

# 2023 ANNUAL REPORT

pennyappeal

small change big difference

[pennyappeal.ca](https://pennyappeal.ca)

# CONTENTS

## 04 LETTER FROM THE CEO

## 06 PENNY APPEAL'S STORY

## 08 OUR WORK

- FEED OUR WORLD ..... 09
- THIRST RELIEF ..... 15
- GLOBAL DISASTERS ..... 19
- ORPHANKIND ..... 29
- WINTER RELIEF ..... 33
- EDUCATION FIRST ..... 37

## 41 2023 FINANCES



# LETTER FROM OUR CEO



**Fawad Kalsi**  
CHIEF EXECUTIVE OFFICER

“

PEACE BE UPON YOU ALL — السلام عليكم ورحمة الله وبركاته

I am humbled to introduce myself as the new Chief Executive Officer of Penny Appeal Canada.

2023 was a difficult year for our Ummah. Natural disasters hit Turkey, Syria, Morocco, Libya, and Afghanistan. Sadly, thousands lost their lives. Even more continue to suffer the aftermath of the devastation. As the former Chief Development Officer, I oversaw these emergency responses, facing many obstacles and challenges. Alhumdulillah, we were able to overcome them, helping more than one million people by distributing shelter and hygiene kits, food, warm blankets, and more - the largest distribution of relief since Penny Appeal began operations in Canada.

The genocide in Gaza has shaken me to my core. People are facing unimaginable tribulations - starvation, bombing of homes, forced displacement, babies dying hours or days after they are born, and other horrid perils. However, through it all, I am inspired by your overwhelming support for Gaza. The scale of devastation and ongoing need has meant making the Gaza Emergency Response a top priority. My commitment to the people of Gaza is this: Penny Appeal Canada will be there with you every step of the way to help rebuild Gaza. Whether it's constructing container homes to provide shelter, offering support to the thousands of children who have been left orphaned with nobody left to care for them, or ensuring people have access to safe and clean water, our commitment to the people of Gaza will be a long term endeavor. We will not give up on you.

Our humanitarian efforts are possible because of donor support and your confidence in our organization. This past year, we reached new milestones with our programs by expanding our reach and coming to the aid of more beneficiaries than ever before. Donors like you are the cornerstone of our humanitarian work. Your commitment to the work Penny Appeal Canada does has inspired our whole team. I thank each and every one of you for standing with us when the Ummah cried out.

This report provides important insight into work we have accomplished in 2023 around the world. Complete with financial information, our annual report will give you a sense of the diversity of our projects, as well as the number of people who have benefited from the impact. Penny Appeal is committed to rigorous due diligence processes as well as on-site field visits as part of our donor confidence building measures.

Penny Appeal Canada has been in operation for five years. Since then, our growth has allowed us to become a household name. Looking ahead, I am excited to embark on this new journey. 2024 is going to be an exciting and dynamic year for Penny Appeal Canada. I look forward to working in collaboration with our affiliate offices in the UAE, UK, USA, Australia, Pakistan, and South Africa, to reach our eventual goal of alleviating poverty through sustainable, long term food and water security, as well as educational projects.

On behalf of the entire Penny Appeal Canada team, I thank you for making our organization your charity of choice to help the most vulnerable amongst us. Let's continue our work and serve the Ummah together as one family.

”



# PENNY APPEAL'S STORY

Penny Appeal came to Canada in 2019, driven by a singular goal: to create a world where organizations like ours are no longer needed. Our commitment to serving communities in need has led us to implementing our programs in over 30 countries. Together, we are addressing critical needs such as food security, access to sustainable clean water solutions, orphan care, education, livelihood support, and emergency response. Through our diverse projects, we are focused on empowering individuals and transforming communities for the long term.

Our domestic and international programs are designed to provide immediate relief while fostering sustainable, long term, and future focused development to lift people out of poverty. By prioritizing community driven solutions and leveraging knowledgeable partnerships, Penny Appeal Canada puts our beneficiaries at the heart of our work. Our growth since 2019 has led us to reaching more communities than ever before, making Penny Appeal the fastest growing Muslim charity in Canada; testament to the trust you've put in our work. Join us as we continue on with our journey to make small change into a **BIG** difference.



# OUR WORK

## 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.

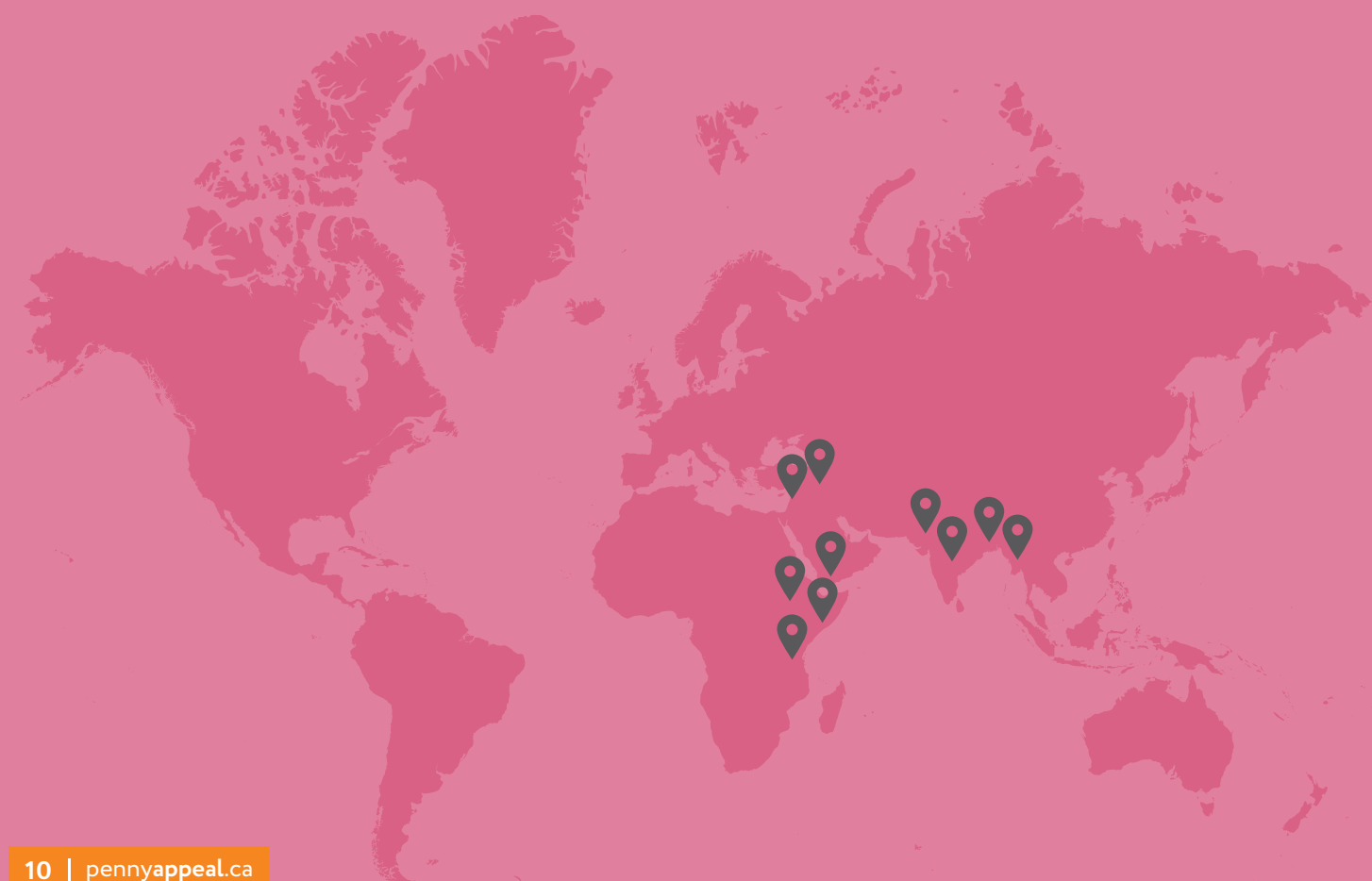
In carrying out our charitable mandates, Penny Appeal Canada remains committed to the following Sustainable Development Goals:



# FEED OUR WORLD

The aim of Feed Our World is to fight hunger and malnutrition in crisis-hit countries, providing both short-term relief and long-term interventions. Feed Our World provides healthy meals to impoverished communities around the globe to thousands living in poverty and barely making ends meet, uncertain of where their next meal will be coming from – and that’s where we step in. Through no fault of their own, thousands of people are victims of either war, drought, famine, displacement or natural disasters. Families ration meals and children go to bed with empty stomachs.

We deliver relief to communities in over 30 countries, providing them with nutritious food parcels, as well as sustainable long-term solutions. Our projects decrease the dependency and need for immediate food aid through the provision of skills training in livestock rearing and farming tools and technologies to address lack of food in the community throughout the year. No one should have to worry about when their next meal will be.



## AQIQAH — 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 132 goats for sacrifice, which provided food to 1664 families in Myanmar where food insecurity and poverty is widespread.

### Impact:

**6729**  
individuals

## QURBANI — LOCATION: PAKISTAN, PALESTINE, INDIA, BANGLADESH, SYRIA, YEMEN, SOMALIA, TANZANIA, MYANMAR, ETHIOPIA

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 3 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:

**6082**  
shares distributed

**20,474**  
households

**101,570+**  
beneficiaries

## LEBANON SEWING CENTER

LOCATION: LEBANON

Due to the deteriorating economic situation in Lebanon and increased concerns with domestic gender-based violence, with your support we were able to empower women including widows with vocational skills training to achieve financial independence through sustainable income generating activities.

### Our Response:

The project supported:

- 25 marginalized women in Saida with a sustainable means of supporting themselves and their families through 6-months hands-on training on the use of the sewing kits, tailoring and design.
- Provided all participants with sewing machines to kickstart generating income.
- Facilitating menstrual cycle awareness sessions for 80 women and adolescent girls.
- Provision of 2,500 reusable dignity pads to 320 vulnerable women in Akkar, north Lebanon.

### Impact:

**25**  
sewing machines distributed

**25**  
women can now generate income by utilizing the skills acquired

**320**  
women received reusable dignity kits

**80**  
women attended hygiene awareness sessions





## ENHANCING FARM PRODUCTION

LOCATION: BANGLADESH

We were able to support vulnerable local and Rohingya farmers in Ukhiya and Teknaf Upazila in the Cox's Bazar District through the provision of seeds, equipment and technology in order to maintain and improve their farms' cultivation and production. The purpose of this project was to equip farmers with the necessary tools and training to build their capacity to sustain and improve their livelihood and that of the communities they live in.

### Impact:

**1,000**  
seeds and  
farming kits

**1,200**  
farmers received  
trainings

**25,000**  
individuals

## LIVELYHOOD IMPROVEMENT & FOOD SECURITY

LOCATION: RAMPAL - BAGERHAT, BANGLADESH

### Our Response:

Bangladesh faces frequent disasters due to its geographical location, threatening millions of lives and livelihoods, especially in coastal areas like Rampal Upazila. This project enhances food security for vulnerable communities by creating sustainable livelihoods. Rampal has a population of 178,503, with agriculture as the main income source. Recent cyclones, compounded by COVID-19, have exacerbated vulnerabilities. To address these challenges, we initiated a project aimed at empowering 250 women through entrepreneurship training and financial support and access to microfinance opportunities.

### Impact:

- Formation of Self-Help Group with monthly meetings on generational saving and preparation and mitigation against climate change and disaster

**250**

Women received  
Entrepreneurship  
Development Training

**250**

Males received  
training in Business and  
Skilled Trades

## FOOD SECURITY & PROTECTION OF LIVELIHOOD IN FLOOD AFFECTED DISTRICTS

LOCATION: PUNJAB, PAKISTAN

### Our Response:

In response to the devastating floods in District Dera Ghazi Khan, particularly Tounsa, which disrupted food security and livelihoods, the project provided knowledge and training on climate-sensitive horticulture and livestock management to 700 farmers, enhancing their resilience against climate change.

### Why we are doing it:

The flood-affected areas had been severely impacted by recurrent flooding, resulting in significant disruptions to the local community's food security and livelihoods.

### Impact:

Restored the livelihood of 700 vulnerable farming families by building their capacities in livestock management and poultry rearing, their vaccination, and fodder distribution, as well as kitchen gardening trainings.

**700**  
farmers in climate  
sensitive horticulture  
and livestock  
management trained

**35**  
training sessions  
organized

**2,800**  
animals  
vaccinated

**50,400 kg**  
fodder to support  
affected farming  
communities  
distributed





Your contributions supported Penny Appeal Canada's Ramadan program by ensuring that Muslim families in need around the world who are preparing to observe the holy month received food rations in time to welcome and observe the holy month and fully prepare for and celebrate a joyous Eid with their loved ones.



## RAMADAN INTERNATIONAL

### RAMADAN AT HOME

We were able to support vulnerable local and Rohingya farmers in Ukhiya and Teknaf Upazila in the Cox's Bazar District through the provision of seeds, equipment and technology in order to maintain and improve their farms' cultivation and production. The purpose of this project was to equip farmers with the necessary tools and training to build their capacity to sustain and improve their livelihood and that of the communities they live in.



#### Our Response:

This year we wanted to continue our commitment to supporting Muslims observing Ramadan in Canada by playing our part to ensure families were truly able to engage in the reflection and celebrations of Ramadan and Eid without being concerned for their families' nutrition and well-being.



## MASJID AL AQSA IFTAR

10,000 warm cooked meals during Ramadan

#### LOCATION: PALESTINE

The communities in Palestine and Jerusalem face unique challenges during the holy month of Ramadan. The economic toll and inflation that typically accompany Ramadan have a significant impact on the ability of families to provide for their basic needs, especially when it comes to the traditional iftar meal.

#### Our Response:

Our Ramadan initiative profoundly impacted the lives of 10,000 beneficiaries in Palestine and Jerusalem. By providing traditional iftar meals to those in Itikaf and the less fortunate, we not only met essential food needs but also strengthened community bonds and fostered a spirit of solidarity. Working closely with local partners ensured our efforts were impactful and sustainable, reflecting our deep-seated belief in compassion and solidarity. Ultimately, our Ramadan project was a testament to our dedication to creating a more supportive and equitable society, where access to basic necessities like food is a right, not a privilege.

#### Impact:

**10,000**  
beneficiaries in  
Palestine and  
Jerusalem

All throughout the month of Ramadan, #TeamOrange volunteers across Canada delivered and served Muslim families in need with Ramadan and Eid grocery hampers to support preparations and celebrations.

Thanks to your contributions, supplies were purchased from locally owned and operated businesses within the communities we serve.

COUNTRY	RAMADAN & EID HAMPERS
ON	2,090
AB	2,815
BC	2,775
SK	200
NS	400
TOTAL	8,280



# THIRST RELIEF

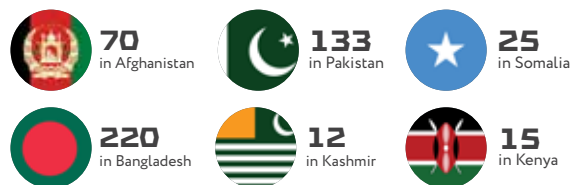
Reliable access to safe, clean water means that drinking, cooking, washing, watering crops, hydrating animals and making wudu no longer come with the threat of disease or threat to personal safety. It also allows women and children fetching water to do so with ease, instead of having to travel for miles, carrying heavy buckets of water. This saves them time and effort, giving them the chance to go to school, work or spend time looking after and being with their families.

Our Solar Water and Power Centres supply people with a reliable source of water right within their communities, so they no longer have to travel great distances to collect water or rely on questionable water sources for drinking and washing. Equipped with large water tankers, capable of holding mass quantities of water, these wells assure that freshwater is readily available for everyone throughout the community. People can easily pump water from the tank through a solar pump, eliminating any difficulty from the process of gathering water.

This year you helped Penny Appeal Canada provide safe access to clean water to communities in Afghanistan, Bangladesh, Kashmir, Kenya, Somali and Pakistan.

# 475

**DEEP TUBE WELLS  
COMMISSIONED**



# 18

**SOLAR POWERED WATER  
CENTERS BUILT**





# SOLAR POWERED WATER CENTERS



## CONSTRUCTION OF 5 SOLAR POWER WATER CENTERS

LOCATION: BANGLADESH

According to the Department of Public Health Engineering, less than 60% of the population in the south west coastal area of Bangladesh have access to safe drinking water with the existing water facilities. The rest of the population is forced to source their drinking water from contaminated sources.

### Our Response:

Construction of sustainable standalone water solutions in the form of 5 SPWCs in Dumuria Shyamnagar Upazilas of the southwestern districts has helped alleviate the water shortage and contributed towards reduced water-borne diseases amongst the population of these areas.

### Impact:

2,500  
individuals

## CONSTRUCTION OF 8 SOLAR POWER WATER CENTERS

LOCATION: PAKISTAN

According to the Pakistan Social & Living Standards Measurements 22 million individual in Pakistan are forced to rely on contaminated unsafe drinking water sources which results in diseases and illnesses including AWD, cholera and others. Vulnerable groups such as children and women are the ones exposed to water borne diseases more than others.

### Our Response:

Construction of sustainable standalone water solutions in the form of 8 SPWCs in multiple locations has helped alleviate the water shortage and contributed towards reduced water-borne diseases amongst the population of these areas.

### Impact:

2,500  
individuals

## SOLAR POWER WATER SUPPLY SYSTEM WITH RESERVOIR & A DISTRIBUTION SYSTEM

LOCATION: PAKISTAN

Ishaq Gujjo village is amongst the worst-affected villages of Taluka Chachro, in Tharparker, Pakistan in terms of severe water insecurity. The persistent droughts, resulting acute water shortages and increase in water prices make access to water incredibly difficult for the vast majority of the village population.

### Our Response:

Construction of a sustainable standalone water supply system comprising 2 Solar Powered Water Centers, a 600 cubic feet communal reservoir as well as a metered distribution network to supply water to the village households.

### Impact:

700  
individuals

## PROVIDING ACCESS TO SUSTAINABLE WATER IN SANA'A

LOCATION: YEMEN

### Our Response:

In Yemen, 16 million, including 8.47 million children, urgently need water, sanitation, and hygiene aid due to conflict and limited resources. Clean water is vital, yet many face challenges accessing it. The situation worsens with the risk of diseases like cholera. In northern Yemen, essential services are scarce, forcing women and girls to travel long distances for water, often risking their safety. Fuel shortages and import restrictions worsen the crisis, making many water sources unusable. Addressing water needs is crucial, especially for vulnerable populations affected by COVID-19, cholera, and malnutrition. Our project aimed to provide safe drinking water to over 11,200 people in the Sana'a district, bridging critical gaps in WASH services and promoting sustainable community solutions.

### Impact:

4  
water wells  
built

3,200  
jerry cans  
delivered

1,600  
families  
impacted

## CONSTRUCTION OF 15 DEEP TUBE WELLS

LOCATION: KENYA

Water is essential for human survival. Its absence, scarcity or contamination creates a situation of helplessness leading to search for this valuable commodity far and wide. The Tana River region is of critical importance when it comes to the livelihood of local communities. With droughts increasing over time, farmers and shepherds are no longer able to harness water for irrigating crops or feeding flocks, fisherman are also unable to maintain a livelihood through the usual means. Additionally, traveling far to collect water presents security and health risks for women and scarcity impacts sanitation and health outcomes of the community at-large.

### Our Response:

Construction of 15 deep tube wells in Tana river county to secure a sustainable safe water supply.

### Impact:

2,500  
individuals



## SOLAR POWER WATER CENTERS

LOCATION: AFGHANISTAN

According to the UN and WB, only 28% of the population in Afghanistan use safely managed drinking water and the remaining 72% are at risk of using available contaminated water leading to several types of diseases and illnesses including AWD, cholera, and others. Vulnerable groups such as children and women are the ones exposed to water borne diseases more than others.

### Our Response:

Supporting vulnerable population in Nangarhar and Baghlan Provinces with access to sustainable safe drinking water through construction of 5 solar power water centers.

### Impact:

2,500  
individuals



# GLOBAL DISASTERS

2023 was tough year globally with several regions experiencing devastating damage and human displacement as a consequence of natural disasters.

This year with your support we responded to emergencies in Afghanistan, Bangladesh, Lebanon, Libya, Morocco, Myanmar, Nigeria, Syria, Turkiye, Yemen and Gaza, Palestine



## TURKIYE & SYRIA EARTHQUAKE RELIEF

### PHASE 1

LOCATION: TURKEY & SYRIA

On the 6th of February 2023 a huge earthquake struck Türkiye's southeastern border with Syria with a 7.8 magnitude. Other waves followed the initial earthquake including a 7.6 magnitude tremor that hit the same region. These earthquakes caused material and human loss as a result of the collapse of residential buildings.

#### Our Response:

Your donations helped reduce the suffering of affected populations in Syria and Turkiye by providing access to temporary emergency services and provision of immediate relief materials in the form of food, shelter, clothing and hygiene kits.

#### Impact:

- Provision of emergency health kits to support 5 medical centers
- Clearance of the roads to ensure rescue teams have access to collapsed buildings to save lives.
- Provision of 23 temporary shelters in the form of tents
- Provision of 77,940 meals through a mobile kitchen for food distribution
- 460 ready to eat hot meals
- 806 emergency kits
- 682 baby kits

#### Beneficiaries:

- 2,144 individuals through direct distributions
- 77,940 through the mobile kitchen

▶ 400 blankets	▶ 53 tents	▶ 400 boots	▶ 400 coats	▶ 400 hygiene sets
▶ 1,575 baby formula	▶ 750 diapers	▶ 400 food packages	▶ 1 damper trailer	▶ 1 mobile kitchen case
▶ 1 kitchen equipment				

200,000+ individuals

### PHASE 2

LOCATION: HATAY

#### Our Response:

In February 2023, an earthquake in Hatay, Turkey triggered a severe humanitarian crisis, leaving tens of thousands homeless and in urgent need. The Province of Gaziantep, especially hit hard, faced not only physical destruction but also economic challenges. Thanks to your contributions, we responded to the devastating earthquake in Turkey by successfully providing dignified shelter to those who had lost their homes.

Our 'Hatay Container Homes Initiative' aimed to provide durable and secure shelter to victims, replacing makeshift tents. These container homes, equipped with all the basic amenities, offered a safe and stable living environment to the survivors of the earthquake. This project is a testament to our collective commitment to not only provide emergency aid but also to help rebuild lives with dignity and sustainability.

#### Impact:

<b>48</b> homes construced	<b>406</b> individuals
----------------------------------	---------------------------



## CYCLONE MOCHA RESPONSE

LOCATION: BANGLADESH

Cyclone Mocha made landfall in Bangladesh on the 14th of May 2023 as a category 4 tropical cyclone, bringing winds of up to 250 km/h, heavy rains, storm surges, flash floods, and landslides. More than 450,000 people were affected by the cyclone, according to the Department of Disaster Management. The storm has caused significant damage, with 2,358 households completely destroyed and 14,592 partially damaged.

### Our Response:

Provision of immediate relief aid materials in the form of food, clothing and hygiene kits.

### Impact:



## EARTHQUAKE RELIEF

LOCATION: SYRIA

Following a major 7.8 magnitude earthquake that hit Northwest Syria back in February 2023, a major need for basic food and non-food items was identified.

### Our Response:

Provision of Family Emergency Kits, Hygiene Kits, Solar Lights, Water Purification Units, Water Purification Tablets, Emergency Food Kits, Food Hampers, Non-food Items, Medical Supplies, Essential Medicines.

### Impact:



## YEMEN MOBILE CLINIC

LOCATION: AL-DHALE, YEMEN

### Our Response:

In Yemen, the health system continues to deteriorate amid long-term conflict, with nearly half of health facilities non-functional or struggling to operate due to staff shortages and inadequate supplies. Lack of access to safe water and sanitation persists, exacerbating health challenges. Vulnerable groups, including women, children, and displaced persons, are disproportionately affected. Over 20 million people require health services, with chronic diseases and reproductive health needs posing significant risks. Migrants and refugees face additional barriers to accessing healthcare. The governorate of Al Dhale'e is identified as a critical area for health intervention due to ongoing neglect and vulnerability.

### Impact:



## FLOODS IN LIBYA

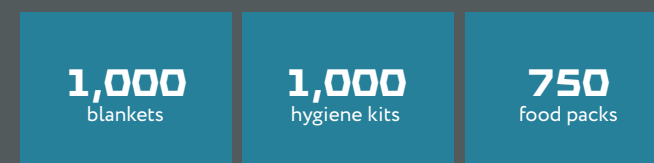
LOCATION: DERNA

In September 2023, the catastrophic Storm Daniel unleashed havoc upon Libya, particularly devastating the eastern city of Derna, and triggering a substantial humanitarian crisis. The storm, which resulted in the collapse of two dams, unleashed a torrent of water that swept away entire neighborhoods, leaving thousands dead or displaced and an estimated 10,000 people missing.

### Our Response:

Provision of immediate relief aid materials in the form of food, blankets and hygiene kits.

### Impact:



## CYCLONE MOCHA EMERGENCY RESPONSE

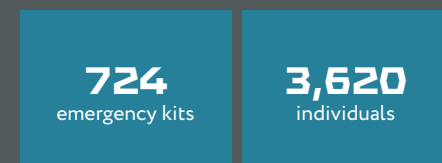
LOCATION: MYANMAR

Cyclone Mocha made landfall in Myanmar on 14 May 2023 as a category 4 tropical cyclone, bringing winds of up to 250 km/h, heavy rains, storm surges, flash floods, and landslides. At least 41 people were killed in Sittwe Town, and over 400 killed in Rohingya IDP camps were rendered inaccessible. Winds have also flattened poles and trees, destroying camps for displaced Rohingya refugees and knocking off communication cables.

### Our Response:

Provision of immediate relief aid materials in the form of food, medicine, tents, and hygiene kits.

### Impact:





## EMERGENCY RESPONSE IN EDLIB

LOCATION: SYRIA

As of October 5, Northwest Syria has experienced an escalation in shelling, affecting numerous localities, with Edlib City facing pronounced impacts. This violence has tragically resulted in the death of 7 individuals, including 2 children and a woman, and left 52 wounded, among which are 19 children and 12 women, as reported by UNOCHA.

**Our Response:**

- (1) Provision of immediate relief aid materials in the form of food, medicine, tents and hygiene kits.
- (2) Evacuation of vulnerable families

**Impact:**



## EARTHQUAKE RESPONSE

LOCATION: MOROCCO

**Our Response:**

Over a 2-month period, Penny Appeal Canada collaborated with the Intermediaries to deliver emergency aid to Morocco's vulnerable populations living below the poverty line. This project focused on distributing food packs, water supplies, bedding, and non-food item (NFI) kits to needy families and hospitals. The initiative covered procurement and delivery of these essential items, with the Intermediary responsible for identifying beneficiaries through established criteria and sourcing supplies from vendors capable of meeting the project's demands.

**Impact:**



## RELIEF IN EIN EL HELWE

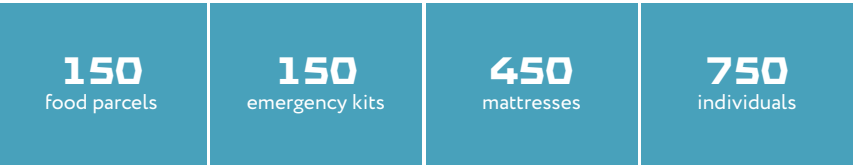
LOCATION: LEBANON

Ein El Helwe camp is the “country’s largest camp in terms of both area and in population; an estimated 80,000 people reside in and around the camp, in an area of 1.5 square km” (UNRWA, 2017). On Thursday, 7th of September, 2023, armed clashes re-erupted after a month since the previous conflict, forcing families to flee into safer areas in the vicinity of neighboring Saida city.

**Our Response:**

Provision of immediate relief in the form of food items to support a family for at least one month, clothing, bedding and hygiene kits.

**Impact:**



## SYRIA CHOLERA RESPONSE

LOCATION: DEIR-EZ-ZOR, SYRIA

**Our Response:**

In August 2022, Syria faced a cholera outbreak, impacting regions such as Deir Ez-Zor, Idlib, Raqqa, and Aleppo. With 56,879 suspected cases and 98 deaths reported, the affected areas experienced critical shortages of medical supplies, notably intravenous fluids. While NGOs responded by helping hospitals remain operational in Deir Ez Zor, some facilities reached full capacity and others lacked resources to manage the escalating cases effectively.

The Idlib Health Directorate had requested urgent assistance to address these pressing needs. Thanks to your donations we were able to support the hospitals to cope with the demand to treat the patients suffering from Cholera.

**Impact:**







## VILLAGE RECONSTRUCTION IN PAKISTAN

LOCATION: MIRPUR KHAS, SINDH

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 were heavily impacted – more than 793,900 livestock, a critical source of income for many families, was lost. Around 2 million acres of crops and orchards have also been impacted. Millions of people were trapped in floods, thousands have lost their lives and countless were rendered homeless.

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 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 homes, which is now complete.

### Impact:

100 constructed homes	3 schools	1 masjid	1 reverse osmosis water system	sanitation solutions
-----------------------------	--------------	-------------	--------------------------------------	-------------------------

## GAZA EMERGENCY RESPONSE

LOCATION: GAZA, PALESTINE

Since October 07, 2023, Gaza has been experiencing a severe humanitarian crisis. The situation is deeply concerning, with about 30,000 Palestinians killed of which over 15,000 are children, and around 70,000 injured civilians. The situation remains dire as 1.7 million people have been forcibly displaced within Gaza, which is an enclosed piece of land, with an immense amount of restrictions imposed on the Gazan population directly exposing them to incredible amounts of danger.

We have received an outpour of support from all our donors which allowed us to initiate an immediate response providing a variety of relief items to the displaced and injured individuals, families, women and children, hospitals and medical professionals. Having a unique Memorandum of Understanding with the Egyptian Red Crescent has allowed us to have direct access to the Palestinian Red Crescent, which has provided us and you with the transparency and trust in ensuring the aid is reaching the people of Gaza.

Our work is nowhere near done. In spite of all the challenges to ensuring relief is reaching the people of Gaza, we continue to work with our trusted partners on the ground to provide life saving essentials to those in most need. We would not be able to support the people of Palestine without your support and we count on you as we continue to prioritize this project in the next year.

### Our Response:

- Hot Meals
- Food Packs
- Whole Chicken
- Water
- Blankets & Other Non-Food Items
- Hygiene/Dignity Kits
- Fruits & Vegetables
- Medical Supplies to Hospitals
- Tents
- Mobilization of Mobile Medical Teams, including Provision of Essential Medications

### Impact:

102,265  
individuals





## MOBILE CLINIC IN SOMALIA



LOCATION: SOMALIA

According to the WHO, Somalia is in a humanitarian crisis that is hampering it's development. Conflict along with food and water insecurity are having a severe impact on its population. Every 2 hours a mother dies due to pregnancy complications, every hour, 8 Somali children below the age of 5 die; one in 4 children suffers from chronic malnourishment. There is little to no access to primary medical care for mothers and children.

In response to the urgent needs, Penny Appeal Canada with your support, has successfully deployed a Mobile Healthcare Clinic in Somalia for the purpose of serving vulnerable populations in remote areas of Somalia. We have made an impact by reducing barriers to accessing healthcare with a mobile clinic that offers fully equipped solutions and reducing individual costs while prioritizing top-notch preventative health care with up-to-date technology.

Impact:

5,200  
individuals



## NIGERIA FLOOD RESPONSE

LOCATION: NIGERIA

In 2023 almost all parts of Nigeria were affected by floods caused due to climate change. According to reports, about 603 people died, and more than 1.3 million were displaced, while over 108,393 hectares of farmlands were destroyed across the country.

Our Response:

Penny Appeal Canada, in partnership with Mannahelp, provided hygiene kits and food packs to individuals located in flood affected areas in Nigeria.

Impact:

600

families received  
food packs and  
hygiene kits





# ORPHAN KIND

Our orphan sponsorship program serves as a pivotal initiative for hundreds of orphans across Palestine and Pakistan, reflecting our dedication to empowering these vulnerable children.

## Our Response:

Through OrphanKind we are deeply committed to breaking the cycle of poverty at its core by ensuring that the orphans of school-going age are not just attendees but active participants in their journey. We recognize that financial barriers should never stand in the way of a child's right to education. With a heart full of hope and hands ready to help, we supported 1750 young boys and girls, providing them with essential daily nutrition, covering the cost of education, school supplies, other essentials such as clothing, and psychosocial support. to pursue formal and quality education from the foundational years of kindergarten through to the pivotal secondary grades.

Thanks to you, this initiative is more than just a project; it's a promise to nurture potential, empower the next generation, and weave a tapestry of opportunity that stretches across communities, making every heart involved a part of something truly transformative.

## Impact:

**1,100**

orphans sponsored  
in Pakistan

**650**

orphans sponsored  
in Palestine

# OrphanKind





AT HOME

## ADDRESSING FOOD INSECURITY IN CANADA

There has been a consistent rise in food insecurity across the country. According to Stats Canada, in 2022, 18% of families in Canada, representing 6.9 million people, reported that they experienced some level of food insecurity over the past 12 months. Many communities including Indigenous, Black and several of Asian descent, as well as single mothers are disproportionately affected by food insecurity. Vulnerable individuals face several obstacles including, lack of familiarity with the available services, limited financial means to purchase healthy food, rise in costs and loss of employment.

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.

## THE PEOPLE'S MARKET *At Home*

LOCATION: EAST TORONTO, SCARBOROUGH, ON CANADA



### Our Response:

This program offers a dignified grocery store experience to individuals in need, ensuring they have access to essential food and supplies for their families. Through collaboration with our partners, we successfully introduced this innovative food bank model, benefiting our clients and the broader community.

### Impact:

**6,000**  
individuals received  
free food items, baby,  
and household items



## KICK OUT HUNGER *At Home*

LOCATION: EAST TORONTO, SCARBOROUGH, ON CANADA

### Our Response:

Penny Appeal Canada partnered with a grassroots organization providing food, winter clothing and hygiene items to the hungry - vulnerable populations in Durham region, Ontario. The items that were distributed amongst the beneficiaries included essentials to keep them healthy and safe over the winter months, these included warm meals, non-perishable grocery items, fresh produce, winter clothing, hygiene items, reusable bags and boxes.

### Why we are doing it:

Penny Appeal Canada recognizes the difficulties faced by vulnerable minorities within Canada. According to durham.ca, 66,100 Durham Region residents do not have enough money to buy food. Being mindful of these stark realities we want to make it our foremost priority to invest in programming which help increase access to food security within vulnerable populations.

### Impact:



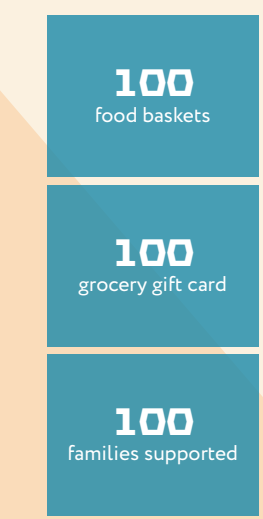
## THANKSGIVING *At Home* GROCERY SUPPORT

LOCATION: MISSISSAUGA, ON CANADA

### Our Response:

This program offers support to vulnerable families in Mississauga support in the form of essential items for daily nourishment. Under this project we provided these families with a food basket consisting of staple food items, and a grocery gift card.

### Impact:



## HOUSING & GROCERY SUPPORT *At Home*

LOCATION: PEEL REGION, ONTARIO

### Our Response:

Through this program, Penny Appeal Canada partnered with organizations providing youth support with transitional housing. Under this program, 20 youth were assisted with increased subsidy on transitional housing services as well as food security. The core objective was to enroll 20 additional youth in the Youth Rental Subsidy Program, where they received rental subsidies of \$400 per month during the months of January, February and March of 2023.

### Why we are doing it:

Peel Region is in a homelessness crisis, and many of those experiencing homelessness are youth. Especially with the added challenges of Canadian winter, there is great need for urgent support to ensure that youth can be safely and rapidly re-housed and can remain healthy with adequate food supply. The Government of Canada's 2019 Shelter Report shows Peel Region having only 54 Youth shelter beds available. When considering that, 23% of the 922 homeless individuals surveyed in the Point In Time count were youth, which is a dangerous gap. Alternatives are needed to ensure Peel housing supports for youth are sufficient to meet their needs.

### Impact:

**20**  
BIPOC youth



COLD  
❄️ DAYS ❄️  
WARM  
♥️ HEARTS ♥️

# INTERNATIONAL WINTER RELIEF

## International Winter Relief

LOCATION: PAKISTAN & MOROCCO



### Our Response:

<b>470</b> sleeping bags	<b>470</b> clothing packs
<b>235</b> flour bags (25kg)	<b>285</b> winter kits

### Impact:

<b>2,350</b> individuals in Morocco	<b>470</b> families in Morocco
<b>1,290</b> individuals in Pakistan	<b>258</b> families in Pakistan



# DOMESTIC WINTER RELIEF

## NUTRITION FOR COLD WINTER DAYS

LOCATION: TORONTO, DURHAM REGION, YORK, PEEL, & HALTON

### Our Response:

Penny Appeal Canada partnered with MCASS to provide 50 Afghan refugee families with food supplies for three months. The objective of this program is to provide nutrition for women and their children, facilitate access to healthy food and enable access to fresh halal and culturally sensitive food options. This program will additionally preserve the dignity of these families and alleviate the financial pressure experienced by refugee families.

### Why we are doing it:

During the past year Canadians experienced a rise in the basic cost of living which included a drastic rise in the cost of groceries (food items). The Canadian Poverty Institute advised that racialized communities face high levels of poverty and 1 in 5 racialized families in Toronto live in poverty (compared to 1 in 20 for non-racialized families). The women we supported through this program were faced with the cold reality of struggling to provide food for their families.

### Impact:

**50**  
Afghan refugee families



## OPERATION WINTER WARMTH

LOCATION: BRITISH COLUMBIA

### Our Response:

Operation Winter Warmth was initiated keeping in mind the needs of new immigrant families in Abbotsford, BC. Penny Appeal Canada Partnered with Daughters of Eve Foundation in providing recently immigrated women and girls from BIPOC communities with winter clothing packages and warm soup hampers. The clothing packages included warm jackets, hats, mittens etc.

This project originated from a needs assessment based on an increased number of immigrant/refugee population, the complex nature of newcomers' adjustment needs, and many low-income and marginalized BIPOC women and girls in need. The challenges that these women and girls face are far-reaching and multidimensional, and therefore require interventions on a greater scope.

### Impact:

**125**  
individuals

## FOOD SECURITY THROUGH COMMUNITY HUBS

LOCATION: ONTARIO

Penny Appeal recognizes that low income populations are the most vulnerable to homelessness and hunger. A single person receiving Ontario Disability Support Program earns \$1228/month; people on Ontario Works are living in even deeper poverty. It is simply no longer sufficient for low income individuals and families, including those working at minimum wage, to meet costs for housing and food without charitable support.

In the GTA, there are now an estimated 20,000 people homeless every night. As a result of living in poverty, this community may not have access to sufficient financial resources to meet their fundamental requirements, which may include the purchasing of food, clothing, medication, personal hygiene or winter gear.

### Impact:

**3000**  
community members

## WINTER SURVIVAL KITS

LOCATION: ONTARIO

With your generous support Penny Appeal Canada provided winter survival kits for vulnerable members of the community, particularly the homeless community across the GTA. The kits contained 25 essential items for personal hygiene, winter gear, clothing and food items.

### Impact:

**500**  
newcomers, refugees, homeless communities, & other vulnerable members of community

## WARM LOVING HEARTS

LOCATION: CALGARY

### Our Response:

Penny Appeal Canada provided funding to Bridges Association For Newcomers' Mental Health to support 100 low-income newcomer families with winter clothing to survive comfortably during the severe winter experienced by people in Calgary, Alberta. The clothing included winter coats, boots and winter kits (toque, mittens and socks).

### Why we are doing it:

Winter weather in Alberta is known to reach as low as -40 degrees Celsius. Exposure to cold predisposes people, especially seniors and children, to infections like pneumonia. This program was initiated keeping in mind the low income populations, having limited financial resources to buy these essential items for their families.

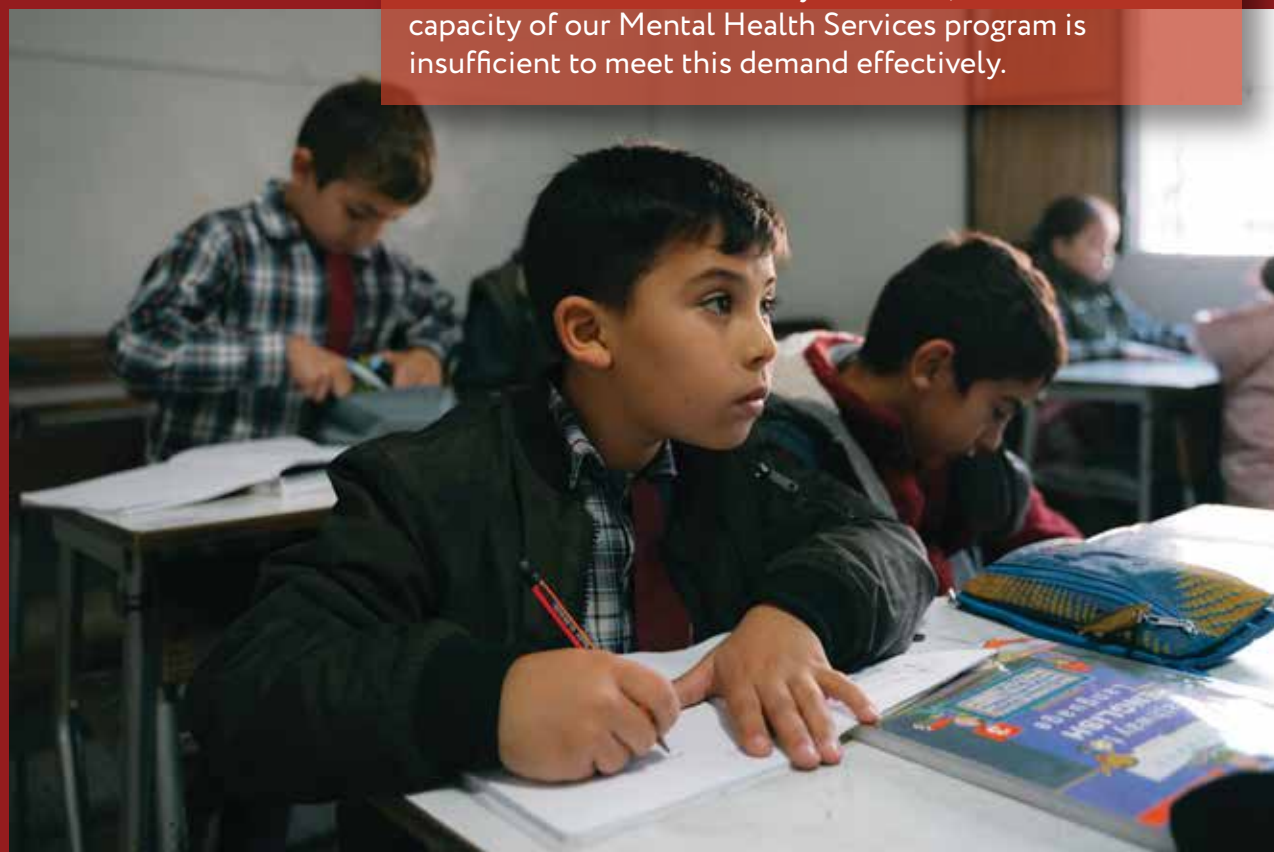
### Impact:

**100**  
low-income newcomer families.



# EDUCATION FIRST

Studies show that 20% of Canadians will experience a mental illness in their lifetime, making mental health and addiction problems a serious issue in Canada. Over the years there has been a noticeable increase in the number of individuals wanting to access mental health support within the muslim community. However, the current capacity of our Mental Health Services program is insufficient to meet this demand effectively.



## PROJECT FALAH - MENTAL HEALTH SUPPORT

LOCATION: BRITISH COLUMBIA

Penny Appeal Canada has committed to responding to mental health and addiction needs through Project FALAH. In an effort to address the serious challenges faced by the Muslim communities across Canada, particularly with a rise in Islamophobia, this program aims to support the community with training on guidance, accessing services, and resources for those recovering from addiction and mental illness.

### Impact:

- Mental-health awareness trainings with community leaders
- Mental-health counseling for individuals affected by Islamophobia
- Creation of a database to access mental health support resources

## COUNSELLING & MENTAL HEALTH

LOCATION: NOVA SCOTIA

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

### Impact:

With your support we were able to establish the first counseling and mental health support group for Muslim in Atlantic Canada. This program aims to create a platform for newcomer and refugee women in Nova Scotia, as well as the broader community experiencing alienation, domestic violence, racism, gender-based violence, Islamophobic attacks and hate speech.

## CODING4CHANGE

LOCATION: BRITISH COLUMBIA

Our first cohort of Coding4Change successfully concluded this year with a 100% success rate. Coding4Change was designed to encourage BIPOC, Muslim, and women youth who engage with, enter, and excel in STEM - to enroll and undergo training and certification at no cost to participants. Participants developed specialized skills and credentials, and a fair chance to compete in the job market as professionals in computer programming and development.

### Impact:

61 Muslims who can now integrate into the job market at competitive salaries (youth and adults from BIPOC, unemployed young professionals from marginalized communities, and youth looking for a career change)

## ISNA CARES

LOCATION: GREATER TORONTO AREA

Individuals seeking support often face extended wait times, leading to delays in receiving critical care. Additionally, the absence of specialized services for specific demographics, such as religiously relevant care, children with disabilities and new mothers, has been identified as a significant gap in our support system.

### Impact:

- Increase in access to mental health support to the young Muslim community
- Educating youth on the prevalent challenges, available resources and channels to access services and support.





# INTERNATIONAL



## ENHANCING COMMUNITY INTEGRATION AND ACCEPTANCE THROUGH EDUCATION

LOCATION: ADEN, YEMEN

### Our Response:

Yemen faced a severe displacement crisis, with 4 million internally displaced persons (IDPs) as of 2021, ranking it among the top four globally. Aden hosted many displaced families, but challenges like social exclusion and limited access to education persisted. The conflict disrupted schooling, impacting 10.6 million children, exacerbating vulnerabilities like early marriage and recruitment into armed groups. Immediate action was crucial to support Yemen's displaced communities and safeguard its youth.



### Impact:

150 students (aged 7-15) received student sponsorship support	150 students (aged 7-15) received school supplies
100 educators 30 social workers	received training in Culturally Appropriate Practices, Child Protection, Safeguarding, Inclusive Approaches, Resource Sharing for Internally Displaced Persons, Refugees, and Migrant Communities

## SCHOOL REHABILITATION PROJECT

LOCATION: PAKISTAN

In an effort to fight poverty, we believe that quality education is key to help out individuals to break free from poverty. Under this project PAC has aimed at rehabilitating and equipping a primary school in Bangladesh to increase the students capacity and offer the necessary equipments to ensure quality

### Our Response:

Provision of immediate relief aid materials in the form of food, clothing and hygiene kits.

### Impact:

5  
schools rehabilitated  
and capacity  
increased



## IMPROVED EDUCATION ENVIRONMENT & QUALITY

LOCATION: BANGLADESH

In an effort to fight poverty, PAC believes that quality education is key to help out individuals to break free from poverty. Under this project PAC has aimed at rehabilitating and equipping 3 primary schools in Bangladesh to increase the students capacity and offer the necessary equipments to ensure quality education

### Impact:

3 schools rehabilitated and capacity increased	16,160 students
---	--------------------



# 2023 FINANCES

UNAUDITED FINANCIALS

## Revenue

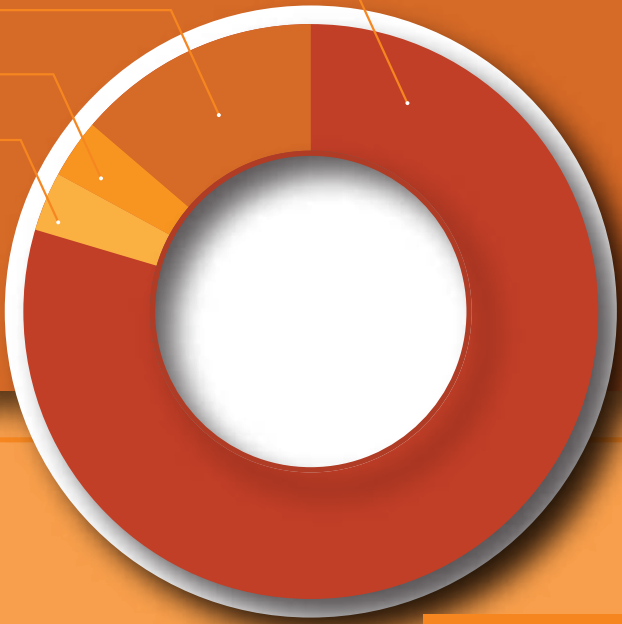
DONATIONS	\$18,158,628
GRANTS	\$33,831
OTHER REVENUE	\$197,981
GIFTS FROM REGISTERED CHARITIES	\$2,319,085
<b>TOTAL REVENUE</b>	<b>\$20,709,525</b>



## Expenditure

PROGRAMS	\$16,196,474	79%
MARKETING / FUNDRAISING	\$2,717,710	13.0%
FUND DEVELOPMENT	\$1,003,862	5%
ADMIN	\$538,296	3%

**TOTAL EXPENDITURE \$20,456,342**





pennyappeal

small change. **big difference**

Penny Appeal Canada 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