



You are invited to the

pennyappeal

usa

SUSTAINERS
SOCIETY



The Beginning.

In 2016, a small group of us got together to launch Penny Appeal USA. We were young humanitarian professionals with a simple—yet challenging—goal. We wanted to create a relief and development organization that is sustainable, transparent, ethical, and effective. What united us was our desire to create an organization that applies best practices while helping people escape poverty and survive disasters.

As passionate, young professionals coming from a range of humanitarian nonprofits, we were all frustrated with the starvation cycle that cripples too many nonprofit organizations and forces them to spend less money on their foundation, and therefore limit the potential of their impact.

First Penny Appeal Staff at 2016 Office Launch Party



The Nonprofit Starvation Cycle

We know from various studies that organizations that build strong foundations—this includes sturdy information technology systems, financial systems, skills training, fundraising processes, and other essential functions—are more likely to succeed than those that do not. It makes sense, right?

Research also shows that underfunded overhead can have disastrous effects on the operations and staff of an organization. Quality programs and services cannot come from poorly trained and ill-equipped staff. Yet despite knowing this, most nonprofits do not spend enough money on overhead because they do not want to increase their overhead spending. The question is why?

There is a vicious cycle that starts with unrealistic expectations about how much it costs to run a nonprofit. It's then fueled by nonprofits themselves who feel pressure to conform to these expectations and therefore either spend too little on overhead and/or underreport their spending on tax forms and in fundraising materials. This in turn maintains these assumptions. Over time, organizations are expected

to do more and more with less and less—a cycle that slowly starves nonprofits and limits their ability to have a real impact.

Our objective at Penny Appeal USA is to buck this trend and ensure we invest in a solid foundation that will enable us to provide the best services and programs we possibly can without worrying about essential overhead spending.

We understand that many donors don't want to pay for rent, phone bills, or laptops, but those are essential components of our everyday work that enable us to fight poverty. We can't run a high-performing organization without the right tools.

That's where you come in!





Penny Appeal USA Sustainers Society

Our goal is simple. We want to be able to spend 100% of the funds we receive from public donations directly on our range of life-changing and life-saving programs. We want to get to a point where we can make a promise to the general public that 100% of every donation they give to us will go directly towards our poverty-fighting programs. **We call it the 100% Promise.**

So, how will we pay for our overhead?

We want to rely on a group of like-minded private donors like yourself—those who believe in the importance of investing in our foundation and sustainability—to fund all of our operating expenses. This won't be easy, but it's an approach we believe in.

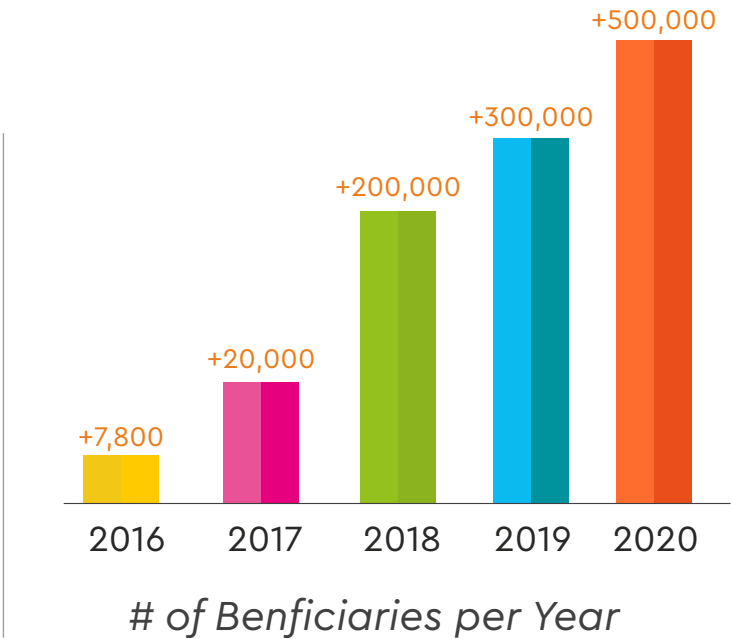
The 100% Promise will be powered by a small and dedicated group of private donors, known as The Sustainers.

We want to encourage people who deeply believe in us and in our work to fund our overhead costs, which includes office rent, staff salaries and benefits, flights, and even stamps for our letters. By committing to support our operations, The Sustainers will allow us to plan for the future, creating efficiency and stability.

Just like any business start-up, we need visionary investors who believe in and support our approach, so we can stay focused on what matters most: helping families and communities escape poverty. Since 2016 we've supported over 500,000 individuals. With your help, we want to be able to help millions more.

Our Impact over the Years

Since 2016
we have reached
1 Million
people in need



OrphanKind

Orphaned children deserve the best in life. 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. Your support provides nutritious meals, clothes, healthcare, and an education to orphaned children in over eight countries.

Thirst Relief

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.

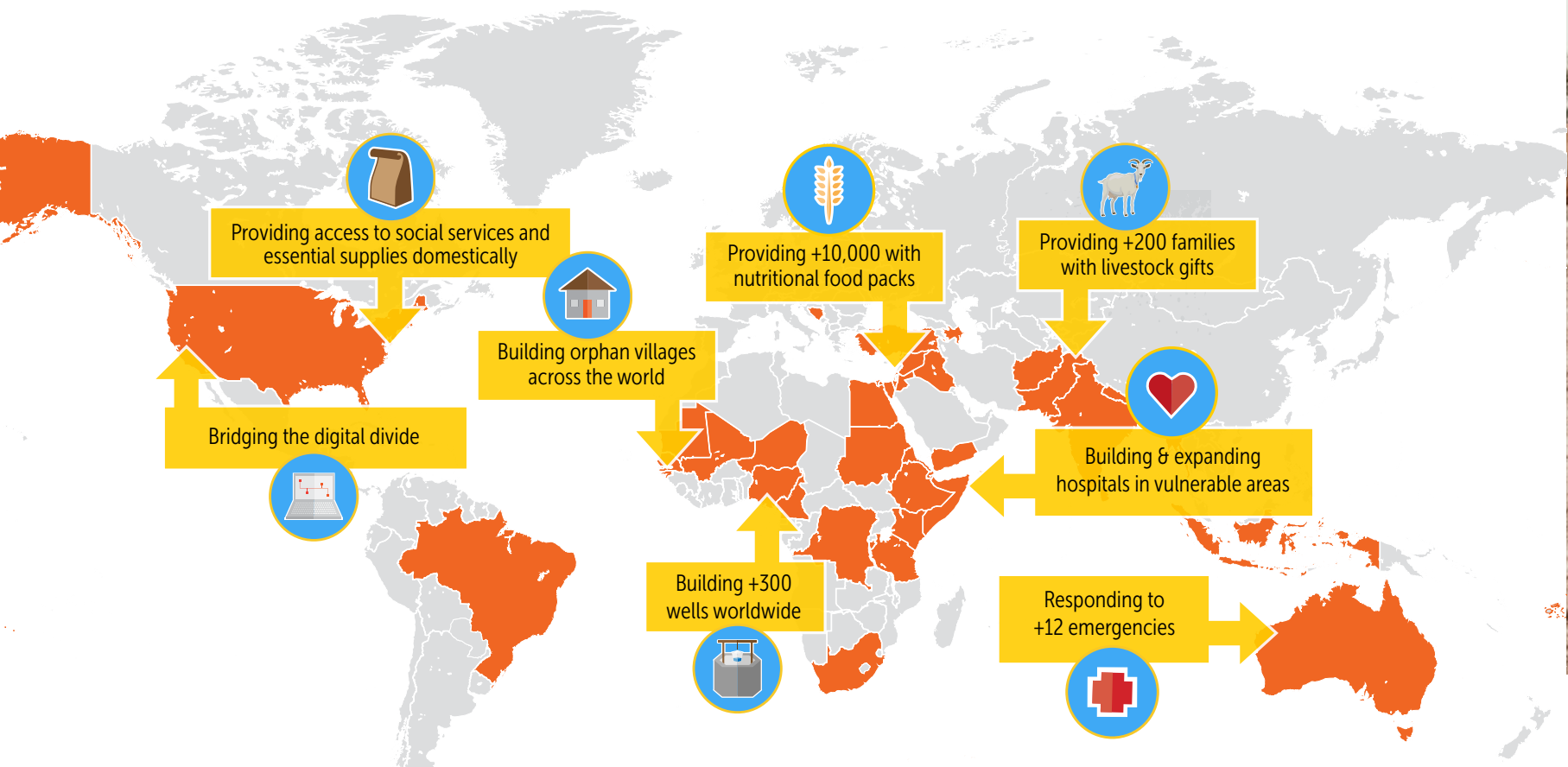
Income Generation

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. You can help break the cycle of poverty by providing families with the resources they need to sustain themselves.

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.

Working in +30 Countries



» We went from implementing 8 programs in 2016, to 9 appeals with a total of 29 programs!

Feed Our World

Each year, our international Feed Our World program provides life-saving, nutritious meals to the poor and needy. These meals help combat hunger poverty in crisis-hit countries across Asia, Africa, and the Middle East.

Heal Humanity

Our program is dedicated to providing much needed healthcare facilities and medical aid to those most in need. A little can truly go a long way towards healing humanity of its many ailments. This program is building clinics and assisting hospitals in Burundi, Somalia, and Palestine, in addition to providing the medical necessities needed for patients who lack that access.

Emergency Response

When disasters strike and people find themselves in need of essential goods and services, Penny Appeal USA is there to help. We've assisted over 4,000 individuals with life-saving food, shelter, water, and have also paid out cash grants.

Penny Appeal USA at Home

Domestic programming is focused on four categories: Support to Homeless communities, Refugee Resettlement, Domestic Violence Support, and Bridging the Digital Divide. Support to Homeless communities focuses on those transitioning through homelessness by providing a range of social services such as access to food, hygiene packs, winter packs, and access to medical assistance. Similar assistance is provided to refugees. Social services and referral support is provided to domestic violence survivors. Bridging the Digital Divide seeks to help children in low income communities succeed at school by providing them with the tools they need to succeed in the 21st century.

Religious Giving

As a Muslim-led organization, we are dedicated to bringing giving during all religious seasons dedicated to it. Offerings include: Zakat, Fidya/Kiffarah, Aqiqah, and Qurbani.



Our Target

Our target is to raise \$2.5m each year from the Sustainer Society. We plan to do this by getting 500 supporters like you to join the Sustainer Society and donate at least \$5,000 each year to make our 100% Promise possible!

- Each year, this \$2.5m will cover:
- Staff Salaries & Benefits
 - Rent & Utilities
 - Travel
 - Fundraising Costs
 - IT Infrastructure & Software
 - Insurance, Registrations, & Licenses
 - Financial & Legal Oversight
 - Printing & Postage

Join Us

Will you commit to becoming a Sustainer today? Fill out the following:

I, _____ commit to joining Penny Appeal USA's Sustainer Society. I pledge to donating \$ _____ to help cover overhead costs and make the important work of fighting poverty possible! I am making this commitment because:

First*: _____

Last*: _____

Address*: _____

City*: _____ State*: _____

Zip*: _____ Email*: _____

Phone: _____

Acct Holder Name: _____

Account #: _____

Routing #: _____

Bank: _____

Card Number: _____

Name on CC: _____

Billing Zip: _____ Exp. (MM/YY): ____ / ____ CVV: _____

Payment Options



Pledge

Fill out the pledge and email it to jcastellani@pausa.org and our team will take care of everything!



Check

Reference Sustainers Society and make payable to Penny Appeal USA at:
Donations
2461 Eisenhower Ave, Floor 2
Alexandria, VA 22314



Over The Phone

Call 202 851 2112
Our staff are happy to help, our call center is available business hours 10 AM – 6 PM



Stock Donations

Contact our donor relations team at donations@pausa.org to find out how you can transfer your stocks over today.



Sustainers Society is zakat-eligible

Zakat-eligible projects are identified in accordance with the eight categories noted in the holy Quran:

- a) 'al fuqara' (the impoverished)
- b) 'al masakin' (the chronically needy / indigent)
- c) 'al amilina alayha' (the administrators of zakat funds)
- d) 'al mualafati qulubhum' (those that incline their hearts towards good)
- e) 'f'il riqabi' (freeing of slaves / those in bondage)
- f) 'al gharimina' (those in debt)
- g) 'f'il sabili-llahi' (in the way of god)
- h) 'al sabili' (the traveller)

In line with the category c ('the administrators of the funds'), Zakat can be used to help Penny Appeal USA pay for administrative costs which enable us to collect Zakat, distribute Zakat, and monitor the programs we fund.

Let's Stay in Touch:



For questions, ideas, or feedback, contact:

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Let's Break the Cycle of Poverty.

