



pennyappeal **canada**

small change. **big difference**

# 2020 ANNUAL REPORT

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# LETTER FROM LEADERSHIP

## 2020: A year we won't soon forget.

We are filled with awe and gratitude for our remarkable volunteers, donors and community partners who helped Penny Appeal Canada advance our mission to improve, preserve and honour lives at home and around the world, despite a global pandemic. Throughout the past year, we supported families and communities in their efforts to thrive by assisting them with access to clean drinking water through our Thirst Relief program, long term sustainable programming through our Feed Our World program and putting a child on a path of success through our OrphanKind and Education First programs.

Because of your support, essential aid was provided to those affected by the disasters in Bangladesh, Rwanda, Lebanon, East Africa, and Pakistan. Families were displaced and without homes as the global pandemic raged on.

Meanwhile, we saw many, including our friends and neighbours, fall on hard times as economic uncertainty grew. To address this need, Penny Appeal Canada committed spending 50% of our total funds to support Canadians in need with a focus on addressing the immediate needs caused by COVID-19 within our Canadian communities.

Together, we have made a positive impact in the last year, but there is still much more to do. At the beginning of this year, we launched our three-year roadmap (2021-2023) in an effort to share our vision of what we hope to accomplish, and for you, our supporters, to hold us accountable. We invite you to review our recent work and continue to passionately support our shared cause of giving those in need, at home and abroad, stability, dignity and a hope for a brighter future.

Sincerely,



**Talha Ahmed**  
Chief Executive Officer



**Dr. Aleem Hussain**  
Chairman - Board of Directors





# WHO WE ARE

*Penny Appeal Canada is a relief and development organisation with a really BIG vision for the world. We want to create the best societies we can and break the cycles of need and poverty for good. That's a huge goal, so we have become adept at turning small change into a BIG DIFFERENCE.*





# PENNY APPEAL CANADA'S STORY

Penny Appeal was launched in 2009 in the United Kingdom to provide in some of the high needs communities in Asia, the Middle East, and Africa through water solutions, distribution of food, care for orphans, and emergency support during times of crisis. Since its inception, Penny Appeal has empowered communities around the world.

In 2019, Penny Appeal Canada launched with the mission of bringing Penny Appeal to Canada. Together with our affiliate teams in the United Kingdom, Australia, USA, South Africa, and the Middle East, we work in over 30 countries to uplift individuals, families, and communities through a variety of programs that address their need for food, access to clean water, orphan care, emergency aid, education, and resources they need to generate income.

Today, there are Penny Appeal teams and field offices in a number of countries who we work closely with to address the needs of communities. Where we do not have a field office, we work with international organizations and downstream partners who are able to deliver our programs in the most effective way possible.



# MEET OUR BOARD



**Dr. Aleem Hussain**  
Aleem Hussain is a family physician practicing in the Greater Toronto Area and a lecturer at the Department of Family and Community Medicine at the University of Toronto. He also serves as a Director and President of the Muslim Medical Association of Canada.



**Ramz Aziz**  
Ramz is an associate in the Financial Services group at Osler, Hoskin & Harcourt LLP. Ramz's practice includes a broad range of matters for borrowers and credit providers, comprising corporate lending, commercial agreements, structured finance, and Islamic finance transactions. In the community, Ramz focuses on poverty alleviation, housing and food security, and digital equity advocacy.



**Adeem Younis**  
Adeem Younis is a multi-award winning entrepreneur, community leader and philanthropist. He is the founder of Penny Appeal UK. Adeem is an advocate for equality and is on a mission to provide everyone the basic necessities in life.

# UPDATES FROM OUR TEAM

2020 was a year of extraordinary growth for us. In order to create a robust organizational infrastructure to support our growing number of supporters and beneficiaries, and to provide the best level of support to both, we made a number of welcome additions to our team last year.

**EXPANSION OF OUR PROGRAMS TEAM:** As an organization working to create the best societies possible in the countries we work in, we know that we can't achieve that without having a strong focus and handle on the programs we implement. We introduced a Programs Officer and a Community Ambassador. Both play an integral role in ensuring we listen to the needs of our beneficiaries and provide them the support they need in hopes of a brighter future.

**CANADIAN FOOTPRINT:** With the support of the community coming nationwide, we introduced two Regional Managers in Ontario and Alberta to join the growing family and be the faces and voices for our supporters with institutions, businesses and individuals.



# OUR WORK

*Our domestic and international programs are thoughtfully constructed and designed to leverage a bottom up approach. We prioritize the needs of a community through a blend of emergency support, short-term relief and longer-term sustainable interventions driven by community leaders. This multi-faceted approach enables our programs to save lives immediately, improve situations in the coming days and weeks, and transform communities for years to come.*





# FEED OUR WORLD

## RAMADAN 2020 FEED OUR WORLD- UGANDA, DEMOCRATIC REPUBLIC OF THE CONGO, AND TANZANIA



**Status:** Completed

**Location:** Koboko District, Uganda; Chefferie  
Des Kakwa, DRC; Kawe, Tanzania

### What we did:

During Ramadan 2020, we distributed 1 month worth of food aid to families in Uganda, the Democratic Republic of the Congo (DRC), and Tanzania. Food packs included cassava flour, rice, beans, cooking oil, and a variety of culturally appropriate food items.

### Why we did it:

Uganda, DRC and Tanzania each have communities facing food insecurity. Food insecurity has numerous adverse impacts including stunted growth among children and a variety of health issues for youth and adults.

### What we achieved:

The distribution of 557 food packs in Uganda, 125 foodpacks in Democratic Republic of Congo, and 120 food packs in Tanzania.



## PARTICIPATORY LIVELIHOOD SUPPORT FOR FAMILIES IN MYANMAR



**Status:** On-going

**Location:** Sule Gone, Ywar Lay, and Lat Pan, Mandalay, Myanmar

### What we are doing:

We are providing sustainable income generating livelihood to 70 families through livestock development. Through this project we are providing families with cattle and goats, and business skills training so they are able to generate their own income using the provided resources.

### Why we are doing this:

The beneficiary community lives in one of the most food insecure areas in Myanmar. As most of the locals depend on agricultural farming, the dry spell in the area has affected their livelihood and food security.



## SOUTH AFRICA SCHOOL GARDEN PROJECT

**Status:** On-going

**Location:** Kwa-Zulu Natal, South Africa

### What we are doing:

Through 10 school based community gardens we are helping students learn how to grow food and make healthy food choices. The fruits and vegetables grown in the garden will be used to feed students while at school.

### Why we are doing this:

To empower children to become healthy adults with secure livelihoods, there is a need for students to acquire knowledge and skills which are relevant to their lives and environments. Learning how to prepare a garden to produce food, how to work in a group and solve problems, and how to adopt a healthy diet and lifestyle are essential life skills participants of this program will benefit from.

## SUNRISE BAKERY IN MENA

**Status:** On-going

**Location:** MENA



### What we are doing:


We are providing 500 families with a daily ration of bread for 11 months through a charitable bakery that will also provide employment and skills training to community members in need of a source of secure income.

### Why we are doing this:

With over 52 million facing food insecurity in the region, there is an urgent need for humanitarian assistance focused on food programming in MENA. Ongoing civil unrest, climate change, and the COVID-19 pandemic has led to the mass unaffordability of basic essentials for life.









175

Deep Tube Wells  
Constructed on behalf  
of our donors!


87

wells in  
 Pakistan


65

wells in  
 Bangladesh


13

wells in  
 Afghanistan

7

wells in  
 East Africa

3

wells in  
 Kashmir

16

Rainwater  
Harvesting  
Systems



MALAWI WASH PROJECT

**What we are doing:**  
We are establishing 25 water wells in 11 villages in Malawi to provide communities in need with access to safe and drinking water. In each community, we are hosting community WASH education workshops which will provide community members with education on best hygiene practices, household water treatment and safe storage, and food safety.

**Why we are doing this:**  
With more than half of its population living below the poverty line, Malawi is a country in need of infrastructure support. This project will address the need for accessible water points in muslim villages.



# OrphanKind

## 1,129 Orphans Sponsored!

This year we launched our own OrphanKind sponsorship program!

**What we are doing:**

Your monthly sponsorship combined with the generosity of others has helped us provide nutritious meals, clothes, healthcare, and education to orphaned children in Pakistan, East Africa, and South Africa.

**Why we are doing it:**

With 153 million orphaned children worldwide and 5,700 additional orphaned children everyday, there is a need to care for these vulnerable children and their families.

**What changed in 2020:**

In 2020, we launched a new OrphanKind program dedicated to providing orphaned children and their families with a holistic program that meets their needs and empowers them through education!

**What does our OrphanKind program provide:**

School tuition paid directly to the school of the child

School supplies consisting of backpack, textbooks and workbooks, notebooks, stationary items, school uniform, socks, and shoes.

Quarterly food packs to the orphaned families consisting of

- 20kg Wheat flour
- 12kg Rice Super Kernel Basmati
- 5L Oil
- 3kg Pulses
- 3kg Pulses
- 3kg Pulses
- 4kg Sugar
- 1600g Salt







# GLOBAL DISASTERS

## BANGLADESH CYCLONE AMPHAN RESPONSE

**Status:** Complete

**Location:** Satkhira District, Bangladesh

### What we did:

Working with local community leaders, we identified households in need of immediate assistance due to damage caused by Cyclone Amphan. We distributed family kits consisting of: powdered milk for babies, clothing for women, men, and children, and repaired homes that were damaged by the cyclone.

### Why we did it:

Tropical Cyclone Amphan caused wide destruction in Satkhira by damaging peoples homes and sources of livelihood leaving them without essential items such as clothing and in need of support to repair their homes so they could safely return home.

### What was achieved:

We distributed family kits to 40 households and repaired 16 homes.



## RWANDA FLOOD RESPONSE

**Status:** Complete

**Location:** Kigali, Rwanda

### What we did:

We provided families in need with immediate support in the form of emergency kits consisting of rice, sugar, beans, corn flour, cooking oil, soap, and toilet paper.

### Why we did it:

The May, 2020 flooding in Kigali was followed by landslides that destroyed homes, agriculture, and vital infrastructure all while the communities were faced with the unique challenges of COVID-19.

### What was achieved:

We supported 407 households through the distribution of the kits and impacted 2035 individuals.

## LEBANON EMERGENCY RESPONSE



**Phase I- Beirut Emergency Response**

**Status:** Complete

**Location:** Beirut, Lebanon

### What we did:

Following the 2020 Beirut Explosion, we worked with our partners to provide immediate food aid to families in need with food packs and repair the homes of those who were unable to afford to do so on their own.

### Why we did it:

On August 4th, the explosion of 2,750 metric tons of explosive ammonium nitrate at the Beirut sea port left over hundreds of individuals deceased, thousands injured, and hundreds of thousands displaced from their homes. We responded to this emergency to support families in immediate need of support.

### What was achieved:

We distributed 3 weeks worth of essential food items to 740 families and repaired 10 homes damaged as a result of the explosion.

## Phase II- Lebanon Winter Response

**Status:** Complete

**Location:** Beirut, Saida, Sour Caza, Bent Jubail Caza, Nabatieye, and Baalbak, Lebanon

### What we did:

We're providing food parcels, non-food essential items, electric heaters, and winter bed covers to families in need this winter.

### Why we're doing it:

Winter is a difficult time for low families in Lebanon, but in 2020 winter was particularly challenging due to the turmoil experienced following the August 2020 Beirut Explosion. The need for food and essential items is great throughout the country as individuals face economic and social instability.





EAST AFRICA FLOOD RESPONSE

**Status:** Complete  
**Location:** East Africa

**What we did:**  
We provided families displaced by the flood with food and hygiene kits consisting of flour, rice, sugar, oil, powdered milk, dates, tea, noodles, facemasks, sanitizer, hand and body soap, dishwashing liquid, and mosquito nets.

**Why we did it:**  
Heavy rainfall and unprecedented flooding in East Africa resulted in widespread destruction, displacement and casualties, forcing the government to declare a 3 month state of emergency. This natural disaster during the COVID-19 pandemic had a devastating impact on people living along the banks of River Nile.

**What was achieved:**  
198 vulnerable families received emergency food and essential items.



PAKISTAN FLOOD RESPONSE

**Phase I- Sindh Flood Response**  
**Status:** Complete  
**Location:** District Malir, Karachi, Sindh

**What we did:**  
We distributed food parcels consisting of flour, lentils, cooking oil, and a month's supply of water purification tablets to families in Rehri Goth.

**Why we did it:**  
The 2020 monsoon season in Pakistan caused severe flooding in Sindh damaging the houses of vulnerable families residing in structurally housing and severely impacting their livelihoods.

**What was achieved:**  
Through the emergency response food parcels, we provided 4030 individuals with access to food and clean water.

**Phase II- Pakistan Shelter Rehabilitation**  
**Status:** On-going  
**Location:** Sindh, Pakistan

**What we are doing:**  
Through this project we are constructing 10 structurally secure homes for impoverished families who are unable to build permanent housing upon the generational land they own.

**Why we are doing it:**  
In the community we served during the immediate flood relief in Sindh, families live on their own land in structurally insecure huts made of straws and wood that are easily damaged and washed away during heavy rains.



EAST AFRICA CYCLONE RESPONSE

Status: Complete  
Location: East Africa

**What we did:**  
We provided emergency support to families impacted by Tropical Cyclone Gati by providing families with food packs consisting of rice, flour, oil, sugar, and tea. Non-food Item kits consisted of cooking pots, cups, body soap, a bucket, and a standard plastic sheet.

**Why we did it:**  
East Africa was impacted by Tropical Cyclone Gati which took the lives of individuals, damaged assets, and left thousands of individuals displaced.

**What was achieved:**  
We served 600 families by providing 148 food packs, and 600 essential non-food item kits.

CATARACT SURGERIES FOR ROHINGYA REFUGEES

Status: On-going  
Community Partner: OBAT  
Where: Bangladesh

**What we are doing:**  
We're working with community partner OBAT to provide Rohingya Refugees with cataract surgeries.

**Why we are doing this:**  
The massive numbers of Rohingya refugees residing in Bangladesh are in need of essential services such as healthcare. Through this program we are able to provide much needed cataract surgeries to those in need.



MENA WINTER EMERGENCY RESPONSE



Status: Complete  
Location: MENA

**What we did:**  
We served displaced families this winter by providing them with food packs, winter kits, tents, and hygiene kits.

**Why we did it:**  
The MENA region has experienced great civil unrest, economic decline, collapse of infrastructure, massive levels of food insecurity, natural disasters, and now COVID-19. With millions of people in need of humanitarian aid, we launched our winter response to support families through the challenging winter months.

**What we achieved:**  
We served 355 households living in IDP camps.

EMERGENCY RESPONSE HUBS

Status: On-going  
Location: UAE & Canada

**What we are doing:**  
We're working with affiliate Penny Appeal offices to build our capacity to rapidly respond to emergencies both domestically and internationally. We're investing in essential emergency response goods so when emergency strikes we are able to respond as quickly as possible.

**Why we are doing this:**  
It is essential that we respond to emergencies as rapidly as possible to ensure that those who are in need of support receive immediately. Through strategic planning we will be able to support communities throughout the world with emergency aid when they need it most.



# Education First

## KEEPING GIRLS IN SCHOOL

**Status:** On-going  
**Location:** Lyari and Hijrat Colony, Karachi, Sindh, Pakistan



**What we're doing:**

We're working in 10 schools in Lyari and Hijrat Colony to empower 4000 girls with sports based learning opportunities. The focus of this program is to provide underprivileged girls with sports based learning, student mentorship, skills development sessions, and financial assistance to stay in school.

**Why we're doing it:**

While cutting costs, in situations where families are forced to choose between addressing the educational needs of their children, they may select those of their male child which has been demonstrated through the gender disparity in student enrollment in schools.

## NEPAL GIRLS EDUCATION PROJECT

**Status:** On-going  
**Location:** Gaur Municipality and Ishnath Municipality, Nepal



**What we are doing:**

We're empowering 65 women with vocational training and materials to launch lac bangles, hand embroidery, sanitary pad, and mask making small businesses. Through the training and start up materials, women will be able to generate a source of income to support themselves and their families.

**Why we are doing it:**

A variety of forces work against women in the developing world, limiting their participation in the economy and access to resources. Barriers such as social standing, lack of formal education and vocational training, and access to capital limit women from breaking the cycle of poverty.





# At Home

## LET'S SMILE FOR SCHOLARSHIPS

**Status:** On-going

**Community Partner:** SMILE Canada - Support Services

**Location:** Canada



### What we are doing:

We are providing financial assistance to families in need of respite support, adaptive equipment and assistive technology and therapeutic activities. Each approved family will receive between \$200-\$2000 CAD based on the support they require.

### Why we are doing it:

SMILE has experienced a 31% increase in families in need of support during the pandemic. These families have increasingly complex needs and require access to essential services that are otherwise inaccessible to them.

## WOMEN'S TRANSITIONAL HOME-LONDON

**Status:** On-going

**Community Partner:** Sakeenah Homes

**Location:** London, Ontario



### What we are doing:

We are supporting muslim women and children who are navigating through issues such as domestic violence, homelessness, immigration issues with a safe space to seek refuge. The London home will provide shelter and services for up to 12 women and children.

### Why we are doing it:

Currently in London there are no muslim specific sheltering projects which address the needs of muslim women.

## FOSTERING AGENCY

**Status:** On-going

**Community Partner:** Sakeenah Homes

**Location:** Ontario, Canada



### What we are doing:

We are supporting the education of muslim families on the need for muslim foster care families in Ontario, and the connecting of muslim foster children with muslim fostering families to ensure that culturally and religiously sensitive care is given to children in need.

### Why we are doing it:

Currently there is an increasing number of muslim children in the foster care system, but there are not enough muslim foster families to care for them.

## RAMADAN 2020 AT HOME

**Status:** Complete

**Community Partner:** ASK Foundation

**Location:** Ontario, Canada

### What we did:

During Ramadan in the GTA, #TeamOrange volunteers delivered restaurant prepared iftar meals to muslim families in need, and ASK Foundation delivered meals to unhoused individuals on our behalf.

### Why we did it:

Food insecurity is a challenge facing low-income families and households across the GTA. Providing meals assists families in staying nourished and maintaining their health, particularly during the month of Ramadan.

### What we achieved:

4,286 meals were distributed to families in need with the help of our #TeamOrange volunteers.



## COVID-19 INDIGENOUS CLEAN WATER PROJECT

**Status:** Complete

**Location:** Ontario, Canada

### What we did:

Penny Appeal Canada provided 60 large water containers to 30 mainly indigenous encampments in Hamilton, Ontario.

### Why we did it:

Indigenous individuals living in encampments in Hamilton lost access to clean drinking water due to the closure of non-essential services during the Covid-19 global pandemic.

### What we achieved:

Each encampment received 2 large water containers for a total of 60 distributed across 30 encampments.





**SERGE IBAKA FOUNDATION & PENNY APPEAL CANADA PARTNERSHIP**

**Status:** Complete  
**Community Partner:** Fred Victor Centre & Serge Ibaka Foundation  
**Location:** Ontario, Canada

**What we did:**  
We provided meals and personal protective equipment to ensure that many of the same families that are working on frontlines are nourished, healthy, and protected.

**Why we did it:**  
Due to the COVID-19 pandemic those in need were accessing frontline services for food. Our efforts provided food to those in need while ensuring that those serving them were protected and safe.

**What we achieved:**  
We served 21,796 meals, 328 households with 1 month of food, provided 100 households with access to a pop-up food bank. To frontline staff, we distributed 4000 masks and 1000 pairs of gloves.

**FORT MCMURRAY FLOOD RESPONSE**

**Status:** Complete  
**Community Partner:** Markaaz Ul Islam  
**Location:** Alberta, Canada

**What we did:**  
Following the flooding in Fort McMurray Penny Appeal Canada distributed 864 cases of bottled water for the community to ensure that they have access to safe drinking water.

**Why we did it:**  
Fort McMurray was hit with a boil water advisory after the flooding in 2020 resulting in an immediate need for clean water.

**What we achieved:**  
864 cases of bottled water helped families with accessing clean water.

**PENNY APPEAL PROTECTS**

**Status:** Complete  
**Location:** Ontario, Canada

**What we did:**  
Penny Appeal Canada distributed thousands of pieces of personal protective equipment to partners across the province providing frontline services to individuals during the peak of the COVID-19 pandemic.

**Why we did it:**  
As a result of the Covid-19 pandemic, there were shortages across the province of PPE creating challenges for frontline services in need of these essential supplies.

**What we achieved:**  
We distributed 980 KN95 masks, 36,150 Level 2 Surgical Masks, 9400 Nitrile Gloves, and 510 face shields.

**BACK TO SCHOOL 2020**

**Status:** Complete  
**Location:** Alberta & Ontario, Canada

**What we did:**  
We provided backpacks and grade appropriate school supplies to students in Toronto, Oshawa, Mississauga, Brampton, and Edmonton.

**Why we did it:**  
COVID-19 created a variety of additional financial challenges for low-income families who often have difficulties paying for adequate school supplies for their children during the back-to-school season.

**What we achieved:**  
We supported 3000 students through this program.





COLD DAYS WARM HEARTS

**Status:** Complete  
**Location:** Alberta & Ontario, Canada

**What we did:**  
We provided individuals across Canada with restaurant prepared warm meals, shopping for their winter apparel, and the distribution of winter care kits consisting of essential winter accessories.

**Why we did it:**  
Due to Covid-19, many low-income families found themselves unable to meet basic food and clothing requirements.

**What we achieved:**  
We distributed 7000 meals, served 520 individuals through the shopping spree, and distributed 1800 adult winter care kits, and 700 child care kits.

**The Cold Days Warm Hearts Program is supported by the Government of Canada’s Emergency Community Support Fund and Community Foundations of Canada**

GIRLS’ NIGHT

**Status:** On-going  
**Community Partner:** MLSE Foundation  
**Location:** Ontario, Canada

**What we are doing:**  
We are supporting sports based programming for girls, which occurs through recurring programs held every Monday for 45 weeks a year.

**Why we are doing it:**  
Our goal is to support a safe and welcoming space for girls to explore different sports and build confidence, maturity, and other life skills.







**NOURISHING NEIGHBOURS**

**Status:** On-going  
**Community Partner:** ASK Foundation  
**Location:** Ontario & Quebec, Canada

**What we are doing:**

For 52 weeks we'll be serving 200 meals to unhoused people in Ottawa and Montreal.

**Why we are doing it:**

Providing meals alleviates the difficult conditions faced by unhoused people and addresses food insecurity.

**WOMEN'S BAKERY**

**Status:** On-going  
**Community Partner:** Fred Victor Centre  
**Location:** Ontario, Canada

**What we are doing:**

We are providing 24 vulnerable women with formal bakery training, and internships.

**Why are doing it:**

Vulnerable women are in need of female friendly spaces to meet survival needs, develop their skills, and receive job training and opportunities. Though this program we will help participants develop skills which they will be able to use to generate an income.

**MEAL EMPOWERMENT PROGRAM: COMMUNITY AND FOOD INSECURITY**

**Status:** Complete  
**Location:** Ontario, Canada

**What we did:**

We provided food insecure families in Brampton, ON with a food basket, hygiene items, and a grocery store gift card and the opportunity to participate in a virtual cooking program hosted by our team.

**Why we did it:**

The global pandemic has exacerbated food insecurity for vulnerable families in need at our partnering schools leaving students with limited access to essential items and social engagement after school.

**What we achieved:**

We served 247 families through 5 grocery and hygiene kit drop offs and 5 virtual cooking nights.

**The Meal Empowerment Program: Community and Food Insecurity is supported by the Government of Canada and the COVID-19 Emergency Community Support Fund**



### THE PS43 FOUNDATION CANADA

**Status:** On-going  
**Community Partner:** The PS43 Foundation Canada  
**Location:** Ontario, Canada

**What we are doing:**  
We are addressing the digital divide in Toronto by providing students in the TDSB with laptops and coding workshops so they can build their passion and knowledge for careers in IT.

**Why we are doing this:**  
The COVID-19 pandemic exposed a digital divide, leaving some vulnerable students at risk of being left behind. This program is to ensure that doesn't happen.

### WEB THERAPY

**Status:** On-going  
**Community Partner:** Naseeha Mental Health  
**Location:** Ontario, Canada

**What we are doing:**  
We are providing those in need of mental health care with the professional virtual therapy they require free of cost.

**Why we are doing it:**  
We are working to ensure that individuals in need of mental health services are able to access them without concern of the financial burden associated with seeking care.

### BUILDING HOLISTIC SUPPORTS FOR THE MUSLIM COMMUNITY'S MOST MARGINALIZED & NEGLECTED

**Status:** On-going  
**Community Partner:** Islamic Family and Social Services Association  
**Location:** Alberta, Canada

**What we are doing:**  
We are supporting holistic programs that divert Muslims from prison and recidivism through chaplaincy services, mental health and addictions counselling, job readiness / preparedness and anger management.

**Why we are doing it:**  
Muslims are the fastest growing population in Canadian prisons and there is a need for support that is spiritually grounded and culturally sensitive.



### YEG FOOD HAMPER PROGRAM

**Status:** On-going  
**Community Partner:** Masjid Al Fatima  
**Location:** Alberta, Canada

**What we are doing:**  
We are providing food insecure families in need with culturally appropriate groceries that will last them 1 month.

**Why we are doing it:**  
The need for food programming in Edmonton is vast with many food insecure families unable to afford nutritious groceries to sustain them and their loved ones.

### EMPOWERING THROUGH ISLAMIC EDUCATION

**Status:** On-going  
**Community Partner:** Academy of Arabic & Islamic Sciences  
**Location:** Alberta, Canada

**What we are doing:**  
We're working with staff and students at the University of Calgary to provide Islamic and Arabic educational programming on campus in an engaging and interactive manner.

**Why we are doing it:**  
Muslim chaplaincy programs in universities provide a safe environment for students to learn about Islam while providing guidance and support to students from all walks of life.



# RELIGIOUS GIVING



## ZAKAT AL-FITR

**Status:** Completed

**Location:** Kwa-Zulu Natal, South Africa & Ontario, British Columbia, and Quebec, Canada



### What we did:

Following Ramadan 2020, we provided support to muslims in South Africa and Canada with food support.

### Why we did it:

Muslim families around the world are experiencing financial hardships which limit their ability to join in the celebration of Eid. The rampant spread of COVID-19 greatly exasperated the economic difficulties families face and increased the vulnerability of low-income families.

### What we achieved

We supported 100 households in Kwa-Zulu Natal, South Africa with food packs, 131 families in Ontario, British Columbia, and Quebec, Canada with e-gift cards, and 150 families in Ontario, Canada with food vouchers and hampers.

## QURBANI

**Dates:** July 31st, 2020 / 10th Dhul-Hijjah- August 2nd, 2020 / 12th Dhul-Hijjah

**Status:** Complete

**Location:** Bangladesh, Lebanon, Myanmar, Pakistan, MENA, India, East Africa, and Canada

### What we did:

We provided vulnerable food insecure families with fresh meat in 10 countries around the world through the provision of Qurbani meat during Eid Al-Adha.

### Why we did it:

We honour the tradition of Prophet Ibrahim (AS) through the obligatory sacrificial slaughter of animals, known as Qurbani.

### What we achieved

We performed 4019 Qurbanis and distributed and distributed the meat as follows: 2100 shares of cow in India, 400 shares of goat in Uganda, 350 shares of cow in Pakistan, 401 shares of cow in Myanmar, 98 shares of cow in East Africa, 98 shares of cow in Bangladesh, 493 shares of goat in MENA, 30 shares of cow in Lebanon, 19 shares of cow in Palestine, and 30 shares of lamb in Canada.

## ZAKAT AT HOME

**Status:** Complete

**Community Partner:** National Zakat Foundation

**Location:** Canada

### What we did:

We supported households across Canada food, rental support, debt relief, and other basic essentials of life.

### Why we did it:

Due to the COVID-19 pandemic, muslim families across the country experienced loss of income and food insecurity.

### What we achieved

We supported 153 families across 23 cities.







*Despite the global pandemic, our #TeamOrange volunteers have played an important role in our success. #TeamOrange helped us distribute iftar to families during the month of Ramadan, fundraised over \$150,000 for various programs and even formed a Programs Advisory Committee. We anxiously await to get more #TeamOrange volunteers involved in our events in the years to come. Join #TeamOrange today by visiting [pennyappeal.ca](https://pennyappeal.ca)!*





# 2020 FINANCES



For the Year Ended December 31, 2020



## Expenditure

Charitable Programs & Programs Delivery	\$2,905,603
Fundraising Expenses	\$807,606
Administration Expenses	\$233,556
<b>Total</b>	<b>\$3,946,765</b>



## Revenue

Donations Received	\$2,437,115
Grants and other Revenue	\$1,505,601
<b>Total</b>	<b>\$3,942,716</b>

**100% of your donations  
directly supported  
beneficiaries!**

# SPECIAL THANKS TO OUR PARTNERS

- Academy of Arabic & Islamic Studies
- Al Rashid Mosque
- Al-Mustafa Academy & Humanitarian Society
- Al-Salam Centre MAC
- ASK Foundation
- Cawartha Shelter
- Edmonton Public School Board
- Family Residence
- Boys and Girls Club of Canada
- Peel District School Board
  - Fletcher's Creek Senior Public School
  - Harold F Loughin Public School
  - Sir. Winston Churchill Public School
- Fred Victor Centre
- Gibraltar Leadership Academy
- Halal Food Fest
- Indigenous Housing Services
- Islamic Family & Social Services Association (IFSSA)
- Jane and Finch Boys & Girls Club
- Little Things, GTA
- MAC Islamic School
- Durham District School Board
- Markaz-UI-Islam Congregation Of Fort McMurray
- Masjid Al-Fatima
- MIST
- MLSE Foundation
- MLSE LaunchPad
- Muslim Fest
- Naseeha Mental Health
- National Zakat Foundation
- OBAT Canada
- Our Place Peel
- Rahma Mosque - MAC Edmonton
- Right To Play Canada
- Safa and Marwa Islamic School
- Sahaba Mosque
- Sakeenah Homes
- Serge Ibaka Foundation
- SMILE Canada - Support Services
- Sojourn House
- St. Simon's Shelter
- Street Outreach Program
- The PS43 Foundation Canada
- Toronto Foundation for Student Success
- Women's Habitat
- Young Street Mission
- Youth Peel Village
- Youth without Shelter



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