



pennyappeal

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*Together, we are
feeding our world.*

ANNUAL FEEDBACK 2021 2022

Caring for those who
have no one else

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Give Life.
Give Water.

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Founded in 2009 by philanthropist Adeem Younis, to provide poverty relief to the communities that need it the most, today Penny Appeal is an award-winning international humanitarian organisation, working in 56 countries to transform the lives of the poorest and most vulnerable people in the world.

Our interventions range from immediate emergency relief, to long term projects aimed at trying to break the cycle of poverty which keeps so many people down. We feed the hungry and provide water to the thirsty, empower children through education and keep the vulnerable warm throughout the winter.

It has been an incredible journey so far, and it has only been possible through the incredible support shown by YOU, our supporters and donors.

Despite the international profile we have achieved, we have always stayed close to our roots - as an NGO that is comfortably British and confidently Muslim. This ethos permeates everything we do in the UK and abroad.

2021 brought some incredible achievements. Perhaps the most staggering of all of them, was the 7.5 million people who received meals as part of our Feed Our World program.

Through working with only the most reliable partners, streamlining our delivery and most importantly, YOUR incredible support, we were able to register a 400% improvement on the previous year.

Another 1.5 million people were fed through our Qurbani appeal. We are honoured that people choose to fulfil their religious obligations through us, and we work very hard to ensure that their contributions achieve the greatest impact possible.

This is only the tip of the iceberg, for a comprehensive review of how your donations have helped us to help others, please look through our annual report.

Thank you - your support means the world to us, and to each individual that it enables us to help.

Harris Iqbal
Penny Appeal CEO



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Keep updated with your donations in action, follow us on:



Education. Education, Education.



Thanks to you, over the past year we have enabled over three and a half thousand children to work towards their dreams by giving them the education that they deserve.

Educating future generations is a vital part of helping entire families break out of the poverty cycle for good. Yet weak or non-existent infrastructure prevents so many eager pupils around the world from achieving their potential.

This is why, through your support, Penny Appeal has directly transformed the lives of **3,612 children across 10 schools in 6 different countries.**



Since its establishment in 1976, Sanolo Elementary School in Indonesia has never been renovated, despite extensive damage to many of the classrooms over the past 46 years. Through our Education First programme, we worked closely with the local community to rebuild the school to an exceptional standard. Thanks to your help, Sanolo Elementary welcomed back 190 excited students to brand new classrooms!

Across the world, so many schools struggle with fulfilling the needs of their most vulnerable students, especially the disabled. **Tragically, more than 32 million children with disabilities worldwide are deprived of education.**

Through our Education First appeal, we are working hard to tackle this issue around the world. For example, in Palestine's West Bank, we distributed assistive devices to disabled children studying at Nahaleen Society and School for Special Needs.

One of the beneficiaries was Ahmad, an 11 year old boy from Bethlehem, who is paralyzed from the waist down. As his father is unemployed, Ahmed along with his 9 siblings, lives in poor conditions and struggles to receive the care and support that someone with his condition needs.

Despite all of his struggles, Ahmed approaches life with a positive mindset and dreams of being a lawyer. However, his lack of lower mobility makes him heavily dependent on others, with simple, daily tasks being an immense struggle. Thanks to your support, we were able to give Ahmed the wheelchair he so desperately needed. That's your small change, making a big difference.

More importantly, we have given him the confidence to keep working towards his dreams, in the knowledge that there are people like you ready to help him at every step of the way.

"Education is our passport to the future, for tomorrow belongs to the people who prepare for it today."

EDUCATING OUR FUTURE GENERATIONS.



When Disaster Strikes, Penny Appeal Responds

In 2021, we provided rapid, tailored and long-lasting aid to over half a million people devastated by conflict and natural disasters - none of this would have been possible without your help.

In the wake of the devastating earthquake in West Sulawesi, Indonesia, Penny Appeal were quick to respond, working with our local partners to identify immediate priorities and subsequently providing emergency food and medical supplies. With your support, we were able to help nearly 10,000 people through this exceptionally testing time.

Yemen has been declared one of the worst humanitarian crises in the world, with close to 80% of the population dependent on urgent humanitarian aid, and **over 2.25 million children suffering** from acute malnutrition. Recognising the scale of the crisis, we appointed an in-country Humanitarian Response Coordinator to oversee our range of in-country interventions.

Given the severity of child malnutrition in Yemen, one of our key initiatives was the opening of a Therapeutic Feeding Centre to support 90 families with severely undernourished children. This past year we have **supplied over 30,000 litres of water** every single month, as well as supplies of milk, medicines, lab equipment, vaccinations, PPE and hygiene kits. As Covid-19 continues to strain Yemen's brittle health infrastructure, we have been helping 13 different health facilities in

the al-Hodeida and Raymah governorate including providing essential medical supplies, equipment, PPE and investing in energy infrastructure. These facilities **provide health and nutrition services to nearly 60,000 people**. Through your amazing support, these hospitals are now better equipped to tackle the diverse health problems faced by our brothers and sisters in Yemen.

In May 2021, the latest assault on Gaza resulted in the killing of 242 Palestinians, with a further 1,948 being injured, including 610 children. Under the blockade of Gaza, hospitals suffer from a shortage of essential medicines and equipment, and struggle to cope with the surge in patients in the wake of recent violence. Your support enabled us to **deliver over 113,000 crucial medicines to hospitals in Gaza** and ensure that they were able to take care of their wounded. The attacks on Gaza come at a time when hospitals were already struggling to cope after a surge in Covid cases. We provided a **total of 132 lifesaving oxygen cylinders**, vital for those vulnerable people who experienced the worst Covid symptoms.

Your help is quite literally helping those most in need to be able to breathe and they, along with us, are eternally grateful.

**EMERGENCY
RESPONSE**



"We cannot stop natural disasters, but we can prepare for them and that preparation will undoubtedly save lives."

Through your Zakat donations, we were able to directly help a further 21,100 people in Lebanon and Afghanistan.

The recent violence and political instability in Afghanistan has led to a huge humanitarian crisis. Penny Appeal stepped in, supporting 14,300 individuals with food packs, hygiene kits and cash grants. Out of these, 5,600 were entirely funded by your Zakat donations, with 100% of your contribution reaching those in need.

Choosing to fulfil your religious obligation through us has given a lifeline to mothers like Madina, who was struggling to feed her 5 children whilst her husband was missing. She had words of gratitude for the many donors who made our support on the ground possible, "May Allah give you great rewards in return". We hope you will continue to trust us with your Zakat, so that we can use it to transform the lives of people just like Madina and her family.

SUPPORTING 14,300 INDIVIDUALS.

"May Allah give you great rewards in return"



Together, we are feeding our world.



Your incredible support has enabled us to provide nearly 7.5 million meals during 2021, a 400% increase on last year!

Every Ramadan, Penny Appeal provides food packs containing essential items to deserving communities so that they stay well fed throughout Ramadan and Eid.

To further the impact of your donations, this year we strategically used past data to carefully identify the best local partners, and streamline our delivery process. Thanks to these improvements, in addition to your awe inspiring support, we have been able to provide an unprecedented **7,485,713 meals** to some of the hungriest people in the world.

The food packs we prepare are often a lifeline for struggling families in Ramadan, and your contribution to granting them dignity during this holy month, will undoubtedly be a huge source of reward.

For the Ramadan 2021 campaign, we implemented projects in the following countries:

Somalia, Djibouti, South Africa, Zimbabwe, Uganda, Tanzania, Yemen, Palestine (Gaza and the West Bank), Syria, Lebanon, Bangladesh, Afghanistan, Pakistan, Nepal, Kashmir, Turkey, and the UK.

At Penny Appeal, we believe that charity begins at home. **Our volunteers delivered 10,000 frozen meals** across the UK during Ramadan, and were active in feeding the homeless, caring for the elderly and helping refugees.

In addition to the food packs, we decided to continue with last year's successful initiative to include hygiene materials in our distribution efforts in selected countries, helping protect vulnerable communities from the adverse effects of Covid-19.



SUSTAINABLE

Helping communities to feed themselves.

Whilst immediate food relief is vitally important, we also believe it is crucial to support communities with the knowledge, equipment and means to sustainably provide for themselves, in line with the famous saying, "Give a man a fish and you feed him for a day, teach a man how to fish and you will feed him for a lifetime."

So, along with our food packs, in six countries (Somalia, Uganda, Palestine, Afghanistan, Pakistan, Nepal) we also included the distribution of livelihood items, enabling over 13,000 people recover their livelihoods with sustainable food solutions tailored to local needs.

In Somalia, we provided fishing equipment to coastal communities after their local fishing industry was severely damaged by the recent cyclone.

We also continued an important sustainable agriculture project in Central Mozambique, which developed out of our emergency response to Cyclone Idai in 2019. Working with the impacted communities, we have helped to train 2,658 smallholder farmers, and planted 4.7 hectares of fruit trees!

With your support, we hope to continue working towards a world where all communities are capable of feeding themselves.

"Give food, out of love for Him, to the poor and the orphan and the captive, [saying] "We feed you, for Allah's pleasure only — We desire from you neither reward nor thanks."

Qur'an [76:5-12]

Give a child their childhood back

FORGOTTEN
CHILDREN

Our forgotten children campaign has helped thousands of children rediscover their childhood.

Millions of children around the world live and work on the streets. For these children, the formative years which should be spent in a safe, nurturing environment, are instead spent fighting for their survival in highly vulnerable, often exploitative circumstances. Thanks to your generosity, we have been able to give many of these children something that every child should be entitled to, a normal childhood.

In Dakar, Senegal, up to 50,000 children are estimated to be at risk of being forced or coerced into street begging.

Senegal has a rich tradition of Qur'anic schools known as Daraas. Unfortunately, these schools have very limited resources and the conditions are often harsh. This results in students spending a lot of time on the streets, often begging for money. What's more, graduates of these schools lack the skills that will help them find employment and support themselves and their families.

Penny Appeal has been working to improve the conditions of these schools, supporting initiatives to improve the children's written and digital literacy through both language and IT lessons, as well as using crafts to promote the development of both cognitive and life skills.

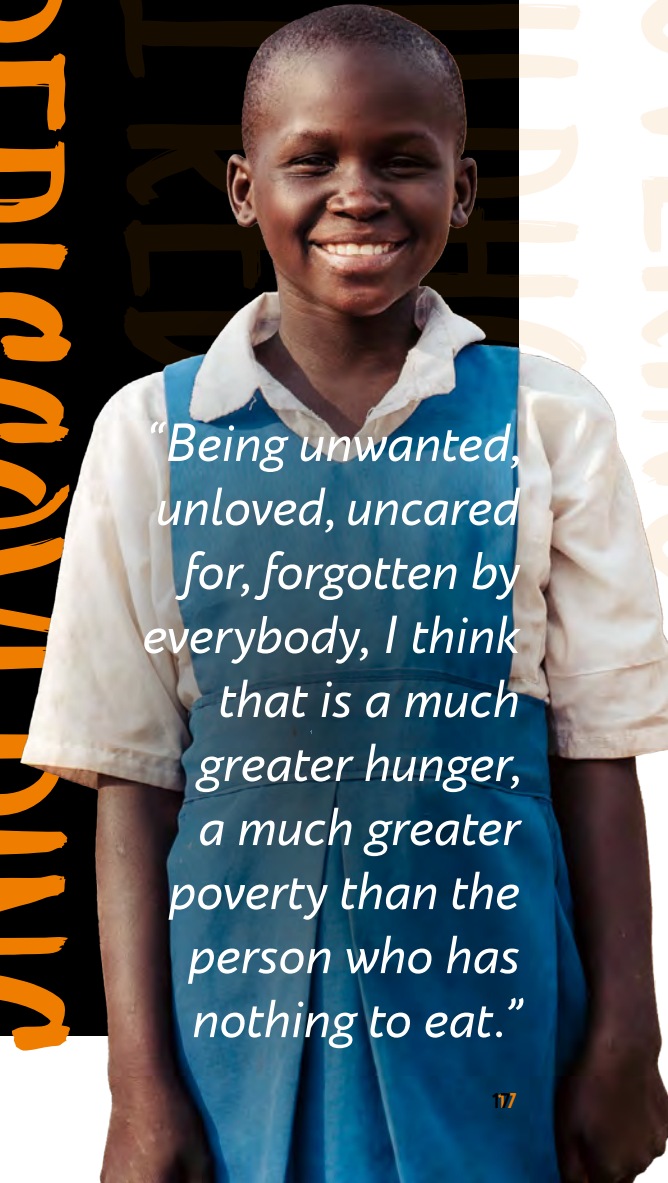
Abdou told us how much he enjoyed learning to sew, "I know how to use a thread, a needle, how to measure and sew a bag! And I'm very good at it." These initiatives have impacted thousands of students, increasing their time under adult supervision by 78% and providing all of them valuable skills for their lives ahead. Your support has helped keep these students safe, and given them hope for a brighter future.

In Morocco, approximately 4 out of 10 children live in multidimensional poverty. Taroudan, Souss-Mass is one of the most economically deprived regions of the country, and is being crippled by a range of social issues which push children into vulnerable situations. Penny Appeal's focus has been on tackling these wider societal problems, including preventative workshops on substance abuse, facilitating foster care and social work, and providing support services to schools.

We have been able to directly improve the circumstances of 98 children in the region, and to establish robust support systems to prevent further children from falling through the cracks. None of this would have been possible without your amazing support!

THEIR CHILDHOOD REDISCOVERING

"Being unwanted, unloved, uncared for, forgotten by everybody, I think that is a much greater hunger, a much greater poverty than the person who has nothing to eat."



SPONSORSHIPS 16,395

Caring for those who have no one else



In 2021, your support helped us to provide 16,395 sponsorships to orphans worldwide, with 3,624 of these being part of our Hifz Orphan Appeal.

Meet Rokunuzzaman, aged only 10 years old, but with the weight of the world on his shoulders. His father died of a stroke when he was 6, and since then, his family have lived in extreme poverty. His older siblings have already been taken out of education in order to work for the families survival, and Rokunuzzaman was facing the same fate.

Through our OrphanKind project Rokunuzzaman's family received various forms of support, including **staple food items, cash for house repairs, medical supplies and school fees**. Thanks to your support, we have been able to improve his family's well-being, and enabled him to focus on pursuing his dreams of educating himself and contributing to his community.

The support was not confined to the bare basics – in May 2021 the OrphanKind project granted Rokunuzzaman a rare treat; toys and clothes for Eid! He was delighted with the gifts, and said they made him **"very happy, and is giving me hope again"**. Your support has helped bring a smile to the face of Rokunuzzaman, and has dignified the life of so many deserving orphans.

"Happiness is not so much about having, as it is about sharing. We make a living by what we get, but we make a life by what we give."

OrphanKind





Giving the gift of the Qur'an

With 3,624 active sponsorships, our Hifz Orphan project has provided children with the opportunity to attend school whilst also memorising the holy Qur'an.

One of these children is Kulsoom, a 13 year old orphan girl living with her widowed mother and 4 siblings in Kabul. Due to the family's struggle to meet their basic expenses, Kulsoom and her sister Sara were unable to realise their dream of going to school.

The HifzOrphan project has helped to fulfil this dream, providing the sisters with a stipend for their education, which also covers their nutrition, clothing and health expenses. Through your support, Kulsoom and countless other deserving orphans are receiving a huge boost to their prospects, both in this life and the hereafter.

GIFT OF THE QUR'AN

"The best of you are the ones who learn the Quran and teach it to others" (Bukhari)



Your sacrifice is their delight and your reward

During Eid al-Adha 2021, we were able to feed nearly 1.5 million people through our Qurbani appeal!

Eid al-Adha is a particular special time of year for us at Penny Appeal, because it gives us the opportunity to facilitate one of the most beautiful rituals in Islam. The sacrificial slaughter of animals known as Qurbani, symbolises the willingness of the Prophet Ibrahim (as) to sacrifice what was most beloved to him - his son Ismail (as) - for the sake of God.

Through our worldwide partnerships, Penny Appeal performs Qurbani annually, **distributing the meat to areas where the need is greatest.**

This year, your generous support helped us to **feed a total of 1,423,047 people**, exceeding our target of one million. The bulk of the Qurbani was distributed in India, Uganda and Tanzania, whilst there were smaller distributions in 9 other countries, including Bangladesh, Nepal, Sri Lanka, Palestine, Yemen and Somalia. Living in the West where we consume copious amounts of meat on a regular basis, it is sometimes hard for us to appreciate the significance of meat for communities in poverty, where they may go months or even years without eating it.

Boko Maryam from Dua Dua village in Uganda expressed her gratitude "I am so thankful for this donation. In all past Eid celebrations, we never celebrated Eid with happiness but today, God has brought

for us rahma through this organisation (Penny Appeal)... **I'm very thankful today we shall eat meat with my grandchildren and the orphans I take care of.** I pray this meal we eat today will be a blessing to this organisation."

By choosing to fulfil your Qurbani with us, you have ensured that for communities like Maryam's, Eid is the joyous and special occasion that it should be. We look forward to continuing to ensure that your Qurbani reaches the most needy, and is a source of unimaginable blessings in the hereafter.

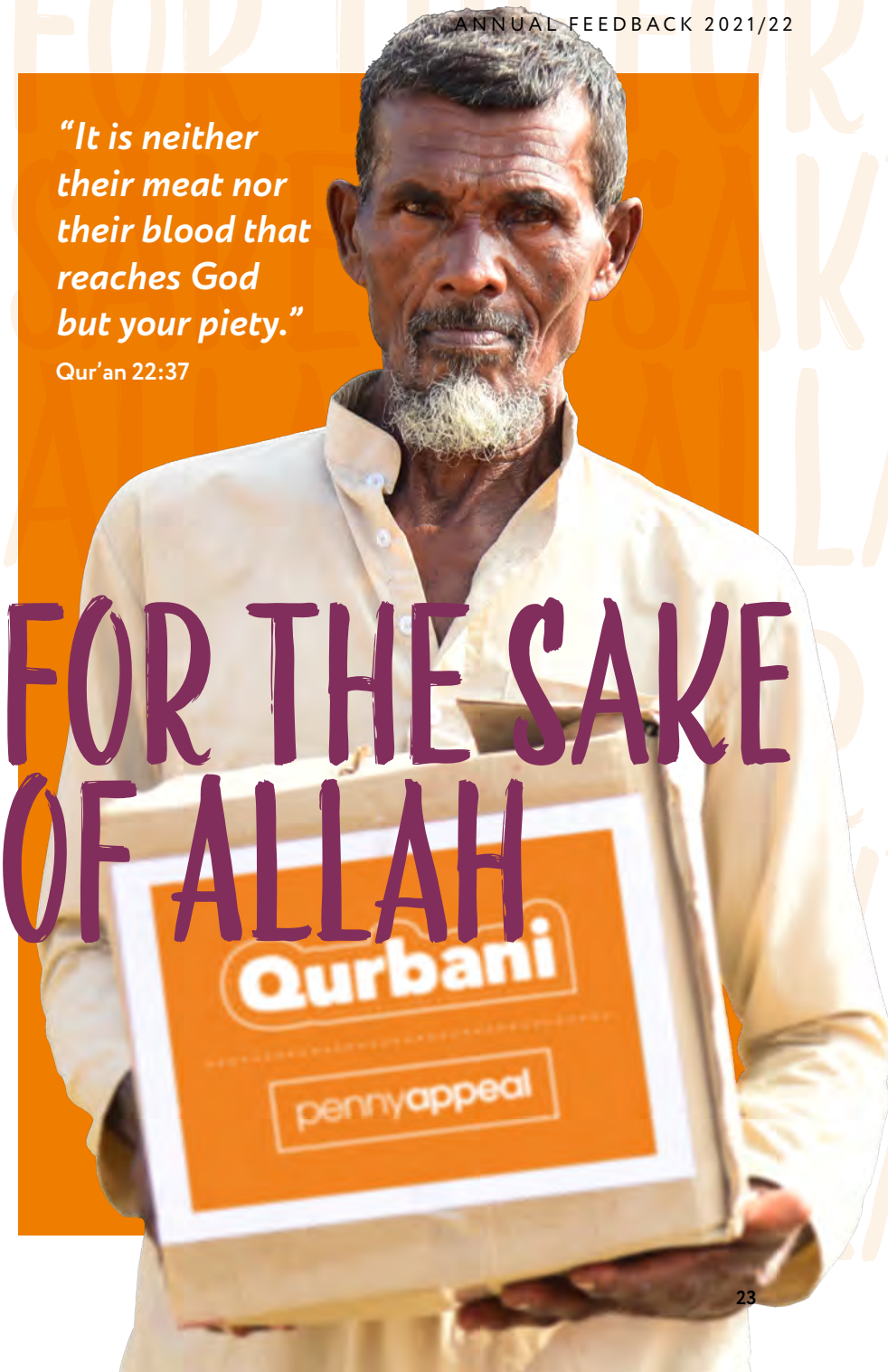


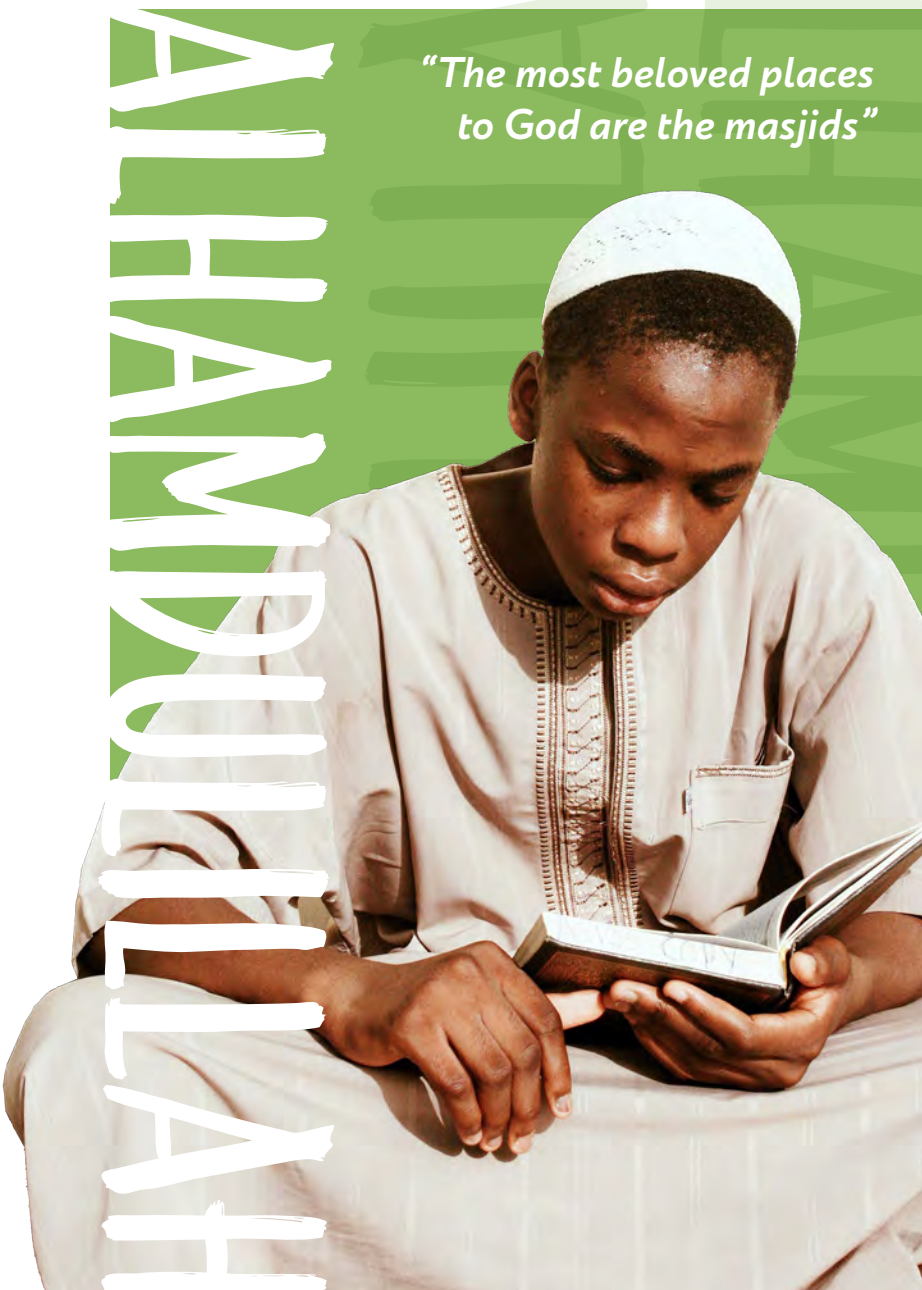
Qurbani

"It is neither their meat nor their blood that reaches God but your piety."

Qur'an 22:37

FOR THE SAKE OF ALLAH





*"The most beloved places
to God are the masjids"*

Honouring your brothers and sisters in faith

Our Mosque Project has brought the gift of communal prayers to generations who have not previously experienced it.

The Prophet (SAW) said *"Whoever builds a masjid for the sake of Allah Almighty, like a sparrow's nest or even smaller, Allah Almighty will build for him a house in Paradise."*

For many communities around the world, building a mosque is a luxury that they cannot afford. This forces many vulnerable worshippers, including young children and the elderly, to make arduous journeys spanning several kilometres, just to attend prayers and study their religion.

These communities are not just deprived of a place of worship and religious instruction, they are also deprived of a welfare hub and a space for communal reflection, celebration and mourning. This is why we launched the Mosque Project and why we continue to ask for your support to build mosques around the world, transforming the lives of the communities around it. *Your donations enabled us to build 22 mosques across 9 countries in 2021*, benefitting tens of thousands of people for years to come.

One of the beneficiary communities was based in Beledweyne, Somalia. We spoke to one of the grateful residents, Sheikh Mohamed Sheikh Abdullahi who said, *"The people in the village are so happy for this mosque and the new committee established. The mosque is so important to us. It is the symbol for our identity and a place of learning, charity and social unity. We used to walk for Jummah prayers for about an hour and half under this*

merciless heat that is finished now. We prayed Jummah in our locality for the first time ever and the community are so happy with that...."

With more vital work planned in 2022, we urge that you keep supporting us to help more communities and to build your own house in Paradise!



BUILD YOUR OWN HOUSE IN PARADISE.

Give Life. Give Water.

Our flagship programme, Thirst Relief, continues to be a resounding success – with over 34,000 wells built so far!



Shockingly, **over one billion people worldwide still do not have access to safe drinking water**. This is a source of unimaginable hardship, as people are forced to travel long distances just to obtain a tiny amount of usable water, and in many cases, are forced to consume dangerously unclean water.

Having entered the second decade of our project, we have started to explore a range of innovative water solutions capable of responding to a variety of different needs, including rainwater harvesting systems, hard pump water wells, deep water wells, and solar panel and power centres.

Your support helped us establish a Solar Water and Power Centre in Bleteweyne, Somalia. These incredible feats of engineering not only **provide running water to the homes of up to 1,500 people and 1000 livestock**, but also supply electricity and power to schools and mosques. Life has become much easier for villagers such as Qamarey Abdullahi, who had the following to say. *"From today I will not worry about my daughters fetching water from afar. I can say, you have relieved us of a huge burden"*.

Another beneficiary of our thirst relief projects is 16 year old Akbaruiddin, living in the Kot district of Nangarhar province in Afghanistan. Years of conflict decimated all of the clean water resources in his village, **forcing him and his family to fetch water from disease-ridden canals and ditches**. With your donations, we constructed a hand pump equipped deep tube well in Akbaruiddin's village, providing all of the households in the village with easy access to a clean water source.

Akbaruiddin told us:

"I want to thank you for saving our lives! We will all be making Dua for you".

We humbly request your support to keep helping us to save lives through Thirst Relief, and guarantee your hereafter with the dua's of the most vulnerable.



SAFE DRINKING WATER



*"We never know the worth
of water till the well is dry."*

GIVE LIFE. GIVE WATER.

Crises upon Crises

Your support for our Winter Campaign has warmed the hearts and bodies of over 11,000 people.

For the most vulnerable people around the world; the abused, lonely, homeless and displaced, the long and cold nights of winter pose an immense threat to their health and wellbeing.

Through your donations, Penny Appeal has been able to **provide essential winter aid across 5 countries**; including warm blankets, food packs and hygiene kits, clothing, fuel and shelter.

Your support has enabled life-saving interventions to help internally displaced people in Yemen, Palestinian refugees in Lebanon and displaced families in Afghanistan.

In Pakistan, we were able to help 3,000 vulnerable people make it through the bitterly cold winter of the mountainous regions. These areas are often extremely isolated, leaving communities to fend for themselves in increasingly harsh and unpredictable weather.

Mrs Mewa Jan is a 55 year-old lady living in the Neelum district of Pakistan-administered Kashmir. Her husband is unable to work due to disability, and the family are unable to afford warm clothes for their four young children. With your incredible support, we have ensured that Mewa Jan's young children, along with thousands of others, have the warm clothes that they need to survive the winter.

WINTER
EMERGENCY



WARMING THEIR HEARTS

"We don't need to have deep pockets to help the needy, the poor and the hungry, we only need to have a heart."

HELPING THE NEEDY.

"We don't need to have deep pockets to help the needy, the poor and the hungry, we only need to have a heart."

Giving to Grow. 100% Zakat Cash Distributions.

Your Zakat supports a number of important projects at Penny Appeal, including cash transfers which saw us distribute a total of £839,357 directly to 6,472 families across 9 countries; Mozambique, Uganda, Jordan, Palestine (both West Bank and Gaza,) Syria, Somaliland, Yemen, Malawi and South Africa.

Direct cash transfers are becoming an increasingly crucial part of global humanitarian programming. After all, individuals are best suited to judge their own needs, **cash transfers empower individuals** to take control of their own lives, and stimulate local economies.

Through your donations, Penny Appeal has been able to **provide essential winter aid across 5 countries**; including warm blankets, food packs and hygiene kits, clothing, fuel and shelter.

In Mozambique, we allocated a budget of £100,000 to support Zakat-eligible households without a male breadwinner, and internally displaced people.

One of the people we helped was Elfrida, a 27 year old disabled woman living in Niassa province, Mozambique. She is both an orphan and a single mother with a 9 year old boy. **Elfrida received a £350 cash contribution** from Penny Appeal, along with business skills training to support her in managing her finances. She expressed immense gratitude to Penny Appeal and our donors saying, **"I am very grateful, this will reduce my suffering and I will continue working and growing."**

By continuing to trust us with your Zakat, you enable us to help thousands of vulnerable people just like Elfrida.

*"Only by giving
are you able to
receive more than
you already have."*

EMPOWER



THANK YOU!