



FEED OUR WORLD

by pennyappeal.org
small change. big difference

FEEDBACK REPORT 2015

FRSB give with confidence

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bond
FOR INTERNATIONAL DEVELOPMENT

CHARITY NO
1128341



FEEDING IN AFGHANISTAN

A message from our CEO

Alhamdulillah! Penny Appeal's Feed Our World campaign provided millions of life-saving nutritious meals in 2014.

Through your continued support, we increased our worldwide feeding programme to 30 crisis-hit countries and provided a massive 3,235,852 meals during the year.

That's over three million times that poor and needy people did not have to worry about where their next meal would come from, Alhamdulillah!

Feed Our World meals have been provided across Asia, Africa and the Middle East. The people in these countries are facing ongoing humanitarian crises, whether due to conflict, famine, displacement or natural disaster.

We have fed throughout the year, with additional efforts made in response to emergency situations and when needs are greatest.

All this is only possible because of our supporters and delivery partners – thank you for helping us tackle hunger poverty.



Aamer Naeem
Penny Appeal CEO



FEEDING IN ERITREA

You can help us Feed Our World in 2015 for just £1 per meal.

“Perform a charity each day that the sun rises.”

[40 Hadith Nawawi 26]

Regular charity makes the biggest difference, so set up a monthly commitment to give £30. Each month, your £30 will provide 30 meals to orphans, widows, and the poor and needy. Start a new good habit and help us reduce hunger poverty around the world in 2015.

Your support means we can help even more people break away from malnutrition and starvation.

Call 03000 11 11 11 or visit our website at www.pennyappeal.org to donate now.

Feed Our World 2014

EVERY 3.6 SECONDS one person dies of starvation.

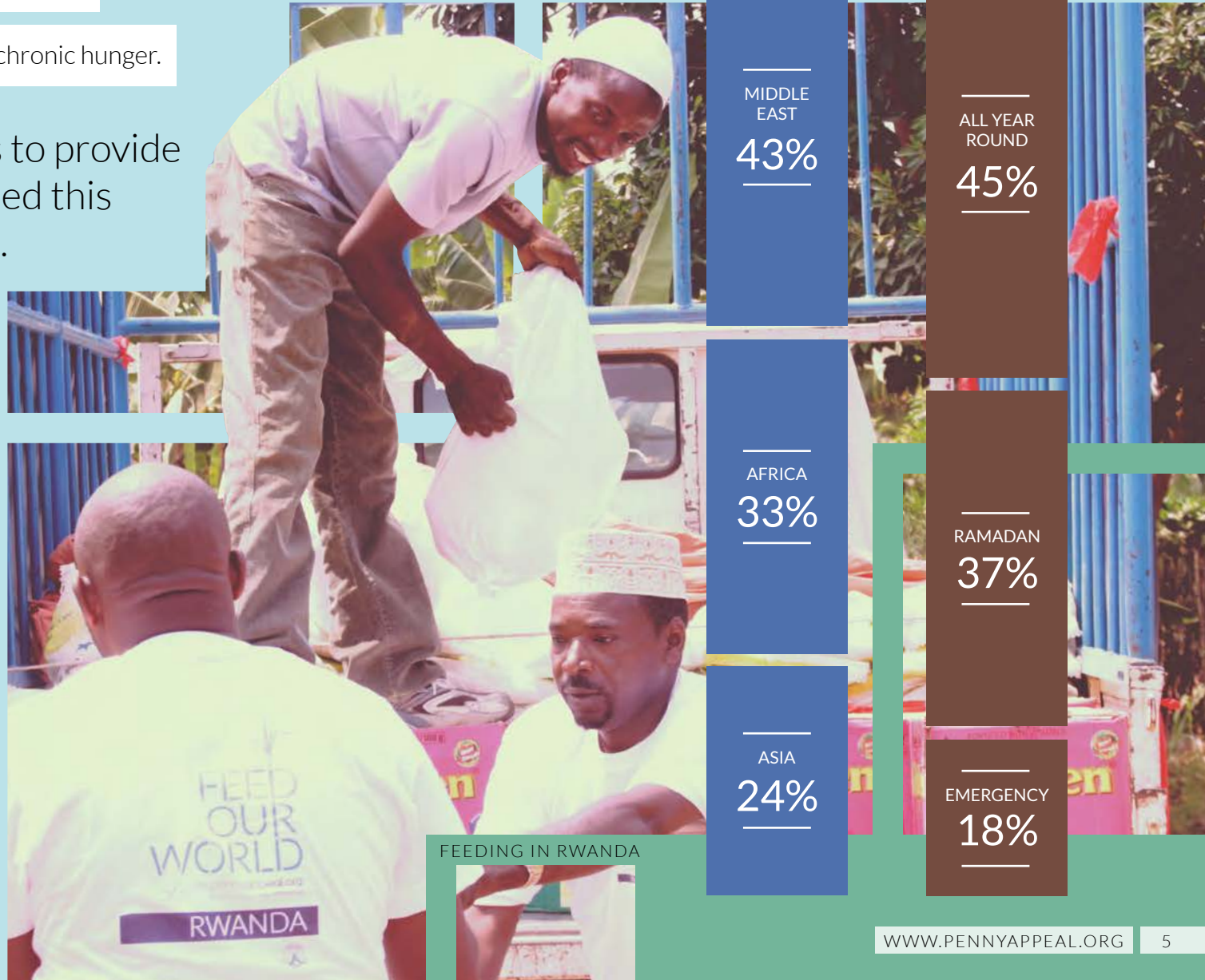
870 million people in the world suffer from chronic hunger.

Our mission for Ramadan was to provide one million meals – we exceeded this by providing 1,207,000 meals.

Alhamdulillah, we also provided more than two million meals throughout the rest of the year. Over half a million of these were distributed in countries facing emergencies or conflicts, including the Syria crisis, where meals were given to orphans, widows and the poor still struggling to survive amid ongoing conflict. Syria was the largest single beneficiary country for Feed Our World 2014 with 240,000 meals provided.

Penny Appeal works with recognised and experienced delivery partners to make sure nutritious, life-saving meals reach those in desperate need. We also unite with major UK Muslim charities. Of course, we couldn't do anything without the generous support of our donors.

Alhamdulillah, our sincere thanks go out to everyone who has donated or helped us to provide meals. These include: Yardimeli, Interpal, Islamic Help, Human Appeal, Orphans In Need, Muslim Aid, Muslim Hands, Read Foundation, Al Ihsan, Organisation for Help Out, Annasru Deen & Development and African Development Trust.



Feed Our World Meals 2014:

MIDDLE EAST
43%

ALL YEAR ROUND
45%

AFRICA
33%

RAMADAN
37%

ASIA
24%

EMERGENCY
18%

FEEDING IN RWANDA

Middle East

'The most excellent charity consists in...satisfying the hungry stomach.'

(AL-TIRMIDHI)



FEEDING IN IRAQ

Iraq



WORLD POVERTY RANKING: **81 of 184**

BELOW \$2 A DAY: **22.4%**

800 families in the city of Najaf were provided with food baskets. Many of these families had fled to Najaf from various northern cities, such as Talafar, Sinjar and Mosul, others were local families grappling with poverty.

800 food parcels were given, which contained items such as rice, sugar, milk powder, tea leaves, cooking oil, lentils, eggs and dates.

A special iftaar was also arranged on the 15th day of Ramadan for 500 orphan children and their families.

Palestine



WORLD POVERTY RANKING: **N/A**

BELOW \$2 A DAY: **72%**

524 families were provided with food aid, either in the form of food parcels or vouchers to exchange for food at a nearby supermarket. With 80% of the population dependent on aid for food security, the provisions were vital for thousands of people.

There were 187 food parcels handed out, plus 327 food vouchers.

Turkey



WORLD POVERTY RANKING: **120 of 184**

BELOW \$2 A DAY: **22.4%**

Syrian refugee families were provided with food packs, which contained rice, lentils, wheat macaroni, tomato sauce, chickpeas, sugar, cooking oil, cereals, jam, dry beans, olives and soup.

The beneficiaries were displaced Syrians in the Hatay province at the Turkey-Syria border.

Syria



WORLD POVERTY RANKING: **N/A**

BELOW \$2 A DAY: **16.9%**

4,500 households were provided with bread packs to help ward off immediate hunger. The beneficiaries were internally displaced people from two villages in the Idlib suburbs.

The number of people who benefited was 22,500, with 240,000 meals delivered in total.



Lebanon



WORLD
POVERTY
RANKING:

122
of 184

BELOW
\$2 A DAY:

N/A

220 families, a total of 1,320 people, benefited from the distribution of food packs in Lebanon. The beneficiaries were vulnerable families, specifically Syrian refugees living in Saida City, Ein- Elhelwi and Al Mia Wa Mia/Saida Camps in South Lebanon. They were selected on the basis of the number of dependants, including young children and elderly family members, and women-headed households were given priority.

220 food packs were distributed. They comprised items such as rice, sugar, cooking oil, milk, cheese, halawa, tomato sauce, beans, tea, pasta, lentils and jam. In total, 210 women, 150 men and 950 children benefited.

Yemen



WORLD
POVERTY
RANKING:

37
of 184

BELOW
\$2 A DAY: 37.3%

120 families were given food packs. The most vulnerable households in the areas of Sana'a and the Al-Maton district in Al-Jawf were identified, with priority given to female-led families, the disabled and the elderly from Amran.

In Sana'a 50 families were given food parcels containing enough items to make meals for a month.

In Al-Maton parcels were distributed to 70 families. The beneficiaries were very happy to receive the supply of food packages as they get limited aid relief from other organisations.

Azerbaijan



WORLD
POVERTY
RANKING:

102
of 184

BELOW
\$2 A DAY:

2.4%

220 families were provided with food packs in Baku. Disadvantaged families, orphans and refugees were the priority beneficiaries.

220 food packs were distributed, containing items such as pasta, sugar, rice, flour, tea and butter.



FEEDING IN AZERBAIJAN

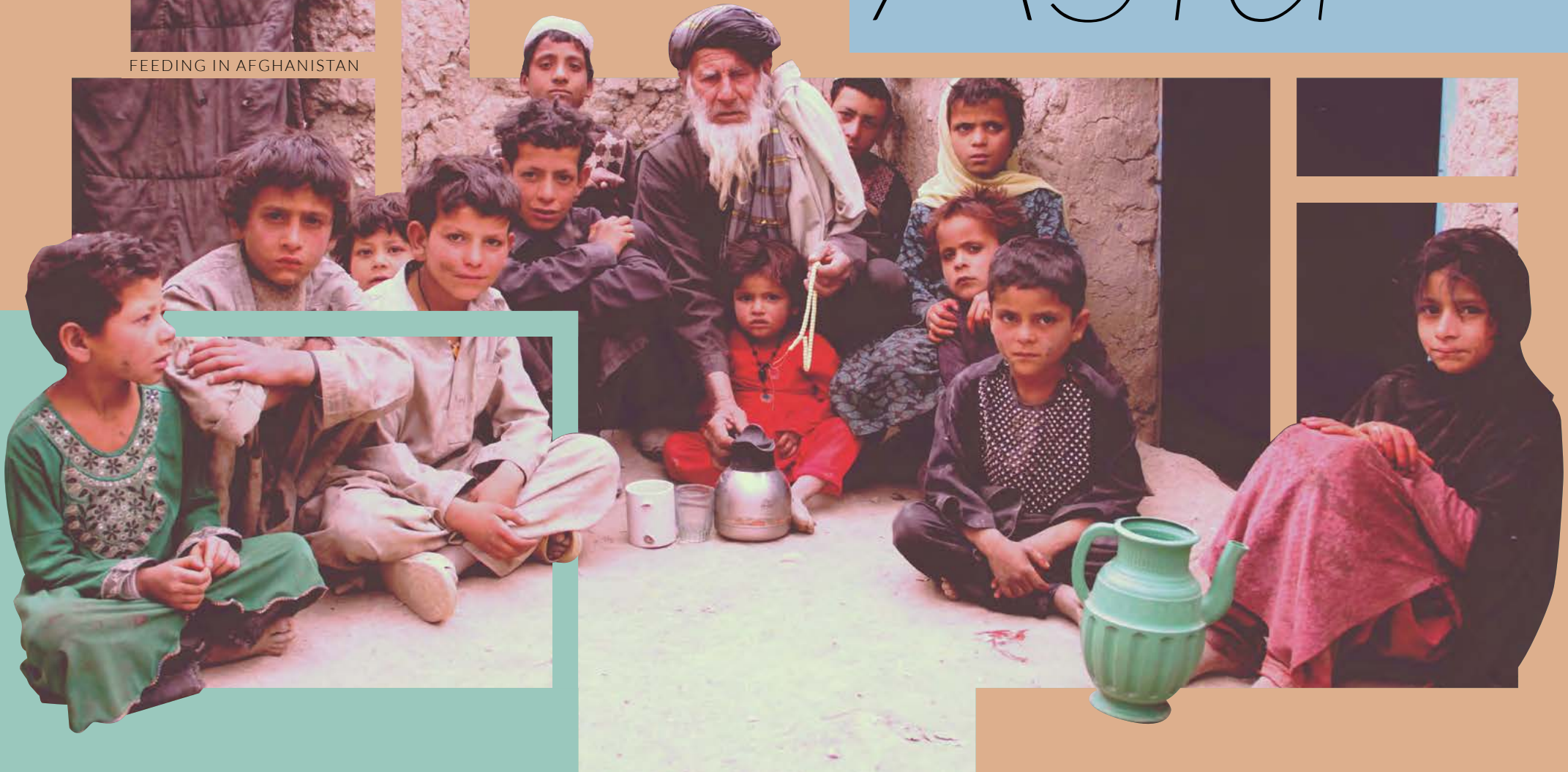


FEEDING IN AFGHANISTAN

'..among the best deeds are to feed the poor and the deserving..'

(BUKHARI)

Asia



Kashmir



WORLD
POVERTY
RANKING:

N/A

BELOW
\$2 A DAY:

N/A

120 underprivileged families were given food packs. Those who benefited were from the Kashmiri refugee camps at Gulpur in the Kotli district and at Ambore in the Muzaffarabad district. People here are in severe poverty, which means an uncertainty of where their next meal will come from and having to make dreadful choices, for example between feeding their daughter and buying medicine for their ailing mother. Crippling inflation in food prices is making things worse.

Food packs contained items such as rice, wheat flour, sugar, pulses and dates.

Afghanistan



WORLD
POVERTY
RANKING:

10
of 184

BELOW
\$2 A DAY:

75%

300 families in the Pole Company internally displaced people (IDP) camp in the 5th district in Kabul were provided with food parcels. These contained cooking oil, pulses, rice, green tea, dates and salt.

The beneficiaries were families from the Helmand, Uruzgan and Kandahar provinces. They are chronically poor, and living in tents and mud houses with no source of income to provide for their families.

A further 200 families were provided with food packs in Kunar province during distribution from Asad Abad Orphanage. Families with orphans, widows and people with disabilities were given parcels containing cooking oil, sugar, rice, tea and flour. In total, this food aid reached 1,400 people.



FEEDING IN AFGHANISTAN



FEEDING IN PAKISTAN

Pakistan



WORLD
POVERTY
RANKING:

47
of 184

BELOW
\$2 A DAY:

50.7%

620 families, a total of 3,720 people, benefited in Tharparkar, Khanewal and Rawalpindi. High unemployment levels and low incomes for those who do have a job is restricting access to regular, nutritious meals to people in these areas.

Parcels, which contained beans, flour, sugar, pulses, cooking oil, dates and drinks, were distributed to widows, orphans and the elderly.

Bangladesh

WORLD POVERTY RANKING: **34**
of 184

BELOW \$2 A DAY: **76.5%**

253 families, a total of 1,265 people, benefited from the distribution of food packs.

253 food packs were handed out to beneficiaries living in poverty in disaster-prone, remote areas. The areas chosen were in the Rajbari and Dinajpur districts – they are hard-to-reach and people are in severe food crisis. Poor, malnourished orphans, poor people with disabilities, the elderly and widows were the targeted beneficiaries.

In total, 351 men, 408 women and 506 children benefited.

Nepal

WORLD POVERTY RANKING: **19**
of 184

BELOW \$2 A DAY: **56%**

144 families, amounting to more than 1,120 people, benefited in the Akolwa and Jingadiya villages in the Rautahat district.

144 food parcels were handed out, each containing raw food items such as chiura, sugar, cooking oil, masala, powder milk, drinks and sewain.



FEEDING IN NEPAL



FEEDING IN SRI LANKA

India

WORLD POVERTY RANKING: **55**
of 184

BELOW \$2 A DAY: **16.9%**

300 widows living in the slum areas of Delhi were given food packs, and those who had to travel to the collection point were given money for their transport or picked up in a specially chartered bus.

The distribution centre was a community hall in New Delhi. Each food parcel handed out consisted of three packs – a rice bag, wheat flour sack and a box of assorted essential food items, such as sugar, pulses, cooking oil, spices, salt, tea leaves and dates. The widows were also provided with a packed lunch during the distribution session.

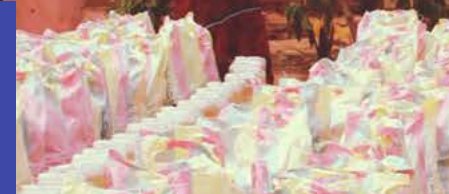
Sri Lanka

WORLD POVERTY RANKING: **74**
of 184

BELOW \$2 A DAY: **22.4%**

150 poor and less fortunate families living in the Colombo – Dematagoda area were provided with food packs. Packs included rice, sugar, dates, milk powder, tea leaves, flour, potatoes, onions, dhal, garlic, tinned fish, chilli and curry powders, pepper and salt.

Africa



FEEDING IN SUDAN

“Give food to the poor and orphans out of love for Allah’

QURAN 76:8



The Gambia

WORLD POVERTY RANKING: **31**
of 184

BELOW \$2 A DAY: **55.9%**

220 families were provided with food packs, each of which contained locally-preferred basic food items.

220 food packs were given out, which included rice, sugar, cooking oil and macaroni.



FEEDING IN THE GAMBIA

Senegal

WORLD POVERTY RANKING: **33**
of 184

BELOW \$2 A DAY: **60.3%**

220 families received food packs, containing some of the basic food items that are preferred locally.

FEEDING IN SENEGAL



FEEDING IN MAURITANIA



Mauritania

WORLD POVERTY RANKING: **35**
of 184

BELOW \$2 A DAY: **47.7%**

220 families received food packs in the distribution. Food packs contained rice, sugar and cooking oil.

Sierra Leone

WORLD POVERTY RANKING: **24**
of 184

BELOW \$2 A DAY: **82.5%**

120 families received food packs in the distribution programme, with each one including locally-preferred food stuffs.

The packs contained rice, sugar and palm oil.



FEEDING IN SIERRA LEONE

FEEDING IN MALI

Mali

WORLD POVERTY RANKING: **11**
of 184

BELOW \$2 A DAY: **78.8%**

170 families received food packs containing the types of items preferred in the area.

The packs contained millet, sugar, cooking oil, macaroni and green tea.

FEEDING IN MALI



Guinea Bissau

WORLD POVERTY RANKING: **16**
of 184

BELOW \$2 A DAY: **78%**

220 families received food packs in the distribution. Food packs contained rice, sugar and cooking oil.

FEEDING IN GUINEA BISSAU



FEEDING IN GUINEA

Guinea

WORLD POVERTY RANKING: **13**
of 184

BELOW \$2 A DAY: **65.9%**

220 families were given food packs containing the types of basic supplies preferred locally.

Each pack contained rice, sugar and cooking oil.

Niger



WORLD POVERTY RANKING: **7** of 184

BELOW \$2 A DAY: **76.1%**

170 families received food packs, with each one containing locally-preferred items.

Packs contained millet, corns, sugar and cooking oil.



FEEDING IN NIGER

Nigeria



WORLD POVERTY RANKING: **45** of 184

BELOW \$2 A DAY: **82.2%**

120 families were given food packs which contained the types of ingredients preferred locally.

They received packs containing beans, rice, palm oil, salt, semovita, semolina and sugar.



FEEDING IN NIGERIA

Rwanda



WORLD POVERTY RANKING: **25** of 184

BELOW \$2 A DAY: **82.3%**

68 families were given food packs in the eastern province, Rwamagana and Kayanza districts.

In the first distribution in Rwamagana, 20 families received packs, and in the second part in Kayanza, 48 families received packs.

The packs contained sugar, rice, maize flour, oil and beans.



FEEDING IN RWANDA



Somalia



WORLD
POVERTY
RANKING:

N/A

BELOW
\$2 A DAY:

73%

120 families in internally displaced people (IDP) camps in the Hawlwadag and Hodan districts were given food packs. A total of 720 people were fed.

The packs contained rice, flour, sugar, dates, oil, tea and drinks.

Although the need in the camp is beyond the capacity of this feeding project, these packs have, at least, covered the basic food needs of 720 people for a month and half, which itself is a great achievement.



FEEDING IN SOMALIA

Ethiopia



WORLD
POVERTY
RANKING:

14
of 184

BELOW
\$2 A DAY:

72.2%

400 families in the areas of West Bale Zone, Ginir district, namely Gamo Duksi and Gergeda, were given food packs. Each one included wheat flour, rice and cooking oil.

Distribution was carried out in collaboration with the elders of the pastoralist rural peasant villages in areas where there are high levels of poverty, particularly in relation to food security.

In total, 2,400 people were fed.

FEEDING IN ETHIOPIA



Kenya



WORLD
POVERTY
RANKING:

30
of 184

BELOW
\$2 A DAY:

67.2%

120 families in the Mandhera slums in north eastern Kenya were given food packs.

Beneficiaries included poor and women-headed families in slums in the north of the city and poor families in slums in the east. A total of 720 people benefited.

The packs contained rice, flour, oil, sugar, dates, tea and drinks.

FEEDING IN KENYA



Djibouti



WORLD POVERTY RANKING: **44**
of 184

BELOW \$2 A DAY: **41.2%**

120 families in internally displaced people (IDP) camps in the Gudka and Contenprie districts, where most people are Muslims from Somalia and Ethiopia, received food packs.

In total, 720 people benefited.

The packs contained rice, flour, oil, sugar, dates, tea and drinks.



Eritrea



WORLD POVERTY RANKING: **5**
of 184

BELOW \$2 A DAY: **N/A**

120 families in two slums in Asmara, the capital, were given food packs.

In total, 600 people were fed.



FEEDING IN ERITREA



FEEDING IN SUDAN



Sudan



WORLD POVERTY RANKING: **41**
of 184

BELOW \$2 A DAY: **44.1%**

200 families in Khartoum were given food packs, with distribution taking place from a school.

The packs contained sugar, dates, cooking oil, lentils and the local plant juice preferred by the beneficiaries.

In total, 200 men, 200 women and 100 children were fed.

Feed our World 2015

Penny Appeal aims to provide 5 million meals in 2015.

This year, we are working with additional leading UK Muslim charities and overseas delivery partners to help us reach even more desperate people in poor and needy countries around the world.

All of the countries we feed in are in crisis; their people are victims either of war, drought, famine, displacement, natural disasters and lack of healthcare, so it is vital that we continue to provide nutritious meals and help people build healthy lives.

You can help by donating now – for just £1 per meal you can support us in combating hunger poverty in 30 countries.

Give £360 and you can provide meals all year round to poor and needy people.

Remember – Feed Our World is zakat and sadaqah applicable too.



PENNY APPEAL ORPHAN IN THE GAMBIA



Feed Our World Ambassadors

You can do even more to help us feed those facing starvation by becoming a Feed Our World Ambassador.

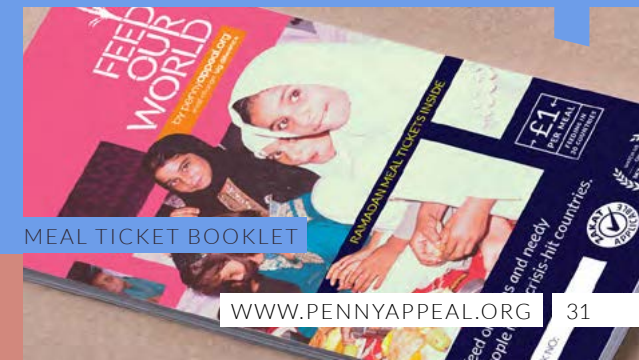
Our Ambassadors are an integral part of Feed Our World as they help us to spread the word and provide additional meals.

It's really easy to Feed Our World and help us combat hunger poverty:

1. Request a Meal Ticket Book. This contains 30 tickets, each costing £10 – so each one provides 10 meals.
2. Encourage your family, friends and colleagues to sponsor life-saving meals – they can sponsor as many tickets as they like.
3. Collect the money and send it on to us – we'll then use it to provide nutritious meals around the world.
4. Enjoy the collective reward of helping us provide millions of meals to orphans, widows, the elderly and other poor and needy people.

To get involved call **03000 11 11 11** or email us at info@pennyappeal.org

CHILD AT A WASTE SITE IN THE GAMBIA



DONATION FORM

PLEASE USE THE FREEPOST
ENVELOPE PROVIDED or post to:
Penny Appeal, FREEPOST, Victoria Chambers,
40 Wood Street, Wakefield, WF1 2HB

Title Full Name

Address

Post Code Mobile Email

GIFTAID

GIFT AID IT! An extra 25% will be added to your donations at no cost to you.

giftaid it

I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Penny Appeal to reclaim tax on this donation, any previous donations for the last 4 years and any future donations until I notify otherwise. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given and that the tax reclaimed will be used to cover the general costs of the charity.

30 MEALS	60 MEALS	90 MEALS	360 MEALS	OTHER
<input type="checkbox"/> £30	<input type="checkbox"/> £60	<input type="checkbox"/> £90	<input type="checkbox"/> £360	@ £1 per meal
Provides 30 meals to poor and needy people	Provides 60 meals to poor and needy people	Provides 90 meals to poor and needy people	Provides 360 meals to poor and needy people	Qty: <input type="text"/> Total: £ <input type="text"/>

DONATION TYPE: Zakat Sadaqah Lillah General

SINGLE DONATION

Donate online at www.pennyappeal.org or call 03000 11 11 11

I would like to make a single donation of: £

Card Number:

Credit/Debit Card
Please fill in the details to the right

Cheque
Make payable to Penny Appeal

BACS Payment

Expiry Date: / Valid From: / Issue No: CVS No:
Switch/Solo/Maestro Last three digits on reverse

BANK NAME: HSBC If you make a BACS transfer
S/C: 40-45-11 please call 03000 11 11 11 so we
A/N: 42102331 can allocate the donation to you.

REGULAR DONATION

Donate online at www.pennyappeal.org or call 03000 11 11 11

Every month, please pay Penny Appeal: £ Signature: Date:

Account Holder: Bank Name: Account Number: Sort Code: - -



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This guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits. If there are any changes to the amount, date or frequency of your Direct Debit PSL re Penny Appeal will notify you five (5) working days in advance of your account being debited or as otherwise agreed. If you request PSL re Penny Appeal to collect a payment, confirmation of the amount and date will be given to you at the time of the request. If an error is made in the payment of your Direct Debit, by PSL Penny Appeal or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society. If you receive a refund you are not entitled to, you must pay it back when PSL re Penny Appeal asks you to. You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

