

pennyappeal

# Annual Feedback

2016/17

RAZIA BEGUM AT OUR PENNY APPEAL MOBILE EYE CAMP, PAKISTAN

**4.5m**  
**meals**

provided  
worldwide

PAGE 16

**Clear to see**

We care about eyecare

PAGE 20

*All's  
well that  
ends well*

A day with the  
Abdikarim family

PAGE 11



**Life-saving aid**  
for global disasters

PAGE 4

WE'RE CHANGING THE WORLD, SEE HOW INSIDE...

## Alhamdulillah, what a year!

As ever, Penny Appeal has been working tirelessly to transform your donations into invaluable interventions to halt the devastating effects of poverty in the developing world and here in the UK.

Our teams and partners are on the ground right now in over 30 countries. With international field offices and a widespread network of delivery partners, we are able to respond to emergencies whenever and wherever they happen, and provide long-term aid that is sustainable.

This year we contended with conflict-hit territories, the refugee crisis, and communities immobilised by natural disasters.

Here in the UK, our Domestic Abuse Counselling Service bridged a detrimental gap in resources for women affected by domestic abuse and Penny Appeal's dedicated team of volunteers provided immediate aid to hundreds of people in need.

We continued to build the foundations to fulfil the ambitions of children across the globe.

Our OrphanKind and Hifz Orphan programmes are giving children happy, comfortable homes, whilst Education First is shaping the teachers, doctors, artists and leaders of future generations.

I could go on indefinitely about our achievements this year. Instead, I will outline our notable work in the following pages so you can take a look at the difference we have made.

Aamer Naeem,  
Penny Appeal CEO

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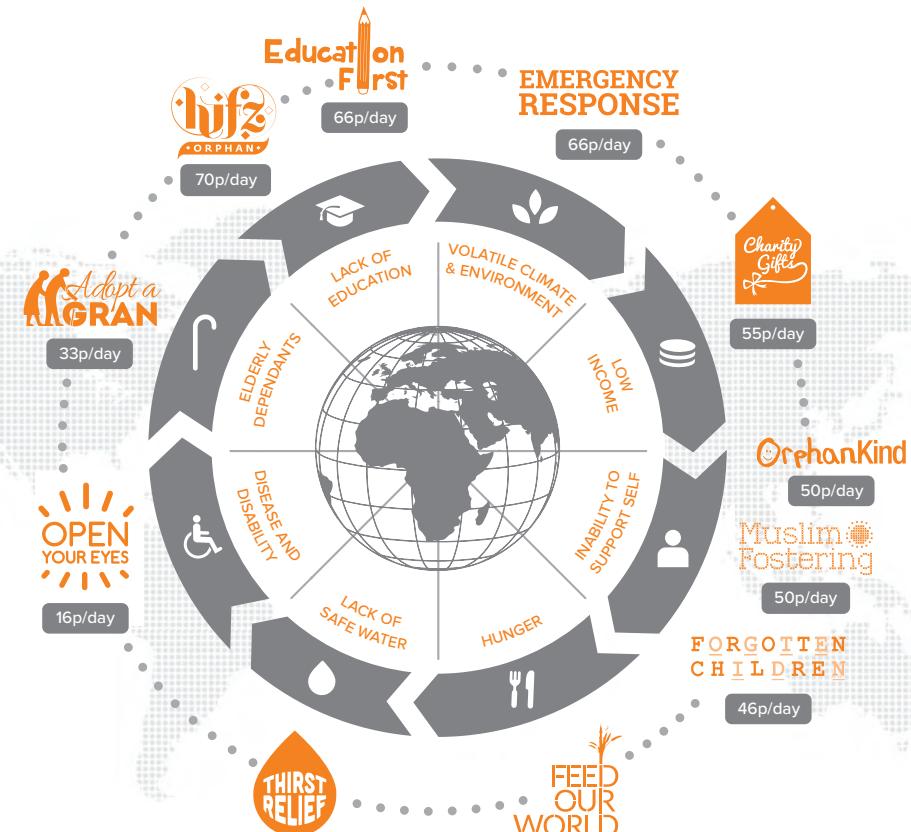


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# Breaking the poverty cycle

Communities across the world are trapped in a cycle of poverty. Each of our programmes interject at critical points within the poverty cycle to give people hope, happiness, and sustainable solutions.



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



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# Rapid response to worldwide emergencies

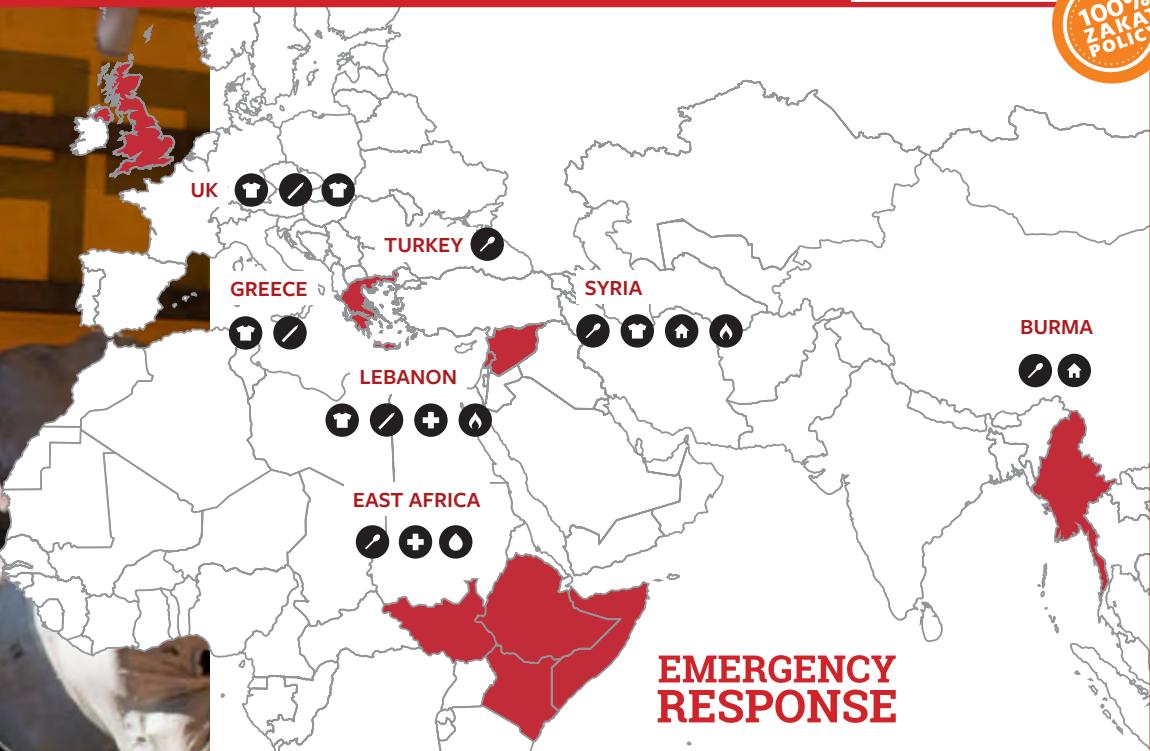


## A lifeline for Syria

Nearly 6 years on, the war in Syria shows no signs of resolution. Our teams on the ground witnessed incomprehensible horrors associated with what the UN has called the “biggest humanitarian and refugee crisis of our time.”

As international tensions escalated, hundreds of thousands of people were forced to seek refuge in neighbouring countries.

In the face of these challenges and more, we are devoted to helping refugees find hope and safety - thanks to your donations, we are able to do just that.



- Food packs
- Clothing
- Shelter
- Educational Materials
- Medical, Health & Hygiene packs
- Heaters and Fuel
- Water Tankers

From providing civilians in Aleppo caught up in horrifying violence with critical medical aid, to helping those fleeing from the violence to maintain dignified lives as refugees. In surrounding countries and the UK, we remained committed to offering emergency round-the-clock aid to thousands of people affected by the conflict.

Over 16 million lives in East Africa were at immediate risk of starvation as a result of

drought and conflict - with the UN noting the famine was the worst since World War Two.

With your donations, we were on the ground within a matter of hours with aid. Penny Appeal Water Tankers transported clean, safe water to communities paralysed by drought, and food and medical aid to children and families starving and suffering from life-threatening diseases.



# Blankets of hope



*Our Winter Emergency appeal reached out to thousands of communities in Syria, Lebanon, Palestine, Nepal, Pakistan and Bangladesh who do not have the resources to cope with freezing temperatures.*

We distributed shelter, blankets, clothing, food parcels, fuel and heaters to vulnerable people struggling for survival.

Your support has enabled families to focus on other important aspects of their livelihoods.

Children are able to play outside without the risk of hypothermia, and their parents can prioritise earning a sustainable income for a route out of poverty.

We are frequently recruiting skilled staff to add to our experienced programmes department. Penny Appeal teams are always suited to implement aid provisions for effective poverty intervention worldwide.



# Transforming the lives of young people

**OrphanKind**



## Helping orphans across Africa, Asia and The Middle East.

Without a stable guardian, role model and a secure place to live, children's lives very rarely have happy endings.

Your donations this year have transformed the lives of thousands of orphaned children.

### Penny Appeal Orphan Homes

Our Orphan Homes are secure and loving environments that provide everything a child needs emotionally, physically and psychologically.

We employ tutors, doctors, and psychologists, who inspire the children and provide the basis for happy, healthy and successful futures.

In each home, there are three large children's bedrooms, a separate space for a dedicated foster mother, along with spacious living areas and modern facilities.

Our foster mothers take care of all our children's daily needs, from cooking and cleaning, to helping with homework and recreational activities, to teaching them basic life skills and Islamic values.

In all of our Orphan Homes, we create family atmospheres where children can develop bonds like brothers and sisters.



### Aisha's Story

I became an orphan when I was five. I have two younger brothers who both have learning problems.

When my parents died, I had to make sure that we all had food to eat. Sometimes, I had to go hungry for days because I couldn't find anything to eat, or my little brother was sick.

I was 7 when a kind woman in an orange shirt came to talk to me. She gave me some food, the best food I had ever tasted, and spoke to my little brother and stopped him from crying.

The woman introduced me to my new mother and more of my brothers and sisters on the same day – children just like me.

I see my brothers every week. They are always smiling!

Mohammed plays football every day and says that one day he will be like Ronaldo!

Thank you Penny Appeal for being my family!



"Alhamdulillah! Words cannot express just how much these children have inspired me.

Despite their traumatising experiences, their beaming smiles radiate around the playground.

Each child I have spoken to has taught me a new lesson about optimism and courage.

Thank you for your donations. Please keep these children smiling and laughing by continuing to support Penny Appeal's incredible work."

**Rahim Jung**  
Humanitarian, TV presenter  
and actor

# Sustainable intervention with water



*This year, we built over 3,500 wells worldwide, providing over 220,000 people with clean, safe drinking water.*

As Thirst Relief is expanding, we are utilising more resources to ensure we find the most appropriate and cost-effective water solutions, tailored to the specific needs of communities.

You made it possible for us to build upon the following life transforming projects.

## Building wells

Our water wells are life changing for women who collect water for their families every day as we have reduced the time it takes to collect water by over five hours a day.

Healthier living conditions have lowered child mortality rates and has significantly reduced life-threatening illnesses in communities.

## Setting up Solar Panel Water & Power Centres

This year, we continued supplying water using innovative energy and metering systems.

As well as running the pump to bring up the water, solar panels generate surplus electricity, which is routed to local schools, homes and to a power station. Here people can charge torches and lanterns and even radios provided by Penny Appeal.

## Water tankers for communities

In Gaza we delivered thousands of gallons of water to schools, hospitals and homes and to drought-hit villages in East Africa to communities cut off from a clean, safe water supply.



## When Penny Appeal met the Abdikarím Family

In 2016, we visited the Abdikarím family in the village of Nukay, in the Jowhar region of Somalia. Just a few months prior, Penny Appeal had installed a hand-pump well in their village.

I discovered the Penny Appeal safe-water programme when I visited another community over 100 km away to attend the opening ceremony for a Masjid. This village already had a well.

Our Penny Appeal well is the first of its kind in the village. We're so grateful for the development projects you are bringing here. Our community is growing faster than anyone could have imagined.

May Allah (SWT) bless everyone who has helped bring clean water to our village.

Mohammed Abdi Karim



We are building capacity for communities to better understand the critical roles that water plays in human development and survival.

Our Integrated Water Programme improves the quality, reliability and coverage of water supplies in desert areas whilst educating communities on the best ways of utilising the supply to improve health, hygiene, and well being.

# Inspired by faith

*We have brought together the inspiration the Islamic faith gives us with our passion for helping others.*

There are many Muslim children across the developing world who have lost their parents to poverty or armed conflict.

Penny Appeal is providing thousands of vulnerable children with a safe and comfortable home, a loving foster mother and a comprehensive three year Hifz education.

Learning how to read and recite with tajweed (rules of pronunciation) is a crucial part of the Hifz curriculum and improves memorisation skills, which is proven to have a substantial positive effect on attainment.

A Hifz education gives children the skills and confidence to excel in school and inspires leadership and success later in life.

"Masha'Allah! Thank you Penny Appeal for giving me the opportunity to become a Hafiz, for the lifelong friends I have made, and the family you have created. I feel truly blessed that you will continue supporting me throughout my life." - Halima, aged 11



*This year, you generated 9,632 Hifz orphan sponsorships.*



## Celebrating success

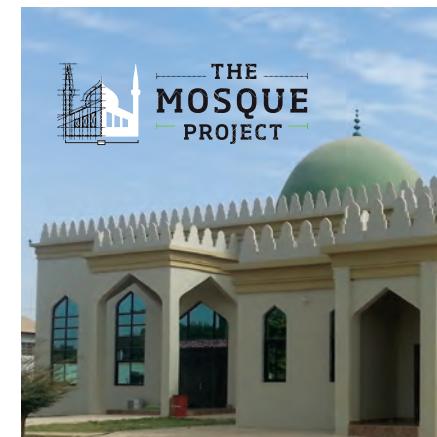
In 2017, we held our very first Hifz Graduation in Kanifing, Serekunda, The Gambia. Each student took to the stage to receive their certificates and recited verses from the Qur'an.

The ceremony was the talk of the town, and an incredible 400 people turned out to see our inspiring pupils recite with beautiful tajweed!

Of course, we continue to provide the children with support to stay in education and where necessary, offer guidance with apprenticeships in their local community. All our interventions are crucial for happy, healthy childhood development, and a route out of poverty.



HIFZ GRADUATION, THE GAMBIA



MOSQUE IN NEPAL

A dedicated place to practice and share our faith is really important, but Muslim communities in developing countries do not always have a local Mosque.

We have been building Mosques in impoverished areas to encourage communities to come together to practise their faith, celebrate special occasions, and organise educational and social events.

# Our promise for Palestine

love Palestine



*The World Bank reports that Palestinians are getting poorer for the third year in a row - with calls for urgent measures to reverse the trend.*

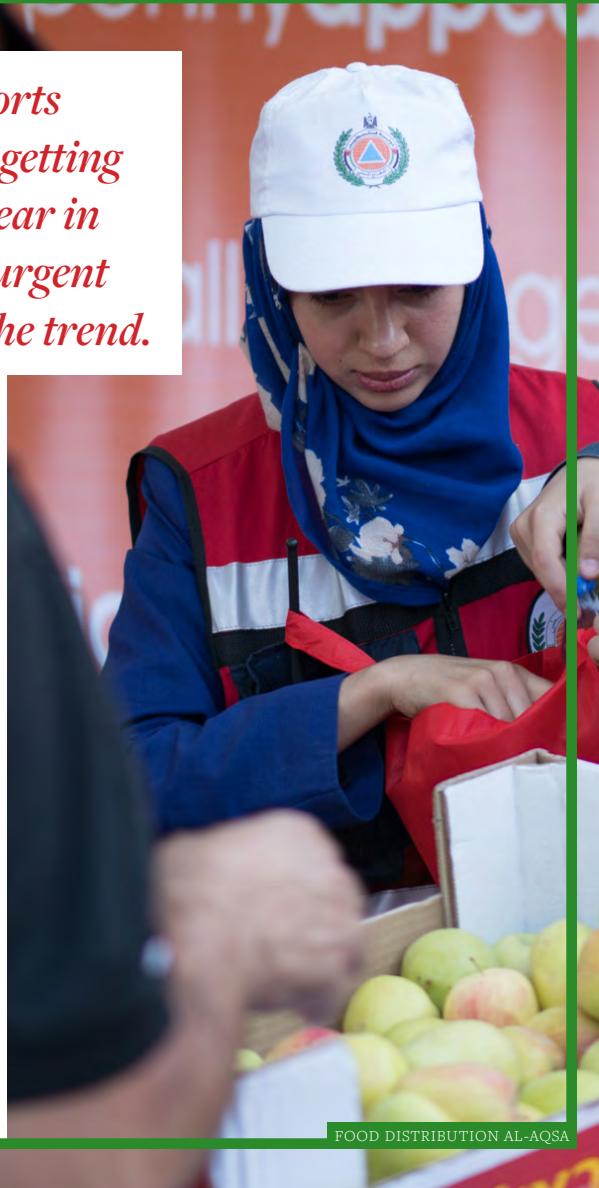
This year, Penny Appeal has remained committed to helping vulnerable people in Palestine. We are educating children, empowering women and providing medical support, nutritious food, and clean water to vulnerable people in desperate need.

## A lifeline for the children of Palestine

No child should have to suffer whilst growing up. Your sponsorships have provided Palestinian children with nutritious meals, clothes, healthcare and education.

Penny Appeal's school in Jerusalem expanded this year.

We are now providing a rounded education to over 150 students. We inspire success and encourage creativity to break the cycle of poverty.



## Bringing hope to Gaza



WATER TANKER, GAZA

Gaza remains in the grip of crisis, with conflict ongoing and whole generations at risk of losing everything.

This year, we continued to deliver safe, clean water to hospitals, schools and orphanages thanks to our water tanker programme and dedicated teams. We fill local water tanks and fountains, to give communities easy, reliable access.

Thanks to your generosity, we continued our support for several medical centres and facilities in Gaza, delivering medicines, maintaining equipment and supplying essentials including bandages and first-aid kits.

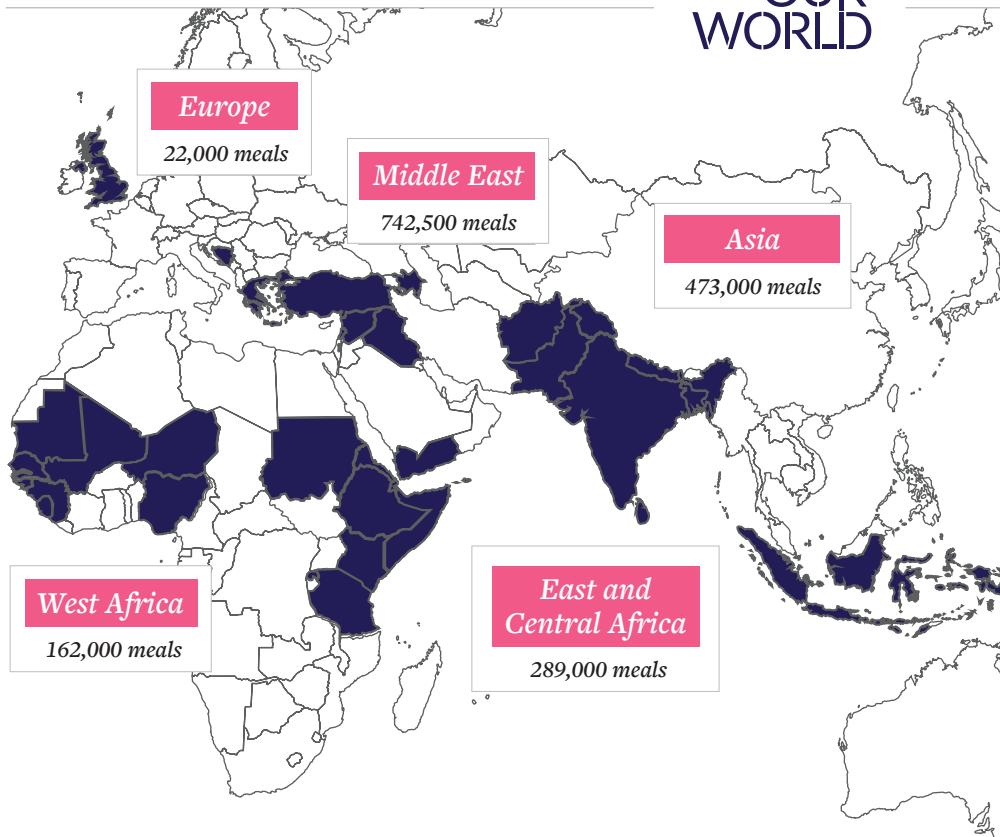
Our Empowering Women project educates women in Palestine to build towards a dignified, self-sufficient future, giving them the tools to overcome adversity. Read more on page 24.



# Feed, Develop, Sustain

Over the past year, we provided nutritious food to over **4.5 million** people and launched development projects to encourage sustainable farming and feeding.

Feed Our World retained its status as our most wide-reaching programme, with meals and food packs delivered in 32 countries around the world.



## *Food for generations*

### **City without Hunger**

Lahore, Pakistan

We are training families to be self-sufficient by teaching methods to grow crops in allotments. Penny Appeal provides the seeds and tools required to cultivate crops for maximum yield throughout the year to enable communities to break from poverty for good.

### **Islamic Farming**

An integrated approach to food security, Nigeria

We train farmers in the area on the cultivation of crops, the value of sustainable nutrition to improve their food security, and marketing to increase their income. This has a positive knock-on effect on their families and the economy for the wider community.

### **Horticulture & Livestock Intensification**

An integrated approach to Food Security, The Gambia

This year, we established communal vegetable gardens, and provided training to improve food security for the poor and widowed families in rural areas.

*Our sustainable food interventions and the training we provide is passed on to surrounding communities, and will continue down generations.*

**Throughout Qurbani alone, we delivered 3 million meals across Asia and Africa.**



# Caring for generations, across generations



## Rescuing children worldwide

FORGOTTEN  
CHILDREN

This year, we set up Rescue Centres across Asia and Africa - including Bangladesh, Pakistan and Senegal - to get vulnerable children off the streets and away from danger, fast.

### Path out of Poverty

- 1** With many children severely traumatised and distrusting of adults, our outreach workers first establish trusting relationships to avoid any further distress and to ensure we find the best path out of poverty for each child.
- 2** Once at our Rescue Centres, each child receives nutritious meals, clean clothes, medical treatment, schooling, counselling, and a safe place to stay.
- 3** Out of immediate danger, we arrange the best long-term care for the children. Where possible, we reunite children with their families, whilst continuing to support them with food and education, or find compatible guardians who are able to care for and love the child as a parent would.



RESCUE CENTRE, PAKISTAN

*In the first year alone, your donations enabled us to rescue 3,650 children worldwide.*



*Penny Appeal is opening care homes to cater for the forgotten grandparents of our generation.*



NAME:  
**Muhammad Ghazan**  
AGE: 92  
LOCATION:  
**Penny Appeal Care Home, Sohawa, Pakistan**

" I was living on the street after everyone in my family passed away. I had no friends. Some days I would find food, but I was always hungry. I was getting weaker by the day. If I was lucky, they would let me sleep in the Mosque. One night a few years ago, I found comfort in the rays of light through the windows watching over me. The next day, Penny Appeal found me there, lying on the cold floor of the Mosque. They gave me food and a place to stay. They gave me friendship, warmth and courage. The staff and my neighbours are my new family. They saved my life. "



# A vision for the future



*The procedure to restore a person's sight is often relatively quick and simple, meaning that through scalable and sustainable solutions, our Open Your Eyes programme is making a notable difference to livelihoods in the developing world.*

Many people take their eyesight for granted, but we have seen first-hand how simple treatments and glasses can entirely transform the lives of individuals, families and communities.

NAME: Fatou Sowe AGE: 15 EDUCATION: Kabafita Upper Basic School



## Before Penny Appeal

My eyesight started getting worse three years ago when I was in Grade Six. I used to sit at the back of the class and I could hardly see the board. My teachers moved me to the front and told me that I would get better grades if I tried harder. This made me so sad, I was trying my very best.

I would feel sleepy very quickly and have headaches all the time. I could not study much at home. Now I understand that it was because I was suffering from eye-strain.

## Effective Intervention

When I arrived at the Eye Camp, there were hundreds of people outside. I was so happy when someone offered me an eye test because I thought I was too late.

The kind doctors from the Eye Camp did some tests on my eyes and then gave me some glasses.

They came to my home, spoke to my mother and the rest of my family and did eye tests for them too. It was amazing!

## Restored vision

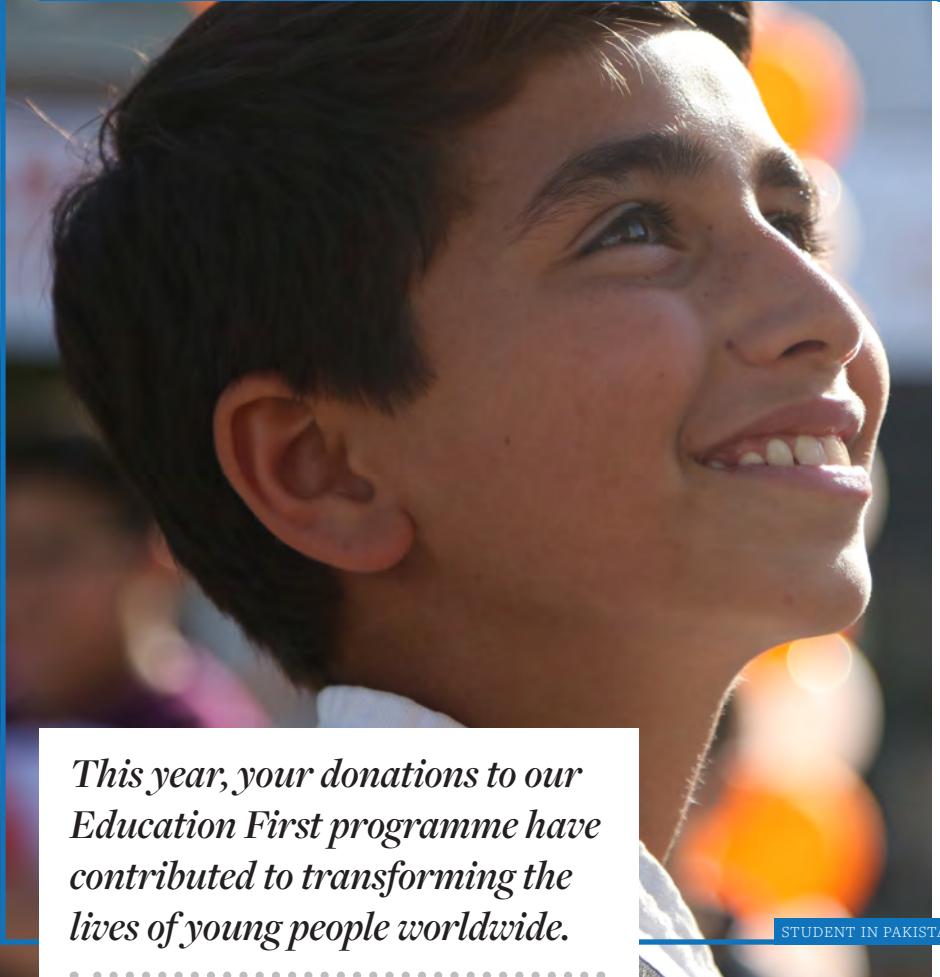
This is the first time I have ever had my eyes tested and even seen a pair of glasses. I can now see colours clearly. The world is beautiful.

In the school holidays, I managed to spend longer on my homework without my eyes getting tired or getting a headache. I am so much happier!

Thank you Penny Appeal, you have given me the confidence to work harder. I am going to be an optician one day! I promise to take care of my glasses very well.



# Empowering through education



*This year, your donations to our Education First programme have contributed to transforming the lives of young people worldwide.*

STUDENT IN PAKISTAN

By setting up and overhauling existing schools, we are providing children of all ages a comprehensive education in developing countries.

We use locally sourced materials to construct our schools; enabling local people to maintain them, whilst improving sustainability and reducing need for further intervention.

Our teachers give lessons in the local language and English, covering a broad and recognised curriculum. Every school will be expandable, so that over the years, many generations of children will have access to good quality education – another way we are intervening to break the poverty cycle.

*Your donations have given children many invaluable skills, including:*

- Reading and writing skills
- Numeracy skills
- Communication skills
- Creativity
- Self-confidence
- Moral values
- Health & hygiene awareness
- Foreign Language



## Promoting Equality Globally

Education is often the first step to giving women and girls the confidence to speak out and be heard in their communities.

GIRLS AT PENNY APPEAL SCHOOL, THE GAMBIA

# Standing up for women worldwide

*The UN has found that one in five women in Iraq aged 15-49 has suffered physical violence at the hands of their husband.*

## A shining light

Escaping Darkness is our programme in Iraq dedicated to addressing the gap in support services for women.

Your donations have funded a Psychosocial Support Unit at the Primary Health Care Centre in the Mamilian Camp, Dohuk, Iraq.

In the two months since the project started, 130 women and girls have received psychological care from GPs and 226 women have had counselling sessions in their homes.

Overall, we have reached over 900 people through community awareness events, aimed at reducing stigma associated with mental health and issues around gender based violence.



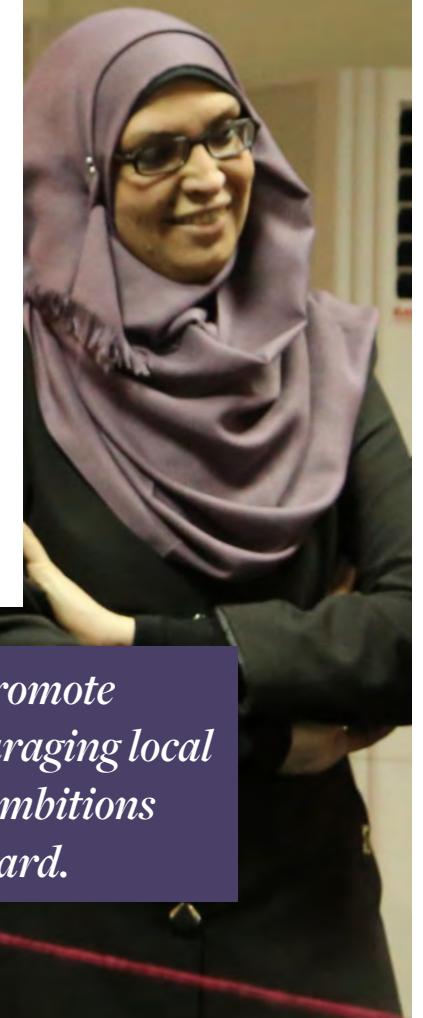
ESCAPING DARKNESS PROGRAMME

## Women of the future

This year, we launch Empowering Women, a project providing support for vulnerable and unemployed women in Palestine who have lost their families as a direct consequence of assaults on Gaza.

We support women by providing legal awareness, psychosocial support, identifying and supporting entrepreneurs who are qualified to start their own small enterprises, and providing job opportunities to graduates.

We connect entrepreneurs with local businesses who have extensive experience in relevant markets and provide business services to their small projects and help them develop their businesses so they are able to introduce jobs opportunities for other women.



*Our female employees promote gender equality by encouraging local women to achieve their ambitions and make their voices heard.*

# A Gift of a Lifetime

*Planting the seed for sustainable futures.*

We select our charity gifts based on their immediate and long-term benefits. The gifts we provide offer solutions for sustainable routes out of poverty, such as sewing machines that allow widows to set up businesses and farming tools to enable people to grow their own nutritious food for many years to come.



FARMER USING PENNY APPEAL TOOLS, INDIA



SEWING MACHINE DISTRIBUTION, PAKISTAN

*Penny Appeal planted over 6000 olive trees in 2016 alone.*



MIDWIFE, THE GAMBIA



OLIVE TREE PLANTING, SENEGAL

## Sustainability

A simple watering can or trowel can make a huge difference to the yield of crops grown within communities. Our Charity Gifts show how a small change can make a big difference.

## Hope

Our Sewing Machines empower women and are often the catalyst to inspire them to start business ventures of their own. We introduce women to local businesses and teach entrepreneurial skills.

## Joy

Our mission to nurture is just as important as our mission to save lives. A Midwife and Training Kit is invaluable to many mothers who deserve a safe and joyful birth.

## Freedom

We plant Olive Trees in rural areas that will provide a sustainable income for generations to come and lasting freedom from the poverty cycle.

# Critical intervention at home

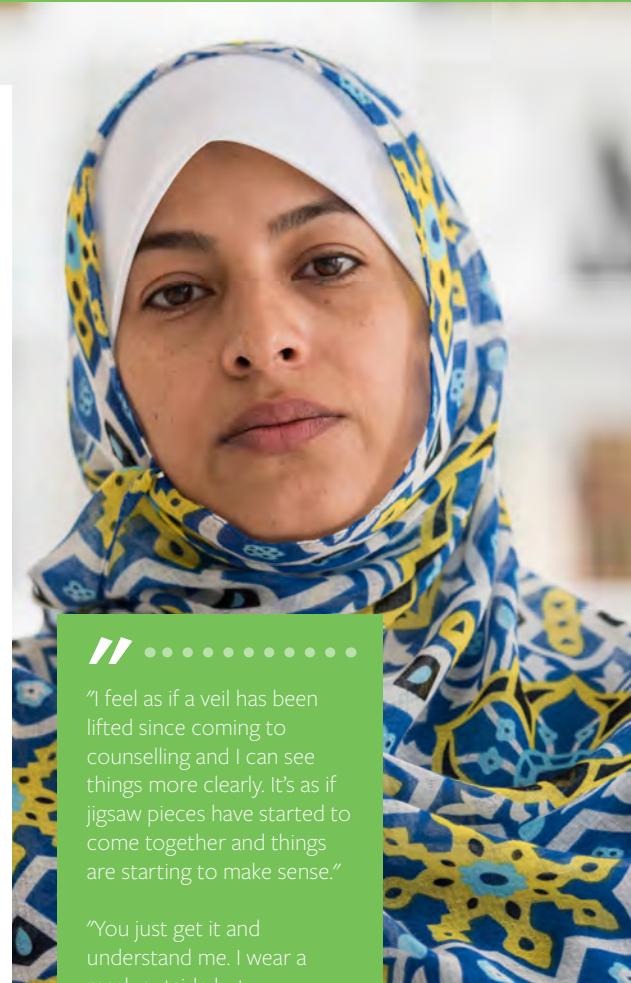
*Penny Appeal inspires equality. This year we introduced interventions in the UK to support communities, regardless of gender, race or religion.*

Our Domestic Abuse Counselling Service offers UK-wide counselling to victims and survivors of domestic and sexual abuse and provides invaluable support to communities lacking in resources.

Penny Appeal counsellors are on hand full time to support vulnerable people through a variety of domestic issues and traumatic experiences.

Our expert staff identify the right course of action for each individual and guide him or her through the stages of therapy in their own time, in a safe and comfortable environment.

Our counsellors are qualified and experienced in dealing with gender based violence and are regularly supported with clinical supervision.



“ “

I feel as if a veil has been lifted since coming to counselling and I can see things more clearly. It's as if jigsaw pieces have started to come together and things are starting to make sense.”

“ You just get it and understand me. I wear a mask outside but with you I feel safe and can be honest about how I feel - you are not judging me.”

**Service user**

Penny Appeal Domestic Abuse Counselling Service

” ”



*In 2016, we extended our Fostering service to include Adoption Services to help provide long term, permanent love and care to vulnerable children.*

With a growing shortage of foster parents for children in care and with thousands of unaccompanied asylum seeking children due to come to the UK, our Fostering and Adoption programme addresses a dire need in our own communities.

Led by an experienced social worker, Muslim Fostering advises Muslims on becoming carers, and provides religious and cultural

training to non-Muslim carers and social work professionals.

We help people on the journey towards becoming an approved foster carer or adoptive parent and raising awareness of the need for carers with training on adapting to a child's religious and cultural needs.

# Caring for our communities

*We fund high-impact programmes, which improve social mobility, increase gender equality and promote religious understanding.*



## Feeding at home

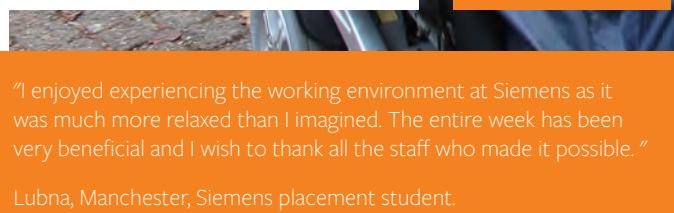
This year, we have supported vulnerable individuals and families through hot food supply and the distribution of family food parcels across the country to those affected by disaster or living in poverty.

In total, we distributed 6,000 meals in the UK to refugees and the homeless, working closely with food banks and local organisations.

## The Social Mobility Project

Penny Appeal has been working alongside The Baroness Warsi Foundation, supporting hundreds of students across the country.

By providing invaluable work experience and Futures Day events, we are giving students an insight into the sector they wish to enter and the opportunity to network with professionals.



Our network of volunteers regularly visit hospitals and hospices, clean litter from the street and distribute hot meals to the homeless. They have responded to disasters caused by flooding in Cumbria and were featured across national media for their inspiring work.

## Top #TeamOrange Challenges

### Gold

A team of 75 #TeamOrange volunteers hit the streets of Coventry, pounding the pavements for over 13 miles to raise money to support refugees and raised over £45,000!



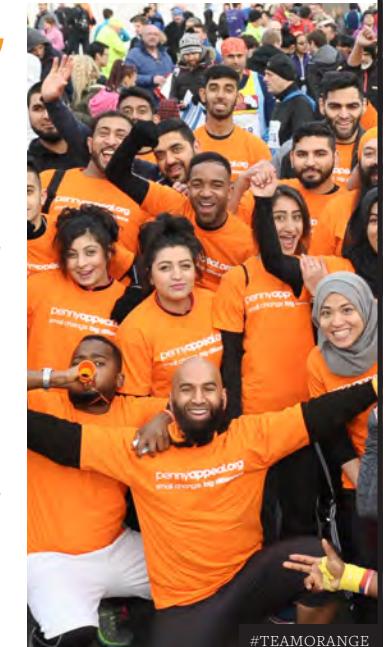
### Silver

On the 13th of August, 2016, #TeamOrange took to the skies to save lives. Their gallant efforts raised in excess of £20,000 and built a fully-equipped medical room in Gaza. Keep your eyes peeled on our website for your chance to Skydive with Penny Appeal!



### Bronze

Taking on the highest mountain in Wales is tough enough but our trekkers surpassed expectations by doing it in the dark! Our Mount Snowdon Walk for Water challenge raised enough money to build over 56 wells in Africa, Asia and the Middle East!



#TEAMORANGE



One thing that got me through [the half marathon] was the positive Penny Appeal mindset, which is so crucial in all aspects of life.

Penny Appeal is a charity so close to my heart, and to raise money to help refugees, whose struggles I know for myself, was an honour.

Mergim Butaja, BBC Apprentice star and #TeamOrange volunteer.

