



# 5 YEAR REPORT



# Letter From Our Leadership



## We can't quite believe that in July 2021, we will be celebrating our fifth-year anniversary as an organization.

Five years ago, we set out on a mission to create a social services and development organization working to alleviate poverty right here at home as well as overseas. We wanted to build a contemporary organization that reflects the beautiful ethnic and religious diversity of America while cultivating a sense of meaningful and sustainable philanthropy in our generation and those to come. While it hasn't been easy, we are proud to say that we are now a firmly established organization with a robust infrastructure and a healthy financial outlook. More importantly, we are an organization that has successfully served over one million people in need.

We would like to thank each and every one of you who have been on this journey with us. Whether you have donated money, time, or given us feedback, you helped us take an idea and turn it into a reality. To our donors, volunteers, staff, board members, ambassadors, and partners, both past and present, we say thank you!

This 5 Year Anniversary Report gives us the chance to look back at what we have been able to achieve together. Together we have responded to both natural and man-made disasters all over the world and here at home, where we have provided hundreds of thousands of victims with access to essentials like food, water, shelter, and medication. We have also helped thousands of people on their journey to becoming financially independent through our education and income generation programs. We have provided shelter and security to abused women in America. We have sponsored over a thousand orphaned children and given them the chance to thrive and hope for a better tomorrow. We have provided clean drinking water to tens of thousands of people in remote areas. When COVID-19 hit, together we helped thousands of people survive the economic and health impacts of the deadly virus. Together we have made a difference.

Although we are a Muslim-led organization, we are proud of the fact that much like our staff, the people we serve come from all faiths and backgrounds. We help people in their hour of need because we believe deeply that dignity is imputed to all human beings.

Our plans for the next five years are just as ambitious as the ones we established in 2016. We are working to improve the quality of the programs that we have implemented and will be investing more resources into studying the impact of our work. Although we are already members of InterAction and the Alliance to End Hunger, we will be increasing our advocacy efforts as we have always believed that it is only by addressing the root causes of poverty— conflict, climate change, and inequality— that we can work to end the injustice of poverty.

We ask you to join us for the next five years. With your support, we will continue to ensure that Penny Appeal USA is a best-practice organization actively working to alleviate the suffering of people in need both here in the US and internationally.

On behalf of ourselves and the people you serve, thank you!



**Oussama Mezoui**  
*Co Founder/ President & CEO*



**Shaun Ahmad**  
*Board Chair*

# Our Story

Penny Appeal USA is a relief and development organization with a really BIG vision for the world. We want to create the best societies we can and to break the cycles of need and poverty for good. That's why we work to turn small change into a BIG DIFFERENCE.

In 2016, a small group of young humanitarian professionals launched Penny Appeal USA. We had a simple—yet challenging—goal. We wanted to create a relief and development organization that is sustainable, transparent, ethical, and effective. What united us was our desire to create an organization that applies best practices while helping people escape poverty and survive disasters.

Penny Appeal is an international organization of which we are an affiliate member. There are Penny Appeal affiliate offices in the United Kingdom, Australia, Canada, and South Africa.



## Our Board of Directors

The board of directors is the governing body of Penny Appeal USA. As unpaid volunteers, their role is to ensure there is sufficient oversight and accountability for the work we do as well as ensuring a strategic plan for serving our mission is in place. Without the time, talent, and treasure of our generous board members, both past and present, we would not be where we are today.

### Current Board Directors



**Shaun Ahmad,**  
Board Chair

Shaun is a businessman, investor, and philanthropist. He is involved with several community service organizations in North Carolina that promote interfaith dialogue, foster racial and ethnic understanding, and work to fight poverty.



**Ahmed Abdel-Saheb,**  
Board Treasurer

Ahmed Abdel-Saheb works in finance and volunteers with various faith-based organizations across the nation. Ahmed is also an advisor to Launchgood.com, one of the largest faith-based crowdfunding sites in the world.



**Naiel Iqbal,**  
Board Secretary

Naiel Iqbal is an investment professional at Tiger Global Management. He also serves on the Board of Muppies, a global nonprofit organization dedicated to empowering and advancing Muslim professionals to be leaders in their careers and communities, and Muslim Advocates, a national legal advocacy and educational organization that works on the front-lines of civil rights to guarantee freedom and justice for Americans of all faiths. He is a Term Member of the Council on Foreign Relations and graduated from the Wharton School at the University of Pennsylvania.



**Adeem Younis,**  
Board Member

Adeem is a multi-award-winning entrepreneur, community leader, and philanthropist. He is the founder of industry-leading matchmaking platform, SingleMuslim.com, and is also the founder of Penny Appeal UK.



**Prianka Fatima Alam,**  
Board Member

Prianka Fatima Alam has a Masters in Industrial Organizational Psychology and is a Deloitte Global Talent & Organizational Transformation Leader. She leads strategic communication, change management, learning and leadership development, program evaluation, technology modernization and adoption strategies with USA Federal Health clients. Globally, she leads mental health/well-being, gender balance, diversity, equity, and inclusion initiatives for over 300,000 Deloitte professionals.

### Former Board Directors

**Sherif Elhady  
Yasmin Elhady  
Aamir Naeem  
Shafi Khan  
Omar Regan  
Shama Firdous  
Safaa Ibrahim**

**Our vision is a world that's united and strong: communities working together, supporting one another, and leaving need and poverty behind for good.**



**Our Staff** : We owe a major debt of gratitude to our staff and interns, both past and present, for their incredible dedication and hardwork. Launching a new organization is not easy, growing it successfully is even harder. These staff members and interns helped us become the robust organization we are today. We thank each and every one of them for their energy, ideas, and work ethic.



|                   |                           |                           |
|-------------------|---------------------------|---------------------------|
| Adam Sbita        | Ahmed Youssef             | Amina Almusawi            |
| Ammar Asaad       | Asmaa Syed                | Aysha Abdallah            |
| Birhan Tewabe     | Caroline Tattersfield     | Chancey Gannett           |
| Dawn Willson      | Hoda Lajili               | Ibrahim Zafar             |
| Ibrahim Zaki      | Iman Said                 | Jennifer (Jen) Castellani |
| Judy Phan         | Karmel James              | Mansour Alyasi            |
| Mariya Nadeem     | Michelle (Chelle) Johnson | Mohamed Ali               |
| Momina Tashfeen   | Numan Dugmeogla           | Omnia Joehar              |
| Oussama Mezoui    | Rehma Khan                | Ridwan Adhami             |
| Ruann Elbassyouni | Ryan Elfallah             | Ryan Power                |
| Sa'idah Sudan     | Saad Rehman               | Shafaq Zia                |
| Shafi Khan        | Shahid (Amir) Hussain     | Sivia Campos              |
| Symora Thomas     | Yasmine Hasazanzadah      |                           |



# Our Programs



## Emergency Response

Each year, millions of people are forced into poverty by conflict and natural disasters. When it comes to disasters, whether natural or man-made, there's no time to waste. Our interventions work to save lives in the immediate aftermath. By providing victims with access to clean water, food, medicine, and shelter, we are there to keep people alive and give them hope in their hour of need. During these past five years we have been working in Yemen, Syria, Palestine, and the Rohingya Refugee camps. We have also responded to emergencies in the Bahamas, Sudan, Indonesia, Pakistan, and here at home.



## Feed Our World

Of the children that die before reaching the age of five, 50% do so due to hunger. Over 462 million people in the world are chronically underweight. Nutrition lies at the heart of sustainable development. Without sufficient nutrition that leads to healthy bodies, escaping poverty is impossible. Through our range of Feed Our World programs, we work to tackle food insecurity here at home and globally.



## Thirst Relief

Water is life. Without it we cannot survive. Millions of people die from drinking dirty water each year. Through our Thirst Relief programs, we're providing safe water to communities so they can drink, wash, clean and irrigate their crops as well as hydrate their animals. These programs ensure that women and girls no longer have to walk hours each day to fetch clean drinking water. Our Thirst Relief programs lead to healthier lives, better educated communities, and a route out of poverty.



## Heal Humanity

These programs are dedicated to providing much needed healthcare facilities and medical aid to those most in need. Without healthy bodies, people cannot escape poverty. We provide dental hygiene treatments, medical supplies, and access to primary healthcare services to communities in need.





## Income Generation

As part of our efforts to eradicate poverty in a sustainable way, our income generation programs focus on providing communities with the tools and skills they need to escape poverty once and for all. Whether it is an agriculture program aimed at providing rural families with food to consume and sell in the local market or a program focused on supporting entrepreneurial women to run their own successful businesses, we aim to break the cycle of poverty by providing families with the resources they need to sustain themselves without requiring aid.



## Education First

Education is a vital part of helping children get the start in life they need to ensure a successful future. Once basic necessities are met, we focus on giving children access to quality education by providing comfortable facilities and the necessary tools they need to succeed.



## OrphanKind

There are over 153 million orphaned children worldwide. Every day, an estimated 5,700 more children become orphans. Children suffer the most during conflicts and natural disasters and are the most vulnerable to poverty, disease, stigma, and medical concerns. Our OrphanKind sponsorship program provides these children with all the essentials they need to lead fulfilling lives and have prosperous futures. This includes access to food, water, clothing, medical care, and access to an education.



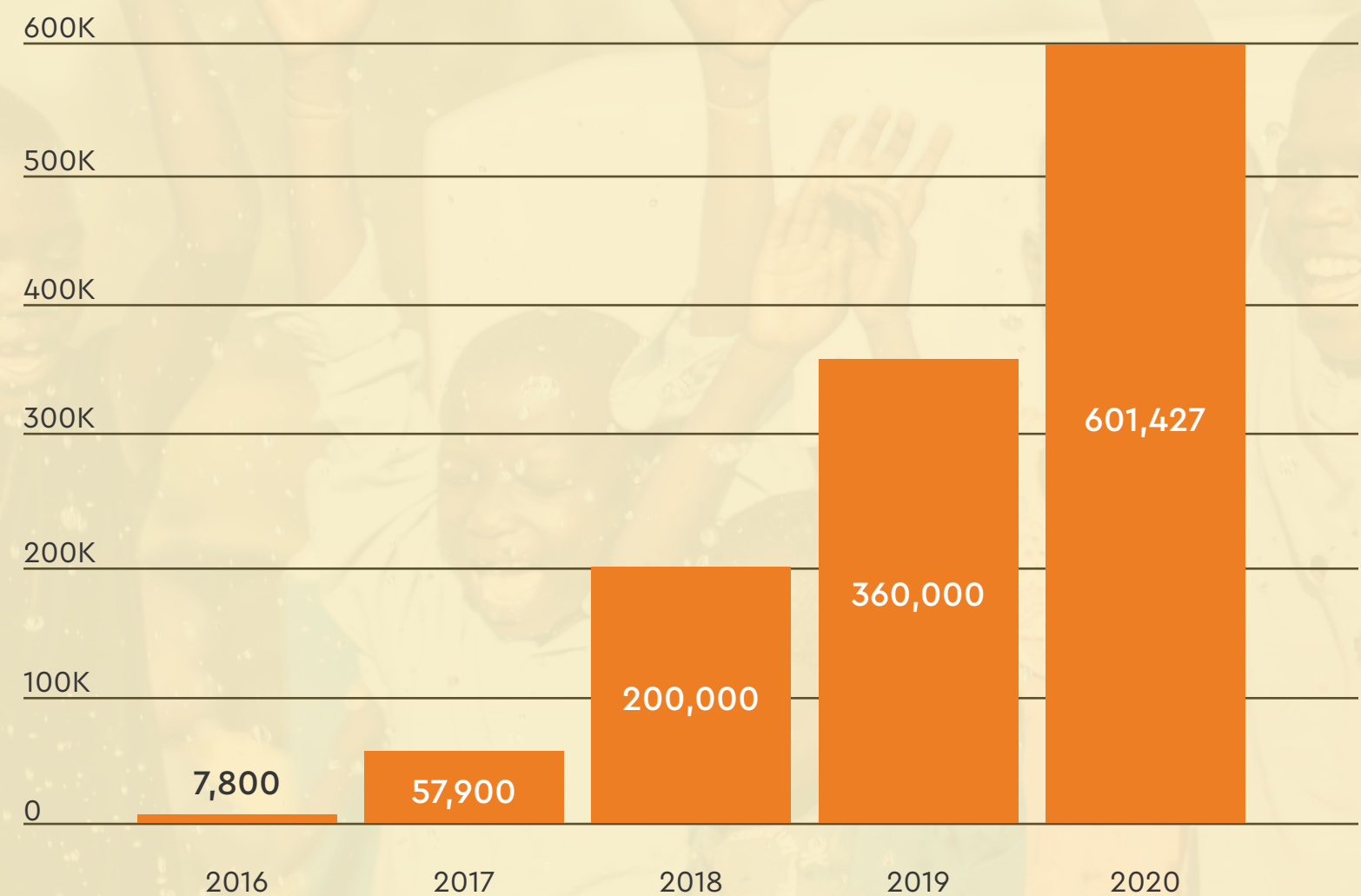
## Religious Giving

Penny Appeal USA is proud to be an American Muslim-led organization. While we welcome supporters from all faith groups, our Religious Giving Programs offer Muslim donors the opportunity to partake in faith-based giving in an accessible and easy manner. Supporters can give their Zakat, Sadaqah, Qurbani, Fidyah, Kaffarah, Aqiqah, and other religious charity. We use these funds to provide essential assistance and hope to families here in the US and internationally.



# Your Impact

## Number of People You Helped



Your generous support these past five years has positively touched the lives of over one million people all over the world.

You have sponsored hundreds of orphaned children in South Africa, Pakistan, Palestine, Senegal, and the Gambia.

In Texas, you helped create a bilingual app to help undocumented migrants access essential social services in their area. You also provided dozens of women-led refugee families with ipads and computer literacy training.

In North Carolina, you opened a shelter and provide safety for survivors escaping domestic violence situations.

You helped build a school in Pakistan and distributed thousands of school packs each year in the US. In CA and NC, you built computer labs to help bridge the digital divide for over 800 children who attend some of the most disadvantaged schools in America.

You have dug over 1,000 water wells and have built 13 solar powered water centers for communities who lack access to clean water in Pakistan, Bangladesh, Palestine, Afghanistan, India, and Somalia.

You have fed the hungry in over 30 countries and here at home, and have provided rural women-led families in Pakistan, the Gambia, Palestine, Lebanon, and Mali with access to tools, land, training, and livestock gifts to help them earn a sustainable income from agriculture.

In Brazil you empowered 104 economically disadvantaged women by providing them with the skills to successfully run a business and earn an income for their families, totaling 750 people.

When disasters struck here at home and globally, you provided victims with healthcare services, you erected and refurbished shelters, you gave victims access to food and water and most importantly gave them hope for a better tomorrow.

When a historic pandemic hit in 2020 and families in the US suffered due to the economic impact, you provided over 5,000 people with cash assistance to help them pay for their rent, utilities, medication and other essentials. You also provided personal protective equipment (PPE), hygiene items, and hygiene training to thousands of people globally.





BILQEES, PAKISTAN

### Vegetable Garden

Bilqees Ahmad lives in Pakistan with her husband, Bashir Ahmad and their children. She said, “My name is Bilqees, and I have seven members in my family, including my husband, two daughters, aged 5 and 1 years, and two sons, aged 8 and 10 years. We own one acre of land and we used to cultivate traditional and seasonal crops with primitive cultivation methods. However, my family could not earn a sufficient amount of income to fulfill our food requirements because of inadequate cultivation methods, a lack of knowledge about cash crops, crop diseases and their control, and market access issues, which led to less than optimum production from our land. We had no alternative source of income which meant that we faced shortages of food that caused extreme worries for my family.”

Bilqees said, “Penny Appeal started a project under which Insurance Crop Methods, along with better crop management techniques and the addition of cash crops were introduced. Under this project, we were educated about getting extra production from the same piece of land using different methods and crops. The project representatives told us that we should utilize the boundary of our land to grow fruit plants along with the major crop that we planned to grow. My husband was of the view that plants on the boundary of the crop would damage the main crop, but an expert from the project explained to him that this was only a misconception.”

“Finally, we decided to grow the fruit plants as recommended. We were given different plants including lemon, falsa (Grewia Asiatica), fig and moringa, to plant at the sides of our land that was usually left unutilised. We adapted new crop cultivation methods that I learned during the training programme and planted these plants on the boundary of my land easily without needing extra land, water or special arrangements. The fruit plants were of the latest variety, and the plants were healthy when they were provided to us, so they started flowering within a short period of 6 months. This was amazing to us,” she said.

Bilqees Ahmad explained that the project challenged her husband’s opinions and perceptions, she said that as a result “he has purchased and planted mango plants on the extra space available on the same boundary. These fruit plants will contribute to protecting the environment and slowing down climate change.” Bilqees and Bashir Ahmad’s experience shows that the project has been successful in promoting environmental and climate change issues.

Bilqees Ahmad expressed gratitude saying, “I hope that this multi-dimensional cultivation method will not only provide fresh fruits to my family but also provide an alternative source of income for us. This would not be possible by following traditional cultivation methods, and without support from Penny Appeal. Salaam Penny Appeal!”



SAARAN AND KETU, PAKISTAN

### Solar Powered Wells

Saaran and her husband Ketu live in Tharparkar, Pakistan. Saaran is 55 years old, and her husband has a mental disorder. She is responsible for the care of her husband and for arranging necessities for her house including gathering water. At this age she travels long distances to fetch water, leaving her sick husband alone.

“Our children got married and they are busy with their own responsibilities. We are living alone in our village. Life was miserable, there was no water to drink or for cooking. My husband is sick, it is hard for me to leave him alone”, said Saaran.

Penny Appeal USA has constructed a solar powered well, which is life changing. “I have sufficient water for drinking and cooking now, and I spend almost no time fetching water. I can utilize my spare time by taking care of my husband and growing vegetables in our garden. This facility changed our life. Now we are living without fear of shortage of water,” said Saaran.

Saaran said, “We are thankful to Penny Appeal and our donors for their support to complete this valuable facility. We also got an emergency light which is helpful to us for fetching water at night time and taking care of my husband.”

This was not an ending of the project but a happy beginning of life for the vulnerable women of the village.

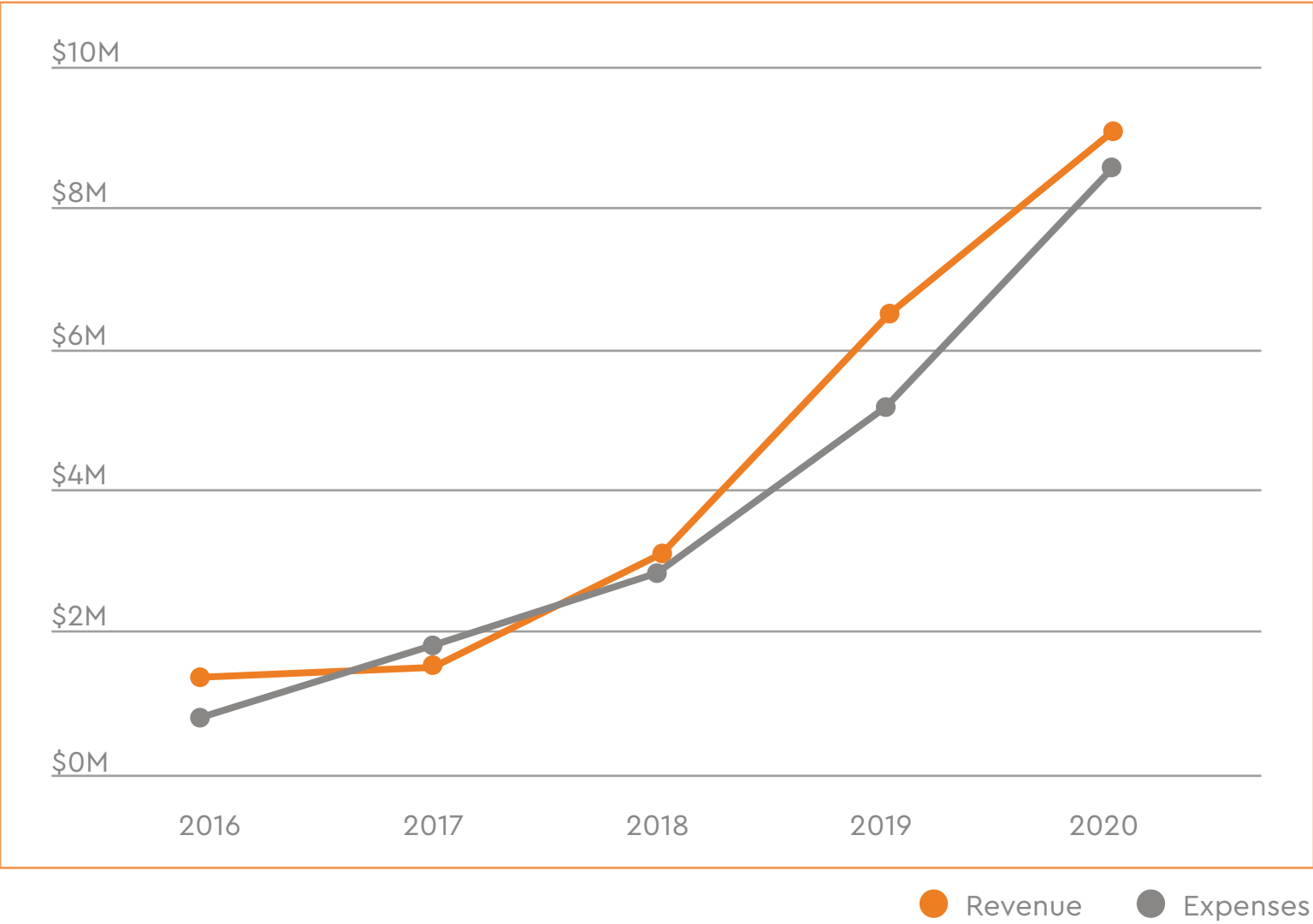




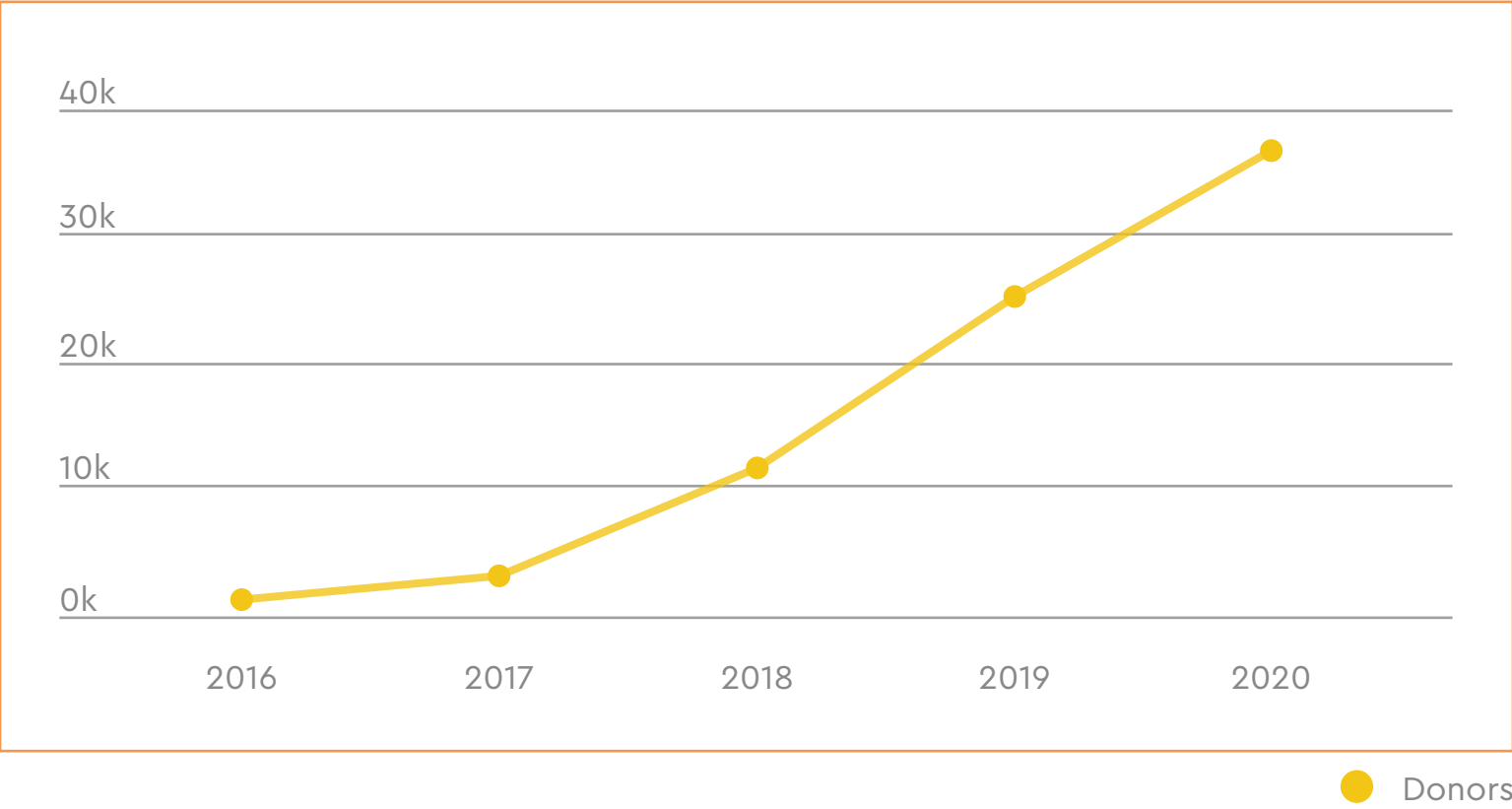
# Our Growth

We have experienced tremendous growth these past five years. When we say every penny counts, we mean it. Thank you to everyone who has made a charitable gift to help those in need. Whether you made a \$1 donation or a \$100,000 one, your generosity makes our work possible.

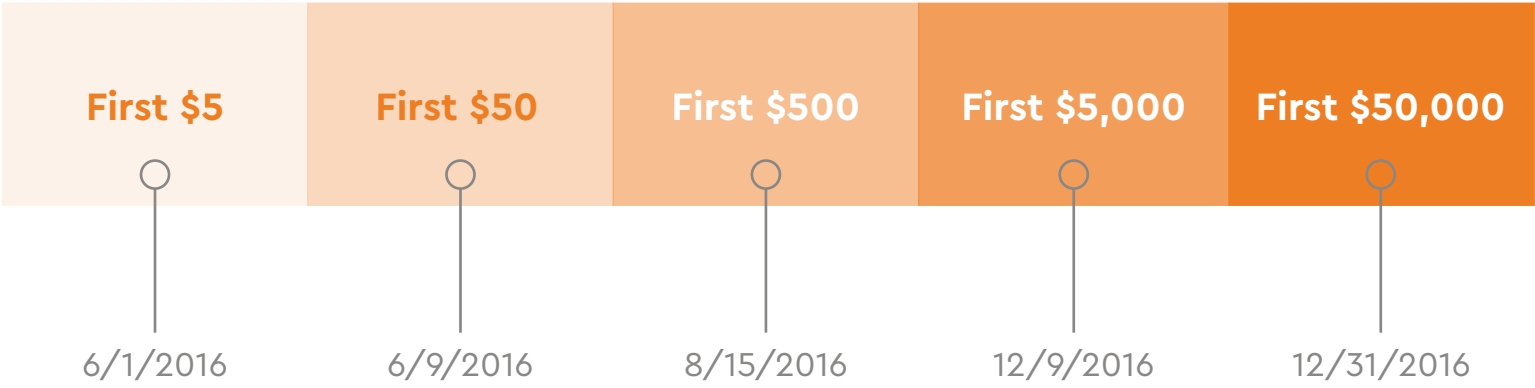
## Our Financial Growth



## Number of Donors



## Donation Milestones







# #TeamOrange

## #TeamOrange is Penny Appeal USA's volunteer community.

Our volunteers are passionate about helping disadvantaged communities and doing all they can to transform impoverished communities around the world. #TeamOrange puts the FUN in fundraising, giving all our volunteers the opportunity to have a great time and meet new people as they set out to save lives and do good. Committed volunteers like Bilal and Fatma Gdoura (VA), Leen Saud (VA), Wajiha Khatri (NYC), Ayetullah Hassanien (NC), and many more have played major roles in the success of #TeamOrange nationwide.

From the start, Soha Elansary and Noha Hassan have committed their time to multiple social service events and fundraising causes. Soha and Noha started off as student volunteers, and now hold the position of Regional Coordinators of Maryland as well as the Student Advisors for the current University of Maryland (UMD) student body chapter.

As well as raising over \$500,000 since 2016, our amazing volunteers have helped us manage nationwide events and tours, they have hosted information tables, and have set up convention booths. They have also helped us move offices, stuff envelopes, input data, and much, much more. We are forever grateful to their commitment and energy, without which our work would not be possible.

Whether you are looking to take on a hiking challenge, or help us in the office with important administrative tasks, you can sign up to join #TeamOrange today by visiting [pauusa.org/volunteer](https://pauusa.org/volunteer)





## Nationwide Tours

Here at Penny Appeal USA we have always worked to make the act of charitable giving not only affordable but rewardable too! We want our supporters to have fun while making a positive impact on the world. Who said attending fundraising events has to be boring!?

These diverse tours have enabled us to introduce our work to communities all over the country. Thank you to each and every one of you who attended our events these past five years. Your attendance and generous event donations have played a major role in our success thus far! While COVID-19 has prevented us from hosting in-person events these past 15 months, we are already planning some exciting tours for you in 2022!







## Amir Khan Tour

For our first ever nationwide fundraising tour, we teamed up with Amir Khan, the British Pakistani former unified light-welterweight world boxing champion, to raise money for communities in the Tharparker region of Pakistan who lack access to clean drinking water. **The tour raised \$222,613.**

## The Super Muslim Comedy Tour

We assembled a league of super funny Muslims from across the country in aid of Rohingya refugees. This nine city tour proved to be a big hit and helped us introduce the organization to communities all over the country.

## Office Launch Party

A few months after launching the organization, we opened up our office and welcomed friends, family, and supporters to our newly refurbished office in the heart of Old Town Alexandria in VA.

## Echoing Change Tour

This innovative tour aimed to create ripples of change in the hearts of domestic communities. We raised money and awareness for our range of programs focused on helping refugees, undocumented immigrants, and the displaced. The six city variety show was full of laughter, entertainment, and performances with some of the most talented performers including Brother Ali, Barakah Blue, Tariq Touré, J. Mecka, Leftist, Lady K, Azeem Mohammed, & Moses the Comic.

## Bubble Ball Tournaments

Nationwide. Supporters and eager players teamed up for a chance to play ball and promote digital literacy in the U.S.

\* We can neither deny or confirm the fact that our CEO ended up with two fractured ribs in what was a competitive final game!

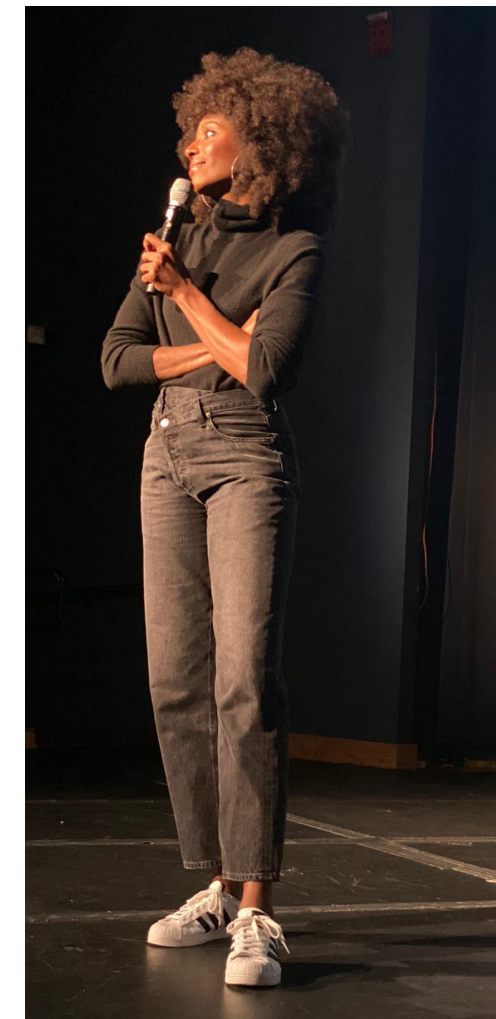
## One Day In The Haram Movie Tour

We were honored to host this exclusive movie tour, which revealed for the first time ever the inner workings of the Holy Sanctuary of Makkah, the most revered place on Earth for over 1.6 billion Muslims. Hundreds of families joined us during this four city tour.



## Illarious Tour

We launched the second leg of our comedy series tour with illMUSLIMS during the Spring with talented comedians Azhar Usman, Danish Maqbool, Ahamed Weinberg, Amir K, and Atheer Yacoub. In addition to hundreds of families attending and enjoying the comedy nights, we were able to raise over \$200,000 to continue construction of the OrphanKind Village in Pakistan. We launched the second leg of our comedy series tour with illMUSLIMS during the Spring with talented comedians Azhar Usman, Danish Maqbool, Ahamed Weinberg, Amir K, and Atheer Yacoub. In addition to hundreds of families attending and enjoying the comedy nights, we were able to raise over \$200,000 to continue construction of the OrphanKind Village in Pakistan.



## Wallah She's Funny Tour

Four hilarious comedians. Eight cities coast to coast. The WSF tour featured an all-female line-up of some of the funniest comics from North America. These comics represent diversity in expression of faith, ethnicity, professional background, and identity. The tour highlighted the spectrum of Muslim women's experience as they navigate the Muslim community and American society at large. Our sheroes explored the themes of sexism/patriarchy, gender roles, and life as a Muslim Woman in 2019. Wallah She's Funny comedically celebrated contributions of incredible Muslim women in a family-friendly engagement that raised money for our women empowerment programs.



## One Night In Al Aqsa Movie Tour

We were excited to showcase award-winning Director Abrar Hussain's second masterpiece, One Night in Al-Aqsa. Hundreds of families joined us for a breathtaking, exclusive movie that uncovers the mysteries of the Al-Aqsa mosque, the third holiest site in Islam. The tour was in aid of our healthcare programs in Palestine. Unfortunately, the tour was cut short in March 2020 due to the global pandemic that changed all of our lives.





Muslim City Fest

## Virtual Iftar Galas

Due to the COVID-19 pandemic, we brought the spirit of Ramadan banquets to you and your family in the comfort of your home! Thank you for joining us and some of your favorite speakers, including Ustadh AbdelRahman Murphy, Ustadh Hisham Mahmoud, Dr. Abdul El-Sayed, Imam Khalid Latif, Yasmin Elhady, and Faisal Latif. All proceeds went towards our Heal Humanity programs that provide much needed healthcare facilities and medical aid to people worldwide.

## Thursday Night Live

On August 6, 2020, our first Thursday Night Live show premiered. Thursday Night Live is a weekly web series brought to you by Penny Appeal USA, as we delve into a variety of topics, humanitarian work, and subject matters that take us to different places. We began the series by covering the explosion in Beirut and discussing the state of Lebanon's economic crisis with our partner on the ground in Lebanon. Since then, we have covered topics like nonprofit development, we have gone live with our teams in Pakistan and South Africa, and have heard about the devastating impact of COVID-19 in India from a physician on the front lines.



# You are invited to join our Sustainer Society!

Sustainable programs can only come from sustainable organizations. Sustainable organizations need sustainable funding. That's why we're counting on you to join our Sustainer Society. Our goal is simple. We want to be able to spend 100% of the funds we receive from public donations directly on our range of life-changing and life-saving programs. We want to get to a point where we can make a promise to the general public that 100% of every donation they give to us will go directly towards our poverty-fighting programs. We call it the 100% Promise. We can only do that if we have donors like you willing to fund our essential overhead costs. Without fundraising and general management costs, we would not be able to make an impact. **Join today: [pauusa.org/sustainers](https://pauusa.org/sustainers)**

# How To Donate:

- 1 Use a Credit or Debit Card:  
Visit [pauusa.org/donate](https://pauusa.org/donate) or call us 202 851 2112
- 2 Send a Check:  
Penny Appeal USA, 2461 Eisenhower Ave.  
FL 2, Alexandria VA, 22314
- 3 Make a Bank Transfer:  
For direct bank transfers please email [jcastellani@pennyappealusa.org](mailto:jcastellani@pennyappealusa.org) for a prompt and secure transfer.
- 4 Donate Stock: [pauusa.org/stocks](https://pauusa.org/stocks)
- 5 Double the Impact of Your Giving Via Corporate Match: [pauusa.org/match](https://pauusa.org/match)

Thank you for your support. Lives will be changed because of it.



pennyappeal usa

small change. big difference

Thank you for joining  
the fight against poverty.



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2461 Eisenhower Ave Flr 2,  
Alexandria, VA 22314  
202 851 2112 - PAUSA.ORG  
Tax-ID/EIN #: 47-5165837