

Q1 2020 REPORT





3 LETTER FROM THE CEO

5 PROGRAMS

Emergency Response

PAUSA at Home

Feed our World

Income Generation

OrphanKind

Thirst Relief

Education First

Heal Humanity

21 EVENTS

23 PARTNERS

24 FINANCIALS

LETTER FROM THE CEO



Dear Friends,

Peace be Upon You

One of the motivational factors behind launching Penny Appeal USA in July of 2016 was the desire to encourage more transparency within the relief and development sector in which we operate. Connected to this, was also the aspiration to help raise public awareness about the real cost of running a healthy and sustainable best-practice organization.

While of course all organizations aspire to noble principles and values, it is not always easy to see how we live up to those values on a day-to-day basis. Like human beings, organizations often fall short of their stated values. The real test therefore lies firstly in aligning our organizational values with demonstrable actions and secondly in measuring our success against stated objectives. This first quarterly report therefore, is our attempt to live our values and to increase our transparency. While it's standard practice for organizations to produce an annual report each year, we hope these quarterly reports will provide you with more regular updates about the work you all make possible.

Despite the emergence of this unforeseen

COVID-19 pandemic, the first quarter of this year proved to be one of our strongest to date. We saw an increase in revenue of over 300% in comparison to quarter one of last year. Much of this growth is due to the hard work of the fantastic Penny Appeal USA team in the previous 12 months. Their efforts led to a significant increase in both our donor database and in the amount of support we receive from recurring donations. Thank you also to the Islamic Center at NYU and Celebrate Mercy for their collaboration in March, which led to over \$500,000 being raised to help fellow Americans impacted financially by COVID-19.

While we had a very strong quarter one, we are of course concerned about our revenue for the remainder of the year. In quarter two, we've had to cancel 10 fundraising events as well as four overseas fundraising trips for our Champions and Ambassadors. Based on current projections, it also seems unlikely that we will be able to host any of the fundraising tours we had planned for the end of the year.

The sad reality for those living in poverty is that COVID-19 has exacerbated and compounded the many challenges they face. Our beneficiaries all over the world need us now more than ever and our commitment to fighting poverty remains unwavering.



Emergency Food Distribution in Aleppo, Syria

Finally, we pride ourselves on providing our supporters with exceptional customer service, the cornerstone of which is providing you with open access to our various team members. If you have any questions about our programs, please do not hesitate to contact our Programs Manager, Shafaq Zia at programs@pennyappealusa.org.

Additionally, if you have questions or concerns regarding any past or future donations, please do reach out to our Donor Relations Manager, Rehma Khan at donations@pennyappealusa.org. You can also reach her by calling +1 (202) 851 2112.

Thank you for your support.

Sincerely,



Oussama Mezoui
President & CEO

EMERGENCY RESPONSE +

Syria Emergency Response ON-GOING

📍 Azaz, Aleppo, North Syria

📅 March 2020

What we did

We provided urgent response to the unfolding humanitarian situation in North Eastern Syria (NES). The project focused on the provision of monthly food packages to displaced families who have fled from Idlib to the Azaz Tel Jibbin camp.

Why we did it

These families are living in very distressing conditions: in tents and barracks under olive trees in a makeshift camp.

What we achieved

We provided food packs, including bulgur, rice, sugar, lentils, beans, chickpeas, oil, and tomato paste. We also provided hygiene packs containing hand soap, washing powder, detergent, toothbrushes, toothpaste, shampoo and sanitary napkins.

400 food packs
450 hygiene packs



Emergency Food Distribution in Aleppo, Syria

2019 - 2020 Winter Emergency COMPLETED

📍 Bangladesh and Yemen

📅 Winter 2019-2020

What we did

We provided food and winter packs to vulnerable families during the harsh winter months and worked with the local authorities to identify the most vulnerable and deserving households.

Why we did it

Bangladesh experienced an unusually extreme cold wave this past winter. Underprivileged communities in the north and northeast region are mostly affected by the cold winds and fog, causing respiratory illness, cold related diseases and in some cases, death. Additionally, Bogra district was identified as one of the nine districts that was severely impacted by floods in August 2019, displacing over 300,000 people in over 28 districts.

Yemen is currently known as the world's worst humanitarian crisis, with ongoing conflict having claimed the lives of over 100,000 people and displaced thousands of others. 20.1 million Yemeni people are food insecure, of which 10 million are on the verge of famine and starvation.

What we achieved

We provided +7,000 Bangladeshis with home repair materials, blankets, baby kits, and sweaters. We equipped over 1,000 Yemenis with blankets, winter clothes and coats.

8000+ people
2000+ winter items



Winter Emergency Aid Distribution in Bangladesh

Australia Fires COMPLETED

📍 Australia 📅 February-May 2020

What we did

We hosted a 'Community Day of Healing' to support the mental health and wellbeing of Indigenous communities who were disproportionately impacted by the bushfires, and to bring an enhanced sense of community and togetherness.

The event provided a culturally safe space for the local community to come together and share their stories in the wake of the bushfires. Indigenous trauma specialists, recovery speakers and service providers were also in attendance to provide support.

Why we did it

The 2019/20 Australian summer has produced one of the worst bushfire seasons on record with over 20 lives lost, 1,500 homes destroyed, more than 16 million acres of bushland burned, and an estimated 500 million native animals killed. Indigenous communities on the front lines of affected areas have had to deal with the loss of loved ones and property, repeated evacuations from their homes for several days at a time on multiple occasions, disruptions to essential services and ongoing exposure to high levels of smoke.

Al-Salaam Job Center NEWLY COMMITTED/ON-GOING

📍 Athens, Greece 📅 March 2020 - March 2021

What we are doing

In partnership with Goodwill Caravan, the Al-Salaam Job Center will provide much needed support for refugee job seekers (most of whom are Syrians) who might have the skills and willingness to work but lack the legal and technical knowledge about how to search, apply for and get a job. Also, it will provide unskilled refugees with education through intensive short courses which will be designed based on market needs. The Center will also reduce the administrative obstacles to the labor market such as the Tax Registration Number, without which one cannot legally work. We will refer job seekers to employers and vice versa.

Due to the COVID-19 pandemic and decisions made by Greek authorities GWC

has suspended parts of its initial plans and moved towards using The Center as a hub for support to vulnerable refugees who are suffering from the effects of COVID-19. Our plan is to distribute emergency food and hygiene kits, and to raise awareness about the pandemic and how to stay safe.

Why we are doing it

Greece hosts about 100,000 refugees. This number is increasing on a daily basis. The number of refugees in Greece has risen by more than 200% in the second half of 2019, mainly due to conditions in Syria and the Turkish government's efforts to relocate refugees away from Istanbul. Just 10% of those in Greece have jobs. Refugees receive no orientation or training support from the state.

Burning Australia Bushfires





COVID19 Emergency Response

ON-GOING

📍 Syria, Gaza, Mozambique, South Africa, Bangladesh, Pakistan, Uganda, and US

📅 March 2020 - Present

What we are doing

We're distributing food parcels, personal protective equipment, hygiene kits, and hot meals to communities across the globe who were hit the hardest by the COVID-19 outbreak.

We have committed over \$700,000 to helping American families who have been financially impacted by COVID-19. We're providing cash assistance to families most in need. These checks enable families to pay for their rent, utilities, medication and transportation.

Why we are doing it

Internally displaced people across the globe who have had to flee their homes are not able to social distance in refugee camps. Overcrowding, poor healthcare and lack of access to PPE has increased the impact of COVID-19 for vulnerable communities across the globe.

As a result of the COVID-19 outbreak, over 30 million Americans have filed for unemployment. These families lost their income, are forced to take unpaid sick leave, face food insecurity, and lack access to healthcare.

What we've achieved so far

In partnership with Peacetrain, Celebrate Mercy, The Bay Area Zakat Collective, Zakat Fund of NYC, and ICNYU, we provided over 13,000 families across the globe with over 4,000 food packs and hot meals, 100,000

masks, 10,511 hygiene packs, 1,100 testing kits, 500 farming kits, 175 hand washing water tanks, 100 testing tents, and 100 shelters. We also provided support to 25 hospitals.

We gave out over \$700,000 in financial assistance grants benefitting 2,885 Americans.

13,000+ families

100,000+ masks

10,500+ hygiene packs

4,000+ food packs

PENNY APPEAL USA AT HOME ★

Domestic Winter Distributions / MLK Day COMPLETED

📍 Chicago, IL

What we achieved

In partnership with Downtown Islamic Center - Feed the Hungry, we provided 100 winter kits, including hats, gloves, scarves, socks, hand warmers, and tissues, and 100 food packs for the homeless.

100 winter kits
100 food packs

📍 Canton, MI

What we achieved

In partnership with Muslim Community of Western Suburbs, we packed 150 winter kits for Detroit Rescue Mission.

150 winter kits

📍 Alexandria, VA

What we achieved

In partnership with MAS-DC and local high school Muslim American Societies at Edison High School, Woodson High School, and Chantilly High School, we packed 160 meals for Bailey's Crossroad Community Shelter including sandwiches, chips, granola bars, and water.

150+ meals



MLK Day Food Packing & Distribution in Alexandria, VA

NC Domestic Violence Shelter ON-GOING

📍 Charlotte, NC



24/7 hotline via call/text (704) 764-1773

What we are doing

We are opening the only Muslim-led domestic violence shelter in the Carolinas, focused on providing culturally-sensitive care to all women, regardless of faith. The shelter will keep female survivors of domestic violence, who are in imminent danger, safe. Each resident will be assigned to an advocate when they enter the shelter. This quarter we secured permitting for the house to run as a Domestic Violence Shelter. We are preparing to make minor repairs to the home to bring it up to code including installing a sprinkler system and furnishing.

We have also announced a new domestic violence hotline to serve the increasing cases of domestic abuse due to the COVID-19 outbreak.

Why we are doing it

On average, nearly 20 people per minute are physically abused by an intimate partner with the United States, which equates to nearly 10 million people. Every 9 seconds, a woman is being assaulted. Intimate partner violence accounts for 15% of all violent crimes and 19% of domestic violence involves a weapon.

COVID-19 has only increased these statistics. People are forced to be quarantined with an abuser and this has exacerbated relationships that were already abusive before the outbreak. The pandemic has served as yet another barrier to safety for victims of domestic abuse.

Scholarship Fund COMPLETED

📍 United States 📅 February 2020

What we did

We started a scholarship fund for nonprofit leaders. The scholarship covers the full tuition to participate in Georgetown University's annual Summer Nonprofit Management Executive Certificate Program which will be held online at the McCourt School of Public Policy located in Washington, DC. The scholarship was awarded to Ghazala Salam, Executive Director of American Muslim Health Professionals.

Why we are doing it

Our goal is to advance inclusion, build leadership capacity, and support the growth of American Muslim nonprofit organizations and institutions.



Ghazala Salam

FEED OUR WORLD

Sudan School Feedings COMPLETED

 Sudan  February-April 2020

What we did

In partnership with American Relief Agency for the Horn of Africa (ARAHA), we provided daily nutritious meals to 425 students at Shegerab High school in Eastern Sudan over a period of two academic months. The meals revitalized students, fought malnutrition, enhanced academic performance and increased attendance. The program ended 15 days early because the school was forced to close on April 1st due to COVID-19.

Why we did it

School meals play a large role in keeping

students in school, fighting malnutrition, and keeping them focused. For many students worldwide, school lunch will be the only wholesome meal of the day that they will have. In many places in the Horn of Africa region where poverty is the norm, most schools can't afford to provide meals for children.

245,075 meals

425 students

Lebanon - FOW/Winter COMPLETED

 North, South and Mount Lebanon  February-March 2020

What we did

In partnership with Wakuf Al Aoun Al Islami, we provided food boxes and blankets to vulnerable Lebanese families. Beneficiaries were selected through a rapid needs assessment targeting the neediest district in Lebanon.

Why we did it

Lebanon witnessed the worst economic crisis since 1920, starting in October 2019 and still escalating. Citizens are experiencing hard economic conditions, unemployment rates are rising, and inflation in prices has reached

unprecedented levels. Families are unable to secure their basic needs, especially food.

What we achieved

915 blankets (2 blankets/family) and 600 food boxes were distributed to families, benefitting 4,190 people.

900+ blankets

600 food packs

4000+ people



Feed our World Distribution in Lebanon



Small Business Support Workshop in Brazil

INCOME GENERATION

Brazil Women's Empowerment HALTED DUE TO COVID-19

📍 State of Paraiba, northeast Brazil 📅 February 2020-TBD

What we're doing

We're targeting 10 microbusinesses run by women who come from some of the most vulnerable communities in the state of Paraiba, northeast of Brazil, the most underdeveloped region. The focus is to promote the growth and sustainability of the participating women's microbusinesses through workshops on business and

financial management, learning exchanges, and access to markets and commercial outlets.

Why we're doing it

There are over one million people living in poverty in the state of Paraiba, but women are the most vulnerable.

Palestine Olive Trees ON-GOING

📍 North, South and Mount Lebanon 📅 February-March 2020

What we did

We supported resilient, small-scale farmers by planting olive seedlings, and installing fences and water irrigation networks.

Why we did it

The distribution of olive seedlings, fences, and water networks are sustainable activities for farmers. The farmers will make a profit from the olives. The fences will protect their land from settlers and wild animals. The water networks will allow them to irrigate their seedlings when necessary.

What we achieved

3,286 olive seedlings for each location (Jenin, Tulkarem, Jerusalem, Ramallah, and the northern Jordan Valley) were distributed to 31 small-scale farmers, 8 of whom were women. 391,806 sq ft of fencing was distributed in Tubas and Jerusalem to 25 small-scale farmers. Water networks were distributed in Tulkarem, Jenin, Ramallah, and Tubas to 25 small-scale farmers.

3000+ olive seedlings
696 people benefitted

ORPHANKIND

Sponsorships

📍 Pakistan, Bangladesh, Palestine, Syria, India, Gambia, Senegal, Sudan, South Africa

What we did

Your monthly sponsorship combined with the generosity of others has helped provide nutritious meals, clothes, healthcare and an education to orphaned children.

Why we did it

According to UNICEF, there are 153 million orphans worldwide while an estimated 5,700 more children become orphans everyday. Children suffer the most during conflicts and disasters and are the most vulnerable to poverty, disease, stigma, and medical needs.

What we achieved

803 orphans are being collectively sponsored from the generous donations of 508 individuals. In this quarter, 46 individuals sponsored 63 orphans.

800+ orphaned children

Pakistan Complex ON-GOING, HALTED DUE TO COVID-19

📍 Sohawa, Jhelum District, Pakistan

What we're doing

The construction Mera Apna Ghar (My Own Home), an OrphanKind complex, expected to be completed by January 2021, has been halted and delayed due to COVID-19. Once the complex is built, it will help transform the lives of orphaned children for a better future in a family setting. These children will attend schools with other non-orphaned children from the communities nearby. As well as the home, education and access to nutritious food, they will receive continuous psychosocial support through their foster

mother to help boost their confidence.

Why we're doing it

Pakistan currently has around 4 million orphans. Being orphaned often results in loss of family income, poorer health and emotional problems. It also disturbs the family network and adds further responsibilities to family members and caretakers. The type of care received after becoming an orphan has a significant impact on the development of their lives.

THIRST RELIEF

Wells ON-GOING, HALTED DUE TO COVID-19

📍 Sri Lanka, Bangladesh, Pakistan, India, Afghanistan, Nepal

What we're doing

Construction on 49 tube wells and 13 deep wells has begun, but due to COVID-19, the construction of these wells has been halted.

Why we're doing it

According to the World Health Organization, 1 in 3 people globally do not have access to

safe drinking water - about 2.2 billion people worldwide. Drinking contaminated water can cause diseases like cholera, diarrhea, hepatitis A, and polio. 829,000 people are estimated to die each year from diarrhea as a result of unsafe drinking-water, sanitation, and hygiene.



Ongoing OrphanKind Village Construction in Pakistan

EDUCATION FIRST

Friends of the Blind NEWLY COMMITTED

📍 Ramallah, Palestine

What we're doing

We're ensuring that Al-Qabas school has the right physical environment to help 65 blind or vision-impaired children overcome their disability while getting a customized education. We are renovating the indoor yard so it can be used as a multipurpose space for the children and we will install an elevator to help with their mobility.

Why we're doing it

Palestinian children with these disabilities

are often denied access to education increasing illiteracy of the disabled in the region.

Achieved so far

The courtyard refurbishment is complete. The elevator has been purchased and is awaiting installment.

Expected Completion

July 2020

HEAL HUMANITY

IMANA Medical Mission COMPLETED

📍 Banjul, The Gambia

What we did

We partnered with The Oasis Initiative and IMANA to give medical support to Kanifing General Hospital so that they could provide free healthcare to local Gambians. Over 800 patients were treated during a 7-day Medical Mission for chronic ailments including heart disease, diabetes, asthma and more.

Why we did it

Healthcare in The Gambia is currently delivered on a private basis. Barriers exist financially and socially to bring healthcare to the local population.

Achieved

A team of five doctors hosted a free clinic over a week, treating over 800 patients and providing \$10,000 worth of prescriptions.



Friends of the Blind School in Palestine

EVENTS

One Night in Al-Aqsa Nationwide Movie Tour

📍 Philadelphia, PA; Boston, MA; Atlanta, GA; Houston, TX; Raleigh, NC; Seattle, WA; Orange County, CA

📅 February-March 2020

What we did

We have held successful movie nights nationwide. Thank you to all who came out and shared these memorable nights with us. You helped us raise more than \$194,200 for Al-Makassed Hospital in Palestine, despite postponed screenings in Dearborn, Minneapolis and the DMV due to COVID-19.

Why we did it

All proceeds will help us extend the neonatal ward in Al-Makassed Hospital in Palestine and provide the tools and resources to help medical professionals treat more patients with advanced medical equipment and technology.

#TeamOrange Activities: Hygiene Kit Drive

📍 Chicago, IL; Raleigh, NC; Washington, DC

📅 March 2020

What we did

Our #TeamOrange volunteers packed 350 hygiene kits including soap, deodorant, a toothbrush, toothpaste, sanitary napkins and more and delivered them to local domestic violence shelters in Florida, Illinois, North Carolina and DC.

350 hygiene kits

One Night in Al-Aqsa Movie Night in Boston, MA



PARTNERS

Special thank you to our Q1 Partners:

American Relief Agency for the Horn of Africa (ARAHA)
The Bay Area Zakat Collective
Celebrate Mercy
Downtown Islamic Center - Feed the Hungry
Goodwill Caravan
ICNYU
IMANA
MAS-DC
Muslim Community of Western Suburbs
The Oasis Initiative
PeaceTrain
Zakat Fund of NYC

Q1 2020 FINANCES



Revenue

| | |
|--------------------------|--------------------|
| Corporate Match | \$4,434 |
| Corporate Sponsorship | \$5,000 |
| Special Events | \$16,431 |
| Individual Contributions | \$1,254,354 |
| Total | \$1,280,218 |

Expenditure

| | |
|---------------------|--------------------|
| Programs | \$927,194 |
| Fundraising | \$392,622* |
| General Management | \$81,740 |
| Bank Balance | \$1,546,638 |



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

pennyappeal usa

small change. big difference

THANK YOU FOR JOINING OUR FIGHT AGAINST POVERTY.



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