

pennyappeal usa

Q3 2020 REPORT



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MESSAGE FROM OUR CEO



Friends, supporters, & volunteers

Peace be upon you all

This year of course has proved to be a tumultuous one for all of us. For us here at Penny Appeal USA, this past quarter proved to be our most challenging to date. In August we learned of reports via local Gambian media outlets concerning allegations of abuse at locally managed orphan facilities financially supported by Penny Appeal UK (PA UK). This came as a shock to us all. While Penny Appeal USA is an independent US 501 (c) (3) nonprofit organization, we do share the Penny Appeal brand with the UK as well as collaborate on a number of international programs. We were and remain deeply saddened and concerned by these allegations. They violate everything we believe in as an organization and as committed humanitarians.

Penny Appeal USA welcomes PA UK's attempts to get to the bottom of this serious matter, as well as to ensure greater diligence and assurance across its global programs. Immediately after the reports came to light, PA UK convened a Crisis Management Committee under the leadership of a new Programs Director to drive through an integrated response strategy. They have since signed a contract with Keeping Children Safe (KCS), the world's foremost safeguarding experts, to conduct a thorough investigation into the allegations as well as an investigation into PA UK's safeguarding response and reporting measures. PA

UK has also contracted the renowned children charity Barnardo's, to undertake an organization-wide review of safeguarding arrangements.

Our priority as an organization has always been the safety and well-being of our beneficiaries. Nothing matters to us more. As part of our on-going dedication to transparency and accountability, we commit therefore to open communication with you regarding this matter as we learn more.

In this report, you will be able to read about the range of programs you have made possible these past three months. Thousands continue to benefit from your generous donations. While we won't always get it right, we go into the final quarter of the year with a renewed commitment to making a positive impact on the world and helping people fight the injustice of poverty. We are committed to learning and growing so we can provide the best service to both those we serve and to those who make our work possible.

Thank you again for your support.

Sincerely,



Oussama Mezoui
President & CEO



EMERGENCY RESPONSE

Lebanon Emergency Response

ON-GOING

 Beirut, Lebanon

 August 2020 - Present

What We're Doing

Our Penny Appeal international team is on the ground working with local partners to provide food, medical aid, and shelter.

Why We're Doing it

On August 4, 2020, an explosion at the port of Beirut Lebanon, took the lives of +200 people and left 300,000 Lebanese families homeless.

Prior to the explosion, Lebanon was already undergoing the worst economic crisis in the nation's history. According to the UN, almost half of the country is living below the poverty line. People have lost access to basic needs such as food, medicine and healthcare. In cities like Tripoli, the most impoverished in the country, 60% of the population has an income of only \$1 per day. The country also hosts more than two million refugees from Syria and Palestine.

What We Achieved So Far:

We provided 2,194 food packs to Lebanese people in need and are covering 32 families' rent for 3 months. We have also started the rehabilitation process for homes that were destroyed in the explosion. Thus far, 10 homes have been completed and 30+ are ongoing or pending.

+2,190 Food Packs

+32 Families



Emergency Team Distributing Essentials in Beirut

COVID-19 Financial Grants

ON-GOING

United States

August - September 2020

What We Did

We provided additional financial assistance through checks to families most in need. While food boxes and hygiene kits are essential, these checks enabled families to pay for their rent, utilities, medication as well as their transportation. In partnership with The Zakat Fund of NYC, Penny Appeal USA utilized its existing application process to identify families in need.

Why We Did It

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What We Achieved

Those approved were provided their grant through a mailed check, ranging from \$500 to \$2,500. In specific cases, especially those living in a shelter, direct deposits were made to beneficiary's accounts. In total, 19 checks were dispersed, totaling \$29,750.

+52 Individuals

+\$29,000 distributed



Emergency Team distributing Essentials in Beirut

Syria Emergency Reponse

Harameyn Camp, Azaz district, Aleppo Governorate, North Syria

June – August 2020

What We Did

We helped 150 internally displaced families, approximately 1,000 individuals in total, settle into safe tents built for longevity, along with water, sanitation, and hygiene (WASH) facilities.

Why We Did It

Over 2.8 million internally displaced persons (IDPs) are living in north-west Syria, including 960,000 people who have been newly displaced since December as a consequence of the latest escalation in conflict. Shelter options are extremely limited and many internally displaced persons are forced to resort to inadequate types of shelter that increases their vulnerability.

What We Achieved

1,000 Syrians are out of the elements and in stable shelter with access to hygiene facilities that can help them stop the spread of COVID-19.



Emergency Team Distributing Essentials in Aleppo, Syria

Bangladesh COVID-19 Response

Cox's Bazar, Bangladesh

May - September 2020

What We Did

We are working to address the effects of COVID-19 on Rohingya refugees holistically. We're operating health posts to provide primary health care services, supply essential medicines, PPE, disinfection materials and infectious disease surveillance. We renovated health camps and equipped them with the required facilities such as respiratory corners.

We also conducted door-to-door outreach visits to enhance COVID-19 prevention.

Why We Did It

According to Feeding America, more than 54 The Rohingya people have faced decades of systematic discrimination, denied citizenship and targeted violence in Rakhine State, Myanmar. Consequently, hundreds of thousands have been forced to flee to

bordering Bangladesh for refuge. Cox's Bazar has since become the world's largest refugee settlement, hosting over 900,000 refugees across 34 camps.

In addition to the humanitarian crisis, 2020 has brought a critical challenge in the form of the global COVID-19 pandemic. The virus threatens the health of the nearly 1 million Rohingya people living in Cox's Bazar, in crowded and unhygienic conditions. Bangladesh announced lockdown measures for the district in early April, however, in the camp setting, Rohingya communities have very little access to information either about the virus or how to protect themselves from it. For those who are aware, social distancing and isolation are nearly impossible practices in the cramped conditions.

What We Achieved

72,000 Rohingya refugees were given better tools to fight the spread of COVID-19 through primary health care services.

+72,000 Rohingya Refugees



COVID-19 Distribution in Cox's Bazar, Bangladesh



EMERGENCY FLOOD RESPONSES



Pakistan Floods

ON-GOING

Karachi, Pakistan

September 2020 - Present

What We're Doing

Through this project, we're responding to the immediate housing needs of families affected by the recent floods, including food, water and shelter.

Why We're Doing

Karachi, Pakistan, the capital of the Sindh province, has experienced its heaviest rains in almost a century, taking dozens of lives and leaving hundreds of thousands trapped with no access to essential resources. The relentless floods have forced families to evacuate their damaged homes. Every year, many cities in Pakistan struggle to cope with the monsoon season that runs from July through September, with swelling rivers damaging crops and infrastructure.

Sudan Floods

ON-GOING

Khartoum, Sudan

September 2020 - Present

What We're Doing

Our emergency response team is providing food and hygiene kits to people in need in Khartoum State, Sudan's Capital and hardest hit by the floods.

Why We're Doing

Sudanese authorities have declared a 3-month state of emergency as severe flooding of the Nile River has taken over 100 lives, and displaced 500,000 people, including 125,000 refugees. Over 100,000 families have lost their homes in 16 states. The Nile's water levels rose to the highest levels seen in 100 years due to climate change as Sudan has become one of the most vulnerable countries. Sudanese families are struggling to find food and water as over 2,000 water sources have been contaminated.

What We've Achieved so Far

We have provided Sudanese families who are struggling to find food and water sources with 625 food and hygiene kits.

+625 Food & Hygiene Kits



PENNY APPEAL USA @ HOME ★

NC Domestic Violence Shelter

ON-GOING

📍 Charlotte, NC

What We're Doing

On October 22nd, we are opening the only Muslim-led domestic violence shelter in the Carolinas, focused on providing culturally-sensitive care to all women, regardless of faith. This quarter, we completed all of the finishing touches on the shelter including the sprinkler system and bathroom renovations to bring it up to code. The shelter is ready for residents, and we are celebrating our grand opening virtually.

Our domestic violence hotline is open 24/7 to help serve the increasing cases of domestic abuse due to the COVID-19 outbreak.

Why We're Doing It

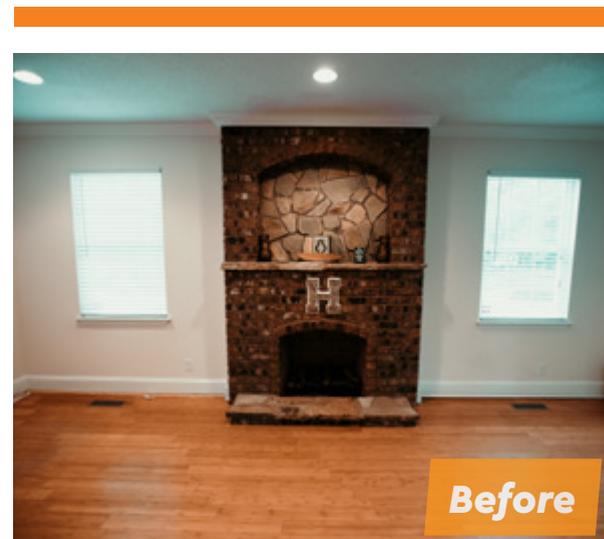
On average, nearly 20 people per minute are physically abused by an intimate partner with the United States, which equates to nearly 10 million people. Every 9 seconds, a woman is being assaulted. Intimate partner violence accounts for 15% of all violent crimes and 19% of domestic violence involves a weapon.

COVID-19 has only increased these statistics. People

are forced to be quarantined with an abuser and this has exacerbated relationships that were already abusive before the outbreak. The pandemic has served as yet another barrier to safety for victims of domestic abuse

HOTLINE INFO

The hotline is open 24/7, call or text (704) 764-1773 to talk to our experienced counselor.



Before



After

Inside of the NC Domestic Violence Shelter

EDUCATION FIRST 📖

Friends of the Blind

COMPLETED

📍 Ramallah, Palestine

What We Did

We're ensuring that Al-Qabas school has the right physical environment to help 65 blind or vision-impaired children overcome their disability while getting a customized education. We have renovated the indoor yard so it can be used as a multipurpose space for the children and we installed an elevator to help with their mobility in early August. The ceremony for these renovations have been postponed due to COVID-19.

Why We Did it

Palestinian children with these disabilities are often denied access to education, increasing illiteracy of the disabled in the region.

What We Achieved

The courtyard refurbishment is complete. The elevator is installed and final touches are being added to ensure completion within the next quarter.

+280 Backpacks to 280 students

Back to School

COMPLETED

📍 Camp hill, PA

📅 September 2020

What We Did

In partnership with Ansaar Ul-Birr, we provided fully equipped backpacks to help students prepare to go back to school. The backpacks include a mask, stationary, pencils, ruler, hygiene materials and more.

Why We Did it

COVID-19 has changed the meaning of "back to school." Many parents who never needed help before have found themselves in line at food banks and shelters due to loss of income. School supplies can often be expensive and our goal was to alleviate some of the stress on parents who worry that their children may go without the supplies they need for school because they can't afford them.

What We Achieved

We provided 280 backpacks filled with masks and the necessary supplies students needed to return to school.

+280 Backpacks to 280 students

RELIGIOUS GIVING



Qurbani

COMPLETED

Cameroon, India, Uganda, Pakistan, Palestine, Lebanon, South Africa, Yemen and the United States

July - August 2020

What We Did

In addition to providing nutritious Qurbani meat to families across the globe this Eid al-Adha, we also provided 2 bars of soap to high-risk Ugandan families.

Why We Did it

Eid al-Adha is celebrated every year to commemorate the completion of Hajj, the annual Muslim pilgrimage to Mecca. The festival is observed through the sacrifice of animals, known as Qurbani, to honor the willingness of Prophet Ibrahim (AS) to sacrifice his son, Ismail (AS). Muslims are expected to sacrifice a healthy sheep, goat, buffalo, or camel during the holy Islamic month of Dhul-Hijjah and distribute the meat to feed those in need. The act symbolises a Muslim's willingness to give up some of our own bounties, in order to follow Allah's commands, strengthen ties of friendship and help those who are in need.

What We Achieved

We provided 12,571 Qurbani shares and 34,660 meat packs to 172,084 children, women and men across the globe this Eid al-Adha.

+12,500 Qurbani Shares
34,600 Meat Packs
+172,000 People



Qurbani Distribution in Somalia

ORPHANKIND



Sponsorships

📍 Pakistan, Bangladesh, Palestine, Syria, India, Senegal, Sudan, South Africa

What We Did

Your monthly sponsorship combined with the generosity of others has helped provide nutritious meals, clothes, healthcare and an education to orphaned children.

Why We Did It

According to UNICEF, there are 153 million orphaned children 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.

What We Achieved

1,187 orphaned children are being collectively sponsored from the generous donations of 736 individuals. In this quarter, 44 individuals sponsored 68 orphaned children.

Arden II

ON-GOING

📍 Dakar, Senegal

📅 August 2020 - Present

What We're Doing

We're collaborating with 5 Daaras (Senegalese Quranic schools) to promote the health, safety, well-being and hygiene of Talibé children. We're working to improve the regulations of Quranic schools through policy and advocacy. We're developing vocational skills and employability of children aged 15 years and older.

Why We're Doing It

In Dakar, Senegal, an estimated 30,000-50,000 children (90% of which are boys) are engaged in begging on the streets. This is particularly the case in the capital, due to extreme poverty. These young boys are often sent to Daaras to receive an Islamic education but the conditions are often poor, unsafe, unhygienic and crowded. They are often without access to adequate WASH facilities, medical care or adequate food, leaving them vulnerable to disease and malnutrition.



Solar Water Wells in Tharpakar, Pakistan

THIRST RELIEF



9 Pakistan Solar Power and Water Centers

RESUMED!

Tharparker, Sindh Province Pakistan

February 2020 - Present

What We're Doing

We're working to enhance access to safe drinking water of communities in Tharparker, Pakistan through the installation of solar water pumps to reduce the workload and risk of preventable diseases. This project will benefit people who do not have access to safe and clean water, extremely vulnerable and poverty-stricken people, widows, elderly persons, orphans and people with disabilities and chronic diseases.

Why We're Doing it

District Tharparker ranks as the lowest in the Human Development Index calculations for the nation's districts and faces an extreme drought situation. The Tharparkar region of Sindh faces severe droughts for two to three years in every 10-year cycle.

What We Achieved So Far:

We constructed water tanks in 9 villages and we have also planned the installation of solar powered wells, electricity, wastewater management systems and we are in the process of holding hygiene promotion sessions to help Pakistani families fight the spread of COVID-19.

Water Wells

RESUMED!

Bangladesh, Pakistan, India, Afghanistan, Nepal, Somalia

Why We're Doing 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.



FEED OUR WORLD

Eid al-Adha Distributions

COMPLETED

 Virginia, Maryland, New Jersey, North Carolina, Georgia

 April - May 2020

What We Did

We brought hope to families in need this Eid al-Adha through food baskets, Eid meals, Qurbani meat, and cash cards.

Why We Did It

Eid al-Adha is one of the biggest celebrations in the Muslim faith. It commemorates the end of the first ten days of Dhul-Hijjah during which nearly 2 million Muslims make their pilgrimage to Mecca. COVID-19 has made this celebration feel very different this year as friends and families were not able to gather as they have in year's past. We wanted to reach families who were hit the hardest by the pandemic and to bring them joy through Eid al-Adha feasts.

What We Achieved

We helped 449 families celebrate Eid al-Adha.

+440 Families

COVID Food Baskets Distribution

ON-GOING

 South Africa

 July 2020 - Present

What We're Doing

We're providing 5,650 food packs, which will supply a family of four with food supplies that can last up to three weeks. This will help ease the burden of hunger on the neediest families and relieve pressure from heads of households who may be affected by job loss due to the COVID-19 pandemic. It may also help to curb negative coping strategies such as looting and theft.

Why We're Doing It

Almost all the communities of the Cape Flats remain poverty stricken. Families are faced with a high rate of unemployment, crime and gang activity. Low-income communities such as the Cape Flats are paying the biggest price for national lockdowns. It is estimated that extreme poverty has risen to 21% and many companies are announcing large scale layoffs. As lockdowns are starting to come to an end, some analysts are predicting a post COVID-19 unemployment rate as high as 50%. In this context, food security and rising hunger has become a major concern for families in the Cape Flats region. Hungry residents in these areas have resorted to looting and rioting.

INCOME GENERATION

Brazil Women's Empowerment

ON-GOING

 State of Paraíba, Northeast Brazil

 February 2020 - Present

What We're Doing

We're working with 10 microbusinesses run by women who come from some of the most vulnerable communities in the state of Paraíba, northeast of Brazil, the most underdeveloped region. The focus is to promote the growth and sustainability of the participating women's microbusinesses through

workshops on business and financial management, learning exchanges, and access to markets and commercial outlets.

Work on the program restarted in late July. Activities, such as training and information sharing were moved online, in addition to providing the women with emergency supplies to support them through lockdowns. Some in-person events restarted in August and five of the groups have restarted sales. Additional training for how to market goods online has also been added.

Why We're Doing It

There are over one million people living in poverty in the state of Paraíba, but women are the most vulnerable.

PROGRAMS PAUSED DUE TO COVID-19

Al-Salaam Job Center

Emergency Response

Due to the COVID-19 pandemic and decisions made by Greek authorities Goodwill Caravan has suspended parts of its initial plans and moved towards using The Center as a hub for support to vulnerable refugees who are suffering from the effects of COVID-19.

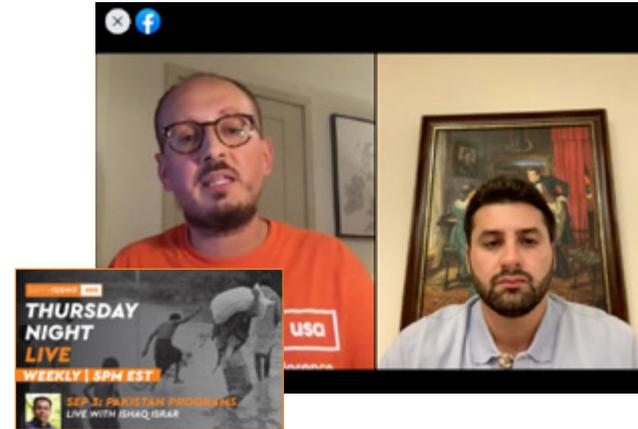
Pakistan OrphanKind Complex

Emergency Response

The construction of Mera Apna Ghar (My Own Home), an OrphanKind complex has been halted and delayed due to COVID-19. Once the complex is built, it will help transform the lives of orphaned children for a better future in a family setting.

In Other News

VIRTUAL EVENTS



Thursday Night Live

On August 6, 2020, our first Thursday Night Live show premiered. Thursday Night Live is a weekly web series brought to you by Penny Appeal USA, as we delve into a variety of topics, humanitarian work, and subject matters that take us to different places. We began the series by covering the explosion in Beirut and discussing the state of Lebanon's economic crisis with our partner on the ground in Lebanon. Since then, we have covered topics like nonprofit development, our programs in Pakistan, and more.

Arafah Day Live Telethon

On the day of Arafah, the most blessed day of the 10 days of Dhul-Hijjah, we held a live fundraiser event to help our supporters multiply the rewards of their charitable actions. Speakers like Imam Johari, Yasmin Elhady, Mohamed Kibriya, and Arsalan Iftikhar joined us, along with some of the Penny Appeal USA staff behind all of the incredible work that we do thanks to your support. Telethon attendees helped raise \$2,345.00 to help provide nutritious qurbani meat to families worldwide and to help Pakistani families gain a sustainable source of income through Livestock gifts.



OUR PARTNERS

Special thank you to our Q3 Partners:

- Al Iman
- Al-Imdaad Foundation
- Ansaar Ul Bir
- Goodwill Caravan
- Islamic Association of Raleigh
- Islamic Center of the Triad
- Medrar Foundation
- Palestinian American Community Center
- Wakuf Al Aoun Al Islami
- Welcome Home
- Zakat Fund of NYC

#TEAMORANGE CONTINUES

Dhul-Hijjah Challenge

#TeamOrange volunteers in North Carolina, New York, Maryland, Wisconsin, and Virginia raised over \$9,000 this Dhul-Hijjah, providing 56 Qurbanis and feeding families in Yemen and across the globe.

Feeding the Hungry & Providing Hygiene Kits

Chicago, IL

July 26, 2020

Downtown Islamic Center provides homeless shelters with meals every Sunday, and #TeamOrange provided hygiene kits with substantial items including masks, hand sanitizer, body wipes, and more for them to distribute in collaboration.

Maryland Distribution

Baltimore, MD

July 19, 2020

#TeamOrange distributed 100 hygiene kits with essential items including masks, deodorant, toothpaste, and more to the Weinberg House.



#TeamOrange Members at Distribution in Maryland

FINANCES*

* Since these financials are up-to-date for 2020 (both Quarter 1+2), numbers are not final. Final Report and financials will be published in 2021.

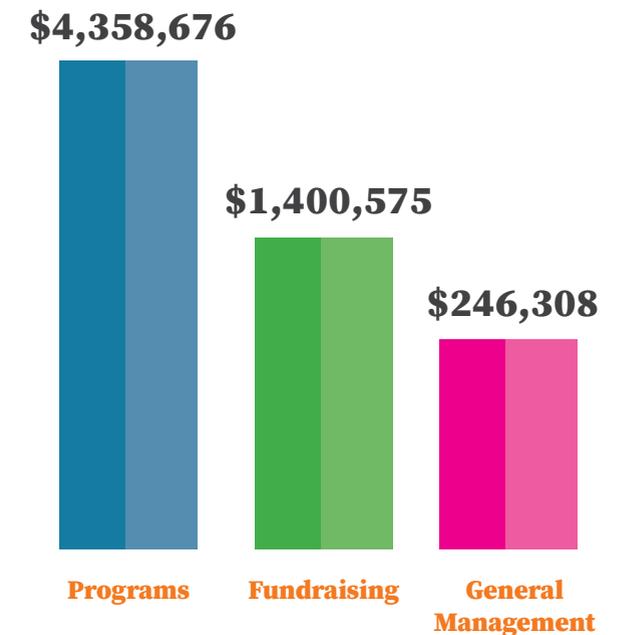
Revenue



● Grants:	\$ 285,186
● Corporate Match:	\$354,897
● Corporate Sponsorships:	\$5,044
● Special Events:	\$ 16,486
● Individual Contributions:	\$7,092,012

TOTAL \$7,753,899

Expenditure



Bank Balance: \$3,590,245

* Due to a successful Ramadan, we will be working hard in the next few months to spend these funds in a diligent and effective way. Program delays due to covid-19 may impact the amount we are able to put into programs this year.

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

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

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small change. big difference

Thank you for joining the fight against Poverty.



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