

# 2020

## Annual Report

penny**appeal**

**usa**



## Letter From Our Leadership



Dear Change Makers,

Peace Be Upon You All.

To say that 2020 was a challenging year would be an understatement. The COVID-19 pandemic led to 40 million Americans filing for unemployment and 115 million people across the world being driven into extreme poverty. It also made it harder to deal with every other critical issue, which included devastating wildfires here in the US and in Australia, a shocking explosion in Beirut, and the brutal killing of George Floyd that reignited the important debate on social justice both in the US and globally. Refugee communities worldwide became more vulnerable as did people in war-torn countries.

In addition to dealing with larger and unprecedented needs from our constituents, organizationally, we had to close our offices and support our growing team as we began working from home. We were forced to cancel all of our in-person tours and events, as well as our usual community engagement and volunteer activities.

Despite the challenges, Penny Appeal USA had a very successful year. Donations to our range of programs grew by over 56% compared to the previous year, and we were able to successfully obtain several first-time grants. As part of our continued commitment to building a strong organizational infrastructure, we added a Chief Development Officer to the team as well as a number of other key personnel.

Most importantly, your support allowed us to help alleviate the suffering of people in need all over the world. With your help, we were able to distribute over \$1,500,000 in cash to American families impacted

financially by the pandemic. We were also proud to announce the opening of our first Domestic Violence Shelter in Charlotte, NC which is fully operational and has already become a safe haven for survivors of domestic violence. It is the only Muslim-run domestic violence shelter in the Carolinas.

None of this would have been possible without your generosity.

As an organization committed to fighting poverty and creating the best communities we can, we understand that our work is only beginning. We are proud to stand in solidarity with those calling for comprehensive social justice reform. The data is clear – structural racism in the United States is indeed one of the major obstacles to helping communities of color escape poverty and achieve socio-economic equality.

As ever, we remain truly humbled by your generous efforts to make the world a better place for people you will likely never meet.

Sincerely,



**Oussama Mezoui**  
*President & CEO*



**Shaun Ahmad**  
*Chair, Board of Directors*

## About Penny Appeal USA



Feed our World program in Palestine

### WHO WE ARE

Small Change, Big Difference.

Penny Appeal USA is 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 VISION

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

### OUR STORY

In 2016, a small group of us launched 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.

Penny Appeal USA is an independent US 501(C)(3) organization headquartered in Alexandria, VA.

### BOARD OF DIRECTORS

A special thank you to our Board of Directors for volunteering their time to help Penny Appeal USA achieve its vision.



**Shaun Ahmad**  
*Chair*



**Naiel Iqbal**  
*Secretary*



**Ahmed Saheb**  
*Treasurer*



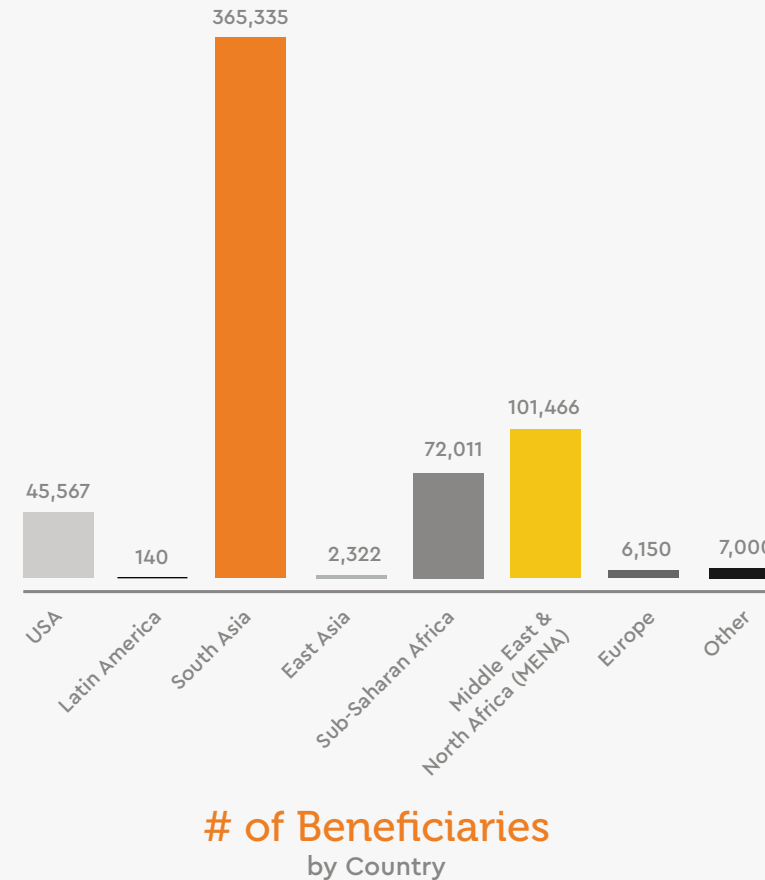
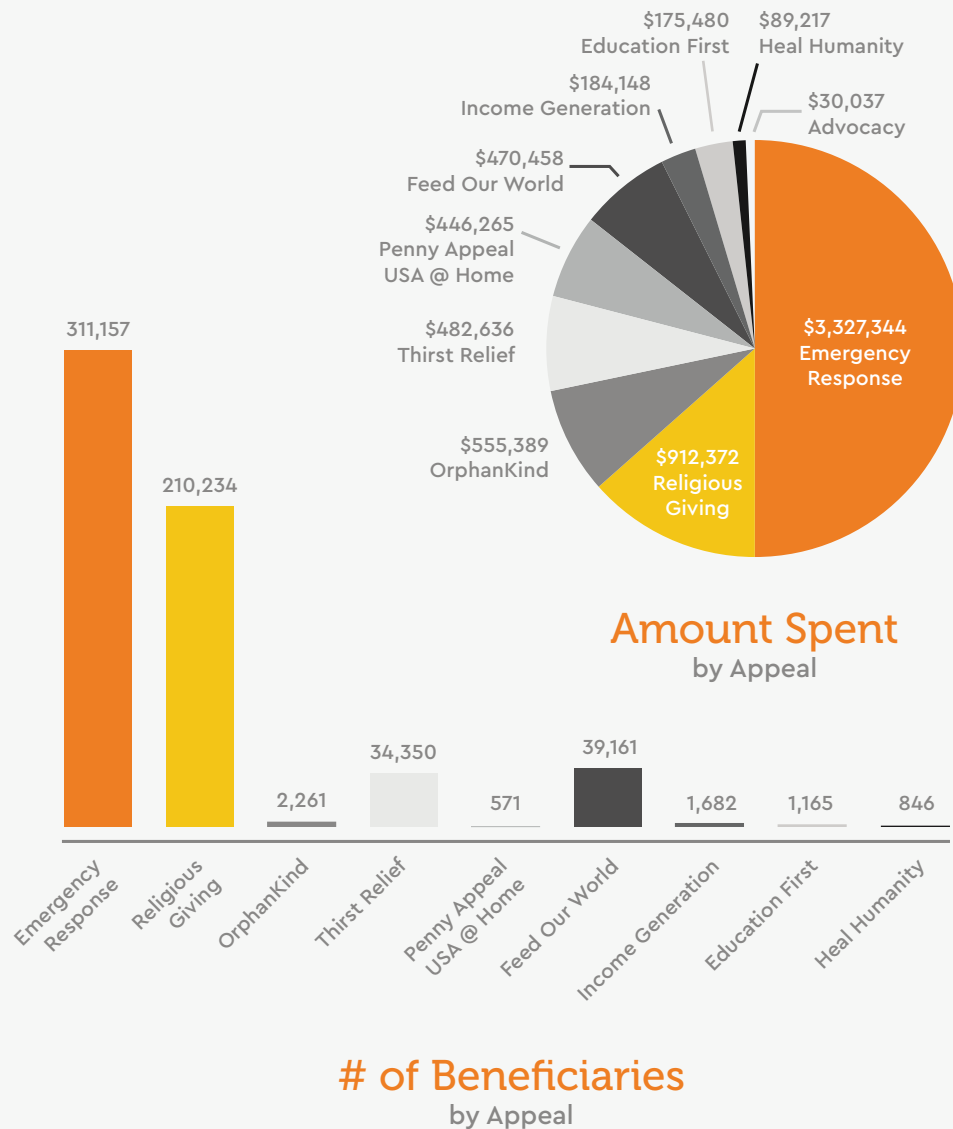
**Safaa Ibrahim**  
*Member*



**Adeem Younis**  
*Member*

## Appeals

## Amount Spent and # of Beneficiaries



## Appeals

## RELIGIOUS GIVING

Through Aqiqah, Zakat al-Fitr, Qurbani, and Fidyah/Kaffarah, you provided fresh meat and hot meals to +192,490 families across the globe.

### Aqiqah

📍 Sri Lanka  
📅 May 2020

Aqiqah is the Islamic tradition of the sacrifice of an animal on the occasion of a child's birth. Through Aqiqah gifts made by new parents, we sacrificed 70 goats that provided 910 meals for 1,290 Sri Lankans across 7 villages in Musali Division.



910 meals



+1,200 individuals



70 goats

### Zakat al-Fitr

📍 Uganda, Lebanon, and United States  
📅 May - June 2020

Before the Eid al-Fitr prayer at the end of Ramadan, Muslims provide Zakat al-Fitr, charity to those in need. In Uganda, your Zakat al-Fitr provided cash assistance to 315 vulnerable families (1,900 individuals). In partnership with Medrar Foundation, we provided 1,435 food parcels to deprived Lebanese families who are living below the poverty line. We partnered with 16 organizations across the US to help 668 American families celebrate Eid with gifts, meals, and gifts cards. Throughout the US, Uganda, and Lebanon, your Zakat al-Fitr provided cash assistance, food parcels, and/or Eid gifts to 2,418 families.



+2,400 families

### Qurbani

📍 Cameroon, India, Uganda, Pakistan, Palestine, Lebanon, South Africa, Yemen and the United States  
📅 July - August 2020

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.

In addition to providing 12,571 nutritious Qurbani shares and 34,660 meat packs to 172,084 families across the globe this Eid al-Adha, we also provided 2 bars of soap to high-risk Ugandan families.



+172,000 people



+12,500 Qurbani shares



+34,600 meat pack

### Your Fidyah/Kaffarah in Action

📍 New Jersey | Pennsylvania | DC | Maryland | Virginia | Georgia | Florida | Michigan | North Carolina | Texas  
📅 November 2020 - present

While the majority of Muslims fast during Ramadan as an act of sacrifice and devotion, many people may not be able to participate in this sacred practice due to illness or other health-related circumstances. In the event that one cannot fast, they give Fidyah, a gift of nourishment to those in need.

We partnered with 13 organizations in 9 states to provide food assistance to approximately 16,700 people in the form of hot meals, groceries, food packs, gift cards, and more.



+16,700 people

## Appeals

### PENNY APPEAL USA @ HOME

#### Hygiene Kit Drive

📍 Chicago, IL | Raleigh, NC | Washington, DC  
📅 March 2020

Our #TeamOrange volunteers packed 350 hygiene kits including soap, deodorant, a toothbrush, toothpaste, sanitary napkins and more and delivered them to local domestic violence shelters in Illinois, North Carolina, and DC.



350 hygiene kits



Thanksgiving Hamper packing with DC's Department of Youth Rehabilitation Services

#### Domestic Winter Distributions / MLK Day

📍 Chicago, IL | Canton, MI | Alexandria, VA

In partnership with Downtown Islamic Center - Feed the Hungry, we provided 100 winter kits, including hats, gloves, scarves, socks, hand warmers, and tissues, and 100 food packs to homeless camps in Chicago.

In partnership with Muslim Community of Western Suburbs, we packed 150 winter kits for Detroit Rescue Mission.

In partnership with MAS-DC and local high schools (Muslim American Societies at Edison High School, Woodson High School, and Chantilly High School), we packed 160 meals for Bailey's Crossroad Community Shelter including sandwiches, chips, granola bars, and water.



250 winter kits



+150 meals



100 food packs



#### Scholarship Fund

📍 United States  
📅 February 2020

We started a scholarship fund for nonprofit professionals. The scholarship covers the full tuition to participate in Georgetown University's annual Summer Nonprofit Management Executive Certificate Program, held online at the McCourt School of Public Policy located in Washington, DC. We awarded this year's scholarship to Ghazala Salam, Founder of Muslim Caucus Education Collective.

Our goal is to advance inclusion, build leadership capacity, and support the growth of American Muslim nonprofit organizations and institutions.

#### NC Domestic Violence Shelter

📍 Charlotte, NC

On October 22, 2020, we opened the only Muslim-led domestic violence shelter in the Carolinas, focused on providing culturally-sensitive care to all women, regardless of faith. We celebrated our grand opening virtually, and the shelter has already welcomed residents.

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

Call or text (704) 764-1773 to talk to our experienced counselor.

## Appeals

### EMERGENCY RESPONSE

#### COVID-19 Financial Grants

📍 United States  
📅 March - June 2020 | August - September 2020

From March through June, in partnership with Celebrate Mercy, The Bay Area Zakat Collective, Zakat Fund of NYC, and ICNYU, we helped American families who have been financially impacted by COVID-19. These checks enabled families to pay for their rent, utilities, medication, and transportation. We provided additional financial assistance from August to September, thanks to a grant from The Robin Hood Foundation, and in partnership with The Zakat Fund of NYC.

We gave out over \$1,500,000 in financial assistance grants to 1,415 families, benefitting 4,314 Americans. Assistance was given to families in 37 states across the country, with the majority of recipients in New York, Texas, and California. Most recipients (1,052) have an income of less than \$1,000 per month. Over 4,000 applications were submitted, underlining the need for assistance.



+4,310 Americans



\$1,507,200

#### International COVID-19 Distributions

📍 Syria, Gaza, Mozambique, Bangladesh, Palestine, Pakistan, South Africa, Jordan, Lebanon, Afghanistan, Djibouti, Indonesia, Somalia, Sudan, Yemen, and Uganda  
📅 March - August 2020

We distributed food parcels, personal protective equipment, hygiene kits, and hot meals to communities across the globe who were hit the hardest by the COVID-19 outbreak.

We provided over 209,680 families across the globe with over 13,668 food packs and hot meals, 177,260 masks, 31,460 hygiene packs, 4,640 testing kits, 1,000 farming kits, 245 hand washing water tanks, 100 testing tents, and 100 shelters. We also provided support to 25 hospitals.



16 countries



209,680 families



100 shelters



+13,660 food packs and hot meals



+31,460 hygiene kits



+4,600 testing kits



25 hospitals



+177,200 masks



100 testing tents



Feed our World program in Yemen





## #TEAMORANGE

### Ramadan Challenge

In Ramadan 2020, #TeamOrange volunteers went above and beyond. Together, they raised over \$90,000 through LaunchGood:

- The “A Month of Mercy” campaign run by Makke Dakhlaoui, raised over \$31,900 in Emergency Response funding to provide families in need with access to food, hygiene tools, and PPE in the US, Syria, Gaza, Pakistan, Bangladesh, Mozambique, and Uganda.
- The “Emergency Response Yemen” Campaign run by Mohammed Hammoud, secured over \$15,200 for shelter, medical assistance, food, and water for Yemeni refugees.
- The “Flowing Beyond Scarcity: Water Saves Lives” campaign run by Asma Hajebi, raised over \$10,300 to help bring clean water to communities in need across the globe.

### 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 | Baltimore, MD  
📅 July 2020

Downtown Islamic Center, located in Chicago, 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. #TeamOrange distributed 100 hygiene kits with essential items, including masks, deodorant, toothpaste, and more to the Weinberg House located in Baltimore.



Orange squeezing with #TeamOrange



Skydiving with #TeamOrange

## Events



### One Night In Al Aqsa Nationwide Movie Tour

📍 Philadelphia, PA | Boston, MA, | Atlanta, GA | Houston, TX  
| Raleigh, NC | Seattle, WA | Orange County, CA  
📅 February - March 2020

We held successful movie nights nationwide. Thank you to all who came out and shared this memorable film with us. You helped us raise more than \$194,200 for Al-Makassed Hospital in Palestine, despite postponed screenings in Dearborn, Minneapolis, and the DC metro area due to COVID-19.

All proceeds will help us extend the neonatal ward in Al-Makassed Hospital in Palestine and provide the tools and resources to help medical professionals treat more patients with advanced medical equipment and technology.

## Virtual Events

### Virtual Iftar Galas

Due to the COVID-19 pandemic, we brought the spirit of Ramadan banquets to you and your family in the comfort of your home! Thank you for joining us and some of your favorite speakers, including Ustadh AbdelRahman Murphy, Ustadh Hisham Mahmoud, Dr. Abdul El-Sayed, Imam Khalid Latif, Yasmin Elhady, and Faisal Latif. All proceeds went towards our Heal Humanity programs that provide much needed healthcare facilities and medical aid to people worldwide.

### 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 provide nutritious qurbani meat to families worldwide and assisted Pakistani families gain a sustainable source of income through Livestock gifts.

### 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.

### Penny Appeal USA Book Club

We started a virtual book club to explore topics related to poverty, racial equity, and what it means to be a humanitarian. Our aim was to educate and immerse ourselves in the words of curated authors. We met on a monthly basis to discuss our thoughts while reading books like Matthew Desmond’s “Evicted” and Tara Westover’s “Educated”.



# 2020 Financial Statements

## Income and Expenses

Year ended December 31, 2020



Revenue  
\$9,076,414

- Contributions & Grants  
\$8,547,419
- In-kind Contributions  
\$512,124
- Special Events  
\$16,486
- Interest Income  
\$331
- Other Income  
\$54



- Program Services  
\$6,681,800
- Fundraising  
\$1,568,751
- Management & General  
\$354,051

# 2020 Financial Statements

## Statements of Financial Position

		December 31,	
		2020	2019
ASSETS	<b>Current assets</b>		
	Cash and cash equivalents	\$ 3,145,378	\$ 2,178,260
	Grants and accounts receivable, net	118,684	139,158
	Prepaid expenses and other assets	182,815	35,270
	Total current assets	3,446,877	2,352,688
	<b>Non-current assets</b>		
	Fixed assets		
	Property and equipment	163,327	142,476
	Less accumulated depreciation	(70,452)	(43,505)
		92,875	98,971
LIABILITIES & NET ASSETS	Deposits	18,007	10,974
	Total assets	3,557,759	2,462,633
	<b>Current liabilities</b>		
	PPP loan payable, current portion	\$ 86,340	\$ -
	Accounts payable and accrued expenses	249,402	167,395
	Deferred revenue	30,348	-
	Subgrants payable	710,158	405,666
	Total current liabilities	1,076,248	573,061
	<b>Non-current liabilities</b>		
	PPP loan payable	120,127	-
	Total liabilities	1,196,375	573,061
	<b>Net assets</b>		
	Without donor restrictions	(1,307,286)	(450,564)
	Board designated	995,830	453,616
	Total without donor restriction	(311,456)	3,052
	With donor restriction	2,672,840	1,886,520
	Total net assets	2,361,384	1,889,572
	Total liabilities and net assets	\$ 3,557,759	\$ 2,462,633



Thirst Relief program in Pakistan

## Partners

Special thank you to our 2020 Partners:

Al Iman  
Al-Imdaad Foundation  
American Relief Agency for the  
Horn of Africa (ARAHA)  
Ansaar Ul Birr Community Services  
The Bay Area Zakat Collective  
Burmese Rohingya Community of GA  
Celebrate Mercy  
Center for Islamic Life at Rutgers University  
Cornerstone Marriage & Family Intervention  
Dar Al-Taqwa Mosque  
Downtown Islamic Center – Feed the Hungry  
EveryoneEatz  
Georgetown University  
Goodwill Caravan  
Islamic Association of Raleigh  
Islamic Center of Detroit  
Islamic Center of New York University  
Islamic Center of the Triad  
Islamic Medical Association of North America  
Masjid Muhammad  
Medrar Foundation  
Mozaic  
Muslim American Society – MAS DC  
Muslim Community of Western Suburbs  
Muslim Women's Organization – Orlando  
Noor Family Services  
O'People Foundation  
Oasis Initiative Foundation

Palestinian America Community Center (PACC)  
Penny Appeal UK  
Refugee Women's Network  
Robin Hood Foundation  
Semnani Family Foundation  
Sahaba Initiative  
Syrian Community Network – Atlanta  
Syrian Community Network – Chicago  
Wafa House  
Wakuf Al Aoun Al Islami  
Welcome Home – Charlotte  
Zakat Fund of NYC

penny**appeal** **usa**

small change. **big difference**

**Thank you for joining  
the fight against poverty.**



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