

pennyappeal canada

# 2019 Annual Report

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## FROM THE DESK OF PENNY APPEAL CANADA'S CEO

Asalamut Alaikum. Peace Be Upon You.

If this is the first time you are hearing of Penny Appeal Canada, it gives us great pleasure and an honour to introduce you to our work. We are an international aid and development agency and the fastest growing Muslim charity in the world. Our mission is simple: we want to create the best societies we can and break the cycles of need and poverty for good. That's a huge goal so we have become adept at turning small change into a **BIG DIFFERENCE**.

We have put together a talented and humble team of professionals to ensure Penny Appeal Canada becomes a pillar organization for the community by being sustainable, ethical, transparent and effective. This is an exciting time for the organization as we are building the foundational work and reflects the racial and cultural diversity that exists in Canada.

Our motto, **SMALL CHANGE BIG DIFFERENCE**, underlines our belief that giving to charity should be simple. That's why we make charitable giving affordable for all, ensuring everyone can help those in need by donating just a few cents each day.

This annual report gives us the chance to look back at what we have been able to achieve together in our inaugural year as an organization. Having received our CRA registration status in March 2019, we were able to establish a range of domestic and international programs while enlisting the support of diverse communities in our first year.



Thank you to the hundreds of individual donors who contributed over \$700,000 in life-changing donations. We would be remiss if we did not mention, the capacity-building grant which we secured in April 2019, from our head office in the UK. The grant has enabled us to invest in our backend infrastructure and brand building. This grant has also allowed us to focus on innovative programs, and ensure that we provide our donors and beneficiaries the level of service they deserve. Though we are conscious of the importance of investing in operations and infrastructure, we can proudly say that **100% of your donations in 2019** were reserved for program spending.

So to you, our gracious donors and #TeamOrange volunteers who have helped make this beginning possible: thank you. We are honoured to have such wonderful partners on this journey and are grateful for the funds you contribute and the expertise and time you bring to the organization. We pray that with your continuous support and encouragement, this will be the first of many annual reports.

Sincerely,

**Talha Ahmed**  
Interim CEO



# 2019

## A YEAR IN REVIEW

# OUR PROGRAMS





# EMERGENCY RELIEF

Each year, we respond to dozens of new and ongoing disasters, emergencies, and conflicts around the world. We provide humanitarian assistance to thousands of people to ensure they receive food, clean water, healthcare and shelter when they need it most.

## SYRIA

### EMERGENCY RELIEF KITS

📍 Idlib, Syria

Penny Appeal Canada distributed Emergency Relief Kits to IDP (internally displaced persons) who fled from the conflict in Idlib, Syria.

The Emergency Relief kits included monthly food packages and hygiene kits. The food packages included items such as bulgur, rice, sugar, lentils, beans, chick-peas, and cooking oil. Hygiene kits were composed of hand soap, detergent, toothbrushes, shampoo, and women's products.

The beneficiaries selected for the distribution were those who had no assistance for almost two months and were on the brink of starvation.

With your support we were able to help a community of 2000 people living in IDP camps.



# SYRIA

## RAQQA MOBILE CLINIC

📍 Raqqa, Northeast, Syria

As a result of the continued conflict in Syria, 60% of hospitals are now closed and there is a massive shortage in staff and medicine. This leaves millions of people vulnerable; especially the 6.2 million internally displaced persons (IDP) in Syria, many of whom are living in informal camps and makeshift shelters.

We supported the delivery of essential medical care in Raqqa City with a mobile clinic to provide gynaecological and prenatal support to pregnant and non-pregnant women. Psychosocial support was also provided to women who have suffered psychological trauma of war.

**With your support, we were able to provide 9000 women and children with quality medical and paediatric care.**



# KASHMIR

## EARTHQUAKE RESPONSE

📍 Mirpur District, Kashmir, Pakistan

In September 2019, A 5.8 magnitude earthquake shocked East Pakistan and affected two districts in Azad Jammu and Kashmir, Mirpur and Bhimber.

We responded to this earthquake by facilitating the distribution of winter items, clothing and shelter materials to victims of the earthquake in the most affected communities.

**We distributed tents, tarpaulin sheets, and winter kits which included blankets, shawls, sweaters, wool hats, and socks which benefited over 300 households.**





  
**FEED  
OUR  
WORLD**

**Providing millions  
of life-saving,  
nutritious meals to  
families in need.**

# ZAKATUL FITR

## 📍 South Africa & Pakistan

In 2019, we disbursed your Fitra in South Africa and Pakistan. Fitra was given in the form of food parcels to families prior to Eid-ul-Fitr.

In South Africa, your Fitra was disbursed in three provinces: Kwa-Zulu Natal, Western Cape, and Guateng.

In Pakistan, your Fitra was disbursed in Tharpakar, Layyah, and Khanewal.

Direct Beneficiaries:

South Africa: 1250 families: 3750 individuals  
Pakistan: 1300 households: 7290 individuals; 1183 men; 1630 women;  
4477 children

# UGANDA AGRICULTURE VILLAGE

## 📍 Madi Okolo Village, Arua District, Uganda

The goal of this agriculture village project is to support poor communities, particularly women, orphans, children and the elderly, improve their livelihood and food security through sustainable agriculture and skills training.

The community will benefit from training on sustainable agriculture and skills for self-reliance, including animal rearing and kitchen gardens so as to empower them financially.

Construction of the agriculture village is set to begin in July 2020.

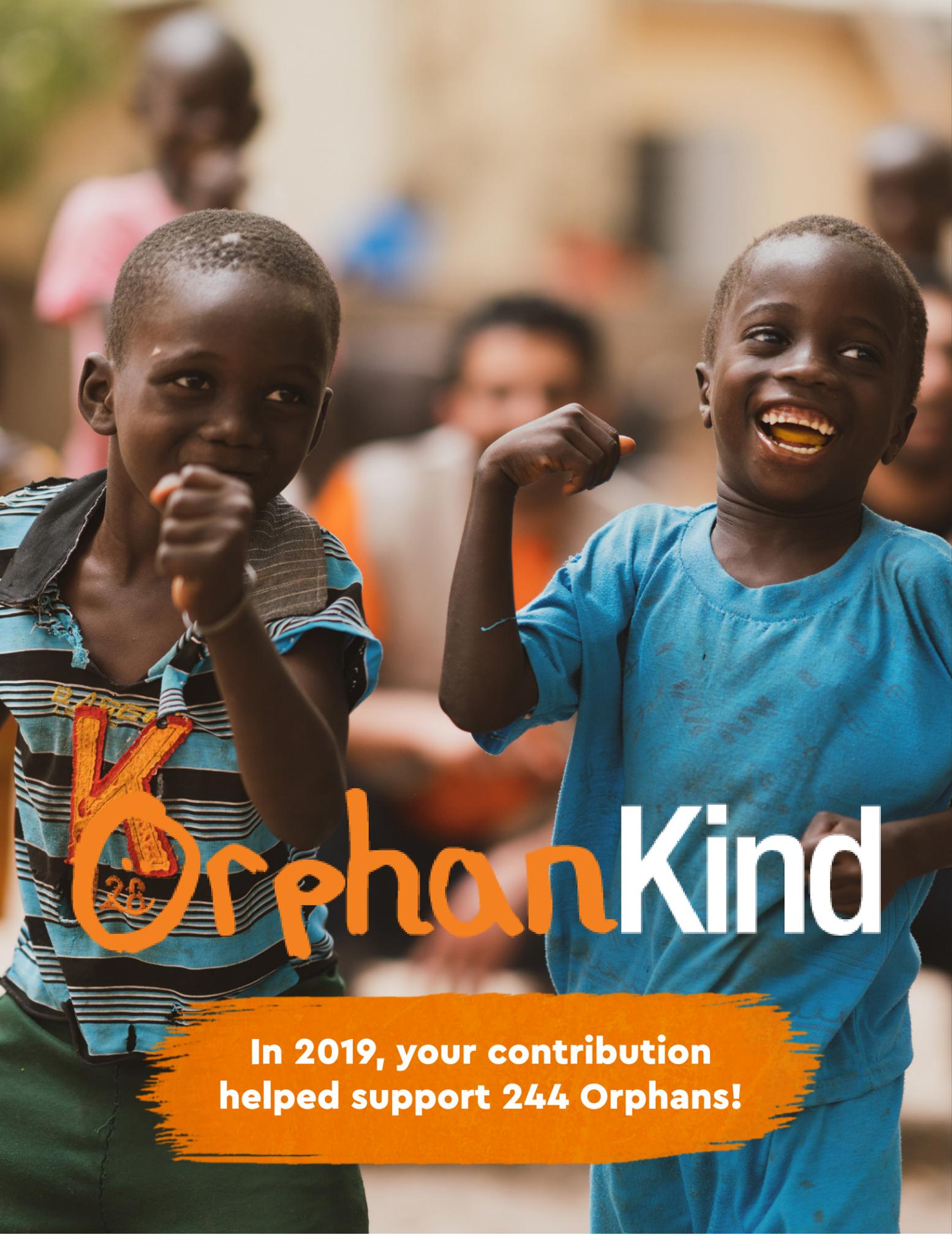
# QURBANI

## 📍 India & Uganda

In India, we performed 11,356 Qurbanis. The meat provided through this helped address the food needs of 84,000 individuals in the areas of Bihar, Jarkhand, Odisha, Uttar Pradesh, and West Bengal.

In Uganda, we performed 2000 Qurbanis and distributed it to 3010 individuals in the villages of Laboke, Bondo, Keri and Lobe.





# OrphanKind

**In 2019, your contribution helped support 244 Orphans!**

## Senegal Forgotten Children

**Dakar, Senegal**

This program aims to provide 350 children in Daraas (Quran and Cultural educational centres) with health, safety, well-being and good hygiene to ensure the safety of the children.

The children are also taught vocational skills, income generating activities and capacity building to encourage self-sufficiency and sustainability.

## Moroccan Children's Trust

**Souss-Massa, Morocco**

This project will support the Moroccan Children's Trust (MCT) in its mission to promote gatekeeping practices to encourage deinstitutionalisation and reduce the level of street connection for children.

Through holistic gatekeeping initiatives – such as social work, collaboration with stakeholders, and outreach and advocacy – this project will advocate for and act on the protection of children, youth, and women in Souss-Massa, Morocco.

This program is expected to help support and protect 100 children.



Our Thirst Relief program seeks to bring fresh clean water access to some of the most impoverished areas in the world.

**50**  
**WELLS**

Thanks to your generous contributions in 2019, Penny Appeal Canada built 50 shallow tube water wells in Pakistan which has provided over **1300 people** with clean water.



# NEPAL

## WASH Project

We increased access to safe and quality drinking water (facilities at school, health institution, households and community) for needy and marginalized people (including students) in the project area by digging wells.

Conducted seminars to raise awareness to communities about the significance of hygiene, water waste management and tube well maintenance for needy and marginalized people.

# BANGLADESH

## WASH Project

We ensured safe drinking water for disaster prone communities and established gender friendly WASH (Water Sanitation and Hygiene) facilities at the educational institute with facilities for Menstrual Hygiene Management (MHM).

Direct Beneficiaries: 800 people  
School: 225 female students

WASH facility in Bangladesh



# BANGLADESH

## Solar Water Power Centre

Construction will begin in July 2020 on our Solar Water Pump and Power Centre in Shyamnagar Upazila, Bangladesh for a community of 2600 marginalized people.

This solar water pump and power centre will improve hygiene practices and behaviour on a sustainable basis, whilst ensuring adequate safe water supply and solar energy.

# NIGERIA

## WASH Program

Penny Appeal Canada's WASH program in Nigeria will begin on July 1st 2020.

Its aim is to improve the health of rural populations in Benue State by providing access to year-round sources of safe drinking water, promoting improved hygiene and sanitation practices, and building capacities of participating communities to sustainably manage their own water facilities.

The expected results of this program are:

- New access to safe drinking water for at least 32 communities through rehabilitation of handpump boreholes.
- Reduce incidence of diarrhoeal disease in children under-five in targeted communities.
- Reduction in time spent by women and children collecting water, leading to an increase in available time for women to be economically productive and for children to attend school.



# WINTER RELIEF

## SYRIA

### Raqqa, Northeast Syria

Provided food and NFI (non-food items) support to 150 vulnerable families living in Raqqa city in makeshift accommodation to help them during the harsh winter season.

150 families and a total of 750 beneficiaries received food and winter items including clothes sets for children and 2 blankets each.

We've partnered with these NGO's that are providing essential social services to our community right here at home.



Penny Appeal Canada will be implementing an on-line therapy program in collaboration with Naseeha.

Certified professionals will guide you through the Covid-19 global pandemic and any other issues you would like to seek help with.



Penny Appeal Canada will be assisting Nisa Homes with the opening of a new transition home in Ottawa for Muslim women and children fleeing domestic violence, experiencing homelessness, poverty or forced resettlement.



Penny Appeal Canada will be sponsoring a full-year of group therapy sessions and scholarships to fund respite service, adaptive equipment and/or direct therapy.



Penny Appeal Canada will be providing funds to DEEN Support Services to help newcomers with disabilities in Canada learn English and vital life skills through the drop in day program. DEEN operates programs for individuals with disabilities and ensures they are provided the same opportunities as everyone else.



Penny Appeal Canada will be assisting Sakeenah Homes with the opening of their new transition home for Muslim women and children in Brampton. This will be a place for individuals that are going through pain and need to turn to a place for comfort and transition to a life that we all deserve.



Penny Appeal Canada will provide support for 68 cataract surgeries to OBAT Canada's Eyesight Restoration Program for Rohingya refugees in Bangladesh.



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*At Home*

## COVID-19 RESPONSE

Penny Appeal Canada joined the Canadian Muslim Response Network to help respond to the COVID-19 pandemic.

The goal of the project was to provide vulnerable and at-risk populations with essential hygiene and food items to help ease the COVID-19 burden and allow families to self-isolate safely.

Each Family Hygiene kit includes but is not limited to: soap, shampoo, conditioner, female hygiene items, toothbrush, toothpaste house-hold cleaning supplies and much more. Each family kit will support a family of 4 for several weeks.

Distribution of these kits took place throughout Canada.

# Financial Report

## REVENUE

## EXPENDITURE



<span style="color: #e91e63;">■</span> DONATIONS	\$772,392.50
<span style="color: #f1c40f;">■</span> PENNY APPEAL UK GRANT	\$700,000
<span style="color: #95a5a6;">■</span> GOVERNMENT OF CANADA	\$1,661.23

<span style="color: #9b59b6;">■</span> INT. PROJECTS	\$701,676.35
<span style="color: #e74c3c;">■</span> MARKETING	\$318,693.74
<span style="color: #e91e63;">■</span> LOCAL PROJECTS	\$227,105.00
<span style="color: #f1c40f;">■</span> ADMINISTRATION	\$144,712.00
<span style="color: #f39c12;">■</span> FUNDRAISING	\$66,168.37



**100%**  
of your donations  
spent on projects



***Thank you for helping us turn small change into a BIG DIFFERENCE***

pennyappeal **canada**

small change. **big difference**

Penny Appeal is a registered charity with the Canada Revenue Agency.

CRA no. 827502741 RR0001

55 Village Centre Place, Mississauga, ON, L4Z 1V9, Canada

@pennyappealca | [www.pennyappeal.ca](http://www.pennyappeal.ca) | 1-855-880-4141