



pennyappeal

canada

small change. **big difference**

2022 ANNUAL REPORT

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WHAT'S INSIDE

04 — LETTER FROM THE CEO

**06 — PENNY APPEAL CANADA'S
STORY**

09 — OUR WORK

- Feed Our World
- Thirst Relief
- Orphan Kind
- Emergency Response
- Education First

46 — 2022 FINANCES

LETTER FROM THE CEO

AS-SALAMU ALAYKUM – PEACE BE UPON YOU ALL.

With your continued support, 2022 was another year of growth at Penny Appeal Canada.

Our organization made significant strides in advancing its work on the Sustainable Development Goals (SDGs) in 2022, with a particular focus on no poverty, zero hunger, good health and well-being, quality education, gender equality, and clean water and sanitation.

As we cautiously navigate our way out of the COVID-19 pandemic, the long-term impacts continue to be felt in the communities we serve. For many, the pandemic has set them back even further in their struggle to escape poverty. Despite the challenges, we remain dedicated to supporting those in need, and we are proud to have been able to assist over a million individuals in 2022 around the world.

This report will give you an inside look on the different projects we implemented in 16 countries last year, complete with a full review of the financials. These programs go through rigorous due-diligence and frequent check-ins to ensure efficacy so that you can be confident your donations are being used to their full potential.

The Penny Appeal Canada team continues to grow and with the support of our affiliate offices in the USA, Australia, UAE, South Africa and most importantly, the UK, we remain focused on ensuring your donations are making an impact in the communities we serve and helping individuals get out of poverty. We will also be opening up field deployments year-round and encourage you to participate in these to see first hand the impact we're having globally.

Our goal remains the same: for organizations like ours to no longer exist. This can only be accomplished with your on-going support for which we are forever grateful. With your help, we look forward to serving more people in the future and having a greater impact on the communities we serve.

Sincerely,

Talha Ahmed
Chief Executive Officer



PENNY APPEAL CANADA'S STORY

Penny Appeal Canada's goal, is for organizations like ours to no longer exist. This can only be accomplished with your on-going support for which we are forever grateful. With your help, we look forward to serving more people in the future and having a greater impact on the communities we serve.

When we launched Penny Appeal Canada in 2019, our goal was to create a relief and development organisation that is sustainable, transparent, ethical, and effective. What united us was our desire to create an organization that implements best practices while helping people escape poverty and survive disasters.

Together with our affiliate teams in the United Kingdom, Australia, USA, South Africa, and the Middle East, we work in over 30 countries, uplifting individuals, families, and communities through a variety of programs that address their need for food, access to clean water, orphan care, emergency aid, education, and resources needed to generate income.

Today, there are Penny Appeal teams and field offices in a number of countries that we work closely with to address the needs of communities. In locations where we don't have a field office, we collaborate with international organisations and downstream partners who deliver our programs as effectively as possible.

OUR WORK

Our domestic and international programs are thoughtfully constructed and designed to leverage a bottom up approach. We prioritize the needs of a community through a blend of emergency support, short-term relief, and longer-term sustainable interventions driven by community leaders. This multi-faceted approach enables our programs to save lives immediately, improve situations in the coming days and weeks, and transform communities for years to come.

Commitment to Sustainable Development

At Penny Appeal our beneficiaries stay at the centre of everything we do. This is why we are committed to ensuring that every dollar counts. This means intelligent investments, stronger partnerships, a wider reach, and enhanced engagement at home and abroad. As we address poverty, inequality, protracted climate crises, environmental disasters, and migration challenges, our focus remains on identifying sustainable solutions to these global challenges.

In carrying out our charitable mandates, Penny Appeal Canada remains committed to the following Sustainable Development Goals:



FEED OUR WORLD

Food insecurity is a universal challenge faced by many communities around the world. According to the United Nations, the number of people affected by hunger globally rose to as many as 828 million in 2021, and continues to rise. Food insecurity may be exacerbated by climate change, conflict, corruption, and/or several other factors, which makes accessing basic nutrition a significant challenge for many.

With your generosity, we were able to ensure that one month's supply of essential food items were distributed to eligible Muslim families in need before, during, and towards the end of Ramadan. This allowed families to prepare without worrying about having sufficient food to sustain them through the blessed month. This included their Eid preparations by ensuring they had enough food for the celebrations.



FULFILLING ZAKAT AL FITR OBLIGATIONS

International

Location: Palestine, Afghanistan, Pakistan, South Africa & India

Impact:



RAMADAN INTERNATIONAL

Location: Palestine, Afghanistan, Pakistan, South Africa & India

Our response:

Your contributions supported Penny Appeal Canada's Ramadan program by ensuring that Muslim families in need who are preparing to observe the holy month received food rations.

Impact:



RAMADAN AT HOME

Location: Oshawa, Whitby, Ajax, Pickering, Markham, Scarborough, Toronto, Mississauga, Brampton, Oakville, Hamilton, Calgary, Edmonton, and St. Catherines

Our response:

All throughout the month of Ramandan, #TeamOrange volunteers across Canada served Muslim families in need with Ramadan grocery hampers to support preparations, and warm Iftar meals.. Thanks to your contributions, groceries and meals were purchased from locally owned and operated businesses within the communities we serve.



Why we did it:

We wanted to ensure that Muslim families were truly able to engage in the reflection and celebrations of Ramadan without being concerned for their families' well-being, by providing sufficient quality groceries and restaurant meals throughout the month.

Impact:



ZAKAT AL FITR AT HOME

Location: Scarborough, Toronto, Mississauga, Oakville, & Edmonton



Our response:

The weekend before Eid, #TeamOrange volunteers prepared and distributed Zakat Al Fitr grocery hampers to Muslim families in need, along with Eid gifts for our beneficiaries.

Why we did it:

We wanted to ensure that families in our local communities would have access to groceries to be able to fully prepare for, and celebrate Eid, irrespective of their financial situation.

Impact:



214

food packs



101

Eid gifts



315

families

AQIQA PROJECT

Location: Myanmar

Aqiqah is an Islamic tradition where Muslims, on the occasion of the birth of a child, sacrifice livestock (sheep or goats) and, as a recommended act of charity, distribute portions of the meat to those in need.

Our response:

You shared your family's joy with those in need across the world. Penny Appeal Canada was able to help source over 217 goats for sacrifice, which benefitted 16,599 families in Myanmar where food insecurity and poverty is widespread.

Impact:



16,599

individuals

PALESTINE OLIVE TREES

Location: Palestine

There is an ongoing and protracted conflict in the region, resulting in systematic practices against Palestinian people, land, and resources. Olive trees are more than just a source of income for Palestinians. These drought - resistant, millennia - old trees are a symbol of Palestinian resilience and resistance. More than 100,000 olive trees have been destroyed since 2010. This project was initiated to ease the suffering of vulnerable farmers in aiding them to restore their lands and livelihoods.

Our response:

With your help, we were able to restore 9,000 square metres of agricultural land and plant 2,250 olive trees, supporting and empowering vulnerable families while ensuring this important part of Palestinian identity lives on.

Impact:



75

farmers' land and livelihoods were restored, enabling them to continue supporting their families with dignity.



SCHOOL BREAKFAST IN YEMEN

Location: Yemen

Over seven years of protracted conflict has left Yemen in one of the largest humanitarian crises. Over 20 million Yemenis suffer from severe food insecurity, lack of access to health care, and displacement.

Over 230 of Yemen's 333 districts are food insecure with children being the most vulnerable in these conditions.

Our response:

Supporting 550 conflict-affected school going children by ensuring proper nutrition is available to them on a daily basis.

Impact:



550

students

PALESTINIAN REFUGEE CAPACITY BUILDING & INCOME GENERATION




Location: Lebanon


Among Palestinian refugees, 85% of the population suffers from poor mental health due to unemployment, poverty, water insecurity, and ongoing conflict and conflict-related trauma.


Our response:


Providing Palestinian refugee youth and women with skills based livelihood and financial literacy training, as well as support in setting up their own small businesses in handicrafts, dairy production, and food drying.

Impact:

 **65 individuals**
received food drying
training

 **65 individuals**
received handicraft
training

 **70 refugees**
receiving dairy
production training

 **Total of 200
individuals benefited**



AGRICULTURAL LAND RESTORATION


Location: Yemen

Protracted conflict, increasing food prices, diminishing income-generating opportunities, and depreciating local currency are impacting the ability of almost all households to meet their basic nutritional needs in Yemen. Land restoration gives farmers the ability to sustain their food supplies and ensure their families' nutritional needs are fulfilled. It gives a sense of pride and satisfaction to the breadwinners who struggle with the loss of income and purpose during difficult times. With your support, Penny Appeal Canada was able to restore their land, enabling them to support their families while also improving Yemen's food security.

Our response:

Increasing access to the sustainable food supply from restored agricultural land for 58 conflict-affected households.

Impact:

 **58** farmers had their land restored and are able to support their families, while also contributing to increasing Yemen's food security.



QURBANI

Location: India, Cameroon, Somalia, Myanmar, Bangladesh, Pakistan, Afghanistan, Lebanon, Palestine, Yemen, South Africa, & Canada


We honor the tradition of Prophet Ibrahim (AS) through the obligatory sacrificial slaughter of animals, known as Qurbani. There are a set of ethical principles that guide the procedure of the slaughter of livestock and distribution of meat. Qurbani is conducted to distribute food to households in need who cannot afford to carry it out themselves.

Our response:

Providing vulnerable food insecure families with fresh meat from the slaughter during Eid Al-Adha in 10 countries around the world.

Impact:

 **12,048**
livestock sacrificed

 **72,288+**
beneficiaries

QURBANI AT HOME

Location: Across the provinces of British Columbia, Ontario, Alberta and Saskatchewan.

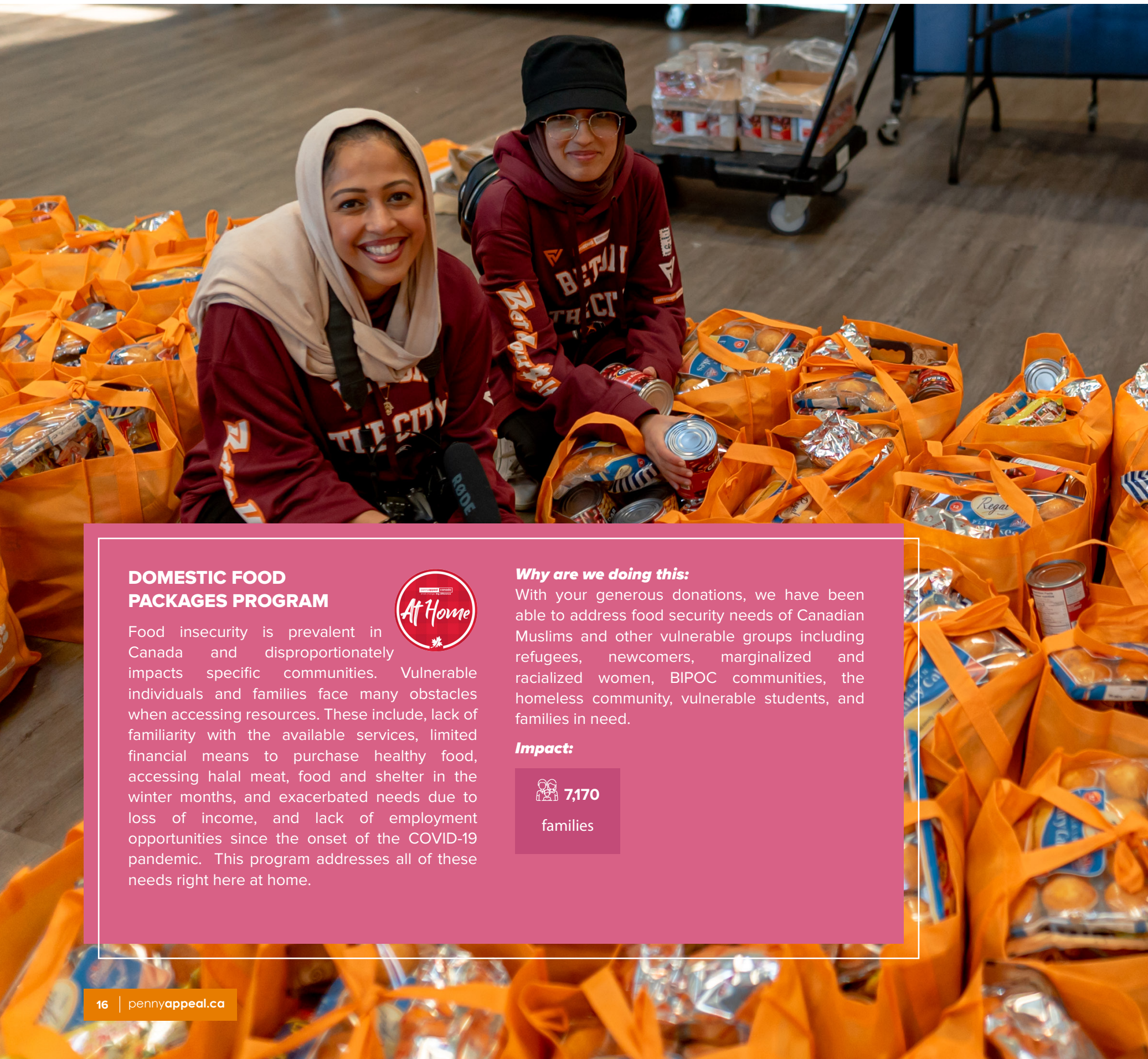
Muslim households in Canada also face food insecurity across the country. We further this Sunnah practice of Qurbani to support those in need during the time of Eid A-Adha as an act of worship and charity.

Our response:

With your generosity we were able to provide grants to local organisations who carried out the Qurbani, ensuring the individuals and families most in need were provided with freshly slaughtered meat to support their daily nutrition and allow them to enjoy the blessed festivities of Eid.

Impact:

 **210**
families



DOMESTIC FOOD PACKAGES PROGRAM

Food insecurity is prevalent in Canada and disproportionately impacts specific communities. Vulnerable individuals and families face many obstacles when accessing resources. These include, lack of familiarity with the available services, limited financial means to purchase healthy food, accessing halal meat, food and shelter in the winter months, and exacerbated needs due to loss of income, and lack of employment opportunities since the onset of the COVID-19 pandemic. This program addresses all of these needs right here at home.



Why are we doing this:

With your generous donations, we have been able to address food security needs of Canadian Muslims and other vulnerable groups including refugees, newcomers, marginalized and racialized women, BIPOC communities, the homeless community, vulnerable students, and families in need.

Impact:

 **7,170**
families

FREDSGIVING

Where: Canada

Our response:

We identified high needs families in Mississauga who were in need of grocery support. To support these families, we provided food baskets consisting of staple food items, a grocery gift card valued at \$50, and warm meals.

Why we are doing it:

Penny Appeal Canada and Faith of Life Network set up a location to unite communities that lack the means or assistance to share in Thanksgiving celebrations.

Impact:

Direct beneficiary:

 **100**
families



WINTER MEALS: COMMUNITY AND FOOD SECURITY

Where: Ontario, Canada

Our response:

We identified high needs families at each school who were in need of support during the winter months. To support these families, Penny Appeal Canada provided these families with a food basket consisting of the ingredients they need. Also provided were winter care kits consisting of blankets, socks, and gloves.

Why we are doing it:

Families of students attending Sir Winston Churchill Public School Harold F. Loughin Public School, Massey Street Public School, and Grenoble Public School experienced increased financial hardship, with the COVID-19 pandemic exacerbating financial challenges.

Impact:

Direct beneficiaries:

 **240**
families

 **960**
individuals





Having access to clean water is a basic human right, which many communities are deprived of. According to UNICEF, more than 40% of the global population lacks access to clean water. As a result, millions of people suffer detrimental impacts such as malnutrition, poor sanitation, poor hygiene, and contraction of waterborne diseases. According to the WHO about 1 million deaths occur as a result of unsafe drinking water. Of these, about 300,000 are children.

Our Thirst Relief program provides clean water to communities in Asia, Africa, and the Middle East, by building deep tube wells, setting up solar panel water and power centres, and rain water harvesting systems. These systems have a far greater sustainable impact, with the ability to provide other long-term water and hygiene solutions in communities facing acute water insecurity.

This is how you helped Penny Appeal Canada provide safe access to clean water in 2022:

726 16

Deep Tube Wells commissioned

Location:

 **322**
in Bangladesh

 **185**
in Pakistan

 **168**
in Afghanistan

 **43**
in Somalia

 **6**
in Kashmir

 **2**
in Uganda

Rainwater Harvesting Systems commissioned

Location: *Bangladesh and Afghanistan*

Rain water harvesting is an environmentally friendly form of water conservation and a sustainable solution to water insecurity. It makes water available where there are shortages due to climate or power outages. While not only providing affordable clean drinking water to communities, improving health and sanitation, supporting the irrigation of fertile land, this method is also environmentally friendly and cost-efficient.



3 SOLAR POWERED WATER CENTERS BUILT

Location: Pakistan, Afghanistan

Why are we doing this:

This project ensured sustainable access to safe drinking to communities in Pakistan and Afghanistan. 64% of the population of Pakistan, and approximately 72% of Afghanistan, are deprived of safe access to clean drinking water, leading to illnesses from waterborne diseases.

Impact:

Serving 6,560 individuals in both countries

3 DESALINATION UNITS IN PALESTINE

Location: Palestine

Why are we doing this:

92% of household water in Gaza is contaminated with 26% of all children afflicted with diseases in Gaza were attributed to waterborne diseases.

Our response:

Thanks to you, we were able to install 3 desalination units at 3 educational institutions to support access to safe drinking water. 6,000 students and school staff have now gained access to sustainable safe drinking water which is available to them on a daily basis.

12 WATER FILTRATION PLANTS

Location: Pakistan

Our response:

64% of the population of Pakistan is deprived of access to safe and clean drinking water. This project ensured beneficiaries dignified access to safe drinking water.

With your contribution we were able to construct water filtration plants at secondary and tertiary public hospitals in Sindh to provide patients and staff with access to clean drinking water.



1 DEEP BOREHOLE

Location: Somalia

Our response:

Construction of a deep borehole in Galad village, Mudug Region, Somalia

Why are we doing this:

Galad village, Mudug Region, is one of the worst-affected areas in Somalia due to successive drought seasons resulting in severe water insecurity. The acute water shortage and increase in water prices make access to water incredibly difficult for the vast majority of the village population.

Impact:

Thanks to your generosity, the Galad village of 6,500 individuals now has access to safe drinking water

OrphanKind

There are 153 million orphaned children worldwide, with 5,700 more becoming orphans every day. In 2022, more than 2.1 million people, including 934,000 children in the Gaza Strip, West Bank, and East Jerusalem are increasingly vulnerable due to the protracted crisis in the State of Palestine. In Pakistan, 4.2 million children are orphaned, the vast majority of them are below the age of 17. These children remain one of the most vulnerable groups in society.

Supporting the care and education of these vulnerable children and their families is crucial to bringing joy to their life and ensuring they have the opportunity to break out of the cycle of poverty and thrive.



What we are doing:

As part of the OrphanKind program, with your contributions, we were able to provide food parcels, cover the cost of education, school supplies, daily essentials such as clothing, and other such support. We helped ensure the families of these children have adequate support to keep the children healthy and in school.

Our response:



Pakistan
1100
Orphans Sponsored



Palestine
650
Orphans Sponsored

FOOD ITEM	QUANTITY
Rice	10 kg
Cooking oil	3 liters
Wheat flour	30 kg
Pulses	8 kg
Sugar	5 kg
Black tea (Lipton)	1 packet (190 grams)
Red chili powder	1 packet (100 grams)
Energy biscuits (Gluko)	1 box (12 snack pack pouches)
Salt	2 packets (800 grams each)

MYANMAR ORPHAN & INCOME GENERATION OPPORTUNITY FOR WOMEN

Where: Myanmar

Our response:

Women in communities can easily become a marginalized population, which only compounds their challenges with the responsibility of leading a household as a single parent. More than 30,000 widowed women have taken refuge in a project community and they are in need of solutions to support their family and orphaned children.

With your generosity, this program is providing sustainable income generation opportunities and support to vulnerable female headed families in the rural areas of Myanmar, enabling them to earn and provide for their children, and more importantly, to provide relief from the worry that comes with not being able to take care of your loved ones. Under this program, we improved the

well-being of families through the provision of healthcare, education, shelter, and food security to 150 families as a first step. We then aided the provision of sustainable income generating mechanisms to 150 families in the form of grants to help people establish businesses, with consultation from specialized business development partners. In addition, skills and business management training was provided where there was a strong need.

Impact:



4

villages



150

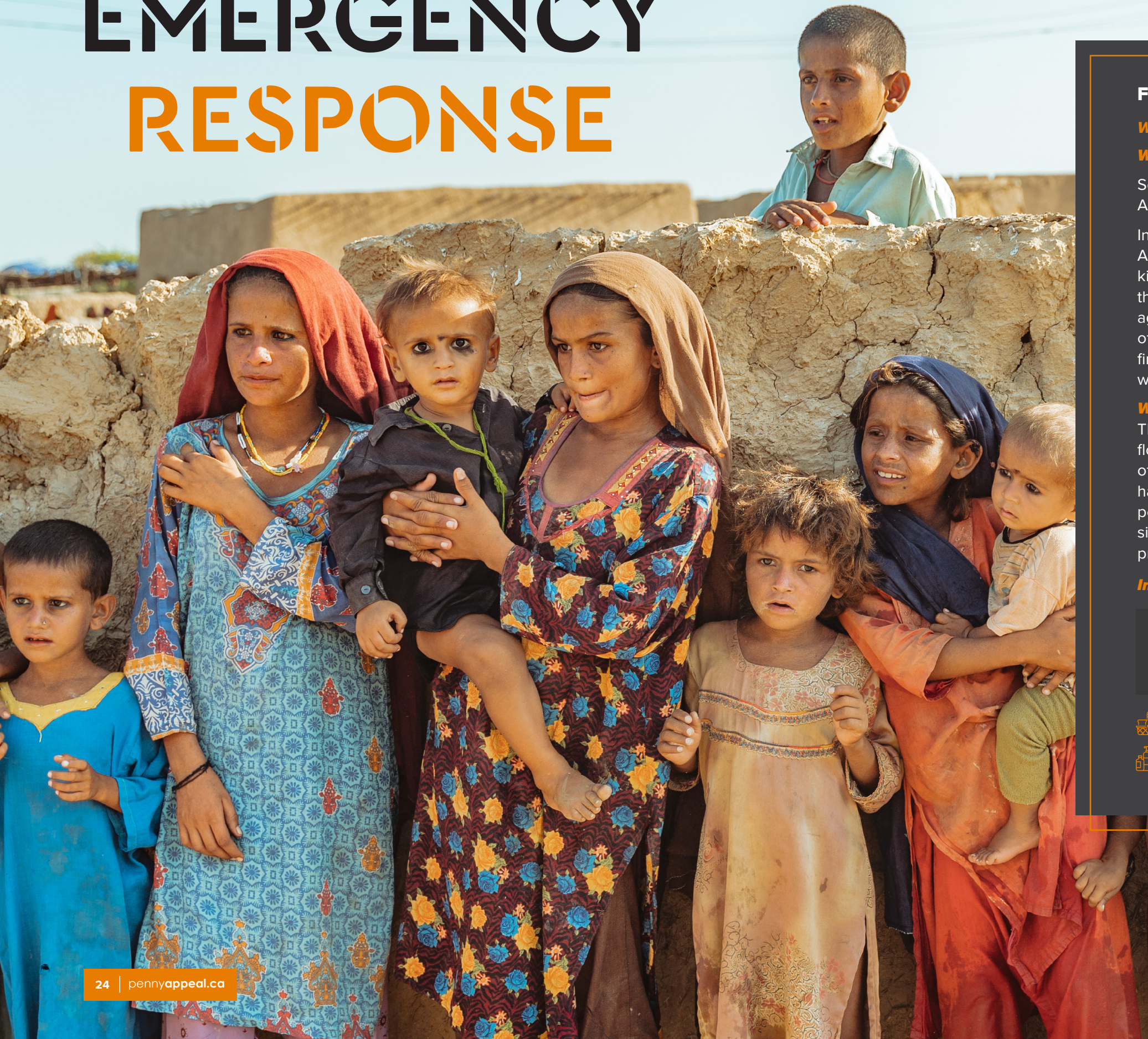
families



600+

beneficiaries

EMERGENCY RESPONSE



FLOODS IN AFGHANISTAN

Where: Afghanistan

What:

Severe and deadly floods rocked several regions in Afghanistan on August 20, 2022.

Including the provinces of Wardak, Logar, Paktya, and Nanaghar. According to reports, these floods destroyed thousands of dwellings, killed scores of people, including infants, children, and women, wiped out thousands of animals, and destroyed hundreds of thousands of acres of agricultural area, including orchards and cultivated land. Logar was one of the provinces most devastated by the flood, causing significant financial and personal loss. The districts that suffered the most damage were Khoshi and Mohammad Agha.

Why:

The project specifically targeted the most vulnerable and marginalized flood-affected population in the mentioned provinces. To alleviate some of the suffering faced by this population and help them cope with the harsh conditions, we provided households with emergency food relief, personal hygiene kits, and safe-drinking water. Priority was given to single-mother lead households, individuals with disabilities, families with pregnant and breastfeeding mothers, and the elderly.

Impact:

 2,100

individuals



Food Parcels



Hygiene Kits



3 water wells to provide communities with safe-drinking water

BANGLADESH FIRE RESPONSE

Where: Cox Bazaar

Why:

A fire in Camp 16 of the Kutupalong camp, Cox's Bazar on January 9th, 2022 affected about 2,000.

Rohingya refugees, including an estimated 750 children. 10 people reportedly were injured. The impact has been significant, with 370 shelters fully or partially destroyed. Around 30 host community households were also affected. Displaced families have sought shelter with relatives in the camp or have been displaced to Camp 15. The fire has caused extensive damage to over thousands of shelters adding more misery to the already vulnerable refugees. They lost everything in the fire, living without shelter, food, clothes, and other basic needs.

What:

Numerous Rohingya refugee families were left without essential food and non-food items, leaving them in dire need of immediate support in the aftermath of the fires. The provision of emergency food parcels, along with non-food items such as basic clothing and hygiene items, significantly improved victims' capacity to cope following the devastation caused by these fires. Your contributions allowed us to support 157 families with basic essentials.

Your impact:

 **942**
individuals

 **157**
Emergency hygiene kits

 **157**
Food parcels

AFGHANISTAN EARTHQUAKE

Where: Afghanistan

The situation:

The Central Region of Afghanistan was severely impacted by the earthquake in 2022. Measured at a 5.9 magnitude on the Richter Scale, and recorded at a depth of 10 km, the Spera district in Khost province, and Gayan district in Paktika province were, reportedly the worst affected, with up to 770 people killed in the immediate aftermath. In addition, up to 1,800 homes were reported to have been destroyed and damaged in Gayan, representing 70% of the district's housing stock. As a result, large-scale displacement took place in the mentioned regions.

Our earthquake relief included:

- transitional shelters
- essential food items
- hygiene kits
- emergency kits; blankets

Your impact:

 **3,750**
individuals

BANGLADESH FLOOD EMERGENCY RESPONSE

Status: Complete

Location: Bangladesh

Why we did it:

In Cox's Bazar, nearly 800,000 Rohingya refugees living there were impacted by the rainfall in July. Over 2,000 shelters were damaged, placing already vulnerable families in an even more precarious position. In the aftermath of heavy rainfall at the end of July 2021, we supported families by building shelters to provide safe and dignified living spaces.

Our response:

Penny Appeal Canada, along with our local partner, constructed durable and flood resilient semi-pucca houses for four of the victims of the flood. Each semi-pucca house has two bedrooms, a kitchen, one toilet, one utility space, and Veranda. The semi-pucca house also has CI sheeted roof, bricked walls and bricked flat soling floor.

Impact:

 **4**
households

 **20**
individuals



MEDICAL EXPENSE COVERAGE PALESTINE

Status: Ongoing

Location: Palestine

Why we did it:

Aida Refugee Camp was established in Bethlehem in 1950 after the Nakba (“Catastrophe”) in 1948. Currently, there are about 5,500 refugees living in Aida Camp, an area only spanning 0.71 square kilometers. Refugees within the camp are living in difficult circumstances as the military occupation has caused trauma and poverty that inhabitants struggle with on a daily basis.

Our response:

With your contributions and the support of medical teams on the ground, many sick patients within Aida Refugee Camp who need medical procedures but are unable to cover the costs themselves, will be able to access lifesaving and standard medical care they need with dignity. Patient tests, medication, medical bills, and other related expenses (equipment, support, etc.) will be covered. Candidates requiring urgent medical operations will be selected based on medical and financial need, regardless of age and gender.

Impact:

 **300**
youth
patients



PAKISTAN SHELTER REHAB

Location: Outskirts of Karachi

Our response:

We are working to provide safe, structurally sound housing for impoverished families who currently live in makeshift homes on generational land.

Why we are doing it:

An estimated 20 million people in Pakistan lack adequate housing. Families who own generational land but lack financial means to build homes, live in fragile huts made of straw and wooden pieces, covered with thick cloth and/or plastic - a structure that is damaged and washed away every monsoon season.

What:

20 families were provided with safe shelter solutions through the construction of permanent homes, built with appropriate sanitation facilities. Previously, their homes were in a fragile state and damaged by the harsh weather cycles.

Your impact:

 **20**
families

 **20**
houses

PALESTINE MEDICAL EMERGENCY RESPONSE

Where: Gaza, Palestine

Why:

The military offensive of August 2022 in Gaza targeted densely populated civilian neighborhoods, damaging homes, infrastructure, and leaving many casualties. As a result, there was an urgent need for medical supplies and clean distilled water to safely carry out procedures in order to treat those injured during the violence. However, there was a severe shortage and no access to medication locally.

The project supported the Ministry of Health in Gaza in the aftermath of the military offensive by providing necessary medication needed for critical care to the affected population. The project benefitted 6,350 individuals who were treated in emergency, trauma and intensive care units (ICUs) at two hospitals in northern Gaza province.

Your impact:

 **6,350**
victims

 **clean water**

 **life saving medication**

SHELTER RECONSTRUCTION
PALESTINE

Where: Gaza

Why we are doing it:

In May 2021, the Gaza Strip witnessed more significant hostility against people where many buildings were destroyed, and thousands of people became internally displaced. This had a devastating impact on the civilian population and infrastructure. More than 250 Palestinians, including 66 children and 38 women were killed, and almost 2,000 Palestinians were injured during the hostilities. Additionally, over 2,000 housing units were destroyed or severely damaged, and nearly 15,000 suffered in other ways.

What:

Homes of 5 refugee families that were severely damaged and rendered uninhabitable during this period were assessed through site visits conducted by UNRWA social workers and engineers. Civil engineers analyzed the physical and structural status of the damaged shelters and oversaw the reconstruction of the homes.

Your impact:

Your contributions have helped provide Palestinian refugee families with dignity by supporting the reconstruction of their shelters in partnership with the United Nations Relief and Works Agency and our implementing partners on the ground.



PAKISTAN FLOOD EMERGENCY
RESPONSE

Where: Sindh and Balochistan


Why:

Flash flooding inundated a wide geographical area of Pakistan in the late summer of 2022. Across four provinces, homes and critical infrastructure had collapsed and in many locations continuous flooding threatened rural farming communities, as well as urban areas. The floods destroyed water and food supplies, restricted travel access, and swept away crops and cattle that were the main sources of livelihood for the affected communities.

Our response:

With your contributions, we were able to provide protection to affected populations - many sleeping under open skies and vulnerable to torrential rains and other hazards - with transitional homes in the form of tents and tarpaulin sheets for weather-proofing. Families who lost their livelihood such as livestock or access to work due to the flooding were provided with nutritional support in the form of non-perishable food items.

Your impact:

 **12,272**
individuals

Shelter Items:

- Shelter Tents
- Tarpaulin Sheets
- Water dispensers
- Water purification sachets
- Mosquito nets

Hygiene Items:

- Bath Soaps
- Soaps
- Sanitary pads

Foods Items:

- Flour
- White Chickpeas
- Variety of lentils
- Sugar
- Cooking Oil
- Salt
- Tea

REBUILDING A FLOOD-AFFECTED
VILLAGE IN PAKISTAN

Status: Ongoing

Location: Mirpur Khas, Sindh

Why we did it:

In 2022, Pakistan faced the worst humanitarian crisis in its recent history, as heavy rains and flash floods ravaged the country. Over 218,000 houses have been destroyed and a further 452,000 damaged. Livelihoods are also being heavily impacted – more than 793,900 livestock, a critical source of sustenance and income for many families, have died. Around 2 million acres of crops and orchards have also been impacted. Millions of people trapped in floods are waiting for rescue and relief. Thousands have lost their lives. Over 30 million people were rendered homeless. The humanitarian situation is expected to worsen as communities and infrastructure are increasingly unable to cope with the heavy rainfall.

Our response:

You responded to our call for an immediate response and with the support of our partners, we provided the affected populations with life-saving emergency aid, two-week food rations to about 300 families, with 2,400 families receiving tents to help them shelter and survive during this challenging time. In the aftermath of the floods, when the water levels receded, we continued this project with the reconstruction of a village of 100 families in Mirpur Khas was initiated and is currently in progress.

Your impact:

- | | |
|--|--|
|  Food Parcels |  1 Masjid |
|  Temporary homes |  1 reverse osmosis water system |
|  100 Constructed homes |  Sanitation solutions for the villagers |
|  3 Schools | |

GLOBAL PPE INITIATIVE

Status: Ongoing

Location: Global


Our response:

We are delivering PPE equipment to communities around the world to provide beneficiaries, communities, and community resources, protection against COVID-19.

Why we are doing it:

The COVID-19 pandemic has brought about the shortage of PPE and essential resources to families across the globe. Limited transportation, shipment delays, manufacturing shutdowns, alongside the pandemic-related surge has caused medical systems to face a drought of PPE.

Impact:


25,000,000
Mask

Barbados, Bahamas,
Bangladesh, Haiti, Indonesia,
India, Jamaica, Sri Lanka, Syria

THE CARE FIRST INITIATIVE

Status: Ongoing

Community Partner: Khalil Centre

Location: Ontario, Canada




Our response:

To ensure low-socioeconomic people of colour have equal access to mental health care, we are providing subsidized culturally and spiritually competent individual therapy services.

Why we are doing it:

Socioeconomic status is strongly correlated with mental health risk and help-seeking behaviours. We are working to ensure that individuals in need of mental health services are able to access them regardless of their socioeconomic status.

Impact:


874
sessions



SOMALIA LIVELIHOOD SUPPORT FOR BUSINESS WOMEN

Status: Ongoing

Location: Waheen

Why:

Currently, Somalia is undergoing one its most complex humanitarian crises in history with the recent drought and flooding increasing the need for humanitarian needs at all levels. This initiative intends to assist Somali women entrepreneurs whose companies and livelihoods were destroyed when the Waheen market in Hargeisa, Somaliland, caught fire on April 1, 2022. In addition to providing for the lives of thousands of local citizens, the Waheen marketplace was a substantial source of revenue for the Hargeisa municipality, as well as for total government revenue.

Our response:

We are restoring and improving businesses of 50 women entrepreneurs in Waheen Market, Hargeisa, Somaliland, and empowering them with business skills and development which will allow them to maintain self-sufficiency, contribute to the community and local economy.

Your impact:

- 50 restored and enhanced businesses
- 50 empowered businesswomen with improved entrepreneurship and decision-making skills
- 50 households with increased and steadier incomes and ability to improve their livelihoods
- 300 indirect beneficiaries/community members

SDG 1: No Poverty

SDG 2: Zero Hunger

SDG 3: Good Health and Well-Being

SDG 11: Sustainable Cities & Communities

EMERGENCY HOUSING SUPPORT FOR AT-RISK YOUTH IN PEEL REGION

Location: Ontario, Canada

Our response:

We are supporting at-risk youth through rental subsidies, holistic case management, and housing stability to ensure that they have a safe place to live in the winter months.



Why we are doing it:

There is an overrepresentation of racialized youth currently experiencing homelessness. These youth face a combination of challenges due to homelessness, discrimination, and systemic barriers that hinder their ability to seek out safe and stable housing.

Impact:


50
youth



FIRST COUNSELING AND MENTAL HEALTH SUPPORT GROUP FOR MUSLIMS IN ATLANTIC CANADA



Location: Nova Scotia, Canada

Our response:

We are supporting the first counselling and mental health support group for Muslim in Atlantic Canada. This program aims to create a platform for immigrant and refugee women in the community of refugees, as well as the broader community experiencing domestic violence, racism, gender-based violence, Islamophobic attacks and hate speech.

Why we are doing it:

There is an urgent need for active and careful intervention to support members of the Muslim community that have no existing counselling or mental health support groups dedicated to serving these minority groups in the region.

COLD DAYS WARM HEARTS WINTER PROGRAMMING



Location: Alberta, Nova Scotia, Ontario, Canada

Through the Penny Appeal Canada At Home Grants, we supported local organisations and community partners in running a winter program, addressing various needs and challenges faced by vulnerable members of the community during the winter. The program aims to prevent the exacerbation of existing vulnerabilities of Canadians from various racialized and marginalized communities.

Our response:

We responded to the needs during winter across Canada in Ontario, Alberta and Nova Scotia through three sub-programs: by offering domestic grants of over \$61,000 to provide winter meal distribution, a winter coat drive, and the distribution of winter care kits consisting of essential winter accessories.

Why we did it:

Due to Covid-19, many low-income families found themselves unable to meet basic food and clothing needs.

Impact:

 **1,475**
beneficiaries

 **175**
warm meals

 **300**
winter coats

 **1,000**
winter care kits

HURRICANE FIONA HALIFAX, NOVA SCOTIA



Location: Nova Scotia, Canada


Our response:

This project intended to assist victims in easing the problems brought on by Hurricane Fiona. Our Goal was to relieve them by providing a warm meal to the residents of Halifax.

Why we did it:

Hurricane Fiona quickly reached Nova Scotia and made landfall. People in the province were unable to prepare a warm meal due to the severe power outages.

Impact:

 **2,000**
warm meals

ACCESSIBLE SHELTERS (SAKEENAH HOMES)



Location: Nova Scotia, Canada


Our response:

This project intends to be the first accessible shelter for Muslim women and their children in Ontario, in partnership with SMILE.

Why we did it:

There are shelters for Muslim women and their children, but at the moment, none of them can house mothers or their children who have a physical disability or autism.

Impact:

 **10-12**
women & children

**NURTURING CARING COMMUNITIES:
ADDRESSING GBV WITH
A PEER-LEADERS**



Status: Ongoing
Community Partner: Muslim Resource Centre for Social Services and Integration (MRCSSI)
Location: Ontario, Canada

Our response:
Through an interactive training curriculum for peer-leaders, program participants will develop knowledge on the forms of violence and warning signs, as well as grow skills to respond to, and challenge, victim blaming and the minimizing of violence experienced, along with supporting survivors within the community.

Why we are doing it:
Studies show that most women experiencing violence turn to support from friends and family, not service providers. Barriers include language, social isolation, a lack of knowledge, as well as community norms and beliefs that reinforce stigma and silence.

Impact:

 **12**
sessions

 **18**
peer-leaders

**TRAUMA INFORMED
MENTAL HEALTH SUPPORT
PROGRAM**



Status: Ongoing
Community Partner: Muslim Resource Centre for Social Support and Integration
Location: Ontario, Canada

Our response:
We are providing culturally sensitive, trauma-informed counselling services to support those who have been impacted by the 2021 events in London, Ontario. This is free of charge to ensure that mental health resources are accessible to all.

Why we are doing it:
This project is necessary to support and engage those who have been impacted by the 2021 trauma-generating event in London, Ontario.

- Impact:**
- 81% of peer leader participants are very satisfied
 - 95% of participants indicated they feel comfortable participating and contributing to discussion
 - 100% of participants feel their voice is heard

 **52**
newcomer Arabic speaking women between the ages of 25-54

 **70**
emergency hygiene kits

**RESPIRE CAREGIVER
SUPPORT PROGRAM**




Status: Ongoing
Community Partner: Smile Canada-Support Services
Location: Ontario, Canada

Our response:
We are providing direct respite support for children with disabilities to allow parents and caregivers the opportunity to complete daily tasks, and attend to their own physical, and mental health.

Why we are doing it:
COVID-19 has been a challenging time for many families, especially those with disabled loved ones. Changes in environment, abrupt closure of therapies, changes in education models, and overall disruption of normal routine has contributed to caregiver burnout and impacted the needs of families with children with disabilities.

Impact:

 **75 families**
across Ontario, amounting to 225-375 unique individuals with disabilities, plus their families

 **70**
emergency hygiene kits



Education First



MLSE FOUNDATION GIRLS' NIGHT

Location: Ontario, Canada

Our response:

We are supporting sports based learning and skill development programming for over 2,355 girls in Toronto. Regular programming consists of career sessions, leadership camps, multi-sport training, skill development workshops, and basketball camp.

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.

Impact:

 **3,250+**
girls



CANADA BASKETBALL

Location: Ontario, Canada

Our response:

We are supporting sports based learning and skill development programming for over 2,355 girls in Toronto. Regular programming consists of career sessions, leadership camps, multi-sport training, skill development workshops, and basketball camp.

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.

Impact:

 **3,250+**
girls



RETURN TO PLAY SKILLS CAMP

Location: St. Lucia and Barbados

Our response:

We are providing marginalized youth in the Caribbean with the opportunity to engage in structured academic and athletic skill building workshops.

Why we are doing it:

Youth from low-socioeconomic households have been a historically neglected group in the Caribbean. With COVID-19 and the subsequent lockdowns, there is a need to engage youth in a meaningful way that exposes them to opportunities for development and growth.

Impact:

 Marginalized youth ages 8-14

BRIDGE TO SUCCESS

Location: Alberta, Canada

Our response:

We are creating conducive environments for mothers who are newcomers to Canada to acquire, use, and advance their computer literacy skills through structured IT programming.

Why we are doing it:

Through tech education, our aim is to empower mothers with the skills they need to navigate an increasingly digital employment sector and to support their children in virtual learning.

Impact:

 **75** newcomer and immigrant women



SOCIAL ACCELERATOR FUND & COMMUNITY CHANGEMAKER AWARD



Location: Ontario, Canada

Our response:

We are supporting high potential social ventures that require a one-time injection of funds, more human resources, and strategic guidance to take them to the next level of growth.

Why we are doing it:

Our goal is to support high achieving students with demonstrated financial need, enrolled in the Community Engagement, Leadership and Development certificate programs, with a scholarship that will allow them to continue their learning.

Impact:



30

students through the Community Changemaker Award



9

social ventures through the Social Accelerator Fund

YOUTH AMBASSADOR PROGRAM



Location: Ontario, Canada

Our response:

We are supporting newcomer youth ages 16-29 years old in Toronto for skill development training in the areas of leadership, workshop development, resource development, communication, civic engagement, and advocacy.

Why we are doing it:

Our goal is to support a youth leadership initiative that will combat social isolation, provide leadership training, and provide a welcoming space for newcomer youth to strengthen their advocacy skills, building confidence to face life challenges for themselves and others.

Impact:



10

youth



HEALTHY HEARTS, HEALTHY MINDS: FOOD HANDLING AND CULINARY SKILLS TRAINING FOR MUSLIM WOMEN



Location: Ontario, Canada

Our response:

We are providing Muslim women in the GTA with food-based training and skills development to gain access to employment opportunities.

Why we are doing it:

There is a need within vulnerable communities to increase their employment opportunities by obtaining training and appropriate certifications. Financial and accessibility barriers prevent vulnerable women from gaining the formal training they need for employment.

Impact:



15

women

PEER MENTORSHIP PROJECT FOR BLACK MUSLIM YOUTH



Location: Ontario, Canada

Our response:

We are working with Black Muslim youth to create and deliver a peer mentorship program that provides mentorship, skill-building workshops, and recreational programming to increase employability and education, year-round in a safe space.

Why we are doing it:

Through informal polling of Black Muslim youth in Toronto, this data demonstrated that the lack of opportunities, programs, and mentorship within the community created barriers to their success.

Impact:



30

Black Muslim youth aged 18-23





CODING FOR CHAMPIONS

Location: Ontario, Canada


Our response:

With the Coding for Champions program, we addressed the digital divide in Peel, Durham, and Toronto area by empowering disadvantaged students in the different district school boards through a distribution of laptops and a coding program to increase their IT skills.

Why we are doing it:

Through this program we ensured students and their families who do not have access to high functioning computers and tools, are given the opportunity to engage in tech-based learning easily.

Impact:

 **125**
students



WOMEN IN BASKETBALL MONTH

Location: Ontario, Canada

Our response:

This event provided affordable opportunities for women to participate and learn from leaders in the sport of basketball from across the country.

Why we are doing it:

Women are underrepresented in all aspects of sport and access is not readily available to girls and women the way it is for boys and men. Participation in sports has significant health benefits and creates positive mental and social impact on not just women in the sport but in the community at large. It allows to change the conversation on inclusion and gender balance, also creating space for women to become resilient, build camaraderie, and develop confidence.

Impact:

 **450** women



MUSLIM YOUTH MENTORSHIP PROGRAM

Status: Launched

Location: Ontario, Canada

Our response:

Penny Appeal Canada, with your support, remains committed to breaking the cycles of violence, drug abuse, poverty, and inequality through equitable programming. We believe that mentorship should be a critical part of young adolescent lives. Muslim children are matched with mentors and placed with a screened, trained and supported adult, volunteer mentor. The program offers mentoring for vulnerable Muslim youth in Toronto, with an opportunity to engage with the mentor in a positive and safe environment.



Why we are doing it:

Muslim youth have been experiencing a disconnect from their community, increased isolation, loss of social networks, and reduction in physical activity in record numbers. In order to address those needs, we need to see an increase in funding for programs catered to the Muslim community youth. We believe mentorship has the power to yield positive results in mental health, education, career opportunities, and civic engagement.

Impact:

 **113**
children

THE MOTHERS TO DAUGHTERS HEALING INITIATIVE

Location: Ontario, Canada

Our response:

This project aims to serve Black women impacted by gun and gang violence and addresses their need for grief-counseling. This project also aims to provide support services which focus on the specific intersectional (i.e. gender/race) facets of the grief and trauma with which they live.

Why we are doing it:

Wanasah is dedicated to continuous learning, quality enhancement, and assessment. Best practices in health service programing, quality monitoring and assessment, also serve as a guide for our strategy.

Impact:

 **100**
women & girls



ISNA YOUTH PROGRAMMING

Location: Ontario, Canada


Our response:

We wanted to develop programs for youth in inclusive spaces with a special focus on youth that face, or are at risk of, greater marginalization tied to low household income, race, and immigration status.

Why we are doing it:

Research, in combination with ISNA Canada staff members at the Youth Hub, has helped construct an initiative that applies broad best practices in a way that is customized to this unique context.

Impact:

 **100's** of youth who access programming all year round



CODING4CHANGE

Location: British Columbia, Canada



There is a lack of diversity in STEM fields, particularly among BIPOC, Muslim, and female youth, which drove the need for the Coding4Change project.

The goal of Coding4Change is to dramatically increase the number of BIPOC, Muslim, and women youth who engage with, enter, and excel in STEM - at no cost to participants. By providing participants with training opportunities, skills, credentials, and practicums, participants are given a chance to begin professional competencies in computer programming and development.

The project aims to provide equal access to, and increase the number of, BIPOC, Muslim, and women youth in STEM fields in the hopes of securing competitive careers in the tech space.

Impact:

61 Muslim (youth and adults from BIPOC, unemployed young professionals from marginalized communities, and youth looking for a career change)

ACADEMY OF ARABIC & ISLAMIC SCIENCES

Location: Alberta, Canada



Our response:

This grant has been used by the Academy of Arabic & Islamic Sciences for the purpose of Islamic and Arabic educational programming (books, Qurans and other class materials) on campus along with providing meals and snacks to students during exams and special Islamic events.

BIG BROTHER BIG SISTERS

Location: Toronto, Canada



Over the next three years, The Muslim Youth Mentorship (MYM) Program will directly impact 13 Muslim children facing adversity. The cohort will directly support 100 children that are matched with an adult volunteer who is screened and trained to provide one on one mentorship.

This program will focus on recruitment through community organisations in vulnerable communities like Rexdale, Scarborough, Regent Park, Moss Park, etc. The Mentors will also be recruited from similar and surrounding areas. Also, the children will be matched with mentors who have shared interests and similar lived experiences.

The aim of this mentorship program is to empower the youth to succeed in overcoming adversity in their lives, excel in academics, and yield positive life outcomes in adulthood.

Why we are doing it:

We want to support and aid program participants who are taking exams and finals by ensuring they have everything they require in order to succeed in the program.

Impact:



provide meals and dates



provide books to students



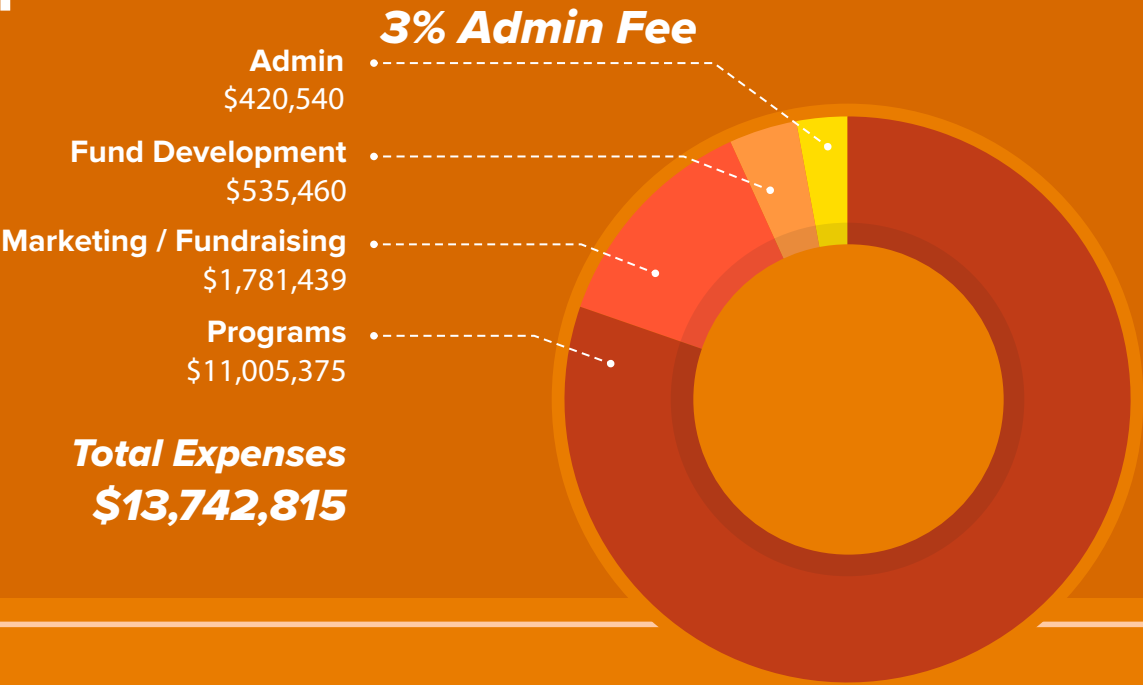
2022 FINANCES

Unaudited Financials



For the Year Ended December 31, 2022

Expenditure



Revenue



Donations	\$10,884,951
Grants	\$45,300
Other Revenue	\$324,907
Gifts from Registered charities	\$1,766,537

Total Revenue **\$13,021,696**



pennyappeal **canada**

small change. **big difference**

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

CRA no. 827502741 RR0001

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