

A group of children are playing in water, with their hands raised in the air. They are all smiling and appear to be having a great time. The water is splashing around them, creating a dynamic and joyful scene. The background is slightly blurred, showing some greenery and a white structure.

pennyappeal

usa

# 2021

## ANNUAL REPORT





# FROM OUR CEO

Dear Community,

Asalamu Alaykum wa Rahmatullah. *Peace be Upon You.*

As the newly appointed CEO of Penny Appeal USA, it's my honor and privilege to join in the work that each of you has made possible. From staff and board members, to volunteers, to donors, Penny Appeal USA has been able to make its impact over the past seven years because of the dedication of tens of thousands of hearts, hands, and voices coming together under a shared vision: an end to cyclical poverty. To date, Penny Appeal USA has changed the lives of over a million people around the world for the better, and as we look ahead we're energized by the prospect of achieving even more.

The past year has been a tumultuous one. The pandemic we had all hoped would be receding instead continued to ravage the globe, hitting poorer, already economically precarious countries the hardest. Covid has claimed almost ten million lives around the world – parents, children, caregivers, breadwinners, teachers, physicians – including nearly one million here at home, and as of this writing the end is still far off. At the same time, the impact of the climate crisis has caused stronger and more frequent natural disasters such as tsunamis, flooding, and draught, and we're only beginning to appreciate the extent to which environmental upheaval is going to become a fact of life. Once again, these effects are not felt equally, as resource-scarce countries are least equipped to prepare for or respond to such disasters. It can become too easy to slip into helplessness, to simply shut down in the face of the enormity of the need around us.

However, in the face of so many challenges, we've been inspired by the work that your support has enabled. We've seen families in Pakistan and India carrying their loved ones, sick with Covid, for miles to Penny Appeal clinics for life-saving care. We've received letters from children orphaned at birth who have received compassionate, loving care thanks to your sponsorship. We've heard stories from women coming to our Domestic Violence shelter in North Carolina who had nowhere else to turn. We've felt the warmth in the eyes of a widowed mother who can provide food for her family during Ramadan thanks to your Zakat. In each case, Penny Appeal USA has delivered authentic, meaningful support that's responsive to the needs of those whom we serve, grounded in our values of empathy and compassion. And each one of our donors and volunteers has made that support possible – ***you are the heroes of the Penny Appeal story.***

As we move into the coming year, there's never been a more exciting time in the Muslim philanthropic space. Penny Appeal USA's programming will continue to center the vulnerable and needy, serving as a bridge between those with a desire to help and those in need of assistance. At the same time, we will retain our position at the vanguard of changemaking in the Muslim nonprofit sector, upholding the highest standards of accountability and transparency, and challenging ourselves to improve further each year in our community engagement, digital presence, domestic programming, and sector leadership. As confidence in institutions declines globally, it's more critical than ever that we maintain the trust that our community has placed in us, both for ourselves and on behalf of those whom we serve. We can't wait to see where the journey leads, and we're grateful to each one of you for sharing it with us.

Sincerely,

A handwritten signature in black ink that reads "John Robbins".

John Robbins, Ph.D

CEO, Penny Appeal USA



# TABLE OF CONTENTS

|                    |    |
|--------------------|----|
| OVERVIEW           | 2  |
| EMERGENCY RESPONSE | 3  |
| FEED OUR WORLD     | 9  |
| ORPHANKIND         | 11 |
| THIRST RELIEF      | 12 |
| INCOME GENERATION  | 14 |
| RELIGIOUS GIVING   | 16 |
| EDUCATION FIRST    | 18 |
| HEAL HUMANITY      | 19 |
| #TEAMORANGE        | 20 |
| EVENTS             | 21 |
| PARTNERS           | 22 |
| FINANCIALS         | 24 |
| OUR BOARD          | 26 |





# OVERVIEW

| PROGRAM SERVICES   | NUMBER OF BENEFICIARIES |
|--------------------|-------------------------|
| EMERGENCY RESPONSE | 69,607                  |
| RELIGIOUS GIVING   | 132,353                 |
| ORPHANKIND         | 1,022                   |
| THIRST RELIEF      | 14,044                  |
| FEED OUR WORLD     | 87,555                  |
| INCOME GENERATION  | 30,443                  |
| EDUCATION FIRST    | 400                     |
| HEAL HUMANITY      | 309                     |

# EMERGENCY RESPONSE

## 2021 WINTER EMERGENCY

### **MOUNT/IKLIM AL KHAROUB, LEBANON DECEMBER 2021 - PRESENT**

600 Syrian refugee and Lebanese families received winter clothes and 10kg of heated charcoal to help gear them up for the harsh winter season. This vital aid helps vulnerable families survive the effects of the devastating economic collapse of Lebanon.

**NUMBERS: ESTIMATED 665 FAMILIES 665  
CHILDREN, 4,789 PEOPLE**

### **GAZA STRIP, PALESTINE DECEMBER 2021 - FEBRUARY 2022**

Thousands in Palestine deal with conflict, poverty, and the economic crisis daily. Winter could have been another threat to survival, but you warmed our hearts by making all the difference. This winter, we distributed winter kits to 550 vulnerable families in Palestine!

**NUMBERS: ESTIMATED 3300 PEOPLE**

**WINTER  
EMERGENCY**  
WITH **pennyappeal** **usa**





**PAKISTAN**  
**DECEMBER 2021 - MARCH 2022**

Young children across the globe follow their families into foreign land every day to escape poverty and conflict. Pakistan is one of these destinations, and often refugee and internally displaced families lack the resources needed to fight the cold. With your help, we are distributing food packs, winter kits that include warm clothes and blankets, and temporary shelter to those in need!

**NUMBERS: ESTIMATED 155 FAMILIES**

**ALDHALE'E, YEMEN**  
**DECEMBER 2021 - PRESENT**

After seven years of war, it's easy to feel like there's no way to help Yemen's vulnerable families and refugees. But relentless supporters like you have touched our hearts and inspired us deeply. Together, we provided 200 families with food packs and winter protection. Those you've assisted will also receive additional aid in follow-up sessions!

**NUMBERS: ESTIMATED 1400 PEOPLE**

**HARIM AFRIN, ALEPPO, IDLEB, SYRIA**  
**DECEMBER 2021 - MARCH 2022**

It is the world's most vulnerable populations that bear the brunt of climate change, though they are the least responsible for causing it. Our climate relief efforts include preparing tents to withstand flooding and heavy rains and installing ten latrines and 13 solar lights.

**NUMBERS: ESTIMATED 900 PEOPLE**



# EMERGENCY RESPONSE

## AFGHANISTAN CRISIS

KABUL, AFGHANISTAN  
OCTOBER 2021 - NOVEMBER 2021

Afghanistan was already in need of humanitarian relief due to the ongoing drought. The crisis deepened following surges of political turmoil and closing borders, creating internally displaced refugees. Your quick response allowed us to distribute food packs and hygiene kits to 330 families who lost their homes and livelihoods.

**NUMBERS: 330 FAMILIES**

## INDIA COVID-19 EMERGENCY

DELHI NCR & UTTAR PRADESH, INDIA  
APRIL 2021 - PRESENT

Our COVID emergency response efforts are still in progress. Across India, cases began to rise, and the death rate increased due to the second and third waves of COVID and the deadly Delta variant. During Phase 1, we provided 75 oxygen concentrator machines. In Phase 2, we acquired an "oxygen ambulance" that has so far traveled to 25 rural villages and provided oxygen to those who require urgent, life-saving treatment.

**NUMBERS: PHASE 1: 75 PEOPLE, PHASE 2  
ESTIMATED 2,500 PEOPLE**

## TUNISIA COVID-19 EMERGENCY

REPUBLIC OF TUNISIA  
SEPTEMBER 2021 - NOVEMBER 2021

Tunisia's health system collapsed under the weight of the COVID-19 pandemic. Hospitals were filling up rapidly, with minimal resources. We worked with ground partners to provide life-saving support to patients in critical conditions, both in and out of hospital spaces. We provided hospitals with 25 space sterilizer devices, 100 oxygen measuring devices, and 1,000 pieces of personal protective equipment such as gloves and hand sanitizers.

**NUMBERS: 100 PEOPLE**





## **SOUTH AFRICA EMERGENCY RESPONSE**

**DURBAN, KWA-ZULU NATAL, SOUTH AFRICA  
JULY 2021 - OCTOBER 2021**

Political unrest turned violent as riots, looting, and home invasions took place, leading to a shortage of food, medicine, fuel, and COVID-19 supplies in parts of South Africa. Your quick response helped our Emergency Response team assist South Africa in delivering food to communities that saw their food chains interrupted.

**NUMBERS: 4500 PEOPLE**

## **HAITI EMERGENCY RESPONSE**

**HAITI  
AUGUST 2021 - DECEMBER 2021**

A 7.2 magnitude earthquake struck Haiti, leaving 650,000 in need of humanitarian assistance. We have provided family emergency kits that include water purification solutions, hygiene items, solar lights, oral rehydration salts, emergency food, and personal protective equipment (PPE).

**NUMBERS: 4,816 PEOPLE**

## **SYRIA REFUGEE DATABASE**

**GAZIANTEP, TURKEY  
MARCH 2021 - PRESENT**

We want our beneficiaries to flourish! That is why we are proud to partner with Globera to create a database of Syrian refugees that identifies what they need most. This project goes beyond providing immediate relief because it will also help policymakers, other NGOs, government agencies, and private institutions better serve displaced families looking for a better life!

## **PALESTINE EMERGENCY RESPONSE**

**GAZA STRIP, PALESTINE  
JUNE 2021 - OCTOBER 2021**

Over 2,000 homes were destroyed and thousands more badly damaged following the May 2021 bombings in Gaza. Three-burner gas range cooktops were provided to 190 of these families, helping them provide food for their children! With borders closed due to the recent breakouts of violence, many Gazans were left without access to life-saving medical care. We partnered with ANERA to help increase the capacity of The Central Blood Bank Society (CBBS), the only remaining blood bank in Gaza that also serves all hospitals in the area. Together we provided blood bags, testing kits, and other life-saving supplies!

**NUMBERS: 4059 PEOPLE RECEIVED ASSISTANCE  
FROM THE BLOOD BANK, 190 FAMILIES RECEIVED  
3-BURNER GAS RANGE COOKTOPS**

## **BANGLADESH FIRES**

**BALUKHALI REFUGEE CAMP  
COX'S BAZAAR, BANGLADESH  
APRIL 2021 - PRESENT**

The Rohingya campfires on March 22, 2021, cost families so much. The fire claimed the lives of 15, and 400 remain unaccounted for. Thousands lost their shelter, leaving 450,000 Rohingya refugees homeless. With the donations provided by you, we are in the process of re-building shelters. We have also provided food packs, medical aid, water tankers, and more to help survivors. Due to camp logistics and strict COVID-19 lockdown regulations, this project has been delayed.

**NUMBERS: 250 FAMILIES, 6,660 PEOPLE**





## YEMEN EMERGENCY

**WHERE: SANA'A, YEMEN**

**WHEN: NOVEMBER 2020 - MAY 2021**

The humanitarian crisis in Yemen is the world's worst, driven by conflict and economic collapse. In partnership with Islamic Help, we distributed food and hygiene packs, winter materials such as clothes, fuel, blankets, and drinking water to families in need for six months.

### **NUMBERS:**

**300 FOOD PACKS TO 300 FAMILIES IN NEED**

**DISTRIBUTED FOOD AND BABY MILK FOR 450 CHILDREN UNDER AGE 5**

**DELIVERED WINTER MATERIALS TO 312 FAMILIES**

**PROVIDED HYGIENE KITS TO 300 FAMILIES**

**DISTRIBUTED 150 NON-FOOD ITEMS FOR 150 FAMILIES**

**PROVIDED DRINKING WATER FOR VULNERABLE FAMILIES FOR SIX MONTHS.**





## AL-SALAAM JOB CENTER

ATHENS, GREECE

FEBRUARY 2020 - FEBRUARY 2021

Due to the pandemic, we weren't able to implement all of our plans for this project. However, in partnership with Goodwill Caravan, the last few months were used to research projects that could have a lasting humanitarian and economic impact. In this time, we also expanded our COVID-19 relief efforts and held weekly food pack distributions. In partnership with RefuChef, the job center will offer online culinary classes delivered by refugee chefs and a Refugee Entrepreneur Mentorship and Business program to support refugee entrepreneurs as they grow their businesses.

## UNITED STATES COVID-19 EMERGENCY PHASE 2

UNITED STATES

FEBRUARY 2020 - FEBRUARY 2021

In partnership with the Islamic Center of NYC and The Zakat Fund of NYC, we provided financial support through checks or direct deposits to families and individuals affected by the pandemic. Loss of wages, unpaid sick leave, food insecurity, and rent are just a few of the hurdles American families are facing. The funds, ranging from \$500-\$2,500, allowed beneficiaries to pay for rent, utilities, medication, and transportation.

**NUMBERS: 73 PEOPLE**

## SOUTH AFRICA DOMESTIC VIOLENCE SHELTER

HEIDERVELD, CAPE TOWN

DEC 2020 - MAR 2021

Countless suffer silently at the hands of gender-based violence, especially in South Africa, where the death rate due to interpersonal violence is nearly five times higher than the global average of 2.6. We provided support to shelter survivors and their children escaping violence.



# FEED OUR WORLD

## LEBANON FOOD RELIEF

BEQAA (EAST LEBANON)  
MOUNT LEBANON (IKLIM AL KHAROUB)  
SEPTEMBER 2021 - PRESENT

From COVID-19 to recovering from the devastating Beirut explosion, many in Lebanon feel pressure from a collapsing economy and shortages of food. Our emergency response efforts are ongoing as we distribute food to vulnerable communities that weren't reached in the earlier stages of our response.

**NUMBERS: 600 FAMILIES**

## NIGERIA SCHOOL ORCHARDS

KANO STATE, NIGERIA  
MARCH 2021 - PRESENT

An estimated 2 million children in Nigeria suffer from severe acute malnutrition (SAM). That's why this project aims to address the issue of poor nutrition amongst students by making fruit trees and vegetable gardens accessible right on the school grounds! Students across five different schools are benefiting from the Nigeria School Orchards project. Each school was given training on how to maintain the orchards, with an emphasis on the importance of sustainability and growth. Not only are students gaining nutritious foods, but they're also learning skills that are applicable beyond this project!

**NUMBERS: ESTIMATED 2500 STUDENTS**

## LEBANON FOOD DISTRIBUTIONS

NORTH AND MOUNT LEBANON  
JANUARY 2021 - FEBRUARY 2021

The economic crisis, the restrictive COVID-19 measures, and increasing food prices have devastated countless families in Lebanon. Thousands in Lebanon lost their incomes after hundreds of businesses shut down or had to lay off employees. In partnership with Wakuf Al Aoun Al Islami, we provided food boxes and blankets to comfort them during these difficult times.

**NUMBERS: 1100 FAMILIES**

## DOMESTIC THANKSGIVING BASKETS

NEW JERSEY | FLORIDA | WASHINGTON DC  
NOVEMBER 2021 - DECEMBER 2021

Everyone deserves to celebrate the holidays! This project made sure of that. We provided funding to two domestic violence partners to provide thanksgiving meals, baskets, and grocery gift cards to refugee families and low-income families to their communities.

**NUMBERS: 2100 PEOPLE**

**NUMBERS: 600 FAMILIES**



# RAMADAN DISTRIBUTIONS

BANGLADESH | CAMEROON | YEMEN | CENTRAL AFRICAN  
REPUBLIC | LEBANON | PAKISTAN | SYRIA | PALESTINE | INDIA |  
SOMALIA | SOUTH AFRICA | MALAWI | SUDAN | UNITED STATES

Ramadan 2021 we provided food packs and Iftar meals to vulnerable families. Each country's Ramadan food pack is designed with the country's cultural needs in mind.

## FOOD PACKS BY COUNTRY

|              |       |
|--------------|-------|
| BANGLADESH   | 340   |
| CAMEROON     | 353   |
| CAR          | 353   |
| YEMEN        | 396   |
| LEBANON      | 1,046 |
| PAKISTAN     | 306   |
| SYRIA        | 365   |
| PALESTINE    | 250   |
| INDIA        | 420   |
| SOMALIA      | 82    |
| SOUTH AFRICA | 100   |
| MALAWI       | 180   |
| SUDAN        | 200   |

A TOTAL OF OVER 27,073 BENEFICIARIES AND 600 FAMILIES





# 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:** 846 orphaned children are being collectively sponsored from the generous donations of 811 individuals. This year, 299 new donors sponsored 301 new orphans.

## ARDEN II

**DAKAR, SENEGAL  
AUGUST 2020 - PRESENT**

Lack of access to clean water and water centers makes practicing good hygiene difficult. It also leaves communities vulnerable to disease and malnutrition. Parents in Senegal will often send their children to schools that don't have unsafe WASH facilities. We know how important education and clean water are in carving a route out of poverty. We're proud to be working together with eight schools to promote the health, safety, well-being, and hygiene of over 360 students. The focus is on improving the regulations through policy and advocacy. We're also helping to develop the technical and vocational skills of students aged 15 years and older.

## HEALTHCARE FOR DISABLED ORPHANS

**GAZA, PALESTINE  
OCTOBER 2021-PRESENT**

This project aims at helping the inclusion of disabled orphan children in the education system through meeting their urgent medical needs. We've identified poor disabled orphan students and are providing them with full medical check-ups (e.g., eye test/vision screening, hearing testing, mobility support, etc.) so they can reach their full potential in school.

**NUMBERS: 275 CHILDREN HAVE RECEIVED  
MEDICAL CHECK UPS SO FAR**



# THIRST RELIEF

## HOLISTIC WASH

BANGLADESH  
DECEMBER 2020 - MAY 2021

You helped fund our Holistic WASH Project that improves hygiene and provides a safe water supply for disadvantaged families within the Barguna district of Bangladesh. The district often deals with extreme weather, saline intrusion, and water clogging that comprise their access to safe water. This amazing feat of engineering provides direct safe water to the community, including clinics and schools!

**NUMBERS: 4,000 PEOPLE**

## WELLS

BANGLADESH, PAKISTAN, INDIA,  
AFGHANISTAN, SOMALIA

**What we're doing:** Construction of 456 tube wells and 58 deep wells began this year.

**Why we're doing it:** According to the World Health Organization, 1 in 3 people or 2.2 billion globally do not have access to safe drinking water. Contaminated water can cause diseases like cholera, diarrhea, hepatitis A, and polio. Our Thirst Relief programs provide safe drinking water to enable entire communities to drink, wash, clean, and hydrate their crops and animals. This leads to healthier lives and provides a route out of poverty.

## SOMALIA WASH

GARABALAY DISTRICT  
BANADIR REGION, SOMALIA  
WHEN: SEPTEMBER 2021 - PRESENT

This project will improve water, sanitation, and hygiene (WASH). This will improve health, eradicate water-borne diseases, and reduce poverty. Our WASH project in Somalia will transform the lives of 14,000 people by increasing their access to water and sanitation infrastructure, as well as helping to curb the spread of COVID-19!

**NUMBERS: 2,350 HOUSEHOLDS, 14,044 PEOPLE**





## 9 PAKISTAN SOLAR POWER AND WATER CENTERS

WHERE: THARPARKER, SINDH PROVINCE PAKISTAN

WHEN: FEBRUARY 2020 - FEBRUARY 2021

**What We're Doing:** We're working to enhance access to safe drinking water for communities in Tharparker, Pakistan. The solar water pumps will reduce workload and the risk of preventable diseases. Due to COVID-19, materials arrived later than expected. In October, construction officially started and is ongoing!

**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.

**What We've Achieved So Far:** We've selected sites for construction of water tanks. We're also holding community training sessions to ensure that beneficiaries know how to operate and maintain the tanks.





# INCOME GENERATION

## BRAZIL WOMEN'S EMPOWERMENT

STATE OF PARAÍBA, NORTHEAST BRAZIL.  
FEBRUARY 2020 - FEBRUARY 2021

Women are the most vulnerable of people living in poverty. Our focus is to promote the growth and sustainability of women-led micro-businesses through workshops on business and financial management, learning exchanges, social media promotion, online profiling, and access to markets and commercial outlets.

**NUMBERS: 140 WOMEN PARTICIPATED (11,000 PEOPLE BENEFITED FROM THIS PROJECT)**

## SOMALIA VEGETABLE GARDENS + LIVESTOCK GIFTS

BELETWEYN, SOMALIA  
SEPTEMBER 2021 - PRESENT

Income generation programs are not just a great way to decrease the need for immediate food aid, but they also ensure stability for years to come! This project provided 200 farmlands (1 hectare per family), fruit and vegetable seeds, 200 goats for 50 families, and five workshops focusing on peace and conflict.

**NUMBERS: ESTIMATED 250 DIRECT BENEFICIARIES AND 15,000 INDIRECT BENEFICIARIES**

## PALESTINE VEGETABLE GARDEN

SURDA/ABU QASH, WEST BANK, PALESTINE  
JANUARY - JUNE 2021

Finding opportunities in Palestine is difficult for anyone. It is especially difficult for the disabled. Through this project, you helped change that! Five students with learning disabilities received the tools and training to start their gardens. This not only benefits them but their entire family as well! We also provided nutritious meals for 90 students at the Star Mountain Rehabilitation Center for six months and produced fruits and vegetables to increase locally generated income.

**NUMBERS: 90 STUDENTS**





**MALI | LEBANON**  
**DECEMBER 2020 - MAY 2021**

You've likely heard the proverb, "Give a man a fish, you feed him for a day, but teach a man to fish, you feed him for a lifetime." It works the same way here! You've provided families with a livestock gift that will provide them with nutrition, opportunity, and empowerment for years to come! To make the most of it, we also taught families how to care for the animals and provided two months' worth of feed.

**NUMBERS: IN MALI 40 PEOPLE WERE TRAINED THAT  
SUPPORTED OVER 200 PEOPLE, IN LEBANON 9  
FAMILIES WERE SUPPORTED**

**PAKISTAN AND SOMALIA**  
**OCTOBER 2021 - PRESENT**

This project will provide farmers with livestock and training on how to care for farm animals. As part of the program, beneficiaries will have the opportunity to take part in a buy-back market scheme for Qurbani 2022, teaching farmers the skills needed to switch the poverty cycle to a multigenerational cycle of prosperity!

**NUMBER: ESTIMATED 1,000 BENEFICIARIES**







# RELIGIOUS GIVING

## QURBANI

CAMEROON, INDIA, PAKISTAN, YEMEN, PALESTINE, LEBANON, SUDAN, BANGLADESH, ZIMBABWE, AND THE UNITED STATES  
JULY 2021 - AUGUST 2021

This year, in partnership with different organizations, you helped provide nutritious Qurbani meat to families across the globe!

**NUMBER: 9,397 SHARES, 24,024 PACKS OF MEAT, 126,113 BENEFICIARIES**

## AQIQAH

MYANMAR | UNITED STATES  
DECEMBER 2021 - PRESENT

Aqiqah is the Islamic tradition of the sacrifice of an animal on the occasion of a child's birth. Hundreds of you used this blessed opportunity to feed vulnerable families across the globe, including communities in Myanmar!

**What We Achieved:** Through Aqiqah gifts made by new parents, we sacrificed 167 goats which provided 2,171 meat packages for 10,085 vulnerable and families in need in Rohingya IDP camps in Sittwe, Rakhine State, and in Kyaukse, Mandalay.

**NUMBERS: 167 GOATS, 2,171 MEAT PACKAGES, OVER 10,855 INDIVIDUALS**

**WE PARTNERED WITH 3 ORGANIZATIONS ACROSS THE U.S. TO HELP OVER 1,780 INDIVIDUALS BY PROVIDING THEM WITH MEAT VOUCHERS, GIFT CARDS TO BUTCHER MARKETS, AND MEAT.**



## ZAKAT AL-FITR

GREECE | UNITED STATES  
APRIL - JUNE 2021

Desperate for a better life, thousands make the dangerous journey to Europe. Many of them are Muslims, making the month of Ramadan difficult to celebrate. But you changed that. In Athens, Greece, your Zakat al-Fitr provided fresh meat, baklava, and pastries for families, as well as juice, biscuits, and toys for children! Over three days, in partnership with Goodwill Caravan, we distributed aid to 400 Greek families. Additionally, we reunited two Greek families who were separated due to conflict!

We partnered with 12 organizations across the U.S. to help over 1,370 American families (+6,220 individuals) celebrate Eid with gifts, meals, and gift cards through your Zakat-al Fitr donations!

Throughout the U.S and Greece your Zakat-al Fitr provided meals, meal vouchers, gift cards, and Eid gifts.

**NUMBERS: 1,508 PEOPLE**

## YOUR FIDYAH/KAFFARAH IN ACTION

NEW JERSEY | MARYLAND | GEORGIA | MICHIGAN | NORTH  
CAROLINA | MASSACHUSETTS

NOVEMBER 2021 - PRESENT

**What We Did:** We partnered with seven organizations in six states to provide food assistance to those in need. Your generosity helped us in distributing hot meals, groceries, food packs, gift cards, and more!

**Why We Did it:** 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.

**What We Achieved:** We provided food assistance to 16,700 people in need across the country with Fidyah gifts made by our supporters.

**NUMBERS: +5,000 PEOPLE**





# EDUCATION FIRST

## BACK TO SCHOOL

**WHERE: COLLEGE PARK, MD**

We know that you know how important education is for children. This year, you made going back to school a stress-free experience for immigrants, refugees, and low-income families! 400 students received backpacks filled with school supplies to support them in their learning in the upcoming school year.

**NUMBERS: 400 STUDENTS**



# HEAL HUMANITY

## NC DOMESTIC VIOLENCE SHELTER

WHERE: CHARLOTTE, NC

Last year, we opened the doors to the only Muslim-led domestic violence shelter in the Carolinas. From January 2021 to present, the shelter has been a refuge for 56 brave survivors.

Meeting basic needs might not have been possible for survivors escaping difficult situations. Our shelter offers regular access to meals and a safe place to rest their heads at night. Everyone deserves to be cared for and have their needs met - that is the foundation of our self-care shelter.

The social services we offer help to support the physical, emotional, and mental health of survivors and their children. The much-needed counseling and support provided through shelter programs and individual counseling helps the healing process and allows residents to imagine a brighter future for themselves.

**If you or someone you know needs help, we are here for you. Our hotline is open 24/7, call or text (704) 764-1773 to talk to our experienced counselor.**





# #TEAMORANGE

## WINTER SOCIAL SERVICE EVENTS

ILLINOIS | MARYLAND | NEW YORK  
NORTH CAROLINA | VIRGINIA

**JANUARY - MARCH 2021**

#TeamOrange is an integral part of our community! They are the backbone of the work we do here at home. We can't appreciate them enough for painting America orange with their tireless fight and a fierce passion for eradicating poverty. This year, they went above and from delivering essentials like winter kits, food trays, hygiene kits, and so much more to American families. This quarter alone, they held social service events in six cities across the country, helping over 2,000 people!

**NUMBERS: +2,000 PEOPLE, 620 WINTER KITS, +620 FOOD TRAYS, +280 NECESSITY KITS, 400 HYGIENE KITS, 80 PRE-RAMADAN KITS**

## SPRING SOCIAL SERVICE EVENTS

ILLINOIS | NORTH CAROLINA | VIRGINIA  
MARYLAND | VIRGINIA | MARYLAND  
PENNSYLVANIA | NEW YORK

**MARCH - JUNE 2021**

#TeamOrange prides itself on being the change it wishes to see! This Spring, #TeamOrange painted eight states orange by being there when American families were in need. This quarter alone, they provided women's hygiene kits, Pre-Ramadan food baskets, set up tables at our local community centers to help raise funds for important causes, and more. We celebrate and deeply appreciate their persistent dedication in showing American families that they will always have their back!

**NUMBERS: 400 HYGIENE KITS, 100 WINTER KITS, 80 PRE-RAMADAN FOOD BASKETS, 750 FOOD TRAYS, 200 NECESSITIES KITS**





## WELLNESS WEDNESDAYS

APRIL - MAY 2021

#TeamOrange put their mental health first! In partnership with the Islamic Association of Raleigh's Health and Wellness team, we launched Wellness Wednesdays to focus on the importance of mental health. During these virtual events, we discussed inner child/shadow work, mindfulness and spirituality, anxiety coping mechanisms, and more! Attendees had the opportunity to learn from highly trained wellness professionals and ask questions about the topic!

These events were live streamed on our Facebook and Youtube page, and the Islamic Association of Raleigh (IAR) Facebook page. You can watch us there!

## A WALK FOR THE UMMAH

VIRGINIA | MARYLAND | DISTRICT OF COLUMBIA  
MARCH - JUNE 2021

In partnership with Dar Al Taqwa, our volunteers participated in a month-long walk to raise funds for our Feed Our World program. The goal was to promote healthy habits throughout Ramadan and the month leading up to it. We raised over \$2,000 through LaunchGood and won a \$1,000 cash prize from Dar Al Taqwa for walking the most miles!

## TALKATIVE TUESDAYS

FEBRUARY 2021 - PRESENT

#TeamOrange has begun meeting virtually every first Tuesday of the month for Talkative Tuesdays. This served as an opportunity to become more familiar with our programs, beneficiaries, and what it means to be a humanitarian. Our programs director, Shafaq Zia, leads these meetings and dives into the logistics, and provides valuable insight into the reality of programs in the nonprofit sector!



# EVENTS

## PUNCHLINE COMEDY TOUR

**October 29** - Chicago, IL: Apollo Theater Chicago  
**November 7** - Washington, DC: Jack Morton Theater  
**November 13** - NYC, Gerald W. Lynch Theater  
**November 14** - Paramus, NJ: AMC Garden State 16  
**November 20** - San Francisco, CA: Herbst Theatre  
**December 5** - Los Angeles, CA: AMC Century City  
**December 10** - Houston, TX: MATCH  
**December 12** - Dallas, TX - AMC Northpark 15  
**December 18** - Dearborn, MI - AMC Fairlane 21

## RAMADAN

**April 8** - Are you ready for Ramadan?  
**April 17** - Penny Appeal USA's 5th Annual Ramadan Gala: Healing Humanity  
**May 1** - Cooking to Feed Our World! - The Telethon

## DHUL-HIJJAH REFLECTIONS

(AVAILABLE ON YOUTUBE AND FB)

**July 12** - Hisham Mahmoud  
**July 14** - Dr. Jamillah Karim  
**July 15** - Ndidi Okakpu  
**July 16** - Ustadh Ubaydullah Evans  
**July 19** - A message from our USA partners  
**July 19** - Take advantage of the final hours before Eid!

## MONTHLY ACROSS THE BORDER SERIES

(AVAILABLE ON YOUTUBE AND FB)

**Aug 26 - Across The Border: The Beginning**  
Penny Appeal USA CEO and founder Oussama Mezoui and Penny Appeal Canada CEO Talha Ahmed kick off the monthly series between the USA and CA covering the start of Penny Appeal USA/CA - Also cover the overhead issue

**Sept 30 - Across The Border: Peep the Program Dept.**

Penny Appeal USA's Program Manager Shafaq and Penny Appeal Canada's Program Manager Komal talk about programs.

## VIRTUAL EVENTS

**January 21** - The Impact of Covid-19 on American Families

**February 4** - The Impact of Covid-19 on American Families Part 2

**February 25** - Poetry Night

**March 18** - We stand on the shoulder of giants: The Legacy of female leadership in Islam

**May 11** - An Eye on India





# PARTNERS

## SPECIAL THANK YOU TO OUR 2021 PARTNERS:

American Near East Refugee Aid

American Relief Agency for the Horn of Africa

Ansaar of Worcester

Ansaar ul Birr

Burmese Rohingya Community

Cornerstone Marriage & Family Intervention

Dar Al-Hijrah Islamic Center

Goodwill Caravan

Helpers To Good

Humanitarian African Relief Organization

Insta Food Services Inc

Islamic Association of Raleigh

Islamic Center of Charlotte

Islamic Center of Detroit

Islamic Center of the Triad

MAS Youth Charlotte

Masjid Ash Shaheed

Muslim American Society - DC

Muslim Community Support Services Inc.

Muslim Family Center

Muslim Women's Organization

Noor Family Services

Palestine Children's Relief Fund

Palestinian American Community Center

Refugee Women's Network

Robin Hood Foundation

Somewhere To Go

Star Mountain Rehabilitation Center

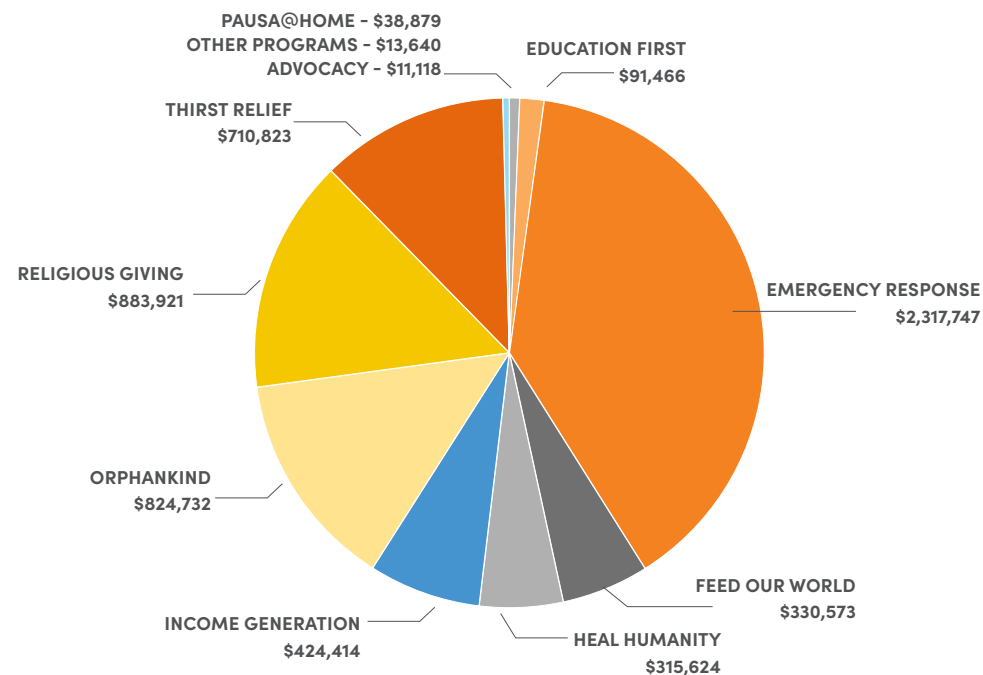
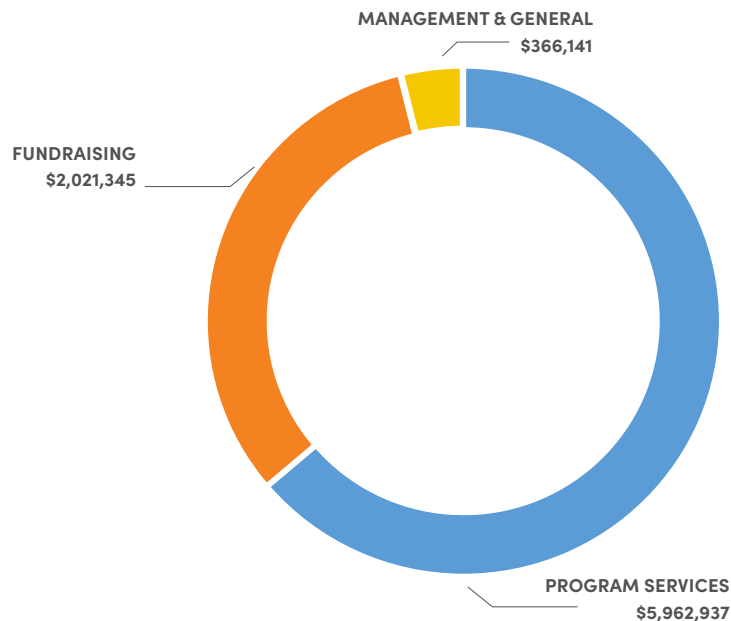
Syrian Community Network

Wafa House

Welcome Home

Zakat Fund of NYC

# FINANCIALS



## 2021 REVENUES

|                        |                    |
|------------------------|--------------------|
| CONTRIBUTIONS & GRANTS | \$7,591,726        |
| IN KIND CONTRIBUTIONS  | \$1,041,640        |
| PPP LOAN               | \$427,658          |
| SPECIAL EVENTS         | \$60,221           |
| INTEREST INCOME        | \$280              |
| OTHER INCOME           | \$335,381          |
| <b>TOTAL</b>           | <b>\$9,456,906</b> |

## 2021 EXPENSES

|                      |                    |
|----------------------|--------------------|
| PROGRAM SERVICES     | \$5,962,937        |
| FUNDRAISING          | \$2,021,345        |
| MANAGEMENT & GENERAL | \$366,141          |
| <b>TOTAL</b>         | <b>\$8,350,423</b> |

## PROGRAM EXPENSES 2021

|                    |                    |
|--------------------|--------------------|
| PAUSA@HOME         | \$38,879           |
| EDUCATION FIRST    | \$91,466           |
| EMERGENCY RESPONSE | \$2,317,747        |
| FEED OUR WORLD     | \$330,573          |
| HEAL HUMANITY      | \$315,624          |
| INCOME GENERATION  | \$424,414          |
| ORPHANKIND         | \$824,732          |
| RELIGIOUS GIVING   | \$883,921          |
| THIRST RELIEF      | \$710,823          |
| ADVOCACY           | \$11,118           |
| OTHER PROGRAMS     | \$13,640           |
| <b>TOTAL</b>       | <b>\$5,962,937</b> |



# STATEMENT OF FINANCIAL POSITION

|                                       | 2021         | 2020         |
|---------------------------------------|--------------|--------------|
| <b>Assets</b>                         |              |              |
| Current assets                        |              |              |
| Cash and cash equivalents             | \$ 4,585,937 | \$ 3,145,378 |
| Grants and accounts receivable, net   | 265,625      | 118,684      |
| Prepaid expenses and other assets     | 65,511       | 182,815      |
| Total current assets                  | 4,917,073    | 3,446,877    |
| Non-current assets                    |              |              |
| Fixed assets:                         |              |              |
| Property and equipment                | 258,372      | 163,327      |
| Less: accumulated depreciation        | (89,373)     | (70,452)     |
|                                       | 168,999      | 92,875       |
| Deposits                              | 8,985        | 18,007       |
| Total assets                          | \$ 5,095,057 | \$ 3,557,759 |
| <b>Liabilities and net assets</b>     |              |              |
| Current liabilities                   |              |              |
| PPP loan payable, current portion     | \$ -         | \$ 86,340    |
| Accounts payable and accrued expenses | 91,953       | 249,402      |
| Deferred revenue                      | 40,029       | 30,348       |
| Subgrants payable                     | 1,495,208    | 710,158      |
| Total current liabilities             | 1,627,190    | 1,076,248    |
| Non current liabilities               |              |              |
| Ppp loan payable                      | -            | 120,127      |
| Total liabilities                     | 1,627,190    | 1,196,375    |
| Net assets                            |              |              |
| Without donor restrictions            |              |              |
| Without donor restriction             | (1,889,322)  | (1,307,286)  |
| Board designated                      | 2,008,394    | 995,830      |
| Total without donor restriction       | 119,072      | (311,456)    |
| With donor restriction                | 3,348,795    | 2,672,840    |
| Total net assets                      | 3,467,867    | 2,361,384    |
| Total liabilities and net assets      | \$ 5,095,057 | \$ 3,557,759 |



# OUR BOARD



**SHAUN AHMAD**  
Board Chair



**AHMED ABDEL-SAHEB**  
Board Treasurer



**NAIEL IQBAL**  
Board Member



**ADEEM YOUNIS**  
Board Member



**PRIANKA ALAM**  
Board Member



**SALMA KAZMI**  
Board Member



pennyappeal usa

small change. big difference

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