

pennyappeal

usa

2022  
ANNUAL REPORT



# FROM OUR CEO

Asalamu Alaykum wa Rahmatullahi wa Barakatu,

This past year, you've witnessed a lot.

You've seen floods of a historic scale devastate Pakistan, killing thousands and leaving millions without food and shelter. You've heard calls from South African orphans during the country's newest Covid outbreak, praying for your support. You've spent Ramadan nights in supplication for those within our own country without food in their bellies or a place to call home. You've shared your compassion for countless others experiencing environmental, financial, social, and political instability.

And yet, this past year you've also witnessed intense blessings. You responded to the force of Pakistan's floods by providing food and medicine to those in need, and later helping them construct flood-resilient homes. When South Africa called out to you for help, you pledged your support for hundreds of newly orphaned families, today supporting over 600 in the country. You've provided dozens of women of all faith backgrounds with a safe place to build their lives anew through the continued presence of the first Muslim-run domestic violence shelter in the Carolinas.

At Penny Appeal USA, we've been honored to partner with each of you this year to change the world. As we look to the year ahead, our team at Penny Appeal USA will be focusing heavily on two themes: resiliency and sustainability. We're doubling down on our commitment to truly empower those whom we serve to rise above the cycle of poverty, allowing us in turn to move on to serve others in need. When you support our OrphanKind programming, you're providing for the complete health of a child in need through nutritious meals, school clothes, and shoes, and also giving them an advantage through vocational training when they mature. When you donate to Thirst Relief, you help build community centers that liberate young girls from needing to spend hours a day fetching water for their families. And when you give to Feed Our World, it translates into an ongoing charity, as today's vibrant crops produce the seeds of tomorrow's harvest.

We don't know what the next challenge will be. But we're confident our team at Penny Appeal USA - and the men, women, and children whose lives you change every day - can continue to rely upon your support to meet these challenges, head-on.

Sincerely,

John Robbins, Ph.D

CEO, Penny Appeal USA

# OVERVIEW

PROGRAM SERVICES	BENEFICIARIES
EMERGENCY RESPONSE	258,389
RELIGIOUS GIVING	161,139
ORPHANKIND	5,308
THIRST RELIEF	90,064
FEED OUR WORLD	54,479
INCOME GENERATION	2,800
EDUCATION FIRST	364
<b>TOTAL</b>	<b>572,543</b>





## UKRAINE: EMERGENCY RESPONSE

LUTSK, CHERNIHIV REGION (BAHMACH), CHERKASY, MYKOLAIV, KYIV, BORATYN, AND HOROHIV  
MARCH-JULY 2022

Violence and displacement have made it difficult for many Ukrainian families to meet their basic needs. This project supplied emergency food kits, water purification tabs, and medical equipment to the most vulnerable parts of the population.

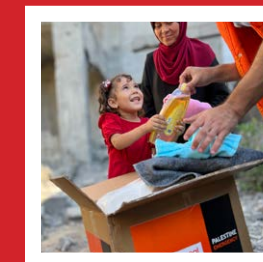
**9,290 BENEFICIARIES**



## SOUTH AFRICA: FLOOD RESPONSE

Durban, Kwa-Zulu Natal  
May-July 2022

**1,300 BENEFICIARIES**



## PALESTINE: EMERGENCY RESPONSE

Gaza Strip  
August-September 2022

**2,199 BENEFICIARIES**

## PAKISTAN: FLOOD RESPONSE PHASE 1 & 2

SOUTH PUNJAB, BALUCHISTAN, AND GILGIT BALTISTAN  
SEPTEMBER 2022-MARCH 2023

Monsoon rains and flash flooding in 2022 caused some of the worst flooding in Pakistan's history: over 1700 people died and 2.1 million were left homeless. Your donations supported Pakistani people through the provision of food packs, hot meals, medical camps, and shelter tents. The second phase of this project is currently underway, and supports the construction of 20 flood-resistant homes for vulnerable families.

**330 FAMILIES**



## INDIA: COVID PHASE 3

Haryana, Rajasthan, Uttarakhand, Uttar Pradesh, and Delhi National Capital Region  
May-July 2022

**7,655 BENEFICIARIES**

## BANGLADESH: FLOOD RESPONSE

Sylhet Division  
June-July 2022

**7,325 BENEFICIARIES**



## PHILIPPINES: TYPHOON RESPONSE

Municipality of Bunawan, Agusan Del Sur  
September-November 2022

**2,018 BENEFICIARIES**

## WINTER RESPONSE

AFGHANISTAN | LEBANON | PALESTINE | YEMEN | SYRIA  
NOVEMBER 2022-FEBRUARY 2023

Each winter, millions of vulnerable families around the world face freezing temperatures without warm food, adequate clothing, or blankets. Your donations helped share the warmth by delivering winter kits with stoves, blankets, clothing, food, and more, providing life-saving supplies to entire families.

**25,718 BENEFICIARIES**

# EMERGENCY RESPONSE

## NIGERIA: SCHOOL ORCHARDS

KATSINA STATE AND KANO STATE  
MARCH 2021-MARCH 2022

This project aimed to address the issue of poor nutrition among students in Nigeria by establishing fruit tree orchards and vegetable gardens in schools.

**9,616 STUDENTS**

## YEMEN: FOOD AND VEGETABLE GARDENS

MARIB GOVERNORATE

NOVEMBER 2022-MAY 2023

More than half of Yemeni people live below the poverty line and cannot meet their daily nutritional needs. Penny Appeal is supporting these families by helping them establish home gardens to grow their own food. We are also distributing monthly food baskets containing staples such as flour, rice, sugar, salt, oil, powdered milk, tea, dates, tuna, beans, and tomato puree.

**125 FAMILIES, 750 INDIVIDUALS**

## US: THANKSGIVING DISTRIBUTIONS

NEW JERSEY AND PENNSYLVANIA

NOVEMBER 2022

Penny Appeal delivered hot halal Thanksgiving meals to refugee families, to help them feel welcome, nourished, and connected. We additionally provided DC families with food packs for a full Thanksgiving meal.

**5,122 MEALS**

## SOMALIA: FOOD PACK DISTRIBUTIONS

BELEDWEYNE

JULY-AUGUST 2022

Many areas of Somalia are facing famine amidst an exceptionally severe drought, soaring food prices, and heightened conflict and insecurity. This project provided short-term food security by distributing food packs to vulnerable families. Each household received rice, corn, flour, cooking oil, and sugar.

**210 FAMILIES, 2,998 INDIVIDUALS**



# FEED OUR WORLD



## RAMADAN FOOD PACKS PER COUNTRY

APRIL-MAY 2022

For our annual Ramadan distributions, we provide food packs and Iftar meals to vulnerable families across 15 countries. The food packs are designed with each country's cultural needs in mind. They contain dates, legumes, vegetables, rice, flour, oil, salt, and other ingredients commonly used in local communities.

**24,954 BENEFICIARIES**



# THIRST RELIEF

## HAND PUMPS AND DEEP WELLS

According to the World Health Organization, 1 in 3 people around the world do not have access to safe drinking water. Contaminated water can cause diseases like cholera, diarrhea, hepatitis A, and polio. Our Thirst Relief programs provide safe drinking water to enable entire communities to drink, wash, and clean, as well as irrigate their crops and hydrate their animals. This leads to healthier lives and provides many with a route out of poverty.

**93,818 BENEFICIARIES**

## W.A.S.H. WATER, SANITATION, AND HYGIENE

Lack of access to safe water and sanitation can lead to the spread of diseases, which can have severe consequences for communities, particularly in areas with limited healthcare resources. Penny Appeal USA prioritizes WASH (Water, Sanitation and Hygiene) projects in underserved areas because access to clean water, proper sanitation facilities, and good hygiene practices are critical to the health and well-being of individuals and communities. By prioritizing WASH, Penny Appeal is working to improve people's health and quality of life in targeted areas and address a pressing global challenge.

**33,889 BENEFICIARIES**

## SOLAR WELLS

Solar wells use renewable energy from the sun to pump water and can serve as a reliable source of clean water for communities in need. These wells can make a significant impact on the health and well-being of local populations, as well as on the environment.

**13,926 BENEFICIARIES**



## ORPHAN SPONSORSHIPS

PAKISTAN	310 ORPHANS
BANGLADESH	200 ORPHANS
PALESTINE	100 ORPHANS
SYRIA	100 ORPHANS
INDIA	350 ORPHANS
SOUTH AFRICA	150 ORPHANS

## HEALTHCARE FOR DISABLED ORPHANS

GAZA STRIP, PALESTINE  
OCTOBER 2021-APRIL 2022

Penny Appeal provided eyeglasses, hearing aids, orthopedic devices, eye surgeries, wheelchairs, and walkers to disabled orphans

275 ORPHANS

## REBUILDING ORPHAN HOMES FOR SOUTH AFRICA FLOOD RELIEF

DURBAN, SOUTH AFRICA  
JULY-DECEMBER 2022

85 homes were rebuilt or restored for the families of orphans and vulnerable children who were displaced by floods.

900 BENEFICIARIES

## AQIQAH

9 VILLAGES IN KYAUKSE TOWNSHIP, MANDALAY REGION, MYANMAR  
JUNE-NOVEMBER 2022

We provided fresh meat to vulnerable families in Myanmar through Aqiqah gifts. Households were selected on a needs basis, prioritizing households led by elderly persons, women, and disabled persons.

6,994 BENEFICIARIES

## ZAKAT AL-FITR

FLORIDA | GEORGIA | VIRGINIA | MICHIGAN | NEW JERSEY | NORTH CAROLINA | MARYLAND  
MAY 2022

This year, we partnered with 12 organizations across the United States to help American families celebrate Eid with gifts, meals, and gift cards through your Zakat al-Fitr donations.

4,522 BENEFICIARIES

## QURBANI

AFGHANISTAN | CAMEROON | INDIA | LEBANON | PAKISTAN | PALESTINE | SOMALIA | USA | YEMEN | ZIMBABWE  
JULY-AUGUST 2022

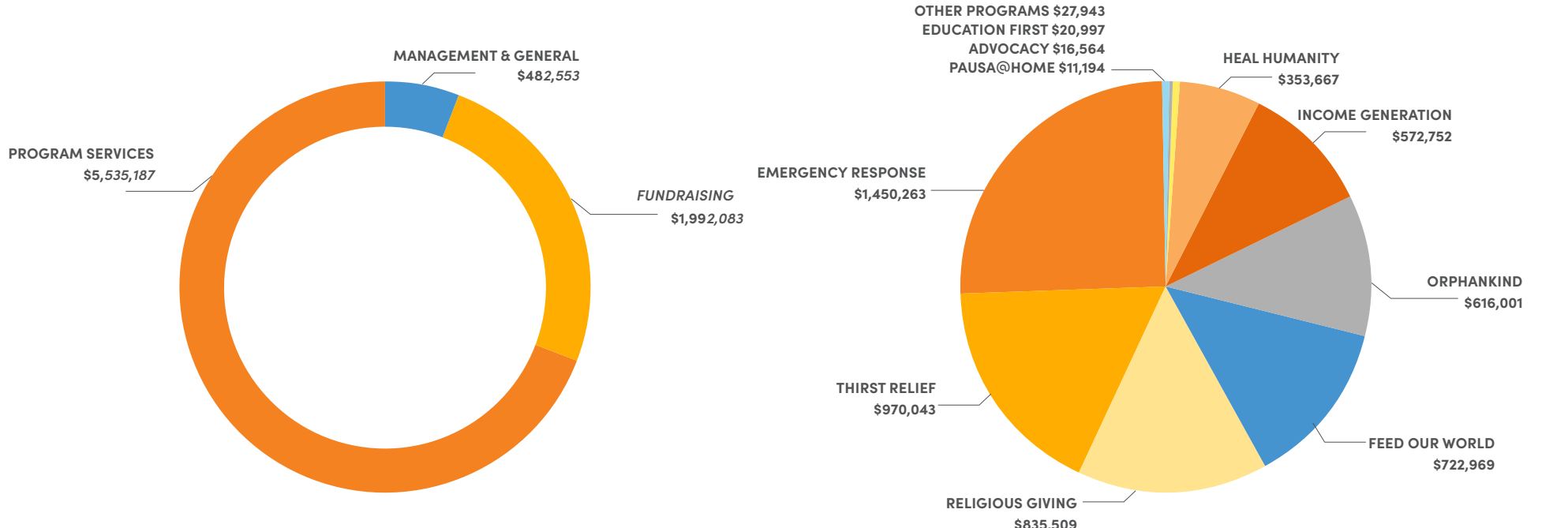
Eid al-Adha is celebrated every year to commemorate the completion of Hajj, the annual Muslim pilgrimage to Mecca. The festival is observed through the sacrifice of animals, known as Qurbani, to honor the willingness of Prophet Ibrahim (AS) to sacrifice his son, Ismail (AS). Muslims are expected to sacrifice a healthy sheep, goat, buffalo, or camel during the holy Islamic month of Dhul-Hijjah and distribute the meat to feed those in need.

60,019 BENEFICIARIES

ORPHANKIND

RELIGIOUS  
GIVING

# FINANCIALS



2022 REVENUES		PROGRAM DISTRIBUTIONS 2022	
CONTRIBUTIONS & GRANTS	\$6,820,814	PAUSA@HOME	\$11,194
IN KIND CONTRIBUTIONS	\$694,257	EDUCATION FIRST	\$20,997
MERHCANDISE	\$87,012	EMERGENCY RESPONSE	\$1,450,263
SPECIAL EVENTS ACCOUNT	\$24,221	FEED OUR WORLD	\$722,969
INTEREST INCOME	\$1,316	HEAL HUMANITY	\$353,667
OTHER INCOME	\$61,589	INCOME GENERATION	\$572,752
<b>TOTAL</b>	<b>\$7,689,209</b>	ORPHANKIND	\$616,001
		RELIGIOUS GIVING	\$835,509
		THIRST RELIEF	\$970,043
		ADVOCACY	\$16,564
		OTHER PROGRAMS	\$27,943
		<b>TOTAL</b>	<b>\$5,597,875</b>

# STATEMENT OF FINANCIAL POSITION

	2022	2021
<b>Assets</b>		
Current assets		
Cash and cash equivalents	\$ 4,273,078	\$ 4,585,937
Grants and accounts receivable, net	176,985	265,625
Prepaid expenses and other assets	71,413	65,511
<b>Total current assets</b>	<b>4,521,476</b>	<b>4,917,073</b>
Non-current assets		
Fixed assets:		
Property and equipment	245,853	258,372
Less: accumulated depreciation	(115,734)	(89,373)
	130,119	168,999
Deposits	5,512	8,985
<b>Total assets</b>	<b>\$ 4,657,107</b>	<b>\$ 5,095,057</b>
<b>Liabilities and net assets</b>		
Current liabilities		
Accounts payable and accrued expenses	\$ 118,468	\$ 91,953
Deferred revenue	64,197	40,029
Subgrants payable	1,327,189	1,495,208
<b>Total current liabilities</b>	<b>1,509,854</b>	<b>1,627,190</b>
Non-current liabilities		
<b>Total liabilities</b>	<b>1,509,854</b>	<b>1,627,190</b>
Net assets		
Without donor restrictions		
Without donor restriction (deficit)	(2,088,163)	(1,889,322)
Board designated	1,440,195	2,008,394
<b>Total without donor restriction (deficit)</b>	<b>(647,968)</b>	<b>119,072</b>
With donor restriction	3,795,221	3,348,795
<b>Total net assets</b>	<b>3,147,253</b>	<b>3,467,867</b>
<b>Total liabilities and net assets</b>	<b>\$ 4,657,107</b>	<b>\$ 5,095,057</b>



# PARTNERS

## SPECIAL THANK YOU TO OUR 2022 DOMESTIC PARTNERS:

Cornerstone Marriage and Family Intervention

Dar Al-Hijrah Islamic Center

Department of Youth Rehabilitation Services,  
Washington, DC

Goodwill Caravan

Helpers to Good

Islamic Center of Detroit

Islamic Center of the Triad

Lilly Family School of Philanthropy, Indiana University

Masjid Ash-Shaheed

Muslim American Society - Brooklyn

Muslim American Society - DC

Muslim Family Center

Muslim Women's Organization of Orlando

Noor Family Services

Palestinian American Community Center

Refugee Women's Network

Sahaba Initiative

Welcome Home CLT

Wafa House

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Thank you for joining the fight against poverty!

# OUR BOARD

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NAIEL IQBAL TREASURER

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