

# ANNUAL REPORT & FINANCIAL STATEMENTS 2021



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# ➤ CORPORATE DIRECTORY

## **Company and Charity Legal Name:**

Human Appeal

## **Charity Registration Number:**

1154288 (England & Wales) SC046481 (Scotland)

## **Company Registration Number:**

08553893

## **Principal and Registered Office:**

Pennine House, Carrs Road, Cheadle,  
Cheshire, UK, SK8 2BL

## **Directors and Trustees:**

Dr. Kamil Omoteso (Chair of the Board)

Mr. Mohamad Yousef

Mr. Omar Mashjari

Dr. Kenneth Baldwin

## **Executive Directors:**

Chief Executive Officer: Dr. Mohamed Ashmawey

Interim People and Culture Director: Pulvisha Raja

Programmes Director: Mehdi Benmradi

Fund Development Director: Zaheer Khan

Communications Director: Owais Khan

Emerging Markets Director: Hameed Al-Asaly

Director of Finance and Services: Graham Sutherland

## **Solicitor**

Simons Muirhead Burton LLP

87-91 Newman Street London W1T 3EY

## **Bankers**

National Westminster Bank Plc,  
9/11 Precinct Centre, Oxford Road,  
Manchester M13 9NX

## **Auditors**

Sayer Vincent LLP

Invicta House, 108-114 Golden Lane,  
London, EC1Y 0TL

# WELCOME FROM OUR CHAIR

## DR KAMIL ZAKARIYYA OMOTESO



Last year, I wrote that 2020 had been unprecedented, as the rapid spread of COVID-19 affected the lives of everyone, everywhere. In 2021, as Human Appeal turned 30, COVID-19 still held us in its grip, but it affected people very differently within and across countries. By 2021, more than 20 countries were affected by the pandemic, and the number of people in need of support was extraordinary. In 2021, more than 89.3 million people were forcibly displaced due to climate and geophysical events as well as conflicts. The pandemic's spread intensified the risks facing vulnerable families, communities and countries already living through the crisis. Two years on from the start of the pandemic, these remain deeply challenging times. Despite the pressures faced by many in 2021, Human Appeal's annual income in 2021 grew once more to £35.5 million. As always, Human Appeal has been at the forefront of the humanitarian response, with emergency, food, water, livelihoods, health and child welfare programmes helping us to deliver lifesaving and life-changing projects, reaching 4,443,378 million people in 19 countries, including over 2 million in Gaza following the emergency that erupted in Ramadan 2021.

We were fortunate to raise a significant amount of money last year and ended 2021 in a healthy financial position. However, it is imperative that we continue to manage our resources with great care and ensure that we are able to continue our lifesaving work now and for the future. This is a key focus for the Board of Trustees. This year, we took great strides to adapt our technology, processes, policies and systems that support our work to make them as efficient and effective as possible.

We applied the lessons we've learnt during our COVID-19 response to how we work in the future, making sure we maximise the opportunities for improved flexibility, wellbeing and effectiveness – making sure we work in a way that's best for Human Appeal and its cause.

On our 30th anniversary, I see both an impressive legacy of lifesaving humanitarian work, and a future that needs our continued contribution. We can be proud of our accomplishments, but today faced with devastating conflicts, climate change, COVID-19, the rising cost of living, exacerbated by the war in Ukraine, that determination to save and change lives remains at the core of our mission.

We follow in the footsteps of our founders who have made great sacrifices for the sake of Allah, serving His servants, which is the greatest honour to which we can aspire.

On behalf of the Board of Trustees, I thank you for offering your ingenuity, perseverance and creativity. Your commitment ensured we were able to support the people who count on us, continue our essential lifesaving work, and be fully prepared to bounce back.

**Dr Kamil Omoteso**  
Chair of the Board of Trustees





# A MESSAGE FROM OUR CEO

## DR MOHAMED ASHMAWEY



A year after the COVID-19 pandemic utterly transformed the ways in which we live and work, we celebrated our 30th anniversary and the generosity of our amazing donors, partners, and global staff. From our fundraisers to our volunteers, Trustees to our staff, collaborators to partners, we could not have asked more of our Human Appeal family.

At the start of 2021, we ushered in a year of strong recovery, with substantial growth in income, quality improvements to our programmes, and new partnerships that are expanding our reach and our voice. We closed 2021 with £35.5 million in income. Our determination to institutionalise innovative adaptations due to the pandemic while increasing programmatic quality meant we were well-positioned to realise strong gains across a few key areas.

### 1) Broadening our financial horizons

A strategic shift to adapt our operations to the pandemic and global economic crises led to an increase in the previous year's net income by nearly 20%. Ramadan and Qurbani were once again pivotal seasons for generating robust donor support. We exceeded our income targets for our annual Ramadan campaign by 50%. We also increased our Zakat income by 46% to £1,655,754, an amazing testament to our donors' trust in how we make the most of their Zakat. For the Qurbani season, the number of meat parcels grew in 2021 by 158% from 2020 figures. Having launched our automated donation platforms Your 30 Nights (including Your 10 Nights) and My Best 10 Days, we made it easy for our donors to not miss a single day of rewards during Ramadan and the days of Dhul Hijjah. Through our charitable automation tools, we have generated over £1m in revenue, a year-on-year increase of over 60%.

Remarkably, we also led successful forays into new markets to register offices now in the USA and Canada, making significant inroads into these key regions with new offices that will support our continued financial stability and growth ambitions for expanding our aid to reach those most vulnerable around the world.

### 2) Strengthening the quality and impact in our lifesaving programmes

As we maintained strong fundraising support, we also improved the quality and impact of our operations and programmes.

A healthy reputation and operational experience in Gaza positioned us to respond to the escalation in violence during Ramadan. In just one night, in a first for all Muslim charities across Europe, we raised in

excess of £2m, with £1M from our generous donors in the UK and another £1M matched from our generous donors in France. We also expanded our programmes to four new African countries: Malawi, Nigeria, Morocco, and Tunisia, and we re-established our presence in Sudan with 37 projects supporting over 203,000 people.

Key projects that exemplify the ingenuity, values, and impact of our organisation this past year include:

- Tharparkar, located at the southeast borders between Pakistan and India and considered the largest desert in Asia and the fourth largest desert in the world, where we have built a successful model of community transformation to improve health, livelihoods, and nutrition in some of the most remote villages. This year, we transformed the lives of over 42,580 people. Every village member now has direct access to clean, safe water and sanitation facilities, as well as the means to grow food and sell crops to earn a living, giving them the tools to be self-sufficient year after year.
- Northern Syria, where we launched a new flagship shelter project, Human Appeal's own Town, that has built 272 homes, providing a safe haven to 1,300 internally displaced families in Syria.
- Pakistan, where we helped 284 farms establish honey bee farmers and reached the milestone of helping farmers sell a total of £1.5m worth of honey.
- UK, where we delivered Qurbani for the very first time to those in need.
- Ramadan, when your mercy reached over 554,600 people.
- Qurbani season, when your Qurbani donations provided fresh nutritious meat to 511,858 people across 12 countries and territories.
- Winter season, where we provided 22,917 coats and 12,554 winter kits of warm clothing and blankets for 234,420 people (including 122,304 children) across 11 countries.
- Our Orphan Sponsorship Programme continued to grow this year, and by the end of 2021 supported over 18,000 children in 9 countries, a 47% increase from 2020.





- We also established a new function to continue to support the most vulnerable children. In a powerful example of how your mercy is transforming lives, Hanaa, an 8-year-old child discovered by our Yemen team in a harrowing condition, is now a child we sponsor. She came to us malnourished, emaciated, traumatised, and eating her own flesh out of starvation. Powered by your mercy, we hired specialist doctors, a plastic surgeon for a lifesaving operation to reconstruct Hanaa's nose and lips; we also provided her with regular psychological support, monthly cash assistance and a food parcel for the whole family each month. Please see page 41 to read the full case story.

### 3) Continuous improvement of quality and efficiencies across all lines of business

Behind the scenes, we made several important shifts to improve the administrative practices across the organisation. We strengthened our organisational infrastructure with new investments in staff and technology to:

- Improve our data capabilities and customer service technology with our Salesforce CRM and Sharepoint implementation, maximising efficiency, reducing our cost base, and strengthening controls.
- Harmonise information systems and processes to develop shared services.
- Establish a Donor Retention Committee to build deep and lasting supporter connections and improve donor loyalty and return with enhanced communication that prioritises meaningful engagement with our supporters based on their giving behaviours.
- Improve our financial reserves by adding a dedicated team to evaluate our sustainability and capacity to fund lifesaving programmatic work.

In a year of heightened uncertainty and volatility, we are feeling optimistic and excited for the future of Human Appeal. For three decades, we have championed giving to those most in need and, I am proud to say today that spirit is stronger than ever.

*Mohamed Ashmawey*

**Dr Mohamed Ashmawey**  
Chief Executive, Human Appeal



## ➤ STRATEGIC REPORT

### WHO WE ARE

Human Appeal is a non-profit organisation working across the globe to strengthen humanity's fight against poverty, social injustice and natural disaster for over 30 years. Our vision is to become the global agent of change for a just, caring, and sustainable world.

### WHAT WE DO

Through the provision of immediate relief and the establishment of self-sustaining development programmes, we aim to invest in real, effective solutions. We work year-round to establish healthcare, education, and livelihood programmes that pave the way for empowered, self-serving communities.

We also provide food, medical aid, and disaster relief during emergencies - critical interventions that save lives. Our skilled local teams are able to access some of the most hard-to-reach places in the world, at their most vulnerable times.

In 2021, we continued to deliver projects under four broad thematic areas:

- Humanitarian relief
- Sustainable development
- Seasonal programmes
- Child welfare





# GLOBAL PROGRAMMES STRATEGY 2021

Throughout 2021 we prioritised the following six objectives:

1. Maximising impact for sustainable development
2. Ensuring programme quality
3. Strengthening and enhancing child welfare programmes
4. Strengthening UK domestic projects, delivery and impact
5. Securing sustainable income to support our work
6. Strengthening principles humanitarian action

## IMPACT OF COVID-19 ON OUR PROGRAMMES

We overcame several challenges to our standard practice of programme implementation, adopting innovative adaptations that allowed us to maintain successful operations during the second year of the pandemic. Government-imposed curfews and movement restrictions impacted each of our field offices and added an unanticipated layer of complexity to staff travel and project delivery. The safety of our staff and that of the communities we serve remained paramount while we observed all local health and safety requirements and implemented remote work, including virtual visits for orphan interviews, to minimise risk and delay. As pandemic restrictions eased, we continued social distancing rigorous hygiene practices, and resumed in-person distributions when appropriate.

# ➤ OUR PRIORITY SECTORS



## FOOD SECURITY

We enhance food security through sustainable agriculture, strengthening resilience, and improving nutrition amongst communities affected by disaster, climate change, conflict, and poverty.



## CHILD WELFARE

We provide one-to-one sponsorship to improve child welfare, keeping child safeguarding central to our approach and practices.



## WASH (WATER, SANITATION & HYGIENE)

We provide access to clean water and sanitation and improve hygiene practices and awareness among vulnerable and displaced communities.





## LIVELIHOODS

We assist with livelihood development for vulnerable communities by helping to create sustainable income generation opportunities.



## EDUCATION

We improve access to inclusive and quality education for children of school age in marginalised and displaced communities. We equip children and young adults with skills and knowledge through education and lifelong learning opportunities, as well as technical vocational courses.



## EMERGENCY RELIEF

We provide humanitarian assistance in the context of disasters, conflicts and emergencies in the form of food, non-food items (NFIs), shelter and medical aid, as well as through camp management, protection, WASH, education and the support of local health facilities.

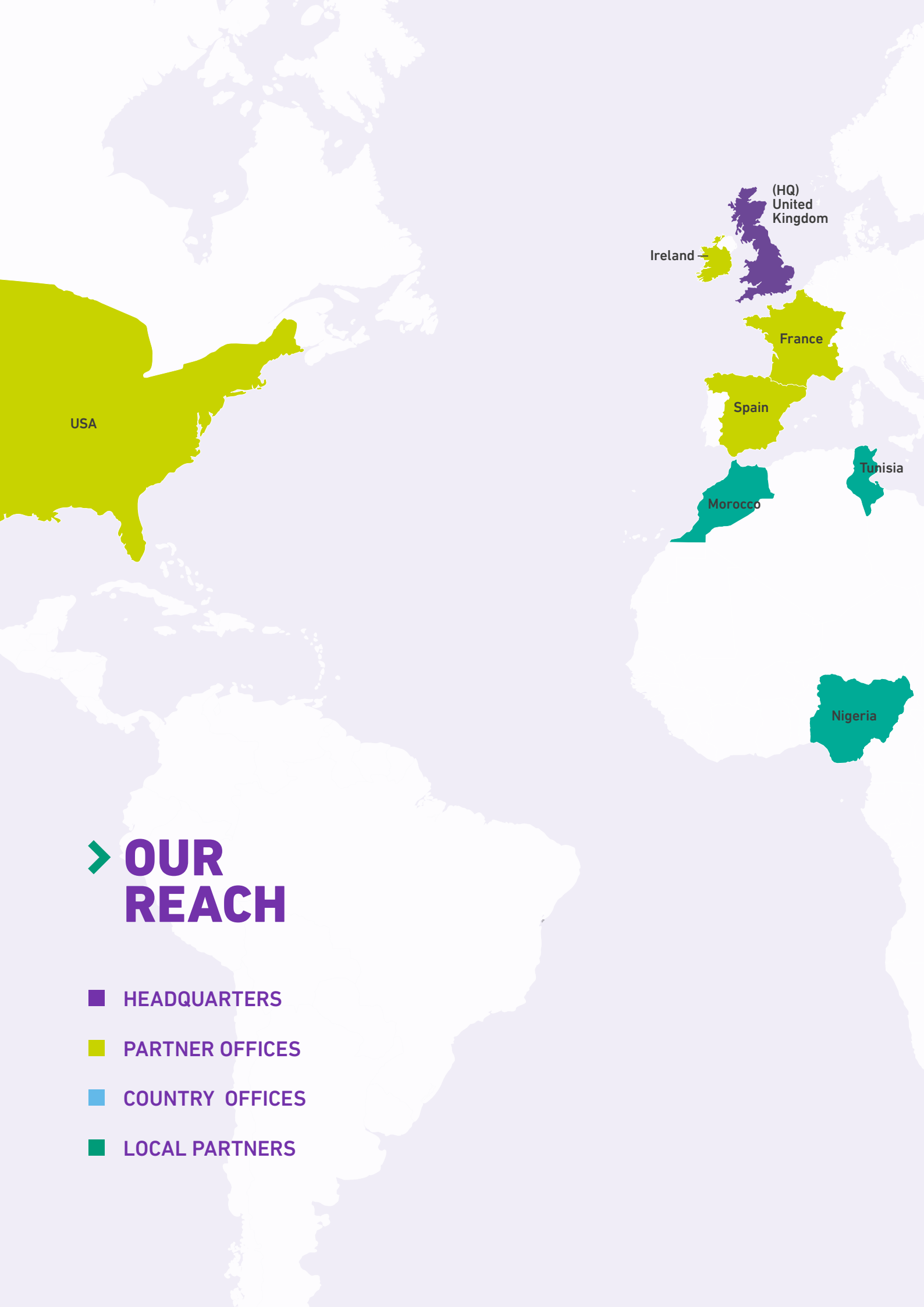


## CROSS CUTTING THEMES

Human Appeal operates in complex and often violent environments. In pursuit of continuous improvement of programme quality and efficiency, Human Appeal prioritises a number of crosscutting elements integrated throughout our programming:

1. Gender
2. Environment and climate change
3. Inclusion
4. Protection
5. Value for money





USA

(HQ)  
United  
Kingdom

Ireland

France

Spain

Morocco

Tunisia

Nigeria

## > OUR REACH

■ HEADQUARTERS

■ PARTNER OFFICES

■ COUNTRY OFFICES

■ LOCAL PARTNERS



North Macedonia

Turkey

Syria

Iraq

Lebanon

Gaza

West Bank

Pakistan

India

Myanmar (Burma)

Bangladesh

Sudan

Yemen

Somalia

Sri Lanka



## ➤ THE YEAR IN NUMBERS

In a year defined by tragic loss, global uncertainty, decimated livelihoods, and deepening poverty, we were there for

**4,443,378**

of the world's most at-risk and vulnerable people.

Thank you for helping us to continue to save and transform lives in a time of unprecedented crisis, and for giving so many the hope of a future free from hunger, conflict, and injustice.

In 2021, we helped communities in 19 countries through emergency, development, and seasonal projects including:





**19**

countries worked  
in worldwide



**17**

humanitarian emergencies  
responded to



**10**

global institutional  
partnerships



**18,846**

orphans sponsored



**1,066,458**

people supported during  
Ramadan and Eid al-Adha



**234,420**

people supported  
during Winter

## ➤ BANGLADESH

IN 2021, WE SUPPORTED 30,981 PEOPLE.



A relatively small country that over 164 million people call home, Bangladesh is one of the most densely populated places on Earth. Despite the country experiencing sustained economic growth over the past two decades, the gains have not trickled down to those most in need. Based on the most recent UNICEF figures, 26% of Bangladesh's children don't complete primary school and 13% are involved in child labour.

The situation for Rohingya refugees in the Cox's Bazar region of Bangladesh continues to be a pressing humanitarian issue. Despite international efforts, living conditions remain dire, with security, water and sanitation of particular concern. The refugee crisis is also impacting vulnerable host communities, with farmland commandeered to construct settlements, trees razed for firewood and the cost of household goods increasing.

In 2021, the effects of the COVID pandemic continued to be felt in Bangladesh, with many lives lost and health systems put under extreme pressure. Despite this challenging backdrop, project teams adapted to the changing circumstances and continued to provide aid to those in need.

### OUR 2021 SECTOR PRIORITIES:

- Seasonal food aid and non - food items (NFI's)
- Sustainable clean water solutions
- COVID-19 hygiene response
- Child welfare

### OUR IMPACT IN NUMBERS

- 12,960 people have the means to improve water safety practices.
- 7,105 people supported with nutritious food parcels to last the month of Ramadan.
- 3,373 people supported through Qurbani.
- 3,000 people supported in winter through warm winter clothing, PPE, blankets and food parcels.
- 1,143 people have access to sanitary latrines.
- 349 people have access to clean drinking water.
- 285 homes provided winter food packs.
- 75 street and working children in the outreach program.

## HIGHLIGHTS FROM OUR WORK

### EDUCATION AND SAFETY FOR DHAKA'S STREET CHILDREN

An estimated 350,000 children live and work on the streets of Dhaka City, Bangladesh. Working with our local partners, Human Appeal has established the Odhikar Street and Working Children Outreach Project, a lower-cost outreach initiative aimed at supporting at-risk children with nutrition, healthcare and education.

As this pilot scheme grows, we will ultimately support 240 children with an approach that includes education and vocational training, where appropriate, to help increase the children's long-term chances of success. For those children who have families, the project raises awareness of child development and provides links to service providers such as micro-finance and employment agencies.

Despite the program being slowed down by COVID-19, we were able to formally enrol 75 street and working children in the project during 2021. We provide these children with one nutritious meal each day, as well as various recreational activities, including art, singing and drama. 25 children have begun receiving non-formal education, funded through the project, and 12 girls have been put through tailoring training at a government vocational training centre.

Of the children enlisted in the project during 2021, 14 have been enrolled for admittance to school in 2022, and all 12 beneficiaries of the project's vocational training will commence work with a safe employer. For these 26 children, entering education or a workplace is a significant step as they find a sustainable pathway out of poverty.

### SANITATION SUPPORT FOR ROHINGYA REFUGEES

Violence in Myanmar's Rakhine State has driven an estimated 1 million vulnerable Rohingya refugees across the border into Bangladesh's Cox's Bazar. While the refugees have found relative safety, their living conditions are dire, with sanitation being a particular concern.

Working in Jamtoli Camp, our team built 11 communal latrines, each of which provides dignity and improved hygiene facilities to 10 families. In addition, we constructed four bathing chambers, each of which serves seven families, and 500ft of drainage channels to prevent water logging.

To support the neighbouring Bangladeshi communities, we also visited nearby Telikhola Village to offer sanitation aid. In total, we repaired 50 toilets that had fallen into disrepair and constructed a further 15 toilets for impoverished households. Six new wells were also created to ensure clean drinking water.

As with all of our endeavours, there was also an element of education and empowerment in this project. Complementing our tangible work in both the refugee camp and host community was a campaign to improve hygiene practices. In addition, groups were trained on how to maintain and repair the installed hardware so that it serves thousands more people in years to come.





## ➤ INDIA

IN 2021, WE SUPPORTED 197,220 PEOPLE.



Set to overtake China as the world's most populated country, India is home to 1.39 billion people, less than 50% of whom have access to safely managed drinking water. Due to a combination of poverty and widespread chemical contamination, the lack of safe drinking water in Indian communities results in 1 in 5 children dying of preventable illness. Access to clean water has become a key focus of humanitarian efforts in India, and in 2021 Human Appeal joined the discourse.

During the course of the year, the impact of COVID-19 was also readily apparent, both in the ever-growing number of cases and in the marked increase in food insecurity. Food insecurity has long been an issue in India's poorest communities, with over 80% of infants and children not receiving the minimum recommended level of dietary diversity, with iron deficiency being particularly prevalent. This situation was further exacerbated by the global pandemic.

### OUR 2021 SECTOR PRIORITIES:

- Sustainable clean water solutions
- Food aid for the most vulnerable
- Providing medical supplies for COVID-19 relief

### OUR IMPACT IN NUMBERS

- 189,600 people supported through Qurbani.
- 37,920 meat packs distributed.
- 8,767 people gained access to sustainable clean water.
- 36 tube wells constructed.

## HIGHLIGHTS FROM OUR WORK

### COVID-19 RELIEF THROUGH MEDICAL SUPPLIES

With alarming rates of COVID-19 cases throughout India and reports of dangerously low supplies of oxygen in the nation's hospitals, we set out to provide an emergency response. Working in the area of Uttar Pradesh, which has a population of 200 million people, we helped protect the communities most at risk in order to reduce the strain put on medical services.

Vulnerable families were targeted for the provision of medical packs, while food parcels were also distributed to those most in need. We worked alongside five medical centres to provide oxygen concentrators and oxygen cylinders, allowing more patients to be treated.

### SUSTAINABLE CLEAN WATER IN UTTAR PRADESH COMMUNITIES

In rural India, groundwater provides up to 90% of the country's drinking water demands. However, the groundwater levels have dropped by more than 60%, and the remaining water is often needed for agriculture. As a result, it is becoming considerably more difficult for people in these communities to access fresh water. In 2020, the Safe Water Network estimated that 20 million people in the Uttar Pradesh region lack access to clean water.

In 2021, Human Appeal contributed to the UN's Sustainable Development Goal by providing clean water and sanitation to affected communities in Uttar Pradesh by way of installing 36 deep tube wells. The construction of the wells was combined with an education project to raise awareness around sanitation, particularly pertinent due to the presence of COVID-19. A community-level WASH committee was established to champion the ongoing success of the project, while a group of individuals were also trained on pump maintenance to safeguard the wells into the future.

The construction of these wells not only resulted in communities benefiting from safe drinking water and increased livelihood but also brought less obvious long-term impacts. For example, 89.6% of women collect water for families, impacting school attendance and the ability to earn an income. By making this task less arduous, it is easy to see the long-lasting effects that this issue can have on communities.



## ➤ IRAQ

IN 2021, WE SUPPORTED 22,206 PEOPLE.



Across Iraq, years of conflict have uprooted millions of people, eroded social cohesion, disrupted access to basic services, destroyed livelihoods and increased protection risks. In late 2021, the Iraqi government declared that all camps housing internally displaced people would be closed by the end of the year. As a result, the landscape shifted dramatically toward the later stages of 2021 as fourteen camps shut their doors, creating an unexpected set of challenges for our team.

Of the 6 million people who were originally displaced during the Iraq conflict, 1.3 million remain displaced. Approximately 4.1 million returnees and IDP (Internally Displaced People) continue to have humanitarian needs related to their physical and mental well-being, living standards and coping capacities. Women and children are among the most vulnerable to hunger, poverty, abuse, and exploitation.

### OUR 2021 SECTOR PRIORITIES:

- Seasonal food aid
- Mitigating the effects and prevalence of gender-based violence (GBV)
- Enhancing child protection and nutrition
- Skill development and work projects for vulnerable communities

### OUR IMPACT IN NUMBERS

- 14,902 reached through GBV prevention
- 5,530 people supported with nutritious food parcels to last the month of Ramadan.
- 4,980 people given financial support
- 4,433 conflict-affected children and caregivers given specialised support
- 1,970 people were supported in winter through warm blankets, mattresses, heaters, waterproof sheeting, winter cash vouchers, and soap, helping to protect them against winter and COVID-19.
- 1,905 people provided food parcels
- 75 street and working children in the outreach program.



## HIGHLIGHTS FROM OUR WORK

### FINANCIAL SUPPORT TO DISPLACED FAMILIES

At the time of our involvement, Bardarash Camp in Dohuk was home to more than 11,000 people who had fled the violence in north-eastern Syria. Looking for refuge, these men, women and children live within the camp, relying heavily on humanitarian assistance to meet their most basic needs.

As part of our Zakat Ul Fitr project, financial support was given to 830 households, prioritising vulnerable families who include disabled persons, orphans and infants, or those families headed by women, children or elderly members. Each household received 72,000 IQD, the equivalent of around \$50 USD.

The 4,980 individuals who received this support will primarily use it toward food, rent and health care, however, the cash modality allowed the beneficiaries to spend the cash with dignity as per their needs. In addition, this intervention boosted the local market economy and aided social cohesion between the refugees and host communities.

### INCOME GENERATION FOR YOUTH ENTREPRENEURS

The future is bright for beneficiaries of our youth entrepreneurship program, delivered over the course of 2021. A group of 460 promising young leaders were selected from the Ninewa-Mosul and Kirkuk governorates, all aged 18-25.

Our young entrepreneurs were selected to undergo business development training in which they were

guided in core competencies and the development of their very own business plans, which were later presented to a technical committee.

Of the 460 applications, 209 were successful in their application to secure coaching, mentoring and in-kind assets, 37% of whom were female. These 209 young people are now running their enterprises and contributing to the local Iraqi economy, creating further job opportunities as they grow their enterprises.

### INCREASING PROTECTION OF THE VULNERABLE IN ANBAR

The provision of holistic services for gender-based violence (GBV) has been an ongoing focus of our work in Iraq, with an estimated 1.32 million people at risk of different forms of GBV, more than 75% of whom are women and adolescent girls.

Based in Anbar, our team strives to prevent GBV and support those affected through the delivery of awareness sessions, legal services, distribution of dignity kits, case management, PSS, and referrals. 13,392 people were impacted by this initiative in 2021, the majority of which were women and girls already at an increased risk of GBV. The wider beneficiaries are the community at large, with men and boys gaining awareness of GBV and encouraged to take part in initiatives to promote positive social norms as allies against GBV in their communities.

In 2021, we also extended this project into Mosul and Talafar, reaching an additional 1,510 people.



## ➤ LEBANON

IN 2021, WE SUPPORTED 117,916 PEOPLE.



Lebanon is one of the most densely populated countries in the Mediterranean, with a population of around 6.8 million people. As a result of its location, Lebanon has taken an estimated 1.5 million refugees from Syria, according to UNHCR figures. Worldwide, Lebanon is second only to Aruba (population 110,000) and its displaced Venezuelans in the ratio of refugees to the native population.

The last few years have been very harsh economically in Lebanon. About 55% of the country's residents fell below the poverty line, and Lebanon's Syrian refugees are even worse off. An estimated 90% of Syrian refugee households live in extreme poverty, up from 55% in early 2019.

In December 2020, 50% of Syrian households suffered from food insecurity, doubling since 2019. Harmful coping mechanisms such as reducing the number and portions of meals per day are increasingly more common. With food prices going up over 400% in the last few years and the sharp drop in informal employment opportunities, refugees are also accumulating more debt.

The speed and scale of the economic crisis in Lebanon, not to mention the effects of a pandemic, are creating countless challenges for hospitals and healthcare workers.

### OUR 2021 SECTOR PRIORITIES:

- Increase long-term food security
- Facilitate education and livelihoods
- Improve health care and sanitation
- Safeguard the welfare of children and orphans

### OUR IMPACT IN NUMBERS

- 15,000 patients gained medical access
- 11,919 people supported in winter through food, fuel, clothing and shelter repair.
- 9,100 people supported with nutritious food parcels to last the month of Ramadan.
- 6,300 people received fresh, nutritious Qurbani beef parcels.
- 360 refugee children given education
- 215 families kept warm in winter outreach program.

## HIGHLIGHTS FROM OUR WORK

### PROVIDING EDUCATION AND EMPLOYMENT FOR SYRIAN REFUGEES

All our educational activities are underpinned by a determination to provide dignity for our young learners. Our goal in this nine-month project was to improve access to education for the most vulnerable Syrian refugee children in Lebanon. Providing girls and boys aged 4-14 with quality informal education at two centres, our team helped to facilitate access to further education opportunities (both formal and non-formal).

The educational project, based at Sawasia and Al Rahma Teaching Centres in Central Bekaahas, benefited children from vulnerable groups who fled their homeland due to the war that has entered its eleventh year. The project was able to help 360 Syrian refugee children, which is approximately 50% of the children residing nearby. In addition, 18 Syrian refugees of both genders were employed as staff members, becoming financially independent and able to support their families.

The primary subjects taught are Arabic, English, mathematics and science, and an additional course in life skills; these are all implemented by a team of qualified and experienced teachers following the Lebanese curriculum.

Additional benefits of the provision included providing routine, structure, and safe spaces (both physical and emotional) in which highly vulnerable children have the chance to develop and grow.

the installed hardware so that it serves thousands more people in years to come.

### A PSYCHOLOGICAL RESPONSE FOR FAMILIES AFFECTED BY A CAMP BURNING INCIDENT

In late December 2020, more than 300 Syrian refugees fled an informal camp in northern Lebanon as a blaze raged through and burnt tents to the ground. In March 2021, Human Appeal responded with an initiative to help some of those refugee families who were living in the Bhanine Al Menieh shelter site and, as a result, also help people from the host communities who are in a vulnerable situation.

Our goal was to help recipients have their rights respected and live in safety and dignity. The project provided mental health sessions, care management planning services and the distribution of toys to

446 individuals from 88 families in the camp. This led indirectly to providing mental health benefits to the surrounding area, reaching the host communities since the general atmosphere was improved.

In addition, the toys were purchased from the nearby Lebanese market, which helped support the local economy.

### FINANCIAL AID FOR SYRIAN REFUGEES IN BEQAA VALLEY

In an ongoing project aimed at providing 21 Syrian refugee households in Al Aramel Camp and Saadnayel with basic needs such as food, education, and healthcare, Human Appeal has supported each household with monthly cash assistance for one year.

In line with UN Sustainable Development Goals 1: 'End poverty in all its forms everywhere,' and 5: 'Achieve gender equality and empower all women and girls,' this project contributed to enhancing financial stability amongst one of Lebanon's most vulnerable groups, refugee orphans and their female caregivers.

Twenty-one Syrian widow refugees and their households were vetted with a referral from UNHCR, responsible for registering Syrian refugees and providing aid and assistance until they are resettled abroad or returned home once conditions ease. Each household received £112 a month for a year.

This assistance was crucial for families during the winter as it helped almost 80% of them buy heating oil. In contrast, others were able to cover their rental fees as well as medical and educational needs.

By increasing their financial stability, this project also helps to prevent child labour and child marriage, giving vulnerable children the opportunity to gain an education and break the cycle of poverty. Helping to save lives by ensuring they have access to the nutrition, healthcare, and other necessities they need to survive and build a brighter future.

### MEDICAL AID AT DAR AL SHIFAA HOSPITAL IN TRIPOLI

With the support of Human Appeal, a medical shipment containing essential supplies was donated to help Dar Al Shifa hospital in Tripoli.

By supplying the hospital with these medical items, including syringes, essential oxygen items, oxygen cylinder holders, and surgical masks, the hospital was able to serve more patients that would have otherwise been possible. The content of the in-kind





donation was able to serve a total of 15,000 patients. The number of patients is not fixed and will be much higher, as the donated equipment will continue to be used by the hospital's medical staff.

Most of the patients at this hospital were seriously in need of follow-up consultations—people who continue to need treatment for various pathologies and diseases. Focusing on hospitals in vulnerable areas of Lebanon, this project effectively targets patients with the least access to healthcare, helping to ensure that the most vulnerable get the treatment they need.

### **WINTER ASSISTANCE PROJECT AT THE AIN EL HELWEH CAMP**

Families of some of the most vulnerable Palestinian refugees live in Ain El Helweh Camp in Saida. These families live in dire conditions without any assistance

and source of income. They struggle below the poverty line and coincide with URDA's vulnerability criteria.

Rehabilitation of houses and distribution of 20-litre fuel tanks to the most vulnerable Palestinian refugees living in the camp was the aim of this project which spanned 2020/21. The families vitally needed the provision of core winter relief items through the cold winter months. The fuel tanks helped 200 families (1,000 individuals) keep warm over a harsh winter.

Additionally, the project funded the improvement of shelters for the most vulnerable Palestinian refugees living in the camp, whose houses were extremely damaged, helping a further 15 families.

## ➤ NIGERIA

IN 2021, WE SUPPORTED 54,275 PEOPLE.



The United Nations has predicted that Nigeria's population could grow to 730 million by the end of this century, from a current population of just over 205 million. Such a rise would be a catastrophe, as more than half of Nigerians currently live below the poverty line.

Before the outbreak of COVID-19, unemployment was at 23.1%, and over 90 million Nigerians lived in extreme poverty on less than £1.60 a day. The World Bank projects that the economic shock from COVID-19 will push 5 million more into poverty.

Restrictions on humanitarian agencies in the northeast continue. Humanitarian agencies were prevented from operating outside areas under government control, and compulsory authorisation procedures remain obstructive and lengthy. Systems for moving personnel, cash, and cargo- carrying relief materials in the northeast region are vital in delivering much-needed aid to the people of those regions.

### OUR 2021 SECTOR PRIORITIES:

- Seasonal food aid
- Improving the welfare of those most vulnerable
- Building human capacity
- Boosting the mental well-being of those most vulnerable.

### OUR IMPACT IN NUMBERS

- 52,555 people received fresh, nutritious meat parcels during Qurbani.
- 1,700 people supported with nutritious food parcels to last the month of Ramadan.
- 800 children given gift packs.
- 20 regional states reached.

## HIGHLIGHTS FROM OUR WORK

### FOOD AND FINANCIAL AID FOR EID CELEBRATIONS

A survey conducted by UNICEF in 2015 indicates that Nigeria has the second highest number of stunted children globally, with a national prevalence rate of 32% of children under five.

In addition, 7% of women of childbearing age also suffer from acute malnutrition. One of the factors contributing to these situations is the lack of access to nutrition. Human Appeal reduced this situation on Eid al - Fitr by providing cooked foods and drinks for those most vulnerable, including 2.5kg of rice, live chickens and cash support for families in need.

The Zakat ul Fitr project was a project for disadvantaged families, with mosques, Islamic organisations and physically challenged centres helping to identify and compile a list of families most in need.

Before the day of the celebration, families and individuals across twenty states were contacted to confirm their donated goods. On the day of the celebration, the impoverished homes and physically challenged centres were visited and given well-cooked, packaged food parcels.

This project brought happiness and a sense of belonging to vulnerable Muslims on the day of the celebration. In total, 1,200 people were directly impacted and uplifted by this project.

### EID GIFT PACKS FOR CHILDREN

Many children miss out on the celebration of religious holidays due to their family's poor financial situation. The project's objective was to help children who may have fasted in the holy month of Ramadan celebrate Eid with a gift pack.

Eleven Eid Centres were visited, five in Lagos State, two in Ogun State and one each in Osun, Oyo, Kwara and the Edo States. Eight hundred gift packs were given to children between the ages of 1 and 12. Each gift pack contained biscuits, chocolates, a bubble blower, a book, a maths set, juice, toys, etc, with friends and siblings also benefiting as the contents of packs were shared around.





# ➤ PAKISTAN

IN 2021, WE SUPPORTED 324,734 PEOPLE.



Home to 207.8 million people, Pakistan is a country where urbanisation is on the rise, and more people than ever before are migrating toward cities. This trend is predicted to accelerate over the coming years as Pakistan moves from an agrarian-based economy to a service-led economy.

Although the poverty rate has significantly declined since the early 1990s, the latest figures released by the Ministry of Planning Development and Reforms show that nearly 30% of the country's population lives below the poverty line. Pakistan's unemployment rate for 2021 remained steady compared to previous years, but job security is very low, and much of the economy is informal.

Healthcare in Pakistan currently ranks 154th out of 195 countries in terms of overall system performance. Even though some government hospitals provide free primary treatment for severe conditions, for many people, private care is the only option. This makes healthcare inaccessible for the vast majority of vulnerable Pakistanis.

## OUR 2021 SECTOR PRIORITIES:

- Making education more accessible
- Orphan and child welfare programmes
- Food security and livelihoods
- Water, Sanitation and Hygiene (WASH)
- Empowering local communities
- Safeguarding rights of vulnerable children

## OUR IMPACT IN NUMBERS

- 84,732 people supported with nutritious food parcels to last the month of Ramadan.
- 42,250 reached in COVID-19 response
- 32,013 people received fresh, nutritious Qurbani beef parcels in Pakistan and Pakistan-administered Kashmir.
- 27,300 people given safe drinking water
- 1,742 people supported in winter through the delivery of a warm winter wardrobe.
- 769 wells created
- 100 girls helped into education



## HIGHLIGHTS FROM OUR WORK

### INTEGRATED WATER, FOOD SECURITY AND IMPROVED LIVELIHOODS FOR VULNERABLE COMMUNITIES

According to WaterAid, over 21 million people in Pakistan still have no option but to drink unclean water, and one in three people don't have access to a decent toilet. As a result, every year, 53,000 children under five die from diarrhoea, a waterborne disease.

Providing access to clean water, sanitation and hygiene (WASH) has become a signature project of Human Appeal in Pakistan. With the outbreak of COVID-19 in 2020, access to WASH became even more essential to maintain hygiene. When deciding where this project would take place, villages in Tharparkar, Sindh, were selected due to high poverty levels, waterborne diseases and malnutrition rates among women and children. Many of these issues are caused by a lack of access to basic facilities.

Human Appeal facilitated the installation of a water storage tank, a 10 feet x 10 feet fully cemented permanent structure that can store approximately 17,000 litres of water. This amount is sufficient for 2,000 people per day and is fitted with a solar-powered water pump capable of topping up the tank every hour based on the

need. 4500m of water supply lines run to six pairs of male and female toilets to facilitate hand washing and bathing, and there are other water points established nearest to local households. This means the distant villagers do not need to travel to the storage unit to fill water for themselves or their livestock. Approximately 27,300 people in the 14 local villages now have access to safe drinking water through the provision of water supply systems.

In addition, twenty solar-powered street lights were provided, allowing locals to remain productive and facilitate children being able to study and read, where previously they couldn't. Human Appeal provided twenty pairs of milking goats to mainly widowed women. The goats are climate resilient, survive drought spells and offer good quality milk, which can be fed to children.

Finally, 100 farmers were provided education on climate-smart farming and supplied with drought-resilient seeds and tools to initiate kitchen gardening and agriculture activities at the household level. Before the project by Human Appeal, this would not have been possible due to a lack of water, knowledge and skills. The knowledge gained helped local drought-affected farmers grow vegetables for themselves rather than buying from far-off markets at an expensive rate.

Before this project, most villagers could only afford breakfast and dinner. Whereas now, each household can grow vegetables to cook for themselves and sell extra to the local villagers.



## ESTABLISHING AN ELEMENTARY SCHOOL FOR GIRLS

Currently, Pakistan has the world's second-highest number of out-of-school children, with an estimated 22.8 million children aged 5-16 not attending school. This figure represents 44% of the total population in this age group. Young girls are often affected the most, and the survival rate of girls to grade eight stands at 52%, down to 45% in grade ten. A range of issues is responsible for inadequate access for girls to lower secondary education, which merits attention.

This project for the schoolgirls in Tehsil Liaquatpur provided a state-of-the-art elementary school building with a boundary wall and gate. Primarily focusing on girls' elementary education, around 100 girls from the adjacent villages were enrolled in 2021, with 50 more to enrol each year after.

The school building includes six classrooms, each with its own washroom, a staffroom and principles office, two staff washrooms and a courtyard with an extra six classrooms. The facility was also fitted with ceiling fans and solar water well. With the facility's completion, the school dropout rate of female students will decrease. At the same time, enrolled students will have an improved learning environment.

## COMMUNITY-LED RISK MANAGEMENT AND BUSINESS SUPPORT

Due to limited sources of information and technological isolation, many rural regions in Pakistan have little to no awareness of COVID-19. In 2021, Human Appeal spearheaded a project designed to allow communities to manage the risk of COVID-19 whilst also boosting socioeconomic adaptation. The overall focus of this project was to prevent the transmission of COVID-19, accelerate vaccination, and revive micro, small and medium-sized enterprises affected by the pandemic in Rawalpindi District.

Human Appeal established 30 Active Citizen Groups (ACGs) in Murree and Taxila. Each group consisted of five people, chosen to raise awareness about COVID-19 prevention and to underline the need for immunisation in the community. Our 150 ACG members have each conducted 300 further sessions, reaching approximately 6,500 direct and 42,250 indirect beneficiaries. Human Appeal requested that the Department of Health provide doctors/nurses at the community session so that professionals could address medical questions from the community.

## AMINAH, EDUCATION AND PROTECTION CENTRE FOR STREET CHILDREN

In a project started toward the end of 2021, Human Appeal aims to educate Pakistan's working and street children through the Aminah Learning Centre. The centre provides drop-in services such as health,

education, skill development and counselling, providing these young people with a safe space from potential abuse, violence and exploitation and improving their health and well-being.

The centre is fully equipped with classrooms enabling education programmes for their age groups. Over 250 children have a safe environment for non-formal education and skills development through collaboration with government education and development programmes.

One of the most successful elements of the project was providing education to children who were not in school due to manual labour or cleaning jobs. We motivated their employers to spare them a few hours a day to seek education and contribute to their future by giving them some free time to attend classes at Aminah learning centre.

Over 100 street children and young people are supported with access to essential nutritious daily meals. In addition, 1,000 children and other marginalised people in the community can access critical health services through medical camps, including routine check-ups and proper medication.

Psychosocial counselling sessions are provided to ensure children's mental wellbeing is taken care of, while career counselling will link interested youth with government technical and vocational training institutes.







## ➤ PLANTING SEEDS FOR A BRIGHTER TOMORROW

In the Sindh province of Pakistan, 64% of people rely on inadequate water sources, and almost 30% of children are malnourished. We're working to transform living standards in villages across Tharparkar in Sindh province through integrated water, hygiene, food security and sustainability projects.

Noor is 35 and lives with her husband and five children in Sarrah, Tharparkar, one of the villages we targeted for intervention. We spoke to her before the project began:

"We don't have basic life essentials, like electricity, gas, water and infrastructure... my husband doesn't have a regular job, sometimes he works in daily labour. I support my family too, through embroidery work.

Because of our lack of resources, we live hand-to-mouth, and we can't fulfil the basic needs of our children... due to eating less nutritious food, they are weak, and during winter, they get ill and need medical treatment, which is difficult for us.

The main problem in our area is poverty and the lack of resources. We don't have ways to earn a living here."

In each of the villages we support in Tharparkar, we install solar-powered water pumps and street lights, as well as community toilets, to improve access to sanitation. We also train villagers in sustainable gardening practices

and provide the resources for kitchen gardens. Here's how Noor was personally impacted by the project:

"Human Appeal installed a solar-powered water pump... now we're very happy that we have access to water right on our doorstep. They also provided us with seeds for each season and helped us to start kitchen gardens with tools and a trainer.

My husband and I started kitchen gardening, and we were surprised that after two months, we had green vegetables in our home; my children are also happy to eat the meals they love on a daily basis. It used to be difficult for us to get fresh vegetables, but now my children are getting healthy, and my husband is also able to sell our extra vegetables to others for a profit.

I'm very grateful to all those who supported us for their efforts to reduce the difficulties we face, and I request that you continue this project among other vulnerable people in our area."

The impact of our work on Noor and her family has been life-changing, and we will continue trying to reach more people. We've already transformed 18 villages, helping 30,000 people in Tharparkar, and have plans to support 27 more, transforming the lives of an additional 43,200 people.



## ➤ PALESTINE

IN 2021, WE SUPPORTED 2,047,971 PEOPLE.



The occupied Palestinian territory has long been reliant on humanitarian support, which has been made increasingly vulnerable due to the ongoing COVID-19 pandemic and related mobility restrictions. In 2021, Gaza City also saw the most serious escalation of hostilities since 2014. The conflict caused significant damage and loss of life, increased aid dependency and exacerbated poverty.

Unemployment in Gaza is now at 44.7% and poverty at 60%, with one of every five people unable to access running water. The 2021 attacks seriously damaged much of the territory's water infrastructure – wells, pumping stations, sewage treatment plants, and desalination plants. This has contaminated seawater, which has become a carrier of waterborne diseases.

All these factors put pressure on the socio-economic and cultural fabric of Palestinian society. Children in the Palestine are among the most vulnerable, with 10% of children aged 5-17 engaged in child labour and 46% of children with disabilities not enrolled in school.

### OUR 2021 SECTOR PRIORITIES:

- Increasing access to safe drinking water
- Creating sustainable food sources
- Improving long-term prospects for children
- Providing reliable emergency support

### OUR IMPACT IN NUMBERS

- 30,860 given access to clean drinking water
- 13,326 helped during emergency response
- 730 children given school packs
- 44,837 people received fresh, nutritious Qurbani beef parcels.
- 52,776 people supported with nutritious food parcels to last the month of Ramadan.
- 10,220 people protected in winter through warm winter clothing kits.

## HIGHLIGHTS FROM OUR WORK

### DESALINATION PLANT BRINGS CLEAN WATER TO GAZA STRIP

Lack of access to clean drinking water provides an ongoing threat to those living in Palestine, with sanitation and hygiene breeding illness, exacerbated by the waterborne diseases now in circulation. In 2021, our team undertook the first step of a two-phase project to bring clean water back to the Gaza Strip.

The desalination plant project aims to treat salty water produced from brackish water wells at a rate of 2,400m<sup>3</sup> per day. In phase one, we achieved 1,200m<sup>3</sup> of water per day, treated through our newly constructed desalination plant. This will undergo an increase in capacity in phase two.

This was a mammoth project, which included both the construction of new infrastructure and the improvement of existing systems. Along with the modular skid mounted RO brackish water desalination plant and associated wells and intake tanks, we upgraded a distribution booster station, improved the main electric panel board and installed a backup power generator to ensure a reliable supply.

The finished desalination plant was connected to the distribution grid, and a full-time site engineer was employed to ensure its ongoing success.

### SAFE DRINKING WATER FOR GAZA'S VULNERABLE CHILDREN

In a second desalination project launched in 2021, Human Appeal worked with the Right to Live Society (RLS), which offers life-saving refuge to children impacted by Down Syndrome or Autism. Children with additional needs are some of the most vulnerable in any society, but this is particularly an issue in Gaza Strip, where many impoverished families struggle to provide basic care.

A technical assessment of the current facilities was carried out, establishing the need for a new water well and desalination plant. Human Appeal installed the necessary facilities, which now produce desalinated water for drinking and improved hygiene.

Not only has this project directly impacted the lives of at least 860 people who live and work on-site, but it has also minimised the operating costs of the centre. Where once water tankers were brought in at a daily cost of around 60 USD, now the water is freely available and may even be used toward environmentally-beneficial landscaping work in the future.





## BACK TO SCHOOL, BUILDING PATHWAYS FROM POVERTY

While life may be far from ordinary for the children living in the Gaza Strip, in 2021, Human Appeal strived to bring a sense of normality to some of the area's most vulnerable children through our Back To School campaign. Identifying 730 of the most in-need children, many of whom were orphans, we provided a school uniform and stationery supplies to see them through the year ahead.

Providing school children from disadvantaged families with school equipment offers powerful short and long-term benefits. In the short term, it relieves the parents and guardians of these children from the financial burdens of school readiness, negating the need to borrow money or the stigma of sending children to school in old or damaged clothing. In the long term, this sense of normalisation gives the children improved self-esteem and psychosocial wellbeing, improving the likelihood of them progressing in school and having better future prospects.

## GAZA EMERGENCY MEDICAL AND COMMUNITY RESPONSE

In May 2021, Gaza experienced rising escalations, resulting in 11 days of intense violence. The Ministry of Health desperately struggled to deal with the crisis, but resources were in high demand, and public hospitals were unable to cope. Human Appeal was quick to respond, assisting the medical sector and affected households through a combination of financial and goods donations.

A total of 20,000 litres of diesel fuel was supplied to Al Shifa Hospital to keep generators pumping in order to provide life-saving and life-sustaining surgeries. Additional medical supplies were provided on request to hospitals and medical centres in the region. Food vouchers were given to 1,800 families who were most impacted by the crisis, allowing them to recover without the burden of food uncertainty.

Finally, working alongside the Palestinian Scouts Association, 100 volunteers were engaged to remove the rubble and debris on Gaza's main road, many of whom were children. Lunch was then hosted for the volunteers, with psychosocial relief provided in the way of singing and group games. In total, 13,326 were supported through this emergency response.



## ➤ SOMALIA

IN 2021, WE SUPPORTED 287,142 PEOPLE.



Somalia has one of the world's largest numbers of internally displaced persons (IDPs), with 2.9 million people estimated to be internally displaced throughout the country and 2.2 million in need of urgent humanitarian assistance. Displacements are typically from rural to urban areas, where displaced people move into towns and cities looking for work, but often lack the skills required to gain a livelihood. IDPs and rural migrants are frequently confined to poor-paying unskilled jobs, if any at all.

In 2021, people throughout Somalia faced catastrophic conditions after an unprecedented drought, declared a National Emergency by the nation's government. Consecutive failed rainy seasons have exhausted coping strategies, leading to widespread loss of livelihoods and an inability to access sufficient food and water. The country's already critical humanitarian situation is set to get worse, with serious concerns over increased mortality levels.

### OUR 2021 SECTOR PRIORITIES:

- Improving food security
- Water, Sanitation and Hygiene (WASH)
- Boosting sustainable development
- Skill development and work projects for vulnerable communities
- Improving education

### OUR IMPACT IN NUMBERS

- 95,900 people received fresh, nutritious Qurbani beef parcels.
- 74,009 people supported with nutritious food parcels to last the month of Ramadan.
- 50,000 people benefited from improved sanitation
- 27,000 protected from COVID-19
- 3,600 people protected in winter through providing sleeping mats, mosquito nets and blankets.
- 478 children given school supplies

## HIGHLIGHTS FROM OUR WORK

### BACK TO SCHOOL

Worldwide, Somalia has one of the highest proportions of out-of-school children, with less than 30% of school-aged children enrolled in primary education. In addition, COVID-19 forced schools to close and caused significant disruption to education.

In 2021, our "Back to School" project aimed to improve access to basic educational needs and motivate children in a learning environment - through the distribution of back-to-school kits. The project targeted orphans, among the most vulnerable members of society, often lacking basic educational needs and services related to better education.

Four hundred and seventy-eight children were measured for their uniforms before distribution took place over three days in Mogadishu of the Banadir Region. Each child received a school bag, uniform, two books and one pen/pencil. The kits were presented to children at a ceremony that was widely enjoyed by all that attended, with twelve children performing songs and stories in three languages.

The project has successfully provided access to basic educational needs for these school-age children and contributed to the increase of orphan boys and girls who can attend school.

### MEDICAL SUPPLIES TO HELP FRONTLINE WORKERS IN HOSPITALS

The COVID-19 pandemic was confirmed to have reached Somalia on 16 March 2020, when the first case was confirmed in Mogadishu. The pandemic has severely strained Somalia's already fragile health system, with limited access to dedicated health services putting vulnerable people at additional risk. Often the most at risk are those health workers who work in public hospitals, helping to treat people with COVID-19.

In 2021 Human Appeal supported health workers, nurses, auxiliaries, and doctors working in targeted hospitals by providing a shipment of PPE to help prevent the spread of coronavirus. The shipment contained large coveralls with hoods and cuffs, non-medical KN-95 masks and reusable protective face shields.

The protective equipment was distributed by Human Appeal to three selected hospitals in the Banadir region, Banadir Hospital, De-Martino Hospital and Dr Sumait Hospital. In total, the project benefited over 27,000 people in the area.

### DISTRIBUTION OF HAND SANITISER

The global pandemic has devastated parts of Somalia, including the vulnerable people who live in Banadir, Baidoa and Afgoi in the Kahda district. Human Appeal worked in collaboration with frontline staff working in these communities who were exposed to the greatest risk of COVID-19 through their daily work.

After consulting the Ministry of Health, Human Appeal selected public hospitals and health centres that engage in activities of COVID-19 response. The kits, supplied by Freshorize, consisted of four items, including hand sanitiser, face masks and other health care equipment, intended to protect the people using them from catching or spreading infectious diseases.

The intervention contributed to the national campaign, which aimed to reduce the spread of the second wave of COVID-19 and minimise the death rate caused by the infection. The project was able to offer hand sanitisation to over 50,000 people. The targeted beneficiaries now have improved access to protective equipment when operating in hospitals and medical centres and helping patients.



## ➤ SUDAN

IN 2021, WE SUPPORTED 16,913 PEOPLE.



Two years after Sudan embarked on the path of political transition and one year into the Juba Peace Agreement (JPA), humanitarian needs continue to grow across the country, despite progress on the road to a new Sudan. These needs are driven by an economic crisis, exacerbated by COVID-19, increased insecurity and localised violence in parts of the country, coupled with floods, disease outbreaks, and the 1.16 million refugees and asylum seekers currently finding safety within Sudan's borders.

The number of people in Sudan continues to grow year by year, with estimates showing that approximately 14.3 million people – 30 percent of the population – need humanitarian assistance. Of the 14.3 million people in need, 9.1 million need emergency assistance for life-threatening needs related to critical physical and mental well-being. The primary areas of concern in Sudan are water, sanitation and hygiene, food security and health. The key areas Human Appeal focuses on in Sudan are the Darfur, Kordofan and Blue Nile regions, where localised conflict spanning years has left over three million internally displaced people (IDPs).

### OUR 2021 SECTOR PRIORITIES:

- Food assistance for impoverished households
- Protection for vulnerable women and children
- Increasing sustainable livelihood opportunities
- To support the stability and resilience of communities

### OUR IMPACT IN NUMBERS

- 7,820 benefitted from community-building activities
- 5,393 provided life-saving nutrition
- 5,235 people received fresh, nutritious Qurbani beef parcels.
- 1,800 women and girls given a safe space
- 1,500 people supported with nutritious food parcels to last the month of Ramadan.
- 342 children were provided with winter clothing and blankets.



## HIGHLIGHTS FROM OUR WORK

### STABILISING COMMUNITIES IN THE BLUE NILE

When conflict affects a region, it inevitably leads to the displacement of the communities that once called those areas home. This is true for Elkili, Blue Nile state, where violence continues to cause devastation. Those living in the area come from various wider communities, and all bear their own weight of trauma. In 2021, Human Appeal spearheaded a campaign to promote interdependency between various community groups in the area, which will, in the long run, contribute to harmonious coexistence in these areas.

A total of 300 farmers were supported with agricultural tools, supplies, equipment and extension services, allowing them to diversify and increase their agricultural production. Not only does this improve the self-reliance of these farmers, but it also reduces food insecurity in the region.

Similarly, 25 women were selected to receive small business management training and provided start-up capital to fast-track their business. In time, this will create employment opportunities for others in the community.

Another focus of this campaign was to mobilise young people through the creation of youth centres. These centres serve as a place young people can meet, discuss ideas and engage in various learning activities, including literacy classes and workshops that address conflict. Equally importantly, they're a space for young people with diverse profiles to spend time together, whether watching TV or playing games and sports.

The intervention also provided community management and leadership training to 20 members, forming a Community Management Committee to ensure the ongoing, long-term success of the project.

### SAFE SPACE FOR REFUGEE WOMEN AND GIRLS

Refugee camps are well-known for being dangerous for vulnerable women and children. The violence, trauma and displacement experienced by those who find themselves living within a camp's walls can create an environment that is highly fraught and can leave women and girls at particularly high risk of violence and sexual assault.

In early 2021, we began work on the creation of a safe space for refugees within Camp 6 in Blue Nile state. Serving 1,800 Ethiopian women and girls, the centre would consist of a spacious activity room, a private room for case management and counselling services, an office for the site- management team, a daycare area to allow mothers to use the services provided, a communal latrine that is accessible to those with disabilities and a solar energy system for consistent electrical supply.

Throughout the year, the centre has served as a safe space for refugee women and girls to improve their protection and psychosocial well-being. Women and girls enjoy meeting at the centre and socialising in a private, well-protected area, reducing stress and improving their welfare.

Alongside this successful project, Human Appeal has supported various training sessions at the centre, including awareness of gender-based violence, child protection, hygiene and sanitation, health education, nutrition for under 5s, garbage collection and disposal, and more. The centre will continue to be an asset in the future as we work on further interventions to improve the lives of those living in Camp 6.



## ➤ SYRIA

IN 2021, WE SUPPORTED **349,896** PEOPLE.



One of the largest displacement crises globally, Syria has been ravaged by war over the past few years, with continuing violence, economic crisis and the devastation of public services creating an untenable situation. Add to that the global pandemic, and it's hardly surprising to hear that the number of people in need of humanitarian assistance in Syria increased by 21% in 2021, reaching 13.4 million from the previous year's figure of 11.1 million.

Although no major military operations took place in 2021, civilians continued to be heavily impacted by violence across the country. The additional burden of the COVID-19 pandemic has left the Syrian population in additional distress and has increased poverty rates throughout the region. The northwest of Syria continues to be the hardest hit, with 3.4 of 4.2 million people in dire need of assistance.

### OUR 2021 SECTOR PRIORITIES:

- Improving access to quality maternal, paediatric and primary health services
- Improving vaccination status among displaced communities
- COVID-19 emergency response
- Seasonal food and non - food item (NFI) relief

### OUR IMPACT IN NUMBERS

- 160,089 people supported with nutritious food parcels to last the month of Ramadan.
- 24,000 displaced people provided hand sanitation
- 12,588 people supported in winter through winter blankets, sleeping mats, rugs, soap, waterproof sheeting and warm winter clothing.
- 10,500 people received fresh, nutritious meat parcels during Qurbani.
- 7,363 people immunised against tetanus
- 1,478 COVID-19 cases isolated
- 464 children provided with school materials

## HIGHLIGHTS FROM OUR WORK

### LIFE-SAVING HEALTHCARE FOR WOMEN AND CHILDREN IN CONFLICT AREAS

In 2021, the world watched on as Syria continued to be torn apart by war. As politics rage, those on the ground battle with issues much closer to home, such as the safety of their families and finding refuge from the violence.

In a project that will continue into 2022, we are working to provide life-saving and life-sustaining healthcare services to women and children living in areas of conflict in Syria. Our Al Imaan Maternity, Neonatal and Childhood Hospital continues to serve those in the Dana sub-district, while our mobile clinic reaches those living in Sarmada's IDP (Internally Displaced People) camps.

The aim of this project is to reduce the mortality rates of those in the district, particularly women of reproductive age, children, and the elderly. We do this through education, the treatment and prevention of communicable and non-communicable diseases, and investment in much-needed resources. From essential medicines and counselling to inpatient services, our clinics offer a wide range of services to those most in need.

During the year, many of the neighbouring maternity and childhood hospitals shut their doors, putting added pressure on the team, which was already stretched due to absences related to COVID-19. To overcome this challenge, we recruited a further four nurses, allowing us to provide an ongoing standard of care to patients.

### BACK TO LEARNING FOR SYRIA'S DISPLACED CHILDREN

To mark the start of the school season, Human Appeal visited the Jannat Qura School in a displacement camp in the Harem area of Syria. Children here have been disproportionately impacted by the social and economic

impacts of the ongoing war, so the project aimed to increase new enrolments, retain school-aged children and foster a healthy learning environment for students and teachers.

By providing basic school kits for the most vulnerable Syrian school-aged children, the Back To Learning campaign removed barriers preventing children from accessing formal and non-formal education.

To mark the day, the site was decorated with balloons and outdoor activities were organised for the camp's children. Refreshments were provided for all those attending, and a total of 464 students received school kits, complete with everything needed for the year ahead.

### COMMUNITY-BASED ISOLATION CENTRES SLOW DOWN COVID-19

With widespread displacement in Syria combined with a lack of access to hygiene facilities, COVID-19 spread rapidly throughout the country. As an early intervention strategy, Human Appeal supported the creation of three community-based isolation centres (CBICs) in northwest Idlib and rural Aleppo.

Providing life-saving and life-sustaining services to those with COVID-19, the CBICs were run by 176 field staff who were recruited and trained to provide a 24/7 emergency response and equipped with PPE, IPC items and essential medicines.

As the COVID-19 task force recommendations changed, so too did the type of services provided, shifting the focus from isolation to treatment. In total, 1,478 people benefitted from the CBIC provision, with countless others protected thanks to the slower spread of the virus.





# ➤ TUNISIA

## IN 2021, WE SUPPORTED 19,710 PEOPLE.

Although Tunisia is sometimes portrayed as a success story in terms of democratic transition, many of the political, social, and economic issues that existed prior to the 2011 “Jasmine Revolution” remain. Tunisia has been undergoing a democratic transition process in the last decade, with varying degrees of success. Despite the peaceful transition of power and improvements to the Human Rights legal system, economic and socioeconomic disparities between regions persist and continue to fuel frustration among the Tunisian population.

Tunisia serves as both a transit and final destination for migrants and refugees. With reduced access to shelter, employment and education, migrants, refugees, and asylum seekers in Tunisia are particularly exposed to the threat of exploitation, trafficking and abuse in the absence of proper protection.

Coupled with the ongoing turmoil caused by COVID-19, the humanitarian situation in Tunisia was incredibly challenging in 2021, leading to Human Appeal’s first involvement in the region.

### OUR 2021 SECTOR PRIORITIES:

- COVID-19 emergency response
- Provide food and non - food items (NFI) aid to the most vulnerable
- Improve access to medical support

### OUR IMPACT IN NUMBERS

- 13,710 additional patients treated
- 4,176 people given two-week food supply
- 1,200 food baskets provided

## HIGHLIGHTS FROM OUR WORK

### FOOD BASKETS DISTRIBUTED THROUGHOUT TUNISIA

The COVID-19 pandemic is a multiplier of vulnerability, compounding threats to food insecurity while exposing weaknesses in food and health systems. In 2021, it severely undermined the capacity of communities to cope in times of crisis and became a test for political and economic stability around the world.

In Tunisia, the recent coronavirus outbreak has become an additional dimension exacerbating the ability of already impoverished communities. To counteract some of the economic impacts of the pandemic, Human Appeal distributed food parcels to beneficiaries across seven different Tunisian governorates - Tunis, Beja, Sousse, Gabes, Medenine, Gafsa and Sidi Bouzid.

While supply and delivery issues created significant hurdles during the process, a total of 1,200 food parcels were delivered to those most in need, providing 4,176 people with enough food to meet their nutritional needs for two weeks.

### MEDICAL SUPPLIES FOR RURAL TUNISIAN HOSPITAL

As was the case for hospitals and medical centres throughout the world, COVID-19 saw Tunisia struggle to deal with an influx of patients and a reduction of staff. This was further exacerbated by issues in the supply chain, making even the most basic medical equipment increasingly difficult to source.

Working alongside medical providers in Sidi Bouzid, Human Appeal sourced and distributed medical supplies to a rural hospital, mitigating some of the impacts of the coronavirus pandemic. A three-month supply of equipment, including oxygen concentrators, PPE and hand sanitising gel was provided, benefitting 209 members of staff and 13,710 patients.

## ➤ TURKEY

IN 2021, WE SUPPORTED 4,736 PEOPLE.



Turkey is home to approximately 4 million migrants, 3.6 million of whom are Syrian refugees, and nearly half that number being Syrian children. Migrant children here face stark conditions, with more than 400,000 not in school and with no access to education. The additional strain that a migrant population puts on Turkey's infrastructure is keenly felt, particularly by those in refugee camps in the Harem district.

Much of the work that our Turkey office undertakes is directed at supporting the Syrian refugees, migrants and internally displaced people living on either side of the Turkey/Syria border; however, we also work with host communities in Turkey itself. In 2021, we put further education systems in place to benefit those living in impoverished areas along the border.

### OUR 2021 SECTOR PRIORITIES:

- Provide food and non - food items (NFI's) aid to the most vulnerable
- Improve access to medical support
- Strengthen dispensary points in North West Syria

### OUR IMPACT IN NUMBERS

- 124 Hatay families provided with food aid
- 12 benefited from online training
- 7 visually impaired taught Braille

## HIGHLIGHTS FROM OUR WORK

### ICT CLASSROOM CREATED IN GAZIANTEP

In an increasingly digital world, those living without access to computer systems are at a distinct disadvantage. In the first stage of our latest project, a fully equipped ICT classroom was created in the Turkish Red Crescent (TRC) Community Centre in Gaziantep. Designed to provide income generation and employment opportunities through accredited technical and vocational education and training, these classes will be available to both Syrian refugees and neighbouring residents in host communities.

In its first year, 12 individuals received training through the ICT centre, with hundreds more due to benefit over the coming years.

### EDUCATION OPPORTUNITIES FOR THE VISUALLY IMPAIRED

This project provided access to quality education and holistic development opportunities for vulnerable people living with visual disabilities in Gaziantep, Turkey. The project supported four Syrian refugees and three Turkish people from the local community, undergoing a comprehensive course on the Braille alphabet. All seven students passed the course and received the relevant certifications at a celebratory ceremony.

By enhancing these individuals' potential for participation in the community, it improved their likelihood of long-term mental and socioeconomic well being. The success of this project has led to new courses being planned for 2022.





## ➤ YEMEN

IN 2021, WE SUPPORTED 963,849 PEOPLE.



Yemen has experienced the world's worst humanitarian crisis for four consecutive years. The devastating conflict has caused widespread death, the destruction of critical civilian infrastructure and the displacement of over 4 million people.

The impact of the conflict has been compounded by severe economic crises, disease outbreaks and natural disasters, driving humanitarian needs to staggering levels. Alarming levels of food insecurity and acute malnutrition have returned, driven largely by conflict, a significant drop in humanitarian funding and an economic downturn exacerbated by COVID-19.

The ongoing conflict has had a devastating impact on civilians. More than 80% of Yemenis now live below the poverty line, with 20 million needing food assistance and a staggering 14 million people in acute humanitarian need.

### OUR 2021 SECTOR PRIORITIES:

- Support medical and shelter assistance efforts
- Reduce poverty and disease among Yemeni communities
- Provide food aid to the most vulnerable households

### OUR IMPACT IN NUMBERS

- 62,403 meat packs distributed during Qurbani
- 37,724 fed during Ramadan
- 27,124 people accessed medical treatment
- 2,906 people kept warm for winter

## HIGHLIGHTS FROM OUR WORK

### EMERGENCY MALNUTRITION RESPONSE

In parts of Yemen, it's estimated that one in five children under the age of five is suffering from acute malnutrition. Taiz, with a population of around 5 million, faced more than its share of devastating sieges during times of conflict, making it home to some of the most impoverished and in-need households in Yemen.

As part of an emergency malnutrition response, Human Appeal identified some of the most vulnerable households to provide additional food aid. In total, 1,065 homes received food baskets, and 632 received a month of clean drinking water.

Recognising the ongoing urgency of this response, the campaign was followed by an extension phase in which we reached out to a further 394 vulnerable families to provide food and water.

### MEDICAL CARE FOR CANCER PATIENTS

With poor infrastructure and high levels of illness in the population, an increasing number of healthcare facilities in Yemen struggle to provide the basic resources needed to treat their patients. In 2021, Human Appeal worked with the Cancer Control Foundation in Sana'a to provide medicines and medical solutions, directly benefiting those undergoing cancer treatment therapies.

We also sourced, purchased and distributed medicines and hygiene supplies to five healthcare centres in Taiz governorate as part of an ongoing push to improve access to medical treatment. In total, 27,124 patients directly benefited from the added healthcare provision in Sana'a and Taiz.

### YEMEN SCHOOL REHABILITATION PROJECT

The village school serving the children of Al-Sanahef was in a state of disrepair, posing a very real threat of collapsing on the students as they studied. When Human Appeal's Yemen office was made aware of the situation, we discovered that, in fact, children were studying outdoors to avoid the threat of danger, exposing themselves to the scorching sun and extreme weather conditions.

A rehabilitation project began in the school, aiming to improve the quality of education for students, encouraging them to remain in their studies. Our team renovated three of the school's classrooms and built two bathrooms with washing facilities to further benefit students. Each classroom was fitted with desks, blackboards and seating for 120 children.





## ➤ LIFE-CHANGING SUPPORT FOR HANAA

Through the course of our work, the Human Appeal team meets a wide range of people who will forever stay in our hearts. Hanaa from Yemen is one of those people.

This is the story of how your mercy reached eight-year-old Hanaa in Yemen. She was just two years old when her aunt Nimah and uncle Abdullah took her in. They already had three children to support, including a disabled daughter who needed medical care, yet their mercy welcomed little Hanaa with open hearts.

"I'm Abdullah, Hanaa's uncle. Her mother sadly died from kidney failure when Hanaa was still a baby. She was having dialysis treatment at the hospital but there was a power cut and she passed away in the middle of the procedure.

They took Hanaa to my wife's sister in Hadda and she lived there for a year. But when we visited, Hanaa was in a dire situation. We wept for her and wanted to take her with us. She was very weak. Hanaa had eaten her own flesh because of severe starvation. She couldn't even move. She looked dead. She ate her own body. She ate her fingernails. She would tear at her face and eat her lips. She suffered so much, but now I am so relieved to see how much her spirits have improved and she's walking again. Praise be to Allah!

I cry and laugh looking at her feeling comfortable and comparing how she used to be and how she is now. Her psychological condition was bad before you helped us – alhamdulillah, alhamdulillah, thank you. After the operation she was better, may Allah reward those who helped us with only good. We did as much as we could to bring Hanaa back to life – she was like the walking dead. I provide for her as if she were my own daughter. We did what we could to take care of her, as an orphan, but Human Appeal donors were even greater, sponsoring and caring for her as if she were their own daughter, may Allah reward you.

My job is smoothing walls to prepare them for painting. I don't find work every day, so I must work hard to make ends meet. It's heart-breaking for my daughters. I make whatever I can every day. Sometimes £4, sometimes £7, sometimes £14. We eat eggs, beans, or yoghurt. We never eat meat. I can't afford better food. We don't receive aid even for my sick daughter. We went to the doctor for an x-ray. He told us she has a hole in her heart and cerebral atrophy. Sometimes when she gets sick doctors come to see her. They ask us why we don't get treatment and I tell them I can't afford the bills.

Hanaa needs an education. She needs nourishment. She needs clothes. She wants to go to school, but I am only a labourer who does all he can. Whatever else we get is from the kindness of others. My message to all who helped us is thank you. May Allah bless and reward you. Since the reconstructive surgery there has been a huge difference. To all who helped, may God reward you with the best of a thousand rewards - and God's peace and mercy be upon you."

- Abdullah

### THANK YOU FOR YOUR MERCY

When Nimah and Abdullah brought Hanaa to us, we could respond immediately thanks to your mercy. Through our Where Most Needed fund, we were able to hire two doctors to assess and treat Hanaa. A plastic surgeon performed her operation, and a consultant monitored her health for two months afterwards. We also provided regular psychological support sessions to Hanaa, as well as cash assistance and a nutritious food parcel for the whole family each month, which we are continuing to provide.

This is how your mercy in action has saved and transformed young Hanaa's life. Thank you.



## ➤ UNITED KINGDOM (UK)

IN 2021, WE SUPPORTED 25,068 PEOPLE.



Human Appeal has been working on local projects from our head office for several years, but 2021 saw a significant increase across all of our UK-based efforts. As well as the obvious health impacts, the coronavirus pandemic brought a host of unexpected domestic challenges. From the 8.4 million people living in food poverty to the stark rise in those reporting mental health concerns, the ongoing effects of COVID-19 have been life-changing for many people living in the UK. In 2021, our small UK-focused team spearheaded initiatives to support those most in need, including our first distribution of Qurbani meat within the UK.

### OUR 2021 SECTOR PRIORITIES:

- Addressing food poverty
- Mental health support
- Seasonal projects

### OUR IMPACT IN NUMBERS

- 22,917 coats distributed for winter
- 1,400 individuals given Qurbani meat parcels
- 700 people supported with nutritious food parcels to last the month of Ramadan.

## HIGHLIGHTS FROM OUR WORK

### PROVIDING NUTRITION TO UK'S VULNERABLE

At the start of 2021, the Human Appeal team focused on distributing food parcels directly to those in need. Packages of essentials were delivered to victims of domestic violence, the homeless and low-income families across Birmingham, Greater Manchester, Leicester and other cities. A total of 633 food parcels were distributed in this way before we identified the need to reach a wider net of people.

The second phase of our food distribution project involved working directly with food banks. By making use of the existing infrastructure, we were able to concentrate our efforts and work more efficiently toward our goals. Based out of Leicester, our food hub collected donations from businesses and individuals, distributing them as needed to four local food banks. We also arranged a one-off delivery to a Halifax food bank that was particularly struggling. In total, we donated over 140,000 food items.

### BREAKING THE SILENCE OF MENTAL HEALTH

In July 2021, we started working with Breaking The Silence, a counselling service for BAME (black, Asian and minority ethnic men). The service was founded by Imran Manzoor, a Bradford-based psychotherapist, because of concerns about the lack of mental health services available, specifically for BAME men.

In the first six months of 2021, the service supported 51 new users, predominantly of Pakistani origin, including Indian and Bangladeshi clients too. Users of the services experienced a range of complex needs resulting from trauma, presenting with anxiety, depression, relationship and parenting problems, and self-harming behaviours.

This work has made a significant long-term impact on these men's lives.

### WRAP UP FOR WINTER

The cold British winter is devastating for those without the means to stay safe and warm. With winter deaths increasing 600% due to coronavirus, Human Appeal leapt into action to offer what support we could to those living in unfavourable conditions. Our award winning annual Wrap Up appeal was created with the aim of collecting and distributing as many winter coats as possible to those in need. This year, we focused on seven cities, Manchester, London, Birmingham, Glasgow, Leicester, Bradford and Bristol, in partnership with Hands On London.

With 22 contactless drop-off points and over 100 volunteers, we were able to sort and distribute 22,917 men's, women's and children's coats, ready for winter. We learned many lessons from this appeal which we'll apply to our efforts in 2022.



# ➤ ORPHAN SPONSORSHIP

IN 2021, HUMAN APPEAL SPONSORED **18,846** ORPHANS WORLDWIDE, A **50%** INCREASE ON 2020.

There are an estimated 153 million orphaned children globally, many living in abject poverty due to financial constraints and lack of support from their families or caregivers. For children in already poverty-stricken regions, this can lead to dropping out of school and taking up manual labour work in order to provide for their mothers and siblings.

Unfortunately, it also makes these children ripe for exploitation – from stumbling into a life of crime on the streets to falling prey to sex trafficking or armed conflict. Without financial security, these children are robbed of their childhoods and often their futures.

## THE ORPHAN SPONSORSHIP PROGRAMME

Human Appeal's Orphan Sponsorship Programme provides financial aid to orphans in nine countries: Iraq, Lebanon, Macedonia, Pakistan, Palestine, Somalia, Sri Lanka, Turkey, and Yemen. Our goal for the year was to increase our sponsorship capacity to be able to provide more children with financial support to better their lives. We achieved this, increasing the number of sponsored children to 18,846, up from 12,563 in 2020.

We provide monthly or annual financial support to the orphan's mother or guardian in order to meet the basic needs of the child including food, shelter, clothing, healthcare, and educational materials. To ensure the children are growing toward a better and brighter future, a condition of eligibility is that the children must remain enrolled in school.

In addition to the financial support provided, our Global Safeguarding Advisor provides regular and ongoing training to all international field staff to ensure the utmost protection and safeguarding of the children. We have 27 child welfare officers across the world regularly monitoring the children and completing check-ins with the families.

## ADAPTING TO COVID-19

2020 marked an increase in financial stressors for many of our sponsor families around the world, as COVID-19 shut down or restricted work and movements within most countries. While 2021 saw an improvement, there were still limitations in place that slowed down the work in these places.

Health and safety guidelines, as well as continued border entry requirements, made movements amongst our staff a challenge. While our staff maintained visits wherever possible, they often had to rely on video and telephone calls to receive updates, data, and pictures for our donor reports.

However, 2021 also marked the beginning of the easing of COVID restrictions for schools, so many of our sponsored children began to return to school and a sense of normalcy.

## DEVELOPMENTS IN 2021

While the programme has remained relatively unchanged in recent years, we have worked to develop a new 360 rule. This rule means that all of our staff are allocated 360 children to monitor and report on. It allows us to pay particular attention to all of the children, including through at least two in-person visits a year. This ensures we remain fully committed to safeguarding and protecting these children, while we continue to grow the programme year after year.

## LOOKING TOWARD THE FUTURE

As we move forward into 2022 and beyond, we hope to implement a Special Needs Project, which would allow us to give orphans with special needs a higher level of assistance. This would be used to go toward additional healthcare costs that other children may not face.





IRAQ



LEBANON



NORTH MACEDONIA



PAKISTAN



PALESTINE  
GAZA



PALESTINE  
JERUSALEM



SOMALIA



SRI LANKA



TURKEY



YEMEN



TOTAL

## ➤ SUSTAINABLE DEVELOPMENT THROUGH SPECIAL REQUESTS

**166,046** PEOPLE SUPPORTED THROUGH SPECIAL REQUESTS IN 2021.

Human Appeal's Special Requests programmes enable donors to make a one-time charitable gift to a vulnerable person, family, or community, providing beneficiaries with long-term aid such as olive trees that bear fruit, farming supplies, or deep water wells. The project types vary greatly, but they are always characterised by their practicality, sustainability, and transformative potential.

These projects are considered a form of ongoing Islamic charity – Sadaqah Jariyah – providing continuous benefit to those in need and a chance for the donor to gain lasting reward – and they also contribute to the UN's Sustainable Development Goals 5 (gender equality), 6 (clean water and sanitation), and 8 (decent work economic growth).

In 2021, our Special Requests projects supported 141,340 people in Pakistan, 14,950 people in Bangladesh and 9,756 people in Palestine. Here are some highlights of this year's interventions:



## SCHOOL WATER COOLERS

In 2021, we supplied 28 filter-fitted water coolers to 20 Pakistani schools, benefiting a total of 2,304 people. A shortage of safe drinking water may discourage parents from sending their children to school, and this is a significant issue in a country where 32% of students do not have access to drinking water. This water cooler campaign helped address clean water demands while increasing school attendance.

## HAND PUMPS IN REMOTE COMMUNITIES

Throughout 2021, we installed 1,366 hand pumps in rural areas of Pakistan, including Rahim Yar Khan, Rajanpur, and Thatta. This initiative provided around 150,000 individuals with sustainable clean water. Our water experts collaborated with local community volunteers to identify the most marginalised communities where hand pumps would have the most significant impact.

## WHEELCHAIRS

In 2021, we distributed 34 wheelchairs to people with impairments in the districts of Thatta in Pakistan's Sindh province. We prioritised persons who needed assistance with everyday tasks and basic mobility and who come from low-income families who would be unable to purchase a wheelchair without financial support. This project promotes the inclusion, dignity, mobility, and safety of people with disabilities.

## OLIVE TREES

For over 15 years, we have been planting olive trees in Palestine. For each donation, we provide a crop of healthy mature trees ranging in height from 1.6 to 2 metres. This project assists marginalised farmers in cultivating their land and earning a living through traditional farming practices. In 2021, we provided 525 olive trees to 15 Palestinian farmers.

## PAIR OF MILKING GOATS

We donated 32 pairs of milking goats to needy households, providing protein-rich milk and the option to sell excess milk to create revenue—this project centred on female-headed families, where family commitments make sourcing income an incredibly difficult task.

## KITCHEN GARDENS

We maintained our kitchen gardening programmes in 2021, assisting 107 vulnerable families in growing, harvesting, and replanting seasonal vegetables on underutilised land near their homes. We gave them training, tools, and drought-resistant seeds, reducing food insecurity and allowing them to earn money by selling some produce at the local market.

## SEWING MACHINES

In 2021, we provided 463 women with a sewing machine and the knowledge and training they needed to start their own tailoring business. This campaign aims to help vulnerable women to overcome adversity and achieve financial security for themselves and their families.

## HONEY BEE FARMING

Human Appeal assisted 284 Pakistani farmers in establishing honey plantations in 2021. We offered comprehensive training, technical support, and four bee hives to assist them in creating a sustainable business. Since the project's commencement, we have helped 836 farmers establish honey bee farms. Each farm generates a sustainable income for the entire home, typically consisting of five to seven family members.

## CHICKEN FARM

In 2021, we assisted 23 people in Mansehra and Rahim Yar Khan, Pakistan, to establish chicken farms. Our focus was on households most in need of food security, including those led by women after losing their spouse, who was usually the breadwinner. Each recipient received 40 vaccinated chickens, training, and chicken feed. They also receive instruction in household administration, cleanliness, and accountancy.

## TUNNEL FARM

In 2021, we supported 16 farmers in Murree and Dhirkot by installing agricultural tunnels, allowing families to cultivate produce year-round while conserving valuable water. Each farmer received a 27-square-metre tunnel as well as farming advice. We also offered seeds for fruits and vegetables such as squash, tomatoes, peppers, and watermelons. This project assists farming families in improving their agricultural expertise, yield, income, and nutrition.

## AQIQA

An Aqiqa is the Sunnah of sacrificing one or two animals to celebrate the birth of a new baby. We performed 624 Aqiqas throughout Pakistan in 2021, delivering nutritious goat meat to 21,840 people. Five families receive two kilograms of meat for each Aqiqa, benefiting 35 people per sacrificed goat.



## ➤ SEASONAL CAMPAIGNS

WE SUPPORTED 1,300,878 PEOPLE THROUGH OUR RAMADAN, QURBANI AND WINTER CAMPAIGNS IN 2021.

Inspired by Islamic principles, our yearly seasonal campaigns work to aid and support vulnerable communities of all beliefs. During Ramadan, Feed the Fasting provides iftar to people around the globe. During Eid al-Adha, our Qurbani campaign provides donated animals to put fresh meat on the table for families in need. Finally, our Winter campaign works to provide winter gear, shelter, and other non-food items to help vulnerable people survive harsh weather conditions.

### FEED THE FASTING

In 2021, our Feed the Fasting campaign provided food to 554,600 people across ten countries: Bangladesh, Iraq, Lebanon, Pakistan, Palestine, Sudan, Somalia, Syria, Yemen, and the UK.

In Islamic teachings, before the Eid al-Fitr prayer at the end of Ramadan, all who possess food and wealth in excess of their needs must donate the obligatory Zakat charity and voluntary Sadaqah donations. These donations help us carry out many food interventions, providing food parcels for the most vulnerable, including orphan children, displaced families, and poverty-stricken families. Within each country, the contents of the parcels varied but always contained an array of staple items such as flour, sugar, rice, and lentils, along with dates, tea, and juices. These parcels provided enough food for families to cook iftar during the month of Ramadan.

As Ramadan finished, we also provided many of the families with the obligatory Zakat al-Fitr donation of food staples and provided children with Eid gifts, to allow them to participate in the joy of the tradition.

### FEED THE FASTING IN NUMBERS HIGHLIGHTS FROM RAMADAN 2021

- In Lebanon, we provided food parcels to 1,260 families of displaced Syrian refugees living in informal settlements in Beqaa.
- In Pakistan, we provided 21,966 individuals with iftar meals during Ramadan, along with providing 426 orphan families with Eid clothing.
- 1,285 families in Palestine, with a total of 6,040 individuals, were supported by Zakat al-Fitr. Additionally, 1,027 orphan children received

Eid gifts to contribute to the joy and happiness of these children during the holy month.

- In Syria, we provided 5,418 individuals with food baskets of about 48 kilos for a family of 5 for Iftar meals.
- In Yemen, we provided food parcels to 11,613 people in the Sana'a, Aden and Lahj Governorates – some of the hardest hit areas of conflict and food insecurity.

### QURBANI

In 2021, Human Appeal distributed an average of 3.8 kilograms of meat to 94,703 families, helping a total of 511,858 people across 13 countries. Eid al-Adha is a festival that marks the culmination of the Hajj pilgrimage. As a celebration, Muslims around the world perform the Qurbani, an animal sacrifice commemorating the devotion of the prophet Ibrahim. The meat from the animal is then distributed among the most vulnerable in the community. Human Appeal works to help Muslims most in need perform this duty in their names.

### QURBANI IN NUMBERS HIGHLIGHTS FROM QURBANI 2021

- Provided 2KG of meat portions to 1,260 Lebanese, Syrian, and Palestinian refugee families living in North Lebanon.
- In Pakistan, we provided 4,925 families with 4kg fresh Qurbani meat for Eid al Adha, feeding over 32,013 people in total.
- 2,154 families, with 8,278 people, were provided with Qurbani meat to bring the joy of Eid into these families' homes in Palestine.
- We provided 600 of the most vulnerable families in the Blue Nile region of Sudan with Qurbani meat parcels.
- In the Mogadishu, Banadir, and Bay regions of Somalia, we provided 42,000 individuals with Qurbani meat.



## WINTERISATION

This year, we supported 234,420 people across 11 countries: Afghanistan, Bangladesh, Iraq, Lebanon, Pakistan, Palestine, Somalia, Syria, Sudan, Yemen and the UK. For families already struggling with displacement, conflict, or insecure housing, winter can be an extra challenging time. With harsh conditions and a lack of adequate supplies, these vulnerable children and families may struggle with schooling, health, and comfort. Human Appeal works with the most vulnerable in these communities to provide winter clothing, heating sources, shelter improvement, and other winter supplies. We work with families and communities in eleven countries to help mitigate the conditions of winter.

## WINTERISATION IN NUMBERS HIGHLIGHTS FROM OUR WINTER INTERVENTIONS

- In Lebanon, we worked to improve and winterise the shelter for 215 families, helping 1,075 individuals.
- In Pakistan, we provided 4,224 orphan children and their caregivers with warm clothing and accessories to build resilience against the harsh winters.
- In Palestine, we renovated the Zayd Bin Harithah School to ensure children are kept warm, and the school is resilient to leaks during winter. We also provided 560 students there with warm winter clothing and provided 110 of the most vulnerable families from the school with heaters and other winter supplies.
- In Somalia, Human Appeal provided 3,506 displaced individuals with kits of emergency winter supplies, including blankets, mosquito nets, and sleeping mats.
- In Syria, we provided emergency winter kits to 4,028 people at the refugee camps in Northern Syria that were affected by flooding in February 2021.

# ➤ INSTITUTIONAL FUNDING AND PARTNERSHIPS



In 2021, institutional fundraising continued to be a challenge in the wake of shifting priorities due to global concerns, including health and economic recovery from the COVID-19 pandemic.

Unfortunately, this has led to a loss of critical support in some of the most poverty-stricken regions in the world.

## STRATEGIC GOALS

Working to understand and mitigate these very complex challenges, our International Funding team has developed a strategic vision for 2021 and 2022 to secure and increase Human Appeal's institutional funding and strengthen partnerships.

To do this, we worked to diversify income by increasing the number of countries receiving funding, with a particular focus on Somalia and Pakistan and ensuring better collaboration with peer organisations through the building of global and local consortiums. Additionally, we increased visibility through networking and conference participation.

We also have maintained strong relationships with current donors through effective donor management and retention, as well as shifting towards a more proactive engagement approach and supporting quality project implementation and reporting. Finally, we strengthened our compliance frameworks, as well as our due diligence systems and processes.

## GLOBAL FUNDING PARTNERS

- UNICEF (Pakistan, Iraq)
- UNHCR (Pakistan)
- UNOCHA (Syria, Palestine, Iraq)
- WHO (Syria)
- Globus Relief (Syria)
- Americares (Syria)
- Vitamin Angle (Syria)
- UNDP (Sudan, Iraq)
- Islamic Development Bank (Somalia)
- IoM (Yemen)





## KEY HIGHLIGHTS IN 2021

- In 2021, we saw a 36% increase in funding secured for humanitarian crisis relief and development projects in many of the most conflict-affected regions of the world.
- With the financial support of various international donors, we continued with and expanded several multi-year programmes in the health, gender-based violence (GBV), livelihood, and sanitation sectors across Iraq, Pakistan, Syria and Sudan.
- We secured new funding through UNOCHA and IsDB to provide health and nutrition services in Somalia and Syria, as well as collaborating with Globus Relief to strengthen health facilities and provide vital medical equipment in Syria and Iraq.
- We established new partnerships with international and local NGOs. This included Norwegian Church Aid, Access Aid Foundation, Women Empowerment Organisation,
- Baghdad Women Association, and UNICEF for programmes in Iraq and UNHCR and Islamic Development Bank in Pakistan, as well as UNOCHA for work in Syria for the first time since 2018.

## INSTITUTIONAL FUNDING PROJECTS IN FOCUS

### 1) Young Entrepreneur Training and Support in Iraq

With financial support from the UNDP, we worked with 260 young entrepreneurs – both those that lost businesses due to conflict and new start-ups – to provide training, mentoring, and funding to help start and grow their businesses. All participants have started or expanded their businesses, improving their livelihoods and providing jobs and opportunities within their communities.

### 2) Holistic GBV services in Iraq

Funded by UNOCHA and in partnership with many other NGOs, this project provided 2,260 women and girls in Iraq with safe access to life-saving specialised and multi-sectoral GBV services, including legal assistance, referrals to other agencies, protection from sexual exploitation and abuse, psychosocial support, and income generating grants.

### 3) Scaling up WASH Services in Pakistan

The WASH project, funded by UNICEF and implemented with the help of SAFECO, local government and health and education departments, was launched in June 2021. The project focuses on educating over 340,000 individuals across 872 villages to improve behaviours around and access to sanitation, with the goal of reaching Open Defecation Free (ODF) status by the end of 2022.

### 4) Livelihoods and Community Stabilisation project in Sudan

With financial backing from UNDP, the livelihoods and community stabilisation project in Sudan provided support to rural farming communities through agricultural training, infrastructure development, and tools which benefited over 1,500 people. The project also worked to promote peace and reduce conflict between members of the community.

# ➤ COMMUNITY FUNDRAISING

## IN 2021, OUR COMMUNITY FUNDRAISERS RAISED £6,538,687.

COVID-19 continued to impact our events in 2021, with many in-person events still cancelled. Because of this, we focussed on a strategy of working through partners and online influencers to engage with online communities and supporters. Thanks to this, we saw an increase in engagement from people across the UK.

As mosques reopened following COVID-19 restrictions, we worked with them to bring local and international speakers into their spaces in order to deepen engagement with the Islamic community and increase support for wider Human Appeal projects.

Our strategic goals for 2021 included developing:

- A sustainable direct debit growth strategy
- Further relationships with online influencers
- Community support through the engagement with mosques
- An international deployments programme to engage with and retain donors
- A challenges programme to deepen donor engagement

### HIGHLIGHTS EVENTS

- Partnering with the Anzal Begum Foundation, we delivered a gala dinner at the National Motorcycle Museum for over 500 people that raised £1,245,650. This included generous pledges for the Tharparkar solar integrated village.
- We hosted an array of events, including a comedy tour, Light Upon Light, and Night of Vocals, with over 20,000 people attending and a total of £2,292,306 raised.

### MEDIA OUTREACH

- We saw a significant increase in income from our online influencer partners, who supported and engaged with the community during COVID-19 and beyond. Several raised over £100K, with one individual raising over £500K for various projects from food packs in Ramadan to Orphans and Syria Homes.
- Challenge ambassadors Aqib Fiaz and Amaar Akbar raised several thousand pounds for water projects in Pakistan. They both wore Human

Appeal attire while featured on BT Sports, DAZN, and Sky Sports, which showed Human Appeal support to millions across the globe.

- The online giving platforms Muslim Giving and Ramadan Giving gave large donations supporting our mission.
- We hosted radio appeals in conjunction with Radio Ramadan Scotland, Unity FM, and Inspire FM in support of water projects in Pakistan and Yemen, as well as our global orphan projects.
- We partnered with several small and medium organisations from Eman Channel, Muslim Engineers Network, Emerald Network, and Freshly Grounded.

### AT HOME

- We engaged with over 30 mosques in the South of England.
- We organised various challenges with hundreds of volunteers, including Mount Snowdon climbs in Wales, bungee jumps, and group bike rides across England.
- We worked with locals in Birmingham, who donated and raised over £185K to go toward a 3-story school in Azad Kashmir.
- Lets-Sanify donated £124,607.70 for hand sanitisers.
- With the hard work of our volunteers, we raised several hundreds of thousands of pounds across our main campaigns.

### FUTURE STRATEGIC FOCUS

Moving into 2022 and beyond, we hope to:

- Continue to engage with online influencers and partners to increase online reach.
- Further develop partnerships with community organisations, both local and national.
- Develop a nationalised fundraising programme for volunteers.
- Continue to engage with communities through mosques.
- Further develop international deployments programme to deepen donor understanding of projects.

- Deliver a strong challenges programme, including mountain climbs, bike rides, and high- energy events.
- Continue to strengthen and grow direct debits.
- Develop and deliver a school engagement programme.

## COMPLAINTS HANDLING

We take pride in having an open-door policy that provides transparency and an opportunity for stakeholders to provide feedback on their experiences. However, there may be occasions when we fall short of the high standards we set for ourselves. In these instances, we have a Fundraising Regulator-approved complaints system in place.

We aim to make it simple to raise concerns and complaints on our website, and our complaints policy can also be found online. Complaints are collected centrally, handled in accordance with policy processes, and reported to the Fundraising Regulator via the annual return. In 2021, we received 20 complaints across the organisation, 2 of which were fundraising-related. On average, complaints were satisfactorily resolved within 5 working days.





## ➤ COMMUNICATIONS

### IMPROVING THE QUALITY AND EFFICIENCY OF OUR ONLINE WORK

Thanks to the support of our donors, staff, volunteers and partners in 2021, we continued to mobilise people and funds to support our campaign for social justice. We are now celebrating 30 years of saving and transforming lives, focusing on where support is most needed around the globe.

While in-person fundraising continued to be restricted in 2021, a strong digital presence ensured Human Appeal UK maintained a proportional increase in the market share growth from the 2020 lockdown.

### HIGHLIGHTS FROM OUR WORK

- Received daily feedback from our global team during Ramadan and Qurbani (a first across the faith-based charity sector)
- Streamlined and accelerated communication with donors
- Provided immediate and transparent project updates from the field via frequent newsletters, a weekly supporter magazine, social media, and website updates.



## LOST IN A DECADE - WHY THE WORLD MUST ACT NOW

This year, we published a research and advocacy paper packed with valuable insights into the war which continues to devastate Syria. Ten years of conflict have destroyed Syria, and millions of children continue to be trapped in a cycle of hunger and exploitation. This report reveals how the decade-long conflict has robbed Syrian children of an education and their futures. We call for the Syrian conflict to end and for long-term solutions for the world's worst displacement crisis.

## PALESTINE EMERGENCY APPEAL 2021

International crises and humanitarian needs remained a key focus for Human Appeal. Rising tensions in the Occupied Palestinian Territory were the forerunner to the launch of our appeal. During

Ramadan 2021, we launched an emergency appeal to raise much-needed funds to tackle the ongoing conflict. Over 2 million pounds were raised, and Human Appeal played a pivotal role in providing spokespeople and content to highlight the deteriorating humanitarian situation across the media, including Al Jazeera.

## OUR NEW GLOBAL COMMUNICATIONS TEAM

This year, Human Appeal continued to harness the power of a range of communications channels by establishing a new Global Communications Team. This aims to improve the way we engage and retain our supporters through the delivery of real-time feedback and reports – a first in our sector.

## DIGITAL COMMUNICATIONS

We also integrated the family of websites with our new CRM System Salesforce to offer a seamless donor communication experience in February 2021. Our family of charitable automation tools allowed our donors to not miss a night of rewards during Ramadan and Qurbani. Your 30 Nights (including Your 10 Nights) and My Best 10 Days generated over £1m and £189k in revenue, respectively, a year-on-year increase of over 60% and 178%, respectively.



# ➤ PUBLIC RELATIONS, RESEARCH & ADVOCACY

In 2021, the Communications and Public Relations team continued to expand positive media coverage of Human Appeal's extensive work in the UK and abroad. Increasing engagement with the public has allowed us to continue to garner support and funding for projects in our most high-risk countries.

One of the main accomplishments of our team was the formation of the Global PR, Advocacy, and Research function. The main goal of this is reputation management, as well as enhancing the UK and overseas media and government relations with Human Appeal. Additionally, the function conducts extensive research, including public polls, into the nature of giving and public perception in the global charity sector.

## GLOBAL PR HIGHLIGHTS

In the past year, we had a large amount of coverage for the organisation across radio, TV, print media, and online news sites, reaching a global audience in the millions. This allowed us to increase awareness of the Human Appeal brand and promote some of our best campaigns and events to raise further funds.

Human Appeal's CEO, Dr. Mohamed Ashmawey, was featured in a thought leadership article published in the prestigious Charity Times. This article explored the current and future challenges facing the UK charity sector.

Locally, our Winter Wrap Up campaign was the most widely covered event. It was featured in The Birmingham Mail and The Glasgow Times, with a combined readership of over five million people. It was also featured on the Manchester World News website and on five BBC radio stations.

Additionally, several local councillors attended the event, which increased our visibility and empowered us to engage with them on a deeper level.

Globally, our work with WASH projects in Gaza also had a wide reach, with our WASH experts being interviewed by Al Jazeera International and the Middle East Monitor online. These helped promote the much-needed water and sanitation projects around the world, including the desperately needed water desalination plants in Gaza.

## ADVOCACY HIGHLIGHTS

As part of the newly developed advocacy function, much of 2021 was spent preparing for future projects. A major component of this was the preparation of an advocacy roadmap, which includes support for Institutional Funding and WASH-related topics.

In addition, we continued to ensure the Human Appeal brand is visible and accurate. For one, we reviewed independent global information websites like Wikipedia and Glassdoor to ensure fair representation of Human Appeal across these sites.

Finally, we developed an advocacy stakeholder database and worked to engage with communities, stakeholders, and donors at all levels. At our Scotland Winter Wrap Up event, we hosted three UK MPs, which allowed us to show them firsthand the vital work we do.

## RESEARCH HIGHLIGHTS

One main goal of the new function was to further strengthen research around the charity sector. As part of that, we worked to prepare for future white paper studies in this field by identifying research requirements around them. We also conducted relevant UK polls on global hunger and poverty awareness to highlight related issues and inform public understanding.

Finally, we conducted a review of Human Appeal's global media intelligence capabilities.





## ➤ VOLUNTEERING PROGRAMME

### OVERALL 2021 STRATEGY AND IMPACT

In 2021, our online and in-person volunteers dedicated over 2,000 hours at 93 events which raised over £300,000 to empower vulnerable communities.

While still marked by ongoing lockdowns and restrictions, 2021 saw the beginning of in-person volunteer events start up again. With 1,460 active volunteers, we covered both in-person and online fundraising events to support the community locally and globally.

There were 93 opportunities to get involved in 2021. From online fundraisers and seminars to challenges and events, this gave us a great opportunity to raise vital funds and engage with passionate people interested in volunteering. We aimed to register at least 600 new volunteers and engage with those that had signed up during the pandemic restrictions.

We also built and expanded our volunteer database to more efficiently record, monitor, and report on volunteering activities, as well as improve the process for registering and onboarding new volunteers.

### EDUCATING OUR VOLUNTEERS

As advocates for global change, our volunteers campaign for and raise awareness of the global

issues of today. In 2021, to ensure they had a clear and thorough understanding of how these issues emerged and progressed throughout history, we provided our volunteers with educational opportunities. This allowed us to engage with our volunteers at a deeper level and speak to the reasons for where and how to decide to provide aid.

### VOLUNTEERING ADVISORY BOARD

During Quarter 3, we launched the Volunteering Advisory Board (VAB), which allowed volunteers to be more actively involved and give input into the volunteering process. The first of its kind within the Muslim charity sector, it aims to give volunteers a voice as a group of key stakeholders within Human Appeal. VAB members committed to meeting once a month over six months to discuss:

- Volunteers Rebrand
- Ramadan and Campaigns
- Volunteering Strategy 2022-2025
- Volunteering Culture
- UK Programmes
- Fundraising

The board concluded in early 2022, with the VAB members joining the Board of Directors and the CEO to discuss their vision for Human Appeal. Some of the ideas brought forth by the VAB, like creating a TikTok to improve social presence, have already been implemented.



## HELPING THE LOCAL COMMUNITY

Since the pandemic continued to restrict peoples' access to cemeteries to visit their loved ones' graves, the surrounding areas became unkempt and untidy. Human Appeal arranged a volunteer clean-up at the Southern Cemetery in Manchester. In Glasgow, volunteers cleaned up streets by removing rubbish from footpaths to help the community. These clean-ups had a positive impact on Human Appeal supporters and the communities themselves.

Given the positive feedback and support it generated, Human Appeal has many more clean-ups planned for 2022 and beyond.

## “STORIES OF HER SISTERS” POETRY BOOK

In 2021, an exciting collaboration between the Volunteering team and the Communications team came to fruition to showcase our volunteers' talent and creativity while also supporting an essential project. 'Stories of Her Sisters' is a volunteer-led collection of illustrated poetry in celebration of women and girls in honour of International Women's Day. The proceeds from every sale went to support Human Appeal's Al Imaan Hospital for Women and Children in the war-torn region of Idlib in Syria.

## CHELSEA MCKENNA'S VOLUNTEERING JOURNEY

Chelsea is a solicitor working in the Landlord and Tenant industry. To give back to the world and break the monotony of the everyday, she began volunteering with Human Appeal after hearing about it at an Islamic conference.

In 2021, she supported Human Appeal by volunteering at the Dovestone Challenge in September, the Collective Centre for Winter Clothing in Bradford, and the Mufti Menk event at the Majestic Bradford in December.

“Volunteering with Human Appeal has been so much fun! The people are so friendly and welcoming. At first, I was really scared and apprehensive as I know Human Appeal is an Islamic charity and being an English revert I wasn't sure how I would be welcomed, but Alhamdulillah the team are truly such kind people. You get to meet new people and the best part is that you're volunteering! Doing good deeds whilst making new friends is honestly a lovely thing.

I would recommend volunteering with Human Appeal to anyone who feels their life is lacking or if they feel they have more to give to the world. More importantly, Human Appeals work is incredible. They help so many of those in need and their values are gold standard.”

## ➤ PEOPLE AND CULTURE

The People and Culture team had a busy year working to standardise processes across the globe, ensure security and transparency for all employees, and continue in our ongoing COVID-19 response plans. Despite the challenges faced in the backdrop of the pandemic, we were able to achieve all of our goals through targeted support and ample planning.

### OVERALL STRATEGY

In 2021, the People and Culture team worked hard to better the HR processes and frameworks around the world. Globally, we improved our processes, frameworks, and templates for consistency across countries. This allowed for more streamlined recruitment, onboarding, and performance management of employees, as well as better risk mitigation and continuous monitoring.

Across all country offices, we established a learning management system and worked to upskill country HR leads to create specialisation and inclusion. Due to the cultural differences between the countries we operate in, we worked to develop a country-specific competency framework to promote transparency and a positive working environment.

Additionally, security and compliance were a significant priority for us in 2021. To achieve this, we established a global HR legal counsel with representatives from all country offices. We also conducted a HR audit to ensure local tax and labour laws were correctly fulfilled. Finally,

we migrated all country HR files to a single cloud-based system to better secure and track the data across sites.

### COVID-19 RESPONSE WORK

In 2021, staff safety and well-being continued to be a top priority in the face of the pandemic. While international travel resumed and offices reopened safely, we continued to be mindful of the ongoing impacts.

We worked to mitigate disruptions caused by COVID-19 by:

- Providing testing stations and kits to our local advisors.
- Implementing immediate response protocols for outbreaks, including temperature checks and ongoing work-from-home measurements.
- Continuing with robust sanitation measures, including wiping down desks and providing hand sanitiser around the office.
- Introducing health benefits and allowances for staff.





## DIVERSITY AND INCLUSION WORK

With an ongoing goal to increase diversity and inclusion within Human Appeal, this year, we worked to enhance monthly global HR reporting in these areas. This includes measuring diversity through tracking diversity, demographics, trends, and incidents. Additionally, we worked to increase the number of women hired and deployed non-local expats to introduce diverse senior-level leadership strategies and experience.

## STAFF WELLBEING

In addition to the health and safety protocols we introduced to minimise the spread of COVID-19, we also worked to ensure the overall wellbeing of our staff. We did this through wellbeing calls with staff, virtual team-building exercises, and robust remote performance management.

Outside of our pandemic response, we also sought to establish competitive and fair staff remuneration within every country. We did this through a thorough survey of market averages for a region and alignment with the competitive standards.

We also worked on our safeguarding campaign. This HR-led campaign worked with HR leads to complete specialised training for detecting and recognising signs of abuse, immediate response steps, performing risk assessments, and conducting survivor-centric investigations. It also worked to deploy communication channels like hotlines, a global inbox, and an anonymous complaints box for staff and volunteers. As part of the campaign and to build awareness about it, all staff are required to complete an e-learning course.

## FUTURE FOCUS

While we accomplished a lot in 2021, the work is never finished. Looking toward 2022 and beyond, we hope to further improve processes, staff training and learning and continue to monitor legal compliance across countries.

In the coming years, we hope to further expand our educational offering for staff at all levels, increase knowledge sharing between leaders, build greater alignment across countries, and implement many more global tools to standardise HR processes across Human Appeal offices.



## ➤ PRINCIPAL RISKS AND UNCERTAINTIES

Human Appeal works across multiple jurisdictions in which security, political uncertainty and fragile economies may mean some risk is inevitable. With over 30 years of institutional knowledge and experience, we have in place an active assurance framework and risk management protocols to manage and mitigate risk across the charity and our areas of operation.

Human Appeal categorises risk in a number of ways, including strategic and operational risks. Strategic risks present a significant threat to us achieving our long-term ambitions. They are monitored closely by both the senior leadership team and the Board of Trustees. Operational risks mainly concern internal processes and controls. These are managed through effective control systems and good practices and are monitored weekly by the Board of Directors.

There is some fluidity between the risk registers, with severe operational risks being elevated to the strategic risks register if deemed appropriate or if specific attention is required. Risks are categorised according to the likelihood of their occurrence and their potential impact on the organisation. The Board of Trustees considers the tolerance the organisation has for the risk, and management examines options to mitigate the risk.

Since 2017, Human Appeal has operated with an in-house Internal Audit department currently comprising a team of four that includes a Quality Assurance Manager. Plans have been formulated to engage additional team members based in overseas offices, although the global pandemic delayed the roll-out of this plan. During 2022, the establishment of team members from overseas offices will commence in order to provide the Board of Trustees with increasing levels of assurance regarding the effectiveness of policies, procedures, and controls. These activities will be augmented by external auditors to provide wider expertise in our auditing activity.

The Internal Audit department draws up an annual Internal Audit Strategy plan in accordance with the Chartered Institute of Internal Auditors standards. This plan follows a risk-based mitigation approach to identify areas requiring internal audit coverage and is created by completing a comprehensive needs assessment for the year in question. This programme is in addition to the internal audits conducted in-house by the operational functions such as audits in Finance, Programmes, and People and Culture in accordance with ISO 9001. We retain ISO 9001 accreditation, which evidences our framework of ensuring consistent quality in the systems we operate.

The Executive Team focuses closely on the Strategic Risk Register to identify areas of risk to the organisation and to ensure that effective action is being taken to mitigate those risks. They are charged with identifying potential strategic risks and ensuring these are managed appropriately. The Internal Audit department is governed by the principles of transparency, accountability, and effectiveness. They also work closely with the Compliance department, and both are represented at the weekly Board of Directors meetings and the quarterly Finance and Audit Committee.

## ➤ MAJOR RISKS

The following risks were identified at an organisational level. For each risk, specific actions and performance indicators are monitored proactively by senior management and the Board of Trustees.

### Sufficient oversight of country offices

Human Appeal's financial and reputational prospects rely on strong control and oversight over country office operations. Should a serious issue occur and enter the public domain due to mismanagement, the organisation may suffer a major backlash, damage to reputation, and loss of donor confidence.

There are inherent risks in providing humanitarian aid in the most marginalised regions of the world. These include political instability, distance from HQ, working with displaced communities, and many other difficult circumstances. These factors create pressures on individuals who are delivering our work and carries the risk of unwise decisions being made or incorrect action being taken.

- The management of Human Appeal is focused on ensuring that appropriate policies and procedures are in place and that these are implemented and observed by all staff both in the UK and overseas.
- The Global People and Culture department in conjunction with the Programmes department focuses on the targeted recruitment of high-quality staff and on their training and development.
- Our monthly field office information pack now incorporates more details on the performance of offices, including the management and control of funds.
- Significant changes in leadership positions both in the UK and in overseas offices have strengthened management oversight.
- Performance management of all staff occurs bi-annually aligned with the implementation of Human Appeal's Values and Competences, for monitoring and rating along with the attainment of objectives.
- A number of financial software applications are currently being implemented in the UK and field offices to strengthen our oversight of financial management and other controls.
- All contracts entered into by Human Appeal are reviewed, approved, and signed-off by the Head Office. All projects require the completion of a funding agreement, and all parties furnished with a copy prior to the activation of the contract.
- A regular programme of internal control audits is conducted by external auditors on behalf of the Internal Audit department and the issues raised addressed by the respective departments. A programme of audits is scheduled for completion in autumn 2022. Other audit assignments are also initiated to investigate identified risks.



<p><b>Compliance with fundraising regulations</b></p> <p>Fundraising operations rely on offline and online marketing to ensure compliance with fundraising regulations, e.g. Data Protection, Privacy and Electronic Communications Regulation (PECR), fundraising regulations, and Gift Aid. Potential impacts include fines, penalties, reputational risks, employee action for negligence, loss of data or income due to breaches.</p>	<ul style="list-style-type: none"> <li>• Human Appeal continues to identify key legal and regulatory requirements and ensure regular review against charity activities. Policies and procedures are updated in line with these changing requirements.</li> <li>• We allocate responsibility for key compliance procedures via the Communications department, e.g. Compliance Champions.</li> <li>• Regular compliance monitoring and reporting occurs via Human Appeal's risk management system to ensure management consider action at appropriate departmental levels.</li> <li>• IT are assisting with an online system for programme implementation, policies, processes, and procedures, which is shared with the Fundraising department.</li> </ul>
<p><b>Reliance on financial services</b></p> <p>Human Appeal's ambitions can only be realised with the support of appropriate financial services partners to support the collection of donations and onward transfer of humanitarian aid to the field. The previous Charity Commission Statutory Inquiry adversely affected Human Appeal's reputation for a number of years as did the resulting delay in filing accounts with Companies House. Both issues have prevented the charity from establishing the much needed financial partnerships to de-risk these essential aspects of our work. However, the Charity Commission Inquiry closed in October 2021 and our financial reporting is now up to date.</p> <p>Due to actions by the Director of Finance and Services, the situation relating to UK offices has now been resolved through the engagement of two merchant services providers.</p>	<ul style="list-style-type: none"> <li>• Human Appeal continues to enjoy an excellent working relationship with its primary banking partner, a relationship which has been of immeasurable help to beneficiaries across the globe.</li> <li>• This relationship is augmented by a highly effective financial partner specialising in foreign currency transactions. Human Appeal have now also engaged a secondary banker during the first half of 2022.</li> <li>• Since March 2022 Human Appeal have negotiated the benefit of services from two merchant services providers. Both providers can process Human Appeal UK card payments at very short notice.</li> <li>• Both of these new partnerships have only recently become possible due to the closure of the Charity Commission</li> <li>• Statutory Inquiry and the filing of the 2020 audited accounts.</li> </ul>

### IT system reliability, including cybersecurity

The smooth operation of Human Appeal's charitable activities is severely vulnerable to IT system failure or compromise. Additionally, the risks to Human Appeal of a cybersecurity attack would have a similar impact.

Loss of access to systems poses another risk that could cause Human Appeal to potentially lose income and subsequently hinder daily operations. Inadequate system back-up or unauthorised user access could result in potential data loss.

- The shift to remote working necessitated by the COVID-19 pandemic has resulted in increased use of technology by staff working from home. Cyber threats continue to pose a significant risk to the confidentiality, integrity, and availability of Human Appeal's information systems and data. Action has been taken as follows.
- Implementation of a cloud-based backup system for Human Appeal systems data which is in place and working efficiently.
- Cyber Security training has been delivered to all Human Appeal staff globally and will continue periodically. Any identified knowledge weaknesses are given additional training.
- In-house IT software has been replaced with commercial off-the-shelf solutions that will be easier to support, maintain, and customise. These systems are now operational in the UK.
- The new IT system contains version control capabilities, allowing access to previous versions when necessary.
- Staff induction processes have been enhanced to ensure this area is covered more comprehensively with updates to prevent social engineering attacks. A re-induction process for all existing staff was conducted in early 2021.
- Reminders of cybersecurity issues are also given to all staff periodically.
- Human Appeal is protected by a cybersecurity insurance contract that is reviewed and renewed annually.
- Our cybersecurity protocols are regularly tested, including an evaluation by an independent organisation conducted in 2022.
- An internal audit of the Systems and Development department is scheduled for late 2022 to ensure systems and processes continue to be robust.

### Compliance with Internal and external policies and procedures

Failure to adhere to external regulations and internal controls can risk breaching legal or Charity Commission requirements, losing stakeholder confidence, and reducing staff morale and engagement.

- We have developed and revised all relevant Human Appeal policies and procedures. These have been reviewed, updated, and approved.
- All existing staff have been re-inducted to emphasise the importance of organisational policies and processes.
- Breach response training has been completed with all senior management.
- A tough stance continues to be taken by the People and Culture department on breaches of policy and process.
- The current Board of Trustees have absorbed the recent comments by the Charity Commission regarding the failings of the previous Board of Trustees. In particular, critiques of the oversight of the Executive Team has resulted in more robust reporting requirements to prevent future mismanagement.

<p><b>Governance, compliance and capacity assessment</b></p> <p>Increased competition and demands of grant makers and large institutional donors could weaken Human Appeal's ability to sustain their current donation levels. This may then have a critical impact on our financial position as well as on the sustainability of aid projects in the field. The complex governance, regulatory and compliance environment of international non-governmental organisations may result in Human Appeal failing to comply with new regulations which may lead to damage to our reputation.</p>	<ul style="list-style-type: none"> <li>• An organisational register of all third-party audits, monitoring visits, and micro-assessment reports has been developed with effective action plans to address the findings in each report.</li> <li>• Lessons learnt from this exercise are shared with all field offices and headquarters senior management teams quarterly.</li> <li>• The existing FCDO assessment report is to be reviewed and an action plan developed to address previous findings.</li> <li>• Regular benchmarking is to be conducted on donors' global eligibility and capacity requirements.</li> <li>• The development of a self-assessment tool for all country offices is currently being addressed to assess their capacity and identify gaps that may undermine their ability to increase institutional funding sources.</li> <li>• A governance framework is being developed to include mechanisms and clear roles and responsibilities. This will include the conducting of regular benchmarking and framework reviews.</li> </ul>
<p><b>Negative publicity</b></p> <p>Adverse effects of negative publicity include loss of donor confidence, loss of influence with key stakeholders, and potential reduction of staff morale. Additionally, negative publicity may weaken beneficiary confidence and hamper our ability to access grants or contract funding, which could jeopardise relationships with funders, including institutional bodies.</p>	<ul style="list-style-type: none"> <li>• Human Appeal's complaints procedure has been reviewed and improved.</li> <li>• A crisis management strategy has been devised by the Communications department to ensure consistent delivery of key messages through the appointment of a nominated spokesperson.</li> <li>• Public relations training for key Human Appeal spokespeople scheduled to be delivered.</li> <li>• The Communications Department is charged with ensuring good quality reporting of the charity's activities and financial position.</li> <li>• A software subscription to new media monitoring alerts Human Appeal to adverse media comments.</li> <li>• When serious incidents are reported, the Communications department is alerted at an early stage enabling them to prepare an appropriate response.</li> </ul>



<p><b>Safeguarding</b></p> <p>Due to a small number of past Safeguarding incidents, principally in our field offices, this area now constitutes a potential serious risk that requires a mitigation strategy.</p>	<ul style="list-style-type: none"> <li>• A robust Safeguarding policy has been developed and is an integral part of our Employee Handbook.</li> <li>• A Safeguarding campaign was rolled out to all Human Appeal offices.</li> <li>• A 24-hour helpline and dedicated email address has been established and is available to all Human Appeal staff.</li> <li>• In November 2021 senior staff in People and Culture joined the Safeguarding leads in our field offices for a comprehensive training course on Safeguarding by an external provider. All attendees are now able to conduct a professional Safeguarding investigation.</li> <li>• Safeguarding training has been developed and delivered to all Human Appeal staff. Safeguarding is now part of Induction training, which all staff complete annually.</li> <li>• A Safeguarding campaign has been launched in field offices.</li> <li>• A Global Safeguarding Lead is currently being recruited who will report to the Director of Programmes with input from the Director of People and Culture who will develop existing policies and processes in profiling this area.</li> </ul>
<p><b>Inflation</b></p> <p>The latest figures from the Office for National Statistics showed inflation in the UK at a 40- year high in August 2022, and the Bank of England has warned that the figure will grow to a peak of 13% by the end of the year. In many of the countries in which we operate, inflation levels are even higher. This item now appears in our Strategic Risk Register.</p>	<ul style="list-style-type: none"> <li>• As a result of the cost of living crisis, people have less disposable income and many will stop non-essential expenditure, such as charity donations. In response, Human Appeal has established new fundraising operations in North America and Europe to diversify its income sources.</li> <li>• Human Appeal has undertaken a detailed review of expenditure budgets for the remainder of 2022 and 2023 to take account of pressure on income and planned expenditure levels. The latter takes account of global price rises for diverse goods such as food, technology, and building materials, all of which are key elements in our work for beneficiaries. Consideration has also been given to the potential impact on employee salaries worldwide as prices continue escalating.</li> <li>• Finally, given the current unpredictable nature of inflation and charitable income streams the assumptions and estimations used have been stress tested and flexed to account for uncertainties and risk.</li> </ul>

# ➤ STRUCTURE, GOVERNANCE, AND MANAGEMENT

## GOVERNING DOCUMENT

Human Appeal is an international non-governmental organisation (NGO) incorporated in the United Kingdom as a company limited by guarantee at Companies House in England. It is registered as a charity with the Charity Commission of England and Wales as well as with the Office of Scottish Charity Regulator (OSCR).

Human Appeal works across the globe to strengthen humanity's fight against poverty, social injustice, and natural disaster, through the provision of immediate relief and the establishment of self-sustaining and long-term development programmes.

Human Appeal was formerly known as Human Appeal International and was legally established in 1991 by a trust deed and registered in 2013 with the Charity Commission under registration number 1005733. In 2014, Human Appeal changed its legal structure, registering as a company limited by guarantee at Companies House in England 22 March 2004, and with the Charity Commission 21 October 2013 under registration number 1154288. The funds in the original trust were transferred to the newly incorporated company, and thereafter the original trust was de-registered on 26 February 2014. Human Appeal has been operating under the company structure to this day. Human Appeal's name change was reflected by Companies House 1 October 2016.

### Human Appeal's objectives as enshrined in its governing document are:

- The prevention or relief of poverty anywhere in the world by providing grants, items, and services to vulnerable individuals and/or charities or other organisations working to prevent or relieve poverty.
- The prevention or relief of poverty or financial hardship anywhere in the world by providing or assisting in the provision of education, training, healthcare, or the necessary support to enable individuals to generate a sustainable income and be self-sufficient.
- The relief of financial vulnerability and suffering for survivors of natural or other disasters in the form of money or other means, deemed suitable for persons, bodies, organisations and/or countries affected, including the provision of medical aid.

### From its origins in the UK, Human Appeal has established operations in a number of countries across the globe. Today it conducts its operations in one of three ways:

- By establishing a permanent presence through a separate local entity, which is independent of the UK Human Appeal entity.

- By establishing a branch of the UK Human Appeal entity and all operations in that country being carried out by that entity.
- Emergency, seasonal and short-term responses performed by a team from an existing Human Appeal office or through a partner organisation. Prior to being contracted by Human Appeal, any partner organisation is subject to rigorous due diligence checks (the procedure includes screening through Thomson Reuters World-Check) before being entrusted to implement projects for Human Appeal.

### Human Appeal's vision is a just, caring, sustainable world, and its mission statement is to:

- Emerge as a leading international humanitarian and development agency,
- Develop immediate and long-term sustainable interventions,
- Empower local communities through inclusive development to build local capacity,
- Champion peace and justice through effective advocacy,
- Ensure the protection and security of our stakeholders.

### Human Appeal undertakes its work with the following values in mind:

- Excellence, professionalism and commitment
- Trust and respect for all
- Integrity and transparency
- Empowerment and equality

### Key risk management, financial policies, and procedures:

- Risk Management Policy
- Serious Incident Reporting Policy
- Counter-Terrorism and Anti-Money Laundering Policy
- Finance Manual – regulating controls and procedures over income and expenditure including financial management and reporting
- Child Protection and Safeguarding Policy
- Field Security and Field Reporting Policies
- Aid Diversion Policy
- Monitoring and Evaluation Policy
- Logistics and Procurement Policy
- Beneficiary Selection Policy

## BOARD OF TRUSTEES

The Board of Trustees directs and oversees the charity. The Board appraises the CEO and the executive management team, and oversees strategic planning, governance and regulatory requirements.

### Recruitment and appointment of Trustees

New Trustees are nominated by members of the Board of Trustees, interviewed and then appointed if they have the necessary skills and knowledge to contribute to the charity's development and management. All Trustees are volunteers that dedicate their time, skills, knowledge, and experience to Human Appeal.

### Trustee induction and training

To ensure Human Appeal benefits from a professional, appropriate board, Trustees are provided with a comprehensive induction and ongoing training in new or emerging areas of responsibility. New Trustees receive a full overview of the strategic and operational functions, their legal obligations under charity laws and regulations (including the charity's Memorandum and Articles of Association), the decision-making process, recent financial performance, future plans, and objectives of the charity. They also meet other Trustees, the leadership team, and key employees.

The CEO and Executive Director keep Trustees up to date with changes in regulatory standards and training possibilities. We continually evaluate the board's effectiveness. The Board of Trustees receives regular performance reports and annual financial reports, plans, and budgets.

### Organisation leadership

The CEO is accountable to the Board of Trustees and, along with other senior staff, is responsible for the day-to-day management of the organisation. The CEO chairs the leadership executive team, which is made up of key functional leaders. The leadership team ensures the policies agreed by the Board of Trustees are implemented and they also support the work of other staff and volunteers.

### Responsibilities of leadership

The Trustees - who are also directors of Human Appeal for the purposes of company law - are responsible for preparing the Trustees' Report. This includes the Strategic Report, and the financial statements in accordance with applicable law and the United Kingdom Generally Accepted Accounting Practice.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and group, of incoming resources and application of resources, and of including income and expenditure.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently,
- Observe the methods and principles in the Charity Commission Statement of Recommended Practice (SORP 2015),
- Make judgments and accounting estimates that are reasonable and prudent,
- State whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements,
- Prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charitable group will continue in operation.

The Trustees must maintain proper accounting records that, at any time, disclose with reasonable accuracy the financial position of the charitable company and group that enables them to ensure that the financial statements comply with the Companies Act 2006. They are responsible for safeguarding the assets of the charitable company and group and therefore for taking reasonable steps to prevent and detect fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website.

### Statement on disclosure of information to the auditors

Under Section 418, in the case of each director in office on the date the Trustees' Report is approved, the reports include a statement that declares that:

- To the best of their knowledge, there is no relevant audit information of which the auditors are unaware,
- They have taken all the steps that they should have taken to make themselves aware of any relevant audit information, and to establish that our auditors are aware of that information.

### Company limited by guarantee

Members of the charity guarantee to contribute an amount not exceeding £1 to the net assets of the charity in the event of winding up. The total number of such



guarantees at 31st December 2020 was 4. The Trustees are members of the charity but this entitles them to voting rights. The Trustees have no beneficial interest in the charity.

### Public benefit

The Trustees have taken into account the statutory duties of public benefit. This report highlights examples of Human Appeal's activities that illustrate how our work fulfils public benefit and the positive impact it brings to individuals and communities globally, irrespective of their race, religion, or creed. We develop strategic plans to make certain that we provide maximum public benefit and achieve our strategic objectives, which fall under purposes defined by the Charities Act 2011. In setting the charity's objectives and planning activities, the Trustees have given careful consideration to the Charity Commission's general guidance on public benefit.

### Remuneration policy for key management personnel

None of the Trustees receive remuneration or other benefit from their work with the charity. Any connection between a Trustee or senior manager with a key donor, beneficiary, supplier, or contractor must be disclosed to the full Board of Trustees in the same way as any other contractual relationship with a related party would be declared. In the past year, no such related party transactions were reported.

We believe that the opportunity to have a positive impact on the lives of vulnerable people is an important part of the total reward of working for Human Appeal, especially at management level.

In setting appropriate pay levels for key personnel, our remuneration policy reflects and takes into consideration specific matters such as the assignments and responsibilities undertaken. In addition, the remuneration policy helps promote long-term goals for safeguarding our company's interests.

Benchmarking is undertaken to ensure that the remuneration of key personnel matches the level in comparable organisations, whilst also taking into consideration the required competencies, effort, and the scope of work.

## STANDARDS, PRINCIPLES, AND CODES

We are committed to industry-specific standards,

principles, and codes in addition to Investors in People and the ISO 9001 management system. We are committed to applying the Sphere Humanitarian Charter and Minimum Standards in responding to humanitarian crises. We also adhere to:

- Code of Conduct for the International Red Cross and Red Crescent
- Core Humanitarian Standard on Quality and Accountability
- Keeping Children Safe
- The core principles of the UN Task Force on Preventing Sexual Exploitation and Abuse in Humanitarian Crises 2002

### Policy of employment of people with disabilities

Our policy for employment of people with disabilities and its adherence to the Equality Act 2010 ensures that our strong commitment to developing the diversity of our staff and volunteers. We work to achieve this through equal opportunity policies, training, and practical action. This includes encouraging applications from people with disabilities, developing their skills, and taking every reasonable measure to adapt our premises and working conditions to enable them to work or volunteer with us.

We will continue to ensure that:

- We make reasonable adjustments wherever required,
- Our policies and practices do not disadvantage people with disabilities,
- We provide equal training and career development for all employees.

# ➤ FINANCIAL REVIEW

## INCOME

Across the globe, the COVID-19 pandemic made 2020 and 2021 incredibly difficult years. The pandemic forced us to change our original plans and rapidly adapt to a new and restricted environment in lockdown. Like many organisations we also had to fundamentally change the way in which we work, suddenly shifting entirely to working from home and continuing this approach for this entire year. The organisation also underwent a successful transition from traditional fundraising events towards online campaigns.

We are deeply grateful to our supporters whose generosity ensured growth in our total income of 19.7% up to £35.5 million compared to last year's total of £29.6 million. Overall donations from individual giving, community fundraising, and some corporate income represented 92% of our income compared with 82% in 2020. These robust levels of support in the face of increasingly difficult circumstances has continued into 2022, enabling us to continue the pursuit of our growth ambitions to fund more projects for more beneficiaries in diverse parts of the world.

There was a decrease in institutional funding to £2.8 million from £5.2 million last year, reflecting a general trend to switch funds to pandemic projects. On top of health concerns, we revealed in last year's Annual Report that we were formulating plans to enable our charity to respond to the escalating impact of climate change on vulnerability to disasters and shocks. Little could we have imagined that these demands would crystallise in such a short space of time with the arrival of catastrophic flooding in Pakistan, Bangladesh, and Sudan in August 2022.

We are also pleased to report that the Trustees decision to facilitate the opening of new partner offices in North America in 2022 has progressed, strengthening the diversification of income streams. This now provides greater financial support for more beneficiaries in the future.

## EXPENDITURE

In 2021, we spent £22.6 million on charitable activities, an increase of 22.1% from £18.5 million in 2020.

Major areas of expenditure were orphans and child welfare (£8.1 million), food security (£5.2 million), and healthcare (£1.7 million). Combined, these areas accounted for 66% of our charitable spending in 2021. Our specific achievements by geographical area with this expenditure are described throughout this report.

Our expenditure on raising funds during 2021 rose to £8.6 million from £7.3 million in 2020, as we attempted to offset the negative impact of the factors outlined in the previous paragraphs. In 2021, we spent £0.25 million on developing our fundraising partners' capabilities across Europe, who in turn raised funds enabling projects to be delivered by the Human Appeal family to change and save lives around the world. We plan to increase spending on the development of additional overseas partner offices in the USA and Canada.

## ➤ TRUSTEES ASSESSMENT OF GOING CONCERN

The Board of Trustees has assessed Human Appeal's ability to continue as a going concern. In forming their conclusion, the trustees have considered numerous factors and key risks. These include the closing of the Charity Commission Inquiry in October 2021, the negative aftermath of the Covid-19 pandemic, the impact of growing inflation worldwide and the war in Ukraine causing food and other supply shortages in the countries in which we work.

The Charity Commission's inquiry, which commenced on 18 April 2018, closed on 28 October 2021 with the publication of a final report. The conclusions found that in 2017 there had been misconduct and/or mismanagement by the former trustees in the areas of administration and oversight. The Board of Trustees acknowledge the historical events that occurred in 2017. These events and shortcomings have been shared widely with all staff within the charity to encourage the creation of appropriate policies and robust systems to ensure similar mistakes cannot be made in the future.

In 2021 income grew despite the continuation of pandemic-related restrictions on fundraising and social distancing. Any ongoing or future impacts of Covid-19 have also been considered and the anticipated effects have been built into our 2022 and 2023 budgets and forecasts.

Due to inflation and the resulting cost of living crisis, people will have less disposable income and many will stop non-essential expenditure, such as charity donations. In response, Human Appeal has established new fundraising operations in North America and Europe in order to diversify its income sources.

The key risk in our financial model is from a reduction in income, and so potential income has been stress tested to ensure that expenditure levels can be maintained within a variety of income streams. We have also relied on the recent evidence of our staff maintaining performance levels whilst working from home, efficient operations of our secure cloud-based IT systems, and our new approach to fundraising proving attractive to donors.

The Board of Trustees has considered the latest information and evidence available and have determined that there is a reasonable expectation that Human Appeal will have the resources to continue in operational existence for the foreseeable future. Cash inflows have continued to grow in 2022 with income currently running at 8% ahead of the same period last year. The Board of Trustees are confident there are sufficient reserves held at the year end and at the time of publication to manage any foreseeable downturn in the UK and global economy and any further impact from the global pandemic. In addition, the team of executives charged with responsibility for increasing unrestricted reserves have achieved continued success.

The annual financial statements have therefore been prepared on the basis that the charity is a going concern. These financial statements do not include the adjustments that would result if Human Appeal were unable to continue as a going concern.



# ➤ STATEMENT OF RESERVES

## GENERAL RESERVES (UNRESTRICTED)

Unrestricted reserves are generated when there is no donor stipulation on how funds are utilised. This provides the Trustees with discretion as to how these funds are spent to further Human Appeal's charitable objectives. The Trustees recognise the need to hold sufficient unrestricted reserves to protect core activities and allow implementation of long-term strategic programmes. Consideration is also given to the fact that disasters and crises are increasing around the world, and there is often a need to act swiftly to meet humanitarian objectives. With this specifically in mind, the charity continues to maintain an emergency fund with a minimum of £100,000 available. The reserves policy, in summary, ensures that the delivery of our vital programmes across various sectors is not disrupted by unforeseen circumstances such as a reduction in income or rise in expenditure.

## RESTRICTED FUNDS

These funds are tied to a particular purpose, as specified by the donor or as identified at the time of a public appeal. These are spent in accordance with their particular purposes.

## RESERVES POLICY

Our reserves policy requires that reserves are maintained at a level that ensures our core programme work (i.e. adequately responding to humanitarian disasters and emergencies) could continue during a period of lack of funds, while at the same time ensuring we do not retain income for longer than required, thereby balancing the needs of present and future beneficiaries.

As of 31 December 2021, the charity had total reserves of £12.8m (2020: £8.7m), restricted reserves of £10.9m (2020: £7.6m), and unrestricted funds of £1.9m (2020: £1.1m). After allowing for fixed assets held as unrestricted funds, the charity had -£0.7m free reserves at the balance sheet date (2020: -£1.5m), although the position continues to improve year on year.

The Trustees have a strategy to build up unrestricted reserves to a level acceptable to beneficiaries and partners. A team of executives continues to identify campaigns and tactics required to support the Trustees ambitions in this regard. This team reports regularly on progress. At present, all funds held overseas are treated as restricted funds although they may not be so restricted by the donor or by the ask. This is because in practice these funds will be used in the specific country. Going forward, the Trustees will continue to focus on building a reserve over time sufficient to cover at least six month's operating costs and field offices running cost expenditure.

The Trustees' Annual Report which includes the Strategic Report has been approved by the trustees and signed on their behalf by:



**Dr Kamil Omoteso**

Chair of the Board of Trustees  
28 September 2022

# ➤ INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF HUMAN APPEAL

## OPINION

We have audited the financial statements of Human Appeal (the 'charitable company') for the year ended 31 December 2020 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 December 2021 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended)

## BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Human Appeal's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## OTHER INFORMATION

The other information comprises the information included in the trustees' annual report, including the strategic report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, including the strategic report, has been prepared in accordance with applicable legal requirements

## MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit.

## RESPONSIBILITIES OF TRUSTEES

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

## AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

## CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, internal audit and the board of trustees, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
  - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in,



focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.

- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## USE OF OUR REPORT

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



**Jonathan Orchard (Senior statutory auditor)**

30th September 2022

for and on behalf of Sayer Vincent LLP,  
Statutory Auditor  
Invicta House, 108-114 Golden Lane,  
LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006



## STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2021 (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)

	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
<b>Income</b>					
Donations and legacies	2	5,058,013	27,583,115	32,641,128	24,093,343
Charitable activities	3	-	2,772,258	2,772,258	5,228,943
Other trading activities	4	30,748	-	30,748	30
Investments	5	42,028	-	42,028	63,259
Other income	6	32,113	-	32,113	293,480
<b>Total income</b>		<b><u>5,162,902</u></b>	<b><u>30,355,373</u></b>	<b><u>35,518,275</u></b>	<b><u>29,679,055</u></b>
<b>Expenditure</b>					
Raising funds	7	812,787	7,837,984	8,650,771	7,252,427
Charitable activities	8	3,368,160	19,249,886	22,618,046	18,548,692
Charitable capacity building	10	246,538	-	246,538	243,632
<b>Total expenditure</b>		<b><u>4,427,485</u></b>	<b><u>27,087,870</u></b>	<b><u>31,515,355</u></b>	<b><u>26,044,751</u></b>
<b>Net income for the year</b>	12	735,418	3,267,502	4,002,920	3,634,304
<b>Other recognised gains</b>					
Gains on revaluation of investment properties		65,000	-	65,000	-
<b>Net movement in funds for the year</b>		<b><u>800,418</u></b>	<b><u>3,267,502</u></b>	<b><u>4,067,920</u></b>	<b><u>3,634,304</u></b>

All of the Charity's activities are derived from continuing activities.

The statement of financial activities includes all gains and losses recognised in the current and prior year.

The notes on pages 93 to 112 form part of these financial statements.

## BALANCE SHEET AS AT 31 DECEMBER 2021

	Note	£	2021 £	£	2020 £
<b>Fixed assets</b>					
Intangible assets	16		149,622		229,113
Tangible fixed assets	17		1,906,878		1,903,325
Investment properties	18		665,000		600,000
			<u>2,721,500</u>		<u>2,732,438</u>
<b>Current assets</b>					
Debtors	19	1,670,266		1,129,884	
Cash at bank and in hand	24	12,013,755		7,580,232	
			<u>13,684,021</u>	<u>8,710,116</u>	
<b>Creditors:</b> amounts falling due within one year	20	(3,561,123)		(2,666,076)	
<b>Net current assets</b>			<u>10,122,898</u>		<u>6,044,040</u>
<b>Net assets</b>			<u>12,844,398</u>		<u>8,776,478</u>
<b>The funds of the Charity</b>	21				
Unrestricted funds			1,971,794		1,171,376
Restricted funds			10,872,604		7,605,102
<b>Total Charity funds</b>			<u>12,844,398</u>		<u>8,776,478</u>

The financial statements were approved by the Board of Trustees on 28 September 2022 and were signed on their behalf by:



**Dr Kamil Omoteso**  
Chair of the Board of Trustees

The notes on pages 86 to 104 form part of these financial statements.

## STATEMENT OF CASH FLOWS AS AT 31 DECEMBER 2021

	Note	2021 £	2020 £
<b>Net cash generated from operating activities</b>	23	<b>4,581,229</b>	4,415,430
<b>Cash flows from investment activities</b>			
Bank interest received		28	1,646
Investment property rental income received		42,000	61,613
Purchase of tangible fixed assets		(189,748)	(56,030)
Proceeds from the sale of tangible fixed assets		14	593
<b>Net cash (used in) / generated from investing activities</b>		<b>(147,706)</b>	7,822
<b>Increase in cash and cash equivalents in the year</b>		<b>4,433,523</b>	4,423,252
Cash and cash equivalents at the beginning of the year		7,580,232	3,156,980
<b>Cash and cash equivalents at the end of the year</b>	24	<b>12,013,755</b>	7,580,232

The notes on pages 86 to 104 form part of these financial statements.



# ➤ NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

## 1. ACCOUNTING POLICIES

### Charity information

Human Appeal (the "Charity") is a company registered and incorporated in England and Wales, limited by guarantee, without share capital. The company registration number is 08553893. The Charity is registered with the Charity Commission under registration number 1154288 as well as with The Office of the Scottish Charity Regulator under registration number SC046481.

Its registered office and principal place of business is 1 Cheadle Point, Carrs Road, Cheadle, Cheshire, SK8 2BL.

The Charity is an international humanitarian and development organisation working across 16 countries in Asia, Africa, the Middle East, and Europe.

### Basis of preparation of financial statements

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

### Reconciliation with previous Generally Accepted Accounting Practice

In preparing these financial statements, the Trustees have considered whether in applying the accounting policies required by FRS 102 and the Charities SORP FRS 102 the restatement of comparative items was required.

No restatements were required.

### Going concern

The Trustees consider there are no material uncertainties regarding the Charity's ability to continue as a going concern.

As outlined in the Financial Review section of the Trustees' annual report, the Charity Commission's Inquiry, which commenced on 18 April 2018, closed on 28 October 2021 with the publication of a final report. The conclusions were that in 2017 there had been misconduct and/or mismanagement by the former Trustees in the areas of administration and oversight. The closing of the Inquiry has removed a source of material uncertainty over the going concern basis of the Charity.

The Trustees have reviewed the financial forecasts and budgets that have been prepared and are satisfied it is appropriate to prepare the annual financial statements for the Charity on a going concern basis.

### Company status

The Charity is a company limited by guarantee. The members of the Charity are the Trustees named on page 3. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

### Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

For legacies, entitlement is taken as the earlier of the date on which either: the Charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably, and the Charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

## 1. ACCOUNTING POLICIES (CONTINUED)

### Income (continued)

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold.

Donated facilities are included at the value to the Charity where this can be quantified, and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

Other income is recognised in the period in which it is receivable and to the extent the goods have been provided or on completion of the service.

### Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. Support costs are those costs incurred directly in support of expenditure on the objects of the Charity and include project management carried out at Headquarters. Governance costs are those incurred in connection with administration of the Charity and compliance with constitutional and statutory requirements.

Costs of generating funds are costs incurred in attracting voluntary income, and those incurred in trading activities that raise funds.

Charitable activities and governance costs are costs incurred on the Charity's operations, including support costs and costs relating to the governance of the Charity apportioned to charitable activities.

Support costs and governance costs are allocated to costs of raising funds, charitable activities and other expenditure including capacity building based on the number of administrative employees for each activity. The analysis of support costs by each activity is set out in note 11.

All expenditure is inclusive of irrecoverable VAT.

### Intangible fixed assets and amortisation

Intangible assets costing £500 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably. Intangible assets are initially recognised at cost and are subsequently measured at cost net of amortisation and any provision for impairment.

The intangible assets which comprise software are amortised over a period of 10 years.

### Tangible fixed assets and depreciation

All assets costing more than £500 are capitalised.

A review for impairment of a fixed asset is carried out if events or changes in circumstances indicate that the carrying value of any fixed asset may not be recoverable. Shortfalls between the carrying value of fixed assets and their recoverable amounts are recognised as impairments. Impairment losses are recognised in the statement of financial activities incorporating income and expenditure account.

Tangible fixed assets are carried at cost, net of depreciation and any provision for impairment.

Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

- Freehold property - Over 50 years
- Fixtures, fittings and equipment - Between 4 and 15 years
- Motor vehicles - Over 5 years

### Investment properties

Investment properties are included in the balance sheet at their open market value and are not depreciated.

### Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the bank.

### Operating leases

Rentals under operating leases are charged to the statement of financial activities incorporating income and expenditure account on a straight-line basis over the lease term.

### Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

### Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

### Liabilities and provisions

Liabilities are recognised when there is an obligation at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Liabilities are recognised at the amount that the company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide. Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised within interest payable and similar charges.

### Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

### Taxation

As a registered charity, the Charity is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value added tax (VAT) is not recoverable by the Charity and is therefore included in the relevant costs in the statement of financial activities (as stated in Note 1 - Expenditure).

### Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the statement of financial activities incorporating income and expenditure account.

### Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

The Charity operates a group personal pension scheme, which effectively means that all employees who join the scheme have their own pension plan, which is a defined contribution scheme. The assets of the pension scheme are held separately from those of the Charity in an independently administered fund. The total contribution owing at 31 December 2021 was £Nil (2020: £6,952).

### Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

## 2. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total Funds 2021 £
Donations	2,604,868	25,325,474	27,930,342
Gift and tax reclaimed	2,406,545	-	2,406,545
Donated goods and services	-	1,566,399	1,566,399
Donations from fundraising events	46,601	691,241	737,842
	<u>5,058,014</u>	<u>27,583,114</u>	<u>32,641,128</u>
	Unrestricted funds 2020 £	Restricted funds 2020 £	Total Funds 2020 £
Donations	2,099,197	16,602,101	18,701,298
Gift and tax reclaimed	2,413,300	-	2,413,300
Donated goods and services	-	305,240	305,240
Donations from fundraising events	42,977	2,630,528	2,673,505
	<u>4,555,474</u>	<u>19,537,869</u>	<u>24,093,343</u>

## 3. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total Funds 2021 £
Charitable activities	<u>-</u>	<u>2,772,258</u>	<u>2,772,258</u>
	Unrestricted funds 2020 £	Restricted funds 2020 £	Total Funds 2020 £
Charitable activities	<u>-</u>	<u>5,228,943</u>	<u>5,228,943</u>



## 4. OTHER TRADING ACTIVITIES

	<b>Unrestricted funds 2021 £</b>	<b>Restricted funds 2021 £</b>	<b>Total funds 2021 £</b>
Ticket sales	<b>30,748</b>	-	<b>30,748</b>
	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Ticket sales	30	-	30

## 5. INVESTMENT INCOME

	<b>Unrestricted funds 2021 £</b>	<b>Restricted funds 2021 £</b>	<b>Total funds 2021 £</b>
Property rental income	<b>42,000</b>	-	<b>42,000</b>
Bank interest receivable	<b>28</b>	-	<b>28</b>
	<b>42,028</b>	-	<b>42,028</b>
	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Property rental income	61,613	-	61,613
Bank interest receivable	1,646	-	1,646
	<b>63,259</b>	-	<b>63,259</b>

## 6. OTHER INCOME

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Government grants	32,099	-	32,099
Gain on the sale of tangible fixed assets	14	-	14
	<b>32,113</b>	<b>-</b>	<b>32,113</b>
	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Government grants	322,434	-	322,434
Loss on the sale of intangible assets	(26,431)	-	(26,431)
Loss on the sale of tangible fixed assets	(2,523)	-	(2,523)
	<b>293,480</b>	<b>-</b>	<b>293,480</b>

## 7. COSTS OF RAISING FUNDS

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Fundraising costs	66,928	645,407	712,335
Publicity costs	370,161	3,569,592	3,939,753
Event costs	68,339	659,019	727,358
Fundraising staff costs	307,359	2,963,966	3,271,325
	<b>812,787</b>	<b>7,837,984</b>	<b>8,650,771</b>
	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Fundraising costs	79,349	701,419	780,768
Publicity costs	358,242	3,166,721	3,524,963
Event costs	35,866	317,037	352,903
Fundraising staff costs	263,607	2,330,186	2,593,793
	<b>737,064</b>	<b>6,515,363</b>	<b>7,252,427</b>

## 8. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Education	-	574,996	574,996
Humanitarian response	-	1,210,841	1,210,841
Food security	-	5,176,337	5,176,337
Healthcare	-	1,687,414	1,687,414
Orphans and child welfare	-	8,113,679	8,113,679
Water, sanitation and hygiene	-	1,004,839	1,004,839
General country restricted income	3,368,160	1,481,780	4,849,940
	<b>3,368,160</b>	<b>19,249,886</b>	<b>22,618,046</b>

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Education	-	53,623	53,623
Humanitarian response	-	1,787,670	1,787,670
Food security	-	5,972,068	5,972,068
Healthcare	-	313,671	313,671
Orphans and child welfare	-	4,743,321	4,743,321
Water, sanitation and hygiene	-	874,344	874,344
General country restricted income	2,986,172	1,817,823	4,803,995
	<b>2,986,172</b>	<b>15,562,520</b>	<b>18,548,692</b>

## 9. GRANTS TO INSTITUTIONS

	2021 £	2020 £
ALZakat Committee of Jerusalem	1,241,502	792,327
Bayader	200,000	-
Coastal Municipalities Water Utility	333,851	-
Dhaka Ahsania Mission	108,070	93,237
Esmael Alawa and Co	-	171,996
Human Appeal International Gaza	-	900,768
Insanlik Icin Suriye Egitim Ve Yardimlasma Dernegi	93,344	-
International Learning Movement	252,100	105,000
Islamic Welfare Association	676,517	572,844
Islamic Zakat Society	686,554	463,615
Kalliri I Miresise (Spike of Goodness) Macedonia	-	54,035
Mercy Relief	169,416	164,625
Muslim Foundation for Culture & Development	164,009	-
Novo Jibon	79,700	233,657
Palestine Hydrology Group	194,091	-
READ Foundation	81,174	-
URDAS Spain	155,591	-
White Hands	-	52,900
Yemen Humanitarian Forum	452,920	53,951
Zakat and Sadaqat Foundation	184,183	-
ZamZam Foundation	122,238	-
Items below £50,000	208,206	154,773
	<b>5,403,466</b>	<b>3,813,728</b>

## 10. CHARITABLE CAPACITY BUILDING

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Ireland	116,201	-	116,201
Spain	130,337	-	130,337
	<b>246,538</b>	<b>-</b>	<b>246,538</b>
	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Ireland	100,000	-	100,000
Spain	143,632	-	143,632
	<b>243,632</b>	<b>-</b>	<b>243,632</b>



## 11. ANALYSIS OF SUPPORT COSTS

	<b>Total funds 2021 £</b>	Total funds 2020 £
Costs of raising funds	<b>2,369,585</b>	1,922,274
Charitable activities	<b>142,175</b>	107,647
Other expenditure including capacity building	<b>924,137</b>	707,397
	<b>3,435,897</b>	2,737,318

### Support costs by type

	<b>2021 £</b>	2020 £
Staff costs	<b>1,976,853</b>	1,718,822
Depreciation and amortisation	<b>265,686</b>	328,625
Other	<b>1,193,358</b>	689,871
	<b>3,435,897</b>	2,737,318

### Governance costs

Included within support costs are governance costs as follows:

	<b>2021 £</b>	2020 £
Auditor's remuneration	<b>44,600</b>	59,880
Audit fees to previous auditors in respect prior year financial statements	-	10,506
Non-statutory auditor fees	-	24,693
Audit fees in respect of the overseas branches	<b>33,103</b>	42,609
Legal and professional other fees	<b>412,354</b>	295,895
	<b>490,057</b>	433,583

## 12. NET INCOME

The net income is stated after charging:

	2021 £	2020 £
Depreciation of tangible fixed assets:		
- owned by the Charity	<b>185,566</b>	247,473
Amortisation of intangible assets	<b>80,120</b>	81,152
Operating lease rentals	<b>65,576</b>	86,244
	<b>331,262</b>	414,869

## 13. AUDITOR'S REMUNERATION

	2021 £	2020 £
Fees payable to the Charity's auditor and its associates for the audit of the financial statements	<b>44,600</b>	59,880

## 14. STAFF COSTS

Staff costs were as follows:	2021 £	2020 £
Wages and salaries	5,149,131	5,917,343
Social security costs	293,827	317,138
Other pension costs	82,724	83,084
	<u>5,525,682</u>	<u>6,317,565</u>

The above staff costs include termination payments of £10,766 (2020: £38,206) made during the year.

The average number of persons employed by the Charity during the year was as follows:

	2021 No	2020 No
	<u>475</u>	<u>455</u>

The number of higher paid employees was:

	2021 No	2020 No
In the band £60,001 - £70,000	6	3
In the band £70,001 - £80,000	-	-
In the band £90,001 - £100,000	1	1

The key management personnel of the Charity, comprising of the leadership team and the executive directors team. The total employee benefits of the key management personnel were £519,305 (2020: £537,758).

## 15. TRUSTEES' REMUNERATION

No Trustees received any remuneration during the financial year (2020: £Nil). No Trustees received any benefits in kind (2020: £Nil). Trustees received reimbursement of expenses of £584 (2020: £41) during the year.

## 16. INTANGIBLE ASSETS

	<b>Software £</b>
<b>Cost</b>	
At 1 January 2021	403,589
Additions	629
At 31 December 2021	<u><b>404,218</b></u>
<b>Amortisation</b>	
At 1 January 2021	174,476
Charge for the year	80,120
At 31 December 2021	<u><b>254,596</b></u>
<b>Net book value</b>	
<b>At 31 December 2021</b>	<u><b>149,622</b></u>
At 31 December 2020	<u><u>229,113</u></u>

The intangible assets, which comprise software, are amortised over a period of 10 years.



## 17. TANGIBLE FIXED ASSETS

	Freehold property £	Fixtures, fittings and equipment £	Motor vehicles £	Total £
<b>Cost</b>				
At 1 January 2021	1,531,607	1,074,277	65,381	2,671,265
Additions	-	136,964	52,155	189,119
Disposals	-	(11,817)	(295)	(12,112)
	<u>1,531,607</u>	<u>1,199,424</u>	<u>117,241</u>	<u>2,848,272</u>
At 31 December 2021				
<b>Depreciation</b>				
At 1 January 2021	155,872	562,919	49,149	767,940
Charge for the year	36,840	130,079	18,647	185,566
Disposals	-	(11,817)	(295)	(12,112)
	<u>192,712</u>	<u>681,181</u>	<u>67,501</u>	<u>941,394</u>
At 31 December 2021				
<b>Net book value</b>				
<b>At 31 December 2021</b>	<u>1,338,895</u>	<u>518,243</u>	<u>49,740</u>	<u>1,906,878</u>
At 31 December 2020	<u>1,375,735</u>	<u>511,358</u>	<u>16,232</u>	<u>1,903,325</u>

All of the above assets are used for charitable purposes.

Included within freehold property is land of £530,000 which is not being depreciated.

## 18. INVESTMENT PROPERTIES

	2021 £	2020 £
Investment properties at market value	<u>665,000</u>	<u>600,000</u>

The Charity owns the freehold of two commercial properties that are held for rental out as office space. The investment properties are valued based on formal valuations in April 2021 by W T Gunson and 2015 by members of the Royal Institute of Chartered Surveyors who have the relevant experience in the investment properties being valued. The valuation of the Manchester property and Bristol property are on the basis of open market value. The Charity has taken steps to review the market value of the investment properties included in the financial statements at the year-end to ensure they are in line with the valuations and remain materially accurate.

During the year, there was a revaluation gain on the investment properties of £65,000 (2020: £Nil).

The historical cost of the investment properties is £497,004 (2020: £497,004).

## 19. DEBTORS

	2021 £	2020 £
Other debtors	1,205,668	763,043
Prepayments and accrued income	464,598	366,841
	<u>1,670,266</u>	<u>1,129,884</u>

## 20. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Trade creditors	695,055	949,869
Other taxation and social security	323,656	366,751
Other creditors	1,481,892	909,304
Accruals and deferred income	1,060,520	440,152
	<u>3,561,123</u>	<u>2,666,076</u>

## 21. STATEMENT OF FUNDS

	At 1 January 2021 £	Income £	Expenditure £	Gains and (losses) £	Transfers in / (out) £	At 31 December 2021 £
<b>Unrestricted funds</b>						
General funds	1,171,376	5,162,903	(4,248,684)	65,000	(178,801)	1,971,794
<b>Restricted funds</b>						
Education	143,207	705,134	(755,602)	-	325,819	418,558
Humanitarian response	1,668,734	7,992,432	(3,422,888)	-	(4,202,794)	2,035,484
Food security	1,933,220	8,153,949	(7,349,012)	-	100,327	2,838,484
Healthcare	493,691	1,580,518	(2,098,087)	-	82,128	58,250
Orphans and child welfare	685,439	8,789,643	(10,187,567)	-	2,687,018	1,974,533
Water sanitation and hygiene	1,918,574	2,564,564	(1,682,628)	-	-	2,800,510
Other	762,237	569,132	(1,770,887)	-	1,186,303	746,785
	7,605,102	30,355,372	(27,266,671)	-	178,801	10,872,604
<b>Total of funds</b>	<b>8,776,478</b>	<b>35,518,275</b>	<b>(31,515,355)</b>	<b>65,000</b>	<b>-</b>	<b>12,844,398</b>

	At 1 January 2020 £	Income £	Expenditure £	Transfers in / (out) £	At 31 December 2020 £
<b>Unrestricted funds</b>					
General funds	226,001	4,912,244	(3,474,382)	(492,487)	1,171,376
<b>Restricted funds</b>					
Education	19,371	68,298	(92,748)	148,286	143,207
Humanitarian response	1,348,817	5,072,424	(3,288,202)	(1,464,305)	1,668,734
Food security	679,163	8,509,183	(7,662,700)	407,574	1,933,220
Healthcare	372,764	684,335	(595,381)	31,973	493,691
Orphans and child welfare	477,982	6,021,813	(6,786,889)	972,533	685,439
Water sanitation and hygiene	1,353,205	2,207,179	(1,641,810)	-	1,918,574
Other	664,871	2,203,579	(2,502,639)	396,426	762,237
	4,916,173	24,766,811	(22,570,369)	492,487	7,605,102
<b>Total of funds</b>	<b>5,142,174</b>	<b>29,679,055</b>	<b>(26,044,751)</b>	<b>-</b>	<b>8,776,478</b>

## 22. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Intangible assets	149,622	-	149,622
Tangible fixed assets	1,662,193	244,685	1,906,878
Investment properties	665,000	-	665,000
Net current assets / (liabilities)	(505,021)	10,627,919	10,122,898
	<u>1,971,794</u>	<u>10,872,604</u>	<u>12,844,398</u>
	Unrestricted Funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Intangible assets	229,113	-	229,113
Tangible fixed assets	1,704,956	198,369	1,903,325
Investment properties	600,000	-	600,000
Net current assets / (liabilities)	(1,362,693)	7,406,733	6,044,040
	<u>1,171,376</u>	<u>7,605,102</u>	<u>8,776,478</u>

## 23. RECONCILIATION OF NET MOVEMENT IN FUNDS TO CASH FLOW FROM OPERATING ACTIVITIES

	2021 £	2020 £
Net income for the year	4,002,920	3,634,304
<b>Adjustment for:</b>		
Depreciation and amortisation charges	265,686	328,625
Dividends, interest and rents from investment properties	(42,028)	(63,259)
Loss on the sale of intangible assets	-	26,431
(Gain) / loss on the sale of tangible fixed assets	(14)	2,523
(Increase) / decrease in debtors	(540,382)	1,370,780
Increase / (decrease) in creditors	895,047	(883,974)
<b>Net cash generated from operating activities</b>	<u>4,581,229</u>	<u>4,415,430</u>



## 24. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2021 £	2020 £
Cash at bank and in hand	<u>12,013,755</u>	<u>7,580,232</u>

## 25. ANALYSIS OF PRIOR YEAR STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
<b>Income</b>			
Donations and legacies	4,555,474	19,537,869	24,093,343
Charitable activities	-	5,228,943	5,228,943
Other trading activities	30	-	30
Investments	63,259	-	63,259
Other income	293,480	-	293,480
<b>Total income</b>	<u>4,912,243</u>	<u>24,766,812</u>	<u>29,679,055</u>
<b>Expenditure</b>			
Raising funds	737,064	6,515,363	7,252,427
Charitable activities	2,986,172	15,562,520	18,548,692
Charitable capacity building	243,632	-	243,632
<b>Total expenditure</b>	<u>3,966,868</u>	<u>22,077,883</u>	<u>26,044,751</u>
<b>Net income and net movement in funds for the year</b>	945,375	2,688,929	3,634,304
<b>Reconciliation of funds</b>			
Total funds brought forward	226,001	4,916,173	5,142,174
<b>Total funds carried forward</b>	<u>1,171,376</u>	<u>7,605,102</u>	<u>8,776,478</u>

## 26. PENSION COMMITMENTS

The Charity operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the Charity in an independently administered fund. The pension cost charge represents contributions payable by the Charity to the fund and amounted to £82,724 (2020: £83,084).

## 27. OPERATING LEASE COMMITMENTS

At 31 December 2021, the Charity had future minimum lease payments due under non-cancellable operating leases as follows:

	2021 £	2020 £
Not later than one year	<b>50,576</b>	65,576
Later than one year and not later than five years	<b>40,000</b>	90,576
	<b>90,576</b>	156,152

## 28. RELATED PARTY TRANSACTIONS

Donations from Trustees totalling £958 (2020: £4,515) were received during the year.

The Emerging Markets Director, Hameed Al-Asaly, is the son-in-law of Mr. Mohamad Yousef, a member of the board of trustees. Mr. Al-Asaly was paid £66,783 (2020: £65,794) for his employment in his role including employer pension contributions. There were no balances outstanding at the end of the year and Mr. Al-Asaly is paid in line with the remuneration policy applied to all staff.



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