

pennyappeal

canada



Q2 2021 REPORT

WHAT'S INSIDE

03 MESSAGE FROM CEO

04 OUR WORK

Feed Our World
Thirst Relief
OrphanKind
Global Disasters
Education First

26 FINANCES

27 OUR PARTNERS

27 IN OTHER NEWS

MESSAGE FROM CEO

It's hard to believe that half of 2021 has already passed. 2021 has had its moments of highs and lows, and the divide between those that have it and those that don't is becoming more and more apparent in our society around the world.

The global outbreak of the deadly coronavirus continues to be at the forefront; the spread of COVID-19 has served to highlight massive socio-economic inequalities. Before COVID-19, the world was struggling to reach the 2030 UN target of eradicating extreme poverty worldwide. The economic impact of the outbreak is now threatening to push over 70 million people back into extreme poverty in what would be the biggest setback in the fight against poverty since the late 1990s.

Closer to home, Islamophobia exists and on a late Sunday evening on June 6th, four individuals were taken far too soon from an act of terrorism by an individual in London, Ontario. As an organization, and individuals living in the most diverse, multicultural country in the world, it is our job to hold our elected officials accountable to criminalize Islamophobia. To our supporters, we are providing support for mental health services through other grass-roots organizations and supporting advocacy work through community partners. Ultimately, whether as individuals or organizations, we must all do more to end Islamophobia and promote interfaith

collaboration and human dignity in all of its forms.

I hope you enjoy reading this report and learning about our work this year. One of our motivational factors behind launching Penny Appeal Canada in 2019 was the desire to encourage more transparency within the nonprofit sector. This first semi-annual report therefore is our attempt to live our values and to increase our transparency. While it's standard practice for organizations to produce an annual report each year, we hope these quarterly reports will provide you with more regular updates about the work you all make possible.

Despite the impact of the coronavirus pandemic on our fundraising plans, the first half of this year proved to be our strongest to date. While there is still much uncertainty about the months to come, our responsible management of funds means we have a healthy cash reserve that enables us to continue to fight against poverty in the months and years to come.

Thank you again for your support.

Sincerely,



Talha Ahmed
Chief Executive Officer

FEED OUR WORLD



BANGLADESH LIVELIHOOD FOR QURBANI

ON-GOING

 Bangladesh

What we are doing:

We provided 35 female headed households with a cattle and calf to raise and generate an income with. Each household was trained on livestock practices and taught income generation strategies. During Qurbani 2021, PAC will purchase the cattle from these households to perform donor qurbani creating a cycle of income generation for the women in the program.

Why we are doing it:

We are empowering women with the resources and opportunities they need to generate an income to support themselves and their families.

What we have accomplished:

We have trained 35 women and an additional member from their household on livestock practices and given them their calf and cattle.

RAMADAN ZAKAT AL FITR FOOD HAMPERS

COMPLETE

 South Africa, Myanmar, Pakistan

What we did:

We provided zakat eligible Muslim beneficiary families in need with food packs the week before Eid. Each food pack consisted of staple food items for one month, fresh foods, and ingredients for families to prepare a celebratory meal.

Why we did it:

Food insecurity is a universal challenge faced by communities around the world. During COVID-19 food insecurity has been exacerbated by the various socio-economic challenges beneficiary families have been facing for the past year.

What we accomplished:

We served 211 households in South Africa, 1700 households in Myanmar, and 295 households in Pakistan.

RAMADAN FOOD HAMPERS

COMPLETE

📍 South Africa & Zimbabwe

What we did:

We provided Muslim beneficiary families with food hampers consisting of 1 month worth of food ration for the month of Ramadan. Each food hamper consisted of culturally appropriate ingredients and staple food items for families to enjoy during iftar.

Why we did it:

We provided food packs to families in need to ensure that they had nutritious food throughout the month of Ramadan.

What we accomplished:

We served 250 families in South Africa and 250 families in Zimbabwe.



RAMADAN HAMPERS



MYANMAR LIVELIHOOD SUPPORT

ON-GOING

Sule Gone, Ywar Lay, Lat Pan,
Mandalay, and Myanmar

What we are doing:

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. Through this program we will support them through income generation program appropriate for their needs.



SUNRISE BAKERY IN MENA

ON-GOING

MENA

What we are doing:

We are providing 500 families with a daily ration of bread for 11 months through a charitable bakery that employs and trains local community members.

Why we are doing this:

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

SOUTH AFRICA SCHOOL GARDEN PROJECT

ON-GOING

Kwa-Zulu Natal, South Africa

What we are doing:

Through 10 school based community gardens we are teaching students 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:

We are empowering children to become healthy adults with secure livelihoods. 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.



YEG FOOD HAMPER PROGRAM





NOURISHING NEIGHBOURS

COMMUNITY PARTNER: ASK FOUNDATION

ON-GOING

📍 Ontario & Quebec, Canada

What we are doing:

We are serving 200 meals to unhoused people in Ottawa and Montreal for 52 weeks. Each week, #TeamOrange assembles and distributes meals to those in need.

Why we are doing it:

Providing meals alleviates the difficult conditions faced by unhoused people and addresses food insecurity. Throughout Ramadan, we served unhoused individual meals that they otherwise would not have had access to.



WOMEN'S BAKERY

COMMUNITY PARTNER: FRED VICTOR CENTRE

ON-GOING

📍 Ontario, Canada

What we are doing:

We are working with Fred Victor Centre to provide 24 vulnerable women with formal bakery training, and internships.

Why we did 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.



YEG FOOD HAMPER PROGRAM

COMMUNITY PARTNER: MASJID AL FATIMA

COMPLETE

📍 Alberta, Canada

What we did:

From January through April, #TeamOrange is providing food insecure families in need with culturally appropriate groceries that will last them 1 month.

Why we did 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.

What we accomplished:

We served 71 families over the course of 4 months with over half of the families having been served each month. Families reported COVID-19 as one of the greatest reasons why they were in need of food assistance



RAMADAN AT HOME

COMPLETE

Oshawa, Whitby, Ajax, Pickering, Markham, Scarborough, Toronto, Mississauga, Brampton, Oakville, Hamilton, Calgary, Edmonton, and St. Catherines, Canada

What we did:

Throughout the month of Ramadan #TeamOrange volunteers across Canada served Muslim families in need with Ramadan grocery hampers and iftar meals. We purchased groceries and meals from locally owned and operated businesses within the communities we served.

Why we did it:

We wanted to ensure that Muslim families were truly able to engage in the celebrations of Ramadan with quality groceries and restaurant meals.

What we accomplished:

We distributed 6,688 iftar meals and 400 Ramadan grocery hampers over the course of 30 days.



ZAKAT AL FITR AT HOME

COMPLETE

Scarborough, Toronto, Mississauga, Oakville, & Edmonton, Canada

What we did:

The weekend before Eid, #TeamOrange distributed Zakat Al Fitr grocery hampers to Muslim families in need. #TeamOrange prepared food hampers and delivered them to the homes of our beneficiaries along with Eid gifts for the kids!

Why we did it:

We wanted to ensure that families in our local communities would have access to groceries to celebrate eid irrespective of their financial situation.

What we accomplished:

We served 214 beneficiary families with 2 bags worth of groceries and 101 families with eid gifts for their children.



THIRST RELIEF



MALAWI WASH PROJECT

ON-GOING

 Malawi

What we are doing:

We are digging 10 borehole water wells in villages in Malawi. We are providing communities in need with access to safe and drinking water and WASH education workshops about 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.

What we have accomplished:

4 out of 10 water wells are complete and already being used by the local community.

PAKISTAN WATER FILTRATION PLANTS

ON-GOING

 Pakistan

What we are doing:

We are building 6 water filtration plants in Sindh to provide beneficiaries of 6 communities with access to clean drinking water.

Why are we doing this:

64% of the population of Pakistan is deprived of access to safe and clean drinking water. This project will ensure that beneficiaries have access to clean water in a dignified manner.



ORPHANKIND



1,100 ORPHANS SPONSORED!

What we are doing:

Your monthly sponsorship combined with the generosity of others has helped us provide education, school supplies and food packs to orphaned children aged 4–15 in Pakistan in Quarter 2.

We distributed our quarterly food pack to the families of the orphan children in the 9 regions through distributions hosted at 56 central locations. Each food pack consisted of:

- 20 kilograms wheat flour
- 5 kilograms rice
- 3 litres oil
- 5 kilograms sugar
- 4 kilograms pulses
- 4 kilograms lentils
- 4 kilograms red beans
- 1.6 kilograms salt

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 does our OrphanKind program provide:

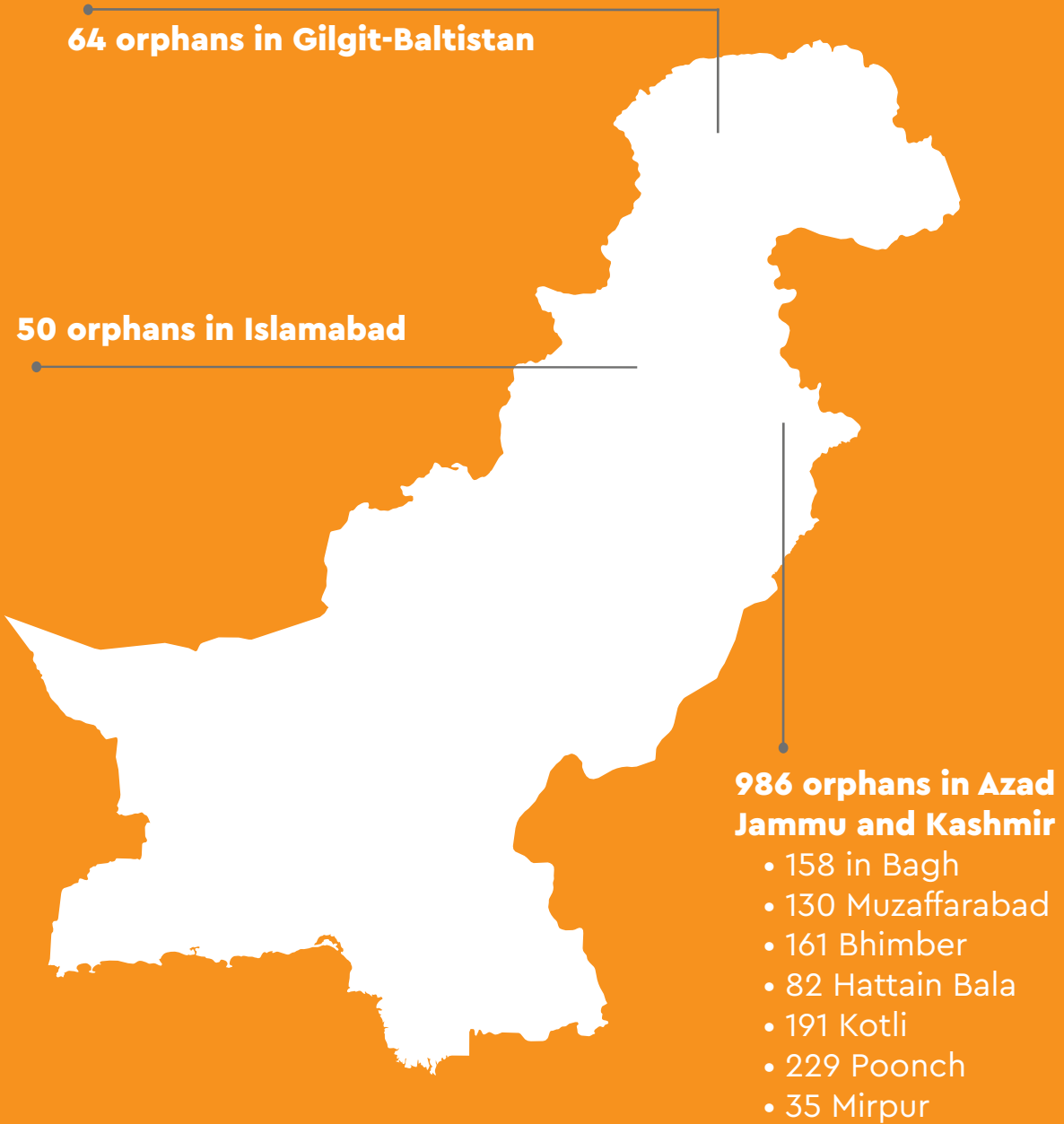
School tuition paid directly to the school of the child, school supplies consisting of backpack, textbooks and workbooks, notebooks, stationary items, school uniform, socks, and shoes.

ORPHANKIND IN PAKISTAN





PAKISTAN



 **547**
BOYS

 **553**
GIRLS

GLOBAL DISASTERS



ROHINGYA FIRE EMERGENCY RESPONSE

COMPLETE

Bangladesh

What we did:

We responded to the fires in Cox Bazar by providing displaced rohingya refugees with food packs, essential household items, temporary shelter kits, and access to clean water.

Why we did it:

The first in the Rohingya Refugee Camp on March 22, 2021 caused devastation in a community that has already been facing distress and devastation. The fires left thousands of homes destroyed and families unhoused without essential items.

What we accomplished:

We served beneficiary families by providing them with 75 food packs, 75 essential household item kits, 75 temporary shelter kits, and a water tanker to provide the community with clean water for 3 months.

INDIA EMERGENCY RESPONSE

ON-GOING

India

What are we doing:


We are working in Delhi and Chennai to address the COVID-19 crisis by providing hospitals and medical centres with much needed oxygen concentrators, medical equipment and supplies.

Why are we doing it:

In May of 2021, COVID-19 surged to unprecedented heights in India. With the record daily case count over 400,000 hospital and primary health centers were forced to turn patients away as they lacked the quantity of equipment needed to address the health crisis in the nation.

PALESTINE EMERGENCY RESPONSE

ON-GOING

 Palestine

What are we doing:


We are actively working in Gaza and the West Bank to provide relief in the form of food and prepared meals, COVID-19 test kits, emergency medical supplies and equipment, minor and major shelter rehabilitation, and education centre renovation.

Why are we doing it:

Renewed violence in Gaza and West Bank have left thousands injured and displaced. As this humanitarian crisis continues, we are responding by addressing the immediate needs of the beneficiaries we are serving.

AFGHANISTAN EMERGENCY RESPONSE

ON-GOING

 Afghanistan

What we are doing:

We are providing oxygen cylinders and PPE to regional hospitals in Afghanistan to address the shortage of these items at care centres.

Why we are doing it:

In Afghanistan COVID-19 is surging making it difficult for hospitals with limited capacity to provide adequate care to patients.



ROHINGYA FIRE RESPONSE



CATARACT SURGERIES FOR ROHINGYA REFUGEES

COMMUNITY PARTNER: OBAT

ON-GOING

 Bangladesh

What are we doing:


We're working with community partner OBAT to provide Rohingya Refugees with cataract surgeries.

Why are we 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.

EMERGENCY RESPONSE HUBS

ON-GOING

 UAE & Canada

What are we 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 are we 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.

MENA EMERGENCY FOOD RESPONSE

ON-GOING

 MENA

What are we doing:

#TeamOrange volunteers packed food buckets consisting of nutritionally dense staple foods. These food buckets are being sent to the MENA region to be distributed to families in need of urgent food.

Why are we doing it:

The COVID-19 pandemic is having a critical impact on access, affordability, and availability of safe and nutritious food for vulnerable families in the MENA region.



LONDON HOME

COMMUNITY PARTNER: SAKEENAH HOMES



ON-GOING

📍 London, Ontario

What we are doing:

We are supporting Muslim women and children who are navigating challenging times with a safe space to seek refuge. The London home provides shelter and services for up to 12 women and children at any given time.

Why we are doing it:

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



FOSTERING AGENCY

COMMUNITY PARTNER: SAKEENAH HOMES



ON-GOING

📍 Ontario, Canada

What are we doing:

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





LET'S SMILE FOR SCHOLARSHIPS

COMMUNITY PARTNER: SMILE CANADA – SUPPORT SERVICES



ON-GOING

📍 Canada



What are we doing:

With our grant funding, SMILE Canada will provide financial assistance between \$200-\$2000 CAD to families in need of respite support, adaptive equipment and assistive technology and therapeutic activities.

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.

MENTAL HEALTH WEB THERAPY

COMMUNITY PARTNER: NASEEHA MENTAL HEALTH



ON-GOING

📍 Ontario, Canada

What are we doing:

With Naseeha Mental Health we are providing those in need of mental health care with the professional virtual therapy they require. To date we have served 55 clients between the ages of 10-50.

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.

EDUCATION FIRST



#FORHER: KEEPING GIRLS IN SCHOOL

ON-GOING

📍 Lyari and Hijrat Colony, Karachi, Sindh, Pakistan

What are we doing:

We're working with 14 schools to empower girls with sports based learning opportunities and coaches with paid employment. 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 are we 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

ON-GOING

📍 Gaur Municipality and Ishnath Municipality, Nepal

What we are doing:

We are renovating classrooms and building latrines for female students at 2 schools to create girl friendly learning spaces for female students. We are also empowering the mothers of 65 girls with vocational training and materials to generate a source of income.

Why we are doing it:

A variety of forces including lack of formal education and vocational training work against women limiting their participation in the classroom and economy ultimately limiting the ability of women to break the cycle of poverty.





WOMEN'S BAKERY



GIRLS' NIGHT

COMMUNITY PARTNER: MLSE FOUNDATION

ON-GOING

📍 Ontario, Canada

What are we doing:

We are supporting sports based learning and skill development programming for girls in Toronto 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.



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

COMMUNITY PARTNER: ISLAMIC FAMILY AND SOCIAL SERVICES ASSOCIATION

ON-GOING

📍 Alberta, Canada

What are we doing:

We are building holistic supports that divert Muslims from prison and recidivism beginning with 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.



CODING FOR CHAMPIONS

COMMUNITY PARTNER: THE PS43 FOUNDATION CANADA

COMPLETE

Ontario, Canada

What we did:

We are working towards addressing the digital divide in Toronto by providing 60 grade 6, 7, and 8 students in the TDSB with laptops and 10 week coding workshops so they can build their passion and knowledge for careers in IT.

Why we did it:

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.

What we accomplished:

Over the course of 10 weeks, we taught children how to build their own webpages and developed a working knowledge of coding essentials.



EMPOWERING THROUGH ISLAMIC EDUCATION

COMMUNITY PARTNER: ACADEMY OF ARABIC & ISLAMIC SCIENCES

ON-GOING

Alberta, Canada

What are we 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.

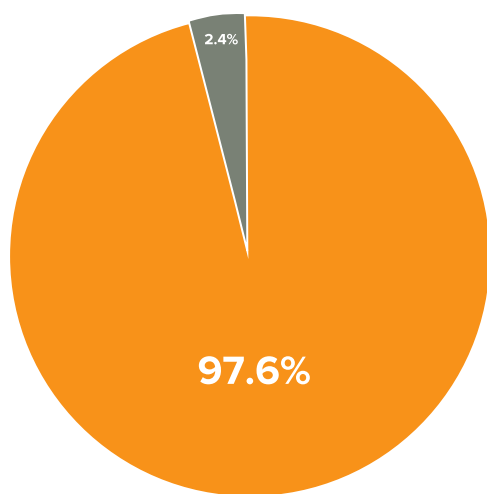
Why we are doing it:

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.



FINANCES

REVENUE



■ Grants:	\$97,005
■ Donations:	\$3,866,168

TOTAL	\$3,963,173
--------------	--------------------

EXPENDITURE



■ Programs:	\$1,864,484
■ Fundraising:	\$1,394,946
■ Admin:	\$170,285

TOTAL	\$3,429,715
--------------	--------------------

The month of Ramadan took place during Q2. Fundraising and Marketing costs were high due to planning and execution of our biggest campaign of the year.

Transparency is very important to all of us here at Penny Appeal Canada. While some nonprofits will hide the real cost of their overhead and fundraising costs through a number of questionable, yet legal, gimmicks, we are presenting you with the real costs of running an organization. You can see that as a young organization we have strategically invested in our infrastructure and growth to ensure organizational sustainability and to ensure we provide our donors and beneficiaries with the highest level of service for many years to come.

IN OTHER NEWS

AT HOME GRANT

In Quarter 2 we launched our At Home Grants Program!

This program aims to empower charitable and not-for-profit organizations in Canada by supporting needs based programming that serves marginalized communities and alleviates poverty. For more information on who we fund, how we fund, and how your organization can apply, check out www.pennyappeal.ca/grants

SPECIAL THANKS TO OUR PARTNERS

- Academy of Arabic & Islamic Studies
- Al-Mustafa Academy
- Bilqis Quick
- Boys & Girls Club of West Scarborough
- Durham District School Board
- Fred Victor Centre
- Halal Food Bank Milton
- Imdadul Islamic Centre
- Islamic Family & Social Services Association
- Islamic Society of Markham
- Made by Momma
- Masjid Al-Fatima
- Masjidur Rahmah
- MLSE Foundation
- MLSE LaunchPad
- Muslim Children's Aid & Support Services
- Muslim Council of Calgary Relief Centre
- Muslim Fest
- Naseeha Mental Health
- National Council of Canadian Muslims
- National Zakat Foundation
- OBAT Canada
- Right To Play Canada
- Sahaba Mosque
- Sakeenah Homes
- Seraj Society
- SMILE Canada – Support Services
- Sojourn House
- Somali Canadian Women and Children Association
- Syrian Canadian Foundation
- The Neighbourhood Organization
- The PS43 Foundation Canada

pennyappeal **canada**

small change. **big difference**

Penny Appeal Canada is a registered charity with the Canada Revenue Agency.

CRA no. 827502741 RR0001

55 Village Centre Place, Mississauga, ON, L4Z 1V9, Canada
@pennyappealca | www.pennyappeal.ca | 1-855-880-4141