

A woman and a young girl are sitting behind a table. The woman, on the left, is wearing a dark blue and red patterned headscarf and a purple dress with colorful polka dots. She has a serious expression. The young girl, on the right, is wearing a brown and gold patterned headscarf and a red and yellow patterned dress. She is smiling and has her hand near her face. In front of them is a white box with the Penny Appeal logo. The background is a simple, light-colored wall.

pennyappeal

small change. **big difference**

# 2024 ANNUAL REPORT

pennyappeal

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## 34 2024 FINANCES





## PEACE BE UPON YOU ALL

السلام عليكم ورحمة الله وبركاته

Dearest donors, supporters, and change makers,

Five years ago, when we launched Penny Appeal Canada, I couldn't have imagined the journey we'd embark on together. Today, as I sit down to write this letter, I'm overwhelmed by the stories of lives changed, communities uplifted, and hope restored to the beneficiaries to whom we serve. Together, we have cultivated an institution of hope that now shines in over 40 countries worldwide.

This institution, born from your compassion and nurtured by your unwavering trust and support, stands as a testament to what we can achieve when we unite as a community for the benefit of those who need it most.

This annual report comes at the cusp of what proved to be a very trying time for people around the world in 2024. Our main programs - Feed Our World, Thirst Relief, OrphanKind, Emergency Response, and Education First, expanded and were able to help more people than ever before.

When you read this report, please take it as more than a document of accountability and list of achievements. Use it as motivation for you to support this institution and propel your generosity to new heights.

Let me be candid – the plight of people around the world is not getting better. As I write this, we are managing six simultaneous emergency responses, the most in Penny Appeal Canada's history. From the rubble of earthquakes to the desperation of refugee camps, the need for our work grows daily. Climate change is no longer a distant threat but a present reality for millions. Conflicts continue to ravage the most innocent among us. And economic challenges are driving people to desperate measures.

It is easy to feel despair. However, every time I've felt overwhelmed by the scale of these challenges, I recall my field visits to Türkiye, Pakistan, Bangladesh, and Somaliland where I met the beneficiaries you support. Despite living in difficult and often heartbreaking circumstances, their optimistic view on life not only brings joy to my heart, but has lit a renewed sense of dedication to our humanitarian causes.

I want you to know that the impact detailed in this report – every meal served, every child educated, every family housed, every wound healed – that is your legacy with our beneficiaries and your Creator. When you chose Penny Appeal Canada as your charity of choice, you didn't just make a donation. You solidified your role in this world as a humanitarian. I urge you to not take this role lightly.

This is your institution. And together over the course of five years, we have laid a solid foundation of hope that has reached more than 1 million people across the world. However, we need to continue building this institution up. In the next five, ten, twenty years, more people will need your help to battle the global challenges they face. Afterall, our duty is to nobody other than our Creator and our beneficiaries. Let us do justice to both.

Let's keep building Penny Appeal Canada together.

From the bottom of my heart, thank you for your trust, generosity, making our mission your own. As you read through this report, I hope you feel a sense of pride. Because every life touched and every community transformed – that is your impact.

With profound gratitude and hope,

**Fawad Kalsi**  
CEO, Penny Appeal Canada





# PENNY APPEAL CANADA'S STORY

Since our arrival in Canada five years ago, Penny Appeal Canada has been on an extraordinary journey with a clear vision: to create a world where organizations like ours no longer need to exist. Our mission has blossomed into impactful programs across more than 30 countries, addressing crucial issues from food security and clean water access to orphan care, education, emergency response and more.

In this short time, Penny Appeal Canada has become the charity of choice for thousands of compassionate Canadians. Our rapid growth reflects the trust donors have placed in us, making us the fastest-growing Muslim charity in the country. But our success is measured not just in numbers, but in lives transformed.

Our approach is unique: we provide immediate relief while simultaneously building foundations for long-term development. By empowering individuals and whole communities, we're creating ripples of change that we hope will be felt for generations. We put our beneficiaries at the heart of every decision, leveraging local knowledge and partnerships to ensure our solutions are community-driven and sustainable.

As we mark our fifth year in Canada, we invite you to continue this journey with us. Join Penny Appeal Canada in our mission to turn small change into BIG DIFFERENCE





# OUR WORK

## Commitment to Sustainable Development

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





# FEED OUR WORLD



Hunger knows no boundaries. It can strike communities worldwide with devastating impact. At the heart of our mission lies a commitment to combat this global crisis, offering both immediate sustenance and enduring solutions. Our reach extends to over 30 nations, where we provide vital nourishment to those grappling with extreme poverty, uncertain of their next meal.

Countless individuals around the world find themselves trapped by circumstances beyond their control - be it conflict, environmental disasters, or forced displacement. In these dire situations, families are often compelled to make unimaginable choices. Often, children bear the brunt of the consequences brought on by food insecurity.

Penny Appeal Canada’s approach is twofold: we deliver essential food aid to address urgent and immediate needs while simultaneously fostering self-reliance. By equipping communities with valuable skills in diverse fields such as technology, commerce, artisanship, and agriculture, we aim to break the cycle of dependency. Our sustainable initiatives empower individuals to generate income and secure their own food sources year-round, helping them rely less on food aid.

At Penny Appeal Canada, we firmly believe that access to regular, nutritious meals should be a universal right, not a privilege. Through our comprehensive efforts, we strive to create a world where no one has to endure the anguish of an empty stomach or the uncertainty of their next meal.



## AQIQAH

LOCATION: MYANMAR, KYAUKSE, MANDALAY, LAT PAN VILLAGE

Aqiqah is a meaningful Islamic tradition celebrated with the birth of a child, where Muslims sacrifice livestock, such as sheep or goats. As a recommended act of charity, the meat is then distributed to those in need, symbolizing gratitude, generosity, and community support.

### Our Response:

Under this program, Penny Appeal Canada was able to source and sacrifice over 154 goats, providing much needed fresh meat to families and individuals in areas where food insecurity and poverty are prevalent.

### Impact:

1,976  
families

8,084  
individuals

## QURBANI - The Legacy of Ibrahim's Sacrifice

Qurbani is a very special time for us where, in the spirit of Prophet Ibrahim's unwavering faith, we carry forward a tradition that has carried on for thousands of years. This ritual is profound and rooted in devotion and compassion, going beyond mere symbolism. It is a tangible expression of our commitment to community and shared abundance.

At Penny Appeal Canada, we oversee the ethical sacrifice of livestock with meticulous care and reverence, honouring both the animal and the significance of the act. But the true essence of Qurbani lies in what follows - the joyful distribution of meat to those whose circumstances might otherwise leave their tables bare during joyful days of Eid al-Adha.

### Our Response:

Provision of 26,627 fresh, high-quality meat to vulnerable, food-insecure families during the Eid al-Adha slaughter in nine countries worldwide, ensuring they receive essential nourishment during this sacred time.

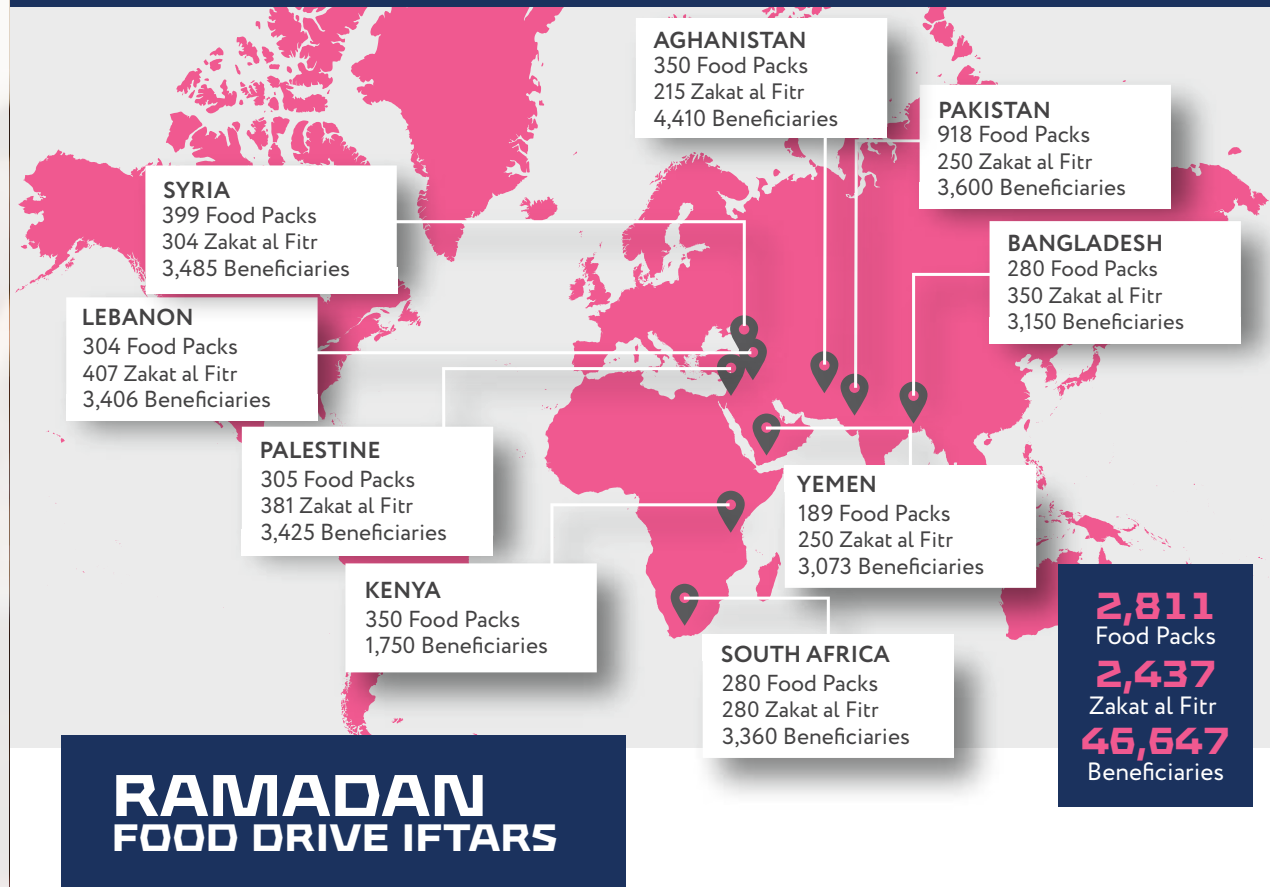
COUNTRIES	AREA	NO. OF PACKS	BENEFICIARIES
Palestine	Gaza and Westbank	1,834	9,570
Afghanistan	Besood, Jalalabad district	150	1050
Yemen	Taiz Governorate	1,037	6227
Syria	Azaz & Afrin – Aleppo	198	990
Bangladesh	Betagi Under Barguna	688	3,440
Pakistan	Basti Shado Khan, Kotla Haji Shah	907	5,162
Somalia	Baladwayne and Hargeisa	245	1,715
Sudan	-	4,446	21,632
Myanmar	Ywar Lay, Hin Ngu, Lat Pan & Sule Gone villages	4,320	18,767
India	West Bengal	13,000	60,000
TOTAL		26,825	128,553





Penny Appeal Canada's Ramadan initiative channels Zakat al Fitr contributions into targeted food packages, ensuring that every donation translates directly into meaningful support. Our goal is to alleviate the immediate nutritional stress that prevents families from experiencing the true essence of this holy month.

Through strategic intervention, we transform donor generosity into a lifeline - enabling families to shift their focus from survival to spiritual reflection, and ensuring that the joy of Eid El Fitr can be celebrated with dignity and hope.



As global economic pressures mount and food prices soar, it is becoming increasingly difficult for people in many regions of the world to access food daily. The complex socio-economic factors in Palestine, Pakistan, and laborers in Dubai have intensified this struggle, particularly as Ramadan approaches.

Recognizing the spiritual significance of this holy month and its emphasis on compassion, Penny Appeal Canada launched a targeted Iftar Meal Drive in these regions. This undertaking aims to provide nutritious evening meals to those most vulnerable in these societies, embodying the essence of Ramadan's spirit of giving and cultural coming together during this sacred time.



## Iftar Meals in Palestine

LOCATION: AL AQSA & GAZA

The convergence of harsh winter conditions, genocide in Gaza and the economic fallout, along with the restrictions imposed on food importation into Gaza, and the sacred month of Ramadan, have amplified community needs in the Gaza Strip. Furthermore, families in the Westbank face severe hardships, including economic paralysis, road closures, and loss of livelihoods, leaving many unable to meet basic needs.

### Our Response:

Through Penny Appeal Canada's Ramadan Iftar Drive in the state of Palestine, a total of 10,503 hot Iftar meals were distributed during the month of Ramadan.

### Impact:

**10,503**  
individuals

## Iftar Meals in Pakistan

LOCATION: PAKISTAN, DISTRICT MULTAN, AND SLUM AREAS OF THE TWIN CITIES OF RAWALPINDI & ISLAMABAD

Pakistan's alarming poverty levels, exacerbated by economic instability, inadequate social support, and rising food insecurity, have left millions unable to access sufficient and nutritious meals, especially during Ramadan. According to the United Nations World Food Program and the Food and Agriculture Organization's Hunger Hotspots analysis, the acute food insecurity affecting over 10.5 million people in Pakistan underscores the urgent need for targeted interventions to assist the most vulnerable during this critical time.

### Our Response:

Through Penny Appeal Canada's Ramadan Iftar Drive in the Republic of Pakistan, a total of 20,212 fresh warm Iftar meals were distributed during the month of Ramadan.

### Impact:

**27,000**  
individuals



## LABOUR CAMP IFTAR MEALS IN THE UAE

LOCATION: UNITED ARAB EMIRATES, DUBAI

Distribution of Iftar meals to blue-collar workers in Dubai during Ramadan was informed by a comprehensive assessment of the challenges faced by this vulnerable demographic. This assessment involved analyzing statistical data on the population of blue-collar workers in Dubai, revealing the significant number of individuals employed in labour-intensive industries. Additionally, socioeconomic indicators highlighted the struggles faced by these workers, including low wages, substandard living conditions, and limited access to essential services.

**Our Response:**

Through Penny Appeal Canada’s Ramadan Iftar Drive in the United Arab Emirates, a total of 27,000 hot Iftar meals were distributed during the month of Ramadan.

**Impact:**



## RAMADAN IFTARS

In 2024, higher grocery prices had a direct impact on food security. More families were forced to rely on food banks and charitable programs to meet their needs. This was especially true for large families, single-parent households, and those living in high cost urban areas.

In response to the rising number of families facing food insecurity, Penny Appeal Canada implemented an extensive Ramadan Iftar project, through which we could support our muslim brothers and sisters by alleviating the stress of not being able to provide for their families and facing food insecurity during the blessed month of Ramadan.

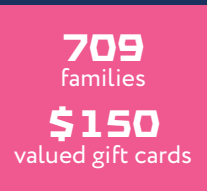
**Our Response:**

**GROCERY GIFT CARDS DISTRIBUTION**

LOCATION: ALBERTA, ONTARIO, & BRITISH COLUMBIA

Penny Appeal Canada continued its commitment to supporting the families of our Muslim brothers and sisters across Canada by providing 709 families with grocery gift cards valued at CAD \$150. This initiative ensured that families could prepare for the holy month without worrying about the financial burden, meet their needs with dignity, and allowing them to purchase nourishing food items with the freedom of choice. By offering this support, Penny Appeal Canada helped to empower families, giving them the autonomy to make decisions that best suited their needs during this blessed month.

**Impact:**



## SICKKIDS HOSPITAL IFTAR PROGRAM

LOCATION: TORONTO, ONTARIO

Once again, Penny Appeal Canada joined hands with The Hospital for Sick Children (SickKids) in Toronto, Ontario, to bring support to families in need during Ramadan. We distributed 130 iftar meals to parents with children undergoing treatment at the hospital. These meals not only nourished them physically, but also provided a sense of connection and comfort, allowing parents to focus on their child's health and well-being during a difficult time.

**Impact:**



## SPONSORED IFTARS

LOCATION: ALBERTA & BRITISH COLUMBIA

Every year Penny Appeal Canada collaborates with local masjids across Alberta and British Columbia via the sponsored Iftar program. The program brings together muslims from local communities to open their fast together. This not only enables those most in need to enjoy the spirit of Ramadan but also creates a sense of belonging and brotherhood.

**Impact:**





# THIRST RELIEF

Clean water is the cornerstone of thriving communities. When families have easy access to safe water, they're freed from the daily struggle of long, dangerous journeys and the constant threat of waterborne illnesses. This shift particularly empowers women and children, opening doors to education, economic opportunities, and improved family life.

Penny Appeal Canada's approach is rooted in sustainability and practicality. We implement hand-operated and solar-powered pumps, along with large-scale water tankers, bringing fresh water directly to communities. This year, thanks to your generosity, Penny Appeal Canada has extended its reach, bringing clean water to communities across Afghanistan, Bangladesh, Kashmir, Kenya, Myanmar, Ethiopia, and Pakistan.





# DEEP TUBE WELLS

In regions grappling with severe water insecurity, our deep tube well systems provide a reliable, long-term solution for rural and underserved areas lacking proper water infrastructure. Tapping into clean groundwater sources, these cost-effective, low-maintenance systems dramatically reduce waterborne diseases and free up precious time, especially for women. The ripple effect has been very apparent for communities we’ve served: improved health, increased productivity, and laid a foundation for community-wide socio-economic growth.

COUNTRY	AREA	NO. OF WELLS	BENEFICIARIES
Pakistan	Multan district, Bhakkar District & Layyah District	107	2,238 households (33,101 Individuals)
Kashmir	Kotli District, Bhimber District & Neelum District	117	2,447households (33,101 Individuals)
Afghanistan	Doshi District, Pulikhumri District & Baghlan Markazi District	30	450 Households (3,150 individuals)
Bangladesh	Kushtia District	50	487 Households (2141 Individuals)
Myanmar	Kyaukse District	50	900 Households (4,500individuals)
Ethiopia	Addis Ababa. Moyale	5	300 Households (1,500individuals)
TOTAL		359	6,822 households 77,493 individuals

## 224 WELLS IN PAKISTAN



LOCATION: DISTRICT BHIMBER, AZAD JAMMU & KASHMIR & SOUTH PUNJAB

The National Water Quality Monitoring Program has highlighted ongoing water quality challenges in Pakistan and Azad Jammu & Kashmir, with only 39% of water sources deemed safe in 2020, up from 31% in 2015.

**Our Response:**  
To address water scarcity and improve access to clean drinking water, Penny Appeal Canada has constructed 107 deep tube wells in Pakistan and another 117 in Kashmir as a cost-efficient sustainable solution.

**Impact:**

4,685 households  
33,101 individuals

 16,631 women  
 16,470 men

## 50 WELLS IN BANGLADESH

LOCATION: KUSHTIA SADAR UPAZILA, KUSHTIA DISTRICT

The project team is guiding the community in conducting assessments using tools like transect walks and social mapping. Through this process, the community has identified key issues: 5.92% are rich, 13.13% are middle class, 45.12% are poor, and 35.83% are extremely poor. About 60% have access to safe drinking water, but 40% of water pumps lack proper platforms, making the water unsafe. Only 22.63% of households have hygienic latrines, while 77.37% have unhygienic ones. Furthermore, hygiene practices are very low, with only 19% of people maintaining proper hygiene.

**Our Response:**  
To address water scarcity and improve access to clean drinkingwater, Penny Appeal Canada has constructed 50 deep tube wells as the appropriate, cost-efficient sustainable solution.

**Impact:**

487 households  
1,085 individuals

2,141 beneficiaries

 1,085 women  
 1,056 men

## 5 WELLS IN ETHIOPIA

LOCATION: WOREDA MOYALE

The Moyale water supply system has been in place for over 30 years. The El Gof boreholes and the pipeline to Moyale were established in the late 1980s. From its inception until 2017, the system was operated by the public Water Board, which is part of the Oromia Region administration. Between 2015 and 2017, some international NGOs, such as Oxfam, provided significant support for the rehabilitation and renewal of equipment for the Water Board.

**Our Response:**  
To address water scarcity and improve access to clean drinking water, Penny Appeal Canada has constructed 5 deep tube wells as the appropriate, cost efficient sustainable solution.

**Impact:**

300 families  
1,500 individuals



## 30 WELLS IN AFGHANISTAN

LOCATION: 30 VILLAGES IN BAGHLAN PROVINCE

The clean water insufficiency continues to grow despite all the rebuilding efforts in the past 20 years. According to the United Nations and the World Bank, 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 Acute Watery Diarrhoea (AWD), cholera and others. Vulnerable groups such as children and women are the ones exposed to water borne diseases more than others.

**Our Response:**  
To address water scarcity and improve access to clean drinking water, Penny Appeal Canada has constructed 30 deep tube wells as the appropriate, cost-efficient sustainable solution.

**Impact:**

450 families  
3,150 individuals



## 50 WELLS IN MYANMAR

LOCATION: KYAUKSE DISTRICT, MANDALAY REGION

Mandalay Region is within Dry Zone which is the most water stressed region of the country. Approximately 43% of households in the region live in poverty and it is one of the most food insecure areas in the country. As most of the local area depends on agricultural farming, the dry spell in the area affects the access to clean water for all around living aspects such as domestic use, animal feeding and increase in water-borne diseases. 45% of the population is below the country's poverty line with respect to food insecurity.

**Our Response:**  
To address water scarcity and improve access to clean drinking water, Penny Appeal Canada has constructed 50 deep tube wells as the appropriate, cost efficient sustainable solution.

**Impact:**

900 families  
4,500 individuals



# GLOBAL DISASTERS



2024 emerged as a year of multiple global crises, affecting millions of people. With a potent combination of armed conflicts, environmental catastrophes, and economic turmoil, the spread of human suffering and extensive damage across multiple regions left people feeling hopeless and helpless.

In response to these multifaceted emergencies, Penny Appeal Canada was at the forefront of humanitarian efforts throughout the year. We deployed targeted interventions to some of the world's most affected areas, including The Caribbean, Afghanistan, Bangladesh, Lebanon, Yemen, Syria and Gaza, Palestine.

These quick response interventions have proven crucial in addressing the urgent needs of people facing acute vulnerabilities that otherwise could have resulted in heartbreaking tragedy for many.

## EMERGENCY RESPONSE IN GAZA

The ongoing catastrophe in Gaza has inflicted unimaginable suffering on its population of over 2 million, most of whom are now displaced and struggling to meet their most basic necessities. The genocide has obliterated hundreds of thousands of homes and critical infrastructure, leaving entire communities in a massive sea of rubble.

The humanitarian crisis has reached unprecedented levels, with severe shortages plaguing every aspect of daily life. Among other things, inadequate healthcare, extreme scarcity of food and water, lack of sanitation supplies, and power outages have created a perfect storm of suffering. Children, women, the sick, and the elderly bear the brunt of these hardships, facing acute risks of malnutrition, disease outbreaks, and profound psychological trauma.

Penny Appeal Canada's comprehensive response to the Gaza crisis has worked to address multiple critical needs simultaneously. Here is a breakdown of our deployment interventions:

- ▶ **12,450** hot meals
- ▶ **1,000** medical packs
- ▶ **360** water tankers
- ▶ **303** emergency procedures
- ▶ **2,400** food packs
- ▶ **1,750** dignity kits
- ▶ **200** tents/shelters
- ▶ **600** resettlement of evacuees
- ▶ **1,000** baby kits
- ▶ **1,500** hygiene kits
- ▶ **9** dialysis equipment



## GAZA MOBILE MEDICAL TEAMS

In 2024, thanks to the incredible support from our donors, we were able to mobilize a medical team of nurses, doctors and medical support staff to treat the victims of brutal attacks in Gaza, providing urgent care and saving lives.

Impact:

**190,103**  
individuals



## LEBANON EMERGENCY RESPONSE

LOCATION: AKKAR, TRIPOLI, SAIDA, TYRE, SHEBAA AND IKLEEM EL KHAROUB

As of Oct 2024, Lebanon has been overshadowed by war for an extended period. Now entering its 11th month, the prolonged crises have exposed critical gaps and an overwhelming range of needs on the ground. Southern Lebanon, the most heavily targeted region, has borne the brunt of these losses while hosting the largest number of displaced families.

Our Response:

Emergency supplies of basic need items through provision of 101,101 hygiene kits along with medical supply to hospitals.

Impact:

**500**  
households



## BANGLADESH FLOOD ER

LOCATION: FULGAZI UPAZILA UNDER FENI DISTRICT.

In September 2024, Bangladesh experienced one of its worst flood events in years, intensified by record rainfall and the influx of upstream water from a neighbouring country, where dam gates, including those at Dumber Lake in Tripura, heavily impacting the surrounding area and resulting in a humanitarian crisis

### Our Response:

Restoring basic living conditions, food security, and nutrition for the most vulnerable flood affected households, through the distribution of 300 food packs and 400 hygiene kits. Additionally, the project provides cash grants to support the repair of 20 homes for beneficiaries.

### Impact:

**720**  
households



## AFGHANISTAN FLASH FLOOD ER

LOCATION: BAGHLAN DISTRICT, AFGHANISTAN

Severe floods hit multiple provinces across Afghanistan during the month of September 2024. The heavy rains and snowfall had triggered flash floods, causing widespread destruction. Thousands of homes were destroyed, dozens of people, including infants and children, lost their lives, and thousands of animals perished.

### Our Response:

Distribution of 140 food and non-food items (NFIs) to flood affected households to help meet their essential needs following the devastation. The aid package included essential food supplies and NFIs for the affected population.

### Impact:

**70**  
households

**490**  
individuals

**290**  
women

**200**  
men



## YEMEN FLOOD RESPONSE

LOCATION: MARIB, YEMEN

Severe rains and flooding have devastated homes, infrastructure, and livelihoods in Yemen, impacting over 38,285 families (approximately 268,000 individuals) across Al Hodeidah, Hajjah, Marib, Sa'dah, and Taiz governorates. With additional rainfall expected, the Humanitarian Country Team is coordinating with partners and authorities to provide emergency assistance, verifying 11,653 affected families so far.

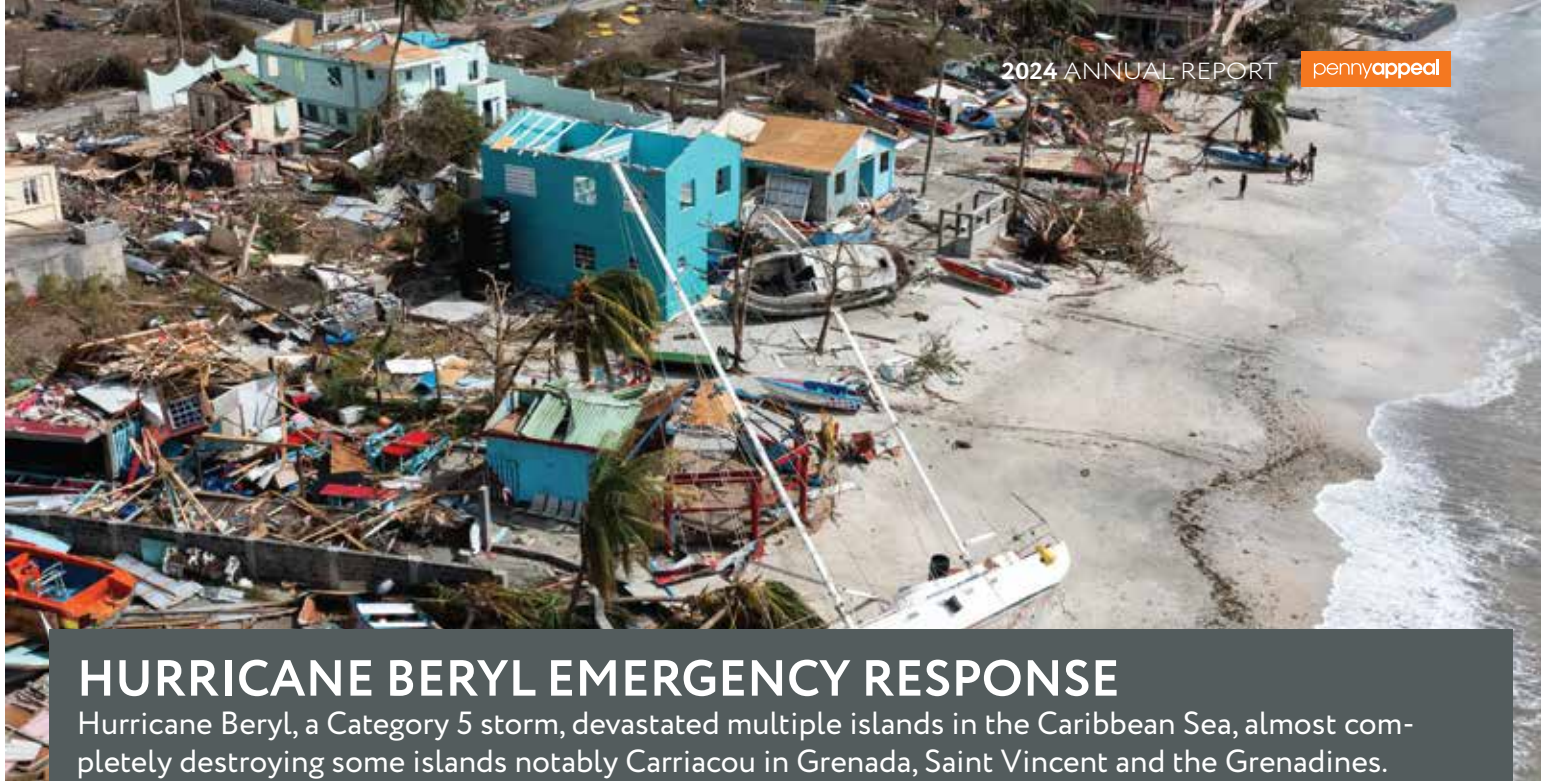
### Our Response:

The project supported affected families through the distribution of 75 shelter kits, 150 food packs, and 150 hygiene kits. The initiative focused on enhancing resilience and addressing the critical needs of vulnerable households.

### Impact:

**1,500**  
households

**1,050**  
individuals



## HURRICANE BERYL EMERGENCY RESPONSE

Hurricane Beryl, a Category 5 storm, devastated multiple islands in the Caribbean Sea, almost completely destroying some islands notably Carriacou in Grenada, Saint Vincent and the Grenadines. Over 25,000 people have been affected, with 90% of homes and infrastructure either destroyed or severely damaged. The hurricane caused extensive damage to roads, airports, agriculture, livestock, power lines, and caused a severe shortage of clean drinking water.

### Our Response:

We have been able to distribute life saving relief items in the aftermath of the disaster. Our response includes: family emergency kits containing essential items for daily living, portable water purification systems, clean drinking water, hygiene kits containing basic supplies including soap, toothpaste, toothbrushes, emergency food kits which include non-perishable food items as well as essential medical supplies and first aid items.

### Impact:

**50,000**  
individuals

## RESETTLEMENT OF AFGHAN RETURNEES

LOCATION: KABUL, KUNDUZ, BAGHLAN

Following Pakistan's government decision in September 2023 to deport close to a million Afghan refugees from the country, hundreds of thousands of Afghan settlers endured harsh weather conditions during that period. Challenging conditions still endured during 2024, including reduced ability to secure food and other basic needs, coupled with families sheltering in tents, further amplifying their ordeal.

### Our Response:

One thousand food packs and non-food items were distributed to vulnerable families, ensuring that protection concerns were addressed allowing them to receive the items with dignity and safety. These packs have included items to help address the urgent needs by providing essentials such as blankets and food packs, to safeguard their health, safety, and well-being during these difficult times.

### Impact:

**630**  
households

**4,140**  
individuals

**2,161**  
women

**2,249**  
men

## MYANMAR FLOOD RESPONSE

LOCATION: KYAUKSE DISTRICT, MANDALAY REGION, MYANMAR

The September 2024 Myanmar floods, triggered by Typhoon Yagi and heavy monsoon rains, have displaced over 631,000 people across nine regions, including the Kyaukse District being especially severely affected. Widespread destruction of homes, farmland, and infrastructure have left many without shelter, food, or healthcare.

### Our Response:

Penny Appeal Canada's response successfully assisted 80 households with essential food items and provided medical care to 10,000 individuals through mobile clinics. This initiative addressed immediate hunger, prevented malnutrition, and delivered critical health services to those impacted by the devastating floods.

### Impact:

**840**  
households

**4,200**  
individuals



# OrphanKind

With Penny Appeal Canada's OrphanKind program, we have committed our resources to breaking the cycle of poverty by ensuring that orphans of school age are not only attending school, but are fully engaged in their educational journey. We believe that financial challenges should never hinder a child's right to learn. With hope in our hearts and a commitment to action, we have supported 1650 young boys and girls by providing them with vital daily nutrition, covering their education costs, supplying school materials, clothing, and offering crucial psychosocial support. This enables them to pursue a quality education from the early years of kindergarten all the way through the important secondary grades.

Thanks to your support, this initiative is more than just a program - it's a promise to unlock potential, empower the next generation, and create opportunities that ripple across communities, making everyone involved part of a truly transformative movement.



## ORPHAN SPONSORSHIP IN PALESTINE

LOCATION: NORTH & SOUTH GAZA AND WEST BANK

The OrphanKind program in Palestine spanning across north and south of Gaza, continues to sponsor orphans trying to survive in dire circumstances. With your support we have been able to support 800 orphans by providing them with nutrition, clothing, medical, and psychosocial support. These children need us now more than ever. With your help, Penny Appeal Canada will work in every capacity possible to continue care into the future.

### Our Response:

Restoring basic living conditions, food security, and nutrition for the most vulnerable flood affected households, through the distribution of 300 food packs and 400 hygiene kits. Additionally, the project provides cash grants to support the repair of 20 homes for beneficiaries.

### Impact:

800  
orphans

## ORPHAN SPONSORSHIP IN PAKISTAN

LOCATION: PROVINCE OF PUNJAB AND KHYBER PAKHTUNKHWA.

Penny Appeals OrphanKind program in Pakistan expanded in 2024. The program went from supporting 650 to 800 orphans. This program was extended due to the tough economic situation of the country. In 2024 Pakistan faced a drastic rise in the rate of inflation (over 300%). With your support we continue to provide education, nutrition, clothing and health needs of orphans.

### Impact:

800  
orphans

## HOLISTIC ORPHAN SUPPORT - MYANMAR

In 2024 we successfully expanded our OrphanKind program to Myanmar. Through a holistic approach, children will be supported by offsetting the cost of their basic necessities such as education, clothing, health, and nutrition.

### Impact:

70  
orphans



# AT HOME

## ADDRESSING FOOD INSECURITY IN CANADA

Food insecurity has continued to rise across Canada. According to Statistics Canada, in 2024, 19% of families, or approximately 7.1 million people, reported experiencing some level of food insecurity over the course of the year. This issue disproportionately affects several communities, including Indigenous, Black, and Asian Canadians, as well as single mothers. Vulnerable groups face a variety of challenges such as limited awareness of available services, insufficient financial resources to access healthy food, rising costs of living, and job losses.

Thanks to your generous donations, we have been able to support the food security needs of Canadian Muslims and other vulnerable groups, including refugees, newcomers, marginalized and racialized women, BIPOC communities, the homeless, vulnerable students, and families in need. Your contributions are helping to alleviate the burden on those who need it most.

## THE PEOPLE'S MARKET *At Home*

LOCATION: EAST TORONTO, SCARBOROUGH, ON, CANADA

### Our Response:

This program provides a dignified shopping experience for individuals in need, allowing them to access essential food and supplies for their families. By partnering with key organizations, we were able to launch this innovative food bank model, which has not only benefited our clients but also strengthened the well-being of the wider community.

### Impact:

**6,000**

individuals receive various grocery items including food, baby products and household items.





# COLD DAYS WARM HEARTS

Many low-income newcomers, refugees, and evacuees from Gaza face significant challenges during winter months in Canada. Harsh weather conditions, food insecurity, and a lack of essential household items, place an immense burden on these families. This is especially true for those who have recently arrived or been displaced by natural disasters, such as the wildfires in Yellowknife. This project was initiated to address these urgent needs and support vulnerable populations in their integration and well-being during the winter season.

## YELLOWKNIFE WINTERIZATION PROJECT

LOCATION: YELLOWKNIFE, NORTHWEST TERRITORIES

Through the Yellowknife Winterization Project we were able to distribute winter clothing to residents displaced by the 2023 wildfires, ensuring they had the necessary protection against extreme cold. This effort enhanced the well-being and resilience of affected individuals by providing various winter gear and alleviating the hardships of displacement.

## WARM WELCOME: EQUIPPING NEWCOMER FAMILIES WITH WINTER ESSENTIALS AND SUPPORT

LOCATION: EDMONTON, ALBERTA

In collaboration with the Alberta Immigrant and Women and Children Centre, we were able to provide 100 low-income newcomer families in Edmonton and neighbouring areas with essential winter kits, food hampers, and kitchen utensils, ensuring warmth, nourishment, and household stability. By prioritizing women-headed households, seniors, and families with children, the initiative alleviated financial strain and improved winter preparedness for vulnerable newcomers.





# EDUCATION FIRST

DOMESTIC

Every year as the back-to-school season rolls in, many parents across Canada find themselves under increasing financial pressure. The start of a new school year, typically a time for excitement and fresh beginnings, often brings with it a heavy burden—especially for families struggling with limited financial resources. The financial strain becomes even more pronounced for single-parent households or families where parents are working in low-wage or gig economy jobs, which often do not offer the stability needed to cover the back-to-school costs. With inflation in 2024 impacting everyday expenses, parents had to make tough choices—sacrificing their own needs to ensure their children have what they need to succeed academically.

In 2024 we took our usual back to school initiative a step forward by expanding our reach to children in multiple communities spread across the Greater Toronto Area (GTA). We partnered with multiple grassroots organizations to reach the families most impacted. Through our program we were able to reach a total of 2,040 children.



## CONFIDENT CUTS LOCATION: TORONTO, CANADA

In collaboration with the Kickback Foundation this was a uniquely designed program with the objective to provide 140 students with free haircuts, braid-ups, sneakers, food, and school supplies to underserved youth ages 6-18. This fostered confidence, community cohesion, and awareness of anti-bullying principles before the school year began.

Impact:

140 students

## BEYOND BACKPACKS

LOCATION: EAST GREATER TORONTO AREA

This year we partnered with Humaniti Foundation to provide 1,600 backpacks to children from grades 4-12. Being mindful of the stationary needs for different age groups, all backpacks contained different items for kindergarten, elementary and high school children separately. The items included, pencil packs, pen packs, marker packs, construction paper, coloring books, notebooks, gluesticks, etc.

Impact:

1,600 children

## BACKPACKS AND SUPPLIES

LOCATION: WEST SCARBOROUGH

Penny Appeal Canada extended its Back to School program even deeper into the marginalized population in the Greater Toronto Area (GTA) by donating 300 backpacks for kids, and 150 care kits for the mothers. Hundreds of families benefited from the donation, receiving not just backpacks and supplies, but also a sense of relief and support as parents prepared their children for the new school year. Additionally during the backpack distribution event we also provided a little token of appreciation for all the hardworking mothers and caregivers with care kits that included personal care items such as hair care, skin care and hygiene products.

Impact:

300 backpacks

150 care kits





## MENTAL HEALTH SUPPORT INITIATIVES

According to studies conducted in 2023, 1 in 5 Canadians will experience a mental health issue in their lifetime, highlighting the critical nature of mental health and addiction challenges in Canada. In recent years, there has been a significant increase in the number of individuals within the Muslim community seeking mental health support. However, the current capacity of our Mental Health Services program is unable to fully meet this growing demand in the country.

As such, Penny Appeal Canada is invested in promoting awareness around the need for mental health services, support, and breaking barriers to accessing mental health sessions with certified professionals. With this focus we hope to make an impact at home, in Canada, to build more resilient communities.

## RUH “HEALING HEARTS”

LOCATION: ACROSS CANADA

Healing Hearts is a Canada-wide online therapy platform offering accessible, culturally responsive, and faith-sensitive mental health care. A team of licensed Muslim therapists from diverse backgrounds have made their services available to support individuals, children, couples, and families, through text, voice, or video and in several languages. The strong multidisciplinary team includes registered psychotherapists, registered social workers, registered clinical counsellors, and psychiatrists with various areas of specialization. Together, we empower our clients in navigating life's challenges by providing comprehensive mental health care throughout their journeys of healing and growth. The program was further extended to provide support to Palestinians arriving in Canada from Gaza. We offered specially curated counseling services, which were subsidized at minimal to virtually no cost.

### Impact:

**150+**  
counselling  
sessions

## PROJECT FALAH

LOCATION: ACROSS CANADA

In 2024, Penny Appeal Canada continued its implementation of Project Falah. This initiative was put into action in 2023, with a total number of beneficiaries of over 1,500. This year the program was extended to incorporate multiple workshops to focus on the mental well being of women, who we recognize as the drivers of our societies. A special event was also organized in British Columbia with guest speaker Gabor Mate, a world renowned expert on mental health to discuss implication of the genocide in Gaza on mental health with multiple stakeholders in the community in attendance.



## CODING 4 CHANGE

LOCATION: ONLINE PROGRAM, AVAILABLE ACROSS CANADA

With the conclusion and success of the first cohort of the Coding4Change program, the second cohort was initiated. This cohort is focused on specific Information Technology related certificate programs. This program provided recognized certification and credentials to candidates to successfully seek competitive jobs in the market. As a follow-up to successful completion, workshops will be conducted on resume writing and internship opportunities to support with securing employment.

### Impact:

**60**  
trained & certified  
individuals from  
BIPOC communities

### Impact:

**10+**  
awareness  
workshops  
conducted



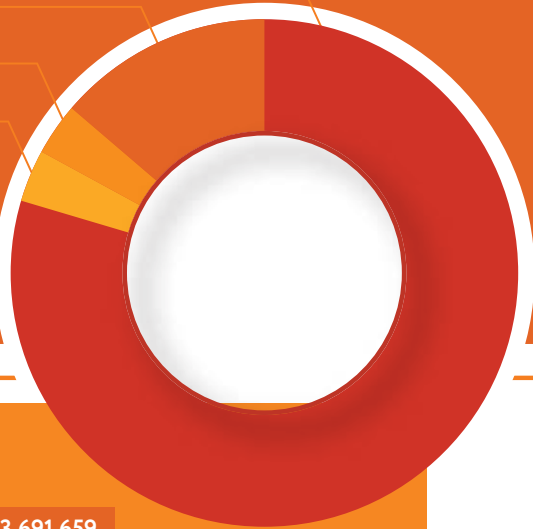
# 2024 FINANCES

UNAUDITED FINANCIALS

## Expenditure

PROGRAMS	\$15,197,924	80%
MARKETING / FUNDRAISING	\$2,011,614	11%
FUND DEVELOPMENT	\$1,199,544	6%
ADMIN	\$687,367	4%

TOTAL EXPENDITURE \$19,096,448



## Revenue

DONATIONS	\$13,691,659
GRANTS	\$45,172
OTHER REVENUE	\$1,577,628
GIFTS FROM REGISTERED CHARITIES	\$1,438,049

TOTAL REVENUE \$16,752,508





pennyappeal

small change. **big difference**

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

CRA no. 827502741 RR0001

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