pennyappeal

The Continued Impact of Pandemic Charity

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### ANNUAL FEEDBACK

Your Support Helps Orphans Like Shaheen Realise Their Dreams!

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We've delivered over 1.5 million Meals

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Clean Water Changes Everything

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### pennyappeal

Set up in 2009 to provide poverty relief to the communities who need it most, Penny Appeal is an award-winning international humanitarian organisation, which helps people in Asia, the Middle East, Africa and beyond.

Growing hugely since we launched over a decade ago, Penny Appeal provide water solutions, organise mass feedings, support orphan care, offer global emergency aid and so much more.

Founded by philanthropist Adeem Younis, Penny Appeal is an NGO that is comfortably British and confidently Muslim.

As one of the fastest growing charities in the sector, we work in **56 countries** to break down the poverty cycle and transform lives. Year on year, we continue to empower communities and provide life-saving solutions with our simple vision: taking your small change and making a BIG difference with it.

All of our projects are accessible and effective, helping to build brighter futures all over the globe.

Through emergency support, shortterm relief and longer-term, sustainable solutions, save lives immediately and improve communities for good. People are at the heart of all we do here at Penny Appeal – and thanks to you, our generous donors, we continue to provide help and support to hundreds of thousands of people in need.

Globally, 2000 of our volunteers offered emergency aid to hundreds of thousands of people in crisis – across 33 countries. Our Feed Our World campaign saw us provide over 1,517,070 meals to those in need.

Plus, here in the UK, you've helped us provide over 150,000 meals for the homeless via our Penny Appeal at Home campaign.

Find out exactly how your donations have helped us help others, by having a look through our annual report.

Thank you, your support means the world to us – and to others.

Harris Iqbal
Penny Appeal CEO





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keep updated with your donations in action, follow us c











### Our Worldwide Emergency Response Wouldn't Have Been Possible Without You.

In 2020, you helped us provide rapid, efficient and long-lasting aid to over 2.2 million people devastated by conflict and natural disasters – and we can't thank you enough.

Our Rohingya Emergency appeal helped approximately 266,974 at the camps in Cox's Bazar, Bangladesh – providing medical care, psychosocial support, women and child-friendly spaces, as well as water, sanitation and hygiene (WASH) interventions.

We also assisted over **423,000** people with a crucial, three-phase Gaza Emergency support campaign, providing essential food packs, hygiene supplies and more.

### You've Helped Us Assist a Further 25,000 People

Supporting internally displaced people affected by the Syrian crisis and refugees who fled to neighbouring countries, we helped 50,000 people with mobile health clinics and more. This is all thanks to you.

In 2020, a massive explosion devastated Lebanon's capital, Beirut, killing over 200 people and injuring over 6,500. Penny Appeal's Disaster Response Team, with staff from our HQ in Wakefield, joined our partners on the ground for four weeks to distribute life saving aid and help over 25,000 people.

We delivered much-needed medical supplies to five Palestinian Red Crescent Society hospitals, provided 1,000 ready-to-eat meals a day, and packed and distributed hundreds of food parcels, hygiene kits and baby packs to those who lost their homes in the blast. We provided temporary shelter and rent support for local families with children, the elderly, physically disabled individuals and refugees.

### With Your Support, We Hope to Do Even More

Following the explosion, UNICEF concluded that children in 50% of studied households showed signs of trauma, underlining the urgent need for rapid and lasting psychosocial support. In response, we provided funds to run a psychosocial support bus for a month and delivered psychosocial support for over 200 people with the help of trained Mental Health Practitioners.

In 2021, we hope to do even more to help the people of Beirut heal, Insha'Allah – and it's all made possible with your help.

### You've Helped Us Bring People in From the Cold.

'Home is not Home' for many people around the world - this year as part of our Winter Emergency campaign we focused our efforts on providing life-changing help for the abused, lonely, homeless and displaced.



Preparing for a challenging winter season, our team's aim was to keep as many people as we could safe and to help prevent the spread of COVID-19, both here in the UK and worldwide.

A staggering 736 million people are currently living in extreme poverty but your donations have helped us serve some of the most vulnerable, providing life-saving winter aid, including warm blankets, food packs and hygiene kits, clothing, fuel and shelter.

### Stepping in to Help

It's hard to stay safe if you don't have a home - and with winter 2020/21 set to be the toughest on record - we stepped in to help.

Working in nine countries around the globe, we're doing all we can to ensure our brothers and sisters continue to get the help they need - and every single contribution, little or large, helped us provide support to those who needed it.

In 2020 alone, Penny Appeal provided aid to 20,330 people thanks to your winter charity - and this past season we helped even more by bringing safety and warmth to thousands of people.

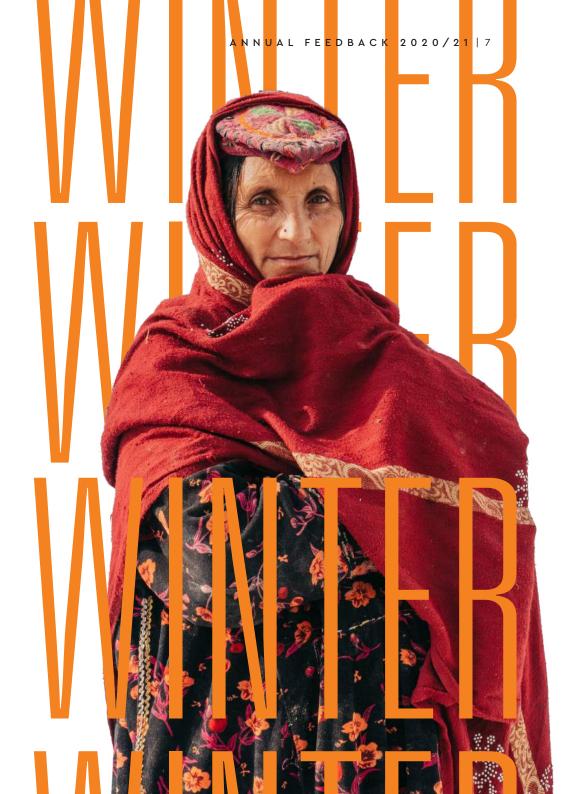
With Your Help, We've Supported Hundreds More



In Pakistan specifically, our Winter Emergency campaign was instrumental in distributing warm winter clothing to hundreds of people.

Each year, Pakistan experiences harsh, freezing weather throughout the winter but last year, due to harsh changes in climate patterns, the community braced itself for a prolonged winter season with temperatures dropping well below zero.

Thankfully, Penny Appeal was able to distribute even more warm winter clothing to people in need - and with your help, we continue to provide some of Pakistan's poorest families with warm clothes, blankets, hygiene essentials and shelter assistance.







You helped us provide people with aid in the form of face masks, hygiene kits and food packs!

- 2,917 in Afghanistan,
- 425 in Djibouti,
- 64,128 in Gaza,
- 800 in Indonesia,
- 80 in Lebanon,
- 1,006 in Mozambique,
- 1,049,321 in Bangladesh,
- 15.515 in Pakistan.
- 7,646 in West Bank,
- 1,003 in Somalia,
- 1,918 in Sudan,
- 100,997 in Syria,
- 6,146 in Uganda,
- 225 in Jordan.
- 15,152 in Yemen,
- and at home 16,534 in the United Kingdom

### **Coronavirus Emergency**

Through our Coronavirus Emergency campaign, you've made it possible for us to supply vital hygiene kits. food packs and medical supplies to hospitals.



We've also done lots to raise awareness, in a bid to encourage even more kind-hearted people like you to support this worthy cause.

Helping people who have been devastated by COVID-19 globally, our appeal urged you to give generously through our 100% Zakat Policy - and you did.

Overcrowded populations and grossly inadequate health infrastructures mean the virus is even more deadly to some communities. By donating, you've helped protect people at extreme risk of coronavirus.

The Gaza strip entered lockdown, as the first community-transmitted cases of COVID-19 (outside of quarantine centres) were confirmed. With cases on the increase in 2020, we sought your help yet again - and again, you dug deep and delivered.

Working with the local Ministry of Health to provide support where there are gaps in front-line healthcare facilities, we also teamed up with Medical Aid for Palestinians (MAP), who established quarantine centres in all governorates of Gaza. This was in addition to a field hospital to manage patients directly.



### A Snapshot of the Support You've Helped Us Provide

In Afghanistan alone, we handed out hygiene and food packs to over 600 families. Bangladeshi people received over 3,800 hygiene packs and 700 food packs, and in Lebanon, we've directly helped over 900 people facing difficulty due to the pandemic.

Here in the UK, over 2,070 vulnerable people received hot meals, and in Syria, 1,000 test kits were distributed in hospitals.

Of course, this is just a brief overview of how we have helped those in need, thanks to your continued and welcome support.



You've
Helped Us
Surpass the
1.5 Million
Meals Mark.

Just before Ramadan 2020, we sent you a look at our Feed Our World plans for the year ahead – and your response was overwhelming.

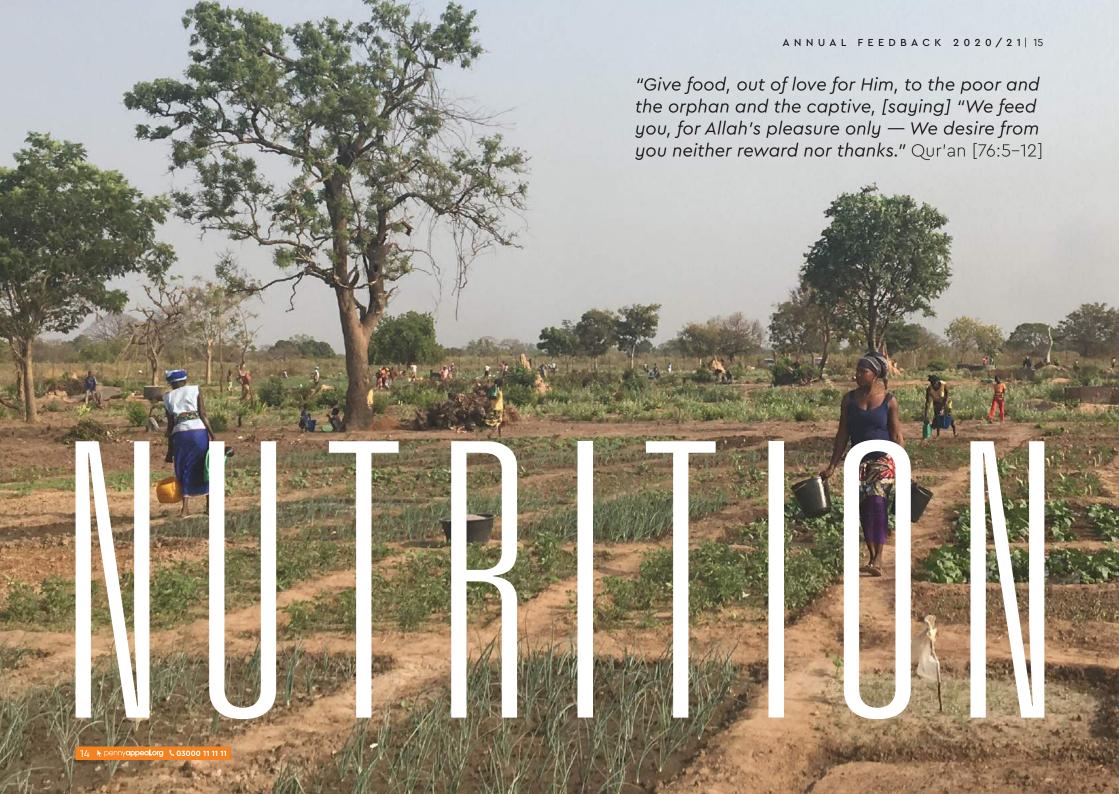
Of course, COVID-19 meant some significant changes in how we implemented the campaign but we still surpassed the 1.5 million mark, delivering over 1,517,070 meals in 24 countries throughout the blessed month of Ramadan.

The meals contain a range of essential ingredients so that supported families can prepare food throughout the month of Ramadan – specifically those in countries suffering from ninternal conflict, famine or catastrophe. Imagine the rewards of providing iftar for families during the entire month of Ramadan!

### In Uganda, We Provided Over 133,000 Meals

With the pandemic in mind, we also distributed hygiene kits to a range of countries in need, including Somalia (57,240 meals), Swaziland (25,200 meals), Zimbabwe (30,000 meals), South Africa (27,000 meals) and Uganda (133,680 meals).

Over the years, we've fed millions of people through our Feed Our World campaign – and we hope to continue doing the same in 2021. We couldn't do what we do without you, so please help those in need this year by giving your Zakat and donating as generously as you have been. Thank you for your continued support, for this year and beyond.





# Thanks to You, We've Performed Qurbani to Feed Those Who Need It Most

This summer, Muslims around the world will celebrate Eid al-Adha, which takes place during the Islamic month of Dhul Hijjah – and we will be on hand yet again to help those in need.

A celebration of sacrifice, Dhul Hijjah is observed through the sacrificial slaughter of animals, known as Qurbani, to honour and commemorate the willingness of Prophet Ibrahim (as) to sacrifice his son, Ismail (as).

Through our worldwide partnerships, Penny Appeal performs Qurbani annually, distributing the meat to areas where the need is greatest. Last year was no exception – and through our work, we managed to feed those who would otherwise have gone hungry.

Qurbani will take place this year, once again, during the pandemic – and will bring a unique set of challenges.

To ensure sufficient safety, our partners will be adapting the Qurbani projects in several ways, based on what is the most appropriate method in each respective situation. In some areas, this will involve a delivery service; in others, it will mean allocated time slot distributions. Either way, we will make sure everyone gets food safely.

This year, Eid al-Adha is expected to fall on the evening of July 19, lasting until July 23, depending on the sighting of the moon. We will ensure that Qurbani takes place within the window of time allocated by Islamic guidelines in conjunction with local Ministries of Religious Affairs.

### We Hope to Provide Over Six Million Meals

Internationally, we will be distributing fresh meat throughout India and Uganda (with some small distributions also taking place in other countries) as well as here in the UK. With your help, we plan to reach over one million people, and provide over six million meals. As ever, priority will be given to vulnerable and marginalised individuals and families, including those living in severe poverty.



## Thirst Relief Has Helped Thousands in Need - Thank You

Thanks to your donations, you've helped us build over 22,000 wells in 14 countries, as part of our flagship programme, Thirst Relief.

Supporting projects in Bangladesh, Nepal and Pakistan, we had a target of \$32,000 – and we raised it!

Providing clean drinking water to some of the poorest people in the world, we're now entering our second decade of the project. With renewed vigour, we are in an even better position now, and can strengthen our methods and improve our capacity to make a lasting impact in the communities we serve. In 2021, we want to realise Thirst Relief's full potential, providing a holistic, all-encompassing range of water, sanitation and hygiene solutions to those who need them

It's vital we provide the most appropriate water solution for the community – including rainwater harvesting systems, hard pump water wells, deep water wells, and solar panel water and power centres.





### Year-Round Access to Safe Drinking Water

We set up the Holistic WASH Project in Bangladesh, Nepal and Pakistan – with the help of the Sajida Foundation in Bangladesh and Mandwi in Nepal – which was tailored to each community's needs.

This ensures year-round access to adequate quantities of safe water for drinking and food preparation, as well as improved water, sanitation and hygiene facilities at community health clinics and schools.

It also included the installation of separate male and female toilets and the establishment of menstruation management facilities in schools. In Bangladesh specifically, significant progress has been made in ensuring reliable access to safe drinking water. We will continue to offer our support, thanks to your donations, focusing on longer-term solutions in each community – seeking to increase community resilience and end water poverty.





# Improving Women's Welfare in Nepal and Beyond

Our Women's Empowerment in Nepal programme saw us make steps to improve the condition for Muslim women in the region.

Socially excluded from public decision-making, local governance and development, Muslim women in Nepal are seen as outsiders and suffer widespread discrimination. With little to no access to human rights, they are unable to apply for citizenship without a man's permission.

A similar project in Brazil saw us empower female entrepreneurs to dream bigger and expand their small businesses. Thanks to your donations though, we've made a significant impact.



# EMPOWER

### Our Goal Was to Create Lasting Change

Working alongside Mandwi a femaleled Nepalese partner organisation, focusing on the empowerment of women and children within the Madheshi communities in Nepal, we mobilised village leaders and raised awareness on crucial women's rights.

So far, the partnership has allowed us to grant citizenship to 40 women within the community, giving them a legal identity in the first step towards more equal treatment.

We also set up several training schemes, such as sewing, beautician training and E-Rickshaw driving, as well as provide women the grants they need to help launch small businesses.

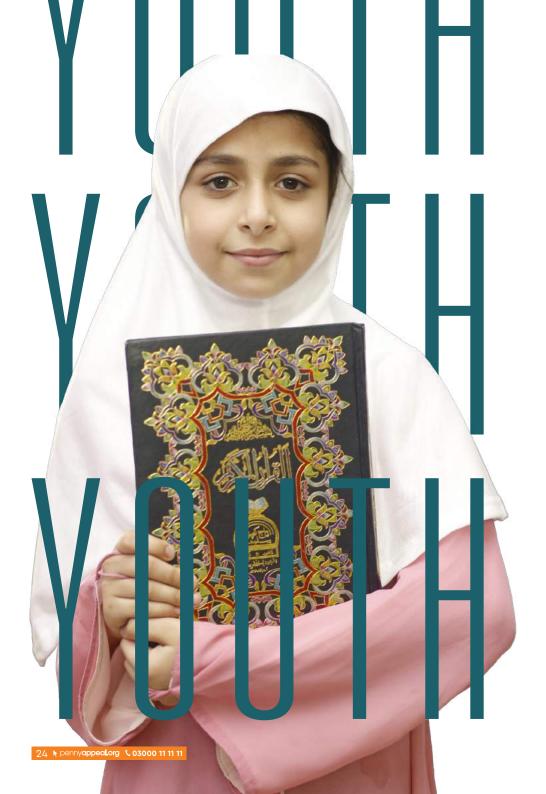
Meet 14-year-old trainee, Teteri, who has pursued the beautician route with other women from the project. She is also attending classes at the madrasa but is excited by the prospect of pursuing a skill that can be used for income generation.



Before she came to Rauthat, she hadn't dreamed of being able to take part in something like this. She said: "I never imagined I could contribute to my family in any way, but I will be the breadwinner now!"

Penny Appeal continues to help empower women through our social mobility programmes in Nepal and Brazil – and again, it's thanks to your support.





## We've Helped Thousands of Orphans, Thanks to You

In 2020 alone, we surpassed 10,327 OrphanKind sponsorships, with 5,087 of those allocated to our Hifz Orphan appeal.

Again, this wouldn't be possible without you. Say hello to 13-year-old orphan, Shaheen – the eldest child of a family of seven. He is just one of the many orphans sponsored by donors like you through our Hifz Orphan programme in Afghanistan.



Shaheen's father Shirzad, who was a medical doctor, was one of the victims of the ongoing conflict in the country. Alongside his family, Shaheen is currently living with his uncle in Kabul – and as the eldest child, he has lots of responsibility.

### Your Support Helps Orphans Like Shaheen Realise Their Dreams

Before the Hifz Orphan programme, Shaheen worked as a cleaner in a grocery store for a half-day after school, lending a hand to his uncle in order to support the family. Now, thanks to your help, Shaheen is part of the Hifz Programme – and no longer needs to work.

During our chat with him, he happily said: "I no longer need to go to work because of this support. Before this, I used to be very busy and tired and I did not have much time to study my lessons properly. Now I have time to focus on them. Thank you to all those who are donating."

With the help of our Hifz Orphan programme, Shaheen aims to follow in his father's footsteps. He said: "I am memorizing the holy Qur'an. I have memorised the 30th Juz and now I am memorising the 29th and I will memorise the whole Qur'an, inshaAllah, to be a complete Hafiz.

When I grow up, I want to be a doctor like my father to serve our people".









### You've Given Children a Chance at Childhood

Our Forgotten Children Campaign has helped thousands of children have the childhood they deserve.

Countless homeless youth in Pakistan, Lebanon, Bangladesh and Senegal are forced to grow up too soon. They've been forgotten by society and forced to survive by begging for food or money, squatting where they can for shelter, and going without education or healthcare. You've helped us ensure these kids get a better start in life.

You've enabled us to continue our vital work in Asia, Africa and the Middle East, getting vulnerable children off the streets and out of danger, fast. In 2020, we also helped keep these children safe from the coronavirus. In Morocco specifically, 4 out of 10 children are born into debilitating poverty – and of those, on average, three live in rural areas with very little access to support.

Souss-Massa is one of the largest rural regions of Morocco, with a population greater than 2.6 million people. It's also one of the most socio-economically deprived regions of the country with limited educational services, employment opportunities and healthcare infrastructure

As a result, many families in the region are not able to provide their children with adequate support. Thanks to your donations, we could partner with Moroccan Children's Trust (MCT) to offer a crucial life line to those who need it most.



### Your Donations Mean the World

MCT found that many children in Taroudant were not attending school. On investigation they found many had experienced physical violence and sexual abuse, and spent a considerable amount of time unsupervised on the streets. Alongside MCT, we engaged in several interventions in the area in 2020, including providing a holistic, child-centred social support service and hosting workshops on the dangers of drugs and how to build self-esteem.

Thank you – your donations to these children mean everything.







### You've Helped Us Put Education First

Thanks to your support, we've helped thousands of children get the education they deserve, with 3,445 children receiving support in the first half of the year alone.

A ninth-grade student in Mawlana Jalauddin School in Kabul, 14-year-old Zohra is just one child who's benefited from our campaign.

The school she attended was recently renovated by Penny Appeal's Education First programme. Before, the learning environment in the school was grossly inadequate, with almost all of its classes in a horrendous state. Following the school's renovation, Zohra and 8,500 other female students have access to a quality, safe and clean learning environment.

Zohra told us about the problems she and her classmates were facing. She said: "Our classes had no proper facilities. We used to feel very uncomfortable sitting in filthy rooms with no windows, but all that's changed now, thank you Penny Appeal."

### Smiling Faces All Round

In addition to classrooms, the students have now been provided with clean and hygienic washrooms, which were previously unsanitary.

Zohra said, "Besides our classrooms, we have now access to hygienic and safe toilets; they were very unhealthy before this, and also the doors were all damaged making us feel unsafe."

Now that her school has a new look, Zohra's enthusiasm towards her lessons has increased.

She added: "For the first time, I enjoy school and I love learning!". She ended the interview with a smiling face – which, of course, made us smile too – and told us how appreciative she was for the work of ORCD Afghanistan and Penny Appeal. In 2021, we will continue to help children like Zohra enjoy the education they deserve.





## Bringing a Masjid to People Who've Never Known the Blessings of Praying Together

Mosques are as old as Islam itself; and just as the Prophet (ﷺ) helped to build the first mosque in Medina, you've helped us bring masjids to people who've never known the blessings of praying together.

It's all thanks to your donations to our Mosque Project, which made waves in the communities it helped in 2020. Kenya is among the poorest countries in the world, with around 45% of the population living under the poverty line. Droughts and a high prevalence of HIV/Aids in the country put millions of people at risk of food insecurity every year.

Due to high poverty rates in the rural areas of Mandera, Kenya, many are unable to construct mosques within their communities. For this reason, vulnerable segments of the society, including children and the elderly, painstakingly walk several kilometres every day to the nearest mosques to attend prayers and benefit from Islamic lessons.

### A Suitable Place of Worship for Everyone

Thanks to your donations, our Mosque Project helped provide access to a suitable place of worship for the people in their own village – and it's now within a reasonable walking distance. Our aim was to develop better social cohesion and transform the life of the poor by building a mosque which is more than a place of worship, but also serves as a welfare hub, meeting point and centre of the community.

With over 1,246 benefitting from our support – all thanks to you – our Mosque Project was a resounding success, but we won't stop there, with more vital work planned in 2021 and beyond.











## You've Helped Us Make a Big Impact in the UK Too

They say charity begins at home – and while we spend lots of our time on international projects, we also undertake a considerable amount of charitable work here on UK soil.

Storms Ciara and Dennis wreaked havoc here in the UK last year – so we teamed up with Sowerby Bridge-based homelessness charity, Happy Days, to help people in need.



Storm Ciara caused heavy winds and rainfall across the country in February 2020, following an amber Met Office warning. Three people in the UK were killed, due to injuries caused by the wind, and hundreds were affected by damage, flooding and loss of tap water.

A subsequent storm, Storm Dennis, followed a few days later, bringing with it more destruction.

Penny Appeal's Nazim Tasadiq met Happy Days' CEO Dave Fawcett, whose West Yorkshire-based workshop had flooded due to the storm, damaging essential supplies. The organisation's work is focused on assisting vulnerable individuals, so our team returned, with a van packed with blankets, sleeping bags and essential food items.

"Penny Appeal has been a massive help... bringing in (replacements for) the stuff that has been damaged... We really appreciate it." said Dave Fawcett.

At Hebden Bridge Town Hall, our team also met with local authority coordination efforts, where cleaning supplies were needed across several flood hubs. We returned the following day to donate dehumidifiers, electric heaters, mops, detergents, gloves, and more. We also provided support for Bury-based victims of the floods.

We Will Continue to Do All We Can - With Your Welcome Support.

Last year in the UK, we distributed 28,170 hot meals, 6,774 food parcels, and 8,782 hygiene and winter kits. With your help, we will continue to do all we can to support people in need.

### **Adopt A Gran**

Our Adopt a Gran programme continues to care for and support the vulnerable elderly in Pakistan and Bangladesh, particularly during this global pandemic.

Meet Shafeda Jan an 81 year old widow, who was left to work as a labourer in a biscuit factory for almost 32 years. After becoming too old and weak to keep working, she felt helpless and in need of money for medicine and other necessities. She says, "one day, Mr. Zia from Penny Appeal came to me and support her through his organization.

They gave me stipend and I am getting my sponsorship, I am very happy. This amount helps me to buy my medicines, fruit, and milk. It is a great support for this old woman.

I am very thankful to Penny Appeal and especially to the person who is sending me all this money. May Allah bless you with all of His blessings!"

Our monthly one-to-one elderly sponsorships and Adopt a Gran Homes are essential to assuring that our elders receive the care and support they need in their golden years.

Your donations are truly life-saving to the older generation, providing them with access to healthcare, nutritious meals, clothing and so much more.







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