



Annual Review 2015

pennyappeal.org[®]
small change. big difference

UK Charity Registered No: 1128341

Penny Appeal orphan in The Gambia

Message from our CEO

Alhamdulillah, it's been another amazing year for Penny Appeal.

Your donations have helped build over 1,790 water wells, provide over 3 million meals, secure 10,700 orphan sponsorships, treat 2,300 people for visual impairments and give thousands of emergency aid parcels – all in 30 crisis-hit countries across the world.

In the last year, the Penny Appeal family has grown and we are now working with even more international delivery partners. We hosted several exclusive tours and we're now launching new campaigns so that we can open new schools, build mosques, give charity gifts, care for the elderly and provide aid in the UK.

In this review, you can find out more about key achievements and campaigns, and see how – with your small change – we can make an even bigger difference in the coming year, insha'Allah.

Aamer Naeem
Penny Appeal CEO



How we spent over the last 12 months:

FOOD

48.4%

WATER

24.7%

ORPHANS

22.5%

EMERGENCY

4.3%

OTHER

0.1%

Orphan children in Pakistan

Event highlights



Launched new campaigns

The Mosque Project
Building mosques for needy communities in Africa and Asia.

Education First
Opening new schools to give children the chance to learn.

Adopt a Gran
Providing quality care for poor and needy elderly people.

Charity Gifts
Give a gift to someone in need, from you or on behalf of a loved one.

RAPID RESPONSE EMERGENCIES

Thanks to our teams on the ground, we're able to respond to emergencies and disasters by getting aid straight to those in urgent need.

Gaza

Over 100,000 homes were destroyed due to ongoing conflict and flooding, leaving families with no shelter and no reliable access to food, water or medical aid.

Aid delivered:

A tanker to regularly supply clean water to schools and hospitals

Over 295,800 nutritious meals

An ambulance to take ill and injured people to hospital

Fully equipped medical rooms and care centres

Medicines and healthcare supplies

£50 FOOD PACK

£120 WATER STORAGE TANK

Syria

Four years of ongoing conflict has forced over nine millions Syrians to flee their homes. They remain internally and externally displaced and still in desperate need of emergency aid.

Aid delivered:

Medical care and supplies

Educational sponsorships

Hundreds of clothing and home packs

£50 FOOD PACK

£100 FOOD AND HOUSEHOLD PACK



Syrian refugee camp

Gaza Floods 2014

Pakistan



Saving lives in Pakistan

The worst floods in over 80 years hit the North-West region of Pakistan, killing over 1,100 people and devastating entire communities. Millions of people lost their homes and livelihoods.

Aid delivered:

Over 60,000 meals

Emergency medical supplies

£30 30 EMERGENCY MEALS

Winter Emergency



Keeping orphans warm in Gaza

The harsh winter in places like Gaza, Syria and Pakistan left many poor and needy people in a daily struggle for survival.

Aid delivered:

Over 33,000 nutritious meals

Warm blankets and winter clothing for children and vulnerable adults

Heaters and mattresses

£30 30 EMERGENCY MEALS

Ebola



Feeding in Sierra Leone

The deadly Ebola epidemic spread quickly across West Africa, infecting over 23,000 and killing around 10,000.

Aid delivered:

Over 20,000 nutritious meals, many delivered to those in quarantine

Hygiene and preventative training to communities

£30 30 EMERGENCY MEALS



We're committed to caring for even more orphans this year, creating brighter futures and happier childhoods.

There are over **140 million orphans** worldwide

Our OrphanKind sponsorship programme provides food, clothes, healthcare, education and a dedicated foster mother – all in a loving and caring home.

You can sponsor an orphan for **just 50p a day** and give a child the chance to thrive.

8,100 sponsorships generated in the last 12 months



Orphans at Penny Appeal orphanage



Orphan child in The Gambia

Sponsor an orphan for **£15 per month** or **£180 a year**

Mera Apna Ghar, our first orphanage in Pakistan, has been followed by four new orphanages in Pakistan and one in The Gambia, all in rented buildings.

Now we are keen to build even more customised orphanages and have already begun work on an orphan village in The Gambia, in partnership with the **Amir Khan Foundation**.

This complex will have ten homes, with ten children living in each one with their dedicated foster mother, as well as a community centre and health clinic. Children will get all the benefits of our OrphanKind programme.

£100 PER BRICK

£40,000 COMPLETE ORPHANAGE BUILD



Amir Khan with Penny Appeal Orphans, The Gambia



The first year of our Hifz Orphan campaign has been a huge success, and now we want to give even more orphans the experience and reward of becoming hafiz of the Holy Qur'an.

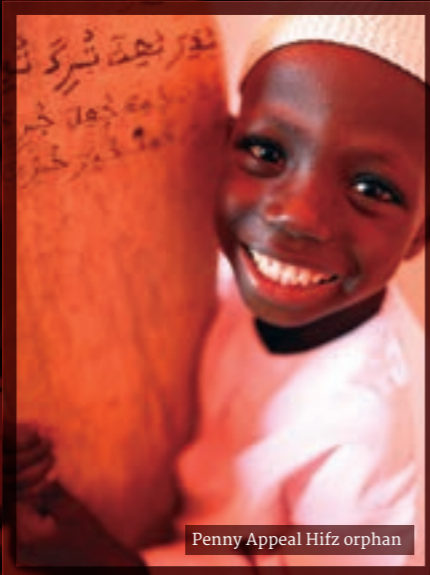
Our unique three-year scheme teaches children to beautifully read and accurately memorise the Holy Qur'an, and has all the benefits of our OrphanKind project, which includes food, clothes, healthcare and a dedicated foster mother.

You can help an orphan become hafiz for just 70p a day.

Sponsor a Hifz Orphan for:

£21 a month or £786 for full 3 year sponsorship

2,600 sponsorships in the last year



Penny Appeal Hifz orphan



Child in Pakistan using Thirst Relief well



Dirty water kills 4,000 children every single day, so we're providing water-scarce communities with a reliable source of clean water to help save lives for years to come.

Thirst Relief is all about building wells that last, so people can reliably wash and drink, water their crops and animals, and even make wudu to pray.

This year we're expanding to India, and can install new wells there from just £300.

You can build a well in your name or that of a loved one from just 82p a day.

Build a well from:

£25 a month or

£300 one-off payment

1,791 wells built in the last year



Orphan child drinking clean water



Child using a Penny Appeal well in Pakistan

FEED OUR WORLD

3,207,572 meals

Hunger kills one person every three seconds. This is why we're working to combat hunger poverty in 30 countries worldwide.

Feed Our World is a year-round campaign, providing life-saving meals to those in need. In 2015, we aim to go further and provide five million meals to orphans, widows and the poor and needy.

You can give life-saving, nutritious meals for **just £1 each**.

£30 provides 30 meals

£360 provides meals all year round



Feeding in Nigeria

OPEN YOUR EYES

2,300 check-ups and treatments

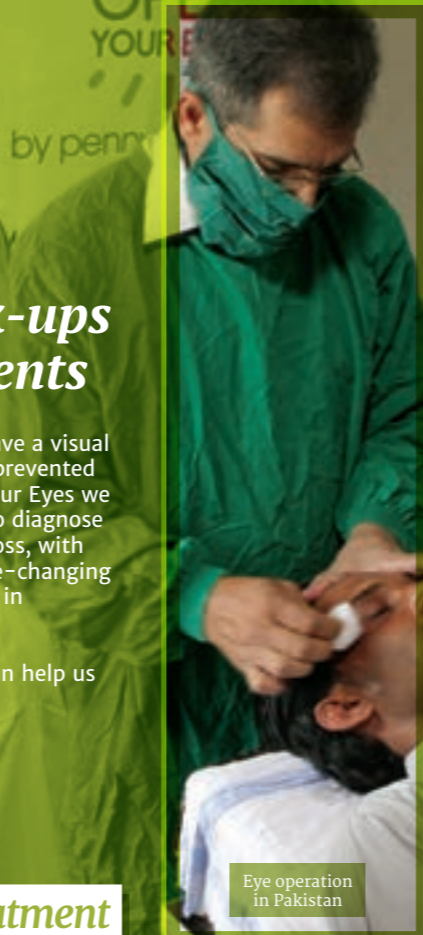
Over 285 million people have a visual impairment that could be prevented or cured. Through Open Your Eyes we set up mobile eye camps to diagnose and treat avoidable sight loss, with our first ones providing life-changing care to children and adults in Bangladesh and Pakistan.

For **just 16p a day**, you can help us prevent or cure blindness.

£5 a month

or

£60 for one treatment



Eye operation in Pakistan

LOVE THY NEIGHBOUR

840 meals

Love Thy Neighbour is our UK-focused campaign, launched at the start of 2015.

We are helping soup kitchens and food banks feed the growing number of people who come to them in desperation.

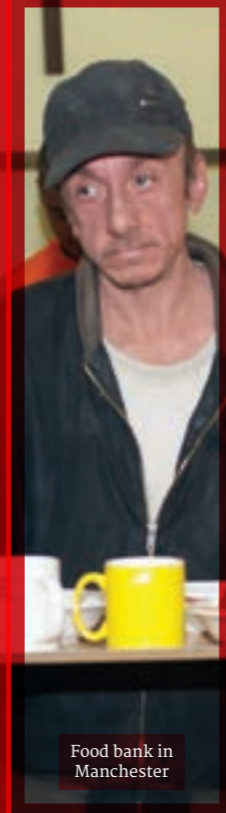
You can provide nutritious meals in the UK for **just £1 each**.

We are also providing counselling to victims of domestic abuse, giving them a safe place to talk and get advice and support.

You can help provide a counselling session to a victim of domestic abuse from **just £60**.

£30 provides 30 meals

£60 helps provide counselling



Food bank in Manchester

#teamorange

#TeamOrange is the Penny Appeal fundraising family and a great way to help people in desperate need, whilst also making new friends.

YOU can be part of #TeamOrange and help us transform lives by taking on big challenges, helping out at Penny Appeal events and hosting your own activities.

Make a difference, sign up now at:

pennyappeal.org

or call

03000 11 11 11



#TeamOrange on Mount Snowdon

Title: Full Name:

Address:

Postcode:

Email: Tel:

giftaid it Add an extra 25% to your donation at no cost to you!

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.

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|--|---|--|---|---|--|---|
| Where Most Needed Provides essential aid to the most needy £ <input type="text"/> | Rapid Response Emergencies e.g. £100 or £10p/m Provides emergency food and medical aid £ <input type="text"/> | Orphan Sponsorship e.g. £180 or £15p/m Provides care, education and a loving home £ <input type="text"/> | Hifz Orphan e.g. £786 or £21p/m Provides care and teaching for three years £ <input type="text"/> | Water Well e.g. £300 or £25p/m Provides a life-saving water supply where most needed £ <input type="text"/> | Feed Our World e.g. £360 or £30p/m Provides a meal every day to a person for a year £ <input type="text"/> | Eye Treatment e.g. £60 or £5p/m Provides screening, diagnosis and treatment with post medical care £ <input type="text"/> |
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Single Donation

I would like to make a single donation of: £

Credit/Debit Card
Please fill in the details below

Cheque
Make payable to Penny Appeal

BACS Payment
BANK NAME: HSBC
S/C: 40-45-11 A/N: 42102331

Card Number:

Expiry Date:

Valid From:

Issue No: CVS No:

Switch/Solo/ Maestro Last three digits on reverse

If you make a BACS transfer please call 03000 11 11 11 so we can allocate the donation to you.

Donation Type: Zakat Sadaqah Lillah General

Regular Donation

Every month, please pay Penny Appeal: £

Signature:

Date:

Account Holder:

Bank Name:

Account Number:

Sort Code:



Direct Debit Guarantee (this guarantee should be retained by the payer)

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.

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