

2017



ANNUAL REPORT

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LETTER FROM OUR LEADERSHIP

As we reflect on 2017 we are filled with awe and gratitude for the remarkable volunteers, donors and community partners who help Penny Appeal USA fulfill our life changing and often lifesaving mission.

Throughout the past year, we continued to help families and communities achieve their full potential by providing them with access to clean drinking water people via our Thirst Relief program, insuring their financial future through our Livestock income generation program and supporting the education of their children through our numerous education programs.

In addition to our development programs, this year Penny Appeal USA continued to assist communities with immediate needs, proving them with lifesaving assistance. We saw firsthand during our visit to Bangladesh, the immense impact of your donations on thousands of families fleeing violence in their native Myanmar. Thanks to you, we were able to provide shelter, food and medical access to tens of thousands of individuals in dire need.

Here at home, we doubled down on our efforts to decrease the negative impact of the Digital Divide on disadvantaged school children and continued to serve homeless communities throughout the country with our committed #TeamOrange

volunteers. We also responded to a number of significant disaster events, including: the costliest tropical cyclone in the history of the US that hit Texas and saw record amounts of rainfall in Houston; hurricane Maria which was the worst natural disaster on record to hit Puerto Rico; and hurricane Irma that hit southern Florida and Tampa.

While we've made great strides in these last 18 months, we still have so much more to do! We invite you to review our recent work and continue to passionately support our shared cause – giving individuals and families what we all deserves: a chance at a prosperous future.

Sincerely,

Oussama Mezoui
President & CEO

&

Yasmin Elhady
Chair, Board of Directors



Oussama in the Rohingya Refugee Camps Cox's Bazaar, Bangladesh

OUR MISSION

We're a nonprofit development organization working to alleviate poverty through sustainable programs and emergency relief.

Our mission is to bring about an equitable world by tackling the root causes of poverty, while bridging the gap between funders and poor communities in order to work together on long-term solutions that can help end inter-generational poverty.

GUIDING VALUES

1 TRANSPARENCY

Open communication with donors, partners, and those we serve is a cornerstone of our work. We've implemented regular communication to maintain that.

2 SUSTAINABILITY

Sustainable programs come from sustainable institutions. It takes investment to build a nonprofit's infrastructure.

3 INNOVATION

We're driven by data to improve not only the lives of those we serve but to improve the way we communicate with our supporters and volunteers.



OUR EVENTS

We have designed our events to be a bridge of communication and transparency with our supporters, and offer innovative, beneficial and fun ways to promote our work as well as raise funds for our programs. Such events include:

FUNDRAISING DINNERS

We hosted several fundraising dinners in DC, Charlotte, Tampa, and Texas to gain support for our newly launched organization as well as raise funds for domestic programs.

SPEAKER SERIES & WEBINARS

We organized informative events and webinars with renowned speakers such as Usama Canon and Khalid Latif to raise awareness for our work.

BUBBLE BALL TOURNAMENTS

Supporters and eager players teamed up for a chance to play ball and promote digital literacy in the U.S.

MONTHLY GAME NIGHTS

College Students and young professionals from the DMV gathered once a month at various locations to network and play board games and trivia for a worthy cause.



1. Healing Charlotte- Digital Divide Fundraiser 2. A Night for Yemen Fundraiser 3. Ramadan: Month of Mercy with Khalid Latif
4. Super Muslim Comedy Night in Atlanta5. Bubble Ball Tournament in DC 6. Monthly Game Night in DC 7. Super Muslim Comedy Tour Night in Orlando

FUNDRAISING & MARKETING ACTIVITIES 2017

JANUARY WINTER EMERGENCY

- Booth at InterFaith Conference of Metropolitan Washington
- 5k Marathon in partnership with UC Davis MSA
- Fundraising Dinner in Charlotte, NC
- #TeamOrange MLK Day at Dulles Health & Rehab Center in Herndon, VA

FEBRUARY WINTER EMERGENCY

- Bubble Ball Tournament
- #TeamOrange Game Night in Hyattsville, MD
- I Am Not Your Negro Film Screening & Fundraiser

MARCH EAST AFRICA FAMINE

- #TeamOrange Game Night
- #TeamOrange Bake Sales for East Africa

APRIL EAST AFRICA FAMINE

- Fundraising Event with Usama Canon at GMU in Fairfax VA
- ICNA MAS Convention in Baltimore, MD
- #TeamOrange Bake Sale for East Africa
- 2 x Jumua Collections at MAS DC

MAY ORPHANKIND

- #TeamOrange Orientation Event
- Maryland Day Orange Juice Station
- Partnership with Diyanet Center Soup Kitchen MD
- Delaware Spring Fair Festival Booth

JUNE RAMADAN

- #TeamOrange Bonfire Telethon
- Dr Umar Faruq Video Series
- Blog Series by Arsalan Iftikhar
- Radio Telethons on Sangeet Radio and Hum FM in Texas
- Brand Ambassador Campaign – Omayya Zein
- Text Campaign via mgive platform
- #TeamOrange Soup Kitchen with New Hope Housing
- Fundraising Iftar with Imam Khalid Latif in Maryland
- Live Zakat Webinar with Sh. Joe Bradford
- Call Center open for incoming and outgoing calls
- TV ad campaign on Desi Channels
- #TeamOrange iftar with homeless (Burger 7)
- Info Tables at Salam Masjid, Bear Creek Masjid, Masjid Hamza, MAS Charlotte NC
- Taraweeh Fundraiser at ISW Mosque MD, Al Miraj Center in Bayonne NJ, Brandon Masjid FL, New Port Masjid FL, Tulsa Masjid OK, Tallahassee Masjid, Bonita Springs FL, ISTABA FL, Spring Hill FL
- Sayyad Restaurant gave 10% profit on June 8th
- Asmaa Syed hosted private event fundraiser in Houston
- Ahmed Youssef private fundraiser in Tampa
- Khutab fundraiser in Port Charlotte FL, Winter Heavens FL
- Private Iftar in Ocala
- Yasmin Elhady private Iftar, Fairfax VA
- Presentation at largest interfaith Iftar in Charlotte, NC
- MAS DC Interfaith Fast-a-thon



JULY

THIRST RELIEF

- A Night for Yemen Fundraiser
- #TeamOrange Hygiene Kit Distribution in Washington D.C
- August–Qurbani & Livestock Campaign
- #TeamOrange Game Night in Hyattsville, Maryland
- Live Dhul Hijjah Webinar with Sh. Joe Bradford
- 2xQurbani Jumua Collections at MAS DC
- 2xQurbani booths at MakeSpace Jumua, Alexandria

AUGUST

- Qurbani & Livestock
- #TeamOrange Game Night in Hyattsville, Maryland
- Live Dhul Hijjah Webinar with Sh. Joe Bradford
- 2xQurbani Jumua Collections at MAS DC
- 2xQurbani booths at MakeSpace Jumua, Alexandria

SEPTEMBER

ROHINGYA EMERGENCY

- #TeamOrange Soup Kitchen Feedings in Washington D.C
- Responded to Hurricanes Harvey & Irma (Food Trucks to Houston & Managed shelter in ISTABA, Tampa FL)
- Eid BBQ in Northern VA
- Six Flags Family Day Booth
- Event with MAS-DC - Eid for children with special needs

OCTOBER

HURRICANE HARVEY & ROHINGYA EMERGENCY

- #TeamOrange orange juice stands every Jumua in Tampa

- #TeamOrange Game Night in Tampa & Orlando
- Finding Fatimah Film Screenings at University of Chicago & Columbia University in NY
- #TeamOrange Bake Sale for Rohingya in MakeSpace Alexandria, VA.

NOVEMBER

ROHINGYA EMERGENCY, THANKSGIVING, CYBER MONDAY, & GIVING TUESDAY

- Super Muslim Comedy Tour: Orlando
- Launched Partnership with Muzbnb.com
- #TeamOrange Street Clean Ups in Tampa and Orlando
- CAIR Tampa Event Sponsorship & Info Booth
- Women's Women's Organization Banquet Sponsorship and Info Booth in FL
- Thanksgiving turkey giveaway to disadvantaged families with DYRS in D.C
- #TeamOrange Friendsgiving in DMV

DECEMBER

WINTER EMERGENCY

- Open Mic Night Fundraiser at Dar Al Hijra Mosque, Falls Church VA
- Super Muslim Comedy Tour: Atlanta, Chicago, Charlotte, Washington D.C.
- MAS ICNA Convention in Chicago
- RIS Conference in Toronto



SUPER MUSLIM COMEDY TOUR

We successfully launched our first ever Comedy Tour in DC, Orlando, Charlotte, and Atlanta with hilarious comedians Aman Ali, Rami Youssef, Feraz Ozel, Moses the Comic, Azeem Muhammad, and Yasmin Elhady. We raised over \$150,000 for our Rohingya Emergency Appeal.



Orlando, Florida



Lanham, Maryland



Atlanta, Georgia



Feraz Ozel, Orlando Florida

A DOMESTIC PROGRAM

DIGITAL DIVIDE



E2D's Re-image Charlotte Lab. Charlotte, NC

RE-IMAGE CHARLOTTE LAB CHARLOTTE, NC

Penny Appeal USA partnered with E2D to open a satellite computer lab to expand efforts to eliminate the digital divide for all Charlotte-Mecklenburg County students while also providing IT workforce development. The Re-Image Lab at West Charlotte High School trained and employed 12 students as computer technicians to refurbish and re-image decommissioned corporate laptop computers. These computers were then distributed to other CMS students with demonstrated need throughout the eastern half of Mecklenburg County.

WHY WE DID IT:

An estimated 140,000 Charlotte residents live below the poverty line. While this number is not nearly as staggering

as many urban cities across the country, the potential for these families to grow out of their current status is. In 2014, demographic researchers from Harvard University and UC Berkeley reported that Charlotte ranked 50th out of 50 cities in terms of upward mobility for its poorest citizens. Simply stated, poor people in the Charlotte region are the least likely to emerge from their poverty of any city in the USA. The unyielding bonds of this intergenerational cycle leave those affected feeling hopeless.

WHAT WE ACHIEVED:

Of the students hired to work in the West Charlotte Computer Lab, 8 are minority (Latino or African American) and 7 are female. In the IT industry, minorities make up a mere 7.4% of the workforce while minority women come in below 3%. Furthermore, the students and families that have received

DIGITAL DIVIDE

student workforce are all enrolled in schools that have 90%+ of their population qualify for free or reduced lunch. Almost all of these students do not have at-home access to technology and their families represent only 1% of the estimated number in need of a computer in Charlotte-Mecklenburg Schools. These students are gaining IT skills that will create career and college opportunities for each of them.

In three months these students have:

- 1) Refurbished and re-imaged over 200 computers
- 2) Have assisted in distributing 205 computers to families that attend elementary and middle schools that feed into West Charlotte High School.
- 3) Are preparing computers a large portion of the inventory for a June distribution to 500 Charlotte-Mecklenburg elementary school

ISLAH ACADEMY AFTER-SCHOOL STEAM PROGRAM

LOS ANGELES, CA

We worked with Islah Academy to support their after-school program. The program is informative, challenging, entertaining, and based on the belief that children in south Los Angeles will excel just as well as other students when

exposed to STEAM curriculum.

There are many deterrents that prevent children in low-income South Los Angeles areas from access to STEAM (Science, Technology, Engineering, Arts, and Mathematics) industries. Without STEAM proficiency, students are less able to enter, compete, and thrive in the job market.

Islah Academy services students and families in the inner city where the average annual household income is under \$20,000. For many of these families, having a well-functioning computer and internet service is a challenge. Limited access to technology is a barrier to academic success and strong computer literacy needed in the 21st century. Projections show us that by the year 2020, there will be more than 8.6 million jobs in science, technology, engineering, and math fields, and currently only 16 percent of Los Angeles students graduate high school proficient in subjects that lead into these careers. The number is even lower in areas like South Los Angeles.

WHAT WE ACHIEVED:

While employment and career opportunities were major motivations for the STEAM after-school project, other overall benefits for students was engagement in logical, analytical, investigative and perceptive problem solving and the translation of academic and social skills into well educated, well-adjusted citizens with life-long adaptive skills that enhance one's environment. Another benefit was constructive activities for many youths in the South Los Angeles community who lack adequate supervision and nutrition during after-school



A DOMESTIC PROGRAM

BEYOND BAGGED LUNCHES

We implemented Beyond Bagged Lunches programs throughout the nation where we distributed food, hygiene kits and winter packs to underserved homeless communities. Through developing a relationship with our beneficiaries, we have been able to understand how we can better address their needs during such distributions.

NATIONWIDE

Homeless communities throughout the nation have limited access to basic resources. Since many programs only address the need for food, there is a need to go beyond this and build relationships with homeless individuals in urban America and find sustainable solutions to their problems. This is why we focus on hygiene packs and winter packs as not just food.

WHAT WE ACHIEVED:

We were able to provide essential supplies to hundreds of individuals in need.

HEALTHCARE ADVOCACY & ADVANCING ACCESS TO CARE NATIONWIDE

Penny Appeal USA worked alongside American Muslim Health Professionals on a project that focused on promoting awareness of the benefits and requirements of the Affordable Care Act. The project included creating informative resources and a centralized resource-sharing portal that included:

- 1) Sermon guides that address healthcare and advocacy efforts,
- 2) Outreach and advocacy materials tailored to uninsured communities,
- 3) Supported government relations work at the state,



regional, and federal levels as necessary to support AMHP's advocacy agenda

- 4) Disseminated legislation updates, fact sheets, action alerts, and advocacy campaigns to AMHP's members
- 5) Prepared letters to the editor, op-eds, and press releases
- 6) Collaborated with organizations on policy issues to further mobilize and amplify your advocacy efforts

WHY WE DID IT:

Health insurance coverage is especially important amongst ethnic minorities were many still do not have health insurance despite the positive improvements born out of the Affordable Care Act. There are also a number of cultural, language, and financial barriers that prevent traditional government messaging and resource dissemination strategies from reaching these populations. Obtaining guidance and assistance that is tailored to these diverse needs while applying for coverage is paramount to ensure these communities' health and financial security.

DOMESTIC RELIEF

EMERGENCY

RESPONSE



Post-Hurricane Maria Tools distribution. Barranquitas, Puerto Rico

HURRICANE MARIA BARRANQUITAS, PUERTO RICO AND SURROUNDING COMMUNITIES

We compiled 30 Shelter Restoration kits that were distributed to the worst hit homes in the greater Barranquitas area. The kits not only benefitted the families who received them but also their neighbors as resources were shared generously between neighbors. Each kit contained the most needed non-electric tools and gadgets that were specially selected for post-Maria conditions.

We also established a solar-powered water filtration system that was capable of drawing water from any fresh water stream or lake. The system included a 500 gallon tank that could pump water in and out at 55 gallons per minute. This system was driven around the communities to reach those who were in the greatest need for the free and drinking water.

WHY WE DID IT:

Barranquitas as well as its surrounding communities were the worst hit by and in the direct path of Hurricane Maria which left many dead and many more homeless and sick. Following Hurricane Maria, 1,000 Barranquitas residents were forced to leave Puerto Rico because of the condition. All of those whom remained had zero access to running water and are not projected to receive power until the summer of 2018. Because clean water was scarce, instances of water-borne illnesses had spiked since the hurricane and almost all of the reported cases have occurred in the central Puerto Rican mountain communities. All of the homes in the communities had been damaged to the point of being uninhabitable with 90% of homes without roofs. Nearly everything inside these homes were swept away by the winds and the rising rivers. Despite this, families of up to 12 and sometimes 15 members were still managing to live inside of these unsafe homes where mold and mildew are rampant.

WHAT WE ACHIEVED:

30 families and their neighbors benefited from Shelter Restoration kits. Upwards of 2,000 individuals received clean water from the filtration system.

EMERGENCY RESPONSE

HURRICANE IRMA SOUTH FLORIDA AND TAMPA, FL

We organized and ran an emergency shelter out of a local South Florida mosque. We medically screened individuals and housed 600 people who sought shelter from the storm outside. We provided shelter guests with breakfast, lunch, and dinner as well as a place to sleep.

WHY WE DID IT:

South Florida was a target for Hurricane Irma and residents were told to evacuate from their homes. Residents then went north and stayed with us.

WHAT WE ACHIEVED:

We were able to safely house families in South Florida and Tampa.



HURRICANE HARVEY RELIEF HOUSTON, TX

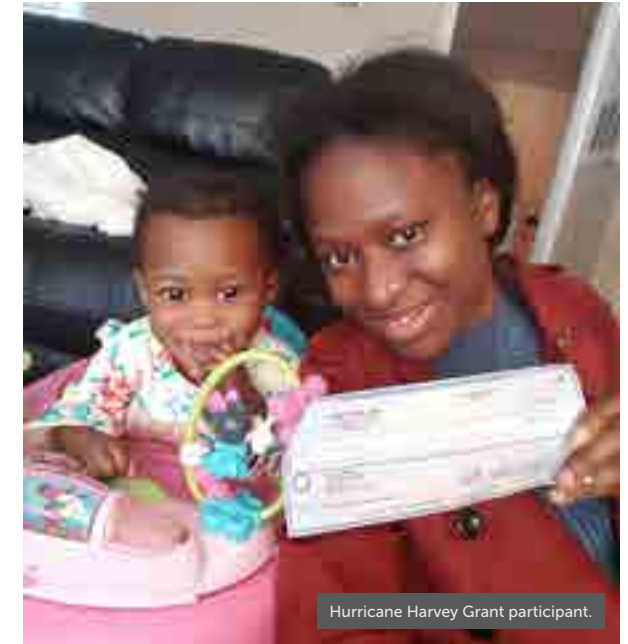
We distributed financial assistance grants to dozens of families in need and organized a community drive in Florida where we collected hygiene packs, water and non-perishables for the people of Houston.

WHY WE DID IT:

Hurricane Harvey is tied with Hurricane Katrina as the costliest tropical cyclone on record, and is also the costliest tropical cyclone in the history of the U.S state of Texas, inflicting \$125 billion in damage, primarily from catastrophic rainfall-triggered flooding in the Houston metropolitan area. We therefore set up a community drive to aid the residents in Houston whose local supermarkets did not have the supplies and items to support the resident population.

WHAT WE ACHIEVED:

Hundreds of displaced families received essential supplies to help them survive the hurricane. A number of the worse hit families were given \$500 grants to assist them with their immediate needs.



Hurricane Harvey Grant participant.



Staff & Volunteers drive to Texas carrying post-hurricane essentials. Tampa, FL

INTERNATIONAL ORPHAN KIND



GAMBIA ORPHAN COMPLEX NEW YUNDUM, GAMBIA

Construction of our OrphanKind complex continued in 2017. The complex will house 100 orphan children during the first year of implementation of the project as well as 10 foster mothers. We are creating an environment of care for the orphans and approximately 2000 members from the community in New Yundum who will benefit from the facilities and services. The complex will provide all the essentials for the emotional, psychological and physical growth of underprivileged orphan children. The individual homes will be equipped with all the necessary resources where children can feel secure and live up to their full potential. Moreover, women without support will also find a place to be safe and be independent. They will support the emotional growth of the children.

WHY WE DID IT:

Gambia has a very young population: around 40 per cent of Gambians are under 14 years of age. 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.

WHAT WE ACHIEVED:

At any one time, 100 children are protected and provided with the vital services like education, health and psychosocial wellbeing. 10 female caregivers are also housed and offered health care and a source of income to live an independent life.



INTERNATIONAL FEED OUR WORLD



Meal distribution, Lebanon

Penny Appeal USA distributed food packs and hot meals to some of the world's most disadvantaged communities in over 30 countries. The contents of the food packs were based on local needs and culturally relevant food items. With this in mind, and considering the environment and poor living conditions of the beneficiary families, non-perishable items formed the core of the food package contents.

WHERE WE DID IT:

Afghanistan, Bangladesh, Bosnia, Cameroon, Central African Republic, Djibouti, Ethiopia, Gambia, Guinea, Guinea Bissau, India, Iraq, Kashmir, Kenya, Lebanon, Mali, Mauritania, Nepal, Niger, Nigeria, Pakistan, Palestine, Senegal, Sierra Leone, Somalia, Sudan, Syria, Tanzania, Turkey, Yemen, USA

WHY WE DID IT:

Famine and widespread poverty effect millions of people around the world. 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 undernutrition. 462 million people are underweight and some 17 million are severely wasted as a result of significant malnutrition and lack of food. Malnutrition increases health care costs, reduces productivity and slows down economic growth which can perpetuate illness and poverty. While sustainable development programs are the best way to help

WHAT WE ACHIEVED:

The Penny Appeal international family distributed over two million meals to malnourished individuals in 30 countries.



Meal distribution, Cameroon

INTERNATIONAL INCOME GENERATION

As part of our mission to eradicate poverty in a sustainable way, every year we run a livestock campaign where we offer rural women led families goats and train them in livestock management. The selection of beneficiaries prioritized those most in-need families who could sustain and act on the responsibilities expected from them. This goat distribution project will provide these families with better economic gains.

GOAT DISTRIBUTION VEHARI DISTRICT, PAKISTAN

In Southern Punjab, women are discouraged from formal white-collar work because of social customs which regard white collar work as a male domain. However, investing in women economically has long lasting positive effects for her family, community, and society as a whole. Domestic livestock is an important component of the agricultural sector in Pakistan, with goats ranking second to cattle in terms of the contribution of livestock to income and human nutrition. It is expected that the number of goats will increase with special care and it will help in reducing the malnutrition of the children and women and provide a sustainable income for their families with a steady rise out of poverty.

WHAT WE ACHIEVED:

30 female-led households benefited from goat distributions in 2017.



INTERNATIONAL EMERGENCY RESPONSE



YEMEN WINTER EMERGENCY SANA'A, YEMEN

Winter Emergency kits were distributed to families in-need, filling gaps and also complementing items provided by other agencies. We distributed winter clothes packs and blankets, food parcels and gas cylinders to facilitate cooking. This increased both food security as well as the beneficiaries' resilience.

WHY WE DID IT:

Yemen's complex war has had a devastating impact on its citizens. Following over 30 months of conflict, more than 15,000 people have died, three million have been displaced, and 21.1 million people need some form of humanitarian

assistance. The dire humanitarian situation facing Yemenis has compounded the endemic poverty and malnutrition levels witnessed before the war. Yemen was already the Arab world's poorest country, with 43% of the population living in poverty.

WHAT WE ACHIEVED:

10,250 Yemenis affected by the ongoing conflict were given access to essential life-saving supplies.

EMERGENCY RESPONSE



ROHINGYA REFUGEE CRISIS COX'S BAZAAR, BANGLADESH

To date, over 20,000 Rohingya refugees have received essential assistance from us in the form of food, shelter, access to water and access to healthcare. Over 2,500 families received hygiene kits, 1,500 received shelter packs and over 1,000 families were given access to safe clean drinking water from the 25 water hand pumps we have installed to date.

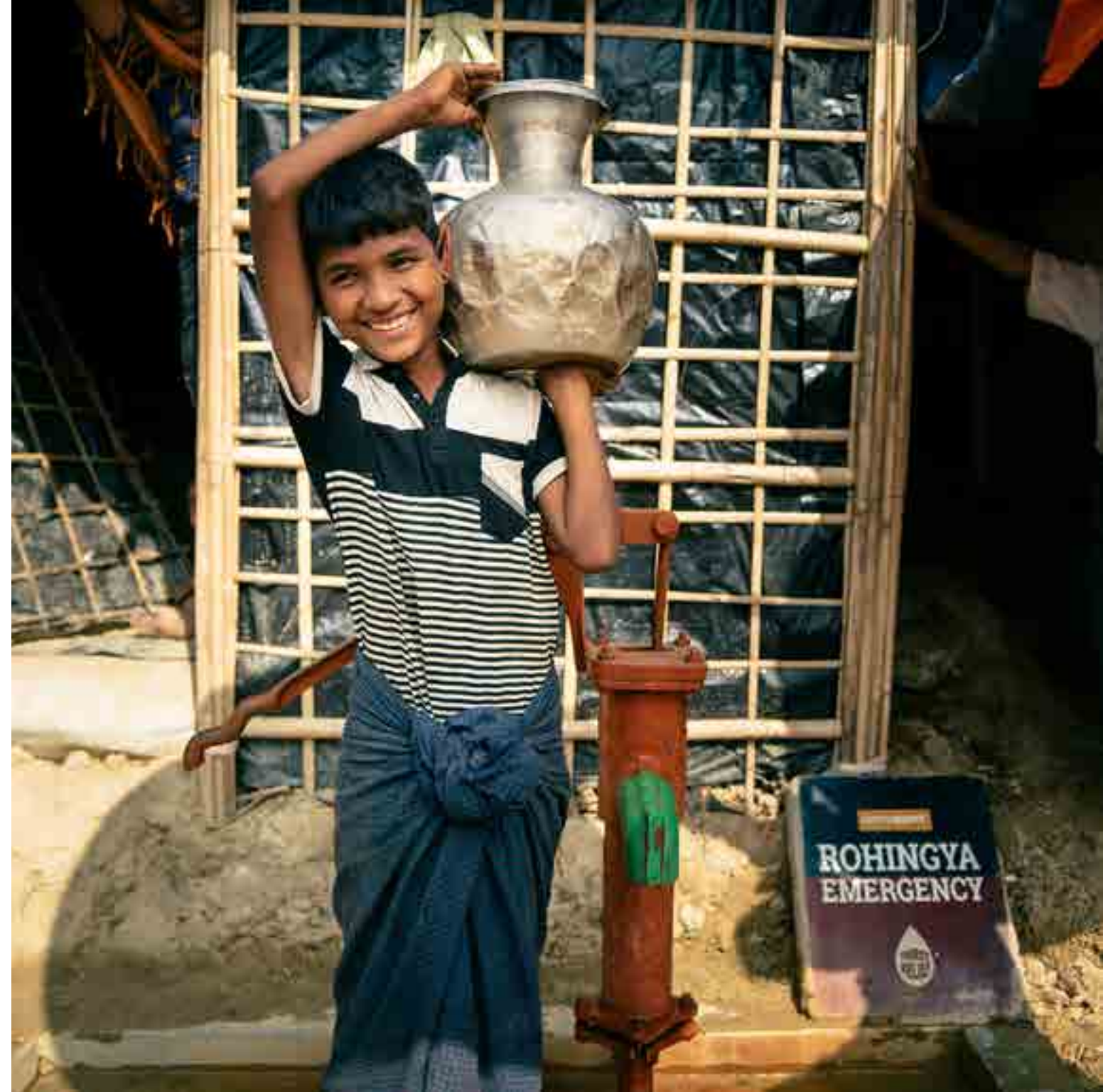
In addition to this, we ensured distribution of water to thousands of people through setting up a tanker and providing large jerry cans for suitable storage. We are also providing primary health care in the camps where we provide access to doctors and medication.

WHY WE DID IT:

A massive influx of Rohingya refugees fleeing violence in Myanmar pushed aid services in Bangladesh to the brink, with established camps already beyond capacity. It is reported that over 600,000 refugees crossed the border into Cox's Bazaar. The unprecedented volume of new arrivals put immense strain on Bangladesh.

WHAT WE ACHIEVED:

20,000 Rohingya refugees have been assisted through our aid.



INTERNATIONAL THIRST RELIEF



10 COUNTRIES

**AFGHANISTAN, NIGER, THE GAMBIA,
BANGLADESH, PAKISTAN, SOMALIA,
NEPAL, KASHMIR, INDIA, SUDAN**

We provided access to safe drinking water through installation of household level and community level water wells and hand pumps in 10 countries around the world. Provision of safe drinking water and delivery of hygiene education equipped beneficiaries with adopted safe hygienic practices. This will ultimately reduce water and sanitation borne diseases and will enable communities to thrive.

WHY WE DID IT:

The increasing threat of clean drinking water shortage constitutes one of the biggest challenges to the developing world. This threat is no less dangerous than that of terrorism

or climate change, and climate change will exacerbate water shortages in the years to come. Poor water quality takes hundreds of lives, especially those of children, every year. Water is the most important and basic necessity for human life.

WHAT WE ACHIEVED:

Our teams on the ground identified communities who had no access to clean and safe drinking water and were vulnerable to water borne diseases. 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.

OTHER CAMPAIGNS & PROGRAMS

QURBANI FOOD DISTRIBUTION INDIA, ETHIOPIA

We distributed fresh meat to thousands of families in need in Ethiopia and India during the Islamic holiday of Eid Al-Adha during our Qurbani campaign. With the support of local volunteers and community members all the meat was cut and packed in 8-11 pound bags for the most in-need families. Warm meals were also prepared and the members of these communities were invited to join in on this meal. We also collected all the animal skins and sold them in order to support local income generation projects among these communities. Over 60% of the beneficiaries were women and girls. The women headed households were especially prioritized.

WHY WE DID IT:

The Qurbani appeal project beneficiaries were disadvantaged families living with less than \$1 income per day, many of which were female headed households. The meat provided to them during Eid Al-Adha would feed their children and provide them with sustenance and protein which they are in high need of.

WHAT WE ACHIEVED:

103 farmers benefited in livestock raising and trading through the sales of animals, 62 butchers earned their livelihood during the Qurbani period and 20,691 beneficiaries were served.



#TEAMORANGE VOLUNTEERS

2017 was an exciting year for #TeamOrange. Our amazing volunteers:

- Organized Bubble Tournament's in aid of Orphans
- Volunteered their time at soup kitchens and shelters throughout the country
- Squeezed oranges and set up orange juice stands to raise funds
- Set up bake sales
- Cleaned up their local parks and streams
- Set up their own peer to peer fundraising campaigns
- Helped us manage our events all over the country and even helped us in the office those administrative tasks we all love!



Bake Sale for Somalia. Alexandria, VA



Orange Juicing Station. Tampa, FL

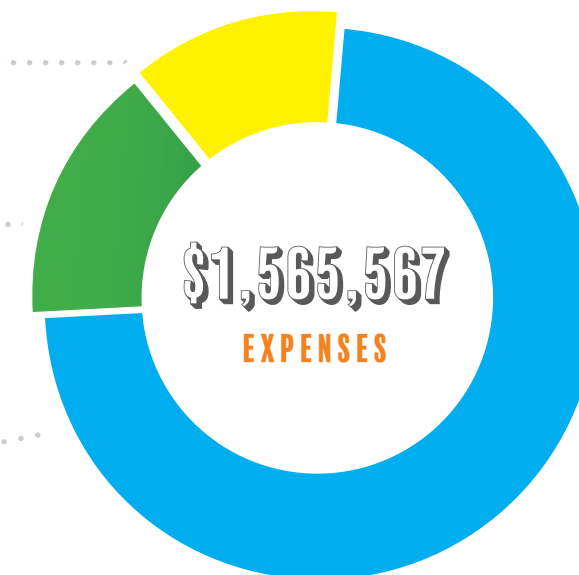
2017 FINANCIALS



FUNDRAISING EXPENDITURE
\$187,613

GENERAL MANAGEMENT
\$236,437

PROGRAM EXPENDITURE
\$1,141,517



100%

of all individual donations were spent on programs. All Management and fundraising Expenses in 2017 were covered by Institutional Grants. Studies have shown that operational expenses aren't a good indicator of nonprofit effectiveness. Learn more about overhead at pausa.org/overhead

*For Audited 2017 financial accounts, please visit pennyappealusa.org/reports

A young boy with dark skin and short brown hair is smiling broadly at the camera. He is wearing a white button-down shirt over a tan tank top. He is standing in a field of tall, golden-brown grass. In the background, there are green trees under a clear blue sky.

pennyappeal usa

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