

pennyappeal

canada

# Q1 2021 REPORT

# **WHAT'S INSIDE**

**03 MESSAGE FROM CEO**

**04 OUR WORK**

Feed Our World  
Thirst Relief  
OrphanKind  
Global Disasters  
Education First

**22 FINANCES**

**23 OUR PARTNERS**

**23 IN OTHER NEWS**

# MESSAGE FROM CEO

**Dear Friends. Peace be upon you.**

One of the motivational factors behind launching Penny Appeal Canada in March 2019 was the desire to encourage more transparency within the relief and development sector in which we operate.

While of course all organizations aspire to noble principles and values, it is not always easy to see how we live up to those values on a daily basis. Like human beings, organizations often fall short of their state values. The real test therefore lies firstly in aligning our organizational values with demonstrable actions and secondly in measuring our success against stated objectives. Earlier this year, we launched our three-year strategy which lays out the roadmap for us on who we want to be, what we stand for and how we will get there. This first quarterly report therefore is our attempt to live our values and increase our transparency. While it's standard practice for organizations to produce an annual report each year, we hope these quarterly reports will provide you with more regular updates about the work you all make possible with your support.

The pandemic continues to play a major role in the world and more people are in need of support. More people are falling below the poverty line and more people are finding it difficult to get out of the cycle of poverty. Our work continued

both domestically and internationally this quarter and our growth in programming is largely due to the hard work of the fantastic Penny Appeal Canada team. Their efforts led to a significant increase in both our donor database and in the amount of support we received from recurring donors.

While we had a strong quarter one, we are of course concerned about our revenue for the remainder of the year. Ramadan is right around the corner and this is essentially the biggest campaign for all Muslim INGO's. Our beneficiaries all over the world need us now more than ever and our commitment to fighting poverty remains unwavering. Your support this Ramadan means more than ever.

Finally, we pride ourselves on providing our supporters with exceptional customer service. If you have any questions, please do not hesitate contact us at: [info@penny-appeal.ca](mailto:info@penny-appeal.ca) or call us directly at: 1-855-880-4141.

Thank you for your support.

Sincerely,



Talha Ahmed  
Chief Executive Officer

# FEED OUR WORLD



SUNRISE BAKERY IN MENA



## PARTICIPATORY LIVELIHOOD SUPPORT FOR FAMILIES IN MYANMAR

ON-GOING

Sule Gone, Ywar Lay, Lat Pan,  
Mandalay, and Myanmar

### *What we are doing:*

Through this project we are providing families with cattle and goats, and business skills training so they are able to generate their own income using the provided resources.

### *Why we are doing this:*

The beneficiary community lives in one of the most food insecure areas in Myanmar. Through this program we will support them through income generation program appropriate for their needs.



## SUNRISE BAKERY IN MENA

ON-GOING

MENA

### *What we are doing:*

We are providing 500 families with a daily ration of bread for 11 months through a charitable bakery that employs and trains local community members.

### *Why we are doing this:*

With over 52 million facing food insecurity in the region, there is an urgent need for humanitarian assistance in MENA. Ongoing civil unrest, climate change, and the COVID-19 pandemic has led to the mass unaffordability of basic essentials for life including food.

## SOUTH AFRICA SCHOOL GARDEN PROJECT

ON-GOING

Kwa-Zulu Natal, South Africa

### *What we are doing:*

Through 10 school based community gardens we are teaching students how to grow food and make healthy food choices. The fruits and vegetables grown in the garden will be used to feed students while at school.

### *Why we are doing this:*

We are empowering children to become healthy adults with secure livelihoods. Learning how to prepare a garden to produce food, how to work in a group and solve problems, and how to adopt a healthy diet and lifestyle are essential life skills participants of this program will benefit from.



## NOURISHING NEIGHBOURS

COMMUNITY PARTNER: ASK FOUNDATION

ON-GOING

Ontario & Quebec, Canada

### **What are we doing:**

We are serving 200 meals to unhoused people in Ottawa and Montreal for 52 weeks. Each week, #TeamOrange assembles and distributes meals to those in need.

### **Why we are doing it:**

Providing meals alleviates the difficult conditions faced by unhoused people and addresses food insecurity.



## WOMEN'S BAKERY

COMMUNITY PARTNER: FRED VICTOR CENTRE

ON-GOING

Ontario, Canada

### **What we are doing:**

We are working with Fred Victor Centre to provide 24 vulnerable women with formal bakery training, and internships.

### **Why we did it:**

Vulnerable women are in need of female friendly spaces to meet survival needs, develop their skills, and receive job training and opportunities. Though this program we will help participants develop skills which they will be able to use to generate an income.



## YEG FOOD HAMPER PROGRAM

COMMUNITY PARTNER: MASJID AL FATIMA

ON-GOING

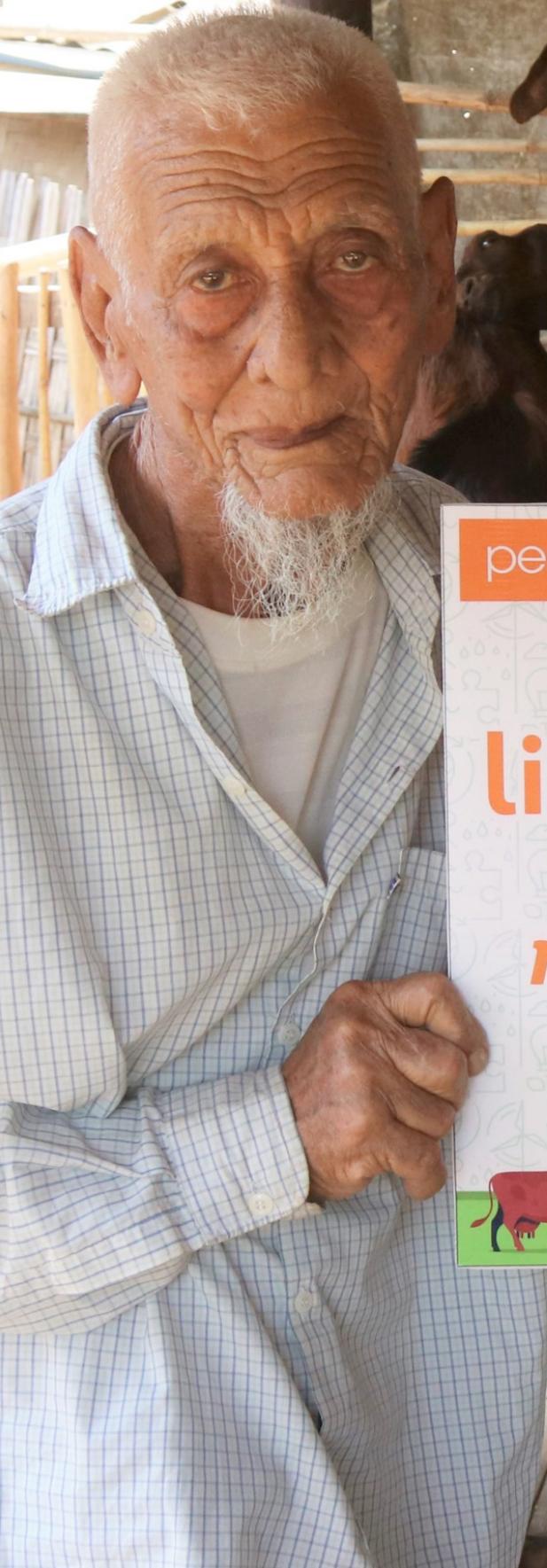
Alberta, Canada

### **What we are doing:**

From January through April, #TeamOrange is providing food insecure families in need with culturally appropriate groceries that will last them 1 month.

### **Why we are doing it:**

The need for food programming in Edmonton is vast with many food insecure families unable to afford nutritious groceries to sustain them and their loved ones.



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SUSTAINABLE  
**livelihood**  
SUPPORT FOR  
**myanmar**

An illustration at the bottom of the sign shows three red cows grazing in a green field. In the background, there is a windmill on a small hill. The sign also features a background pattern of various icons related to sustainability, such as a lightbulb, a leaf, a recycling symbol, and a gear.

# THIRST RELIEF



## MALAWI WASH PROJECT

ON-GOING

 Malawi

### *What we are doing:*

We are digging 25 borehole water wells in 11 villages in Malawi. We are providing communities in need with access to safe and drinking water and WASH education workshops about best hygiene practices, household water treatment and safe storage, and food safety.

### *Why we are doing this:*

With more than half of its population living below the poverty line, Malawi is a country in need of infrastructure support. This project will address the need for accessible water points in muslim villages.

## NIGERIA WASH

COMPLETE

 Benue State, Nigeria

### *What we did:*

In Benue State, Nigeria we repaired and revived water sources which had been abandoned by the community due to a lack of technical skills in the community to maintain the wells. During our program, we repaired and reconstructed water wells and trained the local community on how to maintain the wells moving forward.

### *Why we did it:*

An estimated 2,300 Nigerian children under 5 years die every day, in part due to preventable factors related to poor quality Water, Sanitation and Hygiene. Community water wells can address this problem if properly maintained.

### *What we achieved:*

We rehabilitated 41 water wells, trained 36 mechanics and provided them with tools essential for repair, and we trained 210 women at the village level on how to make small repairs and carry out water well maintenance. This project directly impacted 15,991 individuals.



# ORPHANKIND



## 1,000 ORPHANS SPONSORED!

### *What we are doing:*

Your monthly sponsorship combined with the generosity of others has helped us provide education, school supplies and food packs to orphaned children aged 4–15 in Pakistan in Quarter 1.

*We distributed our quarterly food pack to the families of the orphan children through distributions hosted at 54 central locations. Each food pack consisted of:*

- 20 kilograms wheat flour
- 5 kilograms rice
- 3 litres oil
- 5 kilograms sugar
- 4 kilograms pulses
- 4 kilograms lentils
- 4 kilograms red beans
- 1.6 kilograms salt

### *Why we are doing it:*

With 153 million orphaned children worldwide and 5,700 additional orphaned children everyday, there is a need to care for these vulnerable children and their families.

### *What does our OrphanKind program provide:*

School tuition paid directly to the school of the child, school supplies consisting of backpack, textbooks and workbooks, notebooks, stationary items, school uniform, socks, and shoes.

## ORPHANKIND IN PAKISTAN





# PAKISTAN

## 68 orphans in Gilgit-Baltistan

- 21 orphans in Astore
- 7 orphans in Diamer
- 39 orphans in Gilgit
- 1 orphans in Hunza

 **497**  
BOYS

 **503**  
GIRLS

## 18 orphans in Khyber Pakhtunkhwa

- 2 in Abbottabad
- 13 Charsadda
- 3 Kholistan

## 13 orphans in Islamabad Capital Territory

## 882 orphans in Azad Jammu and Kashmir

- 146 orphans in Bagh
- 1 Baramula
- 1 Neelam
- 149 Bhimber
- 86 Hattain Bala
- 181 Kotli
- 27 Mirpur
- 102 Muzaffarabad
- 67 Poonch
- 122 Sundhnooti

## 19 orphans in Punjab

- 1 Gujranwala
- 7 Gujrat
- 11 Rawalpindi

# GLOBAL DISASTERS



## PAKISTAN FLOOD RESPONSE

PHASE II- PAKISTAN SHELTER REHABILITATION

COMPLETE

 Sindh, Pakistan

### *What we did:*

Through this project we constructed structurally secure homes for impoverished families who are unable to build permanent housing upon the generational land they own.

### *What we achieved:*

In the community we served during the immediate flood relief in Sindh, we constructed 10 concrete homes for families who had previously been living in structurally insecure huts made of straws and wood that are easily damaged and washed away during heavy rains.

## INDONESIA EMERGENCY RESPONSE

COMPLETE

 West Sulawesi, Indonesia

### *What we did:*

We responded to the earthquake in Mamuju, West Sulawesi by providing displaced families with food packs, shelter kits, hygiene kits, water tanks, and an emergency latrine.

### *Why we did it:*

In January, 2021 West Sulawesi Province Indonesia was hit by a 6.2 magnitude earthquake. More than 15,000 people were temporarily displaced in 15 evacuation sites within the two districts. We responded to meet the basic needs of the affected people impacted by the earthquake.

### *What we achieved:*

In 18 sub-villages we supported 550 households through food, shelter, and hygiene kits, 50 households through the installation of an emergency toilet, and 80 households through the installation of 2 water tanks.



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**BUILT BY**  
OUR GENEROUS DONORS

Health, Education &  
Literacy Programme  
**(HELP)**  
Shelter No. 22  
January 2021



## CATARACT SURGERIES FOR ROHINGYA REFUGEES

COMMUNITY PARTNER: OBAT

ON-GOING

 Bangladesh

### *What are we doing:*

We're working with community partner OBAT to provide Rohingya Refugees with cataract surgeries.

### *Why are we doing this:*

The massive numbers of Rohingya refugees residing in Bangladesh are in need of essential services such as healthcare. Through this program we are able to provide much needed cataract surgeries to those in need.

## EMERGENCY RESPONSE HUBS

ON-GOING

 UAE & Canada

### *What are we doing:*

We're working with affiliate Penny Appeal offices to build our capacity to rapidly respond to emergencies both domestically and internationally. We're investing in essential emergency response goods so when emergency strikes we are able to respond as quickly as possible.

### *Why are we doing this:*

It is essential that we respond to emergencies as rapidly as possible to ensure that those who are in need of support receive immediately. Through strategic planning we will be able to support communities throughout the world with emergency aid when they need it most.

## MENA EMERGENCY FOOD RESPONSE

ON-GOING

 MENA

### *What are we doing:*

#TeamOrange volunteers packed food buckets consisting of nutritionally dense staple foods. These food buckets are being sent to the MENA region to be distributed to families in need of urgent food.

### *Why are we doing it:*

The COVID-19 pandemic is having a critical impact on access, affordability, and availability of safe and nutritious food for vulnerable families in the MENA region.



## LONDON HOME

COMMUNITY PARTNER: SAKEENAH HOMES

ON-GOING

📍 London, Ontario

### *What we are doing:*

We are supporting muslim women and children who are navigating challenging times with a safe space to seek refuge. The London home provides shelter and services for up to 12 women and children at any given time.

### *Why we are doing it:*

Currently in London there are no muslim specific sheltering projects which address the needs of muslim women.



## FOSTERING AGENCY

COMMUNITY PARTNER: SAKEENAH HOMES

ON-GOING

📍 Ontario, Canada

### *What are we doing:*

We are supporting the education of muslim families on the need for muslim foster care families in Ontario, and connecting muslim children with muslim families to ensure that culturally and religiously sensitive care is available to children in need.

### *Why we are doing it:*

Currently there is an increasing number of muslim children in the foster care system, but there are not enough muslim foster families to care for them.





## SMILE SCHOLARSHIPS



### LET'S SMILE FOR SCHOLARSHIPS

COMMUNITY PARTNER: SMILE CANADA - SUPPORT SERVICES

ON-GOING

📍 Canada

#### What are we doing:

With our grant funding, SMILE Canada will provide financial assistance between \$200-\$2000 CAD to families in need of respite support, adaptive equipment and assistive technology and therapeutic activities.

#### Why we are doing it:

SMILE has experienced a 31% increase in families in need of support during the pandemic. These families have increasingly complex needs and require access to essential services that are otherwise inaccessible to them.



### MENTAL HEALTH WEB THERAPY

COMMUNITY PARTNER: NASEEHA MENTAL HEALTH

ON-GOING

📍 Ontario, Canada

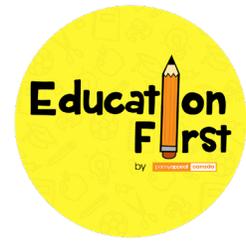
#### What are we doing:

With Naseeha Mental Health we are providing those in need of mental health care with the professional virtual therapy they require. To date we have served 55 clients between the ages of 10-50.

#### Why we are doing it:

We are working to ensure that individuals in need of mental health services are able to access them without concern of the financial burden associated with seeking care.

# EDUCATION FIRST



## #FORHER: KEEPING GIRLS IN SCHOOL

ON-GOING

📍 Lyari and Hijrat Colony, Karachi, Sindh, Pakistan

### *What are we doing:*

We're working with 14 schools to empower girls with sports based learning opportunities and coaches with paid employment. The focus of this program is to provide underprivileged girls with sports based learning, student mentorship, skills development sessions, and financial assistance to stay in school.

### *Why are we doing it:*

While cutting costs, in situations where families are forced to choose between addressing the educational needs of their children, they may select those of their male child which has been demonstrated through the gender disparity in student enrollment in schools.



## NEPAL GIRLS EDUCATION PROJECT

ON-GOING

📍 Gaur Municipality and Ishnath Municipality, Nepal

### *What we are doing:*

We are renovating classrooms and building latrines for female students at 2 schools to create girl friendly learning spaces for female students. We are also empowering the mothers of 65 girls with vocational training and materials to generate a source of income.

### *Why we are doing it:*

A variety of forces including lack of formal education and vocational training work against women limiting their participation in the classroom and economy ultimately limiting the ability of women to break the cycle of poverty.





## NOURISHING NEIGHBOURS



### GIRLS' NIGHT

COMMUNITY PARTNER: MLSE FOUNDATION

ON-GOING

📍 Ontario, Canada

#### *What are we doing:*

We are supporting sports based learning and skill development programming for girls in Toronto every Monday for 45 weeks a year.

#### *Why we are doing it:*

Our goal is to support a safe and welcoming space for girls to explore different sports and build confidence, maturity, and other life skills.



### BUILDING HOLISTIC SUPPORTS FOR THE MUSLIM COMMUNITY'S MOST MARGINALIZED & NEGLECTED

COMMUNITY PARTNER: ISLAMIC FAMILY AND SOCIAL SERVICES ASSOCIATION

ON-GOING

📍 Alberta, Canada

#### *What are we doing:*

We are building holistic supports that divert Muslims from prison and recidivism beginning with chaplaincy services, mental health and addictions counselling, job readiness/preparedness and anger management.

#### *Why we are doing it:*

Muslims are the fastest growing population in Canadian prisons and there is a need for support that is spiritually grounded and culturally sensitive.



## CODING FOR CHAMPIONS

COMMUNITY PARTNER: THE PS43 FOUNDATION CANADA

ON-GOING

📍 Ontario, Canada

### What we are doing:

We are working towards addressing the digital divide in Toronto by providing 60 grade 6, 7, and 7 students in the TDSB with laptops and 10 week coding workshops so they can build their passion and knowledge for careers in IT.

### Why we did it:

The COVID-19 pandemic exposed a digital divide, leaving some vulnerable students at risk of being left behind. This program is to ensure that doesn't happen.



## EMPOWERING THROUGH ISLAMIC EDUCATION

COMMUNITY PARTNER: ACADEMY OF ARABIC & ISLAMIC SCIENCES

ON-GOING

📍 Alberta, Canada

### What are we doing:

We're working with staff and students at the University of Calgary to provide Islamic and Arabic educational programming on campus in an engaging and interactive manner.

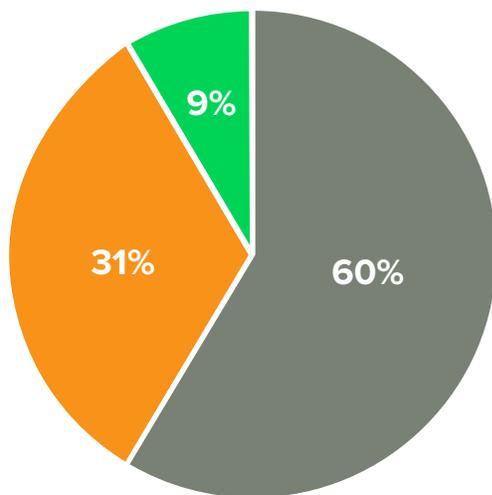
### Why we are doing it:

Muslim chaplincy programs in universites provide a safe environment for students to learn about Islam while providing guidance and support to students from all walks of life.



# FINANCES

## REVENUE



■ Grants:	\$500,000
■ Donations:	\$260,757
■ Other Income:	\$77,776

**TOTAL \$838,533**

## EXPENDITURE



■ Programs:	\$580,640
■ Fundraising:	\$408,376
■ Admin:	\$154,453

**TOTAL \$1,143,469**

*The month of Ramadan starts in April. It is our largest fundraising season of the year. Much of these costs are associated with preparation for our Ramadan Campaign.*

Transparency is very important to all of us here at Penny Appeal Canada. While some nonprofits will hide the real cost of their overhead and fundraising costs through a number of questionable, yet legal, gimmicks, we are presenting you with the real costs of running an organization. You can see that as a young organization we have strategically invested in our infrastructure and growth to ensure organizational sustainability and to ensure we provide our donors and beneficiaries with the highest level of service for many years to come.

# THANKS TO OUR PARTNERS

- Academy of Arabic & Islamic Studies
- Fred Victor Centre
- Islamic Family & Social Services Association (IFSSA)
- Masjid Al-Fatima
- MLSE Foundation
- MLSE LaunchPad
- Muslim Fest
- Naseeha Mental Health
- OBAT Canada
- Right To Play Canada
- Sakeenah Homes
- SMILE Canada – Support Services
- The PS43 Foundation Canada



## IN OTHER NEWS

In Q1 we launched our new website and welcomed new #TeamOrange staff and volunteers. Due to the COVID-19 pandemic we have been unable to host in person gatherings, but our #TeamOrange members have supported us through food pack assembly and contact-less distribution of food to families in need.

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small change. **big difference**

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

CRA no. 827502741 RR0001

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