use water purification solution that will serve a family for approximately one year, as well as vital hygiene items like soap, toothbrushes, toothpaste, and a solar light. The Emergency Food

Kit contained prepackaged bags of rice, beans, peas and lentils; staple foods to allow families in need the autonomy to cook for themselves. While on the ground, our team set up four water purification units to provide clean drinking water. Over 9,000 gallons of clean drinking water was served just in the first week.

Phase II

MCLEAN'S TOWN, BAHAMAS – FREEPORT, BAHAMAS

What We Did

We provided repair materials, including fiberglass, resins, and paint, and hired a local crew of boat repair and fiberglass experts to conduct repairs for local fishermen. The project employed 4 people, fishermen themselves, who were out of work as a result of Hurricane Dorian.

With our partners we also provided mold remediation materials and hired local crews to remove furniture and muck and gut the houses in preparation for mold remediation procedures.

What we achieved

We partnered with GlobalMedic to repair 37 fishing boats, allowing fishermen in the east end of Grand Bahama Island to return to the water and begin working again. The repair of these boats directly restored the livelihoods of 34 fishermen, allowing them to produce an income for their families. This project served over 150 beneficiaries directly.

The mold remediation project has employed approximately 40 local people, and the crews have removed furniture, mucked/gutted and remediated 180 houses throughout the project.

ROHINGYA EMERGENCY- BANGLADESH – PHASE II

COX'S BAZAR, BANGLADESH

What We Did

To assist the Rohingya refugees now residing in Cox's Bazar, Bangladesh, we targeted extremely vulnerable groups, including those in need of protection from gender-based violence; those unable to access the health posts due to illness and/or social stigma, women-headed households; households with people living with a disability; widows; and orphans. Project staff, including medical doctors and health assistants held regular visits in those households and conducted outreach health campaigns, community sessions and counseling support.

Why We did it:

Since the influx of Rohingya refugees into Cox's Bazar, Bangladesh in August 2017, the needs and circumstances of the Rohingya living in camps are constantly changing. The speed and scale of the influx has been a significant challenge that has required the humanitarian community to step up its support to help mitigate this critical emergency. With the camp sizes and population density continuously increasing, there remains growing pressure on existing infrastructure and services.

What we achieved:

We installed 3 health clinics that served 29,767 people. 5 Child and Women Friendly Spaces have been established, benefiting 10,525 Rohingya children, women, adolescent and elderly people through community-based protection initiatives. We also supported 2 mini-pipe line water networks to continue the potable water facility.

CYCLONE IDAI – MOZAMBIQUE

BEIRA-MARROCANHE, FONDO DE NHAMATANDA-LAMEGO AND TICA IN THE SOFALA PROVINCE – NANJUA, METUGE AND TRATATA IN THE CABO DELGADO PROVINCE.

What We Did

We launched an emergency appeal and responded to communities in Mozambique affected by the cyclones, Idai and Kenneth. These communities were in urgent need of food, hygiene products and school supplies. The project was developed in close cooperation with local communities and administrative authorities.

Why We did it

Cyclones have devastating effects. Over two million people were in need of urgent assistance in Mozambique alone. People lost family members, their homes, and a means of providing an income. They relied on emergency aid to survive the aftermath of these catastrophic storms.

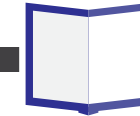
What we achieved

We provided 1,500 hygiene kits, 1,800 food packs and 500 School Kits as part of a much wider response by the international Penny Appeal family.



Woman receiving essential food in Mozambique

EDUCATION FIRST



BACK TO SCHOOL DRIVE

TAMPA, FL; ALEXANDRIA, VA;
COLUMBIA, MD; CHARLOTTE, NC

What We Did

We partnered with local schools and organizations to provide school supplies to students who come from socio-economically disadvantaged families. The contents of the PennyPacks include: a backpack, pencils, erasers, colored pencils, markers, glue, scissors, pens, crayons, loose-leaf and construction paper, binder, folders, notebooks, a pencil pouch and a calculator.

Why We did it

Students who come from financially struggling families or newly-arrived refugee families have difficulty meeting the supply requirements at the start of a school year. The cost adds a burden to already tight budgets.

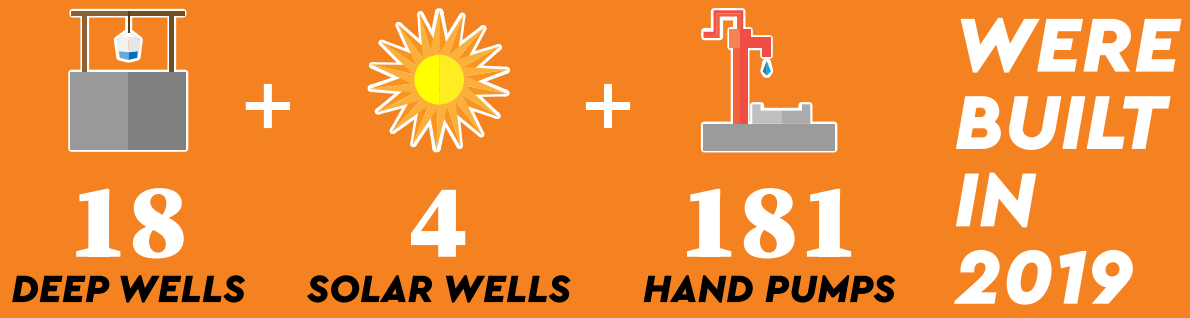
What we achieved

We provided 450 students with PennyPacks in Charlotte, 106 students in Virginia, 90 students in Florida and 50 students in Maryland; setting over 690 students up for success in their upcoming school year.

Every student deserves a quality education. That's why our PennyPacks included a variety of top-quality school supplies.

Back-to-School Penny Packs Drive in Alexandria, VA

THIRST RELIEF



WATER WELLS & HAND PUMPS

SRI LANKA, BANGLADESH, PAKISTAN,
KASHMIR, INDIA, AFGHANISTAN,
SOMALIA, NEPAL

Why We Do It

According to the World Health Organization, 1 in 3 people globally do not have access to safe drinking water - about 2.2 billion people worldwide. Drinking contaminated water can cause diseases like cholera, diarrhea, hepatitis A, and polio. 829,000 people are estimated to die each year from diarrhea as a result of unsafe drinking-water, sanitation, and hygiene. Additionally, 263 million people worldwide have access to safe water, but they spend at least 30 minutes walking or queuing to collect their water. Fetching water disproportionately falls on women and girls and as a result, they must choose between water and getting an education.

What we achieved

Hand pumps were installed at the household level. Each hand pump serves 1 to 2 families. . Deeper hand pumps were also installed at the communal level to fulfill the water needs of villages of up to 300 inhabitants.



Hand Pump in Pakistan

GAZA WATER TANKER

GAZA, PALESTINE

What We Did

By initiating a water tanker project, we improved school children's accessibility to clean, drinkable water and reduced their exposure to health problems.

Why We Did It

The water situation in Gaza is alarming and particularly acute in terms of both quality and quantity with 90-95 % of the territory's sole aquifer contaminated by sewage, chemicals and seawater making it unfit for human consumption. The water is contaminated mainly with high levels of chloride and nitrates, in some areas as high as six times the

World Health Organization's (WHO) limit. The water deterioration is caused by climate change, decreased rainfall, over pumping of the aquifer, micro-bacterial and chemical contamination of water, and water storage contamination.

What we achieved

11,389 students in 17 schools had access to drinkable water during the scholastic year 2018-2019 (starting Dec 2018).

22,215 school's students in 33 schools had access to drinkable water within their schools from September 2019 (scholastic year 2019- 2020).



Gaza Water Tanker



Solar-powered Water Well in Pakistan

PAKISTAN SOLAR POWER WATER & ELECTRICITY CENTERS

**VILLAGES MOJAYO, CHACHI THAKKAR,
NARORU AND HAJI MEHRAN POTO
IN THE THARPARKAR DISTRICT OF
PAKISTAN**

What We Did

We installed four solar powered water centers to improve access to safe drinking water for the inhabitants of neglected villages. The most vulnerable groups include women, children and elderly people. As a result of this project, they did not have to pull water through traditional means, wait for their turn to fetch water, or be time-bound. The water storage tank has a capacity of 15,000 liters at a time, allowing the community to fetch water after dawn and before dusk.

Why We Did It

Pakistan is affected by a severe water shortage. Global warming and climate change have affected the monsoon season and annual rainfall received. The annual water available has reduced from 1,500 cubic meters per capita in 2009 to only 1,017 cubic meters. District Tharparkar ranks as the lowest in the Human Development Index calculations for the nation's districts and faces an extreme drought situation.

What we achieved

Construction of 4 water tanks and boundary walls, installation of 2 Solar Water Walls. The project provided potable drinking water to 431 Households comprising 2,650 individuals across four villages.

**Water is life. By providing
+40,000 people access
to clean, safe drinking
water we are promoting
educated and healthy
societies.**

FEED OUR WORLD



FOOD DISTRIBUTIONS

PAKISTAN, PALESTINE, BANGLADESH, BOSNIA, INDIA, KASHMIR, SYRIA, YEMEN, SOMALIA, AND CENTRAL AFRICAN REPUBLIC

What We Did

Distributions were completed in collaboration with local partners, including but not limited to Amoud Foundation, Islamic Help, Global One, Islamic Help, ILM, Read Foundation, and Beyaz Eller. We worked to mitigate the economic situations of families through the provision of both food packs and hot meals. The selection of food items was based on joint planning and discussion with the relevant stakeholders such as local residents and community leaders to ensure that the items reflected the most urgent needs of beneficiaries.

Why We did it

We conducted this seasonal project to alleviate the effects of food scarcity and poverty on vulnerable communities during the holy month of Ramadan. Provision to the needy during Ramadan is an Islamic religious obligation, specifically the relief of hunger.

Also, after the worst drought since 2016 hit Somalia, many people fled from their villages to the capital city of Mogadishu due to hunger and in search of humanitarian relief/aid.

Finally, the resurgence of violence in the Central

African Republic since 2017 has further exacerbated the humanitarian needs of the already vulnerable communities, which has continued to rise due to food insecurity, forced population displacement and limited access to basic necessities.

What we achieved

We served 2,234 food parcels, providing hot meals to 10,927 individuals.

EMERGENCY FOOD ASSISTANCE

TAIZ, YEMEN

What We Did

We began this food assistance project in partnership with Islamic Help by evaluating the conditions of impoverished households and internally displaced peoples. The selection of food items was based on joint planning and discussions with the relevant stakeholders, local residents and community leaders. We ensured that the items reflected the most urgent needs of beneficiaries, filled gaps and also complemented items provided by other agencies

What we achieved

We distributed 320 food parcels to 2,239 children, women and men.



Nasrin receives a food parcel in India.



ORPHANKIND



Why We did it

According to UNICEF, there are 153 million orphans worldwide. Every day, an estimated 5,700 more children become orphans. Children suffer the most during conflicts and natural disasters and are the most vulnerable to poverty, disease, stigma, and medical needs.

SPONSORSHIPS

PAKISTAN, BANGLADESH, PALESTINE, SYRIA, INDIA, GAMBIA, SENEGAL, SUDAN, SOUTH AFRICA

What We Did

Your monthly sponsorship multiplied by the collective efforts of other donors has helped provide nutritious meals, clothes, healthcare and an education to orphaned children.

What we achieved

692 orphans have collectively been sponsored from the generous donations of 416 individuals. These sponsorships provide holistic support for these orphans.



Blowing bubbles at OrphanKind Village in Gambia

+690 ORPHANS SPONSORED.

PAKISTAN ORPHANKIND COMPLEX

SOHAWA, DISTRICT JEHLUM, PAKISTAN

What We Are Doing

Mera Apna Ghar (My Own Home), an OrphanKind complex, is currently being constructed. It will help transform the lives of poor orphan children for a better future in a family setting. Each home will house 6-8 orphan children who will be gathered to make a family, headed by a trained foster mother. They will live together in a state of the art house filled with all the comforts and facilities necessary for their healthy upbringing. These children will attend schools with other non-orphan children from the communities nearby. As well as the home, education and access to nutritious food, they will receive continuous psychosocial support through their foster mother to help boost their confidence.

Why We Are Doing It

Pakistan currently has around 4 million orphans. Being orphaned often results in loss of family income, poorer health and emotional problems. It also disturbs the family network and adds further responsibilities to family members and caretakers. The type of care received after becoming an orphan has a significant impact on the development of their lives. Most studies reveal that orphans suffer

from a higher level of psychosocial problems than their non-orphan peers. They are also more likely to experience behavioral and emotional difficulties, suffer abuse and a low rate of trusting relationships. This village is for those who do not have the support of a wider family.

What we achieved

The water tank has been installed, as well as the plumbing and drainage system for the complex. The electricity system lines have been buried and connected to feeder pillars. A guard room was built to ensure security and safety. A main gate and external wall has been constructed, as have the main roads within the complex. Ramps, steps, and road-side walls have been constructed also. The construction of the homes is on-going. One home has been complete.



Construction of OrphanKind Village in Pakistan

PENNY APPEAL USA AT HOME



DOMESTIC WINTER DISTRIBUTION

**CHARLOTTE, NC; ALEXANDRIA,
VA; ORLANDO, FL; NEW YORK, NY;
SACRAMENTO, CA**

What We Did

We held packing events across the country. Team Orange, our amazing group of volunteers, helped prepare care packages including hats, scarves, gloves, and hand-warmers. In warmer areas, we developed hygiene care packages including: socks, wipes, deodorant, tissues, soap, sunscreen, and chapstick.

GOVERNMENT SHUTDOWN ASSISTANCE

**ACROSS THE COUNTRY, INCLUDING VA,
TN, TX, GA, NC, IL, PA, OR, MN, MD, AZ,
AND DC**

What We Did

We distributed grants to front-line service providers, contractors and federal employees during the Government Shutdown Assistance. These grants ranged from \$500 to \$7,000 dollars.

Why We did it

The United States federal government shutdown of 2018–2019 occurred from December 22, 2018 until January 25, 2019 (35 days). It was the longest U.S. government shutdown in history. An estimated 800,000 federal government employees were not paid during the shutdown and they missed two paychecks. Many people fell behind on bills and were unable to pay for their living expenses.

What we achieved

In total, \$43,500 was distributed, directly benefiting 3,222 people and indirectly benefiting 4,188. This enabled people to purchase groceries and pay their rent as well as pay for medical bills, transportation and other essential items.



Domestic Violence Shelter in Charlotte, NC

DOMESTIC VIOLENCE SHELTER

CHARLOTTE, NC

What We Are Doing

We are opening a 24/7 emergency shelter for female survivors of domestic violence who are in imminent danger and have escaped from a domestic violence situation. All residents will be given a 30-60 day stay. The shelter has room for 10 people, including their children. There are several common areas in the shelter including a living room, kitchen, and dining area. We will provide three meals per day, toiletries and other daily essentials.

Each resident will be assigned to an advocate when they enter the shelter. These advocates will provide help with attaining goals, referrals to other agencies and counseling. Residents will also attend support groups and special activities throughout their stay.

Why We Are Doing It

Once open, ours will be the only Muslim-led domestic violence shelter in the Carolinas, focused on providing culturally-sensitive to care to all women, regardless of faith.

What we achieved

A Domestic Violence Projects Lead was hired and a suitable home has been renovated. We will be fully open and operational as soon as the license is granted by the city.

RELIGIOUS GIVING



RAMADAN GIVING

Fidyah/Kaffarah

Why We did it

Fidyah/Kaffarah is made when someone cannot fast for the required number of days, and is not able to make up for the fast. Our Muslim donors who were not able to fulfill their religious obligation to fast during the month of Ramadan donated their Fidyah/Kaffarah in 2019.

What we Did

Because Fidyah/Kaffarah is a religious donation of money or food made to those in need, we distributed food to beneficiaries as part of our global Feed Our World program.

What we achieved

We distributed 20,604 meals during Ramadan.

Fitrana/Zakat Al-Fitr

CHARLOTTE, NC; WASHINGTON, DC; TAMPA AND ORLANDO, FL; NORTHBROOK, IL; BROOKLYN, NY

Why We did it

Zakat al-Fitr, Fitrana or Fitrah, is a form of charity given to the poor at the end of Ramadan. Fitrana is due on every member of a household, including any children or elderly persons and is obligatory to pay before Eid salah.

What we Did

We worked with 11 organizations during the first 3 days of Eid Al-Fitr to provide joy to families and communities in need with Eid celebrations, meals, gift cards, clothing, necessity kits, and toys.

What we achieved

We brought joy to 530 undocumented and refugee families, 300 prisoners, and 1,500 individuals in need.

These activities and distributions were possible with the help of 11 partners: Oasis, MWO, Islamic Center of Charlotte, MOMNetwork, Soulful Muslims / Banneker, Welcome Home, USF Campus Marshall Center, Mozaic, Arab American Community Center, Muslims Giving Back, and Masjid Ash Shaheed.

QURBANI

BIHAR, ODISHA, UTTAR PRADESH AND WEST BENGAL, INDIA; RALEIGH AND DURHAM, NC

What We Did

During Qurbani 2019, we provided fresh meat to extremely vulnerable Muslim families living in selected locations across India and the US, through the provision of Qurbani meat during

the Muslim holiday of Eid al-Adha. This festival is celebrated by Muslims all around the world to commemorate the completion of the Hajj, the annual pilgrimage to Mecca.

Why We did it

India's large population is chronically food insecure. In 2019, it ranked 102nd out of 117 countries in the Global Hunger Index, indicating a serious level of hunger. The 2017 data for India shows that 14.5% of the population was undernourished.

What we achieved

We performed 6,248 Qurbanis on behalf of our Muslim supporters. The meat provided through this project helped address the food needs of 12,496 individuals in locations across India.

AQIQAH

MARYLAND AND VIRGINIA

What We Did

We provided meat to families and individuals who may otherwise never or irregularly eat meat. We selected a meat supplier and identified families who are living in severe poverty, have no ability to produce an income, widowed, female-headed, elderly or disabled with the help of community members.

Why We did it

Aqiqah is the Islamic tradition of distributing meat to the poor on the occasion of a child's birth. It is widely performed by Muslims and is considered a prophetic tradition.

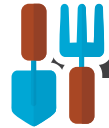
What we achieved

We provided 28 families with 198 pounds of meat.



Qurbani Distribution in India

INCOME GENERATION



PAKISTAN VEGETABLE GARDENS

SOUTH PUNJAB, PAKISTAN

What We Did

Through the vegetable garden project, we gave 3 acres of land to 3 villages in Pakistan. Per village, 16 families shared an acre of land and each family was responsible for a portion of the acre to ensure that it was used to its full capacity. We provided women in these families with seeds and the training needed to grow a surplus of produce to feed their families and to sell the remaining produce to make a profit. The training was a hand-on model and a year-long program.

Why We did it

Pakistan contributes less than 1% of the world's greenhouse gases blamed for causing global warming, yet the country's more than 200 million people are among the world's most vulnerable victims of the growing impacts of climate change. The most recent Global Climate Risk Index has placed Pakistan 5th on the list of countries most vulnerable to climate change.

What we achieved

6 woman-operated Schools were established to increase the knowledge and skills of 102 rural resource-poor families. The beneficiaries were supported technically and financially. These families harvested 23,869 pounds of produce. Their households consumed 11,649 pounds and 12,220 pounds of surplus produce was sold in local markets. As a result, 48 families saved \$1,242 and earned \$1,345.



Vegetable Garden in Pakistan

HEAL HUMANITY



BANDIIRADLEY HOSPITAL SUPPORT

BANDIIRADLEY, SOMALIA

What We Are Doing

In partnership with Baitulmaal, we aided in the shipment of necessary medicines to Bandiiradley Hospital, the first and free hospital in the Bandiiradley area in central Somalia, which serves about 50,000 people in 35 settlements in Somalia.

Why We Are Doing It

Bandiiradley Hospital was in need of medicine, particularly antibiotics to better serve their patients.

DAN DAN CLINIC

DANDAN VILLAGE NEAR BUUHOODLE TOWN, SOOL REGION, NORTHERN SOMALIA

What We Are Doing

We've constructed a clinic expected to benefit 12,000 people. Supplying medical equipment for the clinic to function is currently underway.

Why We Are Doing It

The nearest medical facility to Dandan is over 200 miles away. The trip is both perilous and expensive. Currently many villagers can not afford to invest in their health or the health of their families.

NEW 2019 APPEAL!

BURUNDI HOSPITAL SUPPORT

BURUNDI

What We Are Doing

We're constructing a hospital in Burundi. The foundation, sewage system and much of the structure of the walls are in place. Remaining needs such as pipes, toilets, and electricity are in progress. underway.

Why We Are Doing It

Ongoing conflict in Burundi has led to an economic crisis, and severely damaged access to healthcare. The government does not have the capacity to make adequate investments to get hospitals up and running and there is a deep need for more medical staff. At the same time, Burundis are susceptible to infectious and parasitic diseases, like malaria, with nowhere to go for aid.

SUDAN MEDICAL SUPPLIES

SUDAN

What We Are Doing

In partnership with Sudanese American Medical Association, we've identified medical supplies that will be selected and packaged in a 40ft container. The container will be transferred to Khartoum, where staff will distribute it to public hospitals, primary health clinics and patients based on physician recommendations. The supplies will be distributed to over 20 public hospitals serving a wide range of specialties. These hospitals serve hundreds of patients.

Why We Are Doing It

The shortages of medical supplies in Sudan increased over the past two years due to the deepening economic crisis. This severely affected the service delivery in public health facilities, creating a significant overburden for the health facilities, run by nonprofit organizations. The health sector underfunding challenged the establishment of a medical supplies pipeline that could fill in the gaps, thus any delays resulted in immediate shortages.



Construction of Dandan Clinic in Somalia

EVENTS & ACTIVITIES

One of our driving forces at Penny Appeal USA is making charitable giving both rewardable and affordable. We want our supporters to associate charitable giving with positive experiences and thus we strive to provide enjoyable and meaningful entertainment while also raising money for our programs.



One Night in Al-Aqsa Movie Premiere Night in New Jersey

14 AMBASSADORS & CHAMPIONS

Penny Appeal USA Ambassadors and Champions come from all walks of life, working in diverse fields such as comedy, fashion and human rights. They serve as megaphones for our work and help us reach diverse communities. Our Ambassadors and Champions have played a critical role in raising awareness about our programs as well as raising essential funds to support our work. In 2019 they visited our programs in Pakistan, Palestine, and The Gambia and raised over \$900,000 collectively.

“I visited The Gambia and saw the amazing work Penny Appeal USA does. My heart couldn’t wait to help these children get a home forever. Let’s make a difference!”

– Noha Hamid, PAUSA Ambassador



Olive Tree Planting in Palestine

2019 TOURS

1. ILLARIOUS TOUR

March - April

**SOUTH FLORIDA - LOS ANGELES -
HOUSTON - CHICAGO - DMV - NEW
JERSEY**

We launched the second leg of our comedy series tour with illMUSLIMS during the Spring with talented comedians Azhar Usman, Danish Maqbool, Ahamed Weinberg, Amir K, and Atheer Yacoub. In addition to hundreds of families attending and enjoying the comedy nights, we were able to raise over \$200,000 to continue construction of the OrphanKind Village in Pakistan.

2. ONE NIGHT IN AL-AQSA FILM TOUR

October - November

**NEW YORK - NEW JERSEY - MIAMI -
SAN ANTONIO - DALLAS | TYSONS -
CHARLOTTE - CHICAGO - SUNNYVALE
- BALTIMORE**

We hosted a unique documentary tour with an ethereal, out-of-this-world experience of the Al-Aqsa mosque as seen through the eyes of the people who work there. Hundreds of families came out to watch

this exclusive screening, and participate in a Q&A discussion with the award-winning film director, Abrar Hussain. This 10-city tour was so successful that we had more than 7 sold-out showtimes and successfully raised more than \$400,000 for Al-Makassed Hospital in Jerusalem, Palestine.

Special Thanks to our sponsor: Amanah Mutual Funds

3. WALLAH SHE'S FUNNY COMEDY TOUR

October - December

**HOUSTON - NYC - CHARLOTTE -
ORLANDO - WASHINGTON, DC - BAY
AREA - CHICAGO - LOS ANGELES**

Another Comedy Tour with illMUSLIMS! Our All-Women line-up smashed expectations while touring 8 cities from coast to coast, causing laugh riots and overall excitement. This first-ever all-women lineup has brought in glowing reviews from attendees and more than \$700,000 for our Women Empowerment programs! Thank you to all who joined us on this comedic journey and a special shout out to our partner illmuslims, and to the talented comics Zainab Johnson, Yasmin Elhady, Atheer Yacoub, & Sabeen Siddiq.



**+\$1 MILLION
was raised
for amazing
programs
through our
nationwide tours.**



#TEAMORANGE VOLUNTEERS

HOW YOU CAN GET INVOLVED

#TeamOrange is our family of volunteer changemakers. With #TeamOrange there's something for everyone, so whether you want to help us at our next event, organize a charity event or even climb the highest mountain in the world – we've got new and exciting experiences and opportunities for you!

Turn your team orange for a good cause; there are so many meaningful ways for you to get involved:



VOLUNTEER WITH US

Take time out of your busy life and volunteer with us!. We offer an amazing range of volunteering opportunities from helping us at large conventions and fun tours to organizing social service projects in your city.

Visit PAUSA.ORG/VOLUNTEER or email teamorange@pausa.org



TAKE ON A CHALLENGE

Whether it's a team-building sports day, a bake sale with your friends, or taking on your local 10K together to raise money for a program of your choice, there's a challenge for everyone.

Visit PAUSA.ORG/CHALLENGES
Email challenges@pausa.org



Thanksgiving Basket Distribution

OUR STAR VOLUNTEERS

Our #TeamOrange volunteers work hard all year doing the following:

- Raising funds for programs they're passionate about
- Actively helping those in need by implementing Community Service Projects
- Participating and assisting in putting on tours, conventions, and tabling at events.

Special Thanks to our New Student Chapters:

Thank you to the amazing students at Virginia Commonwealth University (VCU) and University of Maryland(UMD) for establishing Penny Appeal student organizations on their campuses.

If you would like to open a Penny Appeal USA Student Chapter on your campus,

email our amazing Team Orange National Coordinator Ruann Elbassyouni who will walk you through every step of the way. teamorange@pausa.org!

Special Thanks to the following #TeamOrange Champions:

- Alina Akhter (Miami, Florida)
- Ameerah Khan (Austin, TX)
- Wajiha Khatri (NYC, NY)
- Abdullah (Chicago, IL)
- Madeeha Syed (Chicago, IL)
- Noha Elansary & Soha Hassan (Columbia, MD)
- Omar Alnatour, Nour Awad, & Sayed Hamideh (Houston, TX)
- Laila El Ali (Charlotte, NC)
- Shawn Hussain & Zain Hussain (Houston, TX)
- Raian Natsheh (Orlando, FL)
- Ahmed Hussein (Houston, TX)

2019 FINANCES*

* Report was published prior to our financial audit, numbers not final and may change. Final financial report will be published online at PAUSA.ORG/Reports

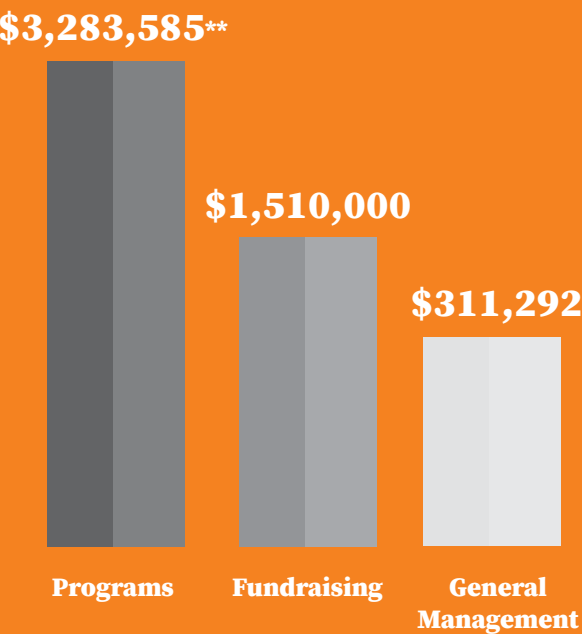
SPECIAL THANKS TO OUR PARTNERS

REVENUE



Transparency is very important to all of us here at Penny Appeal USA. While some nonprofits will hide the real cost of their overhead and fundraising costs through a number of questionable, yet legal, gimmicks, we are presenting you with the real costs of running an organization. You can see that as a young organization we have strategically invested in our infrastructure and growth to ensure organizational sustainability and to ensure we provide our donors and beneficiaries with the highest

EXPENDITURE



Bank Balance: \$2,078,000

** Due to unexpected delays in the field, a number of programs ran behind schedule in 2019. Program payments were therefore delayed and program spend in 2019 was less than budgeted. At the time of going to print in March 2020, over \$800,000 has already been spent on program services.

level of service for many years to come. Sustainable solutions to poverty eradication can only come from organizations which are in themselves sustainable. We anticipate investment in development will decrease each year as we become more established and our base of regular supporters grows. To find out more about the importance of overhead costs, visit PAUSA.ORG/OVERHEAD

- GlobalMedic
- BaitulMaal
- Muslim Women’s Organization
- Islamic Help
- Mustafa Center
- Muslim American Society
- Muslim Women Organization
- Welcome Home
- Islamic Center of Charlotte
- Masjid Ash Shaheed
- Islamic Association of Raleigh
- Project Downtown
- Muslim Aid USA
- Celebrate Mercy
- Oasis
- MOMNetwork
- Soulful Muslims / Banneker
- USF Campus Marshall Center
- Mozaic
- Arab American Community Center
- Muslims Giving Back
- Roswell Community Masjid
- Siddiqi Foundation
- Loaves & Fishes
- Muslims Community of Knoxville
- Council of Islamic Organizations of Greater Chicago
- ISB Atlanta
- Muslim Educational Trust
- The Michigan Muslim Community Council
- Islamic Center of America
- Islamic Center of Pittsburgh
- Islamic Community Center of Tempe
- CAIR Chicago
- Greater Chicago Food Depository
- Houston Food Bank
- Capital Area Food Bank
- Second Harvest Food Bank of Metrolina
- Muslim Community Center of Charlotte
- Alexandria Community Shelter (MLK/ Winter Distributions)
- Lone Star Council
- MSA West
- Bailey’s Shelter and Supportive Housing
- Giving Games
- Dar Al Hijrah Islamic Center
- Department of Youth and Rehabilitation Services
- iLLMuslims

pennyappeal usa

small change. big difference

***THANK YOU FOR
JOINING OUR
FIGHT AGAINST
POVERTY.***

PROUD
MEMBER



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