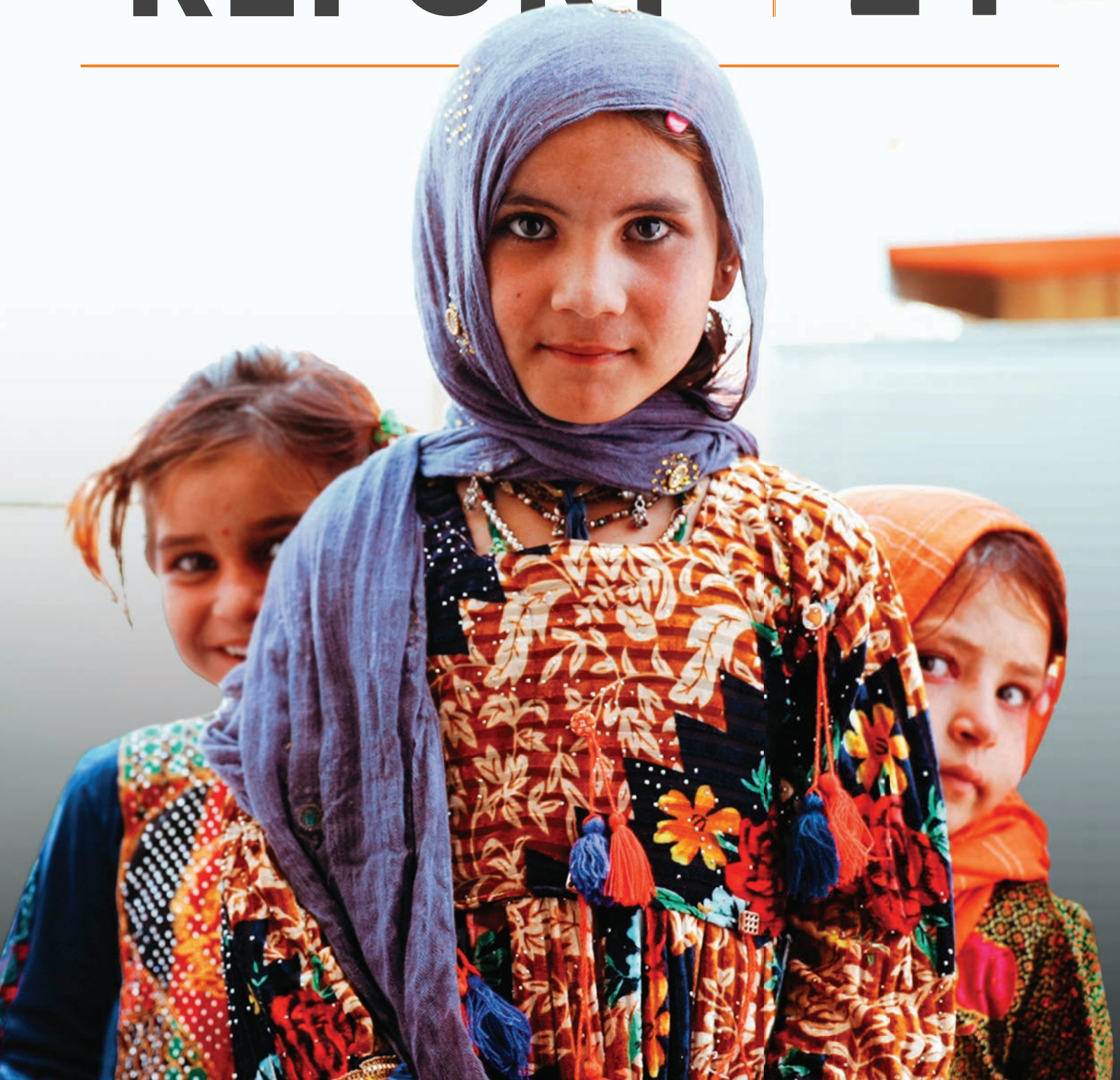


# ANNUAL REPORT

# 20 24





# LETTER FROM OUR CEO

Dear Friends,

As-salamu alaykum wa rahmatullahi wa barakatuh,

This past year, the world has witnessed extraordinary hardship. The devastation in Gaza, the ongoing displacement of families in Syria, Lebanon, and Afghanistan, the relentless floods in Bangladesh, and the silent suffering within our own neighborhoods.

And yet, in the face of this heartbreak, you chose hope.  
You chose action.  
You chose humanity.

Because of **your generosity**, in 2024, we were able to reach **over 406,000 individuals**, offering emergency relief, clean water, food, education, shelter, protection, and care. That’s not just a statistic. That’s **406,000 moments of grace**, 406,000 affirmations that someone, somewhere, still believes in mercy.

In Gaza, your support delivered warm clothing and hygiene kits, clean water and sanitation to overcrowded shelters, and lifesaving food and medical supplies to families who had lost everything. In Yemen, you didn’t just care for orphans, you empowered their caregivers with business training, enabling entire households to rise again. And here at home, through our domestic violence shelter in Charlotte, you offered a refuge to **over 390 survivors and children**, a place of safety, healing, and new beginnings.

During the sacred month of Ramadan, your compassion reached **over 33,000 people** across **10 countries**, ensuring they had food to break their fasts.

We know that the problems we face are immense. But we also believe in something bigger: **Those small acts, rooted in love and repeated with conviction, move mountains.** One food pack. One well. One school uniform. One child who sleeps with a full stomach and a hopeful heart.

This belief that meaningful change begins with small, consistent acts is the soul of Penny Appeal USA. It’s what drew me here. It’s what keeps me going. Because we are not only responding to urgent needs, we are helping rebuild lives, with mercy, with intention, and with dignity.

Leading Penny Appeal USA as Interim CEO has been one of the deepest honors of my life. It has allowed me to stand alongside an extraordinary team, staff, board members, and global partners, who are united by a singular purpose: to serve humanity with compassion and dignity. But more than anything, I am humbled by our generous supporters whose unwavering kindness fuels every step we take. Thank you for entrusting us with your compassion. Thank you for allowing us to carry your mercy into the world.

May Allah (SWT) bless you for your generosity, your prayers, and your steadfast belief in a more just and merciful world.

With deepest gratitude and hope,



**Rehan Dawer**  
Interim CEO,  
Penny Appeal USA



## OVERVIEW OF PROGRAM/ BENEFICIARY

Emergency Response  
**240,701**

Religious Giving  
**71,895**

OrphanKind  
**5,200**

Thirst Relief  
**52,565**

Feed Our World  
**33,903**

Income Generation  
**600**

**TOTAL**  
**406,269**



# EMERGENCY RESPONSE



## Palestine

Since October 2023, Penny Appeal USA has launched a sustained emergency response in Gaza, working with trusted local and international partners to deliver life-saving aid to some of the most vulnerable communities affected by the ongoing conflict. From distributing essential food, hygiene kits, and medical supplies to providing clean water, winter relief, and support for displaced women and individuals with disabilities, our efforts have reached tens of thousands of people.

Despite immense challenges on the ground, we've prioritized local procurement wherever possible—supporting Gaza's resilient farmers, small businesses, and healthcare workers—while ensuring urgent supplies also enter through coordinated aid channels. Together, we've helped provide dignity, nourishment, and hope to families living through unimaginable hardship.





# Gaza, Palestine



- Aid for Displaced Women**  
Distributed clothing and dignity kits for displaced women  
**225 BENEFICIARIES**
- Medical Support**  
Distributed medical supplies  
**5,000 BENEFICIARIES**
- Food and Medical Support**  
Distributed food and medical supplies  
**74,933 BENEFICIARIES**  
**3,125 FOOD PACKS**  
**29,654 MEDICAL ITEMS**



DEC 2023 - JAN 2024

- Support for People with Physical Impairments**  
Provided wheelchairs, canes, crutches, assistive shower seats, walkers, and blood pressure monitors  
**9,468 BENEFICIARIES**
- Support to Displaced Families**  
Provided food, medical kits, water, and shelter to displaced families  
**48,100 BENEFICIARIES**  
**12,000 HOT MEALS**  
**2,350 FOOD PACKS**  
**1,000 BABY KITS**  
**1,800 DIGNITY KITS**  
**1,500 HYGIENE KITS**  
**360 WATER TANKERS**  
**200 TENTS**



MAY - DEC 2024

FEB - MAY 2024



- Food and Water Aid**  
Distributed food and water  
**6,000 BENEFICIARIES**
- Cleaning and Sanitation**  
Provided cleaning and sanitation services to 25 temporary shelters  
**125,000 BENEFICIARIES**
- Hygiene and Dignity Kits**  
Distributed hygiene and dignity kits  
**9,000 BENEFICIARIES**  
**1,000 HYGIENE KITS**  
**812 DIGNITY KITS**



SEPT - DEC 2024

- Food Support**  
Provided food packs to vulnerable families  
**2,700 BENEFICIARIES**  
**450 FOOD PACKS**
- Winter Relief**  
Provided children's clothing, blankets, and firewood to vulnerable families  
**2,000 BENEFICIARIES**  
**800 CLOTHING KITS**  
**400 BLANKETS**  
**600 KG OF DRY FIREWOOD**





# Syria

## OCT 2023 - JAN 2024

- **Shelters for Earthquake-Affected Families**  
Rehabilitated houses of earthquake-affected families  
**684 BENEFICIARIES**

## DEC 2024 - JAN 2025

- **Food Packs Distribution**  
Distributed food packs to internally displaced families  
**7000 BENEFICIARIES**



# Lebanon



## SEPT - OCT 2024

- **Emergency Relief Phase I**  
Provided mattresses, blankets, and pillows to internally displaced persons  
**804 BENEFICIARIES**

## DEC 2024 - JAN 2025

- **Emergency Relief Phase II**  
Provided food packs, hygiene kits, and pajamas to internally displaced persons  
**4,000 BENEFICIARIES**  
**700 FOOD PACKS**  
**300 HYGIENE KITS**  
**800 PAJAMAS**



# Bangladesh

## SEPT - OCT 2024

- **Flood Response**  
Provided food packs and hygiene kits to families affected by the floods  
**3050 BENEFICIARIES**  
**610 FOOD PACKS**  
**610 HYGIENE KITS**



# Ukraine and Mali

## JAN - DEC 2024

- **Emergency Aid**  
Provided emergency aid to vulnerable people in Mali and Ukraine  
**12,500 BENEFICIARIES**



# Afghanistan



## MAY - JUNE 2024

- **Flood Response**  
Provided food and shelter items to displaced population  
**560 BENEFICIARIES**

# WINTER RELIEF



## NOV 2024 - JAN 2025

- Each winter, millions of vulnerable families around the world struggle to cope with freezing temperatures. Your donations help share the warmth by providing people with stoves, blankets, clothing, food, and medical support, providing life-saving supplies to entire communities.

Country	Beneficiaries
Afghanistan	720
Bangladesh	1,415
Lebanon	1,150
Pakistan	1,200
Palestine	2,839
Syria	400
Yemen	1,088
<b>TOTAL</b>	<b>8,812</b>





# ORPHANKIND



## OrphanKind General



### Yemen Livelihood Support



Yemen experienced one of the world's largest humanitarian crises, with millions of children in need. Your donations supported 150 orphans and guardians by providing vocational training in business skills.



**900 BENEFICIARIES**

## Sponsorships (Ongoing Projects)



### Syria, South Africa, Pakistan, and Lebanon



Our OrphanKind sponsorship program provided comprehensive support for orphaned children. We ensured the overall well-being of each child, addressing their physical, emotional, and educational needs through education, healthcare, nutrition, shelter, clothing, and psychosocial support.



**SYRIA: 175 ORPHANS**  
**SOUTH AFRICA: 230 ORPHANS**  
**PAKISTAN: 310 ORPHANS**  
**LEBANON: 100 ORPHANS**









## A Brighter Tomorrow for Amahle

In the crowded township of Chatsworth in Durban, South Africa, 10-year-old Amahle lives in a two-bedroom home with her grandmother and 14 other family members. After losing her mother at the age of three and being separated from her sister, Amahle found stability in the care of her grandmother — though life was far from easy.

With only a small pension to support the entire household, Amahle's grandmother struggled to provide daily meals, school supplies, and even basic utilities. "Food always came first," she shared, "but even that was never enough."

Since joining Penny Appeal USA's OrphanKind program, Amahle's life has taken a hopeful turn. The support has ensured she has access to consistent meals, school supplies, and a renewed sense of joy. Once shy, Amahle now smiles freely and helps around the house, walking proudly to Summerfield Primary each day where she excels in her studies.

"Now I can sleep at night," her grandmother says. "Amahle has what she needs — and we have hope again."

The impact of OrphanKind goes beyond just one child. It uplifts entire families, providing dignity, stability, and the foundation for a brighter future.

***"Now I can sleep at night. Amahle has what she needs — and we have hope again."***

AMAHLE'S GRANDMOTHER





# THIRST RELIEF



## Hand Pumps and Deep Wells



**Bangladesh, Pakistan, and Malawi**



With 2.2 billion lacking safe drinking water and 4.2 billion lacking sanitation services globally, our Thirst Relief initiatives provided safe water for communities, promoting health and alleviating poverty by delivering high-quality water to those most in need.



**6,018 BENEFICIARIES**  
**135 HAND PUMPS**  
**20 DEEP WELLS**

## W.A.S.H. (Water, Sanitation and Hygiene)



**Syria, Somalia, Malawi, and South Africa**



Approximately half the global population lacks secure sanitation, posing health risks especially in areas with limited healthcare resources. Penny Appeal USA prioritizes WASH projects in under-served areas, recognizing the critical role of clean water, sanitation, and hygiene in the well-being of individuals and communities.



**31,572 BENEFICIARIES**

## Solar Wells



**Pakistan and Lebanon**



These incredible feats of engineering not only provide running water to the homes of up to 1,500 people and 1,000 livestock but also supply electricity and power to schools and places of worship as well.



**14,975 BENEFICIARIES**  
**7 SOLAR WELLS**









# Clean Water, Clear Futures

## LANA'S STORY

In the hills of Lebanon, a 10-year-old girl named Lana is learning with more focus and fewer worries — thanks to clean water.

Lana attends a public school in a low-income area where water scarcity and deteriorating facilities once posed a daily struggle. The school's outdated plumbing, broken faucets, leaking drainage systems, and insufficient water supply meant frequent illnesses, missed days, and poor concentration in class.

"My parents used to buy bottled water every day so I wouldn't get sick," Lana shared. "Now we have clean water at school — and we've learned how to save it too."

With Penny Appeal USA's support, the school underwent a full WASH (Water, Sanitation and Hygiene) refurbishment. We helped install new water tanks, new pipes and filters, functioning bathrooms, and improved drainage — transforming the school into a healthier, safer space.

The results were immediate and powerful: fewer hygiene-related illnesses, better attendance, and improved academic performance. For families like Lana's, the project also eased financial stress, eliminating the need for daily bottled water purchases.

This initiative is more than a renovation — it's a ripple of hope, impacting health, education, and dignity for students like Lana and hundreds more.

**"Now we have clean water at school — and we've learned how to save it too."**

LANA





# FEED OUR WORLD



## Thanksgiving



Florida and New Jersey



Provided food vouchers and halal Thanksgiving meals to vulnerable families.



**450 BENEFICIARIES**

## Support for Homeless Communities



Chicago



Provided essential supplies to homeless communities in need.



**1,968 BENEFICIARIES**

## Support for Vulnerable Families



North Carolina



Provided essential supplies to low-income families, refugees, and marginalized individuals.



**1,625 BENEFICIARIES**



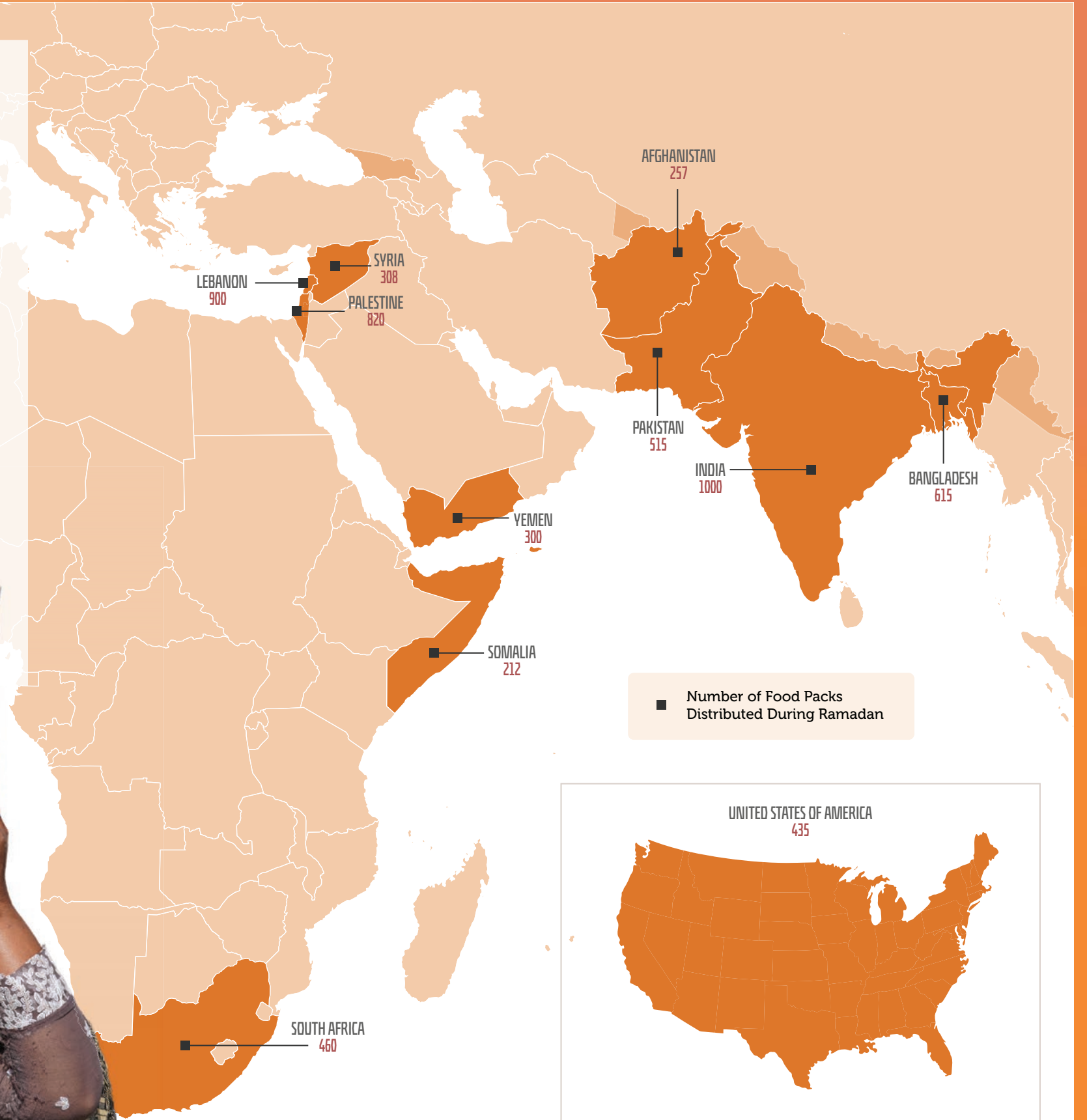




## Ramadan Distributions

With your support, Penny Appeal USA provides food packs and Iftar meals to vulnerable families during the holy month of Ramadan. The food packs are designed and sourced in each country, and include items like dates, legumes, vegetables, rice, flour, juice, and other ingredients commonly used in local communities.

**33,500 BENEFICIARIES**  
**5,800 FOOD PACKS**  
**10 COUNTRIES**





# Nurturing Hope

## MR. GEORGE AND THE MANENBERG SCHOOL GARDEN

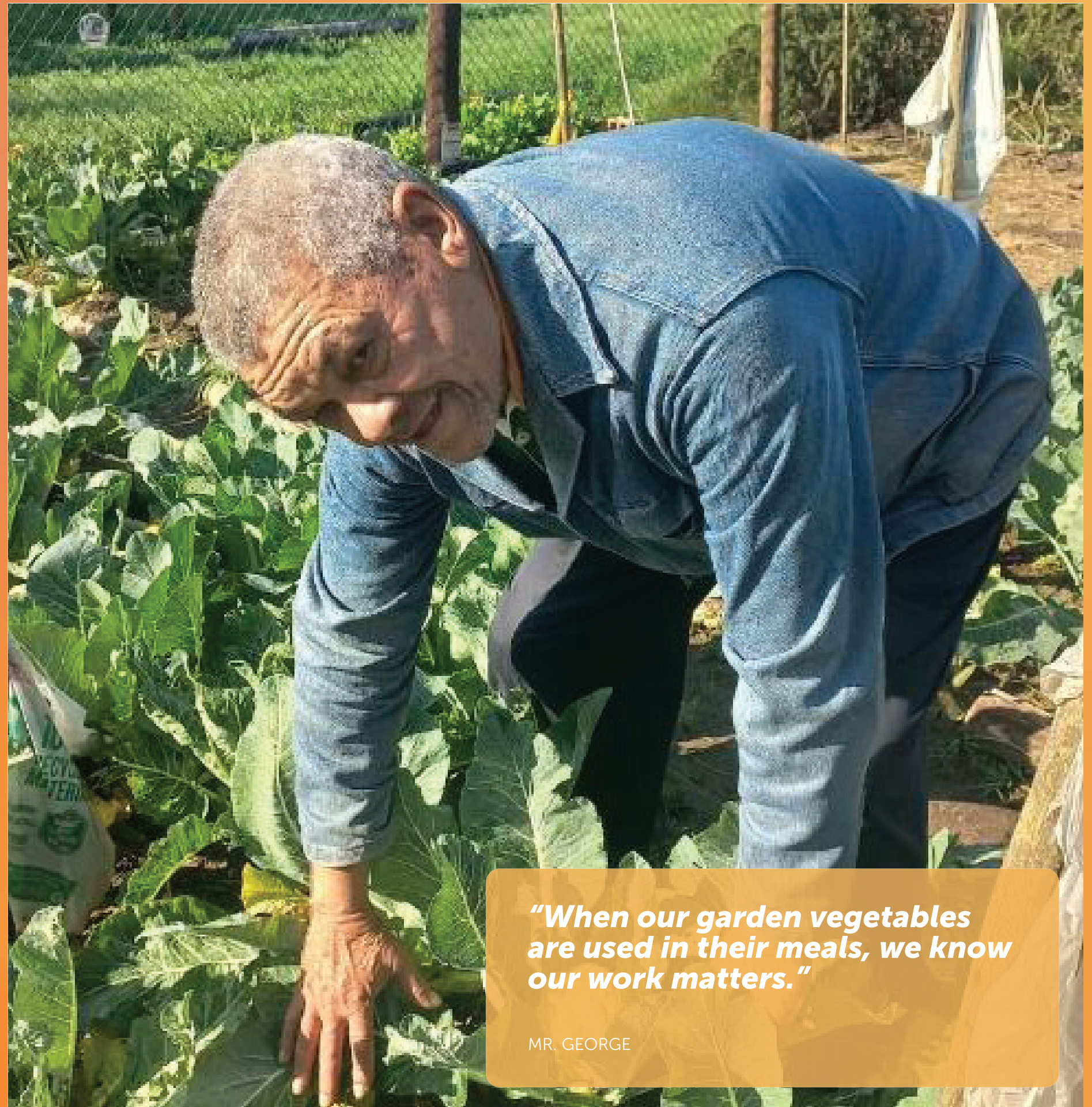
In Manenberg, South Africa — a community struggling with poverty and violence — Manenberg Primary School offers more than education to its 800+ students. For many, the school meals are their only reliable source of nutrition. Thanks to the support of Penny Appeal USA, a thriving school garden plays a vital role in providing fresh vegetables to support these meals.

At the heart of this garden is 76-year-old Mr. George Lamont, affectionately known as “Mr. George.” A lifelong farmer and Manenberg resident, Mr. George has been tending the school garden since 2014. “Gardening keeps me healthy,” he says. “And I use what I know to help keep our children healthy too.”

Beyond nourishment, the garden serves as a therapeutic space for learners coping with trauma. Twice a week, students visit the garden to learn about soil, composting, and growing vegetables — knowledge they’re encouraged to take home. Mr. George collaborates with the kitchen to grow what’s needed for balanced meals, and even transforms kitchen scraps into compost to enrich the soil.

“Children can’t study on an empty stomach,” Mr. George says. “When our garden vegetables are used in their meals, we know our work matters.”

His garden is more than food — it’s a space for healing, learning, and growing a brighter future, one seed at a time.

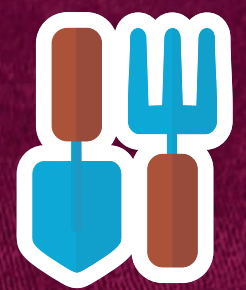


***“When our garden vegetables are used in their meals, we know our work matters.”***

MR. GEORGE



# INCOME GENERATION



## Building Greenhouses



Lebanon



This project assisted vulnerable Lebanese and Palestinian families by helping them build a greenhouse and providing them with seeds, fertilizer, an irrigation system, and a small shop for selling produce in order to secure a livelihood for their families.



**85 BENEFICIARIES**  
**15 GREENHOUSES**

## Tailoring and Mobile Phone Repair



Afghanistan



Your donations supported vocational training for young people in Kabul who were interested in learning mobile phone repair or tailoring—two skills that are in high demand in local communities and will help increase household income for the beneficiaries.



**250 BENEFICIARIES**

## Creating Livelihood Opportunities



Syria



The project supports orphan caregivers by increasing their access to livelihood opportunities, expanding their job skills, and paving the way for them to provide more for their families.



**600 BENEFICIARIES**





# Empowering Futures Through Skill Building

## MAHMOOD'S JOURNEY IN AFGHANISTAN

In the rural village of Gulzar, nestled in the Charasiab district of Kabul, 22-year-old Mahmood Emar once faced an uncertain future. With no employment and few opportunities, he struggled to envision a path forward—until he enrolled in Penny Appeal USA's vocational training program.

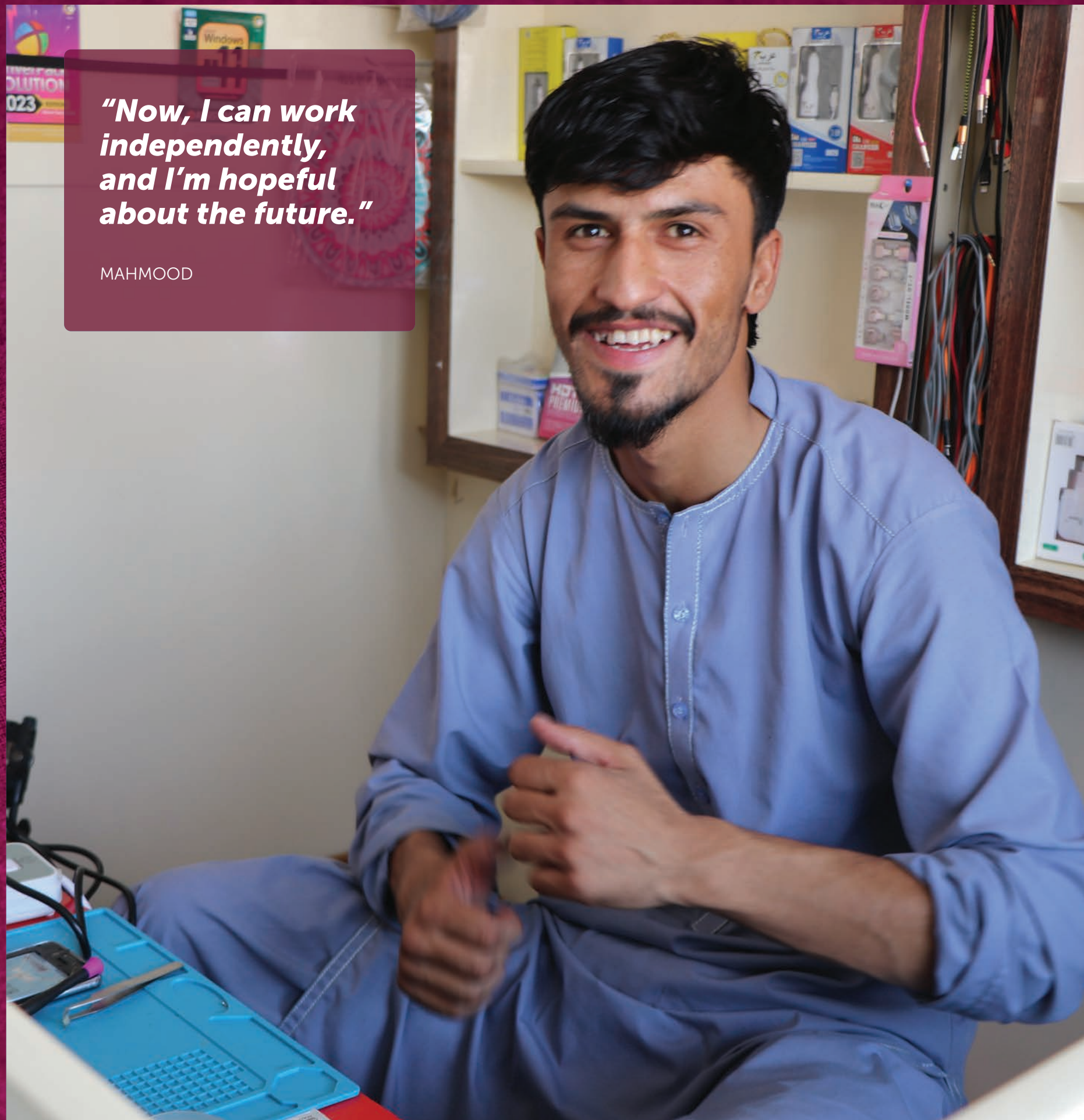
Through our six-month mobile phone repair training, Mahmood gained critical technical skills, including screen and component replacement and mobile software diagnostics. More than just knowledge, he was equipped with a complete set of professional tools—multimeter, power supply, heat gun, glass machine, screwdriver set, and more—giving him everything he needed to begin working right away.

"Before this program, I had no skills and no income," Mahmood shared. "Now, I can work independently, and I'm hopeful about the future. I thank this organization for their support and hope more youth can benefit from this program."

Mahmood is one of many young Afghans transforming their futures through our skills-building initiative. By providing hands-on training and the tools to succeed, we're not only helping individuals thrive—we're investing in the next generation of resilience and self-reliance.

*"Now, I can work  
independently,  
and I'm hopeful  
about the future."*

MAHMOOD





# RELIGIOUS GIVING



## Zakat al-Fitr

- Florida
- Georgia
- Illinois
- Maryland
- Michigan
- New Jersey
- North Carolina
- Virginia

In 2024, we partnered with 15 organizations across the United States to help American families celebrate Eid with gifts, meals, and gift cards through your Zakat al-Fitr donations.

**2,379 BENEFICIARIES**

## Fidyah/Kaffarah

Your Fidyah/Kaffarah donations were used to provide meals to people all over the world during the holy month of Ramadan.

**33,000 BENEFICIARIES**





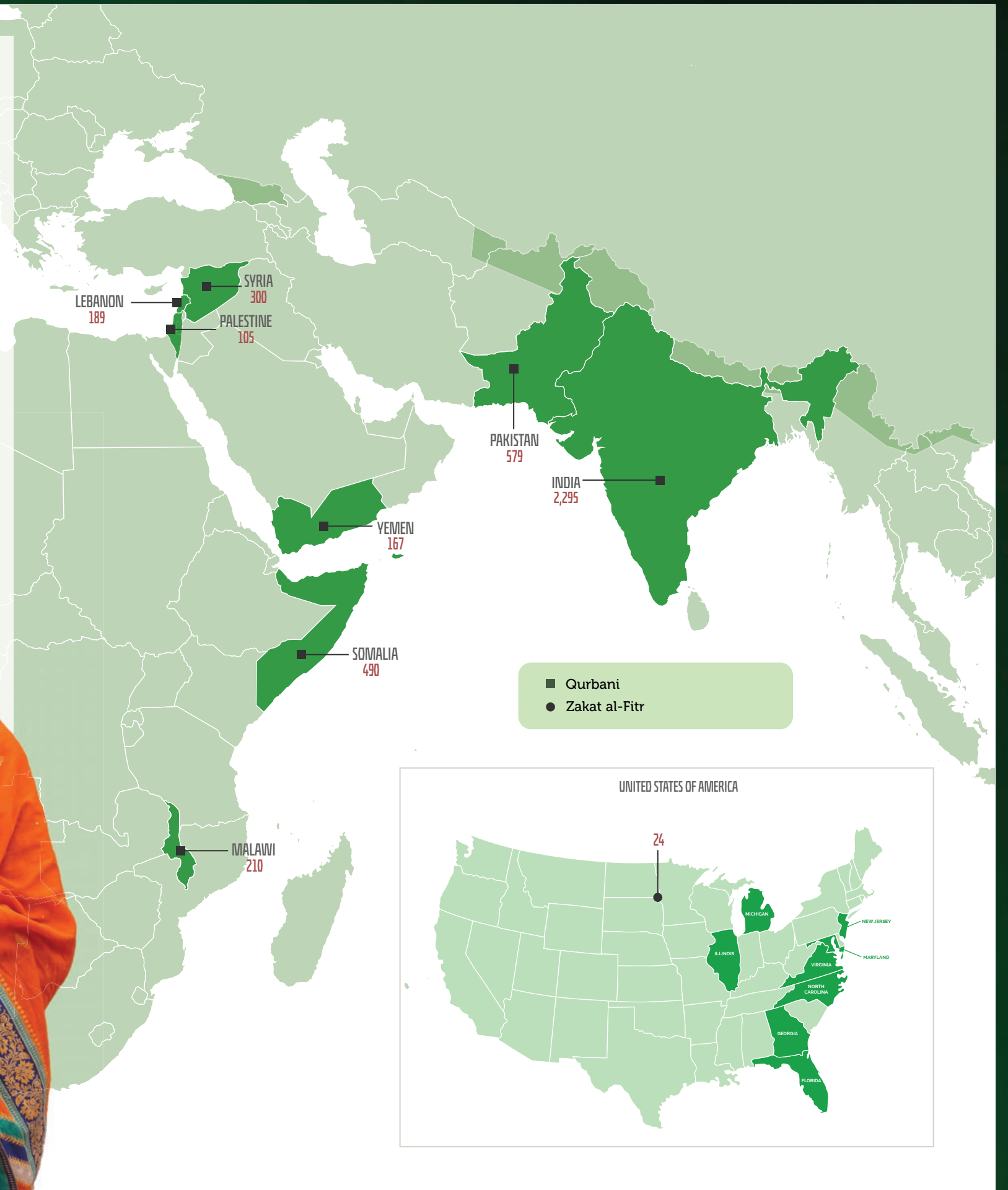
# Qurbani



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).



**73,309 BENEFICIARIES**  
**4,359 SHARES**





# ***Qurbani with Dignity in West Bengal, India***

## RAJAK'S STORY

In the densely populated slums of North 24 Parganas in West Bengal, 52-year-old Md Rajak shares a one-room home with his wife and four children. Their shelter—built from salvaged scraps—barely shields them from the harsh realities of daily life. As a daily laborer with inconsistent income, Rajak often struggles to put food on the table. Hunger is not a passing challenge for his family—it is a constant threat.

Globally, over 800 million people suffer from hunger. Rajak's story reflects that staggering statistic. On some days, he must rely on local charities just to access food or water. "I need food and water for my family. We haven't eaten properly in days," he told one charity worker. Even with occasional aid, the absence of stable work and housing leaves the family vulnerable and anxious about their future.

But during Eid al-Adha, hope arrived in the form of a simple yet powerful gesture: a meat package through Penny Appeal USA's Qurbani program. For Rajak and his family, it meant more than just a meal—it meant dignity, joy, and relief at a sacred time.

"The Qurbani meat helped us eat properly for the first time in days," Rajak shared. "Thank you, Penny Appeal USA, it is appreciated a lot."

For families like his, your Qurbani donations do more than fulfill a religious obligation—they nourish bodies, uplift hearts, and affirm the belief that no one should go hungry on Eid.

***"The Qurbani  
meat helped us eat  
properly for the  
first time in days."***

RAJAK





# HEAL HUMANITY



## Domestic Violence Shelter



Charlotte, NC



In 2019, we opened the only Muslim-led domestic violence shelter in the Carolinas, focused on providing culturally-sensitive care to all women, regardless of faith. In 2024, the shelter was a refuge for 346 brave survivors and over 50 children. We assisted them with finding jobs, housing, financial resources, and counseling, in addition to providing them with shelter, 3 meals a day, bus cards for medical appointments and job interviews, and clothing for their young children.



**396 BENEFECIARIES**



Our hotline is open  
24/7, call or text **(704)  
764-1773** to talk to our  
experienced counselor.





# ***A Safe Haven in Times of Crisis***

## SUPPORTING SURVIVORS AT OUR DOMESTIC VIOLENCE SHELTER

When a young woman arrived at our domestic violence shelter, she carried not only physical injuries—visible bruises on her face and ribs—but also the emotional weight of a deeply traumatic experience. Married for just one year, she had already endured severe physical abuse at the hands of her husband. She came to us immediately after receiving emergency medical care, seeking a safe space to begin her healing.

During her two-week stay, our staff provided wraparound support: trauma-informed care, a safe environment, and resources to help her consider her next steps. When we learned that her abuser had been released, she made the decision to return home. While we always prioritize safety and offer guidance, we also honor each survivor's autonomy and right to make choices for themselves.

We continue to hold space for her in our hearts, wishing her strength, peace, and safety as she navigates her path forward. Her story is one of countless others that reminds us why these shelters are so vital—they are places of refuge, dignity, and hope.





# Partners

Special thank you to our 2024 domestic partners:

- The Aafiya Project

Al Huda

Al-Iman

Ansaar-ul-Birr Community Services

Cornerstone Marriage and Family Intervention

Dar Al-Hijrah Islamic Center

Islamic Center of Detroit

Islamic Center of the Triad

Islamic Society of the Washington Area

Lilly Family School of Philanthropy

Masjid Ash-Shaheed
- Mozaic DMV

Muhsen

Muslim Women’s Organization of Orlando

Muslim-American Society

Neighbors Helping Neighbors

Noor Family Services

Palestinian-American Community Center

Refugee Women’s Network

Syrian Community Network

Wafa House

# Our Board

- REHAN DAWER, Chair
- SHAUN AHMED, Vice Chair
- NAIEL IQBAL, Member
- PRIANKA ALAM, Member
- SALMA KAZMI, Member
- ADEEM YOUNIS, Member
- WASIM LALA, Member





# FINANCIALS\*

## 2024 Revenues

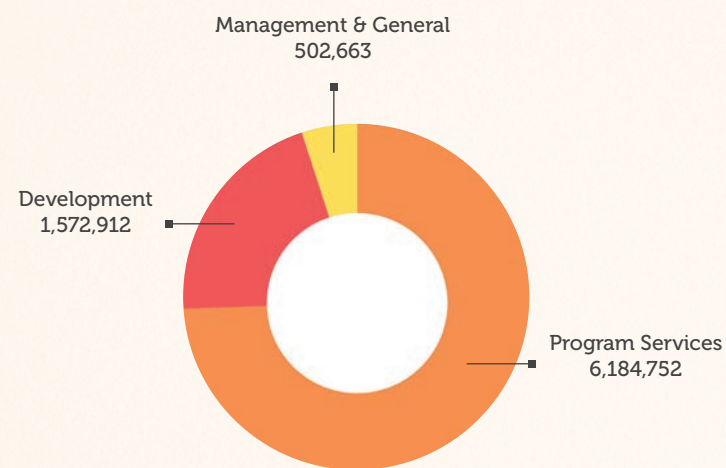
Contribution & Grants	5,704,074
In Kind Donations	275,676
Special Events	5,150
Other Income	1,235,611
<b>Total</b>	<b>7,220,511</b>

## 2024 Allocations

Program Services	6,184,752
Development	1,572,912
Management & General	502,663
<b>Total</b>	<b>8,260,327</b>

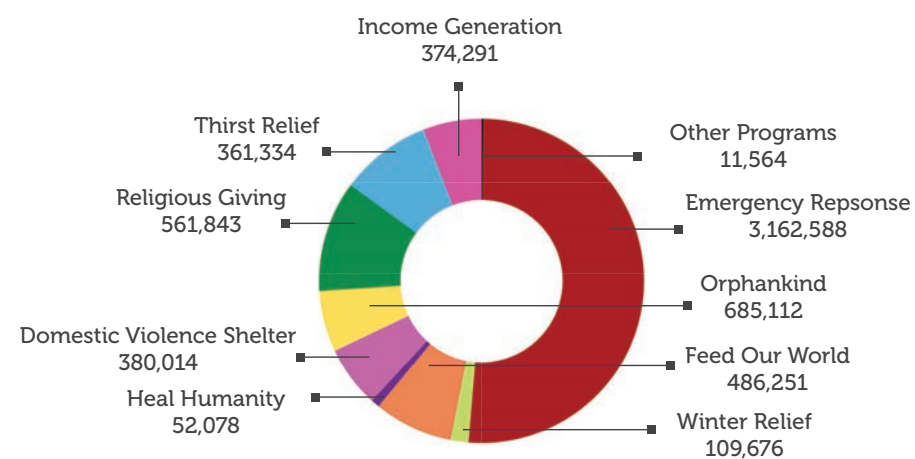
## DISBURSEMENTS

- Program Services
- Development
- Management & General



## PROGRAMS

- Winter Relief
- Emergency Repsonse
- Feed Our World
- Heal Humanity
- Income Generation
- Orphankind
- Religious Giving
- Thirst Relief
- Other Programs



## Programs Distribution in 2024

Emergency Response	3,162,588
Winter Relief	109,676
Feed Our World	486,251
Heal Humanity	52,078
Domestic Violence Shelter	380,014
Income Generation	374,291
Orphankind	685,112
Religious giving	561,843
Thirst Relief	361,334
Other Programs	11,564
<b>Total</b>	<b>6,184,752</b>

# STATEMENT OF FINANCIAL POSITION

As of 12/31/2024

## Assets

### Current Assets

	2024	2023
Cash and Cash Equivalents	4,420,713	4,949,342
Accounts Receivable, Net	191,301	1,442,622
<b>Total Current Assets</b>	<b>4,612,014</b>	<b>6,391,964</b>

### Long-term Assets

Property & Equipment	15,286	17,295
Intangible Assets	45,066	67,915
Other Long-term Assets	87,271	63,715
<b>Total Long-term Assets</b>	<b>147,623</b>	<b>148,926</b>
<b>Total Assets</b>	<b>4,759,636</b>	<b>6,540,890</b>

## Liabilities and Net Assets

### Liabilities

#### Accounts Payable

Accounts Payable (A/P)	124,453	53,886
Amex Gold	5,962	5,132
Deferred Revenue	75,100	126,018
Grants Payable	1,013,721	1,767,956
Health Insurance Contributions	0	(1,234)
Flexible Spending Account	400	(251)
<b>Total Accounts Payable</b>	<b>1,219,636</b>	<b>1,951,507</b>

#### Accrued Liabilities

Accrued Paid Time Off	32,846	32,846
<b>Total Accrued Liabilities</b>	<b>32,846</b>	<b>32,846</b>

### Total Liabilities

<b>Net Assets</b>	<b>3,507,154</b>	<b>4,556,537</b>
<b>Total Liabilities and Net Assets</b>	<b>4,759,636</b>	<b>6,540,890</b>



pennyappeal usa

small change. big difference



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