

2023



pennyappeal usa

ANNUAL REPORT



Letter from our CEO

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

If time is a journey, 2023 was a bumpy ride.

At Penny Appeal USA, we're committed to stopping poverty in its tracks. That typically means we focus on big-picture projects that empower communities to sustainably secure food, water, and shelter, such as our solar-paneled water centers. However, when a devastating series of earthquakes struck Turkey and Syria last February, or when earthquakes ravaged Morocco and floods devastated Libya in the fall, hope for the future was eclipsed by the urgent needs of today, and we responded. With your support, we sent urgently needed medicine, tents, packaged foods, and purified water to families who had lost everything, saving countless lives in the process. But, critically, our support didn't stop there: in keeping with our focus on sustainable aid, we remained in the region long after it had faded from the headlines, rebuilding infrastructure such as homes, schools, and medical clinics. We know that the need won't stop when the media's attention dies down, but fortunately, neither do we.

On the heels of these calamities, your support provided so much to so many, including transforming the lives of over 160,000 beneficiaries through Ramadan food packs and Qurbani/Udhiyyah. Each of these statistics moves beyond numbers, representing a child's belly full after a long day, or a renewed sense of hope for a family that had been struggling to find clean water. Your gifts have even gone further: when you sent live, pregnant goats to communities in need to supplement your Qurbani donations, you fed families not just for a few days, but for an entire year by providing them with milk, cheese, and a sustainable source of income.

Today, we're all still reeling from the current humanitarian crisis in Gaza, to which Penny Appeal USA immediately responded. We've proudly been working in Palestine since our inception in 2015, with projects such as rooftop vegetable gardens, olive tree groves, and vocational training all focused on building up the capacity of the civilian population.

No matter the challenge, we know that we can tackle it, together.

Sincerely,
John Robbins, Ph.D.

Overview

Program Services	Numbers of Beneficiaries
Emergency Response	314,102
Religious Giving	178,176
OrphanKind	4,325
Thirst Relief	113,847
Feed Our World	59,614
Income Generation	5,039
Total	675,103

EMERGENCY RESPONSE



Imam Khalid Latif visited Egypt in December 2023 to help pack Penny Appeal USA humanitarian relief aid trucks that had been given approval to cross the Rafah border.

FEB - MAR 2023



Türkiye-Syria Earthquake Response

*Türkiye: Hatay Province
Syria: Communities of Harim, Salqin, and Azmarin*

A 7.8-magnitude earthquake hit Türkiye and Syria on February 6th, resulting in the deaths of nearly 60,000 people and over \$160 billion in infrastructure damage. Your donations provided food, blankets, and hygiene kits to earthquake-affected communities in Southern Türkiye and Northwest Syria.

- **52,200 beneficiaries**

MARCH 2023



Malawi Flood Response

Blantyre

Torrential rains in March caused flooding across Malawi, affecting over 900,000 people. Your donations provided food, water, mosquito nets, and hygiene kits to flood-affected communities.

- **2,500 beneficiaries**

AUG - SEPT 2023



Bangladesh Flood Response

Chittagong

Flash floods in August affected over 1 million people. Your support provided food and hygiene packs to flood-affected communities.

- **3,165 beneficiaries**
- **1,266 kg lentils**
- **633 liters of cooking oil**
- **1,266 bars of soap**

SEPT - DEC 2023



Morocco

Taroudant and Takatert villages

A 6.8-magnitude earthquake in September caused widespread devastation in Morocco. Your generous donations provided food packs, hot meals, hygiene kits, clothing, shelter, and medical aid to those in need.

- **6,981 beneficiaries**
- **100 tents**
- **450 food packs**
- **450 hygiene kits**
- **525 blankets**

OCT - NOV 2023



Libya

Derna

Flooding in Eastern Libya killed over 4,000 people and displaced more than 43,000. Your support helped distribute blankets and hygiene packs to displaced families.

- **20,000 beneficiaries**

NOV 2023 - JAN 2024



Winter Response

*Afghanistan
Bangladesh
Lebanon
Libya*

*Morocco
Pakistan
Syria
Yemen*

Each winter, millions of vulnerable families around the world struggle to cope with freezing temperatures. Your donations help share the warmth by providing people with stoves, blankets, clothing, food, and medical support, providing life-saving supplies to entire communities.

- **25,500 beneficiaries**

NOV - DEC 2023



Somalia Floods

Beledweyne district

Heavy rains in Somalia displaced over 700,000 people. Your donations provided essential food aid to flood-affected communities.

- **1,080 beneficiaries**
- **4,500 kg rice**
- **2,700 kg maize**
- **360 kg tea**

Phase 2 Projects

OCT 2023 - JAN 2024



Türkiye-Syria Earthquake Response - Phase 2

Afrin District of Aleppo Governorate

This project supported the resilience of the local population by helping repair people's homes and enhancing their access to legal services.

- **490 beneficiaries**
- **80 houses repaired**

MAY 2023 - JAN 2024



Pakistan Floods - Phase 2

Punjab Province and Sanghar District

Monsoon rains in 2022 led to severe flooding in Pakistan, claiming over 1,700 lives and displacing 2.1 million people. For the second phase of our response, your donations helped build flood-resilient homes for vulnerable families.

- **1,800 beneficiaries**
- **44 homes built**

PALESTINE EMERGENCY RESPONSE

MAY - JUNE 2023



Gaza Emergency

Gaza

An escalation of hostilities in the Gaza strip began in May of 2023, causing the deaths and displacement of many Palestinians. Your donations provided food, water, and hygiene packs to affected families.

- **6,090 beneficiaries**
- **270 hygiene kits**
- **600 food and water packs**

JUNE - SEPT 2023



Jenin Emergency

Jenin, West Bank

A large-scale military offensive in Jenin took place in July of 2023, causing the deaths of 13 Palestinians, 143 injuries, and the displacement of 3500 people. This response provided affected families with blankets, pillows, mattresses, water tanks, and medical supplies for local hospitals.

- **3,850 beneficiaries**
- **2 hospitals supported**

OCT 2023 - FEB 2024



Gaza Emergency

Gaza

The people of Gaza have been struck by tragic attacks. Nearly 90% of Gaza's population—1.9 million people—have been displaced, and have borne witness to unprecedented destruction, chaos, trauma, and an unimaginable death toll. Hundreds of thousands of people in Gaza have been forced out of their homes without clothes, food, or shelter. Approximately one-fifth of Gaza's buildings lay in ruins or have suffered severe damage, exacerbating an already devastating humanitarian crisis.

- **35,725 beneficiaries**



FEED OUR WORLD



Yemen Food and Vegetable Gardens

NOVEMBER 2022-JUNE 2023

Ma'rib Governorate

More than half of Yemeni people live below the poverty line and cannot meet their daily nutritional needs. Your donations helped provide vulnerable families with monthly food baskets, along with resources and training to help them establish home vegetable gardens.

855 beneficiaries

South Africa School Breakfast Club and Gardens

JANUARY-DECEMBER 2023

Cape Town, Johannesburg, and Durban

Poverty in some parts of South Africa has resulted in high levels of hunger among young people and high drop-out rates from school. This program helps mitigate this issue by providing elementary school students with their daily breakfast, as well as establishing vegetable gardens in 3 schools to help families learn to cultivate their own food.

- **500 elementary school students provided with daily breakfast**
- **2,900 students in 3 schools provided with gardens and gardening classes**

Thanksgiving

NOVEMBER 2023

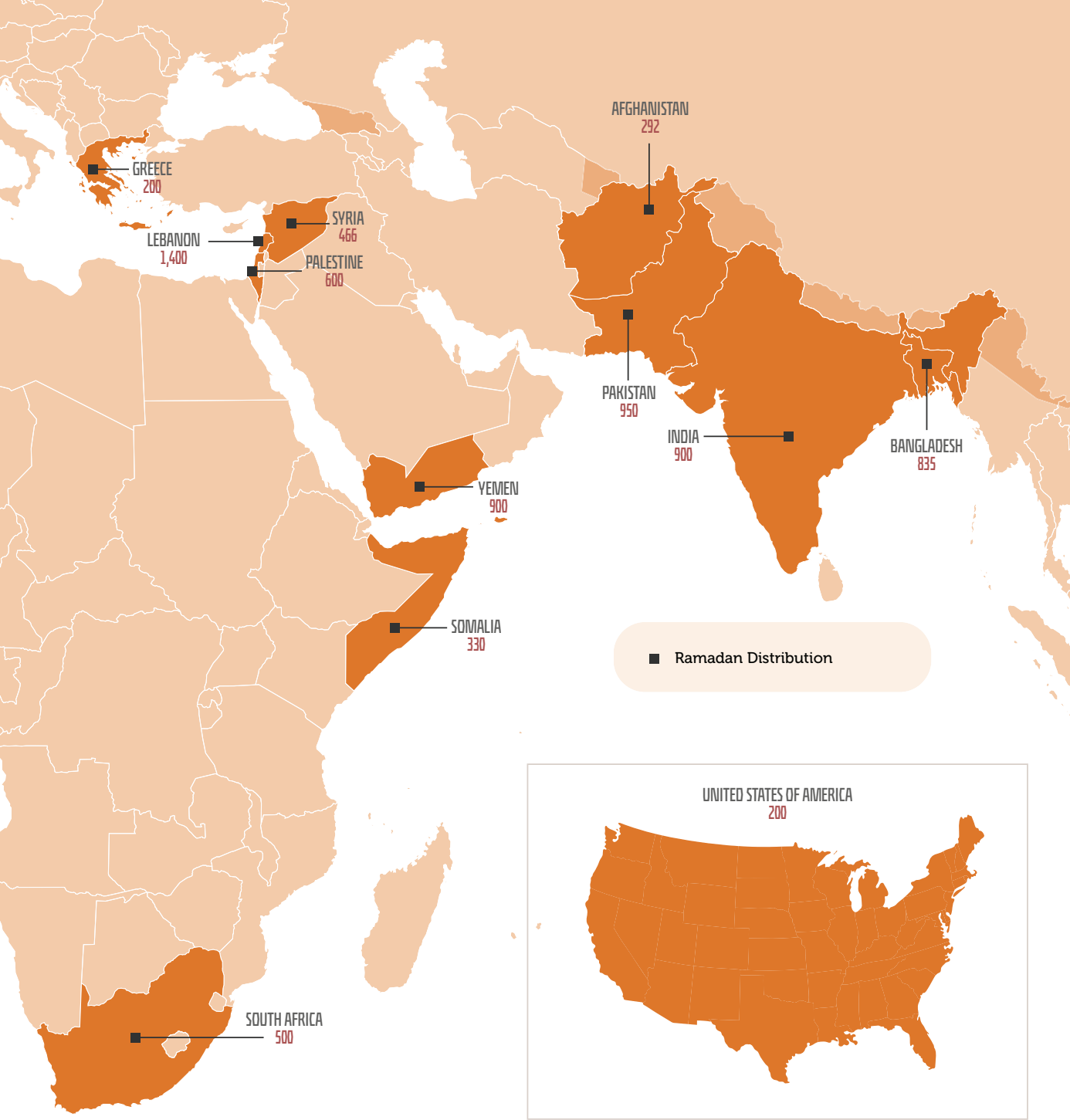
Washington, DC, and Orlando, Florida

You helped provide grocery gift cards to vulnerable families in Florida and food packs for full Thanksgiving meals to families in Washington, DC.

- **1,800 beneficiaries**

Ramadan Distributions

With your support, Penny Appeal USA provides food packs and iftar meals to vulnerable families during the holy month of Ramadan. The food packs are designed and sourced in each country, and include items like dates, legumes, vegetables, rice, flour, juice, and other ingredients commonly used in local communities. In 2023, we provided over 7,000 food packs across 12 countries, feeding nearly 55,000 people.





Stories of Hope

The Anoun family resides in an environment surrounded by deserts in the Hadhramaut region of Yemen. Their living conditions are difficult, with makeshift shelters offering little protection against the harsh weather. They struggle to secure a steady income and fulfill their basic needs for a decent life.

Thanks to your generous donations, the Anoun family received a food basket that sustained them throughout the month of Ramadan. This basket, containing staples like bread, rice, legumes, and dates, brought them much-needed nourishment and happiness.

Barak Anoun expressed gratitude, stating, "This food has allowed us to experience our happiest moments. Our home was filled with joy and delight, something we haven't felt in a long time due to financial constraints."



BARAK ANOUN

“ Because of this food, we lived our best days, and the house was filled with joy and pleasure which we did not experience in a long time due to the inability to buy them ourselves.”

- Barak Anoun



THIRST RELIEF



Hand Pumps and Deep Wells

Bangladesh, Afghanistan, India, Pakistan, Somalia, and Malawi

With 2.2 billion lacking safe drinking water and 4.2 billion lacking sanitation services globally, constructing hand pumps and deep wells creates transformative change. Access to clean water improves people's physical and emotional well-being, relieving them from the significant distress they have endured by limited water access. It instills a sense of relief, hope, and renewed resilience, ultimately enhancing the community's overall quality of life.

- 505 hand pumps
- 145 deep wells
- 28,049 beneficiaries

W.A.S.H (Water, Sanitation and Hygiene)

Syria, Somalia, Lebanon, and South Africa

Approximately half the global population lacks secure sanitation, posing health risks especially in areas with limited healthcare resources. Penny Appeal USA prioritizes WASH projects in under-served areas, recognizing the critical role of clean water, sanitation, and hygiene in the well-being of individuals and communities.

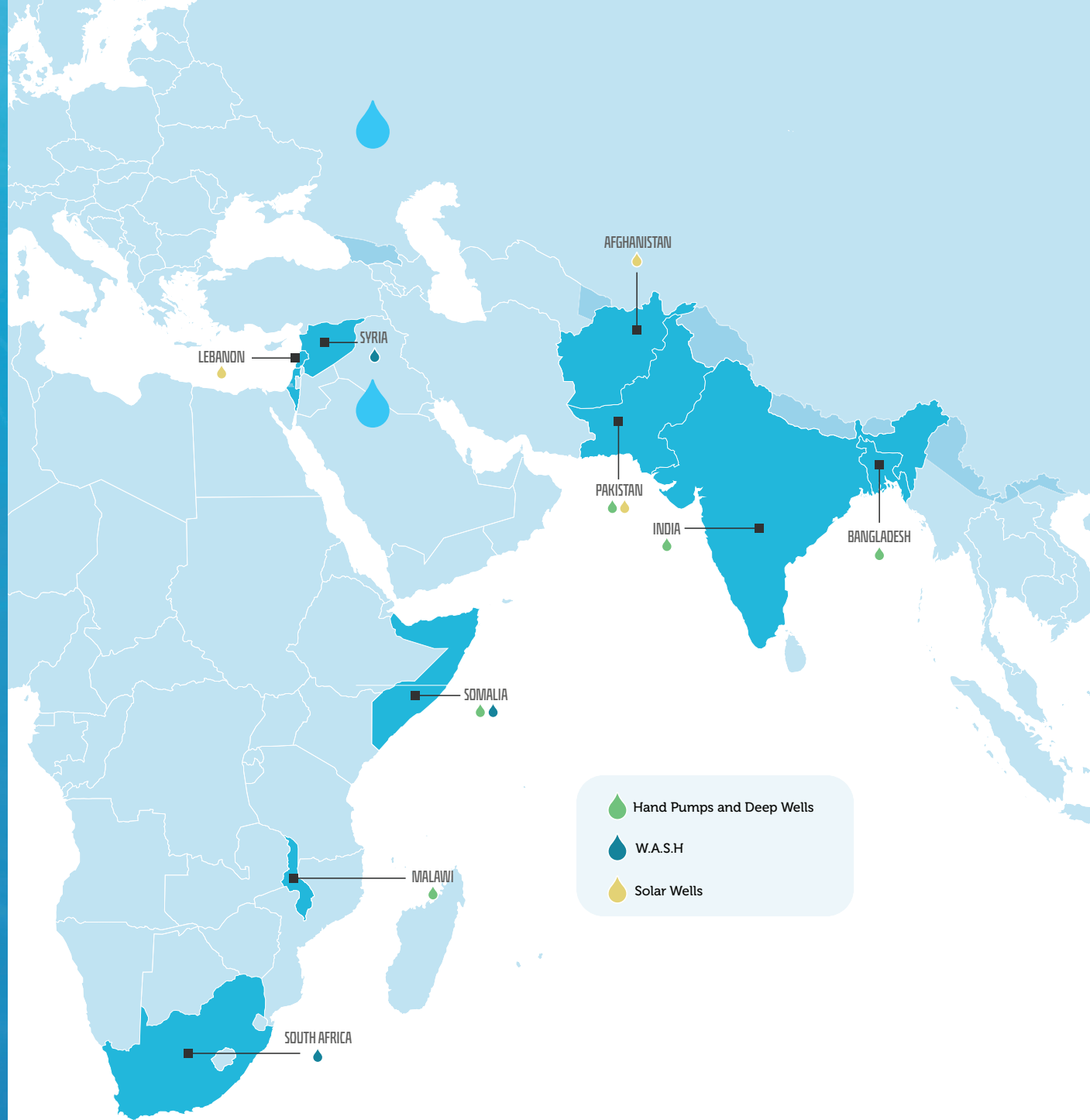
- 45,081 beneficiaries

Solar Wells

Afghanistan, Pakistan, and Lebanon

These incredible feats of engineering not only provide running water to the homes of up to 1,500 people and 1,000 livestock but also supply electricity and power to schools and places of worship as well! Placed in desert areas, the Solar Water Panel & Power Centre can fill a reservoir that holds three days' worth of water to ensure they don't go without on those cloud-covered days.

- **12 solar wells**
- **30,517 beneficiaries**





Stories of Hope

Khateejan, a widow from Meghraj Veri, Pakistan, faced challenges after her husband's death. Left to support her two children, she utilized her handicraft skills to make ends meet. However, a major obstacle emerged – the village's distant water source consumed much of her time, hindering her work and her children's education.

To address this crisis, Penny Appeal USA built a solar-powered well in Meghraj Veri. This transformed Khateejan's life, providing easy access to clean water. With more time on her hands, she could focus on her crafts, improving her income, and her children could concentrate on their studies. Khateejan expressed gratitude to Penny Appeal USA and its donors for this life-changing intervention.



KHATEEJAN



ORPHANKIND



“Thanks to hearing aids and the help we got, Gharam found her voice and proved that nothing is too hard when you’re determined. We’re grateful for everyone who helped make her life brighter.”

- Gharam’s mother, Palestine

Yemen Livelihood Orphans Support

Aden and Taiz

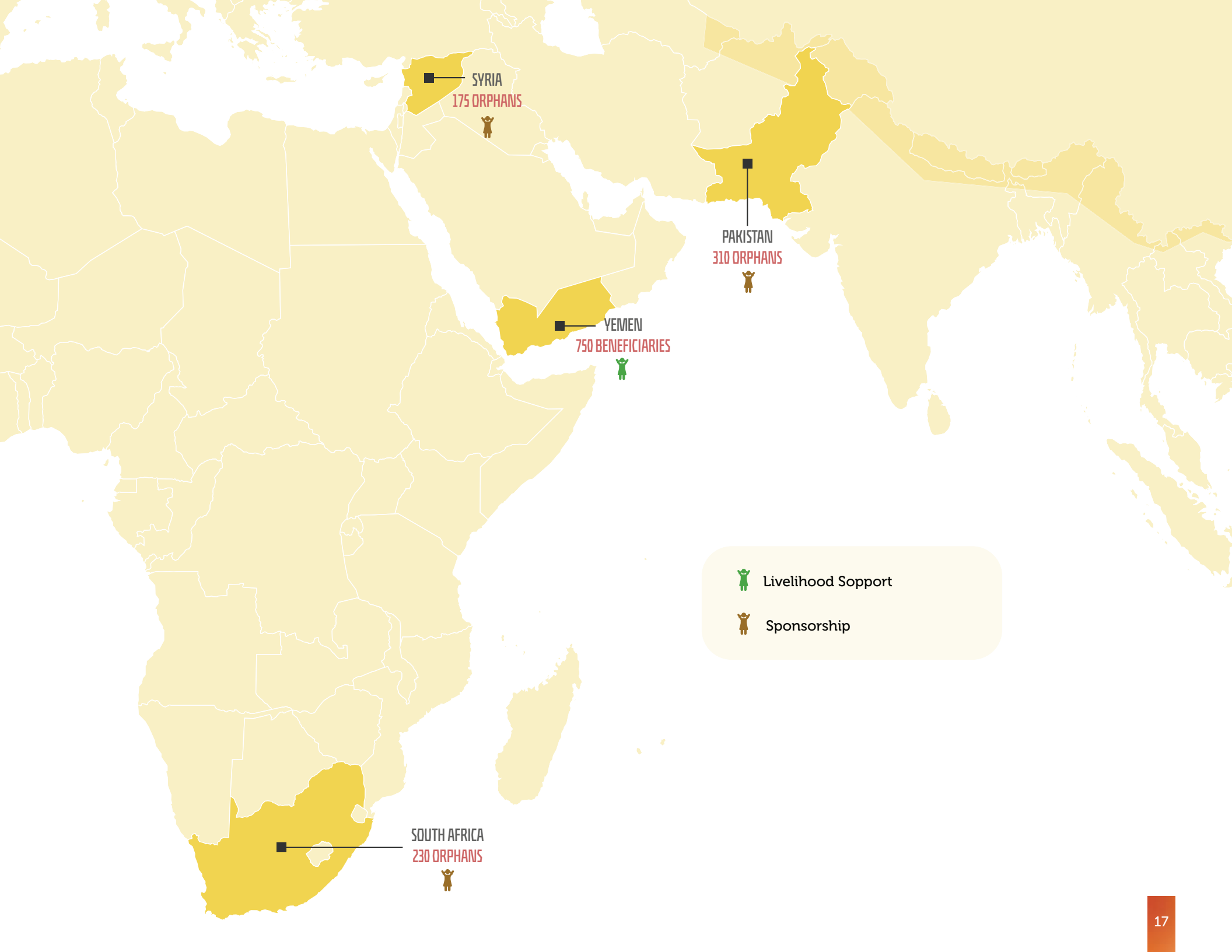
OCTOBER 2023-FEBRUARY 2024

Yemen is currently experiencing one of the world’s largest humanitarian crises, with millions of children in need. Your donations are currently supporting 150 orphans and guardians by providing vocational training in business skills.

- 750 beneficiaries

Sponsorships

Penny Appeal USA’s OrphanKind sponsorship provides comprehensive support for orphaned children. We aim to ensure the overall well-being of each child, addressing their physical, emotional, and educational needs through education, healthcare, nutrition, shelter, clothing, and psychosocial support.





Stories of Hope

Yusuf Elonga, a resilient nine-year-old from Cape Town, South Africa, has been benefiting from our OrphanKind projects since January 2023. His mother, Zainab, a refugee from the Democratic Republic of Congo, has been raising him alone since his father passed away before his birth. Zainab, a trained hairdresser, struggled with unstable income while renting a room in a shared house.

As a single mother and migrant, Zainab faced significant challenges, including times without food for her children. Penny Appeal USA's OrphanKind program provided crucial support, ensuring daily meals for the family and enabling Zainab to save money on essentials like utilities. The program also supported Yusuf's education by providing schoolwear, educational resources, and clothing, ensuring his equal opportunities. Zainab expresses deep gratitude for the program's transformative impact on their lives.

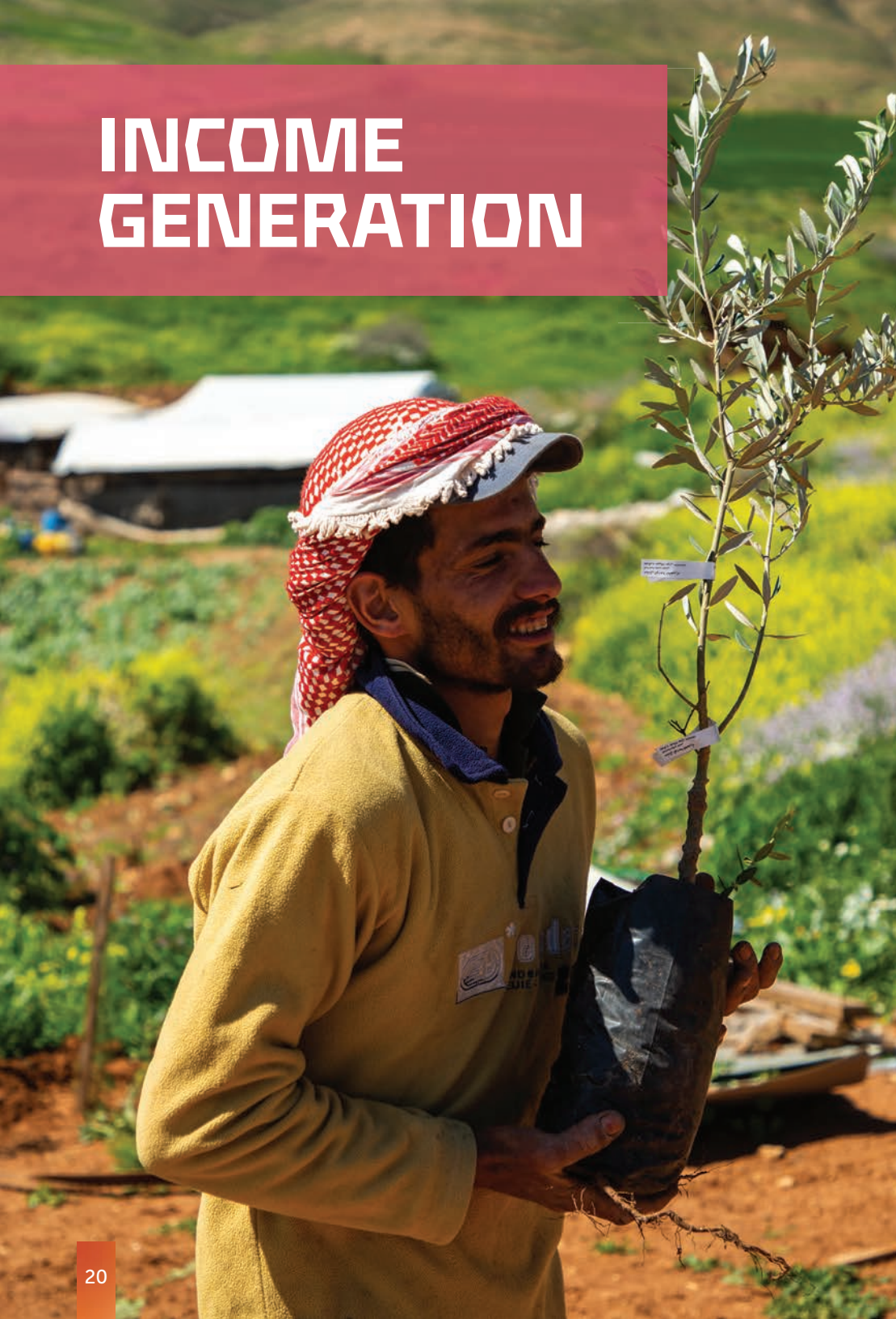
Yusuf's story, intertwined with Zainab's resilience, demonstrates how our OrphanKind program uplifts families like the Elongas, providing essential resources and support for a healthier, more stable life and a brighter future.





YUSUF ELONGA

INCOME GENERATION



Palestine Livelihoods

Gaza

SEPTEMBER 2022-FEBRUARY 2023

This project aims to improve people's livelihoods in Gaza by empowering 38 vulnerable households to grow their own vegetables and breed their own sheep.

- **232 beneficiaries**

Palestine Youth E-Work

Gaza

OCTOBER 2022-MAY 2023

Many young Palestinians struggle to find employment despite their considerable talent and skills. This project empowered unemployed university graduates by supporting them with job coaching, internships, and technical training to expand their possibilities in the job market.

- **40 young graduates**
- **300 beneficiaries**

Lebanon Greenhouses

South and Mount Lebanon

JANUARY-FEBRUARY 2023

OCTOBER-NOVEMBER 2023

The agricultural sector in Lebanon has struggled under the country's financial crisis, with many farmers unable to purchase the necessary tools and inputs needed to grow food. As a result, plastic greenhouses have emerged as a viable way for families to grow and sell their own food. This project assisted vulnerable Lebanese and Palestinian families by helping them build a greenhouse and providing them with seeds, fertilizer, an irrigation system, and a small shop for selling produce in order to secure a livelihood for their families.

- **36 greenhouses built**
- **208 beneficiaries**

Palestine Olive Trees

Gaza

OCTOBER 2022-JANUARY 2023
SEPTEMBER 2023-JANUARY 2024

Olive farmers in Gaza face unique hardships including land confiscation, violence, detention, and economic blockades. This project has aimed to alleviate some of their hardships by providing them with resources and skills to support their olive cultivation.

- **375 olive farmers supported**
- **8,500 olive trees planted**

Bangladesh Livestock

Char Islands, Northern districts of Bangladesh

OCTOBER 2022-SEPTEMBER 2023

This project enhanced sustainable livelihood opportunities for disadvantaged and vulnerable women living on hard-to-reach riverine islands in Bangladesh. Your donations helped improve these women's sovereignty and quality of life by providing them with goats, resources, and training in homestead farming and goat-rearing practices.

- **200 beneficiaries**

Afghanistan Skill Building

Kabul

OCTOBER 2023-JULY 2024

Afghanistan's economic crisis is widespread, and unemployment rates have skyrocketed over the last four years. To help address this critical issue, your donations are supporting vocational training for young people in Kabul who are interested in learning mobile phone repair or tailoring—two skills that are in high demand in local communities and will help increase household income for the beneficiaries.

- **250 beneficiaries**



RELIGIOUS GIVING

A photograph of two young girls sitting and smiling at each other. The girl on the left is wearing a yellow t-shirt with a graphic and orange pants. The girl on the right is wearing a dark blue floral patterned cardigan over a white turtleneck. They are in front of a red floral patterned background.

ZAKAT AL-FITR

*Florida, Georgia, Illinois, Maryland, Michigan, New Jersey
North Carolina, Virginia*

April 2023

Zakat al-Fitr, Fitrana or Fitrah, is a form of charity given to the poor at the end of Ramadan. It is paid by the head of the household for each member of the family, before Eid al-Fitr prayer. Zakat al-Fitr is about the price of one meal—estimated at \$10 in 2023. This year, we partnered with 15 organizations across the United States to help American families celebrate Eid with gifts, meals, and gift cards through your Zakat al-Fitr donations.

- **4,000 beneficiaries**
- **15 organizations**
- **320 Iftar meals served to prisoners**

FIDYAH/KAFFARAH

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. In the event that one cannot fast, they give Fidyah or Kaffarah, a gift of nourishment to those in need.

Your Fidyah/Kaffarah donations are used to provide meals to people all over the world during the holy month of Ramadan. In 2023, these donations fed over 25,000 people.

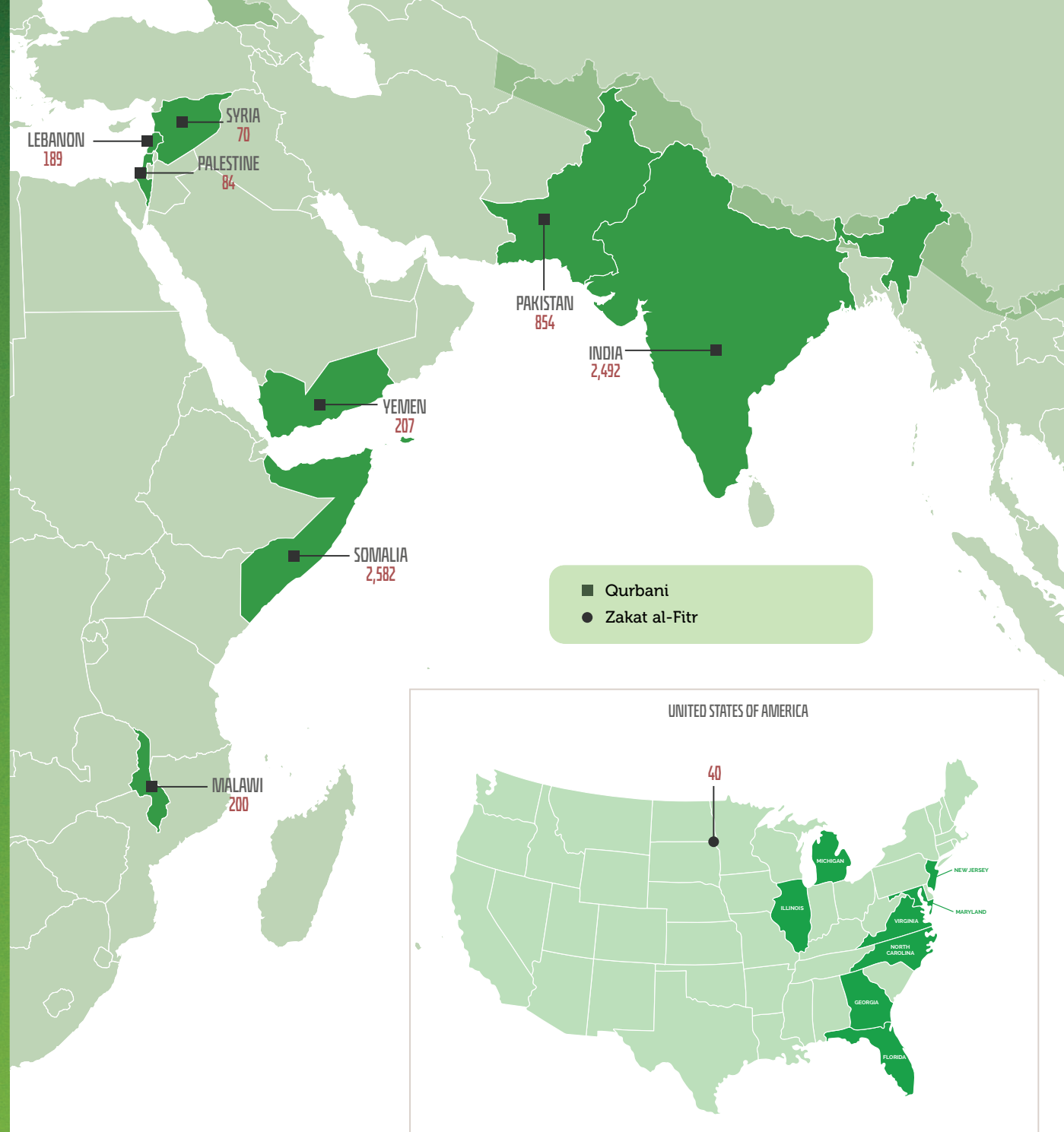
QURBANI

APRIL 2023

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. The act symbolizes a Muslim's willingness to give up some of our own bounties in order to follow Allah's commands, strengthen ties of friendship and help those who are in need.

For Qurbani this year, we provided fresh meat to Muslim families across ten countries.

- **155,000+ beneficiaries**
- **6,760 shares**





DOMESTIC VIOLENCE SHELTER

Baitul Hemayah DV Shelter

In 2019, we opened the only Muslim-led domestic violence shelter in the Carolinas, focused on providing culturally-sensitive care to all women, regardless of faith. In 2023, the shelter was a refuge for 51 brave survivors. We assisted them with finding jobs, housing, financial resources, and counseling, in addition to providing them with shelter, 3 meals a day, bus cards for medical appointments and job interviews, and clothing for their young children.

“My experience at the shelter has been one of recovery and rehabilitation. I wasn’t as scared because this was more like a home. You only have one life. How you live, or choose to live, that life is up to you.”

- Shelter Resident

OUR HOTLINE IS OPEN 24/7, CALL OR TEXT (704) 764-1773
TO TALK TO OUR EXPERIENCED COUNSELOR.



Stories of Hope

"This is a 24-hour, 7-day-a-week shelter. It's not just a shelter. It's actually a program for women who are abused. This is not a place where it's just a gymnasium and you have about 15 beds in a room. For me, that's too much. You're not able to personalize the skills that you have to help them because there's so many women. This place means that I'm able to be their friend but I'm also able to help the women get ten steps farther than when they got here. You want to be able to work one-on-one with them so you can see how they're going to blossom. We have a very good success rate when it comes to the women we support. It's small, it's personable, and that's the way I like it."

When they walk through the door, they always say to me, "I didn't think it was going to look like this."

Not everybody can deal with being somewhere away from home. So we make sure that they are seeing the therapist at least once a week so that when they leave they have some tools to work with when they're gone from the shelter.

I wish that we would be able to get more women that are abused to realize that we are here for them and that we can help them. We have a good program here, we have good employees, good advocates, and sometimes it can get a little scary but it takes funding for us to continue to do this great work that we do."

SA'IDAH SUDAN, DV SHELTER LEAD



REFLECTIONS FROM THE FIELD



I left a piece of my heart in South Africa. I left a piece with Amina, mother of Meriem, who puts her heart and soul into caring for her daughters, yet still feels like she isn't doing enough. I left a piece with Slindile, mother of Gugulethu, who watches her son play soccer and dreams of a brighter future for him. I left a piece with Sophie, mother of Layla, who cares not only for her children but her sister's children and finally through our assistance, has a home of her own. When I reflect on my time in South Africa, I think of each of these women and the guardians we met. I feel their love and boundless efforts to protect their families in a place where violence is around every corner.

These women welcomed us into their lives and shared their stories of grief and gratitude. Through the hardships of gang violence, unemployment, food insecurity, and unemployment, they continue to protect and nurture their children. They continue to glow when telling tales of how Gugulethu goofs around or how Meriem chases butterflies.

During my time in South Africa, more than anything I felt the power of a mother's love. How they dream of seeing their children grow beyond their dreams. How each day is consumed by the question of how will they protect them? How can their children's lives one day be easier than theirs? More than anything, I felt their faith in their children. Their love permeated so deeply. I left myself with them. I carry their faith and a promise for their children's future so that they don't have to carry these fears alone.

“I think of each of these women and the guardians we met. I feel their love and boundless efforts to protect their families in a place where violence is around every corner.”

- Shafaq Zia, Chief Programs Officer at Penny Appeal USA



FINANCIALS*

2023 Revenues

Contribution & Grants	8,691,534
In Kind Donations	1,318,678
Special Events	14,588
Other Income	141,023
Total	10,165,823

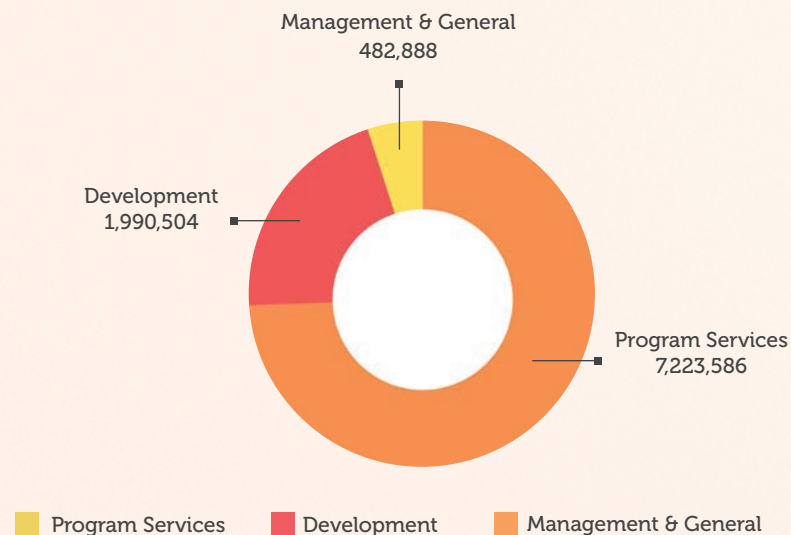
2022 Allocations

Program Services	7,223,586
Development	1,990,504
Management & General	482,888
Total	9,696,978

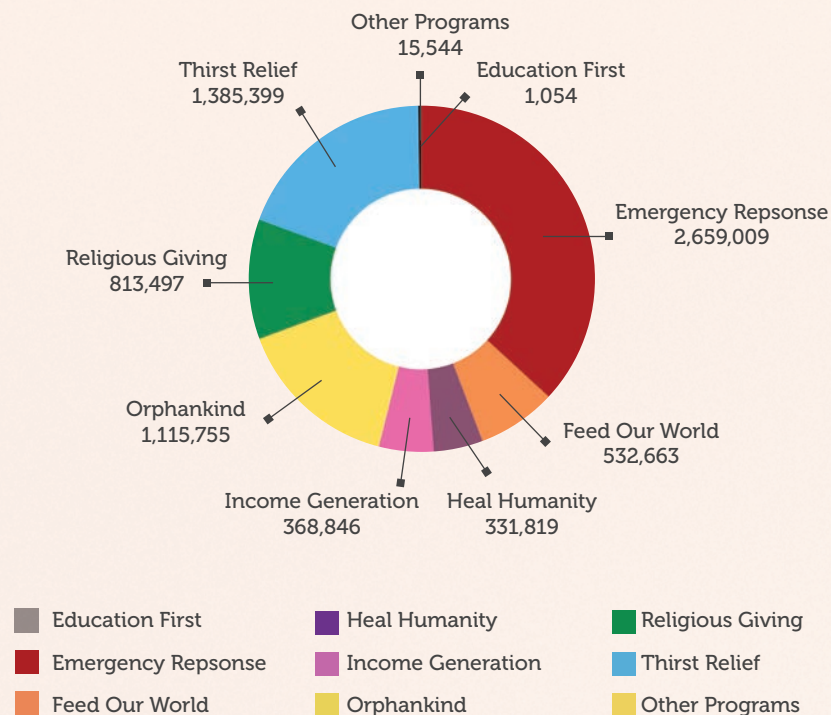
Programs Distribution

Education First	1,054
Emergency Repsonse	2,659,009
Feed Our World	532,663
Heal Humanity	331,819
Income Generation	368,846
Orphankind	1,115,755
Religious Giving	813,497
Thirst Relief	1,385,399
Other Programs	15,544
Total	7,223,586

DISBURSEMENTS



PROGRAMS



STATEMENT OF FINANCIAL POSITION

AS OF 12/31/2023

	2023	2022
Assets		
Current Assets		
Cash and Cash Equivalents	4,949,342.29	4,273,078.47
Accounts Receivable, Net	514,826.83	176,985.27
Total Current Assets	5,464,169.12	4,450,063.74
Long-term Assets		
Property & Equipment	17,295.38	50,950.53
Intangible Assets	67,915.36	79,169.75
Other Long-term Assets	65,553.73	76,924.62
Total Long-term Assets	150,764.47	207,044.90
Total Assets	5,614,933.59	4,657,108.64
Liabilities and Net Assets		
Liabilities		
Accounts Payable		
Accounts Payable (A/P)	51,235.71	84,363.08
Amex Gold	5,132.41	3,539.36
Deferred Revenue	126,017.63	64,197.37
Grants Payable	1,787,923.61	1,327,189.36
Health Insurance Contributions	(1,234.00)	424.07
Flexible Spending Account	(251.14)	130.98
Total Accounts Payable	1,968,824.22	1,479,844.22
Accrued Liabilities		
Accrued Paid Time Off	30,010.97	30,010.97
Total Accrued Liabilities	30,010.97	30,010.97
Total Liabilities	1,998,835.19	1,509,855.19
Net Assets	3,616,098.40	3,147,253.45
Total Liabilities and Net Assets	5,614,933.59	4,657,108.64



pennyappeal usa presents

BIG LAUGHS, BIG DIFFERENCE

BENEFIT COMEDY TOUR

Penny Appeal USA's 2023 "Big Laughs, BIG Difference: Benefit Comedy Tour" marked the pinnacle of our comedic series, featuring a stellar lineup of North America's funniest talents: Ahamed Weinberg, Yasmin Elhady, Moses The Comic, Jeremy McLellan, and Hodoo Hersi. This nationwide tour transcended boundaries, showcasing diversity in faith expression, ethnicity, professional backgrounds, and identity. It provided a delightful and thought-provoking exploration of the spectrum of Muslim experiences, navigating the complexities of both the Muslim community and American society with humor.

With shows in Washington D.C., Chicago, Los Angeles, New Jersey, and San Francisco, our Muslim comedy benefit tour became a five-city national event in support of Penny Appeal USA's mission to end cyclical poverty through sustainable projects. We take pride in emphasizing that 100% of the proceeds from this tour are dedicated to Penny Appeal USA's sustainable projects, ensuring a direct and meaningful impact on communities in need.

Amidst the unforeseen calamity in Gaza, our tour seamlessly transformed into a focused fundraiser for Palestine. The unwavering support from attendees infused the nights with vibrant energy, fostering a profound sense of community. We express heartfelt gratitude to our comedy tour attendees as your participation and generosity are playing a pivotal role in creating a lasting impact on the lives of Palestinians through our sustainable relief programs in Gaza and the West Bank, exemplifying the compassion and kindness inherent in our community.

Partners

Special thank you to our 2023 domestic partners:

Ansaar-ul-Birr Community Services

Cornerstone Marriage and Family Intervention

Dar Al-Hijrah

Department of Youth Rehabilitation Services,

Washington, DC

Helpers to Good

IMAN

Islamic Center of Detroit

Islamic Center of the Triad

ISWA Masjid

Lilly Family School of Philanthropy

Masjid Ash Shaheed

Mozaic

Muhsen

Muslim Women's Organization of Orlando

Muslim-American Society

Neighbors Helping Neighbors

Noor Family Services

Palestinian-American Community Center

Refugee Women's Network - Georgia

Syrian Community Network

Wafa House

Our Board

REHAN DAWER, Board Chair

SHAUN AHMED, Board Member

NAIEL IQBAL, Board Member

PRIANKA ALAM, Board Member

SALMA KAZMI, Board Member

ADEEM YOUNIS, Board Chair

WASIM LALA, Board Chair

penny**appeal** **usa**

small change. **big difference**

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