

Penny Appeal USA 2018 Annual Report

pennyappeal usa

small change. big difference





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From Our Leadership

Dear Friends,

We are delighted to report on an eventful and exciting year. We set ambitious targets, and we are tremendously grateful to you for allowing us to amplify Penny Appeal USA's work. With over a 100 percent increase in revenue over last year, your support has enabled us to increase our presence in a world in which conflict, climate change and inequality are putting the world's poor, disenfranchised, and most marginalized at even greater risk.

With your support, we have saved countless lives. We have helped families and entire communities towards the path to financial self-sufficiency. We responded to humanitarian catastrophes here at home, as well as in India, Indonesia, Yemen and Bangladesh, where nearly a million Rohingya Refugees were forced to flee their homes in Myanmar. We installed a number of life-changing Solar Powered Water and Power Plants in the Tharparker District (Sindh Province) of Pakistan and dug water wells across ten countries. We continued to support hundreds of orphaned children across the globe through our OrphanKind Program and improved children's access to education here at home and in South Africa via Education First. We also provided rural families with livestock gifts and continued our Feed Our World Program, which

provides access to essential food packs for the poorest communities in the world.

Thanks to partners like you, we're ever closer each year to achieving our ambitions. In 2018, we forged key partnerships with diverse brands, recruited a number of influential ambassadors to highlight our work and piloted innovative solutions such as our Vegetable Gardens. We are also grateful to have received funding from a number of institutional partners.

Despite our growth these past three years, we approach the future with self-awareness and humility. This year we are committed to investing in an organizational infrastructure that supports our growth and enables us to provide excellent service to both our donors and our beneficiaries.

As we continue to see a deterioration in global peace, and as the non-profit space is increasingly vulnerable around the world, our work is more relevant than ever. We remain deeply indebted to you for your support and commitment to our mission.

**Oussama Mezoui / President & CEO
& Yasmin Elhady / 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 USA launched in 2016. We are a proud member of an international Penny Appeal family that celebrates its 10-year anniversary in 2019.

Penny Appeal was set up in 2009 to provide poverty relief in the United Kingdom as well as across Asia, the Middle East and Africa. They did this through offering water solutions, organizing mass feedings, supporting orphan care and providing emergency food and medical aid.

Today there are member offices in Australia, Canada and South Africa as well as country offices in Bangladesh, Gambia, Pakistan and Jerusalem. Together we have transformed lives and empowered communities around the world, helping to break the poverty cycle and build brighter futures.

Our Vision

A world united and strong. Communities working together and promoting wellbeing, leaving need and poverty behind for good.

Board of Directors



YASMIN ELHADY

CHAIR, BOARD OF DIRECTORS

Yasmin is a respected attorney and public policy specialist. A federal attorney and activist, her experience spans community building, civil rights, and immigration.



SHAUN AHMAD

VICE-CHAIR & SECRETARY, BOARD OF DIRECTORS

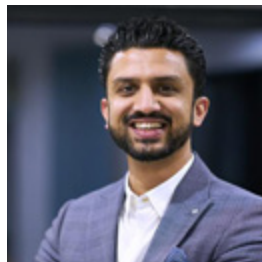
Shaun is a businessman, investor and philanthropist. He has been involved with several community service organizations that promote interfaith dialogue, foster racial and ethnic understanding, and work to fight poverty.



AAMER NAEEM

MEMBER, BOARD OF DIRECTORS

Aamer is the highly-successful CEO of Penny Appeal UK who has led the organization during an unprecedented period of growth over the last few years. His background is in Pharmacy and Business Management.



ADEEM YOUNIS

MEMBER, BOARD OF DIRECTORS

A serial entrepreneur and philanthropist, Adeem is the founder of Penny Appeal UK and SingleMuslim.com amongst other things.



Emergency Response

When disasters strike and people find themselves in need of essential goods and services, Penny Appeal USA is there to help. Due to your generous support, we have been able to respond to the needs of people all over the world and here at home.



Rohingya

Cox's Bazar, Bangladesh

Refugee camps of Balukhali, Kutupalong, Hakimpura and Mainnerghona.

WHAT WE DID

Provided refugees with shelter, medical assistance, clothes, hygiene products, food and access to water. We additionally built a block of 25 sanitary latrines as well as a block of 25 washrooms for women.

WHY WE DID IT

Since 25 August 2017, Rohingya people started fleeing the extreme violence they faced in Rakine State, Myanmar. Since then, almost one million Rohingya refugees have arrived into Bangladesh. These people are in urgent need of shelter, food, medical care, clothes and hygiene products. The humanitarian crisis is posing a threat to people's security, safety and wellbeing, not only because camps are alarmingly overcrowded and difficult to access, but also due to the hazards brought by the monsoon season.





Yemen

Sana'a City

WHAT WE DID

In the winter we distributed blankets, food parcels, winter clothes, cooked meals and cooking gas cylinders to families most in need.

WHY WE DID IT

Despite some areas reaching temperatures of up to 113 degrees during the summer, winter in Yemen can be very harsh. While it is generally mild along the coast the mountains, such as in Amant Alasimah (Sana'a City), winter can be extremely cold with temperatures falling below zero. Of the three million men, women, boys and girls estimated to be internally displaced, many have left their homes without adequate clothing and are forced to stay in makeshift shelters, which leaves them extremely vulnerable to freezing temperatures and without adequate food.

India

Districts of Wayanad and Idukki, Kerala

WHAT WE DID

We provided flood victims with access to safe, clean drinking water at both the household and community levels. Water Purification Units were set up in homes and in communal areas and community members were trained on how to use them.

WHY WE DID IT

The 2018 monsoon season caused the worst flooding that Kerala, India has seen in the past 100 years. Since June, the state received 457% more rain than usual causing massive flooding and landslides.

Flooding and landslides affected all 14 districts in Kerala causing extensive damage to infrastructure and agriculture. Over 5 million people were affected, with the death toll exceeding 500. The number of houses partially or fully damaged exceeded 23,000.

Communities were left to use contaminated water, gather it from a nearby stream, or use unreliable piped water sources. With so many water sources destroyed and thousands of families living in relief camps, the possibility of an outbreak of waterborne disease was high.





Indonesia

Palu, Indonesia

WHAT WE DID

Helped affected communities immediately through the provision of essential food packs. Our food packs included essentials such as rice, cooking oil, eggs, sugar, meat and biscuits.

WHY WE DID IT

On September 28, 2018, a 7.4 magnitude earthquake occurred in Central Sulawesi, Indonesia with aftershocks continuing to be felt for days, including one with a 6.0 magnitude. The earthquake triggered a tsunami, which struck Talise beach in Palu City and parts of Donggala. In some areas, the waves reached up to six meters high. Additionally, there were significant landslides which caused further damage to infrastructure and restricted access to affected areas. Over 1.5 million people have been affected by these events across 6 regencies and 85 districts.

Hurricane Michael

Panama City, Florida

WHAT WE DID

Within 48 hours of the hurricane, we deployed our Tampa staff and volunteers and provided truck loads of essential non-food items such as generators and tarps.

WHY WE DID IT

Hurricane Michael's battering waves swamped streets and docks and its vicious winds splintered trees and rooftops. This was the most powerful hurricane on record to hit Florida's Panhandle. It left wide spread destruction and led to numerous deaths.



OrphanKind Villages

Our OrphanKind Villages program is designed to help transform the lives of disadvantaged orphan children who have no extended family to live with, offering them a better future in a clean, safe and loving environment.



Pakistan Complex

Sohawa, Punjab Province

WHAT WE DID

We are constructing a modern state of the art OrphanKind Village that will be home to 100 orphans and 20 foster mothers. The village will include 10 bungalows that house 10 orphans and 2 foster mothers each, a mosque and playground. It will also house a modern education facility that will be open to fee paying students from nearby towns as a way of sustaining the complex.

WHY WE DID IT

Though no official statistics are available, conservative estimates suggest that Pakistan hosts over four million orphans. Frequent incidents of violence and natural calamities like floods and earthquakes have contributed to this number.

By providing each child with all the essentials for their emotional, psychological, and physical growth, we can help every orphan pave a way to a brighter future in the face of tremendous loss.





The Gambia Complex

Kombo North District,
West Coast Region

WHAT WE DID

This year we completed the construction of the OrphanKind Village in The Gambia. The Village includes 10 bungalows that house 10 orphans and 2 foster mothers each, a playground and a health facility, as well as a mosque.

WHY WE DID IT

Around a quarter of Gambian youths engage in child labor activities because of the economic situation of their families. Orphans and poor children in Gambia are less likely to attend school on a regular basis, receive fewer years of education and are more likely to suffer from malnutrition and infectious diseases. Many of these children never experience true childhood, especially those who grow up in single-parent households. Only 67 per cent of school-aged children are enrolled in primary school. This orphan complex solves all of these issues for the children housed and raised within it and creates a future for these children they otherwise wouldn't have had access to.

OrphanKind Sponsorships

Pakistan, Sudan, Bangladesh, India, Nepal. Palestine, Senegal, Syria, Gambia, & South Africa

Orphaned children deserve the best in life. That's why we've opted to do away with the 1:1 model. With multiple donors providing each child with all the essentials for their emotional, psychological, and physical growth, we can help every orphan pave a sustainable way to a brighter future in the face of tremendous loss.





Penny Appeal @ Home

Digital Divide

Islah Academy Los Angeles, California

WHAT WE DID

Funded a STEAM (Science, Technology, Engineering, Art, Math) Summer Program for children from socio-economically disadvantaged families.

We developed a program that was informative, challenging and entertaining, based on the belief that children in south Los Angeles will excel when exposed to a STEAM curriculum.

The program included a Science Fusion based learning approach which included discovery outings, field trips, conducting experiments and using computers and STEAM kits.

WHY WE DID IT

The US Bureau of Labor Statistics reports that 50% of today's jobs require some degree of tech skills and that percentage will increase to 77% in the 2020's. Without STEAM proficiency, students will be less able to thrive in the job market.





Other Activities

MLK Day of Service

JANUARY DC | TAMPA

In honor of MLK Day, our #TeamOrange Volunteers did various activities like serving a 3-course meal to the homeless community at Tampa Bay Cafe as well as cleaning up Anacostia Park.

Hygiene Kit Distributions

MARCH WASHINGTON, DC

We partnered with DAH YOUTH's middle school program to distribute hygiene kits to the homeless community in Washington, DC.

Winter Clothing Drive

SEPTEMBER WASHINGTON, DC

We partnered with MOZAIC Refugee Services to distribute warm winter clothes to the homeless in Washington, DC.

Thirst Relief

A photograph of two young children, a girl on the left and a boy on the right, standing at a public water tap. The boy is actively washing his hands under the running water, with his mouth open in a joyful expression. The girl is standing next to him, also with her hands near the water. The background is a bright blue wall, and the tap is a simple metal fixture. The overall scene conveys a sense of clean water access and community health.

Through our Thirst Relief programs, we're providing safe water to enable communities to drink, wash, clean and irrigate their crops as well as hydrate their animals. Our Thirst Relief programs lead to healthier lives, better educated communities and a route out of poverty.



Wells & Handpumps

Pakistan, Gambia,
Somalia, India,
Bangladesh, Nepal

WHAT WE DID

Hand pumps were installed at the household level; thus 1 to 2 families were covered by one hand pump. Deeper hand pumps were also installed at the communal level to fulfill the water needs of villages of up to 300 inhabitants.

WHY WE DID IT

By providing access to clean, safe drinking water at both household and communal levels, we were able to improve the health outcomes of communities and encourage children to go to school.

Pakistan Solar Powered Water & Power Plant

Thanks to a successful campaign during Ramadan 2018, we began constructing four solar powered wells in Tharparkar, Pakistan.

WHY WE ARE DOING IT

Tharparkar is a village area located in the Sindh Province of Pakistan where the majority of residents do not have access to clean drinking water.

Nearly 2,000 young children under the age of 5 have died in this area since 2011, with lack of clean water access being a major contributor to these preventable deaths.

Powered by the sun, these solar-powered water and power plants can provide a lifetime of water for over 3,000 villagers and can also provide power for electricity.

Using solar energy, the process is all automated through an internal motor. Since the plants are in the sun-drenched desert, there is never a shortage of sunlight and these make great investments, having the ability to last up to 25 years.





Gaza Water Tanker

Gaza, Palestine

WHAT WE ARE DOING

Improving the health status of students through the provision of healthy clean drinking water via water tankers.

We are also providing health awareness sessions to students within targeted schools about the importance of drinking clean water and some relevant enabling practices.

WHY WE ARE DOING IT

Clean water is a basic necessity, but in Gaza it is incredibly difficult to get. People are forced to drink dirty, salty water, which can make them ill. For orphans, the elderly and the sick, diseases caused by dirty water can be life-threatening.

The EU warns that 95% of Gaza's water is "unfit for human use."

During 2019, we'll be installing the newly bought tanker to assist an additional 13 schools.

Feed Our World

The aim of our Feed Our World Program is to meet immediate hunger needs across the world, and domestically. We provide life-saving, nutritious meals to families most in need. These meals help combat hunger poverty in crisis-hit countries across Asia, Africa and the Middle East as well as right here at home.



Ramadan Feedings

Guinea Bissau, Guinea,
India, Mali, Nigeria,
Senegal, Palestine, USA

WHAT WE DID

Through our Feed Our World program, we worked in seven countries to provide essential food packs to some of the world's poorest families. We also distributed food to homeless individuals here at home.

WHY WE DID IT

Famine and widespread poverty effect huge regions of the undeveloped South and Asia. Poverty and malnutrition account for nearly half of all deaths in children under 5 and approximately 3 million young children lose their lives every year because of malnutrition. 462 million people are underweight and some 17 million are severely wasted as a result of significant malnutrition and lack of food.

Approx. 1,202,920 Meals were provided to a total of 18,661 beneficiaries.



Qurbani

India, Ethiopia, Pakistan,
Syria, USA

WHAT WE DID

Provided meat to families and individuals in poverty who otherwise cannot afford to consume meat. We performed and provided qurbani in India, Ethiopia and here at home. In Syria and Pakistan we distributed special 1.2lb Qurbani pouches. The pouches have a shelf life of one year, meaning that they can be distributed in remote areas and used in communities where no refrigeration is available.

WHY WE DID IT

Muslims all around the world came together each year to celebrate Eid-ul-Adha. A celebration of sacrifice that commemorates the completion of the Hajj, the annual pilgrimage to Mecca.

The celebration is observed through the sacrificial slaughter of animals, known as Qurbani, to honor the Prophet Ibrahim and his son, Ismail.



Education First

Education is a vital part of helping children get the start in life they need to ensure a successful future. Once basic necessities are met, we focus on giving children access to quality education by providing comfortable facilities and the necessary tools they need to succeed.



Leadership College

Cape Town,
South Africa

WHAT WE DID

Due to the high demand from local children, we helped the school double the number of its classrooms by building 9 classrooms.

WHY WE DID IT

Manenberg is a community that is plagued by consistent gang violence. One of the most devastating effects of gang related violence and poverty experienced by the Manenberg community is the impact these challenges have on education in the community. Gang violence has resulted in the temporary closure of 16 schools in Manenberg. Students express fear of attending their previous schools due to gang violence and shootouts.

The Leadership College has a successful track record of keeping children in school and providing them with an excellent education.



Back to School Drive

Charlotte, NC; Bronx,
NY; Houston, TX;
Alexandria, VA;
Chicago, IL

WHAT WE DID

Distributed thousands of backpacks to elementary and middle school students across the US. The contents of backpacks included composition notebooks, scissors, erasers, rulers, pencil sharpeners, pens, and glue sticks as well as other essentials.

WHY WE DID IT

Each year we work to provide school supplies for elementary and middle school students from socio-economically disadvantaged families. This removes the financial burden often faced by families during the beginning of the school year.

Income Generation

As part of our efforts to eradicate poverty in a sustainable way, our income generation programs focus on providing rural communities with the tools and skills they need to escape poverty once and for all.





Livestock Gifts

Rural areas of District Vehari of South Punjab in Pakistan

WHAT WE DID

Through the provision of pregnant goats, local women are able to earn a livelihood and share the economic burden of their male counterparts. They are also able to gain a higher social and economic status where they will have the right to take part in the process of decision making.

WHY WE DID IT

Goats provide their owners with milk which leads to better household nutrition. Livestock gifts are “multifunctional” as they provide milk, meat, manure, cash savings and status, and often have social or religious uses.

Our Tours

1. Super Muslim Comedy Tour

NYC | TAMPA | HOUSTON | FREMONT

This successful tour brought together hundreds of families for an incredible comedy night, laughing at the hilarious jokes of **Moses the Comic, Aman Ali, Travina Springer, Azeem Muhammad, Ismael Loutfi**, and **Yasmin Elhady**. All fundraising proceeds went towards supporting our OrphanKind program, building OrphanKind homes in Pakistan.

2. One Day in the Haram Film Tour

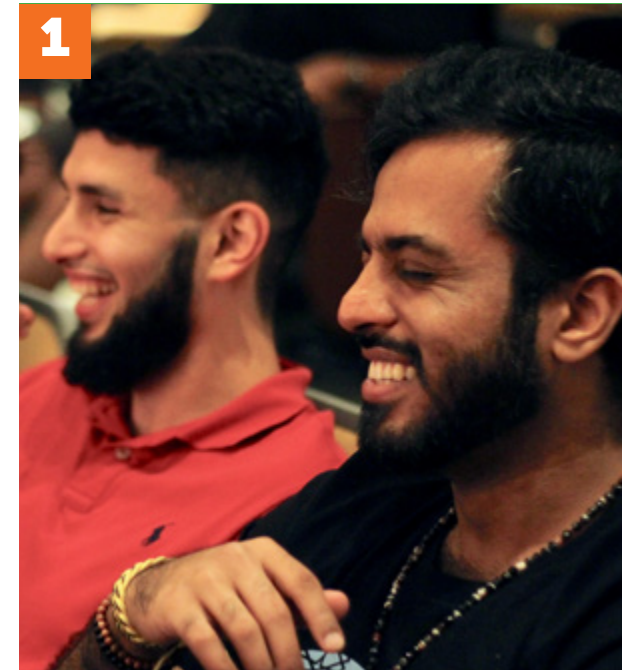
ORLANDO | DC | CHARLOTTE | PHILADELPHIA

Penny Appeal hosted a unique documentary within an ethereal, out-of-this-world experience of the Haram 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 film director, Abrar Hussain. Special Thanks to our sponsors, **MYCP, Al Manasik, Wahed Investment**, and **Muslim City Fest**.

3. The Echoing Change Tour

NYC | HOUSTON | CHICAGO | DC | RALEIGH | SACRAMENTO

This first-ever variety six-city tour featured incredible musical performances from **Brother Ali** and **Leftist**; poetic verses & spoken word from **Baraka Blue, Lady K**, and **Tariq Toure**; and comedians **Moses the Comic** and **Azeem Muhammad**. All tour fundraising proceeds went towards domestic poverty-alleviation programs.





Our Ambassadors

Penny Appeal USA Ambassadors 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 have played a critical role in raising awareness about our programs as well as essential funds to support our work.

In 2018 our Ambassadors visited our programs in Pakistan and The Gambia and raised over \$250,000 collectively.

**From all of us at
Penny Appeal USA,
THANK YOU!**

Volunteer With Us

How to Get Involved

If you're the type of person that gets a thrill out of making a difference in people's lives, **#TeamOrange** is the perfect fit for you.

There are all sorts of things you could do once you're in **#TeamOrange** – you could take on big challenges, help out at events, host your own activities or even join us on an overseas project. It all depends on how much time you can give and how you want to help.

Cyclical poverty can be stopped. With your help, we'll be able to work with diverse communities to build lasting partnerships in the fight against intergenerational poverty.

Your journey starts here! To sign up, visit: PAUSA.ORG/TeamOrange or call: 202-851-2112



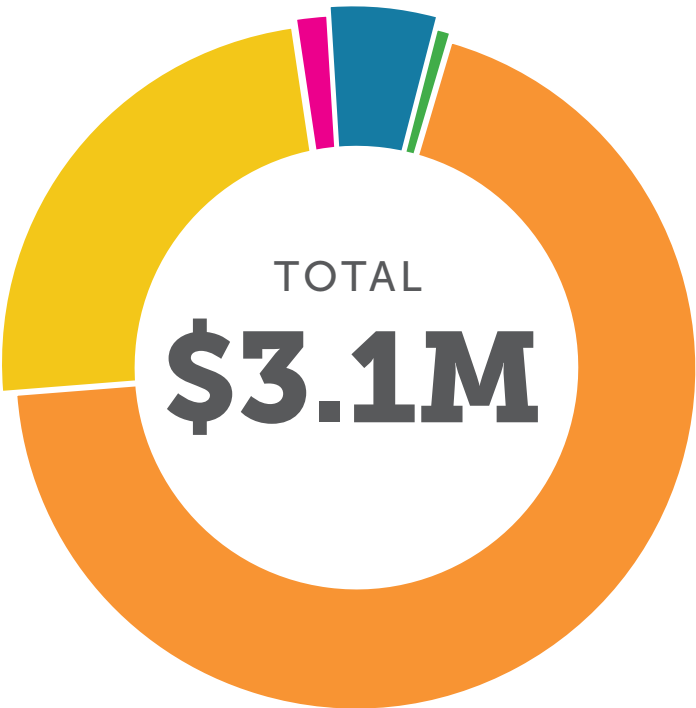
2018 Finances

REVENUE

| | |
|--------------------------|-----------------------|
| CAPACITY BUILDING GRANTS | \$750,000.00 |
| INSTITUTIONAL GRANTS | \$160,826.06 |
| CORPORATE FUNDING | \$25,749.35 |
| INDIVIDUAL CONTRIBUTIONS | \$2,123,441.02 |
| OTHER REVENUE | \$36,248.77 |
| TOTAL | \$3,096,265.20 |

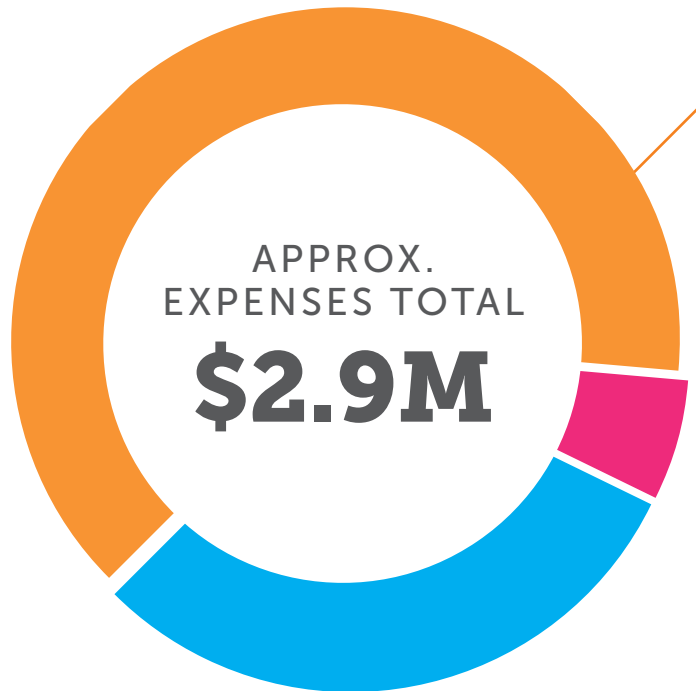
Transparency is very important to all of us here at Penny Appeal USA. You can see that as a young organization, we have strategically invested in our infrastructure and growth to ensure organizational sustainability and to ensure we provide our donors and beneficiaries with the highest level of service for many years to come. We were able to do this in large through successfully applying for capacity building grants and other forms of institutional funding these past three years. These grants have ensured that money raised from individual contributions has been reserved for program expenditure.

To find out more about the importance of overhead costs, visit pauusa.org/overhead



EXPENDITURE

| | |
|--------------------|--------------------|
| PROGRAMS | \$1,870,290 |
| FUNDRAISING | \$884,595 |
| GENERAL MANAGEMENT | \$148,967 |
| TOTAL | \$2,903,852 |



PROGRAMS BREAKDOWN

| | |
|--------------------|-----------|
| DOMESTIC PROGRAMS | \$109,589 |
| EDUCATION FIRST | \$229,082 |
| EMERGENCY RESPONSE | \$313,671 |
| FEED OUR WORLD | \$285,011 |
| INCOME GENERATION | \$62,330 |
| ORPHANKIND | \$183,476 |
| QURBANI | \$221,564 |
| THIRST RELIEF | \$423,887 |

END-OF-YEAR NET ASSETS: **\$534,328**



2018 partners, donors, volunteers & well-wishers:

Thank You



penny**appeal** **usa**

small change. **big** difference

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Penny Appeal USA is a registered 501(c)(3) nonprofit organization. All donations are tax-deductible.
Our EIN/Tax ID is: #47-5165837