



pennyappeal **canada**

small change. **big difference**

2021 ANNUAL REPORT

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LETTER FROM LEADERSHIP



PEACE BE UPON YOU ALL.

To say that 2021 was a challenging year would be an understatement. The COVID-19 pandemic continued to impact millions around the world and many in the global community faced personal loss, unemployment, and were driven into extreme poverty. It also made it harder to deal with the ongoing crisis and emergencies around the world. Refugee communities worldwide became more vulnerable as did people in war-torn countries. Communities that were otherwise stable became vulnerable and the need for humanitarian aid and intervention increased drastically. To address these needs, Penny Appeal Canada launched new programs, continued existing initiatives, and scaled impactful interventions across the world.

With your support, in 2021 we enriched countless lives. We have helped families and entire communities towards the path to financial self-sufficiency. We responded to humanitarian needs here at home, as well as in numerous countries including India, South Africa, Palestine, and Myanmar. We dug a number of life-changing water wells across six countries and installed sustainable water solutions on behalf of our generous donors. We continued to support hundreds of orphaned children across the globe through our OrphanKind Program and improved access to education through Education First programming at home and internationally. We also empowered rural families by providing them with livestock gifts and income generation opportunities and continued our Feed Our World Program, which provides access to essential food packs for the poorest communities in the world.

Thanks to partners like you, we're ever closer each year to achieving our ambitions. In 2021, we continued to grow our organization by building key partnerships with diverse brands, recruited a number of influential ambassadors to highlight our work and piloted innovative community programming such as our At Home Grants program. We are also grateful to have received funding from a number of institutional partners.

Despite our growth these past years, we approach the future with self-awareness and humility. This year we are committed to investing in an organizational infrastructure that supports our growth and enables us to provide excellent service to both our donors and our beneficiaries. As we continue to see a deterioration in global peace, and as the non-profit space is increasingly vulnerable around the world, our work is more relevant than ever. We remain deeply indebted to you for your support and commitment to our mission.

Sincerely,

Talha Ahmed
Chief Executive Officer

Dr. Aleem Hussain
Chairman - Board of Directors

PENNY APPEAL CANADA'S STORY

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

In 2019, Penny Appeal Canada launched with the goal to create a relief and development organization that is sustainable, transparent, ethical, and effective. What united us was our desire to create an organization that applies best practices while helping people escape poverty and survive disasters.

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

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



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.

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 FOOD HAMPERS

Location: South Africa & Zimbabwe

What we did:

We worked with female headed households to train them on livestock raising practices and income generation strategies. During Qurbani 2021, Penny Appeal Canada purchased the cattle from these households to perform donor qurbani initiating a cycle of income generation for the women in the program.

Why we did it:

As one of the most vulnerable groups in society, women are in need of resources and opportunities to generate an income to support themselves and their families.

Impact:



3,000+
beneficiaries



500
households



500
food packs

RAMADAN ZAKAT AL FITR FOOD HAMPERS



Location: 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 committees around the world. During COVID-19 food insecurity has been exacerbated by the various challenges beneficiary families have been facing.

Impact:



11,000+
beneficiaries



2,206
households



2,206
food packs

PALESTINIAN REFUGEE CAPACITY BUILDING & INCOME GENERATION

Status: Ongoing

Location: Lebanon

What we are doing:

We are providing Palestinian refugee youth and women with skills based livelihood and financial literacy training. Beneficiaries will be assisted with the setup of their own small businesses in handicraft, dairy production, and food drying.

Why we are doing it:

Among Palestinian refugees, 85% suffer from poor mental health due to unemployment, poverty, sanitary crisis and war trauma.

Impact:



65 individuals
receiving food drying
training



65 individuals
receiving handicraft
training



70 refugees
receiving dairy
production training



200
individuals

RAMADAN AT HOME

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



What we did:

Throughout the month of Ramandan #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.

Impact:



6,688
meals



400
food hampers



400
households

ZAKAT AL FITR AT HOME

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



What we did:

The weekend before Eid, #TeamOrange volunteers 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.

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.

Impact:



214
food packs



101
eid gifts



315
families



NUTRITIONAL SUPPORT FOR RURAL POPULATION IN MYANMAR THROUGH AQIQAH

Status: Ongoing

Location: Myanmar

What we are doing:

We are providing nutritional support through Aqiqah on behalf of PACs donors to vulnerable and poor families in Rohingya IDP camps in Sittwe, Rakhine State.

Why we are doing it:

To date, there are more than 140,000 IDPs living in squalid conditions while their future seems bleak. This Aqiqah meat distribution will ease the food insecurity challenges in the IDP camps.

Impact:



65
goats



1,237
families



4,476
beneficiaries

NZF FOOD PACKAGES PROGRAM

Status: Active

Community Partner: NZF

Location: Canada



What we are doing:

We are distributing 1100 nutritious hampers in Windsor and Ottawa consisting of staple food and halal meat through local food drives available to communities in need.

Why we are doing it:

We aim to address food security needs of Muslim Canadian which have been exasperated due to loss of income and lack of employment opportunities since the onset of COVID-19.

Impact:

1,100
food hampers

2
cities

#DIVERSEDIGNIFIEDDELICIOUS COMMUNITY CARE PACKAGES

Status: Complete

Community Partner: CaterToronto

Location: Canada



What we are doing:

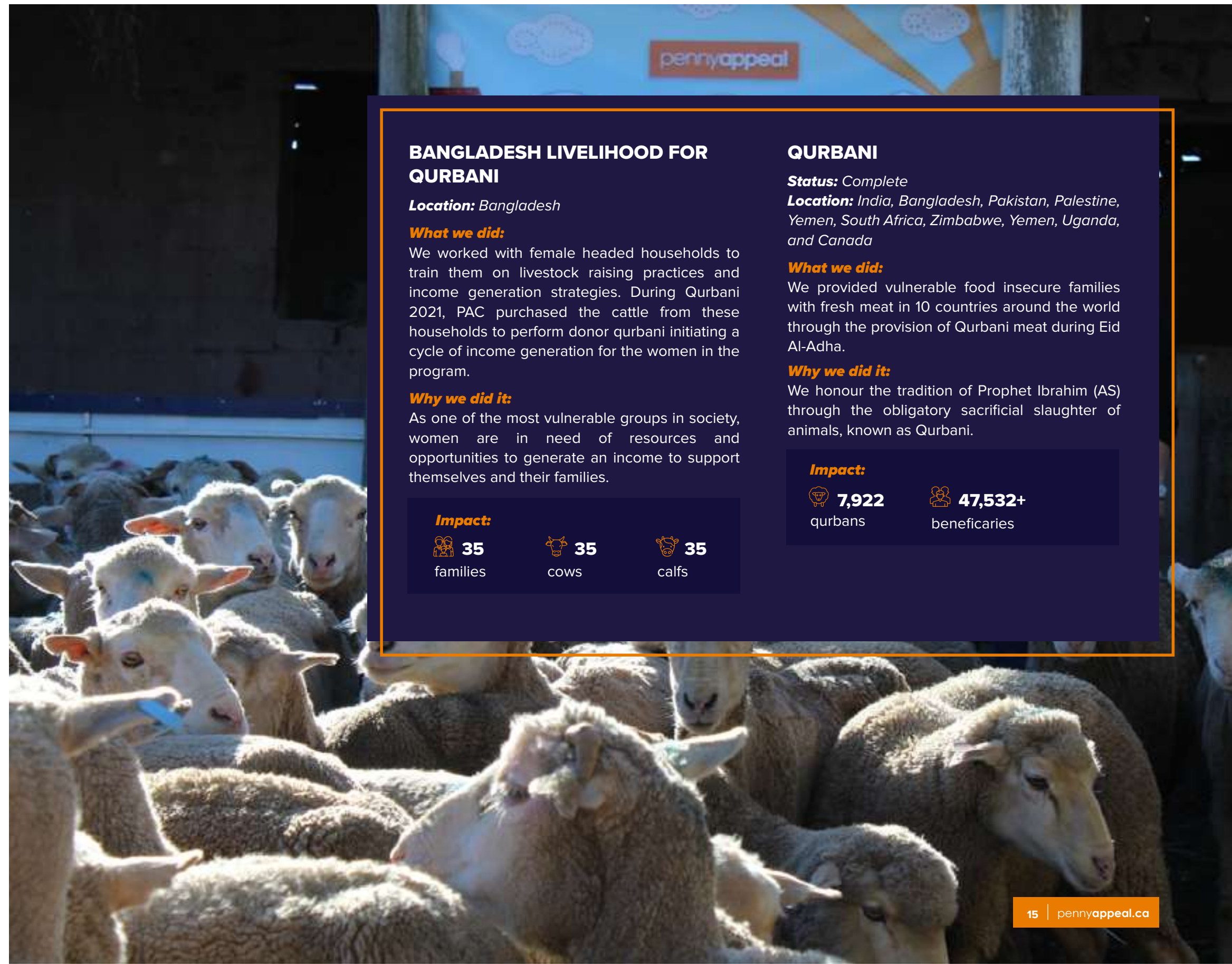
Through our At Home Grant, we are distributing #DiverseDignifiedDelicious Community Care Packages to racialized and socio-economically marginalized women and their families.

Why are we doing this:

The aim of this project is to address poverty among marginalized and racialized women as a result of the COVID-19 pandemic.

Impact:

300 food packs



BANGLADESH LIVELIHOOD FOR QURBANI

Location: Bangladesh

What we did:

We worked with female headed households to train them on livestock raising practices and income generation strategies. During Qurbani 2021, PAC purchased the cattle from these households to perform donor qurbani initiating a cycle of income generation for the women in the program.

Why we did it:

As one of the most vulnerable groups in society, women are in need of resources and opportunities to generate an income to support themselves and their families.

Impact:

35
families

35
cows

35
calfs

QURBANI

Status: Complete

Location: India, Bangladesh, Pakistan, Palestine, Yemen, South Africa, Zimbabwe, Yemen, Uganda, 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.

Impact:

7,922
qurbans

47,532+
beneficiaries



MOBILE PANTRY PROGRAM

Status: Complete

Community Partner: Wood Buffalo Food Bank

Location: Alberta, Canada



What we did:

We are assisting low-income individuals and families in geographically isolated low-income communities within the Regional Municipality of Wood Buffalo by providing them with fresh produce, meat, eggs and dairy items on a regular basis.

Why we did it:

Due to the continual economic struggles being faced in Fort McMurray, combined with the lasting effects from the 2016 wildfire, 2020 flood and pandemic, the need for access to food programs has greatly increased.

Impact:

 **800**
individuals

FAITH OF LIFE NETWORK FOOD PROGRAM

Status: Active

Community Partner: Faith of Life Network

Location: Ontario, Canada



What we are doing:

We are delivering a variety of programs to provide access to meals and food baskets.

Why are we doing this:

COVID-19 has placed previously food secure families in vulnerable positions where they may now be experiencing food insecurity. Through this program we are providing families with meals in a dignified manner within their community.

Impact:

 **2,250+**
meals



REGINA WINTER FOOD SECURITY PROGRAM

Status: Complete

Community Partner: The Islamic Association of Saskatchewan

Location: Saskatchewan

What we did:

We are providing vulnerable refugee and immigrant families in Regina with access to halal meat and food hampers while they overcome economic hardship due to the COVID-19 pandemic.

Why we did it:

Vulnerable families face many obstacles when trying to access resources including lack of familiarity with the services available and limited financial means to purchase healthy food. This program address both of these needs.

Impact:



80

households



250

Halal Meat
Vouchers



397

people from
BIPOC community



UPLIFTING THE HOMELESS

Status: Active

Community Partner: Ansaar Foundation

Location: Ontario, Canada

What we are doing:

Through a mobile food delivery program we are providing unhoused people in Toronto with meals and winter care kits consisting of blankers, socks, and gloves.

Why are we doing this:

Food insecurity is persistent in Canada and disproportionately impacts unhoused people. With limited services operating due to COVID-19 restrictions, there is an increased need for food and winter supplies amongst the unhoused population.

Impact:









2,600 meals





229

Wells Constructed on behalf of our donors!

-  **161** wells in Pakistan
-  **53** wells in Bangladesh
-  **6** wells in Afghanistan
-  **6** wells in Somalia
-  **2** wells in Kashmir
-  **1** wells in Uganda

15

Rainwater Harvesting Systems in Bangladesh

PAKISTAN WATER FILTRATION PLANTS

Status: On going
Location: Pakistan

What we are doing:

We are building water filtration plants at secondary and tertiary public hospitals in Sindh to provide beneficiaries with access to clean drinking water.

Why we are 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.

Impact

12 water filtration plants



OrphanKind

1100 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 4

In Quarterter 4 we sponsored:

REGION	Female	Male	TOTAL
Bagh	86	72	158
Bhimber	82	79	161
Gilgit-Baltistan	26	37	63
Hattian Bala	45	45	90
Islamabad	22	28	50
Kotli	102	88	190
Mirpur	17	18	35
Muzaffarabad	67	57	124
Poonch	114	115	229

We distributed our quarterly food pack to the families of the orphan children in the 9 regions through distributions hosted at 54 central locations. Each food pack consisted of:

FOOD ITEM	QUANTITY
Rice	10 kg
Cooking oil	3 liters
Wheat flour	30 kg
Pulses	8 kg
Sugar	5 kg
Black tea (Lipton)	1 packet (190 grams)
Red chili powder	1 packet (100 grams)
Energy biscuits (Gluko)	1 box (12 snack pack pouches)
Salt	2 packets (800 grams each)





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.

MYANMAR ORPHAN & WIDOW SUPPORT CYCLE

Status: Ongoing

Where: Myanmar

What we are doing:

We are providing sustainable income generation opportunities and support to vulnerable female headed families in the rural areas of Myanmar through rent support, shelter rehabilitation, education support, and food supplies.

Why we are doing it:

More than 30,000 widowed women have taken refuge in the project community and they are in need of a way to support their family and orphaned children.



Impact:

 **4**
villages

 **150**
families

 **600+**
beneficiaries

EMERGENCY RESPONSE

PALESTINE EMERGENCY RESPONSE

Status: In Progress

Where: Palestine

What we are doing:

In Gaza and the West Bank we are providing aid in the form of food and prepared meals, COVID-19 test kits, emergency medical supplies and equipment, minor and major shelter rehabilitation, and the renovations of education centres.

Why we are 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.

Impact:

2,826

COVID-19 testing kits

233

meals

233

food packs

1

Defibtech Lifeline AED

Semi-Automatic Defibrillator

3

Oxygen Concentrator 5L/m

10

EMT Professional Bag BLS
(Ambulance Kits)

10

Medical Aluminum Folding
Stretcher

11

Education Centers

10

Shelters






**AFGHANISTAN WINTER
EMERGENCY RESPONSE**

Status: Complete
Where: Afghanistan

What we are doing:
Providing reliable and sufficient aid to underprivileged families in order for them to survive the harsh winter months and to achieve food security.

Why we are doing it:
Almost 50,000 people from different provinces of Afghanistan have been displaced. Hundreds of thousands who have been displaced by conflict are identified as acutely food insecure.

Impact:

 **554 families**
were assisted by receiving complete food kits, winter packages such as blankets, heaters, wood burners and displaced people were also provided with transportation.




**AFGHANISTAN EMERGENCY
RESPONSE**


Status: Complete
Where: Afghanistan

What we are doing:
We are providing oxygen cylinders to regional hospitals in Afghanistan to address the shortage of these items at care centres and distributing food packs to displaced communities in need of sustenance.


Why we are doing it:
In Afghanistan COVID-19 and ongoing conflict has created a great challenge for vulnerable community members who lack the financial means to support themselves and their families.

Impact:

 **3**
cities

 **170**
Oxygen
Cylinders

 **288**
bottles of
hand sanitizer

 **380**
boxes of masks


INDIA EMERGENCY RESPONSE


Status: Complete
Where: India


What we did:
In the National Capital Region in India, we worked to address the COVID-19 crisis by providing hospitals and medical centers with much needed oxygen concentrators, medical equipment, supplies and access to mobile health care.

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.

Impact:

 **6,600**
beneficiaries

 **25**
villages

 **75**
oxygen concentrator machines

MENA EMERGENCY FOOD RESPONSE

Status: Complete

Location: MENA


What we did:

#TeamOrange volunteers packed kits consisting of nutritionally dense staple foods and emergency supplies for families in urgent need of food.

Why we did 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.

Impact:

 3 countries	 2,230 family water purification emergency kits	 6,080 emergency food kits
 11,700 face shields	 44,200+ beneficiaries	

PAKISTAN SHELTER REHAB

Status: Ongoing

Location: Pakistan

What we are doing:

We are working to provide safe structurally sound housing for impoverished families who live in makeshift homes on generational land.

Why we are doing it:

An estimated 20 million people in Pakistan lack adequate housing. Families who own generation land but lack financial means to build homes, live in fragile huts made of straws and wood pieces and covered with thick cloth and/or plastic, a structure that is damaged and washed away every monsoon season.

Impact:

 18 families	 18 houses
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SOUTH AFRICA EMERGENCY RESPONSE

Status: Complete

Location: South Africa




What we did:

We provided culturally appropriate food packs and grocery vouchers to the affected beneficiaries in South Africa.

Why we did it:

We aim to address food security needs of Muslim Canadian which have been exasperated due to loss of income and lack of employment opportunities since the onset of COVID-19.

Impact:

 2,450+	 300	 100
beneficiaries	food packs	grocery vouchers

MAHARASHTRA FLOODS EMERGENCY RELIEF

Status: Complete

Location: India

What we did:

We have provided emergency kits including shelter, household and food items to families in Maharashtra, India affected by the 2021 flooding.

Why we did it:

The heavy rainfall on 22nd of July, sparked an emergency crisis in the state of Maharashtra. This rainfall resulted in a flood which left countless families hopeless in search of basic necessities.

Impact:

 160
families



INDONESIA EMERGENCY RESPONSE

Status: Complete
Location: Indonesia

What we did:

We are providing those who were displaced by the earthquake with necessities to recover from the disaster.

Why we did it:

In January 2021, a series of earthquakes left 56 people dead, over a hundred injured, and even more displaced. There is a need for basic food, blankets and mats, toiletries, medical supplies, tarpaulin, toiletries for the family, access to clean water, and emergency toilets.

Impact:

 **1,100**

emergency response packs

 **1**

emergency toilets

 **4**

water tanks were installed

SOMALIA HUMANITARIAN ASSISTANCE

Status: Complete
Location: Somalia

What we are doing:

We are delivering humanitarian assistance in the forms of water purification solutions, essential hygiene items, Emergency Food kits and PPE to communities in Somalia.

Why we are doing it:

Somalia, currently, is undergoing one its most complex humanitarian crises in history with the recent drought and flooding having increased the need for humanitarian needs at all levels of a community.

Impact:

 **15,625**

direct beneficiaries

GLOBAL PPE INITIATIVE

Status: Ongoing
Location: Global

What we are doing:

We are delivering PPE equipment to communities around the world to provide beneficiaries, communities, and community resources protection against COVID-19.

Why we are doing it:

The COVID-19 pandemic has brought the shortage of PPE and essential resources to families across the globe. Limited transportation, shipment delays, manufacturing shutdowns, alongside the pandemic-related surge has caused medical systems to face a drought of PPE.

Impact:

 **25,000,000**

masks

BANGLADESH FLOOD EMERGENCY RESPONSE

Status: Complete
Location: Bangladesh

What we did:

In the aftermath of heavy rainfall at the end of July 2021, we supported families through the provision of food parcels, along with clothing and hygiene items in Cox's Bazar, Bangladesh.

Why we did it:

In Cox's Bazar, nearly 800,000 Rohingya Refugees living there were impacted by the rainfall in July. Over 2,000 shelters were damaged, placing already vulnerable families in an even more precarious position.

Impact:

 **230**

households

 **1,260+**

beneficiaries

 **230**

foodpacks, hygiene kits, and clothing kits

PAKISTAN EARTHQUAKE EMERGENCY RESPONSE

Status: Complete
Location: Pakistan

What we did:

We delivered emergency aid in the form of winter kits, and temporary shelters supplies to the local community impacted by the October, 2020 earthquake in Balochistan.

Why we did it:

The M5.9 earthquake that hit Balochistan in October, 2020 injured hundreds, and damaged and destroyed houses. With winter around the corner, there was need for immediate emergency support.

Impact:

 **240**

beneficiaries

 **20**

household kits

 **20**

temporary shelters



THE CARE FIRST INITIATIVE

Status: Active
Community Partner: Khalil Centre
Location: Ontario, Canada



What we are doing:
To ensure low-socioeconomic people of color have equal access to mental health care, we are providing subsidized culturally and spiritually competent individual therapy services.

Why we are doing it:
Socioeconomic status is strongly correlated with mental health risk and help-seeking behaviors. We are working to ensure that individuals in need of mental health services are able to access them regardless of their socioeconomic status.

Impact:
 405
session

EMERGENCY HOUSING SUPPORT FOR AT-RISK YOUTH IN PEEL REGION

Status: Complete
Community Partner: Restoration and Empowerment for Social Transition Centres
Location: Ontario, Canada



What we are doing:
We are supporting at-risk youth through rental subsidies, holistic case management, and housing stability to ensure that they have a safe place to live in the winter months.

Why we are doing it:
There is an overrepresentation of racialized youth currently experiencing homelessness. These youth face a combination of challenges due to homelessness, discrimination, and systemic barriers that hinder their ability to seek out safe and stable housing.

Impact:
 50
youth

NURTURING CARING COMMUNITIES: ADDRESSING GBV WITH A PEER-LEADERS



Status: Complete
Community Partner: Muslim Resource Centre for Social Services and Integration (MRCSSI)
Location: Ontario, Canada
Location: Ontario, Canada

What we are doing:
Through interactive training curriculum for peer-leaders, program participants will develop knowledge on the forms of violence and warning signs, as well as grow skills to respond to challenge victim blaming and the minimization of violence and support survivors within the community.

Why we are doing it:
Studies show that most women experiencing violence turn to support from family members and friends, and not service providers. Barriers include language, social isolation, a lack of knowledge, but also community norms and beliefs that reinforce stigma and silence.

Impact:
 12 sessions
 18 peer-leaders

FIRST COUNSELING AND MENTAL HEALTH SUPPORT GROUP FOR MUSLIMS IN ATLANTIC CANADA



Status: Active
Community Partner: Ummah Society
Location: Nova Scotia, Canada

What we are doing:
We are supporting the first counselling and mental health support group for Muslim in Atlantic, Canada. This program aims to create a platform for women in the community of refugees, immigrants, and the broader community experiencing domestic violence, racism, gender-based violence, islamophobic attacks and hate speech.

Why we are doing it:
There is an urgent need for active and careful intervention to support members of the Muslim community with no existing counselling or mental health support groups dedicated to serving these minority groups in the whole region.

TRAUMA INFORMED MENTAL HEALTH SUPPORT PROGRAM

Status: Active

Community Partner: Muslim Resource Centre for Social Support and Integration

Location: Ontario, Canada



What we are doing:

We are providing culturally sensitive trauma informed counseling services to support those who have been impacted by the 2021 events in London, Ontario free of charge to ensure that mental health resources are accessible to all.

Why we are doing it:

This project is necessary to support and engage those who have been impacted by the 2021 trauma-generating event in London, Ontario.

Impact:

52

newcomer Arabic speaking women between the ages 25-54

The 52 current Peer Leader participants are actively engaged each week in program sessions.

81% of peer leader participants are very satisfied & 19% are satisfied with the program to date

95% of participants indicated they feel comfortable participating and contributing to discussion

100% of participants indicated they feel comfortable participating and contributing to discussion

70

PPE and Hygiene Kit

COLD DAYS WARM HEARTS WINTER PROGRAMMING

Status: Complete

Community Partner:

- ISANS
- Nisa Homes
- Amity House
- Ummah Masjid
- Feed Nova Scotia
- United Way Alberta
- Closer to Home Community Services
- Bent Arrow Traditional Healing Society
- Edmonton Native Healing Centre Society
- Muslim Council of Calgary Relief Centre (MCCRC)
- Islamic Family & Social Services Association (IFSSA)
- Syrian Canadian Women and Children's Association (SCWCA)

Location: Alberta, Nova Scotia, Ontario, Canada



What we did:

We responded to the needs during winter across Canada in Ontario, Alberta and Nova Scotia through 3 sub-programs: winter meal distribution, winter coat drive, 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.

Impact:

Direct beneficiaries: 1,475

300
winter coats

175
warm meals distributed

1,000
warm care kits distributed

RESPITE CAREGIVER SUPPORT PROGRAM

Status: Complete

Community Partner: Smile Canada-Support Services

Location: Ontario, Canada



What we are doing:

We are providing direct respite support for children with disabilities to allow parents and caregivers the opportunity to complete daily tasks, including their own personal, physical, and mental health.

Why we are doing it:

COVID-19 has been a challenging time for many families, especially those with disabled loved ones. Changes in environment, abrupt closure of therapies, changes in education models, and overall disruption of normal routine has contributed to caregiver burnout and impacted the needs of families with children with disabilities.

Impact:

75

families across Ontario which is 225 - 375 unique and racialized individuals with disabilities and their families

70

PPE and Hygiene Kit

BRITISH COLUMBIA EMERGENCY RESPONSE

Status: Complete

Location: British Columbia, Canada



What we did:

Our team was on the ground in Abbotsford, B.C. responding to the State of Emergency by providing essential food items and warm clothing to families displaced due to the floods.

Why we did it:

Record-breaking rainfall caused major flooding and several mudslides that left hundreds of people stranded or cut off from essential services. Thousands of people were displaced from their homes, agriculture was destroyed and thousands of animals were killed.

Impact:

Hundreds
of families supported

Education First



KEEPING GIRLS IN SCHOOL



Status: Ongoing
Location: Pakistan

What we are doing:

We're working with 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 we are 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.

BACK TO SCHOOL



Status: Complete
Location: Manitoba, Alberta, and Ontario, Canada

What we did:

With schools and community partners across Canada, we distributed 4000 backpacks to students in marginalized communities.

Why we did it:

The COVID-19 pandemic has financially impacted families across Canada leaving many unable to afford backpacks needed for their students to return to the classroom. This program removed the psychological and financial burden on families pertaining to back to school.

Impact:

 **43**
schools

 **4,000**
students

 **1,500**
sanitizers

**SOCIAL ACCELERATOR
FUND & COMMUNITY
CHANGEMAKER
AWARD**



Status: Ongoing
Community Partner: Ryerson University
Location: Ontario, Canada

What we are doing:
We are supporting high potential social ventures that require a one-time injection of funds, more human resources and strategic guidance to take them to the next level of growth.

Why we are doing it:
Our goal is to support high achieving students with demonstrated financial need enrolled in the Community Engagement, Leadership and Development certificate scholarships to continue their learning.

Impact:

9
social ventures
through the Penny
Appeal Canada Social
Accelerator Fund

30
student through the
Penny Appeal
Canada Community
Changemaker Award



MLSE FOUNDATION GIRLS' NIGHT

Status: Ongoing
Community Partner: MLSE
Foundation
Location: Ontario, Canada



What we are doing:
We are supporting sports based learning and skill development programming for over 2,355 girls in Toronto. Regular programming consists of career sessions, leadership camps, multi-sport training, skill development workshops, and basketball camp.

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.

Impact:

3,250+
girls



SAWA: A WELLNESS AND GROCERY HAMPER PROGRAM FOR AFGHAN REFUGEES

Status: Complete

Community Partner: The Jasmine House - Syrian Canadian Foundation

Location: Ontario, Canada



What we are doing:

We will create opportunities for virtual social support through weekly sessions that incorporate art and fitness. We will also distribute 50 grocer hampers and 50 grocery gift cards to Afghan Refugee families in need.

Why we are doing it:

Through needs assessment, there was an expressed need among vulnerable low-socioeconomic and newcomer women in the Greater Toronto Area for support to manage high levels of stress and self isolation due to the COVID-19 pandemic.

Impact:

 **50** women
 **100** families

YOUTH AMBASSADOR PROGRAM

Status: Complete

Community Partner: Canadian Centre for Victims of Torture

Location: Ontario, Canada



What we are doing:

We are supporting newcomer youth ages 16-29 years old in Toronto for skill development training in the areas of leadership, workshop development, resource development communication, civic engagement and advocacy.

Why we are doing it:

Our goal is to support a youth leadership initiative that will combat social isolation, provide leadership training and provide a welcoming space for newcomer youth to strengthen their advocacy skills and build confidence to face life challenges for themselves and others.

Impact:

 **10** youth

RETURN TO PLAY SKILLS CAMP

Status: Ongoing

Community Partner: Focus Dream Forward

Location: St.Lucia and Barbados

What we are doing:

We are providing marginalized youth in the Caribbean with the opportunity to engage in structured academic and athletic skill building workshops.

Why we are doing it:

The youth from low-socioeconomic households have been a historically neglected group in the Caribbean. With COVID-19 and the subsequent lockdowns there is a need to engage youth in a meaningful way that exposes them to opportunities for development and growth.

Impact:

 Marginalized youth ages 8-14

EQUITY, DIVERSITY AND INCLUSION PROGRAMS AND HACKATHON



Status: Ongoing

Community Partner: Ryerson University - Digital Media Zone

Location: Ontario, Canada

What we are doing:

We are creating unique pathways and opportunities for women, BIPOC and youth who lack access to coaching, capital, and a learning community that is vital for success. We will work with these marginalized groups to innovate solutions for Islamophobia and discrimination that many face.

Why we are doing it:

We recognize the pandemic has had a disproportionate impact on women and BIPOC. Through this project we hope to reduce this impact by supporting these marginalized communities.

Impact:

 **Supported 450+** black founders
 **Supported 1,200+** women-identifying entrepreneurs



BRIDGE TO SUCCESS

Status: Ongoing

Community Partner: Somali Canadian Women and Childrens' Association

Location: Ontario, Canada



What we are doing:

We are creating conducive environments for immigrant mothers to acquire, use and advance their tech literacy skills through structured IT programming.

Why we are doing it:

Through tech education, our aim is to empower mothers with the skills they need to navigate an increasingly digital employment sector and support their children in virtual learning.

Impact:

75

newcomer and immigrant womenrs

PEER MENTORSHIP PROJECT FOR BLACK MUSLIM YOUTH

Status: Ongoing

Community Partner: Sketch Working Arts & NOOR

Location: Ontario, Canada



What we are doing:

We are working with Black Muslim youth to create and deliver a peer mentorship program that provides mentorship, skill-building workshops, and recreational programming to increase employability and education, year-round in a safe space.

Why we are doing it:

Through informal polling of Black Muslim youth in Toronto demonstrated that the lack of opportunities, programs, and mentorship within the community created barriers to their success.

Impact:

30

Black Muslim youth aged 18-23

HEALTHY HEARTS, HEALTHY MINDS: FOOD HANDLING AND CULINARY SKILLS TRAINING FOR MUSLIM WOMEN

Status: Complete

Community Partner: Muslim Children's Aid & Support Services (MCASS)

Location: Ontario, Canada



What we are doing:

We are providing Muslim women in the GTA with food-based training and skills development to gain access to employment opportunities.

Why we are doing it:

There is a need within vulnerable communities to increase their employment opportunities by obtaining training and appropriate certifications. Financial and accessibility barriers prevent vulnerable women from gaining the formal training they need for employment.

Impact:

45

women

CODING FOR CHAMPIONS

Status: Complete

Community Partner: The PS43 Foundatoin Canada

Location: Ontario, Canada



What we are doing:

During the second phase of the Coding for Champions program, we addressed the digital divide in Toronto by empowering 144 disadvantaged students in the Toronto District School Board through a distribution of laptops and a coding program to increase their IT skills.

Why we are doing it:

The COVID-19 pandemic exposed a digital divide, leaving some vulnerable students at risk of being left behind. Through this program we ensured students and their families who do not have access to high functioning computers and tools are given the opportunity to engage in tech based learning easily.

Impact:

144

students

10-15 Weeks

of engaging virtual curriculum

2021 FINANCES

pennyappeal canada
For the Year Ended December 31, 2021

Expenditure

Admin
\$233,555.97

Fund Development Expenses
\$1,413,377.70

Marketing Expenses
\$1,890,582.54

Total Programs
\$12,744,832.22

Total Expenses
\$16,282,348.43



Revenue



Donations	\$13,778,743.96
Grants	\$1,162,622.95
Grants - Fed Gov	\$22,245.00
Other Revenue	\$132,582.15
Gifts from Registered charities	\$84,798.46
Sponsorship / Ticket Sales Revenue	\$12,950.00
Total Revenue	\$15,193,942.52

SPECIAL THANKS TO OUR PARTNERS

- Academy of Arabic & Islamic Studies
- Al-Mustafa Academy
- Ansaar Foundation
- Bilqis Quick
- Boys & Girls Club of West Scarborough
- Bridges Association for Newcomers Mental Health
- Calgary School Board
- Cambridge Masjid
- Canadian Centre for Victims of Torture
- CaterToronto
- Cross-Cultural Learner Centre
- Durham District School Board
- Edmonton Islamic Academy
- Faith of Life Network
- Fred Victor Centre
- Halal Food Bank Milton
- Imdadul Islamic Centre
- Islamic Association of Saskatchewan
- Islamic Centre of Southwest Ontario
- Islamic Family & Social Services Association
- Islamic Society of Markham
- Jane & Finch Boys & Girls Club
- Khalil Centre
- Lawrence Heights Community Centre
- London Muslim Mosque
- Made by Momma
- Manitoba Islamic Association
- Masjid Al-Fatima
- Masjidur Rahmah
- MLSE Foundation
- MLSE LaunchPad
- Muslim Association Canada
- Muslim Children's Aid & Support Services
- Muslim Council of Calgary Relief Centre
- Muslim Fest
- Muslim Resource Centre for Social Services and Integration
- Muslim Resource Centre for Social Support and Integration
- Naseeha Mental Health
- National Council of Canadian Muslims
- National Zakat Foundation
- NOOR
- OBAT Canada
- Ottawa Muslim Association
- Peel District School Board
- Pickering Islamic Centre
- Restoration and Empowerment for Social Transition Centres
- Right To Play Canada
- Ryerson University
- Sahaba Mosque
- Sakeenah Homes
- Sakeenah Homes
- Seraj Society
- Sketch Working Arts
- SMILE Canada - Support Services
- Sojourn House
- Somali Canadian Women and Children Association
- Syrian Canadian Foundation
- TARIC Mosque
- The DMZ at Ryerson University
- The Neighbourhood Organization
- The PS43 Foundation Canada
- Toronto District School Board
- Ummah Masjid
- United Way of the Alberta Capital Region
- Vita Centre
- Windsor Islamic Association
- Wood Buffalo Food Bank

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small change. **big difference**

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

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