

# "ZERO to £100 MILLION in just TEN YEARS? I'M IN!"

James Caan CBE



BBC's Dragons' Den



MONDAY 1ST MARCH 2021

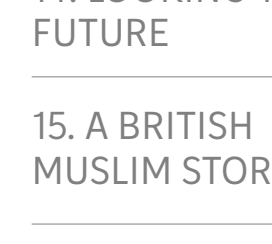
## PRESS RELEASE - BOOK LAUNCH

Endorsed by one of Britain's most accomplished investors, "Small Change, Big Difference" is a gripping memoir of the boy who went from relying on **free school meals** to the man who has served **over 49 million meals** to impoverished communities at home and around the world.

British Muslim entrepreneur and philanthropist, Adeem Younis shares, in his own words, the secrets behind the meteoric rise of his charity Penny Appeal. The book is bursting with invaluable business and marketing insights and presents a unique view into the life of British Muslims and the legacy of their philanthropy.

BUY YOUR COPY NOW

- amazon
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- Bookshop.org



"Small Change, Big Difference" is available for order.

### CHAPTERS

1. CROSSROADS
2. WAKEFIELD, CENTRE OF THE UNIVERSE
3. SAY YES AND MAKE IT HAPPEN
4. HOW TO RAISE £100 MILLION
5. TEAMWORK MAKES THE DREAM WORK
6. CHANGING GEAR
7. GUINNESS WORLD-RECORD BREAKERS
8. IMPOSSIBLE SPELLS I'M POSSIBLE!
9. ON THE ROAD
10. CHARITY BEGINS AT HOME
11. PAINTING THE WORLD ORANGE
12. GROWING UP
13. SPEEDING FINE
14. LOOKING TO THE FUTURE
15. A BRITISH MUSLIM STORY

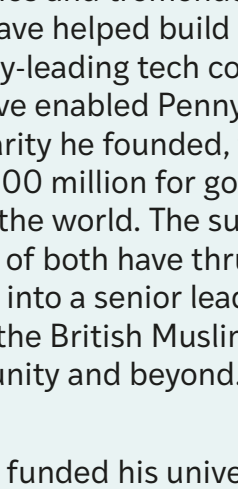
Struck by personal tragedy with the death of his father when he was just six, "Small Change, Big Difference" follows Adeem's unlikely story, from growing up poor on a West Yorkshire council estate, to becoming a dotcom millionaire and award-winning philanthropist.

Finding a role model in his resilient single parent mother, Adeem takes us behind the scenes, through the blood, sweat and tears that it took to beat the odds, disrupt the charity sector and prove how a pocketful of pennies really can transform the world.

*Adeem said: "More than a charity, Penny Appeal has become a global movement, founded in the heart of Yorkshire and reaching millions around the world. Many have seen our incredible accomplishments but I wanted this book to highlight the hidden struggles away from the limelight and obstacles that few people see."*

Now in its 12th year of operation and working globally across 56 countries, the charity has positively impacted the lives of millions of people through global feeding projects, digging wells, sponsoring orphans, building schools and much more.

Domestically, Penny Appeal has an annual seven-figure spend and works to tackle homelessness, food poverty, loneliness and mental health issues for both young and old.



## AUTHOR'S BIOGRAPHY

Adeem Younis is a multi-award-winning Yorkshire-born entrepreneur and philanthropist.

His inspired vision, daring strategies and tremendous work ethic have helped build a global industry-leading tech company and have enabled Penny Appeal, the charity he founded, to raise over £100 million for good causes across the world. The success and impact of both have thrust Adeem into a senior leadership role in the British Muslim community and beyond.

Adeem funded his university studies by founding his first business, SingleMuslim, aged 17 above a pizza shop he worked for in Wakefield. What started as a leap into the unknown, grew into the world's largest Muslim matrimonial service, reaching over a million members in the UK and a further three million around the world. SingleMuslim provided an effective digital solution to the challenge of young British Muslims who wanted to find their life partners in a way that respected their faith but embraced their hybrid modern identities. The colossal success of SingleMuslim has resulted in over 100,000 successful marriages taking place, with an estimated 50% of British Muslims aged between 16 and 60 years old having used the service.

Not content with this entrepreneurial success, Adeem fused his winning digital strategy with his desire and passion to help those less fortunate in life than himself. In 2009, he founded Penny Appeal – an award-winning and Guinness World Record-holding humanitarian charity, credited as one of the fastest growing in the sector, serving in 56 countries across the globe with a significant footprint in the UK.

While the vast majority of Penny Appeal donors are Muslim, most of the charity's beneficiaries in the UK hail from non-Muslim backgrounds, reflecting Adeem's philosophy of serving those in need regardless of background. Penny Appeal were the first responders to the 2015 Cumbrian floods, the Grenfell Tower tragedy, the Manchester Arena bombing and the 2019 London Bridge attacks; this is in addition to regularly hosting soup kitchens, serving meals for the homeless and providing expert domestic abuse phone-line support. Around the world, Penny Appeal interventions are rooted in breaking the cycle of poverty through feeding programmes, orphan care, freshwater initiatives and an expanding range of long-term sustainable agriculture projects.

Adeem regularly offers his time to speak at schools and colleges to inspire young people. He was appointed an Ambassador of The Yorkshire Society seeking to improve cohesion amongst divided communities. He was decorated as the 2017 'NatWest Great British Entrepreneur for Good' and in the same year received a Highly Commended National Award by the Institute of Directors. He also won Entrepreneur of the Year in Wakefield Business Awards 2018 and won Charity Chair of the Year at the 2018 Third Sector Excellence Awards.

The pandemic has transformed the charity sector, and despite the economic downturn, remarkably Penny Appeal has grown 30% over the past year. As such, in addition to the book launch, this year will also see Penny Appeal move to its new headquarters at Wakefield College where Adeem himself was a student.

He said, "It's incredible to think that these same corridors where I walked as a Wakefield College student and first learnt how businesses operate are now home to Penny Appeal's Global HQ where we will continue to help and inspire generations of young people at home and abroad."

In response to Covid-19, Penny Appeal has supported an additional 1.2 million people by providing food and hygiene kits worldwide, PPE and testing kits for hospitals, as well as hardship funds for individuals and families struggling financially here in the UK.

### BUY YOUR COPY NOW

- amazon
- Waterstones
- Bookshop.org
- pennyappeal

## TESTIMONIALS

"Read how Adeem's simple small change, big difference philosophy has inspired a charity movement intent on painting the world orange."

**Abdullah Afzal**  
BBC Actor and Comedian

"I recommend this book to anyone interested in serving humanity, see a stunning portrait of a Godly servant. Anyone interested to understand how altruism produces amplified results, let him read Adeem's story of the Penny Appeal."

**Dr Musharraf Hussain**  
Scientist, Educator and Religious Scholar

"It is an uplifting story, an encouraging story, an impressive story, that tells us as much about the author as it does about the power of a dream."

**Na'ima B Robert**  
Author and Founding Editor of SISTERS Magazine

"Truly inspiring, honest and life changing."

**Na'aem Raza**  
Entrepreneur, Visionary and Charity Consultant

"To say this book is a roller-coaster of a read would be an understatement. An inspiring story that every teenager, and adult, must read."

**Ibrahim Mogra**  
Relations Chair of the Interfaith Relations Committee of the Muslim Council of Britain

"It is a story of one British Muslim man's journey describing both the thorns and roses along the path, of building and sustaining a humanitarian charity."

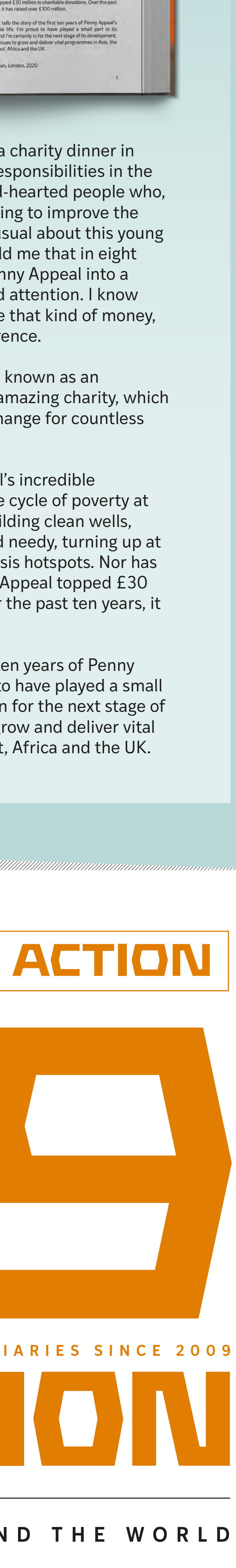
**Dr Husna Ahmad OBE**  
Secretary General World Muslim Leadership Forum

"Dictionary definition of an entrepreneur"

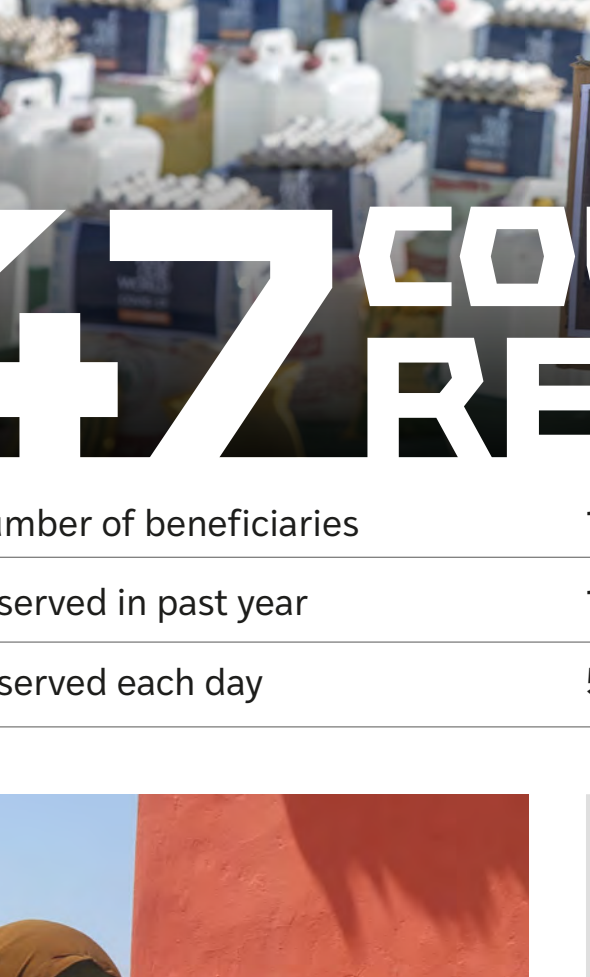
**Tony Kearney**  
BBC Scotland

"It's an important story that we've got to hear, especially during the last 12 months."

**Sunny and Shay**  
BBC Radio London



## PREFACE BY JAMES CAAN



I first met Adeem Younis in 2017, at a charity dinner in London. I have many interests and responsibilities in the charity world, and I often meet good-hearted people who, in their own ways, are doing something to improve the world. But there was something unusual about this young man sat next to me, and when he told me that in eight years he'd grown a charity called Penny Appeal into a £20 million-a-year foundation, I paid attention. I know from experience that when you raise that kind of money, you can really begin to make a difference.

Three years on, I'm now happy to be known as an ambassador for my friend Adeem's amazing charity, which I've witnessed bring about lasting change for countless individuals and families.

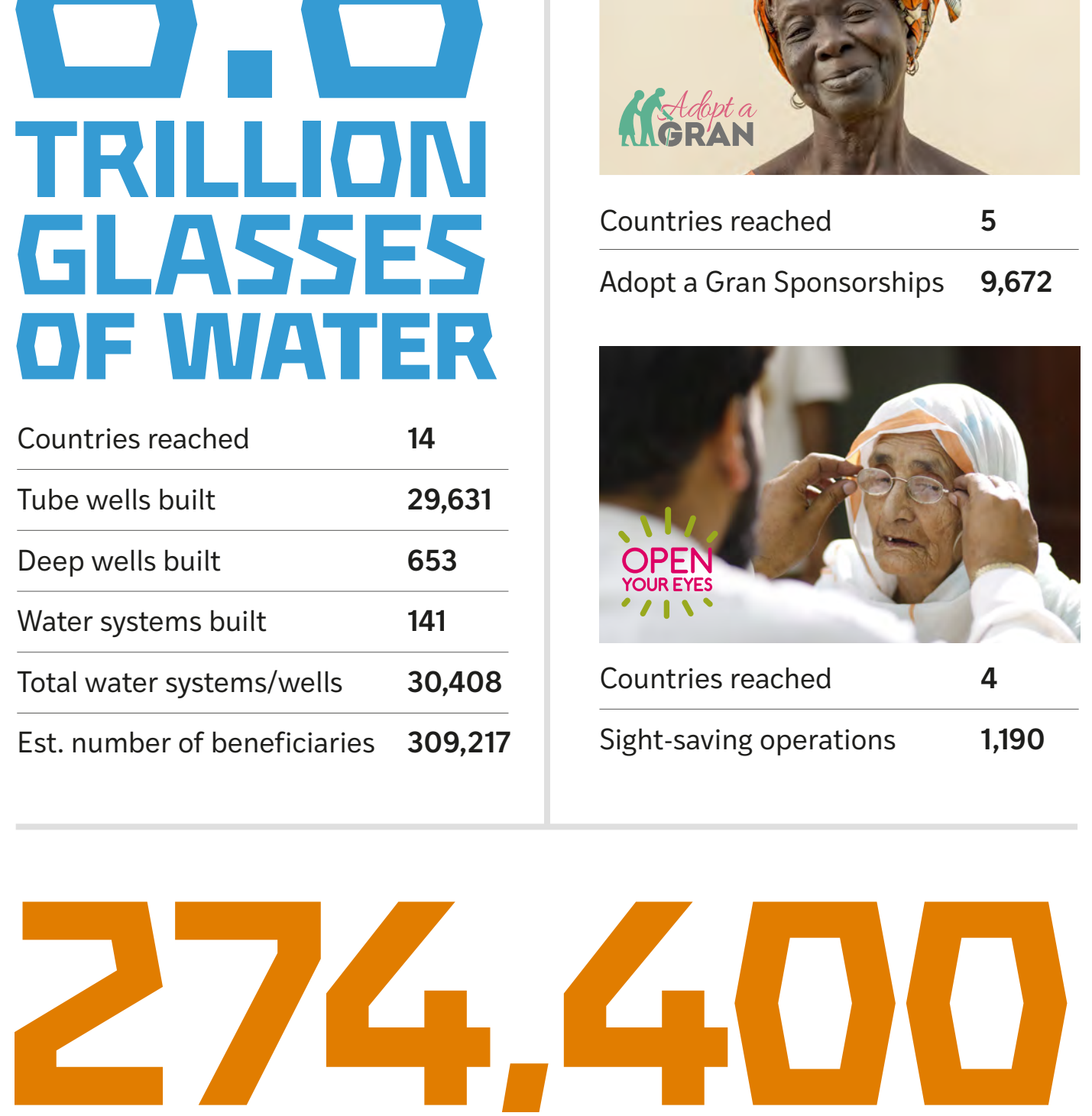
I've visited the sites of Penny Appeal's incredible programmes, which are breaking the cycle of poverty at every point: supporting orphans, building clean wells, fixing eyesight, feeding the poor and needy, turning up at short notice to deliver vital aid at crisis hotspots. Nor has the growth stopped: in 2019, Penny Appeal topped £30 million in charitable donations. Over the past ten years, it has raised over £100 million.

This book tells the story of the first ten years of Penny Appeal's remarkable life. I'm proud to have played a small part in its history, and I'm mighty in for the next stage of its development, as it continues to grow and deliver vital programmes in Asia, the Middle East, Africa and the UK.

## 49 MILLION

TOTAL NUMBER OF BENEFICIARIES SINCE 2009

## PROGRAMMES AROUND THE WORLD



## 47 COUNTRIES REACHED

Est. number of beneficiaries: 160,120 Meals  
Meals served in past year: 1,517,070  
Meals served each day: 50,569



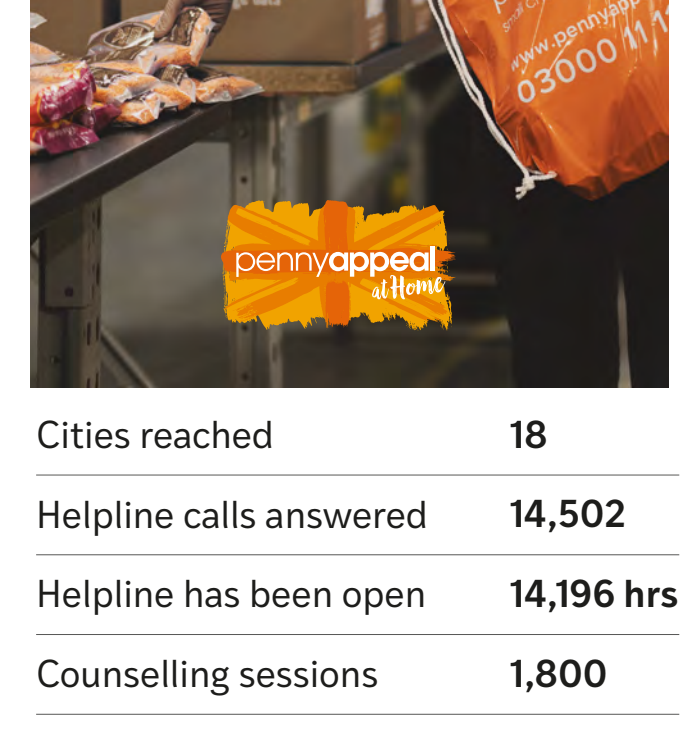
## 6.6 TRILLION GLASSES OF WATER

Countries reached: 14  
Tube wells built: 29,631  
Deep wells built: 653  
Water systems built: 141  
Total water systems/wells: 30,408  
Est. number of beneficiaries: 309,217



## 90,923

Countries reached: 9  
OrphanKind Sponsorships: 58,958  
Hifz Orphan Sponsorship: 31,965



## 5

Countries reached: 5  
Adopt a Gran Sponsorships: 9,672



## 4

Countries reached: 4  
Sight-saving operations: 1,190



## 12

Countries reached: 12  
Mosques built: 120  
Mosque attendees annually: 12,000



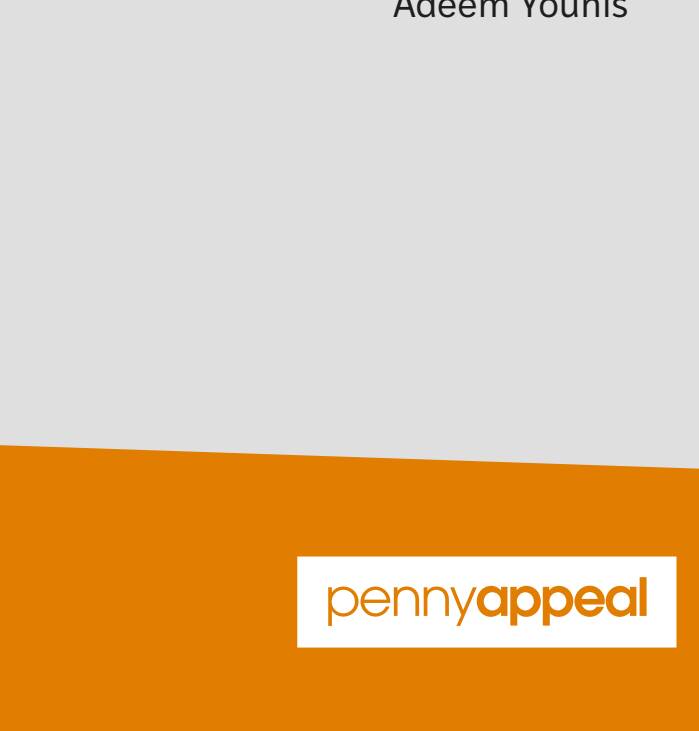
## 157,260

PPE Distributed: 157,260  
Food packs for those in need: 15,615  
Health/Hygiene packs: 31,460



## 30,000,000

Qurbani meals served: 30,000,000  
Qurbanis performed: 90,000



## 18

Cities reached: 18  
Helpline calls answered: 14,502  
Helpline has been open: 14,196 hrs  
Counselling sessions: 1,800  
COVID-19 UK Beneficiaries: 16,534

## AS SEEN IN THE MEDIA

- METRO: Community came together with street Iftar after Grenfell disaster
- BBC: Coventry man takes on 260km run Ramadan charity
- sky news: Coronavirus Emergency - Listening Line
- itv: James Caan Meets Penny Appeal Chairman Adeem Younis
- Muslim comedy show is touring the UK and the proceeds go to charity
- Penny Appeal's Back to School Grant Features on BBC Look North

For further information about the book or any other queries, please get in touch: pennyappeal

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