



pennyappeal

usa

2022

ANNUAL REPORT



FROM OUR CEO

Asalamu Alaykum wa Rahmatullahi wa Barakatu,

This past year, you've witnessed a lot.

You've seen floods of a historic scale devastate Pakistan, killing thousands and leaving millions without food and shelter. You've heard calls from South African orphans during the country's newest Covid outbreak, praying for your support. You've spent Ramadan nights in supplication for those within our own country without food in their bellies or a place to call home. You've shared your compassion for countless others experiencing environmental, financial, social, and political instability.

And yet, this past year you've also witnessed intense blessings. You responded to the force of Pakistan's floods by providing food and medicine to those in need, and later helping them construct flood-resilient homes. When South Africa called out to you for help, you pledged your support for hundreds of newly orphaned families, today supporting over 600 in the country. You've provided dozens of women of all faith backgrounds with a safe place to build their lives anew through the continued presence of the first Muslim-run domestic violence shelter in the Carolinas.

At Penny Appeal USA, we've been honored to partner with each of you this year to change the world. As we look to the year ahead, our team at Penny Appeal USA will be focusing heavily on two themes: resiliency and sustainability. We're doubling down on our commitment to truly empower those whom we serve to rise above the cycle of poverty, allowing us in turn to move on to serve others in need. When you support our OrphanKind programming, you're providing for the complete health of a child in need through nutritious meals, school clothes, and shoes, and also giving them an advantage through vocational training when they mature. When you donate to Thirst Relief, you help build community centers that liberate young girls from needing to spend hours a day fetching water for their families. And when you give to Feed Our World, it translates into an ongoing charity, as today's vibrant crops produce the seeds of tomorrow's harvest.

We don't know what the next challenge will be. But we're confident our team at Penny Appeal USA - and the men, women, and children whose lives you change every day - can continue to rely upon your support to meet these challenges, head-on.

Sincerely,

John Robbins, Ph.D

CEO, Penny Appeal USA

OVERVIEW

PROGRAM SERVICES	BENEFICIARIES
EMERGENCY RESPONSE	258,389
RELIGIOUS GIVING	161,139
ORPHANKIND	5,308
THIRST RELIEF	90,064
FEED OUR WORLD	54,479
INCOME GENERATION	2,800
EDUCATION FIRST	364
TOTAL	572,543





UKRAINE: EMERGENCY RESPONSE

LUTSK, CHERNIHIV REGION (BAHMACH), CHERKASY, MYKOLAIV, KYIV, BORATYN, AND HOROHIV
MARCH-JULY 2022

Violence and displacement have made it difficult for many Ukrainian families to meet their basic needs. This project supplied emergency food kits, water purification tabs, and medical equipment to the most vulnerable parts of the population.

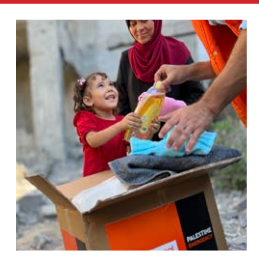
9,290 BENEFICIARIES



SOUTH AFRICA: FLOOD RESPONSE

Durban, Kwa-Zulu Natal
May-July 2022

1,300 BENEFICIARIES



PALESTINE: EMERGENCY RESPONSE

Gaza Strip
August-September 2022

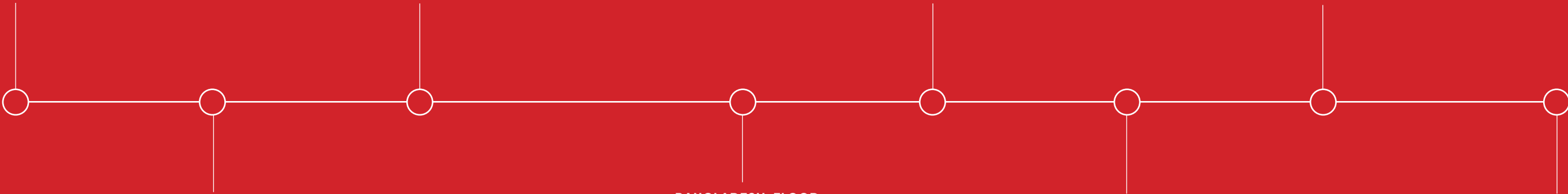
2,199 BENEFICIARIES

PAKISTAN: FLOOD RESPONSE PHASE 1 & 2

SOUTH PUNJAB, BALUCHISTAN, AND GILGIT BALTISTAN
SEPTEMBER 2022-MARCH 2023

Monsoon rains and flash flooding in 2022 caused some of the worst flooding in Pakistan's history: over 1700 people died and 2.1 million were left homeless. Your donations supported Pakistani people through the provision of food packs, hot meals, medical camps, and shelter tents. The second phase of this project is currently underway, and supports the construction of 20 flood-resistant homes for vulnerable families.

330 FAMILIES



INDIA: COVID PHASE 3

Haryana, Rajasthan, Uttarakhand, Uttar Pradesh, and Delhi National Capital Region
May-July 2022

7,655 BENEFICIARIES

BANGLADESH: FLOOD RESPONSE

Sylhet Division
June-July 2022

7,325 BENEFICIARIES



PHILIPPINES: TYPHOON RESPONSE

Municipality of Bunawan, Agusan Del Sur
September-November 2022

2,018 BENEFICIARIES

WINTER RESPONSE

AFGHANISTAN | LEBANON | PALESTINE | YEMEN | SYRIA
NOVEMBER 2022-FEBRUARY 2023

Each winter, millions of vulnerable families around the world face freezing temperatures without warm food, adequate clothing, or blankets. Your donations helped share the warmth by delivering winter kits with stoves, blankets, clothing, food, and more, providing life-saving supplies to entire families.

25,718 BENEFICIARIES

EMERGENCY RESPONSE

NIGERIA: SCHOOL ORCHARDS

KATSINA STATE AND KANO STATE
MARCH 2021-MARCH 2022

This project aimed to address the issue of poor nutrition among students in Nigeria by establishing fruit tree orchards and vegetable gardens in schools.

9,616 STUDENTS

YEMEN: FOOD AND VEGETABLE GARDENS

MARIB GOVERNORATE

NOVEMBER 2022-MAY 2023

More than half of Yemeni people live below the poverty line and cannot meet their daily nutritional needs. Penny Appeal is supporting these families by helping them establish home gardens to grow their own food. We are also distributing monthly food baskets containing staples such as flour, rice, sugar, salt, oil, powdered milk, tea, dates, tuna, beans, and tomato puree.

125 FAMILIES, 750 INDIVIDUALS

US: THANKSGIVING DISTRIBUTIONS

NEW JERSEY AND PENNSYLVANIA
NOVEMBER 2022

Penny Appeal delivered hot halal Thanksgiving meals to refugee families, to help them feel welcome, nourished, and connected. We additionally provided DC families with food packs for a full Thanksgiving meal.

5,122 MEALS

SOMALIA: FOOD PACK DISTRIBUTIONS

BELEDWEYNE

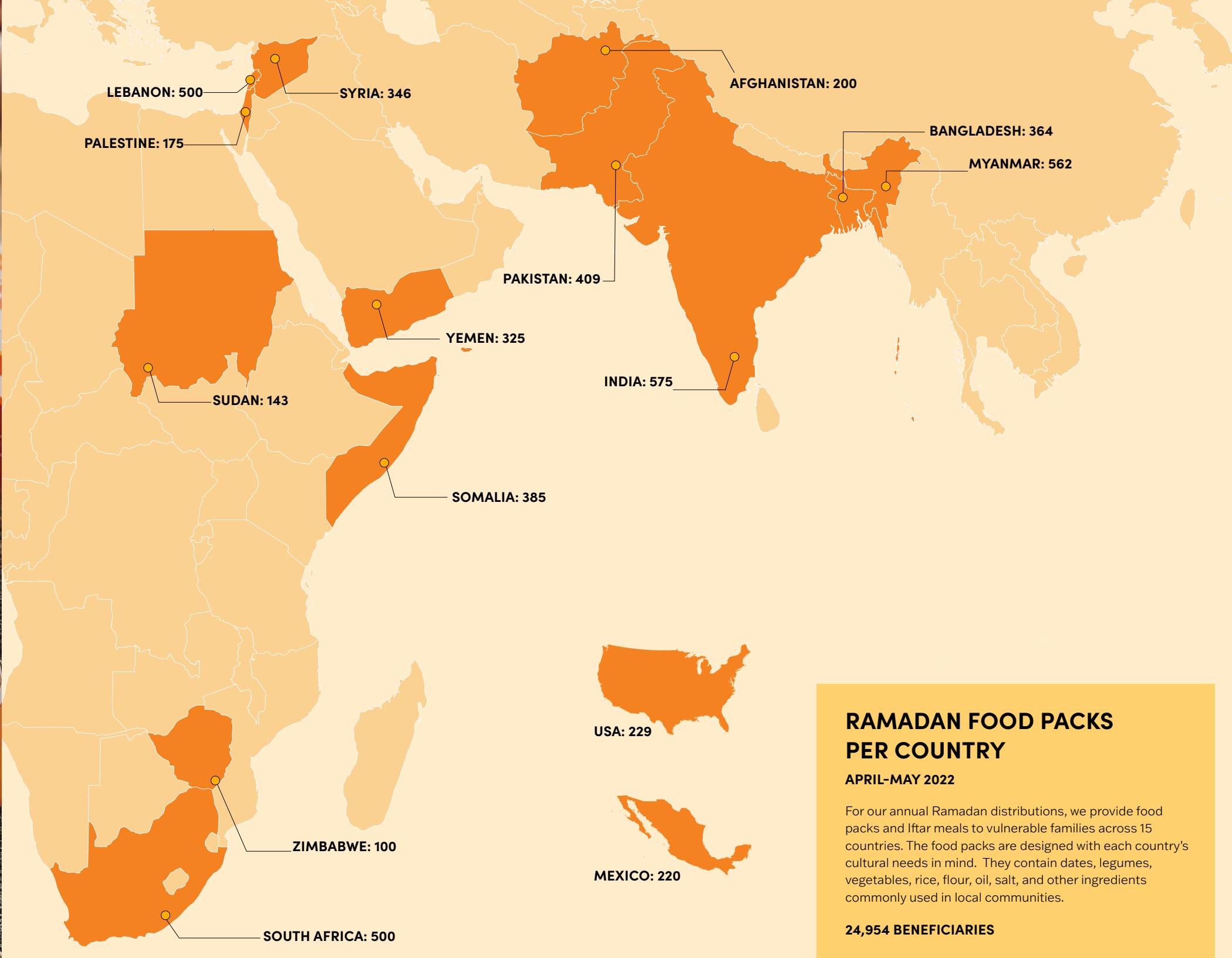
JULY-AUGUST 2022

Many areas of Somalia are facing famine amidst an exceptionally severe drought, soaring food prices, and heightened conflict and insecurity. This project provided short-term food security by distributing food packs to vulnerable families. Each household received rice, corn, flour, cooking oil, and sugar.

210 FAMILIES, 2,998 INDIVIDUALS



FEED OUR
WORLD



**RAMADAN FOOD PACKS
PER COUNTRY**

APRIL-MAY 2022

For our annual Ramadan distributions, we provide food packs and Iftar meals to vulnerable families across 15 countries. The food packs are designed with each country's cultural needs in mind. They contain dates, legumes, vegetables, rice, flour, oil, salt, and other ingredients commonly used in local communities.

24,954 BENEFICIARIES



THIRST
RELIEF

HAND PUMPS AND DEEP WELLS

According to the World Health Organization, 1 in 3 people around the world 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, and clean, as well as irrigate their crops and hydrate their animals. This leads to healthier lives and provides many with a route out of poverty.

93,818 BENEFICIARIES

W.A.S.H. WATER, SANITATION, AND HYGIENE

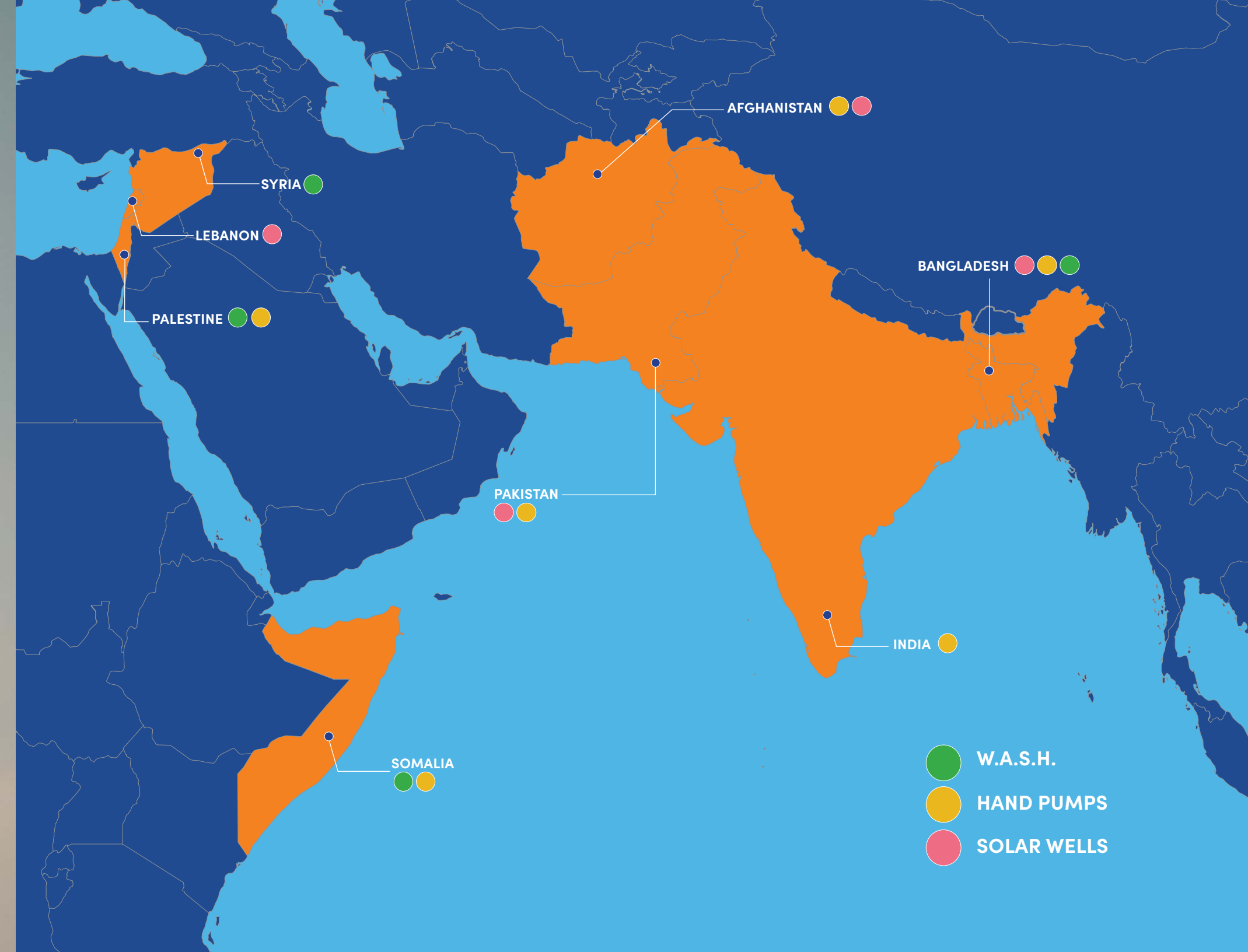
Lack of access to safe water and sanitation can lead to the spread of diseases, which can have severe consequences for communities, particularly in areas with limited healthcare resources. Penny Appeal USA prioritizes WASH (Water, Sanitation and Hygiene) projects in underserved areas because access to clean water, proper sanitation facilities, and good hygiene practices are critical to the health and well-being of individuals and communities. By prioritizing WASH, Penny Appeal is working to improve people's health and quality of life in targeted areas and address a pressing global challenge.

33,889 BENEFICIARIES

SOLAR WELLS

Solar wells use renewable energy from the sun to pump water and can serve as a reliable source of clean water for communities in need. These wells can make a significant impact on the health and well-being of local populations, as well as on the environment.

13,926 BENEFICIARIES



ORPHAN SPONSORSHIPS

PAKISTAN	310 ORPHANS
BANGLADESH	200 ORPHANS
PALESTINE	100 ORPHANS
SYRIA	100 ORPHANS
INDIA	350 ORPHANS
SOUTH AFRICA	150 ORPHANS

HEALTHCARE FOR DISABLED ORPHANS

GAZA STRIP, PALESTINE
OCTOBER 2021-APRIL 2022

Penny Appeal provided eyeglasses, hearing aids, orthopedic devices, eye surgeries, wheelchairs, and walkers to disabled orphans

275 ORPHANS

REBUILDING ORPHAN HOMES FOR SOUTH AFRICA FLOOD RELIEF

DURBAN, SOUTH AFRICA
JULY-DECEMBER 2022

85 homes were rebuilt or restored for the families of orphans and vulnerable children who were displaced by floods.

900 BENEFICIARIES

AQIQAH

9 VILLAGES IN KYAUKSE TOWNSHIP, MANDALAY REGION, MYANMAR
JUNE-NOVEMBER 2022

We provided fresh meat to vulnerable families in Myanmar through Aqiqah gifts. Households were selected on a needs basis, prioritizing households led by elderly persons, women, and disabled persons.

6,994 BENEFICIARIES

ZAKAT AL-FITR

FLORIDA | GEORGIA | VIRGINIA | MICHIGAN | NEW JERSEY | NORTH CAROLINA | MARYLAND
MAY 2022

This year, we partnered with 12 organizations across the United States to help American families celebrate Eid with gifts, meals, and gift cards through your Zakat al-Fitr donations.

4,522 BENEFICIARIES

QURBANI

AFGHANISTAN | CAMEROON | INDIA | LEBANON | PAKISTAN | PALESTINE | SOMALIA | USA | YEMEN | ZIMBABWE
JULY-AUGUST 2022

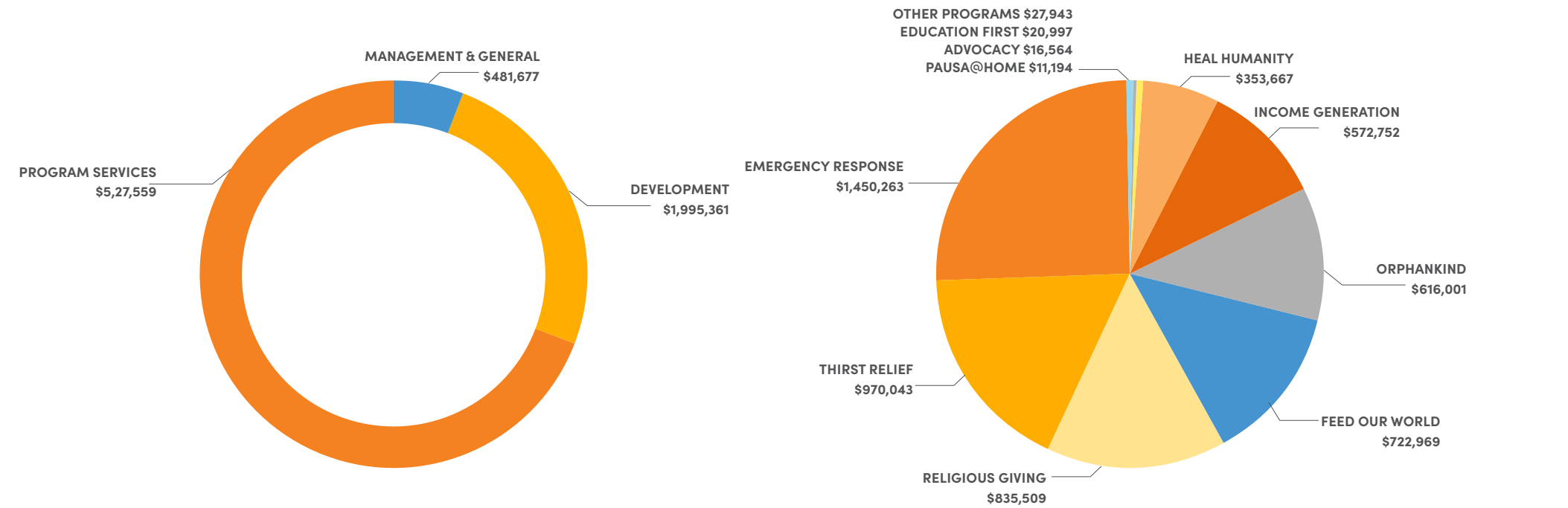
Eid al-Adha is celebrated every year to commemorate the completion of Hajj, the annual Muslim pilgrimage to Mecca. The festival is observed through the sacrifice of animals, known as Qurbani, to honor the willingness of Prophet Ibrahim (AS) to sacrifice his son, Ismail (AS). Muslims are expected to sacrifice a healthy sheep, goat, buffalo, or camel during the holy Islamic month of Dhul-Hijjah and distribute the meat to feed those in need.

60,019 BENEFICIARIES

ORPHANKIND

RELIGIOUS
GIVING

FINANCIALS



STATEMENT OF FINANCIAL POSITION

	2022	2021
Assets		
Current Assets		
Cash and Cash Equivalents	\$ 4,273,078	\$ 4,585,937
Accounts Receivable, Net	110,309	265,626
Total Current Assets	4,383,387	4,851,563
Long-Term Assets		
Property and Equipment	134,420	168,997
Other Long-Term Assets		
Deposits and Prepayments		
Prepaid Expenses	69,574	63,672
College Chapter Fees	1,839	1,839
Deposits	5,512	8,985
Total Long-Term Assets	211,345	243,492
Total Assets	\$ 4,594,732	\$ 5,095,056
Liabilites and Net Assets		
Liabilities		
Short-Term Liabilities		
Accounts Payable		
Accounts Payable (A/P)	80,526	47,780
Amex Gold	3,539	17,816
Deferred Revenue	64,197	40,029
Grants Payable	1,327,189	1,495,208
Retirement Contributions	0	1,800
Health Insurance Contributions	424	0
Flexible Spending Account	131	0
Total Accounts Payable	1,476,007	1,602,633
Accrued Liabilities		
Accrued Expense	0	4,998
Accrued Paid Time Off	30,011	19,559
Total Accrued Liabilities	30,011	24,556
Total Liabilities	1,506,018	1,627,189
Net Assets	3,088,714	3,467,867
Total Liabilities and Net Assets	\$ 4,594,732	\$ 5,095,056



PARTNERS

SPECIAL THANK YOU TO OUR 2022 DOMESTIC PARTNERS:

Cornerstone Marriage and Family Intervention

Dar Al-Hijrah Islamic Center

Department of Youth Rehabilitation Services,
Washington, DC

Goodwill Caravan

Helpers to Good

Islamic Center of Detroit

Islamic Center of the Triad

Lilly Family School of Philanthropy, Indiana University

Masjid Ash-Shaheed

Muslim American Society - Brooklyn

Muslim American Society - DC

Muslim Family Center

Muslim Women's Organization of Orlando

Noor Family Services

Palestinian American Community Center

Refugee Women's Network

Sahaba Initiative

Welcome Home CLT

Wafa House

OUR BOARD

SHAUN AHMED PRESIDENT

NAIEL IQBAL TREASURER

PRIANKA ALAM BOARD MEMBER

ADEEM YOUNIS BOARD MEMBER

REHAN DAWER BOARD MEMBER

SALMA KAZMI BOARD MEMBER

WASEEM LALA BOARD MEMBER

pennyappeal **usa**

Thank you for joining the fight against poverty!

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