HUMAN APPEAL

England & Wales · Charity number 1154288

Details

Other names	HUMAN APPEAL INTERNATIONAL
Status	Registered
Legal form	Charitable company
Company number	08553893
Registered	2013-10-21
Register	View on the Charity Commission register

Contact

Address	Human Appeal 1 Cheadle Point Carrs Road Cheadle Cheshire SK8 2BL
Phone	01612250225
Email	customercare@humanappeal.org.uk
Website	www.humanappeal.org.uk

Activities

Objects: (A) THE PREVENTION OR RELIEF OF POVERTY ANYWHERE IN THE WORLD BY PROVIDING GRANTS, ITEMS AND SERVICES TO INDIVIDUALS IN NEED AND/OR CHARITIES OR OTHER ORGANISATIONS WORKING TO PREVENT OR RELIEVE POVERTY;(B) THE PREVENTION OR RELIEF OF POVERTY OR FINANCIAL HARDSHIP ANYWHERE IN THE WORLD BY PROVIDING OR ASSISTING IN THE PROVISION OF EDUCATION, TRAINING, HEALTHCARE OBJECTS AND ALL THE NECESSARY SUPPORT DESIGNED TO ENABLE INDIVIDUALS TO GENERATE A SUSTAINABLE INCOME AND BE SELF-SUFFICIENT;(C) THE RELIEF OF FINANCIAL NEED AND SUFFERING AMONGST VICTIMS OF NATURAL OR OTHER KIND OF 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.

Activities: Human Appeal changed its legal structure from a Trust to a Charitable Company (No:1154288). The historical information is available on Charity Commission under (previous Charity Number: 1005733) We aim to provide a holistic approach to humanitarian relief and development:1. Emergency & relief

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programmes2. Sustainable development3. Orphans programmes4. Social programmes.

Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Human Resources, Provides Services
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, The Prevention Or Relief Of Poverty, Overseas Aid/famine Relief
- **Who:** The General Public/mankind

Geography

- Bangladesh
- Burma
- India
- Jordan
- Lebanon
- Occupied Palestinian Territories
- Pakistan
- Somalia
- Sri Lanka
- Syria
- Turkey
- Yemen
- Birmingham City
- Manchester City
- Throughout London

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£90,246,297	£83,252,692	£21,064,137	771
2023-12-31	£56,217,796	£49,081,504	£14,070,532	614
2022-12-31	£43,044,070	£48,954,228	£6,934,240	505
2021-12-31	£35,518,275	£31,515,355	£12,844,398	475
2020-12-31	£29,679,055	£26,044,751	£8,776,478	455

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Trustees

Name	Role	Appointed
Professor Kamil Zakariyya Omoteso	Chair	2017-01-28
Abdulrahman Mahmoud Almetwally Alhefny		2024-10-28
BILKIS ADEBUSOLA SHITTU		2024-10-28
Dr Kenneth Baldwin		2020-12-01
Dr Rajnaara Chowdhury Aktar		2024-10-28
Omar Mashjari		2018-12-13

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HUMAN APPEAL

England & Wales - Charity number 1154288

Accounts

ANNUAL REPORT & FINANCIAL STATEMENTS 2024

Charity Registration Number: 1154288 (England & Wales SC046481 (Scotland) | Company Registration Number: 08553893

HERE FOR EVERY HUMAN. AND HERE FOR AS LONG AS IT TAKES.

IN MEMORY OF

We dedicate this report to the Human Appeal staff and volunteers who lost their lives over the past year. As their colleagues, we will remember them, and the impact they made on the lives of the most vulnerable will continue to live on. Our deepest condolences go to their families, friends, and colleagues.

CONTENTS

04 Corporate directory

06 Welcome from the Chair

08 A message from our CEO

10 Strategic Report

12 Global Programmes Strategy 2024

13 Our Priority Sectors

14 Our Reach

16 Our Year in Numbers

18 Our Impact Around the World

22 Our Flagship Projects

34 Orphan Sponsorship

38 Sustainable Development through Special Requests

42 Seasonal Campaigns

46 Middle East Department

48 The Waqf Fund

50 Institutional Funding and Partnership

54 Corporate Engagement and Strategic Partnerships

56 Community Fundraising

62 Communications

66 Public Relations, Research & Advocacy

74 Streamlined Energy & Carbon Reporting (SECR) 2024

82 Principal Risks and Uncertainties

84 Major Risks

88 Structure, Governance, and Management

92 Section 172 (1) and (2) Statement by The Trustees Of Human Appeal

94 Financial Review

95 Trustees' Assessment of Going Concern

96 Statement of Reserves

98 Independent Auditor's Report to the Members of Human Appeal

102 Statement of Financial Activities for the Year Ended 31 December 2024

103 Balance Sheet as at 31 December 2024

104 Statement of Cash Flows as at 31 December 2024

105 Notes to the Financial Statements for the Year Ended 31 December 2024

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)

Dr. Omar Mashjari

Dr. Kenneth Baldwin

Dr Abdulrahman Alhefny appointed to the Board of Trustees in October 2024

Ms Bilkis Shittu appointed to the Board of Trustees in October 2024

Dr Rajnaara Chowdhury Akhtar appointed to the Board of Trustees in October 2024

Mr. Mohamad Yousef retired from the Board of Trustees on 1st May 2024

Executive Directors

Chief Executive Officer:
Dr. Mohamed Ashmawey

Deputy CEO:
Owais Khan

Programmes Director:
Mehdi Benmrad

Fund Development Director:
Zaheer Khan

Emerging Markets Director:
Hameed Al-Asaly

Director of Performance and Accountability: Dr Ahmed Nasr

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,
110 Golden Lane,
London,
EC1Y 0TG.

WELCOME FROM OUR CHAIR

Dr Kamil Zakariyya Omoteso

We demonstrated our unique value once again in 2024, as together we brought hope to people in crisis in the UK and across the world. It is clear that our work is needed now more than ever. The world around us is changing rapidly: the impacts of climate change are wreaking havoc, armed conflicts continue to cause untold suffering, record numbers of people are being displaced – and silent, untold crises in the world's hardest-to-reach places are leaving millions without a voice.

Throughout the year, we worked with our global family of offices – including our new team in Canada – and with partners across the sector to deliver vital support to those impacted by some of the world's most urgent crises. Human Appeal is a lifeline for people pushed to the brink of survival, and this Annual Report illustrates both the breadth and depth of our impact. As you read the following pages, I urge you to remember that the suffering we responded to in 2024 is rooted in poverty, vulnerability, inequality, and injustice.

The challenges of the year reminded us of the value of unity – of working collectively towards a shared goal. Our dedicated Human Appeal family worked tirelessly to ease suffering, often while enduring the same perils as the communities we serve. In Gaza, where our own team members have lost family members – even their own children – and in Sudan, Yemen, Syria, Lebanon and beyond, colleagues stood side by side to maximise our impact and bring relief to those who needed it most.

We are especially proud to have continued protecting and nurturing the futures of the most vulnerable children in the world – those closest to the Prophet ﷺ. Our orphan sponsorship programme grew by **673%** in 2024. Before October 2023, Human Appeal supported over **3,270** children in Gaza through our Orphan Sponsorship Programme.

As of 2024, that number has risen to more than **14,780** children. While some charities chose to abandon their orphan programmes in the very first month of the conflict, Human Appeal has refused to give up on the orphans of Gaza. The Prophet ﷺ said: "*I and the one who cares for an orphan will be together in Paradise like this*," and he held his two fingers close together. We remain guided by this principle in all we do for orphaned and vulnerable children.

At a strategic level, the Board of Trustees worked alongside our Directors to advance our Global 2030 Strategy – an ambitious commitment to raise **£250 million** so that we can reach and support **10 million** beneficiaries by 2030. This vision addresses immediate needs, tackles the root causes of suffering, and strengthens our internal systems, culture, and values. I want to thank our Board, committee members and executive leadership team for their dedication, and extend a warm welcome to three new trustees, including two sisters, strengthening our commitment to equality, diversity, and gender parity at the highest level of governance. I look forward to working with all our trustees to deliver our refreshed 2030 strategy.

Thanks to the generosity of our supporters worldwide – who gave their money, time, and expertise – Human Appeal reached an annual income of **£90.2 million** and supported over **6.2 million** people in 2024. For that, we are deeply grateful. Our work would not be possible without you. With your support we will continue to stand with people in need and do all we can to secure a kind, caring, and just world – for every human.

As 2025 begins, we face significant challenges: cuts in overseas aid, ongoing crises, and a volatile geopolitical landscape. Needs continue to outpace funding, demanding that we be the best stewards of the precious resources entrusted to us. We see this not just as responsibility, but as an amaanah – a sacred trust – and we will continue to honour it with transparency, accountability, and care. That is why we are strengthening agility and efficiency across our operations: investing in digital solutions, enhancing our data and analytics capabilities, and building capacity through our global hubs in Pakistan and Turkey, alongside our other field offices worldwide, to deepen local and national partnerships, expand reach, and streamline delivery.

This year, we also secured membership with the Core Humanitarian Standard (CHS) Alliance. This certification under the Core Humanitarian Standard affirms our commitment to quality, accountability, and integrity – ensuring we deliver the best possible outcomes for vulnerable communities.

Looking ahead, we know 2025 will be our hardest year yet. The world is more polarised, volatile, and vulnerable. Brutal funding cuts will test us, and crises might intensify. But it is in times and places of greatest adversity that we see the best of humanity. Together, we will rise to these challenges and hold true to our mission of being there – for every human.

Dr Kamil Omoteso
Chair of the Board of Trustees

A MESSAGE FROM OUR CEO

Dr Mohamed Ashmawey

2024 tested us all. It was a year of profound suffering for the people we serve, and of hard challenges for humanitarians – but also a year of remarkable international solidarity. In places like Lebanon, the Occupied Palestinian Territory, Sudan, Ukraine, Nigeria, Pakistan, Bangladesh, and Yemen, conflicts and disasters flared, displacing families, destroying homes, and pushing fragile communities to breaking point. Women and girls suffered most, enduring horrific levels of violence and violations of their human rights. The climate crisis added fuel to the fire. From floods and droughts to hurricanes and heatwaves, extreme weather was a key driver of humanitarian needs. 2024 was also the deadliest year on record for humanitarian workers: **383** killed, most of them in Gaza (UN 2025). Growing global hunger, a worsening climate crisis, and rising inequalities meant communities needed Human Appeal's support more than ever.

The conflict in Gaza and the West Bank remained a huge priority for us in 2024. Despite unprecedented suffering and frequent border closures in 2024, Human Appeal maintained consistent delivery of aid—both sourced externally and internally—to those most in need. Crucially, much of our humanitarian assistance is sourced locally and delivered directly by our team on the ground in Gaza. This includes over **4,369,948 million** servings of hot meals, prepared in our Gaza kitchens and **13,069,000 litres** of drinking water. Our mobile medical clinics continued to provide essential healthcare to **21,735** individuals, while our family camps offered shelter to **169** internally displaced families.

Over the past year, we've also erected **5** masjids as dedicated spiritual oases for peaceful prayer and supplication in the Middle Area of Gaza. These large community tents provided vital spaces for Palestinians to gather, pray, and worship despite the widespread destruction of mosques. Even amidst war, we ensured that spiritual life was not extinguished, helping families observe Ramadan and Qurbani through your generous donations.

In 2024, as one of the first charities in partnership with the Jordan Hashemite Charitable Organization (JHCO), we delivered **135 tons** of aid—equivalent to **3** planes carrying medical supplies, high-nutrition food parcels, baby items, winter clothing, mattresses, blankets, and more—through the Egyptian crossing. Our medical supplies included critical items such as antibiotics, anaesthesia, surgical equipment, rehabilitation tools, infant care essentials, pain relief, and prenatal vitamins, alongside locally sourced aid within Gaza. Gaza remained one of the deadliest places for civilians and humanitarian workers alike, yet our teams persevered, embodying courage and faith.

Across more than **30** countries and territories, Human Appeal was there, saving and uplifting over **6.2 million** lives – even in the hardest-to-reach places. The effects of climate change compounded human suffering. The hottest year on record saw devastating floods in Bangladesh, where we reached hundreds of families in Burichong Upazila with survival packages, and in Nigeria, where floods displaced **300,000** people and affected over a million people. Our teams reached **thousands** of people there with food parcels, health, and hygiene kits, helping to protect them from deadly waterborne diseases. In Senegal, torrential rains in Dakar and surrounding areas led to a state of flood emergency. Human Appeal responded immediately, designing a multi-sectoral response that addressed urgent local needs.

In Morocco, our three-phase earthquake recovery programme continued in 2024, including modular shelters, classrooms, and professional centres to support hundreds of families. In Syria and Türkiye, we pioneered dignified light-briquette shelters, now built across **three** towns after over **14** years of conflict. Al Yasameen Town hosts **1,500** new homes for displaced families, complete with water wells and tanks. In Al Zohoor village, we built housing and schools, and trained young people in mobile phone repair, pastry making, accessories, and detergent production—helping families move towards self-reliance.

In Syria, we were honoured to welcome senior United Nations Office for the Coordination of Humanitarian Affairs (OCHA) leadership, including DRHC David Carden, Ian Rodley, and Deputy Tahir Ibrahim, to our Al Yasameen project site. They witnessed firsthand the quality of our integrated shelter programme, and their visit reinforced the global call for dignified housing solutions. This recognition directly contributed to Human Appeal securing the largest single OCHA grant in our history—a testament to the dedication and vision of our teams.

In Somalia, we launched a cataract surgery campaign, restoring sight for hundreds of patients and treating others for a range of eye conditions, with the support of the Islamic Development Bank (IDB).

In Yemen, we delivered life-saving health and food security initiatives. In Aden, we launched an early breast and cervical cancer detection programme, equipping the cancer centre with vital machinery and solar power, and funding treatment for women in desperate need. In Sana'a, we built a semi-automatic bakery that now provides orphanages with fresh bread daily.

Meanwhile, in Sudan, more than a year into the emergency, our Charity Bread Project began producing **15,000** loaves per day, reaching thousands of families. We also distributed thousands of non-food and hygiene kits in Khartoum, Sennar, Blue Nile and Northern states in partnership with the International Organisation for Migration (IOM).

In Syria, our Al Iman Hospital in Sarmada expanded its range of services for women and children. Clinics and departments were reorganised to improve patient care, with dedicated spaces for malnutrition treatment, maternal health, and paediatric services.

In Togo, we built solar-powered wells serving **thousands** of people. And in Senegal, Human Appeal launched a landmark three-year partnership with the Papiss Demba Cissé Foundation. Inspired by the former Premier League player's own journey, this collaboration will deliver solar wells, refurbish schools and orphanages, and establish a football academy in Sedhiou—empowering the next generation while addressing urgent development needs.

Closer to home and in response to the continued cost of living crisis, our award-winning Wrap Up UK campaign marked its ninth year, delivering over **29,000** coats in partnership with Hands on London – and grew into a year-round initiative: Wrap Up Door to Door. In partnership with Bag2Charity, we now collect coats, clothes, and shoes from **20** UK cities, delivering warmth to those in need locally while recycling clothes to fund our Where Most Needed Appeal internationally. Together, this initiative supports vulnerable people and protects the environment.

In Ramadan 2024, donations grew by **226%**, reflecting extraordinary global generosity. We also established our first WAQF subsidiary, investing in an Islamic school that will provide both education and long-term sustainable support.

As always, we focused in 2024 on earning and honouring the trust of those we serve, as well as our staff, volunteers, supporters and partners, without whom our work would not be possible. Aligned with humanitarian principles, our faith guided every intervention. Millions more rely on us in 2025, and with your support, God willing, we will do everything possible to help them.

Together, we will ensure that we are h ere for humanity for as long as we are needed.

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 disasters for **33** 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 2024, we continued to deliver projects under four broad thematic areas:

Humanitarian relief

Seasonal programmes

Sustainable development

Child welfare

GLOBAL PROGRAMMES STRATEGY 2024

Throughout 2024, 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 of humanitarian action

OUR PRIORITY SECTORS

FOOD SECURITY

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

WASH (WATER SANITATION & HYGIENE)

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

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.

CHILD WELFARE

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

LIVELIHOODS

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

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.

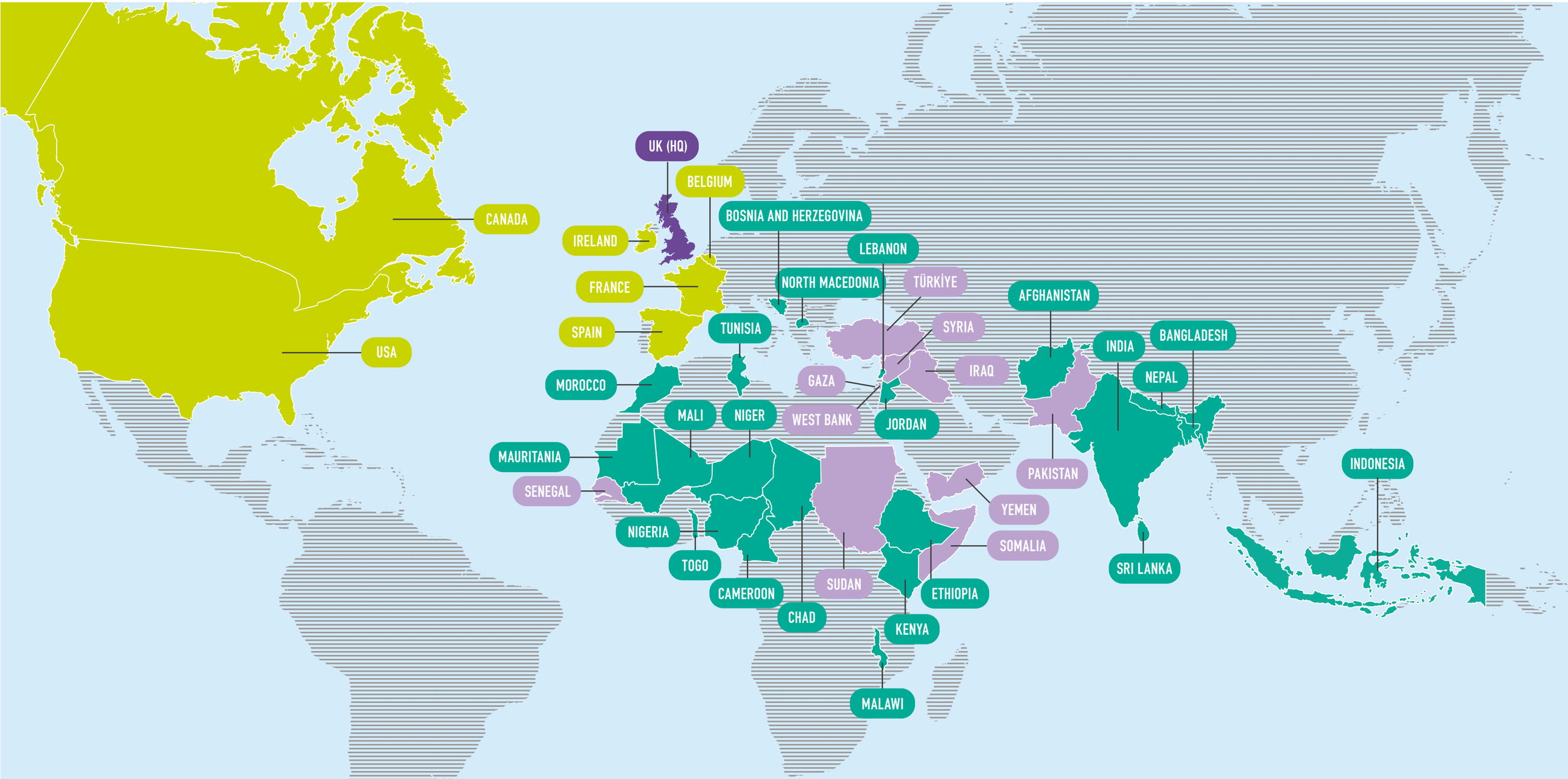
CROSS-CUTTING THEMES

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:

- Gender equality
- Environment and climate change
- Inclusion
- Protection
- Value for money

OUR REACH

HEADQUARTERS PARTNER OFFICES COUNTRY OFFICES LOCAL PARTNERS



OUR YEAR IN NUMBERS

2024 was marred by escalating conflicts and spiralling malnutrition. Our supporters allowed us to sustain and support **6,240,711** of the world's most at-risk and vulnerable people through emergency, development, and seasonal projects, including

30
COUNTRIES WORKED IN WORLDWIDE

11
HUMANITARIAN EMERGENCIES RESPONDED TO

26
GLOBAL INSTITUTIONAL PARTNERSHIPS

35,607
ORPHANS SPONSORED

1,812,689
PEOPLE SUPPORTED DURING RAMADAN, EID AL-ADHA AND WINTER

OUR IMPACT AROUND THE WORLD

In 2024, we helped 6,240,711 people across 30 countries.

AFGHANISTAN

1,120 people helped

We supported **1,120** people in Jawzjan province and Baghlan province after devastating floods, providing kitchen items, hygiene kits, and hot meals.

BANGLADESH

114,301 people helped

We helped **114,301** people in Bangladesh through projects that supported children living on the street, and provided sustainable clean water points, winter support, Ramadan meals and Qurbani meat. We also supported families affected by Cyclone Remal with cash vouchers, food parcels livestock support, and hygiene kits.

BOSNIA AND HERZEGOVINA

1,000 people helped

We supported **1,000** people affected by flash floods, providing food parcels, hygiene kits, and cash assistance.

CAMEROON

6,300 people helped

We supported **6,300** people through Qurbani distributions.

CHAD

11,466 people helped

Our work focused on providing Qurbani meat.

INDIA

1,064,084 people helped

We focused on providing Qurbani meat to vulnerable families.

IRAQ

18,471 people helped

Our work in Iraq focused on protection against gender-based violence, livelihood and farming training and tools, school kits, Ramadan iftars, Eid gifts and meals, Qurbani meat, and winter kits to displaced communities.

JORDAN

12 people helped

This year, we expanded our honeybee project to support farmers in Jordan.

KENYA

7,842 people helped

We responded to the drought and hunger in Tana River County, providing hot meals, **46** shallow wells, a makeshift mosque, and household kits containing mosquito nets and blankets. Our work was split between Qurbani, and development projects to make communities resilient to drought.

LEBANON

160,852 people helped

Our work in Lebanon included Qurbani and Ramadan projects, as well as food parcels, orphan support, bread deliveries, winter support, back to school supplies, clean water and hygiene kits. We also provided emergency support in response to the bombings. Throughout the year, we supported vulnerable Lebanese families as well as Syrian and Palestinian refugees.

MALAWI

19,895 people helped

Our work in Malawi focused on Qurbani projects.

MALI

8,400 people helped

Our work focused on Qurbani meat distributions.

MOROCCO

20,079 people helped

In Morocco, we supported people affected by the earthquake, provided in-kind medical support to hospitals, and we provided food parcels during Ramadan to vulnerable families.

NEPAL

36,820 people helped

In Nepal, we focused on Qurbani meat distributions.

NORTH MACEDONIA

84 people helped

We focused on supporting **84** orphans.

NIGERIA

39,374 people helped

In Nigeria, we focused on Ramadan and Qurbani projects, nutrition, as well as a sustainable clean water borehole project. We also provided orphan sponsorship and supported families affected by flooding in Borno State with emergency kits containing food and hygiene items.

PAKISTAN

1,370,279 people helped

Pakistan is one of our country offices, where we have **10** local field offices. In 2024, we ran Qurbani, winter, and Ramadan projects as well as emergency support for flood victims, orphan sponsorship, livelihood support, wells, and long-term development projects such as flood-resistant homes, and the construction of a modern, fully equipped girls' school.

PALESTINE

1,728,317 people helped
8,293,512 items of aid

Palestine was a major focus in 2024; we provided emergency aid in Gaza as well as iftars, Qurbani meat, and orphan sponsorship. Our Gaza emergency response included mobile clinics and schools, fresh food parcels, iftars, clean water, and hot meals. In the West Bank, we supported families in refugee camps following violence and attacks on homes.

SENEGAL

64,683 people helped

In Senegal, we focused on winter, Ramadan and Qurbani projects as well as nutrition projects supported by Aqiqa and Zakat al-Fitr. We rehabilitated and fully equipped an orphanage in Dakar, constructed **5** new classrooms in Sedhiou and supported marginalized children with uniforms and back-to-school kits. We provided wheelchairs to people with disabilities, supported orphans' families with food parcels and cash vouchers, and installed **14** wells and **10** hand pumps in rural regions. In response to flooding, we provided emergency support through food, hygiene kits, blankets, mattresses and mosquito nets.

SOMALIA

306,849 people helped

In Somalia, we supported orphans, installed boreholes, trucked clean water, provided Qurbani and Ramadan iftars, and supported families displaced by conflict, floods and drought. We also provided medical support that focused on maternal health, eyecare and cataract surgery, and provided medical supplies to hospitals in the Banadir region.

SRI LANKA

801 people helped

In Sri Lanka, we supported orphans, with a focus on education and higher education, giving children and young adults the tools for a brighter, empowered future.

SUDAN

229,719 people helped

In Sudan, we provided nutritious iftars and supported people affected by the conflict by providing bread, clothes, mobile clinics, shelter, dialysis kits, livelihood support, nourishing food, household and hygiene kits, wheelchairs, and pacemakers.

SYRIA

678,092 people helped

One of our key operational countries, we supported people affected by the earthquake, as well as providing ongoing healthcare through Al Imaan Hospital, Qurbani, and Ramadan iftars. As thousands were displaced in late November due to escalations, we provided warm clothes, fuel, and food to affected families. Throughout the year, we supported health projects through Al Imaan Hospital, health centres, projects combating disease, water wells, and livelihood projects.

TOGO

9,500 people helped

In Togo, we focused on building **9** wells to provide clean water to thousands of people.

TÜRKİYE

57,825 people helped

In Turkey, we supported survivors of the earthquake and orphans, provided child-friendly spaces, sponsored refugee families, and provided scholarships to Syrian children and **170** Syrian university students.

TUNISIA

83 people helped

In Tunisia, our work focused on orphan sponsorship.

UNITED KINGDOM

33,103 people helped

In the UK, our projects focussed on community projects, nutrition, and mental health.

YEMEN

200,034 people helped

In Yemen, in addition to orphan sponsorship, Ramadan and Qurbani projects, we also supported babies with neonatal care, provided cervical cancer screening, assisted displaced families, rehabilitated schools, provided medical equipment, treatment, and medicine, combated cholera, planted coffee trees, and supported people affected by floods. in Borno State with emergency kits containing food and hygiene items.

OUR FLAGSHIP PROJECTS

OUR GAZA PROJECTS IN FOCUS

Since October 9, 2023, our Palestine team have worked every single day to support people affected by the bombing, displacement, starvation, and dehydration in Gaza. Between October 2023 and December 2024 we provided **8,436,878** items of aid to **1,751,583** people*.

**Due to the challenging context in Gaza, it is not possible to precisely calculate the number of unique individuals reached. To avoid double counting, we report based on project outputs rather than cumulative figures. Where repeated support is likely (e.g., hot meals), we present the highest single figure delivered; where distributions occurred in different locations, cumulative totals may be reported. In some cases, we provide the total number of items distributed (e.g., 6 million hot meals), noting that some beneficiaries may have received support more than once.*

4.4 million
hot meals

75,129
family food parcels

21,735
treatments at our mobile clinics

54,787
beneficiaries who received medicines or medical supplies

59,300,456
litres of clean water

1,179
tents

30,577
beneficiaries who received winter items such as blankets, clothes, mattresses

OUR PAKISTAN PROJECTS IN FOCUS

VILLAGE TRANSFORMATION IN PAKISTAN

Launched in 2022, our village transformation project in Tharparkar supports communities hit by drought with a multi-pronged approach, allowing villages to be resilient by meeting their needs across several sectors. In 2024, we completed this project, transforming **11** villages for a total of **8,674** people. Each village received solar-powered street lights, **10** latrines, **20** pairs of goats for milk production and to earn a livelihood, livestock management training, and climate-smart kitchen gardening training and tools.

GIRLS' SCHOOL IN KASHMIR

Our fully-equipped three-storey girls' school in the Bagh District, Pakistan-administered Kashmir, has **22** classrooms, **4** administrative rooms, an IT suite, science labs, library, a hall and **24** toilets. **1,000** girls now have a safe space to receive a full education with modern equipment.

AMINAH CENTRE

Our Aminah drop-in centre provides classes, food, and a safe space for children living on the streets of Lahore. Around **300** children received informal education in reading, writing and maths; **100** children received daily meals; **2,500** children have access to basic health services; testing, and medication; **2,000** received counselling and protection services; and **150** received vocational training and the opportunity for start-up grants to launch small businesses.

FLOOD-RESISTANT HOMES IN PAKISTAN

In a project spanning **15** months across 2023 and 2024, we constructed **250** flood-resistant shelters in Pakistan. In response to the devastating floods in 2022, we've now rehomed **1,915** people in homes containing a room, toilet and kitchen, ventilation, and a clean water supply. An additional **25** families received an identical home but with two rooms. Each home is raised off the ground to protect it from future floods. We installed solar panels on each home to provide home and street lighting, providing both safety and a means to continue earning a living for the many small-scale businesses, such as tailoring and handicrafts.

PAKISTAN

BILAWAL'S STORY
A FLOOD RESISTANT HOME

"It was very difficult during the floods. There was water everywhere. Our homes got destroyed. We carried our children on our shoulders and went to Warah City.

When we came back after the floods, there was nothing left. We had to stay in a tent. It was very difficult for us, as it was so hot.

We used to pray for Allah to send someone to build homes for us.

We were really happy when they came to our village on a boat and saw our condition.

"When the Human Appeal team came here and they promised that they would build us new homes, we felt really happy."

I also took part in constructing homes. They gave us this solid house and a source of income.

This house is built 5 feet above the ground. Now, this house will be safe from the floods as it's very strong. We have a toilet, a kitchen, and we have electricity in our house.

Before, my family used to go outside to answer nature's call, I was always worried. Now, no matter how the weather is, we can easily use our toilet.

Our nearest water source used to be very far so I had to carry a water bottle on my head. Now, we drink clean water and we are grateful to Allah. This water is clean and full of minerals, which helps to keep us safe from disease.

Now we are really happy and satisfied. We all pray for Human Appeal as they have given us this wonderful house.

We have ceiling fans here. Our children are very happy. I had never imagined this."

OUR SOMALIA PROJECTS IN FOCUS

IMPROVING EYE HEALTH IN SOMALIA

In a continuation of our eye health campaign in 2023, this year we conducted a primary eyecare workshop, training **60** public healthcare workers on the management of eye diseases across **six** day-long sessions. Alongside this, we also ran free eye consultations in Mogadishu, Baidoa and Gedo, screening **10,184** people – almost two-thirds being women – for eye diseases. Subsequently we provided **488** women and **512** men with cataract surgery to restore their eyesight.

OUR SUDAN PROJECTS IN FOCUS

BAKERIES AND BREAD

Working with a local bakery in Omdurman, we provided **15,000** pieces of bread every day for **three** months, allowing **1,500** families to have a secure source of food. In all, we provided employment to **12** bakers, producing **1,350,000** pieces of bread.

MOBILE CLINICS

We established a community mobile clinic that spent **one** month in **three** different areas of Madani, supporting **10,000** people, with a focus on babies, children, pregnant and nursing mothers, old people, and people with disabilities.

OUR SYRIA PROJECTS IN FOCUS

AL IMAAN HOSPITAL IN SYRIA

Every month, Al Imaan Hospital treats around **6,000** people per month, providing support to mothers, newborns, children and people with sickness or malnutrition. It's the only hospital of its kind in the area, and has ambulances and **two** mobile clinics that help to support the local residents within their own communities. This year, we expanded Al Imaan Hospital, constructing and equipping a new building that supports **5,689** people per month with a paediatric clinic, a children's ward, a nutrition department, and four other departments, taking the pressure off strained services in the main building.

SYRIA HOMES

Our rehoming project has provided a total of **9,152** displaced people with new homes since 2021. In 2024, we constructed a third town - Al Yasameen – providing **1,500** homes with a kitchen, lavatory, **two** bedrooms and foyer, as well as electricity, plumbing and water. In 2025, we'll be expanding this village with **199** new homes, while rehabilitating **770** homes for returnees.

OUR YEMEN PROJECTS IN FOCUS

NEONATAL EQUIPMENT IN YEMEN

We provided life-saving medical equipment to **two** neonatal centres in Yemen. The **two** neonatal ventilators, **five** pulse oximeters, and two patient monitors supported **700** babies across **four** months, and will continue to benefit babies for years to come.

DIALYSIS IN YEMEN

We provided dialysis kits to **125** patients at Althawra Hospital in Taiz, allowing them to receive dialysis twice weekly for **two** months.

CERVICAL CANCER SCREENING IN YEMEN

We provided a health centre in Aden with the equipment needed for the detection of cervical cancer, including an ultrasound device, colposcope and microscope.
We also covered the examination fees for **3,259** women, and signed an agreement for affordable quality care for women after the project ends.

KENYA

ISNINA'S STORY

"I had never thought I would leave my home in Garissa County," Isnina says quietly, sitting outside the makeshift shelter where she now lives with her four children. "But the drought took everything. Our animals died, the land cracked open. There was no food, no water. We walked for days to get here to the Tana River, hoping to survive."

When Isnina arrived, life was still very hard. "We used to spend hours walking just to find dirty water to drink from the Tana River which is also infested with crocodiles and hippos. The children would get sick all the time. And many nights, we went to sleep with nothing in our stomachs. It was very painful to see my children cry from hunger."

In October 2024, Human Appeal's team reached her village with their emergency support.

"They built a new shallow well close to where we live. For the first time in a long time, we have clean water! My children can drink safely now. I use it to cook and wash too. It has saved us from disease, she says, smiling warmly.

Isnina also received a food basket from Human Appeal.

"The basket had maize flour, wheat flour, rice, and cooking oil. When I opened it, I cried. It meant my children would eat properly for a whole month. It gave me peace of mind."

Hot meals were also a lifeline for her family. *"There were days when we didn't even have any food, like [yesterday]. Human Appeal's hot meals were a blessing. We could sit together and eat warm food. It gave us strength and hope to keep going.*

With young children sleeping on bare ground, mosquito nets and blankets were yet another critical support.

My youngest, Halima, is only three years old. She used to shiver at night whenever it rained, and we were always scared of malaria. But now, we have nets to protect us and blankets to keep warm. It has made a big difference."

Today, Isnina's life has changed to better.

"I am not afraid anymore. We still have challenges, but with clean water, food, and protection, we can survive and rebuild. I thank Human Appeal with all my heart. They remembered us when no one else did, even our national and local government. Human Appeal has saved my children's lives." Alhamdulillah."

ORPHAN SPONSORSHIP

IN 2024, HUMAN APPEAL SPONSORED 35,607 ORPHANS ACROSS 14 COUNTRIES

For children across the globe, 2024 was a year with significant challenges – conflict, economic crisis, and climate disasters impacted children's access to basic rights, including shelter, education, and healthcare. The number of orphaned children increased and was particularly impacted by war and crisis zones.

Despite these challenges, Human Appeal has continued to strengthen our field presence, ensuring continued comprehensive support for orphans.

THE ORPHAN SPONSORSHIP PROGRAMME

Monthly or annual donations from our sponsors support orphaned children with essential needs such as food, clothing, healthcare, school supplies, and housing costs. Through this open-ended, one-to-one programme, supporters can choose a specific orphan to sponsor, or alternatively, Human Appeal can assign one on their behalf. Sponsors can sign up through our website, our donor care telephone team, or at in-person events.

In 2024, our supporters sponsored **35,607** orphans across **14** countries: Iraq, Lebanon, Morocco, Nigeria, North Macedonia, Pakistan, Palestine, Senegal, Somalia, Sri Lanka, Syria, Tunisia, Türkiye, and Yemen.

Protection is at the forefront of our orphan programme, with **75** safeguarding and child welfare officers across the globe. Additionally, our Global Safeguard Advisor, based in Tanzania, provides ongoing training to all International Field Officers to further protect these children.

We're committed to preserving the education of young children – not only is it their right, but it's also key to ensuring a better future. All sponsored children must be enrolled in school, unless they have a disability that makes it too difficult to attend.

DEVELOPMENTS IN 2024

In 2024, we broadened our programme to new regions – notably Sudan and Senegal, and continued providing ongoing support and sponsorship.

Despite the risks our team faced in Gaza, we expanded our work here, sponsoring an additional **11,504** more orphans, bringing the total number of orphans sponsored in Gaza to **14,781**. Our dedicated team worked tirelessly to maintain a strong connection with the children and their families, keeping sponsors informed of their progress

We hired more orphan welfare staff to ensure that each staff member has pre-established orphans under their purview, with **360** orphans per staff member.

We increased the number of child welfare officers by around **16%** - from **63** in 2023 to **75** in 2024.

LOOKING TOWARD THE FUTURE

As we move into 2025 and beyond, our goal is to expand our programme to reach more orphans, with a focus on children in extreme crisis. In Gaza we're working to continue ensuring that sponsorship is uninterrupted and expanded to support more children.

We're also working to ensure our work is holistic, with a sustainable impact across education, healthcare, child protection and community engagement.

Recent global assessments highlight several urgent needs for orphans and vulnerable children, including enhanced access to education, improved healthcare, and economic empowerment for families. In 2025, we will continue to work towards delivering long-lasting, transformative impacts through these key focus areas.

SUSTAINABLE DEVELOPMENT THROUGH SPECIAL REQUESTS

Human Appeal's special requests programmes allow supporters to gift vulnerable people and communities' life-changing donations, including wells, livelihood training, and sustainable farming. Our special requests projects embody the impactful compassion of Islamic charity, known as Sadaqah Jariyah, which continues to yield benefits for those in need and offers donors an enduring source of reward.

Each of our special requests projects share the essential qualities of practicality, sustainability, and the potential to create lasting positive change. They actively contribute to the UN's Sustainable Development Goals, empowering communities to lift themselves out of poverty with skills and projects that last.

In 2024, we supported **432,029** people across **six** countries. These are a few of the projects we're most proud of:

In 2024, WE SUPPORTED

432,029

PEOPLE THROUGH SPECIAL REQUESTS.

DEEP WATER WELLS

An absence of clean water disrupts the foundations of communities and livelihoods. Not only are families forced to drink unsafe water, which increases sickness and disrupts health, but they also cannot grow crops, nourish livestock, maintain sanitation, stay hydrated and wash food for cooking. In the most marginalised regions of Pakistan and Bangladesh, getting access to uncontaminated water is a daily challenge.

In 2024, we installed **238** deep water wells in Bangladesh and **713** deep water wells in Pakistan, each benefiting around **105** people. Before installation, our water engineers inspect locations, ensuring our wells are built in areas where there is plenty of groundwater, and these specialists continue to monitor the project to guarantee that communities have access to safe, tested, and sustainable water. These wells not only provide life-sustaining water but lead to healthier communities and increased economic stability.

WHEELCHAIRS

For people with disabilities in low-income communities, a lack of mobility options directly impacts their independence and ability to build meaningful, fulfilling lives. In 2024, we provided wheelchairs to **35** people in Pakistan.

PAIR OF MILKING GOATS

In 2024, our supporters helped us to provide **28** pairs of milking goats to low-income families across **6** villages in Pakistan, with a focus on women-led households. These goats help to provide protein-rich milk to children struggling from food scarcity, with extra milk being sold for additional income.

KITCHEN GARDENING

To help improve food security in Tharparkar, Pakistan, we provided **62** rural families in Pakistan with climate-smart agriculture support (seeds, tools, and on-farm training). We helped families to grow produce to eat on unused land near their homes, and to sell any excess locally for an additional income.

SEWING MACHINES

A one-off gift of a sewing machine can transform a future – we provided **669** older girls and women with sewing machines and training in a variety of tailoring skills, allowing them to have a sustainable source of income for years to come.

HONEY BEE FARMING

Honey bee farming provides vulnerable people with the opportunity to manage their own beehives and produce honey and other bee products to sell locally. In 2024, Human Appeal provided **195** people with **4** hives each, as well as the support and resources to begin honey bee farming to secure a sustainable livelihood.

OLIVE TREES AND COFFEE TREES

Our tree projects provide families with olives and coffee saplings, allowing them to farm and sell the coffee and olives for profit. Since these trees produce fruit for years, it's a sustainable way to earn a living and provides opportunities to expand their livelihoods. In 2024, we provided **80,500** olive trees to **6,550** families – that's around **12** trees per family. We also provided **1,000** coffee trees to **553** families in Yemen, boosting a traditional product which is very sought-after globally.

SEASONAL CAMPAIGNS

Each year, Human Appeal runs three seasonal campaigns inspired by Islamic principles. These campaigns are based on a set calendar – the winter months, the month of Ramadan, and Qurbani, which is during the month of Dhul Hijjah. These three campaigns are designed to nourish, shelter, and support vulnerable communities around the world, no matter their beliefs.

Our winter campaign provides essential warm-weather gear and shelter to individuals and families to help them endure the brutal cold throughout the winter.

For Eid al-Adha, we perform Qurbani sacrifices while providing nourishing meat to marginalised families around the world.

Our annual Feed the Fasting campaign in Ramadan provides hot meals and month long food parcels to families struggling for food. Our commitment to fostering a caring world reflects the timeless values of Islam, inspiring empathy and social responsibility.

IN 2024, WE SUPPORTED 1,812,689 PEOPLE THROUGH OUR RAMADAN, QURBANI AND WINTERISATION CAMPAIGNS – THAT'S ALMOST A MILLION MORE PEOPLE THAN LAST YEAR.

FEED THE FASTING

222,096 people supported*

36,336 people supported with Zakat al-Fitr

Each Ramadan, we help our supporters to provide iftar to vulnerable communities around the world, a traditional charity that brings Muslims together across borders, and that provides unique religious rewards.

In 2024, we provided hot meals and month-long food parcels, supporting a total of **222,096** people. Typically, hot meals include meat, bread or rice, a drink, dates and a dessert. Our food parcels consist of essential items such as flour, sugar, rice, and lentils, dates, tea, and juices, in addition to locally adapted ingredients. With these provisions, families can prepare suhoor and iftar meals throughout the holy month of Ramadan.

When Ramadan concludes, we also help supporters to dispense the obligatory Zakat al-Fitr donation in the form of food staples to many of these families. Additionally, children are gifted with Eid presents so they, too, can embrace the holy month in celebration.

QURBANI

1,437,518 people helped across **24** countries

Each year, Muslims around the world celebrate Eid al-Adha, which coincides with the sacred Hajj pilgrimage. To mark this joyous occasion, Muslims globally participate in Udhiyah – or Qurbani - an act of animal sacrifice, commemorating the unwavering devotion of the Prophet Ibrahim (AS), peace be upon him. The meat obtained from the sacrifice is distributed among the most vulnerable members of the community, spreading the spirit of sharing and compassion.

Human Appeal helps Muslims to perform their Qurbani in the communities where meat is most needed, enabling them to fulfil this noble duty with a maximum impact, bringing joy and sustenance to vulnerable families while fostering a sense of unity and caring within the ummah.

WINTER

75,535 people helped across **9** countries

Across the **9** countries we worked in this year, families were already struggling with climate disasters, conflict, displacement, and trauma, while dealing with the added hardship of winter. For the most vulnerable families, this extra struggle can be the challenge that they cannot overcome. Each year, Human Appeal refocuses during winter, anticipating hardships and providing support to families in crisis during winter.

Between November 2024 and March 2025, Human Appeal provided warm-weather clothing, heating sources, hygiene kits, and other essential supplies, helping to mitigate some of the effects that harsh winter conditions can have on families.

With help from our partners and on-the-ground support, we provided winterisation support in nine countries: Afghanistan, Lebanon, Morocco, Pakistan, Palestine, Sudan, Syria, Yemen, and the UK.

BACK-TO-SCHOOL

22,865 children supported during Back-to-School season

Each late autumn, we help thousands of vulnerable children return to school by providing schoolbags, uniforms, and learning materials such as books and pens, empowering them to study for a brighter future.

In Gaza during Ramadan, we provided **543,266 hot meals and more than **12,000** food parcels. However, to maintain accuracy and avoid double- or triple-counting—since many individuals received support multiple times—this figure is not included in our overall totals, though the scale of impact remains significant.*

MIDDLE EAST DEPARTMENT

COMMUNICATION

In 2024, the strategic goals, priorities, and objectives of the Communications Department for the Middle East focused on leveraging digital platforms to amplify outreach, drive engagement, and enhance fundraising efforts. The department aimed to establish a robust, multi-channel communications strategy that maximised visibility and strengthened donor trust. Key priorities included optimizing the website to serve as a central hub for storytelling, campaign launches, and a secure, user-friendly donation processes. This involved enhancing SEO, improving UX design to increase conversion rates, and integrating impactful visuals and success stories that resonated with the audience in the region.

Additionally, paid ads served as a cornerstone of the strategy, targeting specific demographics through platforms like Google Ads and social media advertising tools to expand the donor base, promote urgent campaigns, and reach untapped regions within the Middle East. The objective was to utilise data-driven advertising techniques to ensure high ROI by tailoring ads to potential donors' behaviours and preferences.

Furthermore, social media played a critical role in engaging existing supporters and reaching new audiences. The department prioritised creating emotional, culturally relevant, and visually appealing storytelling on platforms like Facebook, Instagram, and X. By adapting content to match the preferences of a Middle Eastern audience, the goal was to foster a sense of community, build trust, and drive tangible support such as donations and campaign sharing.

Ultimately, the department endeavoured to align its efforts across these channels to increase fundraising, strengthen relationships with donors, and raise awareness about pressing causes in the region, ensuring a seamless, impactful, and coordinated approach to its 2024 objectives.

INSTITUTIONAL FUNDING

Institutional Funding in the Middle East centred on developing sustainable partnerships with key organisations, governments, and international entities to secure long-term financial resources for impactful programmes. The strategic goals prioritised strengthening relationships with regional and global institutions by aligning projects with their funding priorities and addressing critical needs in the region. Objectives included increasing the volume and diversity of institutional donors, building credibility through impactful reporting and transparent processes, and fostering collaborative partnerships. Additionally, we prioritised tailoring proposals that centred donors' objectives, emphasising sustainable development, innovation, and measurable outcomes. By leveraging regional expertise and showcasing success stories, the team aimed to enhance trust, expand funding opportunities, and establish a resilient foundation that supported long-term growth and development initiatives in the Middle East.

Our Donor Care initiatives also demonstrated significant progress, with 500 donors engaged effectively. Furthermore, we gained substantial media recognition, being featured in 14 top-tier newspapers and websites, further enhancing our visibility and credibility.

In alignment with our mission, we were proud to successfully launch the Al Jazeera Campaign on behalf of the Human Appeal family. These achievements underscore our commitment to delivering measurable and sustainable results while building strong donor relationships and increasing our organisational impact.

We secured a long-term partnership with the Jordanian Hashemite Royal Charity Organization (JCHO), which played a vital role in delivering our aid to Gaza. Additionally, we established long-term partnerships with Pomazi BA and Mashiakha Islamiah, further enhancing our efforts and expanding our reach.

THE WAQF FUND

The Waqf Fund is an independent subsidiary of Human Appeal, reviving the sunnah of waqf by investing donations into sustainable assets to generate ongoing income which is then used to fund life-changing projects that provide water, nutrition, orphan support, healthcare and emergency aid. The Waqf Fund has not been consolidated into the Human Appeal accounts as activities within the subsidiary during the year were not material to the group.

When a donation is made to the Waqf Fund, the cycle of ongoing charity is set in motion, ensuring a perpetual impact that lasts for generations. The Fund invests in sustainable sources of income in order to fund charitable projects.

In 2024, The Waqf Fund implemented multiple projects worldwide, including:

- empowering vulnerable orphans through educational support and scaling up honeybee farming initiatives for livelihood enhancement in Pakistan,
- distributing essential school kits for internally displaced students in Iraq,
- distributing Qurbani in five countries,
- sight-restoring cataract surgery in Somalia,
- providing critical emergency food and water aid in Gaza, and
- supporting UK projects providing mental health support and nutritional food parcels.

INSTITUTIONAL FUNDING AND PARTNERSHIPS

STRATEGIC GOALS

In 2024, we aimed to support people affected by conflict, instability, shocks, and economic and climate crises in Yemen, Iraq, Syria, Türkiye, Palestine, Pakistan, Somalia and Sudan. Through a multi-disciplinary approach, we supported immediate needs during emergencies and built long-term resilience through rehabilitation and rebuilding.

This year, our institutional partnerships raised funds for 26 projects across 8 countries. Notably, our projects supported displaced families in Gaza, Sudan, and Syria.

EMERGENCY RESPONSE

In 2024, we also supported communities affected by emergencies in Sudan, Syria, Palestine, and Afghanistan. In the latter, as medical facilities were destroyed and unusable, we provided mobile medical camps for almost **4,000** people in Herat. In Palestine, we provided food, water, hot meals, hygiene kits, and medical disposables in Gaza. In Syria, we continued providing primary healthcare services and vaccination in Al Zohoor town (built by Human Appeal), as well as vocational training. In Sudan, we distributed over **44,000** items and kits to displaced families and host communities, in addition to supporting agriculture by providing seeds.

DEVELOPMENT PROGRAMMES

In Pakistan our programmes focused on vocational training for young adults, as well as livelihood support, food security and nutrition for communities in Sindh affected by flooding. We worked with the World Food Programme (WFP) on developing flour fortification, providing essential livelihood support and nutrition. Our WASH programmes continued to focus on achieving open defecation-free environments through improved sanitation.

In Somalia our health programme provided glaucoma and cataract screening for adults and children, and treatment including operations for patients supporting them to regain their vision. Glasses were distributed to children in schools.

In Iraq we continued implementing community-based reconciliation and reintegration, building the vocational and employability skills of **170** young people. In 2024 we organised job fairs with **100%** of participants securing job offers, and provided start-up grants to young entrepreneurs.

Human Appeal is a member of the CHS Alliance and a signatory of International Federation of Red Crescent code of conduct. We are also a member of the Palestine Platform.

GLOBAL FUNDING PARTNERS

We are only able to achieve our impact by working in partnership. The contributions of our global funding partners underpin the scale and reach of our programmes, strengthen our knowledge, skills and expertise, and create opportunities for innovation. They also help amplify the voices of the most vulnerable and influence change. We are deeply grateful to all our global funding partners and have highlighted their contributions and impact throughout this report.

UNICEF, World Food Programme (WFP), Sindh Education Foundation, Food and Agriculture Organization of the United Nations (FAO), One Sight Essilor Luxottica Foundation, Islamic Development Bank (IDB), Americares, United Nations Development Programme (UNDP), United Nations Office for the Coordination of Humanitarian Affairs (OCHA), Somalia Humanitarian Fund, Syria Cross Border Humanitarian Fund, Read Foundation, World Health Organisation (WHO), Hand in Hand for Aid and Development (HIHFAD), International Red Crescent, Turkish Red Crescent, Physicians Across Continents, Independent Doctors Association, Relief International, Ihsan, SAHM, Mercy USA, International Organisation for Migration (IOM), Shafak Organisation, Onsur

IMPLEMENTING PARTNERS

- World Food Programme (WFP)
- International Organisation for Migration (IOM)

KEY HIGHLIGHTS IN 2024

1.INTEGRATED RESPONSE IN NORTHWEST SYRIA

In partnership with UN OCHA, we increased the resilience of communities in northwest Syria with vocational training, cash vouchers, Gender Based Violence (GBV) prevention, and child psychosocial support. **18,777** people were involved in this campaign that helped with basic service provision including food security, social cohesion and protection in camp and camp-like settings.

2. CLIMATE SMART FARMING IN PAKISTAN

Supporting climate smart livestock management in Sindh in partnership with UN FAO. We established 32 farmers' schools, training **800** farmers on innovative practices including installation of biogas plants, soilage making and preparation and marketing of dairy products. This has resulted in **32** dairy product outlets, and **32** demonstration plots for perennial fodder now being established, providing jobs and income.

CORPORATE ENGAGEMENT AND STRATEGIC PARTNERSHIPS

This year marked a deep shift in our engagement with corporate partners. Through collaboration with employee resource groups (ERGs) and professional networks, we began the year with a flagship event that brought diverse communities together, raising significant funds for our emergency appeals, and sparking new partnerships grounded in shared values.

Our corporate impact at a glance:

- More than **£500,000** raised through corporate partnerships
- Over **20** corporate and professional network partners engaged
- **1,000** employees mobilised through ERGs and campaigns
- **1** national campaign scaled across multiple business regions
- **Thousands** of in-kind items donated to vulnerable communities
- **70%** increase in payroll and matched employee giving

Our partnerships resulted in over **£500,000** through funding and in-kind donations. We were entrusted with multi-year Zakat contributions from respected foundations and trusts, and our workplace giving programmes, including payroll giving and employer-matched contributions, continued to foster a culture of generosity across participating organisations.

This year, we developed our corporate engagement through partnerships with professional networks and established faith-based institutions across London. These collaborations exemplified how aligned missions can drive collective impact, resulting in over **£100,000** raised in support of our projects.

Our annual Wrap Up campaign was championed by ERGs, generating high levels of participation and in-kind support. Partnering with a Manchester-based business network allowed us to scale the campaign nationally, enabling large corporations to contribute directly to community resilience efforts.

COMMUNITY FUNDRAISING

This year, our fundraising and community outreach continued to be shaped by the remarkable generosity of the British public. Across mosques, schools, businesses, universities, and online platforms, communities stood with us to respond to urgent global needs. In 2024, we hosted more than 400 events, engaged 19 influencers, and delivered over 150 mosque events.

Our 2024 strategic goals focused on:

1. Deepen grassroots engagement by empowering individuals, families, mosques, student groups, and community organisations to lead their own fundraising initiatives.
2. Expand regional growth into new counties and cities.
3. Increase volunteer-led fundraising and pave the way for volunteers to become long-term ambassadors or staff.
4. Strengthen strategic partnerships with mosques, student societies, and women-led community networks.
5. Foster sustainability by nurturing volunteers' repeat engagement in challenges and events.

IN 2024, OUR COMMUNITY FUNDRAISERS RAISED OVER £11 MILLION.

YEAR HIGHLIGHTS

This year, we expanded our community fundraising efforts across a wide range of events including iftars, dinners, bake sales, and sports tournaments. Each event was led by families, individuals, or community groups who rallied their networks, turning everyday spaces into places of giving and connection.

- Expanding to two new counties
- More than **700** volunteers supported our events
- Registering **3,146** new volunteers, of which **1,324** became active
- Volunteer-led events including game nights, football matches and gatherings
- Influencers raising money for our global campaigns
- Community-led online fundraising – taking local fundraising to the digital space

HIGHLIGHTED EVENTS

We hosted dozens of events throughout the year in order to expand our network and raise money for our global campaigns.

- 10th anniversary of our Comedy Tour, consisting of **34** shows in the UK, USA, and Canada.
- Conferences across the UK with tens of **thousands** of attendees.
- Events at **12** University Islamic Societies (ISOCs).
- Events at schools with classroom-based activities.
- **70** mosque events across **20** cities.
- Over **250** women took part in one event with bake sales and a henna night.
- Over **500** people attended community football events throughout the year in Leicester, London, and Birmingham.

Left to right: Deputy CEO Human Appeal Owais Khan and Mayor of Greater Manchester Andy Burnham

CHALLENGES

Our national and international challenges are a great way for us to engage with the community and raise awareness in a fun and unique way. These challenges raise hundreds of thousands of pounds each year.

Our challenges highlights:

- Delivered nine UK-based challenges including zip lining, hikes and mountain climbs.
- **100** people climbed Mount Snowdon in support of Gaza
- **180** hikers raising over **£92,900** for Gaza.
- **80** volunteers raising **£28,000** for water wells in Somalia by climbing Mount Snowdon.
- Hannah's 1,000 Steps for Gaza – despite having a severe disability, Hannah showed resilience and determination, with her efforts being highlighted in Metro News.

COMMUNITY SUPPORT EVENTS

In the UK, our projects supported **33,103** people with a focus on community projects, nutrition, and mental health. We distributed over **41,000** coats and jumpers and supported **410** men from ethnic minorities with culturally-informed therapy. We arranged **10** community clean ups across the UK with **88** volunteers and **4** mosque deep cleans in Birmingham with **54** volunteers.

COMMITMENT TO TRANSPARENCY & FEEDBACK

At Human Appeal, we maintain an open-door policy to ensure transparency and offer stakeholders a platform to provide feedback on their experiences with us. Despite our best efforts, there may be occasions when we fall short of our own high standards. For such cases, we have a complaints policy approved by the Fundraising Regulator. This policy is designed to facilitate the easy submission of concerns and complaints and can be found on our website. All complaints are centrally recorded, addressed according to our policy, and reported to the Fundraising Regulator as part of our annual return.

This year we centralised our complaints on Salesforce – a more efficient system that allowed us to streamline the tracking, reviewing, and resolving of complaints. We received seven complaints across the organisation in 2024, including one relating to fundraising. All complaints were resolved within an average of seven and a half days.

FUNDRAISING STRUCTURE

Human Appeal generates funds through various channels, including online platforms and our income generation departments such as Donor Care, Fundraising, and Communications. The Board sets performance indicators for these teams and ensures alignment with the Fundraising Regulator's Code of Fundraising Practice. Our management team monitors fundraising performance closely, providing weekly reports to the Board.

FUNDRAISING APPROACHES

We adhere to all relevant statutory regulations, including the Data Protection Act 2018 and the Charities Act 2011. As a registered charity with the Fundraising Regulator, we are committed to following the Code of Fundraising Practice and upholding its Fundraising Promise. Our fundraising strategies encompass various methods, including:

- Major donor contributions
- Corporate partnerships
- Community fundraising
- Digital peer-to-peer campaigns
- Charity shops
- Sponsored events
- Live TV and radio appeals
- Volunteer-driven initiatives
- Direct mail
- Social media and influencer campaigns
- Digital fundraising

Most fundraising activities are conducted by our staff and volunteers, though we occasionally collaborate with third party organisations. These partners are required to adhere to our fundraising standards through formal agreements.

CODE OF FUNDRAISING PRACTICE

In 2024, we continued to enhance our policies, including our Complaints Policy, and integrated the Code of Fundraising Practice into our procedures. Our recruitment process for fundraisers is formal, and all staff members are trained to comply with the Code. We regularly monitor fundraising conduct through one-on-one meetings with line managers.

PROTECTING VULNERABLE PEOPLE

Human Appeal is dedicated to following the Fundraising Regulator's Code of Fundraising Practice, particularly regarding the protection of vulnerable individuals. We ensure that our staff and volunteers are thoroughly briefed on best practices to identify, support, and protect vulnerable people before they engage in fundraising activities.

COMMUNICATIONS

In 2024 Human Appeal overcame global tragedies and economic downturns, achieving remarkable success despite numerous economic challenges. Compared to 2023, we saw a 46% increase in digital income, a 56% increase for Ramadan digital income and a 147% increase for Qurbani digital income. With strategic and flexible digital efforts, we achieved a record-breaking digital income in 2024, through innovations in our products and platforms, and a focus on meeting the needs of our supporters.

HIGHLIGHTS FROM OUR WORK

DIGITAL COMMUNICATIONS

We enhanced our engagement and retention of supporters through various digital communications:

- Launching Every Adhan – a prayer app meeting customers' need for complete privacy
- Launched express checkout on the website, improving and streamlining the online donation experience. 90% of our audience now interacts with us via mobile.
- Additional improvements to supporter experience and control on My Jannah Account. All relevant reports now available in-account, and user control over payment methods.

We continued to build on our relations with supporters, and meeting their need for transparency by:

- Issuing 12 monthly project round-ups detailing ongoing project progress.
- Publishing weekly "*Every Human Ramadan*" special digital magazines detailing our impact every single week of the holy month.
- Releasing impact reports for Ramadan, Qurbani, and winter
- Launching a Gaza anniversary report and campaign

BUILDING OUR BRAND

We continued growing our digital fundraising income by launching a continuous brand campaign to innovate and transform the public's perception of Human Appeal, through impact-focused messaging behind the tagline of 'Making the Most of Your Mercy'.

In the digital space, we focused on inspiring support and building our brand, making Human Appeal come to life through real stories of the people we help, with early results indicating a significant increase in intent to support Human Appeal among story viewers. Our renewed emphasis on project impact has continued to strengthened support for our charity.

CAMPAIGNS

We continued to mobilise support for a large number of humanitarian crises around the world, including the catastrophes in Gaza, Lebanon, Ukraine, Sudan, and East Africa.

In 2024, we launched several major campaigns in addition to our flagship annual Ramadan appeal. Among them, Qurbani, winter, Muharram, and an unrestricted income appeal – Where Most Needed – to allow us to fill in any gaps to meet critical needs if direct funds fall short.

Our World in Crisis campaign allowed us to respond to a number of global emergencies including in Gaza, Lebanon, and Sudan.

In 2024, the cost of living crisis continued to have harsh repercussions for our supporters, yet they continued to generously give what they can when confronted with global stories of horrific suffering, allowing us to receive a record-breaking amount of income, and a record number of active digital supporters.

PUBLIC RELATIONS, RESEARCH & ADVOCACY

GLOBAL PR HIGHLIGHTS

Human Appeal sustained its Global PR effort in 2024, securing **1,688** positive PR mentions globally, with English language media leading, followed by Arabic and French press. Human Appeal received **210** mentions in TV and radio broadcasts, **108** in print and **1,370** online.

Media coverage included Human Appeal's response to Gaza, which was featured in CNN, Roya News, Yahoo, and MSN.

ADVOCACY HIGHLIGHTS

CNN International listed Human Appeal as a vetted charity as part of its Impact Your World initiative that covers global emergencies.

A PR tie-up was agreed for 2024 with the food sharing app "Olio" which has **6** million users to coincide with the month of Ramadan.

Human Appeal was shortlisted for the Fundraising Event of the Year at the National Fundraising Awards.

RESEARCH HIGHLIGHTS

Human Appeal researched and published a white paper study on "Community Sharing in a Cost-of-Living Crisis". The paper was shared with the public and related All Party Parliamentary Groups (APPG) Members of Parliament. The Human Appeal paper highlights how community sharing could ease some financial pressures for families and individuals during the ongoing cost of living crisis.

VOLUNTEERING PROGRAMME

2024 STRATEGY AND IMPACT

In 2024, 4,891 volunteers raised a total of £472,593 by donating a total of 35,597 hours – equivalent to more than £360,000 worth of work. We saw a 62% increase in funds raised online by our volunteers.

We also recruited 3,146 more volunteers to our roster, 1,324 of whom became actively involved in our work in 2024.

VOLUNTEER ACHIEVEMENTS

Team Leaders and their team of volunteers organised local events. In 2024, Team Leaders led **72** events raising **£104,536.05**, compared to **8** events raising **£13,265.15** in 2023.

At our Purple Legacy Awards Night, we awarded **12** volunteers with accolades for their contributions to fundraising.

COMMUNITY SUPPORT EVENTS

In 2024, **129** volunteers provided **312** hours to **17** UK programmes – from food distributions to mosque and park clean-ups. **129** volunteers donated **312.80** hours to **17** UK projects. Additionally, **211** volunteers provided **587** hours to **49** Wrap Up sessions where they sorted, collected, and distributed coats to those in need.

LIGHT UPON LIGHT

Our annual Light Upon Light event has grown from a single dinner to a series of dinners and events with Mufti Menk. In 2024, **1,801** volunteers gave **17,557** hours to **13** events and dinners for the Light Upon Light series alone.

PEOPLE AND CULTURE

In 2024, our Human Appeal UK team more than doubled to 214 staff employed across Manchester, Birmingham, and London.

OVERALL STRATEGY

- To provide **100%** response rate to queries within **24** working hours and completing senior leadership requests within **5** working days.
- To ensure effective delivery of HR services across the UK.
- To ensure operational excellence and compliance.
- To maintain full adherence to the GDPR and the Core Humanitarian Standard on Quality and Accountability.
- To optimise recruitment and induction, efficient hiring and within service level agreement targets. Resolving bottlenecks, and ensuring all screening is completed in advance.
- To report and share HR and recruitment metrics with leadership to pre-empt emerging concerns and support strategic decision making.
- To foster a culture of wellbeing and recognition through initiatives such as an engagement survey, wellbeing calls, Ramadan reflections, staff iftar, personalised thank-you cards and away days.
- To review all policies, handbooks, and process maps in order to drive continuous improvement through governance and performance.

Globally, our strategy included:

- Recruiting talent from a global pool, hiring professionals from the local population, promoting inclusion and gender parity.
- Expanding our global hubs in Türkiye and Pakistan, and establishing a new hub in Syria.
- Fair staff salary that reflects local and global salary packages.
- Increasing hiring hubs from **30** to **60** staff.

DIVERSITY AND INCLUSION WORK

We updated our Equality and Diversity policy, which was implemented across our offices, in accordance with local customs and laws.

This year, we introduced inclusive global inductions, which has streamlined training efforts and ensured that all employees receive consistent training aligned with our values and competencies. This has tripled the number of participants, fostered unity and connected staff members globally.

Globally, we have monthly reporting on gender ratios per country which is fed back to recruitment in order to drive equity in recruitment. Internationally, **50%** of longlisted candidates internationally are women, and **46%** of all new hires were women.

STAFF WELLBEING AND SAFEGUARDING

In Ramadan we completed our annual wellbeing calls, supporting staff during a high demand period. We implemented Ramadan reflections – sessions to help staff to focus on their wellbeing and reflect on their work. We thanked staff for their diligence with a staff iftar and handwritten thank you cards.

An organisation-wide staff engagement and wellbeing survey helped us to better understand employee experiences, needs, and areas for improvement. The responses were thoroughly analysed to identify key trends and actionable insights. Based on these findings, a series of initiatives are being developed and implemented which aim to enhance workplace culture, boost staff morale, and promote overall wellbeing.

Globally, we provided courses on mental health and stress management, wellbeing, First Aid and Trauma. We also arranged wellbeing events including staff dinners, staff family events, in-person wellbeing chats.

PEOPLE AND CULTURE 2024 HIGHLIGHTS

NEW POLICIES AND PROCEDURES

With the introduction of new employment legislation in April 2024, we promptly implemented required updates to processes and policies. This included the introduction of a flexible working request process, and the development of a carers' leave policy.

WORKFORCE PLANS 2024-2027

Departments have been actively developing their Workforce Plans for the upcoming three years, aligning these plans with Human Appeal's goal of reaching **£250,000,000** in revenue. These plans not only account for potential new hires but also emphasise talent mobility within the organisation. This involves assessing our current employees, identifying their potential trajectory, and determining the necessary training and development required to help them achieve their potential.

SHAREPOINT FAQ UPDATE

Following the successful launch of the FAQs on SharePoint last year, we have updated the content to reflect current operations, contributing to a noticeable reduction in general HR queries. We will continue to enhance the FAQ section and plan to expand its scope by adding Recruitment FAQs.

STAFF CONFERENCE

In September, Human Appeal hosted its first staff conference in five years, with over **100** team members attending from across the organisation, including colleagues from France, Spain, and the United States.

The event provided a unique opportunity for staff to connect in person, many for the first time after years of remote interaction. This gathering introduced the organisation's Road to £250 Million 2030 strategy and staff had the chance to exchange insights on professional practices, gaining a deeper understanding of working standards across our various country and field offices. Friendly competition played a key role in the team-building challenges which enhanced engagement and camaraderie among colleagues.

GLOBAL PEOPLE AND CULTURE 2024 HIGHLIGHTS

- Delivered **9** in-house training events.
- In person HR audits completed in Türkiye, Pakistan, and Somalia, and remote audits of other field offices.
- Regular reporting on regional workforce data such as gender splits, turnover, and retention rates.
- Established a global employee relations and investigations team, resolving **60** inquiries.
- Staff wellbeing calls and motivational speakers in countries affected by crisis, including Palestine, Sudan, Syria, Somalia, Türkiye, and Pakistan.
- Health and safety audits to ensure safe working environments.

STREAMLINED ENERGY & CARBON REPORTING (SECR) 2024

THE ROLE OF SECR IN RESPONSIBLE

CHARITABLE PRACTICE

As part of its commitment to transparency, sustainability, and good stewardship of donor funds, we recognise the strategic importance of Streamlined Energy and Carbon Reporting (SECR). Introduced by the UK Government, the SECR framework encourages organisations to measure and disclose their energy use and carbon emissions, thereby promoting accountability and environmental awareness across all sectors, including the third sector.

For us, participation in SECR represents more than regulatory compliance. It is an opportunity to quantify the organisation's environmental impact and assess areas where operational efficiencies can be enhanced.

This report marks our latest annual SECR disclosure, developed in collaboration with ESG Pro Ltd. It reflects our ongoing efforts to align humanitarian excellence with climate-conscious operations, contributing to the UK's broader decarbonisation goals

EXECUTIVE SUMMARY

Energy usage, associated emissions, energy efficiency actions and energy performance for Human Appeal.

STREAMLINED ENERGY & CARBON REPORTING

This report has been prepared in alignment with the Streamlined Energy and Carbon Reporting (SECR) framework introduced by the UK Government, as outlined in the Companies (Directors' Report) and Limited Liability Partnerships (Energy and Carbon Report) Regulations 2018. It presents the energy consumption and associated greenhouse gas (GHG) emissions within the operational and financial control of Human Appeal, alongside the energy efficiency measures implemented during the reporting period and the outcomes achieved.

A summary of the methodology used to calculate all reported figures is included within this report, with further technical detail provided in the methodology appendix. Where direct data has not been available, reasonable estimates and extrapolations have been applied in accordance with recognised best practice, as set out in SECR guidance.

As a UK-registered charity, we have reported our energy usage and emissions in accordance with SECR requirements, covering Scope 1, Scope 2, and relevant Scope 3 categories. This disclosure forms part of our continued commitment to environmental responsibility, operational transparency, and ongoing improvement. This marks our second SECR reporting cycle, and the first prepared in partnership with ESG Pro Limited.

We have reported a total of 536.38 tonnes of carbon dioxide equivalent (tCO_2e) in greenhouse gas emissions for the current reporting year. This figure includes emissions from direct energy use (Scope 1), purchased electricity (Scope 2), and selected Scope 3 activities such as waste disposal, business travel, and employee commuting. Overall energy consumption during the period stood at 543,686 kilowatt hours (kWh).

Scope 1 covers direct emissions from sources we own or control. For Human Appeal, this consists solely of natural gas used for heating in our UK premises. We do not operate any company-owned vehicles, and therefore have no transport-related emissions to report under Scope 1. Total emissions from this category amounted to 4.60 tCO_2e, based on gas consumption of 25,289 kWh. While this represents a relatively small share of our total footprint, we continue to review building performance and heating efficiency as part of our sustainability efforts.

Scope 2 includes indirect emissions associated with electricity purchased for use within our operational control. We recorded 2.07 tCO_2e in Scope 2 emissions, resulting from 11,486 kWh of grid electricity usage. In 2025, we have already transitioned two of our energy providers to 100% renewable electricity and are in the process of doing the same with our third provider. We remain committed to reducing reliance on conventional energy sources and continue to explore opportunities for low-carbon procurement and improved energy efficiency across our UK sites.

Under Scope 3, emissions from the disposal of operational waste are reported as Category 5. This includes emissions from general office waste and refuse generated at our UK sites. We have reported 2.84 tCO_2e in this category. While emissions from waste remain modest, we continue to prioritise digital workflows and are pursing staff engagement to reduce waste and encourage environmentally responsible behaviours.

Business travel forms a significant part of our environmental footprint due to the global nature of our humanitarian programmes. During the reporting year, air travel accounted for 389.58 tCO_2e, reflecting deployment to field sites and participation in international coordination activities. Car travel produced 31.51 tCO_2e, based on fuel consumption totalling 136,767 kWh. Emissions from rail travel were measured at 5.02 tCO_2e, while overnight hotel stays contributed a further 15.48 tCO_2e. We continue to prioritise remote over in-person meetings wherever possible and are reviewing our travel policy to reduce reliance on carbon-intensive modes of transport, where feasible.

Emissions from employee commuting, reported under Scope 3 Category 7, were estimated at 85.28 tCO_2e. These figures were derived from a comprehensive internal staff survey capturing commuting patterns, including travel mode, frequency, and distance. Based on responses, total estimated commuting energy consumption was 370,144 kWh. We currently support low-carbon commuting through the Cycle to Work Scheme and the Tusker Car Scheme.

To support performance benchmarking, we have calculated two energy intensity ratios. Emissions per full-time equivalent (FTE) employee stood at 2.44 tCO_2e, while the ratio per £100,000 of gross income was 0.55 tCO_2e. These indicators will inform internal monitoring and strategic decision-making, offering a comparative view of carbon efficiency in relation to both workforce size and organisational activity.

ANNUAL REPORTING FIGURES

Consumption (kWh) and Greenhouse Gas emissions (tCO2e) Totals

CATEGORY	2023 GHG (TCO_2E)	2023 ENERGY USE (KWH)	2024 GHG (TCO_2E)	2024 ENERGY USE (KWH)
Scope 1	13.00	-	4.60	25,289.00
Scope 2	4.00	-	2.07	11,486.40
Scope 3-3 Fuel- and Energy	100.00	-	N/A	N/A
Scope 3-5 Waste	N/A	-	2.84	N/A
Scope 3-6 Business Travel	788.00	-	441.59	136,766.93
Scope 3-7 Employee Commuting	N/A	-	85.28	370,143.52
Total	905.00	176,266	536.38	543,685.85

* The 2023 figures are based on Human Appeal's previous SECR, prepared with another consultancy. In 2023 only the total energy use was reported, with no breakdown by scope.

2023 INTENSITY RATIO	TCO_2E	KWH
per Full-Time Employee (FTE)	4.69	N/A
per £100,000 Revenue	1.60	N/A

* The intensity ratio per £100,000 was converted from the original figure per £1,000.

2024 INTENSITY RATIO	TCO_2E	KWH
per Full-Time Employee (FTE)	2.44	2,471.30
per £100,000 Revenue	0.55	557.80

YEAR-ON-YEAR COMPARISON

Between the 2023 and 2024 reporting periods, Human Appeal recorded a significant reduction in its greenhouse gas emissions, falling from 905.00 tonnes of carbon dioxide equivalent to 536.38 tonnes. This represents a 41 percent decrease in total emissions. Such progress is the result of both operational improvements and a more accurate methodology, particularly in the measurement of indirect Scope 3 emissions. The reported rise in total energy consumption, from 176,266 kilowatt hours in 2023 to 543,686 kilowatt hours in 2024, reflects a more comprehensive capture of relevant energy sources and activities, not necessarily an increase in energy waste.

Direct emissions, known as Scope 1, were reduced by more than half, moving from 13.00 tonnes in 2023 to 4.60 tonnes in 2024. This category largely comprises natural gas used for heating. Similarly, Scope 2 emissions, which represent purchased electricity, dropped from 4.00 tonnes to 2.07 tonnes. These improvements were made possible by infrastructure changes, such as the installation of energy-efficient heating and cooling systems.

The most marked transformation came from how Scope 3 emissions were identified and recorded. In 2023, Scope 3 reporting was limited to two categories: fuel and energy-related activities and business travel and was presented as a single combined figure without further detail. In contrast, the 2024 report offers a more comprehensive and transparent breakdown, including business travel (441.59 tonnes), employee commuting (85.28 tonnes), and operational waste (2.84 tonnes). These categories were supported by more robust data collection methods, such as journey-specific travel logs, hotel stay assessments, and a UK-wide staff commuting survey.

When emissions are considered relative to organisational size and income, the improvements are even more apparent. Emissions per full-time employee dropped from 4.69 to 2.44 tonnes, while emissions per one hundred thousand pounds of income fell from 1.60 to 0.55 tonnes. These changes suggest not only a lighter environmental footprint but also a higher level of operational efficiency. They also reflect behavioural changes within the organisation, supported by new travel protocols and increased digitisation, all of which contribute to a more sustainable working culture.

Taken together, these results indicate that Human Appeal has moved beyond simple compliance and towards genuine environmental leadership. The organisation has shown how careful planning, technological investment, and employee engagement can deliver measurable results.

EMISSIONS MANAGEMENT

IMPLEMENTED MEASURES, ENERGY EFFICIENCY ACTIONS FOR 2024

In 2024, Human Appeal implemented a series of targeted measures to enhance energy efficiency across its UK operations. A key milestone was the complete removal of gas from all UK premises, marking a full transition away from fossil fuel heating.

To compliment this shift, we invested in a modern, energy-efficient heating and cooling system at our head office. This installation followed a detailed building assessment, which followed the adaption of a heat reflection system in 2023. These measures helped to minimise reliance on air conditioning during periods of hot weather, the system contributes to lower electricity demand and greater resilience during heatwaves.

We also refined our approach to business travel by introducing a stricter protocol for trip approvals. This development builds on the travel improvements reported in our 2023 SECR submission, which prioritised online meetings over in-person attendance wherever practical. The new procedure ensures that travel only takes place where absolutely necessary, helping us to reduce emissions and manage costs more effectively.

Through our international programming, we also contributed to global environmental goals. In 2024, we planted **82,500** olive trees and **1,000** coffee trees in communities where reforestation supports both climate adaptation and livelihoods. Our Wrap Up Campaign 2024 provided practical support to **25,355** people through the collection and redistribution of 7,012 coats and **18,532** warm clothing items, helping to extend the life of garments and reduce textile waste.

Together, these actions reflect a coherent and forward-thinking approach to sustainability. Through responsible investment, smarter working practices, and community-focused environmental action, we continue to reduce our energy footprint while upholding our humanitarian mission.

APPENDIX

COMPLIANCE RESPONSIBILITY

Human Appeal has retained full responsibility for the internal controls governing the collection, management, and verification of the data presented in this Streamlined Energy and Carbon Report. In developing the report, Human Appeal has worked in close partnership with ESG Pro Limited to ensure that all emissions calculations are robust, transparent, and in line with recognised reporting standards.

This report has been prepared by ESG Pro Limited on behalf of Human Appeal, in accordance with an interpretation of the Companies (Directors' Report) and Limited Liability Partnerships (Energy and Carbon Report) Regulations 2018. The content is based on information provided by Human Appeal and its energy and data service providers.

Responsibility for compliance with these Regulations lies with the registered Chief Executive Officer and the Associate Director of Finance at Human Appeal. The organisation confirms that all relevant information regarding its structure, operations, and energy consumption has been accurately and fully disclosed to ESG Pro Limited.

REPORTING METHODOLOGY

Emissions data in this report have been calculated in accordance with the Greenhouse Gas Protocol Corporate Accounting and Reporting Standard and the Corporate Value Chain (Scope 3) Standard. These internationally recognised frameworks ensure consistency, completeness and reliability in the measurement of greenhouse gas (GHG) emissions across both direct operations and the broader organisational footprint. The methodology reflects best practice and incorporates enhancements to improve data quality and coverage.

All calculations use the UK Government GHG Conversion Factors for Company Reporting (2024), published by the Department for Energy Security and Net Zero in partnership with DEFRA. These standardised factors support alignment with the Streamlined Energy and Carbon Reporting (SECR) framework and ensure comparability across reporting periods.

This SECR submission covers the reporting period from 1 January to 31 December 2024 and represents Human Appeal's continued commitment to transparent disclosure of energy use and associated emissions.

Scope 1 emissions were calculated using activity data on natural gas consumption, primarily for space heating across Human Appeal's sites. Reported kilowatt hour figures were multiplied by the relevant 2024 DEFRA emissions factor to determine total emissions in tonnes of carbon dioxide equivalent (tCO_2e). As no company-owned vehicles were operated during the period, there are no direct transport emissions in this category.

Scope 2 emissions relate to purchased electricity. These were calculated using kilowatt hour data from supplier invoices covering the full reporting year. A location-based method was applied using the 2024 UK grid average emissions factor. Only non-renewable emissions were included, based on supplier energy mix information.

Scope 3 Category 5 emissions, relating to Waste Generated in Operations, were calculated using actual data on waste types and disposal methods provided by Human Appeal. DEFRA's 2024 emissions factors were applied to each waste stream, providing a credible estimate of the environmental impact of waste handling practices.

Scope 3 Category 6 emissions, from Business Travel, were derived from internal records covering over 300 flights and 900 hotel stays. Flight emissions were calculated using journey-specific data, including distance and class. Hotel stays were assessed using standard benchmarks for nightly emissions. Rental car data was matched with fuel-specific DEFRA factors. Rail travel emissions were estimated using a spend-based method, due to the nature of available expenditure data.

Scope 3 Category 7 emissions, relating to Employee Commuting, were calculated using data from a dedicated staff survey. The survey captured commuting frequency, distance and mode of transport. DEFRA's 2024 factors were applied to all transport types including private car, public transport, walking and cycling, generating a robust estimate of commuting-related emissions.

All emissions have been reported using the operational control boundary. Emissions intensity has been calculated in tCO_2e per full-time equivalent (FTE) and per £100,000 of turnover.

DECLARATION AND SIGN OFF

This Streamlined Energy and Carbon Reporting (SECR) document has been prepared in accordance with the requirements of the UK Companies (Directors' Report) and Limited Liability Partnerships (Energy and Carbon Report) Regulations 2018, which introduced the SECR framework.

Emissions have been calculated and reported in line with the Greenhouse Gas (GHG) Protocol Corporate Standard and the applicable UK Government greenhouse gas emission conversion factors for company reporting.

Scope 1 and Scope 2 emissions have been reported in accordance with the SECR requirements. The required subset of Scope 3 emissions has been reported in line with the GHG Protocol Corporate Value Chain (Scope 3) Standard.

This SECR document has been reviewed and approved by the Board of Directors (or equivalent management body).

Signed on behalf of the Supplier:

Dr Mohamed Ashmawey
CEO, Human Appeal

25th September 2025

PRINCIPAL RISKS AND UNCERTAINTIES

Human Appeal works across multiple jurisdictions in which security, political uncertainty, fragile economies, and conflict areas may mean some risk is inevitable. With over **33** years of institutional knowledge and experience, we have in place an active assurance framework and risk management protocols to manage and mitigate risks across the charity and our areas of operation.

Human Appeal categorises risk in a number of ways including strategic and operational. Strategic risks present a significant threat to the charity achieving its long-term ambitions. These are monitored closely by both the senior leadership team and Board of Trustees. Areas of risk are identified, and high-level consultation develops effective mitigations to facilitate their management on a regular basis.

Operational risks concern internal processes and controls and are managed through effective control systems and good practices and monitored by the Board of Directors. Departmental risk registers are maintained by operational directors and reviewed and monitored by the Internal Audit unit.

There is fluidity between the risk registers, with severe operational risks being elevated to the Strategic Risk Register when appropriate. Risks are categorised according to the likelihood of their occurrence and potential impact on the organisation. In line with our Risk Management policy, the Board of Trustees consider the risk tolerance of the organisation, while management examine and follow-up strategies to mitigate the risks involved.

The Internal Audit unit of Human Appeal consists of an Internal Audit Manager and four internal auditors, three of whom are based overseas in our Türkiye, Pakistan, and Yemen offices. The overseas Internal Audit team members in our overseas offices operate with a roving brief and provide the trustees with levels of assurance regarding the effectiveness of governance, risk management and control. External auditors augment these activities to provide specialist expertise in our auditing activity. Human Appeal are members of the Core Humanitarian Standard (CHS) on Quality and Accountability, and we are currently pursuing accreditation through the awarding body which, when granted, will facilitate the maintenance of consistent quality in the design of systems and implementation of processes including a Quality Management System.

Internal Audit prepares 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 review and is addressed by completing a comprehensive needs assessment. This programme is in addition to audit exercises conducted in-house by the operational functions and urgent investigations requested by the Trustees or CEO and in cases where advice is received from our external financial auditors. Internal Audit is governed by the principles of transparency, accountability and effectiveness and work closely with the Compliance unit in identifying areas requiring close attention. Both are represented at the weekly Board of Directors and quarterly Finance and Audit Committee meetings.

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.

RISKS AND UNCERTAINTIES	CURRENT AND PLANNED MITIGATING ACTIONS AND CONTROLS
Risk of lack of sufficient monitoring and oversight of field offices Human Appeal's financial and reputational prospects rely on effective control and oversight over our field 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 overseeing the provision of humanitarian aid in the most marginalised regions of the world. These include political instability, military conflict, distance from Head Quarters, working with displaced communities and many other difficult circumstances. These factors can create difficulties for individuals delivering our work and carry the risk of unwise decisions being made or ill-advised actions being taken.	• Human Appeal management is focused on ensuring appropriate policies and procedures are in place and 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, continues to focus on the targeted recruitment of high-quality leaders and staff and their training and development. The recruitment of effective leaders both in the UK and overseas continues to strengthen management oversight. • Our field offices' monthly financial information packs incorporate detailed information on performance, including the management and control of funds. The quality of information reported is under constant review and our financial auditors advise that the improvements made continue to benefit overall control of this area. • Performance management of all staff continues to be conducted bi-annually, including the implementation of Human Appeal's values and competences, monitored and rated along with the attainment of objectives. • A number of financial software applications have been implemented or are in the process of being implemented, including for ERM, Finance and risk management in the UK and field offices, which continue to strengthen oversight of risk and financial management and other controls. • All contracts entered into by Human Appeal are reviewed, approved and signed off by Head Quarters. All projects require the completion of a funding agreement copied to all parties. • Annual financial audits are conducted for each field office with audit recommendations robustly followed up. • Due to the expansion of the overseas element of the Internal Audit team, internal control audits are conducted to provide management assurance.
Risk of staff members not adhering to internal and external policies and procedures Non-compliance with regulatory standards could lead to staff members performing inconsistently, violating relevant laws and regulations which could result in significant reputational damage, loss of donor confidence and/or potential loss of institutional donor funding.	• We continuously develop and revise relevant new and existing Human Appeal policies and processes which are subject to periodic review and approval. • All existing staff are re-inducted and tested on an ongoing basis to emphasise the importance of adherence to policies and processes. The induction process is under continual review. • Annual mandatory training is also conducted for all staff in Safeguarding, Financial Conduct, GDPR and Cyber Security. • A robust stance is taken by People & Culture department for breaches of policy or process.
Risk of staff members not adhering to internal and external policies and procedures The complex governance, regulatory and compliance environment of INGOs may result in Human Appeal failing to comply with new regulations which may lead to reputational damage or sanctions by the regulator.	• Human Appeal has created a Quality & Accountability unit tasked with monitoring programme quality, including the establishment of a Quality Management System (QMS) as part of membership and eventual accreditation under Core Humanitarian Standards (CHS). • Strategic donors have been identified, and regular benchmarking is conducted to establish donors' global eligibility and capacity requirements. • An organisational register exists to record ongoing third-party audits, monitoring visits and micro-assessments with robust action plans to address findings. • Human Appeal reviews charity regulations and guidelines on a continuous basis to ensure incorporation in our systems and processes, with additional guidance provided by our external auditors.

Risk of Human Appeal being subject to negative publicity Being subject to negative publicity could have a significant detrimental effect on Human Appeal's reputation, undermine the trust of donors, and reduce our influence with important stakeholders. These effects could result in a loss of revenue and threaten our institutional funding sources.	• A crisis management strategy has been devised and was updated during the last year by the Communications department to ensure consistent delivery of key messages through a nominated spokesperson, appointed each time the panel convenes. • Human Appeal subscribes to new media monitoring software to alert us to adverse media comments. • When serious incidents are reported, the Communications department are alerted at an early stage enabling response preparation. • Media training is delivered to key staff. • The Legal team are also part of the crisis panel committee.
Risk of breaching Safeguarding guidelines Due to the nature of our work as well as some historic safeguarding incidents in our field office locations, this area remains a high-risk priority which requires close ongoing monitoring, reporting, and oversight.	• Human Appeal has a robust, updated Safeguarding policy in place together with standard operating procedures (SoPs). The policy forms an integral part of our Employee Handbook. • The policy also includes updated processes relating to conducting professional investigations into Safeguarding cases. • We have also developed and introduced a policy for the Protection against Sexual Exploitation, Abuse and Harassment (PSEAH) to build on our Safeguarding processes. • Safeguarding campaign rolled out to all Human Appeal offices. • A 24-hour helpline and email address are available to all Human Appeal staff. • Safeguarding training has prepared nominated staff for professional Safeguarding investigations. • Mandatory safeguarding training is delivered annually to all Human Appeal staff which requires them to achieve a minimum standard. • A new Global Safeguarding Lead, part of the Quality and Accountability unit, was appointed during the year to facilitate the continuing promotion of high standards in this area.

Risk of uncertainty due to macroeconomic and geopolitical factors The risks of inflation, interest rate volatility, the increasing cost of living and goods and services including energy and fuel price rises have had adverse effects worldwide and impact on Human Appeal and its partners, donors, and beneficiaries. These effects were precipitated by the continuing conflict in Ukraine with the adverse effect on global oil and gas prices at that time and was exacerbated by the conflict in Gaza/Israel and other Middle Eastern countries; Yemen (including the Red Sea conflict), Iraq, Lebanon and Syria. Whilst the major effects have reduced since the initial impact, these issues still potentially remain a threat to the price of goods and services, creating uncertainty in Human Appeals' ability to fulfil contracts, most notably in areas where we provide humanitarian aid and our field office locations, inflation has reportedly been significantly higher, leading to price pressures.	• As part of a response to the cost-of-living crisis, Human Appeal has established new fundraising operations in North America in order to diversify its income sources which has provided significant additional income from fundraising efforts. • A detailed review of expenditure budgets is conducted annually and on an ongoing basis to analyse pressure on income and planned expenditure levels. The rise in global prices for food, technology and building materials adversely affects our work for beneficiaries. • Directors are aware of their responsibility to justify all expenditure and ensure it is best value for the cost. • Necessity of expenditure is also thoroughly checked by the Finance department. • A review of existing contracts has been conducted to lock-in current/reduced prices wherever possible, fixing prices in hard currency, except in certain locations where local currency is mandatory. • Human Appeal continues to liaise with aid agencies in the region as the conflicts develop to ensure we have up to date information on which to base operational decisions. • Human Appeal restricts business travel to these locations for security and cost reasons. Travel to certain locations is mainly reserved for servicing emergency response scenarios.
Risks associated with on-boarding new partners in Human Appeal country offices When taking on new partners in country offices there is an ongoing risk that the on-boarding process is not followed correctly potentially leading to unwise collaborations. Country offices must ensure they seek the appropriate approval from our Compliance function and follow the due diligence process.	• A robust process has been developed to ensure Human Appeal's country offices always on-board new partners effectively. • A recurring training programme has been initiated in our country offices to ensure the correct due diligence process is always followed. • Human Appeal's due diligence processes are continuously reviewed and updated to ensure, as far as possible, that systems are sufficiently robust.
Risks of Data Security and Cyber Hacking Like any organisation, Human Appeal is at risk of unauthorised parties accessing our data and/or systems for the purposes of stealing data or committing financial fraud. Computer systems can be infected by viruses, adware and spyware which could have a harmful effect on our operations and security. Identity theft can also be perpetrated by the misuse of information both within and external to the organisation. Malign parties could exploit any IT system vulnerabilities to facilitate theft, manipulation, or corruption of both personal and confidential data. The indiscriminate use of Artificial Intelligence could also pose risks to Human Appeal.	• Human Appeal conducts regular staff training to enable them to protect themselves and the organisation from external common threats used by attackers to exploit systems, staff and the organisation. • Robust data security policies and procedures, including our Information Security and Data Protection policies, which are regularly reviewed, have been developed and are regularly profiled, ensuring heightened risk awareness amongst staff. • IT network security procedures are in place to protect Human Appeal systems including an anti-virus system to protect against malicious attacks, viruses, malware and cyber-attacks. • Encryption is used to protect Human Appeal data as an extra layer of protection. • Best industry practices are utilised to protect the security of email communications.

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 the Scottish Charity Regulator (OSCR).

Human Appeal works across the globe to strengthen humanity's fight against poverty, social injustice, and natural disasters 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 22nd March 2004, and with the Charity Commission 21st 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 26th February 2014. Human Appeal has been operating under the company structure to this day. Human Appeal's name change was reflected by Companies House on 1st 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.

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, compassion and commitment
- Trust, respect and justice for all
- Integrity, accountability and transparency
- Empowerment and equality

Key risk management, financial policies, and procedures:

- Risk Management Policy
- Serious Incident Policy
- Anti – Money Laundering and Anti-Terrorism Policy
- Finance Manual - Regulating controls and procedures over income and expenditure, including financial management and reporting
- Child Protection Policy
- Safeguarding Policy
- Aid diversion Policy
- Monitoring and Evaluation Policy
- Procurement Policy
- Anti-Fraud and Corruption Policy
- Preventing Bribery and Corruption Policy
- Global Sanctions policy
- Protection from Sexual Exploitation, Abuse and Harassment Policy
- Human Appeal Sanctioned countries policies and guidelines
- Service/Donor Complaints 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 who 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 chief executive officer (CEO) is accountable to the Board of Trustees and, along with other senior staff, is responsible for our day-to-day management. The CEO chairs the executive management team, which is made up of divisional directors. These divisional directors make sure that the policies and strategies agreed by the Board of Trustees are implemented, and we also support the work of other staff and volunteers. Every decision we make must adhere to all of our policies, processes, and guidelines. A full list of trustees and key personnel is given in the corporate directory on page 4.

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, 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 a "going concern" basis, unless it is inappropriate to presume that the charitable group will continue in operation.

The Trustees must maintain adequate 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, 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 of the Companies Act 2006 the trustees' report must contain statements to the effect that, in the case of each of the persons who are trustees at the time, the report is approved: As far as they are aware, there is no relevant audit information of which our 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. The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

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 on 31st December 2024 was four. 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 benefits from their work with the charity. Any connection between a Trustee and a 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.

COMMITMENT TO STANDARDS & ACCOUNTABILITY

We are committed to industry-specific standards, principles, and codes in addition to Investors in People. 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 the employment of people with disabilities and its adherence to the Equality Act 2010 ensures 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 adjustment s wherever required,
- Our policies and practices do not disadvantage people with disabilities,
- We provide equal training and career development for all employees.
- The organisation is responsive to the needs of its employees and as such, should any employee develop a disability during their time with us, we will make reasonable adjustments to their working environment, where possible, in order to keep the employee with the organisation.

SECTION 172(1) AND (2) STATEMENT BY THE TRUSTEES OF HUMAN APPEAL

In accordance with Section 172 of the Companies Act 2006, the Trustees of Human Appeal confirm that they have acted in good faith and in a manner, they believe will best promote the success of the charity in achieving its charitable objectives. In doing so, the Trustees have had regard to the matters set out in Section 172(1)(a)–(f) and aligned their decision-making with the charity's long-term strategic vision, Strategy 2030.

GOVERNANCE AND DELEGATION

Day-to-day decision-making is delegated to the CEO and senior leadership team under the charity's delegation policy, ensuring effective implementation of strategy, values, and operational plans. Trustees maintain oversight through:

- **Audit & Risk Committee** – meets quarterly to review financial, operational, and reputational risks.
- **Quarterly Board of Trustee meetings** – with directors, providing direct engagement with management perspectives.
- **Quarterly staff Q&A sessions** – providing direct engagement with employees' perspectives.

TRUSTEES' CONSIDERATIONS UNDER SECTION 172

The likely consequences of decisions in the long term

In 2024, Human Appeal launched Strategy 2030, providing a roadmap for sustainable humanitarian impact, organisational resilience, and global reach. Major decisions are evaluated for their contribution to strengthening humanitarian delivery, enhancing partnerships, and investing in innovation and capacity building.

Implementation is led by inclusive task forces across the Human Appeal family and monitored through regular progress reports. Strategy objectives are cascaded to teams and employees through key performance indicators, ensuring that each individual understands their contribution to the wider mission.

The interests of the charity's employees

Trustees recognise that staff are central to delivering the charity's mission and actively consider their interests:

- Staff turnover remains low at 4%.
- Leadership diversity includes 25 males and 15 females in management roles.
- Wellbeing initiatives include annual compensation reviews, wellbeing calls, and a global staff survey underpinning a "You Said, We Did" campaign.
- The Chair of the Board and CEO hold regular organisation-wide sessions to hear staff concerns, which are reported back to the Board for action.

Fostering the charity's relationships with suppliers, donors, volunteers, and other stakeholders

Trustees maintain oversight of all external relationships to safeguard the charity's long-term success, ethical standing, and protection of beneficiaries and staff.

Human Appeal's due diligence framework ensures that:

All potential partners and suppliers are reviewed for ethical, reputational, and operational risks.

- Adverse media and social media checks are carried out before agreements are signed, requiring managerial approval.
- Ethical procurement, modern slavery checks, adherence to UN Global Compact principles, and the Supplier Code of Conduct are upheld.
- Local sourcing is encouraged, with supplier visits ensuring compliance with ethical and social standards.

The Trustees also recognise the value of building trust and loyalty with donors and volunteers:

- Donors are kept engaged through monthly project round-ups, quarterly magazines, feedback campaigns, and daily social media content.
- Volunteers are supported to gain rewarding experiences, with opportunities to fundraise, campaign, and act as brand ambassadors. Their contribution is recognised through initiatives such as the annual Purple Legacy Awards and leadership development programmes.

The impact of operations on the community and environment

Trustees are committed to ensuring that all operations prioritise affected communities and environmental responsibility:

- Full adoption of the Core Humanitarian Standard (CHS), placing communities and people affected by crisis at the centre of humanitarian action.
- Programmes informed by needs assessments, feedback mechanisms, and routine monitoring.
- Climate-conscious programme design and initiatives to reduce environmental impact.
- In 2024, a series of targeted measures were implemented to enhance energy efficiency across our UK operations. A key milestone was the complete removal of gas from all UK premises, marking a full transition away from fossil fuel heating.

Maintaining a reputation for high standards of business conduct

Trustees recognise the importance of maintaining Human Appeal's reputation for integrity, compliance, and ethical leadership:

- Robust anti-bribery and corruption policies.
- Compliance with the Modern Slavery Act 2015.
- Quarterly Audit & Risk Committee oversight of opportunities and risks.
- Clear Codes of Conduct for staff and suppliers, reinforced at induction and monitored through performance reviews.
- Rigorous supplier vetting, local sourcing where possible, and alignment with the UN Global Compact's ten principles.
- Ongoing work to strengthen safeguarding and modern slavery policies across all field offices.
- Human Appeal also participates in the Inter-Agency Procurement Group (IAPG), contributing to sector-wide best practice.

Acting fairly between members of the charity

Trustees ensure inclusivity across stakeholders, embedding equity, diversity, and inclusion in programmes, staff engagement, and partnerships.

Beneficiary-Centric Decision Making

In accordance with Section 172(2), Trustees prioritise the interests of beneficiaries. Strategy 2030 ensures that all decisions contribute to meaningful, dignified, and lasting change for those most in need, through:

- Needs-based programme design and adaptation.
- Complaints and feedback mechanisms, monitoring, and evaluation missions.
- Learning registers and workshops to capture community insights.
- Escalation of beneficiary voices to senior leadership and the Board through case studies, field missions, and incident reporting.

FINANCIAL REVIEW

INCOME

Our continued focus on online campaigns supported by traditional fundraising has helped Human Appeal to navigate another successful and productive year. The establishment of new income generating country offices in Canada and Belgium, along with the expanding development of existing country offices has also contributed to this success allowing new donors from new regions to get involved in our global projects.

We are deeply grateful to our supporters both in the UK and globally whose generosity ensured significant growth in our total income of 61% up to £90.2 million compared to last year's total of £56.2 million. Compared to pre-pandemic (2019: £19.4 million) that's an increase of 465% (2024: £90.2 million). Gifts in kind contributed £9.4 million to this total. These robust levels of support in the face of increasingly difficult circumstances have continued into 2025 due to the ongoing war in Palestine and Sudan, 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 an increase in institutional funding to £3.6 million from £1.7 million last year.

EXPENDITURE

In 2024, we spent £63.0 million on charitable activities. Major areas of expenditure were food security (£16.7 million) and orphans and child welfare (£15.1 million).

Combined, these areas accounted for 50% of our charitable spending in 2024. Our specific achievements by geographical area with this expenditure are described throughout this report.

Our expenditure on raising funds during 2024 remained static at £15.4 million from £15.5 million in 2023. In 2024, we spent £4.9m on developing our fundraising partners' capabilities in Europe and predominantly North America across USA & Canada. In turn funds have been raised in those regions enabling projects to be delivered by the Human Appeal family to change and save lives around the world.

There was an increase in institutional funding to £3.6 million from £1.7 million last year.

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 ongoing costs and rising costs of delivery, the impact of inflation worldwide and the ongoing cost-of-living crisis, all of which can have a negative impact on the charity.

Human Appeal continues to develop appropriate policies and robust systems to safeguard all stakeholders and ensure any risks are recognised, monitored, and mitigated.

Income in 2024 continued to grow from the previous year with an uplift from fundraising activities across the board and the growth of our partner offices in America and Canada. The continued review and assessment of strategies and the unlocking of our CRM system has contributed to our success. Any ongoing or future impact of external factors have been considered, and the anticipated effects have been built into our 2025 and 2026 budgets and forecasts.

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. A detailed review of expenditure budgets was conducted for the remainder of 2025 and 2026 to assess pressure on income and planned expenditure levels, taking into account global price rises. Moreover, we have started working towards our 5-year strategy plan to increase income, open new income generating offices and expand our reach to beneficiaries in need. New fundraising operations in Belgium and Canada have already been established in order to diversify income sources. Human Appeal is continuing to look at ways to diversify and reduce risk associated with income levels.

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 near future. Cash inflows have continued to grow in 2024 with increased reserves securing project pipeline for 2025 and beyond. The Board of Trustees is 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 Board of Trustees recognises 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 £500,000 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 fall 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 (including 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 2024, the charity had total reserves of £21m (2023: £14m), restricted reserves of £17.9m (2023: £12.5m) and unrestricted funds of £3.2m (2023: £1.5m). After allowing for fixed assets held as unrestricted funds, the charity had £1.5m free reserves at the balance sheet date (2023: -£1.2m).

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 6 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:

approved by the trustees and signed on their behalf by:

25th September 2025

Dr Kamil Omoteso
Chair of the Board of Trustees

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 2024 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 2024 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. 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.

26th September 2025

Jonathan Orchard (Senior statutory auditor)
for and on behalf of Sayer Vincent LLP,
Statutory Auditor

110 Golden Lane, LONDON, EC1Y 0TG

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 2024

(incorporating income and expenditure account)

	Note	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income					
Donations and legacies	2	15,876,590	70,539,094	**86,415,684**	54,377,619
Charitable activities	3	-	3,598,707	**3,598,707**	1,726,551
Other trading activities	4	182,206	-	**182,206**	69,894
Investments Income	5	49,700	-	**49,700**	43,732
Total income		16,108,496	74,137,801	**90,246,297**	**56,217,796**
Expenditure					
Raising funds	6	1,647,903	13,732,515	**15,380,418**	15,463,310
Charitable activities	7	2,060,076	60,895,272	**62,955,348**	33,425,250
Charitable capacity building	9	4,916,926	-	**4,916,926**	192,994
Total expenditure		8,624,905	74,627,787	**83,252,692**	**£49,081,504**
Net income/(expenditure)		7,483,591	(489,986)	**6,993,605**	7,136,292
Net (expenditure) / income for the year					
Transfers between funds		(5,810,000)	5,810,000	**-**	-
Net movement in funds for the year		1,673,591	5,320,014	**6,993,605**	**7,136,292**
Reconciliation of funds					
Total funds brought forward		1,530,660	12,539,872	**14,070,532**	6,934,240
Total funds carried forward		3,204,251	17,859,886	**21,064,137**	**14,070,532**

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 105–126 form part of these financial statements.

BALANCE SHEET AS AT 31 DECEMBER 2024

Company no. 08553893

	Note	£	2024 £	£	2023 £
Fixed assets					
Intangible assets	15		**223,808**		123,495
Tangible fixed assets	16		**2,017,458**		1,867,439
Investment properties	17		**665,000**		665,000
			2,906,266		**2,655,934**
Current assets					
Debtors	18	**1,959,975**		1,182,035	
Cash at bank and in hand	23	**25,918,441**		13,783,809	
		27,878,416		14,965,844	
Creditors: amounts falling due within one year	19	**(9,720,545)**		(3,551,246)	
Net current (liabilities)/assets			**18,157,871**		**11,414,598**
Total net assets			**21,064,137**		**14,070,532**
The funds of the Charity	20				
Unrestricted funds			**3,204,251**		1,530,660
Restricted funds			**17,859,886**		12,539,872
Total Charity funds			**21,064,137**		14,070,532

The financial statements were approved by the Board of Trustees on 25th September2025 and were signed on their behalf by:

Dr Kamil Omoteso
Chair of the Board of Trustees

STATEMENT OF CASH FLOWS AS AT 31 DECEMBER 2024

	Note	2024 £	2023 £
Net cash generated from operating activities	22	**12,298,114**	6,733,810
Cash flows from investment activities			
Bank interest received		**7,700**	1,732
Investment property rental income received		**42,000**	42,000
Purchase of tangible fixed assets		**(213,182)**	(233,026)
Proceeds from the sale of tangible fixed assets		**-**	144,586
Net cash (used in) / generated from investing activities		**(163,482)**	(44,708)
Increase/Decrease in cash and cash equivalents in the year		**12,134,632**	6,689,102
Cash and cash equivalents at the beginning of the year		**13,783,809**	7,094,707
Cash and cash equivalents at the end of the year		**25,918,441**	13,783,809

The notes on pages 105–126 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

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 30 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.

In light of the challenges presented in the financial review, assessments on long term cash flows and scenario planning have facilitated the charities ability to continue as a going concern. The impact of external factors has been considered and the anticipated effects have been built in to our budgets and forecasts taking into consideration worse-case scenarios.

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 4. 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.

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 10.

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 5 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 2024 was £Nil (2023: £Nil).

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 2024 £	Restricted funds 2024 £	Total Funds 2024 £
Donations	9,422,278	53,825,339	**63,247,617**
Gift and tax reclaimed	5,579,275	-	**5,579,275**
Donated goods and services	-	9,421,785	**9,421,785**
Donations from fundraising events	875,037	7,291,971	**8,167,008**
	15,876,590	70,539,095	**86,415,685**

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total Funds 2023 £
Donations	4,725,820	34,169,018	38,894,838
Gift and tax reclaimed	3,299,937	-	3,299,937
Donated goods and services	-	7,019,893	7,019,893
Donations from fundraising events	709,945	4,453,006	5,162,951
	8,735,701	45,641,918	54,377,619

3. Income from charitable activities

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total Funds 2024 £
Charitable activities	-	3,598,707	3,598,707

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total Funds 2023 £
Charitable activities	-	1,726,551	1,726,551

4. Other trading activities

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Ticket sales	182,206	-	**182,206**

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Ticket sales	69,894	-	**69,894**

5. Investment income

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Property rental income	42,000	-	**42,000**
Bank interest receivable	7,700	-	**7,700**
	49,700	-	**49,700**

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Property rental income	42,000	-	**42,000**
Bank interest receivable	1,732	-	**1,732**
	43,732	-	**43,732**

6. Costs of raising funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Fundraising costs	280,456	2,337,130	**2,617,586**
Publicity costs	656,272	5,468,933	**6,125,205**
Event costs	246,522	2,054,349	**2,300,871**
Fundraising staff costs	464,654	3,872,102	**4,336,756**
	1,647,904	13,732,514	**15,380,418**

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Fundraising costs	76,067	957,701	1,033,768
Publicity costs	500,586	6,302,483	6,803,069
Event costs	171,628	2,160,841	2,332,469
Fundraising staff costs	389,545	4,904,459	5,294,004
	1,137,826	14,325,484	15,463,310

7. Analysis of expenditure on charitable activities

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Education	-	665,514	**665,514**
Humanitarian response	-	3,022,152	**3,022,152**
Food security	-	16,665,033	**16,665,033**
Healthcare	-	4,628,634	**4,628,634**
Orphans and child welfare	-	15,167,904	**15,167,904**
Water, sanitation and hygiene	-	7,456,393	**7,456,393**
Country related expenditure	2,060,076	13,289,642	**15,349,718**
	2,060,076	60,895,272	**62,955,348**

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Education	-	584,919	584,919
Humanitarian response	-	3,196,756	3,196,756
Food security	-	14,936,899	14,936,899
Healthcare	-	1,335,633	1,335,633
Orphans and child welfare	-	6,722,238	6,722,238
Water, sanitation and hygiene	-	1,574,136	1,574,136
Country related expenditure	1,974,541	3,100,128	5,074,669
	1,974,541	31,450,709	33,425,250

8. Grants to institutions

	2024 £	2023 £
Al Ataa Charity Organization	48,106	73,296
Abdelshafi Community Health Association	-	14,032
Advanced Tech Company (Khamis Haboush Sons Co.)	-	40,519
Aid and Relief Association	-	269,800
Al Tawasol Forum Society (TFS)	253,841	25,395
Asian Resource Foundation (ARF)	58,210	10,000
Association Aide et Secours	709,119	461,908
Association of Grace for Development (AGD)	16,000	12,042
BASMA Foundation for Social Development	293,661	-
Beyaz Eller Yardimlasma Dernegi (White Hands)	1,176,176	-
Bayader for Environment & Development	-	44,194
Community Training Centre and Crisis Management	-	40,000
Cops Enterprises	-	46,709
Dhaka Ahsania Mission	115,811	96,099
Direct Aid	49,623	-
Gaza Culture and Development Group	-	176,327
Global Rahmah Foundation	1,357,868	30,000
Hayfa Charitable Medical Centre Association	-	74,362
Humanitarian Forum Yemen (HFY)	96,169	-
Humanitarian Organization Grain of Goodness (Kaliri E Miresis)	82,021	-
Insani Davet Dernegi (IDD)	48,519	-
International Charity Organisation	-	115,000
International Learning Movement	1,837,971	474,327
International Organization for Migration (UN Migration Agency IOM)	378,095	100,000
Islamic Medical Association	193,829	-
Islamic Welfare Association (ISWA) Lebanon	960,518	1,450,646
Islamic Zakat Society	-	1,307,715
Jordan Hashemite Charity Organization	10,318,447	400,871
Kalliri I Miresise (Spike of Goodness) Macedonia	14,641	33,851
Kaynd Brjdiz Com	700,490	-
Khayrat Al Noor	56	-
Kind Bridges	414,533	-
LAAG Foundation	3,940	-
MAP Germany	-	31,000
Medical Aid for Palestinians	-	14,395
Meryem Osmangule-UK1361336-Household	12,639	-
Muslim Foundation for Culture and Development (MFCD)	235,173	434,862
Novo Jibon - Bangladesh	-	79,957
Palestinian Farmers Union (PFU)	300,671	40,000
Palestinian Hydrology Group	-	72,581
Pos Keadilan Peduli Ummat Human Initiative	10,173	-
Quick Trade	-	53,843
READ Foundation	85,042	74,956
Rusk Trading and Bakery Manufacturing Company	2,701,557	213,337
The Development & Cooperation Association - DCA	153,928	-
The Islamic Community In Bosnia And Herzegovina	84,605	-
Tunisia Charity	40,868	31,779
Turkish Red Crescent Society	-	983,237
Union of Relief and Development Association (URDA)	477,599	140,668
Voluntary Association for Rural Development (VARD)	22,407	46,874
White Hands - (Beyaz Eller)	-	485,779
World Food Programme	395,190	-
Yemen Humanitarian Forum	-	80,690
Yeryuzu Kalkinma Dernegi	341,838	-
Youth Empowerment Centre	6,359	138,555
Zakat and Sadaqat Foundation	95,198	161,175
ZamZam Foundation	387,161	132,391
	24,478,051	8,513,171

9. Charitable capacity building

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Belgium	357,488		**357,488**
Canada	1,169,630	-	**1,169,630**
Spain	231,219		**231,219**
USA	2,556,933	-	**2,556,933**
WAQF Fund	601,657	-	**601,657**
	4,916,926	-	**4,916,926**

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Belgium	132,927	-	**132,927**
Canada	39,117	-	**39,117**
Ireland	16,003	-	**16,003**
USA	4,897	-	**4,897**
	192,944	-	**192,944**

10. Analysis of support costs

	Total funds 2024 £	Total funds 2023 £
Costs of raising funds	**1,056,928**	1,465,933
Charitable activities	**1,774,702**	135,317
Other expenditure including capacity building	**317,187**	484,886
	3,148,817	2,086,136

Support costs by type

	2024 £	2023 £
Staff costs	**2,120,123**	1,628,489
Depreciation and amortisation	**49,847**	200,160
Other	**978,847**	257,487
	3,148,817	2,086,136

Governance costs

Included within support costs are governance costs as follows:

	2024 £	2023 £
Auditor's remuneration	69,296	72,453
Audit fees to previous auditors in respect prior year financial statements	-	-
Non-statutory auditor fees	-	-
Audit fees in respect of the overseas branches	41,893	18,787
Legal and professional other fees	950,809	516,084
	1,061,998	606,320

11. Net income/ (expenditure)

The net income is stated after charging:

	2024 £	2023 £
Depreciation of tangible fixed assets:		
- owned by the Charity	**54,517**	108,896
Amortisation of intangible assets	**(82,884)**	91,264
Operating lease rentals	**130,000**	130,000
	101,633	330,160

12. Auditor's remuneration

	2024 £	2023 £
Fees payable to the Charity's auditor and its associates for the audit of the financial statements (excluding VAT)	**56,100**	53,500
	-	1,450
Fees payable to the Charity's auditor and its associates in respect of all other services (excluding VAT)	**41,893**	17,783
Fees payable to country office auditors for the audits of the financial statements		
Fees payable to the Charity's auditors for the audit of the financial statements	**97,993**	72,733

13. Staff costs

Staff costs were as follows:	2024 £	2023 £
Wages and salaries	**8,209,496**	6,534,535
Social security costs	**634,709**	459,987
Other pension costs	**129,182**	115,394
	8,973,387	7,109,916

The above staff costs include termination payments of £nil (2023: £nil) made during the year.

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

	2024 No.	2023 No.
	771	614

The number of higher paid employees was:

	2024 No.	2023 No.
In the band £60,001 - £70,000	**9**	-
In the band £70,001 - £80,000	**6**	3
In the band £80,001 - £90,000	2	2
In the band £90,001 - £100,000	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 increased to £1,254,354 (2023: £523,469) due to expansion in the leadership team.

14. Trustees' remuneration

No Trustees received any remuneration during the financial year (2023: £Nil). No Trustees received any benefits in kind (2023: £Nil). Trustees received reimbursement of expenses of £70 (2023: £428) during the year.

15. Intangible assets

	Software £
Cost	
At 1 January 2024	552,548
Additions	17,722
Disposals	-
Foreign exchange movement	(296)
At 31 December 2024	569,977
Amortisation	
At 1 January 2024	429,053
Charge for the year	(82,895)
Disposals	-
Foreign exchange movement	11
At 31 December 2024	346,169
Net book value	
At 31 December 2024	223,808
At 31 December 2023	123,495

The intangible assets, which comprise software, are amortised over a period of 5 years.

16. Tangible fixed assets

	Freehold property £	Fixtures, fittings and equipment £	Motor vehicles £	Total £
Cost				
At 1 January 2024	1,410,081	1,444,226	105,961	2,960,268
Additions	18,092	149,756	27,612	195,460
Disposals	-	-	-	-
Foreign exchange movement	1,786	5,792	1,499	9,077
At 31 December 2024	**1,429,960**	**1,599,774**	**135,072**	**3,164,806**
Depreciation				
At 1 January 2024	160,603	874,687	57,539	1,092,829
Charge for the year	(9,576)	31,048	32,397	53,869
Disposals	-	-	-	-
Foreign exchange movement	543	3,518	(3,413)	648
At 31 December 2024	**151,570**	**909,254**	**86,524**	**1,147,348**
Net book value				
At 31 December 2024	**1,278,390**	**690,520**	**48,548**	**2,017,458**
At 31 December 2023	**1,249,478**	**569,539**	**48,422**	**1,867,439**

All of the above assets are used for charitable purposes.

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

17. Investment properties

	2024 £	2023 £
Investment properties at market value	**665,000**	665,000

All the fixed asset investments are held in the UK and are held at market value.

18. Debtors

	2024 £	2023 £
Other debtors	**675,124**	1,177,045
Stock	**749**	749
Prepayments and accrued income	**1,284,103**	4,241
	1,959,976	1,182,035

19. Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	1,740,321	1,274,579
Other taxation and social security	154,965	288,381
Other creditors	4,995,671	816,369
Accruals and deferred income	2,829,588	1,171,917
	9,720,545	3,551,246

20. Statement of funds

	At 1 January 2024	Income	Expenditure	Transfers in / (out)	At 31 December 2024
	£	£	£	£	£
Unrestricted funds					
General funds	**1,530,660**	**27,780,937**	**(20,297,345)**	**(5,810,000)**	**3,204,252**
Restricted funds					
Education	267,094	397,536	(665,514)	10,000	9,116
Humanitarian response	1,771,497	18,280,607	(13,022,152)	-	7,029,952
Food security	4,723,459	2,725,610	(6,665,033)	-	784,036
Healthcare	43,069	2,802,521	(4,628,634)	1,800,000	16,956
Orphans and child welfare	674,051	13,098,572	(15,167,904)	1,500,000	104,720
Water sanitation and hygiene	1,329,657	7,406,835	(7,456,393)	-	1,280,099
Other*	3,731,045	17,753,679	(15,349,717)	2,500,000	8,635,007
	12,539,872	**62,465,360**	**(62,955,347)**	**5,810,000**	**17,859,885**
Total of funds	**14,070,532**	**90,246,297**	**(83,252,692)**	**-**	**21,064,137**

	At 1 January 2023	Income	Expenditure	Transfers in / (out)	At 31 December 2023
	£	£	£	£	£
Unrestricted funds					
General funds	**1,105,706**	**8,849,327**	**(3,305,311)**	**(5,119,062)**	**1,530,660**
Restricted funds					-
Education	307,725	4,370	(587,301)	542,300	267,094
Humanitarian response	360,591	12,977,566	(11,612,240)	45,580	1,771,497
Food security	2,681,528	19,851,711	(18,431,851)	622,071	4,723,459
Healthcare	53,011	1,028,264	(1,354,804)	316,598	43,069
Orphans and child welfare	639,709	7,509,867	(8,194,688)	719,163	674,051
Water sanitation and hygiene	1,022,351	1,405,914	(1,732,624)	634,016	1,329,657
Other *	763,619	4,590,777	(3,862,685)	2,239,334	3,731,045
	5,828,534	**47,368,469**	**(45,776,193)**	**5,119,062**	**12,539,872**
					-
Total of funds	**6,934,240**	**56,217,796**	**(49,081,504)**	**-**	**14,070,532**

** Funds that have been restricted to specific countries but not any particular theme.*

21. Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Intangible assets	223,808	-	223,808
Tangible fixed assets	1,700,122	317,336	2,017,458
Investment properties	665,000	-	665,000
Net current assets / (liabilities)	615,321	17,542,550	18,157,871
	3,204,251	**17,859,886**	**21,064,137**

	Unrestricted Funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Intangible assets	123,495	-	123,495
Tangible fixed assets	1,570,530	296,909	1,867,439
Investment properties	665,000	-	665,000
Net current assets / (liabilities)	(828,365)	12,242,963	11,414,598
	1,530,660	**12,539,872**	**14,070,532**

22. Reconciliation of net movement in funds to cash flow from operating activities

	2024 £	2023 £
Net income/(expenditure) for the year	**6,993,605**	7,136,292
Adjustment for:		
Depreciation and amortisation charges	(28,367)	200,160
FX valuation movement tangible fixed assets	(8,783)	-
Dividends, interest and rents from investment properties	(49,700)	(43,732)
(Increase) / decrease in debtors	(777,940)	(187,652)
Increase / (decrease) in creditors	6,169,299	(371,258)
Net cash generated from/(used in) operating activities	**12,298,114**	**6,733,810**

23. Analysis of cash and cash equivalents

	2024 £	2023 £
Cash at bank and in hand	**25,918,441**	13,783,809

24. Analysis of prior year statement of financial activities

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Income			
Donations and legacies	8,735,701	45,641,918	**54,377,619**
Charitable activities	-	1,726,551	**1,726,551**
Other trading activities	69,894	-	**69,894**
Investments Income	43,732	-	**43,732**
Total income	8,849,327	47,368,469	**56,217,796**
Expenditure			
Raising funds	1,137,826	14,325,484	**15,463,310**
Charitable activities	1,974,541	31,450,709	**33,425,250**
Charitable capacity building	192,944	-	**192,944**
Total expenditure	3,305,311	45,776,193	**49,081,504**
Net income/(expenditure)	5,544,016	1,592,276	**7,136,292**
Transfers between funds	(5,119,062)	5,119,062	**-**
Net movement in funds for the year	424,954	6,711,338	**7,136,292**
Reconciliation of funds			
Total funds brought forward	1,105,706	5,828,534	**6,934,240**
Total funds carried forward	1,530,660	12,539,872	**14,070,532**

25. 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 £129,182 (2023: £115,394).

26. Operating lease commitments

At 31 December 2024, the Charity had future minimum lease payments due under non-cancellable operating leases as follows:

	2024 £	2023 £
Not later than one year	105,333	130,000
Later than one year and not later than five years	10,500	115,833
After more than five years	-	-
	115,833	**245,833**

27. Related party transactions

Donations from Trustees totalling £1,909 (2023: £1,559) were received during the year.

The Emerging Markets Director in the year, Hameed Al-Asaly, is the son-in-law of Mr. Mohamad Yousef who was a member of the board of trustees until 1 May 2024. Mr. Al-Asaly was paid £27,295 in the period January–April 2024 (2023: £85,001 for the whole year) 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.

28. Subsidiaries

Human Appeal established a subsidiary, The WAQF Fund (company number 14790001; charity number 1208651), a company incorporated by guarantee, in April 2023. It was registered with the charity commission in April 2024. In the year to 31st December 2024 investment grants totalling £601,657 were paid (2023: none). The Waqf Fund has not been consolidated into the Human Appeal accounts as activities within the subsidiary during the reporting period were not material to the group.

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Charity Registration Number: 1154288 (England & Wales SC046481 (Scotland) | Company Registration Number: 08553893

HUMAN APPEAL

England & Wales - Charity number 1154288

Accounts

ANNUAL REPORT & FINANCIAL STATEMENTS 2023

HUMAN APPEAL

Charity Registration Number: 1154288 (England & Wales SC046481 (Scotland) | Company Registration Number: 08553893

HERE FOR EVERY HUMAN. AND HERE FOR AS LONG AS IT TAKES.

IN MEMORY OF

We dedicate this report to the Human Appeal staff and volunteers who lost their lives over the past year. As their colleagues, we will remember them, and the impact they made on the lives of the most vulnerable will continue to live on. Our deepest condolences go to their families, friends, and colleagues.

CONTENTS

04 Our Year in Numbers

06 Corporate directory

08 Welcome from the Chair

10 A message from our CEO

14 Global Programmes Strategy 2023

15 Our Priority Sectors

16 Our Reach

18 Our Impacet Around the World

24 Our Flagship Projects

30 Orphan Sponsorship

34 Sustainable Development through Special Requests

38 Seasonal Campaigns

42 Institutional Funding and Partnership

48 Middle East Department

50 Global Corporate Relations

52 Community Fundraising

56 Communications

60 Public Relations, Research & Advocacy

62 Volunteering Programme

64 People and Culture

66 Carbon and Energy Reporting

68 Principal Risks and Uncertainties

70 Major Risks

76 Structure, Governance, and Management

80 Financial Review

81 Trustees' Assessment of Going Concern

82 Statement of Reserves

84 Independent Auditor's Repot to the Members of Human Appeal

88 Statement of Financial Activities for the Year Ended 31 December 2023

89 Balance Sheet as at 31 December 2023

90 Statement of Cash Flows as at 31 December 2023

91 Notes to the Financial Statements for the Year Ended 31 December 2023

OUR YEAR IN NUMBERS

2023 was marred by floods, earthquakes and deepening and new conflicts. Our supporters allowed us to sustain and support 4,366,480 of the world's most at-risk and vulnerable people through emergency, development, and seasonal projects, including:

28

COUNTRIES WORKED IN WORLDWIDE

7

HUMANITARIAN EMERGENCIES RESPONDED TO

14

GLOBAL INSTITUTIONAL PARTNERSHIPS

21,592

ORPHANS SPONSORED

862,695

PEOPLE SUPPORTED DURING RAMADAN, EID AL-ADHA AND WINTER

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 retired from the Board of Trustees on 1st May 2024

Mr. Omar Mashjari

Dr. Kenneth Baldwin

Executive directors:

Chief Executive Officer:
Dr. Mohamed Ashmawey

Deputy CEO:
Owais Khan

Interim People and Culture Director:
Pulvisha Raja

Programmes Director:
Mehdi Benmrad

Fund Development Director:
Zaheer Khan

Emerging Markets Director:
Hameed Al-Asaly

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, 110 Golden Lane,
London, EC1Y 0TG

WELCOME FROM OUR CHAIR

Dr Kamil Zakariyya Omoteso

2023 was one of the most challenging years in Human Appeal's 32-year history. Thanks to the generosity of the public and our partnerships, we were at the forefront of emergency responses in seven countries. We responded to earthquakes in Türkiye, Syria, Afghanistan, and Morocco, and severe flooding in Libya, which brought immense suffering as people lost family members, friends, communities, and livelihoods. The unprecedented violence in Gaza and Sudan created catastrophic humanitarian emergencies, putting our courageous staff in danger. The hunger crisis in Africa continued, with millions at risk of starvation and disease across Kenya, Nigeria, Ethiopia, and Somalia. In the UK, extreme weather exacerbated by climate change has devastated homes and businesses. The rising cost of living in the UK has put acute strain on us all, but particularly the most vulnerable, and has placed additional strain on public services during the national recession.

The response of teams across Human Appeal has been extraordinary. Staff worked together to launch appeals within 24 hours of disasters, swiftly responding to back-to-back emergencies, raising funds, and tailoring support to each situation. Human Appeal's approach adapted from short-term to longer-term support, ensuring we remain by each community's side for as long as needed.

Amid numerous crises, which were compounded by climate change and rising costs, global progress towards the Sustainable Development Goals (SDGs) for 2030 has regrettably faltered. But as an organisation, Human Appeal is more committed than ever to making the world more equal, kind and just.

As part of our Road to 10 Million Beneficiaries by 2030, we have launched the development of a new Global Strategy. Our ambitious goal is to raise £200 million, enabling us to support 10 million people with emergency relief, poverty alleviation, and advocacy initiatives. This strategy not only addresses the immediate needs and root causes of suffering but also strengthens our internal systems, culture, and values. Our dedicated staff, volunteers, donors, and partners are at the heart of driving these efforts.

In a challenging fundraising environment, our annual income rose to £56 million, allowing us to invest more than ever into essential programming. I am delighted to report that in 2023 we saved and transformed 4,366,480 lives.

We faced financial challenges this year, as rising costs affected our service delivery expenses. However, we worked hard to reduce costs and will continue to strive for efficiency to maximise our impact in all that we do.

As we look ahead to 2024, our mission remains clear: to deliver relief, empower communities to self-reliance, and to help as many as we can efficiently and effectively. With the support of our donors and the Human Appeal family, we are committed to building a future free from poverty and suffering. These achievements would not have been possible without the dedication of our team. I hope you will continue to support us as we work towards a safe and fair world for everyone, everywhere.

On behalf of the Board of Trustees, thank you for your kindness and humanity during these uniquely challenging times. The world needs us now more than ever. With your support, we will continue to offer hope to those in crisis. By the grace of Allah (God) Almighty, our work is helping save and transform millions of lives.

Dr Kamil Omoteso
Chair of the Board of Trustees

A MESSAGE FROM OUR CEO

Dr Mohamed Ashmawey

In 2023, we witnessed an increasingly unstable world, marked by conflicts in Gaza, Sudan, and Congo, which inflicted devastation on millions of people and livelihoods. The year was characterised by volatility, with multiple crises impacting communities globally. Children and families faced the shocks of devastating earthquakes in Türkiye, Syria, Morocco, and Afghanistan, and catastrophic floods in Libya. The number of refugees worldwide reached unprecedented levels, while climate change led to the worst drought in 40 years, leaving over 20 million people in East Africa facing severe hunger.

Since 1991, Human Appeal has been among the first to respond when disaster strikes, and our work in 2023 is a testament to this. Our supporters, staff, and volunteers demonstrated unwavering dedication, enabling us to reach more people in crisis across multiple crises.

In response to the devastating earthquakes in Türkiye and northwest Syria, which deeply moved me during my visit to Türkiye in December, Human Appeal acted swiftly to provide emergency kits, construct container homes equipped with all necessities for displaced families, and build **1,000** newly constructed brick homes. Within just over **100** hours of the initial tremors, these homes in Al Zohoor—our newly established town near Idlib, Syria—emerged as a ray of hope for those who had lost everything.

We took pride in being the first international humanitarian organisation to offer long-term housing to those affected by this disaster. These modern flats are connected to electricity and running water and underscore our commitment to alleviating suffering with sustainable solutions. Building on over a decade of dedication to the area, Al Zohoor follows the success of a similar housing project that supported **272** families, as well as our Al Imaan maternal hospital and mobile clinics. We're continuing this success by establishing a health centre in Al Zohoor and a third village, Al Yasameen, to house **1,500** people.

In September 2023, I visited disaster-hit communities in Morocco following a devastating earthquake and witnessed the immense scale of the challenges first hand. The crisis continues to profoundly impact countless lives. Human Appeal was among the first organisations on the ground and remains actively involved in the recovery efforts. We have provided container homes equipped with essential amenities and delivered vital medical supplies, electricity, and support throughout Ramadan, winter, and the Qurbani season.

In response to Afghanistan's devastating earthquake in October 2023, we distributed winter kits, deployed mobile clinics to various villages, and provided food, hygiene kits, and shelter.

The latter part of the year was overshadowed by the conflict in Gaza and the West Bank. Despite incredible hardship and unbearable loss, Human Appeal's local team in Gaza has worked tirelessly since October 9, ensuring that aid reaches those in need. Our efforts have assisted over **2.3 million** people so far, including over **370,000** in 2023, providing nutritious food parcels, hygiene kits, clean water, fire-resistant and waterproof shelters, and medical supplies. Our desalination plant in Rafah provided a sustainable source of clean water, producing **52,000** litres per hour. Gaza remains an urgent humanitarian focus for us in 2024.

This year marked a significant milestone for Human Appeal as we celebrated 16 years of transformative work in Pakistan and embarked on a new partnership with UNICEF to tackle malnutrition. Our commitment to Pakistan has grown immensely, particularly in response to the catastrophic floods of 2022.

In July, a delegation from Human Appeal had the privilege of visiting the headquarters of the Islamic Development Bank (IsDB) in Jeddah, Saudi Arabia, where we forged a partnership to boost Somalia's eye health system capacity to fight avoidable blindness.

Towards the end of the year, we were honoured to welcome Senegalese football legend Papiss Cissé to our Manchester headquarters, in partnership with our new Senegal office. He shared his deep passion for Senegal and the inspiring role that charity work plays in his life, pledging to support new sustainable development projects in his home community alongside Human Appeal.

Amidst the cost of living crisis, the UK witnessed a troubling rise in homelessness in 2023, prompting the return of our 8th annual award-winning winter coat donation drive. Our Wrap Up campaign was our largest ever, collecting **20,908** coats across **7** cities for homeless people.

This year, our supporters have enhanced the lives of over **4 million** people by providing access to life-changing support such as food, healthcare, quality education, safe water, sanitation, and opportunities for livelihood and skills development. This includes **2.3 million** people we've helped through urgent emergency relief.

In all my years serving as a brother to the ummah and striving to be a true humanitarian, I have never encountered a more tumultuous time. Yet, I have never felt more proud to be part of the Human Appeal family, where every member has stepped forward to contribute their part in this critical effort.

We acknowledge with deep gratitude the risks our colleagues face in some of the world's most perilous regions. Our hearts are heavy as we remember those who have courageously dedicated themselves to defending the rights of the vulnerable, often at great personal sacrifice.

Looking ahead, we recognise that we live in a world where multiple crises demand our immediate attention. We must remain agile, constantly reprioritising our efforts to ensure our resources are effectively deployed where they are most needed.

The pressures have never been greater, but so too is our determination to evolve as an organisation, ensuring our people thrive despite adversity.

Thanks to our generous supporters, we were able to be there for every person in need. We are pleased to share the 2023 Annual Report and offer a heartfelt thank you to all who have made these incredible achievements possible. With your continued support, we aim to further increase our impact in the year ahead, reaching every human in need. Jazakallah khair.

Dr Mohamed Ashmawey
Chief Executive, Human Appeal

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 disasters 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 2023, we continued to deliver projects under four broad thematic areas:

Humanitarian relief

Seasonal programmes

Sustainable development

Child welfare

GLOBAL PROGRAMMES STRATEGY 2023

Throughout 2023, 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 of humanitarian action

OUR PRIORITY SECTORS

FOOD SECURITY

We enhance food security through sustainable agriculture, strengthening supply-chain 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.

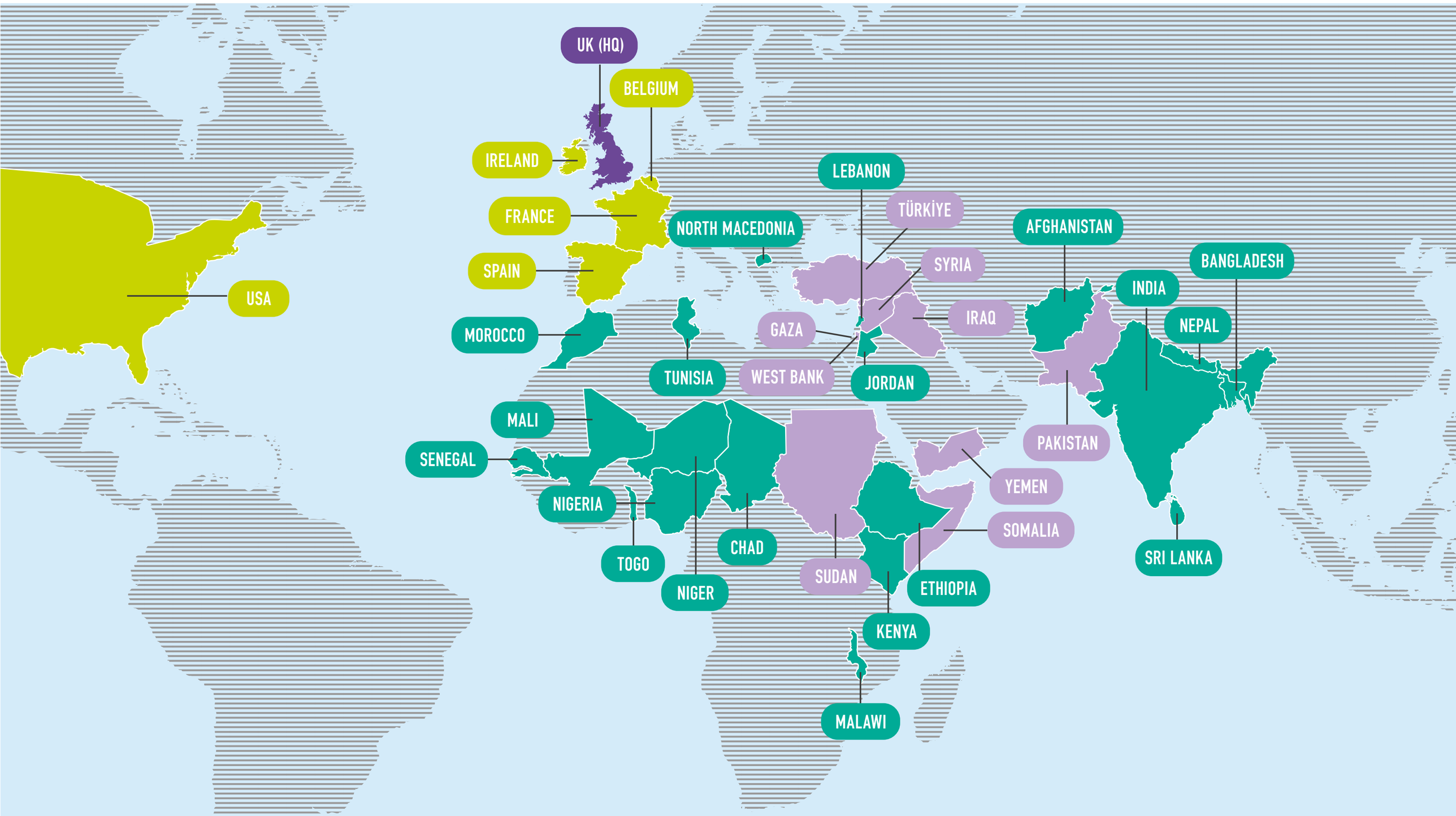
CROSS-CUTTING THEMES

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:

- Gender equality
- Environment and climate change
- Inclusion
- Protection
- Value for money

OUR REACH

HEADQUARTERS
PARTNER OFFICES
COUNTRY OFFICES
LOCAL PARTNERS



OUR IMPACT AROUND THE WORLD

AFGHANISTAN

28,902 people helped

Including over 19,000 people helped after the devastating earthquake.

BANGLADESH

70,393 people helped

Including 55,321 people supported through special requests, such as wells and livelihood training.

CHAD

1,890 people helped

Our work focused on Ramadan projects.

ETHIOPIA

554 people helped

Our work focused on Qurbani projects.

INDIA

377,190 people helped

We focused on providing Qurbani meat to vulnerable families.

JORDAN

12 people helped

We started working here this year, expanding our honeybee project to support farmers in Jordan.

MOROCCO

28,024 people helped

In Morocco, we supported people affected by the earthquake and we provided food parcels during Ramadan to vulnerable families.

IRAQ

7,379 people helped

Our work in Iraq focused on protection and livelihood projects, Ramadan, and Qurbani.

MALI

1,890 people helped

Our work focused on Ramadan projects.

MALAWI

50,281 people helped

Our work in Malawi focused on Qurbani and Feed the Fasting projects.

LEBANON

92,289 people helped

Our work in Lebanon included Qurbani and Ramadan projects, as well as food security, emergency support, winter supplies and hygiene items.

KENYA

4,050 people helped

Our work was split between Qurbani and development projects to make communities resilient to drought.

NEPAL

40,202 people helped

In Nepal, we focused on Ramadan and Qurbani projects as well as a water well project.

NIGER

2,058 people helped

In Niger, our work was focused on providing nutritious iftars during Ramadan.

PALESTINE

772,215 people helped

Palestine was a major focus in 2023; we provided emergency aid in Gaza as well as iftars, Qurbani meat, orphan sponsorship, and development projects such as planting olive trees and our desalination plant in Gaza, which has continued to provide water during the ongoing attacks. We also provided sanitation facilities at schools, psychosocial support for children, and ambulance support in Jerusalem.

SOMALIA

30,687 people helped

In Somalia, we supported orphans, provided Qurbani and Ramadan iftars, supported families displaced by conflict and drought, maternal health, eyecare and cataract surgery, and clean water trucking.

NIGERIA

18,849 people helped

In Nigeria, we focused on Ramadan and Qurbani projects as well as a sustainable clean water project.

NORTH MACEDONIA

22 people helped

We recently began working in North Macedonia, expanding our orphan sponsorship programme here.

PAKISTAN

1,535,095 people helped

Pakistan is one of our key regional hubs, where we have a regional office and 5 local field offices. In 2023, we ran Qurbani, winter, and Ramadan projects as well as emergency support for flood victims, orphan sponsorship, livelihood support, wells, and long-term development projects such as flood-resistant homes.

TOGO

4,500 people helped

In Togo, we focused on building 9 wells to provide clean water to thousands of people.

SUDAN

21,331 people helped

Our work in Sudan centred on supporting people affected by the conflict and Ramadan iftars.

SRI LANKA

812 people helped

Our work in Sri Lanka focused on supporting orphans.

SENEGAL

30,080 people helped

In Senegal, we focused on Ramadan and Qurbani projects.

YEMEN

206,549 people helped

In Yemen, in addition to orphan sponsorship, Ramadan projects, and Qurbani, we also supported displaced families and we rehabilitated schools, provided medical equipment and medicine, combated cholera, and provided winter support.

TÜRKİYE

47,908 people helped

In Türkiye, we supported survivors of the earthquake, orphans, and provided sponsorship and support for refugees, including university students.

TUNISIA

1,621 people helped

In Tunisia, our work focused on providing Qurbani meat, Ramadan food parcels, and orphan sponsorship.

UNITED KINGDOM

43,280 people helped

Our work in the UK centred on our Wrap Up winter coat drive, community clean ups, supporting BAME men's mental health, as well as Qurbani and Ramadan projects.

SYRIA

1,039,115 people helped

One of our key operational countries, we supported people affected by the earthquake, as well as providing ongoing healthcare through Al Imaan Hospital, Qurbani, and Ramdan iftars.

OUR FLAGSHIP PROJECTS

SYRIA HOMES

Having already completed our first town housing displaced families in apartments, in 2023, we completed construction on a second town and began construction on a third, which collectively will help **12,500** people once complete. In 2023 we continued to support the residents of the completed towns by establishing drinking water networks and schools. Each brick and steel home features a modern design, built to maximise privacy and comfort for families with two bedrooms, a kitchen, a lavatory, and a foyer.

FLAGSHIP PROJECT

VILLAGE TRANSFORMATION IN PAKISTAN

Our village transformation project in Tharparkar supports communities hit by drought with a multi-pronged approach, meeting their needs across several sectors, empowering villages to be resilient to the effects of climate change. This project provided solar-powered street lights, toilets, pairs of goats for milk production and profit, livestock management, and kitchen gardening training and tools. Since inception in 2021, we've transformed **66** villages, including **9** villages in 2023, supporting **9,900** people.

FLAGSHIP PROJECT

THE WAR ON GAZA

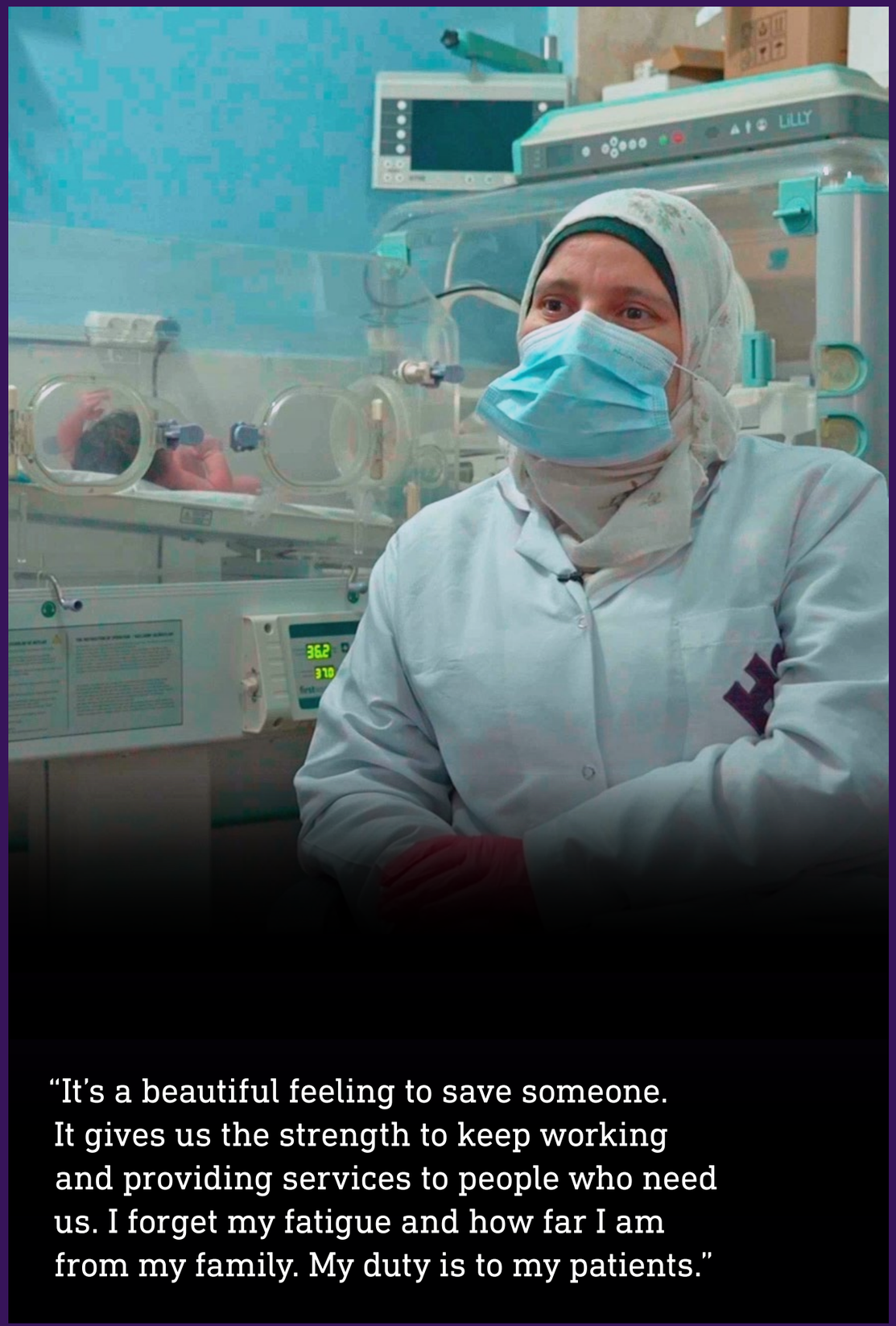
Since October 9, our Palestine team has worked every single day to support people affected by the bombing, displacement, starvation, and dehydration in Gaza. Between October and December, wesupported a total of **371,780** people through food parcels, hygiene kits,shelter, clean water, and medical supplies.

AL IMAAN HOSPITAL IN SYRIA

Supporting around **6,000** people per month, Al Imaan is the only hospital of its kind in the area, providing support to mothers, newborns, children and people with sickness or malnutrition. It also has ambulances and two mobile clinics that help to support the local residents within their own communities.

MOBILE CLINIC AND CAPACITY BUILDING IN SOMALIA

For six months, we supported a mobile clinic in Bardere in the Gedo region of Somalia, helping people displaced by floods and at risk of flooding during El Niño. We supported a total of **22,000** people and not only provided medicines and treatment, but also boosted local capacity by training health workers at three health centres, provided health awareness and education to the local community and improved staff capacity to address mental health issues with a focus on conflict and displacement.



"It's a beautiful feeling to save someone. It gives us the strength to keep working and providing services to people who need us. I forget my fatigue and how far I am from my family. My duty is to my patients."

AL IMAAN – A LIFELINE FOR PREGNANT WOMEN

Asmaa is a nurse working in the maternal department of Al Imaan Hospital in northern Syria. Here she shares the importance of this lifeline to the community:

"I've been a nurse for 18 years and I've been at Al Imaan since it opened in 2016. We provide many services including assisting with labour, caesarean sections, hysterectomies and treatment for fibroids, as well as monitoring pregnancy and providing medication to pregnant women.

"When a pregnant woman comes in we perform all the necessary tests. We monitor her, help to raise awareness about vitamins, and tell her about the importance of following up each month. Most women we see live in extreme poverty so we provide vitamins. Anyone with a special case such as high blood pressure gets referred to a specialist doctor.

"There are a lot of women who talk to me about their problems. I let them cry and it helps to relieve their stress. The women we help aren't able to go to private hospitals because they're so expensive.

"One time a pregnant woman came to the hospital while in labour. As I was taking her information she fell to the ground and started shaking. She had high blood pressure so we accommodated and helped her and she was able to give birth naturally. Now she's pregnant again and says she'd never deliver anywhere else because of how we saved her.

"It's a beautiful feeling to save someone. It gives us the strength to keep working and providing services to people who need us. I forget my fatigue and how far I am from my family. My duty is to my patients."

ORPHAN SPONSORSHIP

IN 2023, HUMAN APPEAL SPONSORED 21,592 ORPHANS ACROSS 13 COUNTRIES

2023 saw the critical needs of orphans not only persisting but escalating in an increasingly challenging operational environment. Orphaned children are among the most vulnerable populations affected by crises such as conflict, climate disaster, and economic crisis. For children across the globe, 2023 was a year fraught with challenges and crises. Millions of orphans suffered the consequences of floods, storms, and droughts. They struggled to access essential services amidst violent conflicts, or continued to feel the social, emotional,and economic impact of being withouta parent and breadwinner.

The ongoing wars in Ukraine, Syria, and Palestine; earthquakes in Türkiye, Morocco, and Afghanistan; and the flood in Libya have devastated unaccompanied minors. Each day more children are orphaned and at risk of death, abuse, harassment, and starvation, particularly in situations of instability and displacement.Furthermore, children's access to healthcare services, basic food and shelter needs are also restricted.

THE ORPHAN SPONSORSHIP PROGRAMME

In 2023, our supporters sponsored **21,592** orphans across **13** countries: Iraq, Lebanon, Morocco, Nigeria, North Macedonia, Pakistan, Palestine, Somalia, Sri Lanka, Syria, Türkiye, Tunisia, and Yemen.

With **73** safeguarding and child welfare officers across the globe, protection is at the forefront of our orphan programme. Additionally, our Global Safeguard Advisor, based in Pakistan, provides ongoing training to all International Field Officers to further protect children.

By donating annually or monthly, our supporters provide orphaned children with their essential needs, such as rent, food, clothes, healthcare, and school supplies. We firmly believe that education is not only a right but also key to ensuring a better future, which is why we also stipulate that all sponsored children must be enrolled in school, unless they have a disability that makes it too difficult to attend. Overall, sponsorship money plays a crucial role in providing orphaned children with the resources and support they need to grow up in a healthy way, better protected, educated, and empowered to break the cycle of poverty.

DEVELOPMENTS IN 2023

We expanded our programme to support orphans in Morocco and we committed to providing two reports to sponsors annually, which involves two field visits for each orphan every year – we're the only charity of our kind to do this. This has enabled us to improve feedback to our donors, while also improving the quality of the reports too.

We hired more orphan welfare staff to ensure that each staff member has pre-established orphans under their purview, with 360 orphans per staff member.

We increased the number of child welfare officers by around 16% - from**63** in 2022 to **73** in 2023.

LOOKING TOWARD THE FUTURE

As we move into 2024 and beyond, our goal is to further expand the Orphan Sponsorship Programme. We'll be expanding into new countries – and we have already begun to put into action our programme in Senegal. This expansion will allow us to help even more children in upcoming years.

HOW ORPHAN SPONSORSHIP IS MAKING SANA'S DREAMS COME TRUE

Even as a child, Sana dreamed of becoming a doctor. *"[My father] used to say he would help me to become a doctor and that I would go to medical school... My father had the same wish for me.*

"I was seven years old when my father passed away. He used to work in an airport and he died from a heart attack. No one supported us, I couldn't afford the school fees.

"I could not believe it when the university accepted me. I had a dream of becoming a doctor, and my dream is coming true."

"When I came back to my hometown, someone told us about Human Appeal and their orphan support. This charity supported us a lot, ever since I was eight. Our classmates never knew we were orphans. We had everything we needed, including stationery and uniforms. Our school fees were always paid on time."

A generous sponsor supported Sana throughout her childhood, and continues to provide her sponsorship today.

"Today, I'm a third year medical student at a university in China. I'm so far away from my family, but I'm working hard and studying so that I can return home successful.

"Life is busy here, we have classes all day long. From eight in the morning to five or six in the evening, sometimes even until 9 p.m. but it is going well and I'm enjoying it. I like to study. After my residency placement, I want to return home. Inshallah, I will open a hospital there. I wasn't to help the poor who can't afford to get healthcare. I'll treat them for free.

"I could not believe it when the university accepted me. I had a dream of becoming a doctor, and my dream is coming true."

Our sponsorship programme gives orphans the opportunities that all children deserve, the security and safety to build brighter futures. Our sponsors generously give each month to help children who have lost their father or both parents to grow into thriving, passionate young adults like Sana.

SUSTAINABLE DEVELOPMENT THROUGH SPECIAL REQUESTS

Human Appeal's Special Requests programs empower compassionate donors to extend a lifeline to vulnerable individuals, families, or communities by making one-time charitable donations.

These initiatives represent a beautiful expression of ongoing Islamic charity, known as Sadaqah Jariyah, which continues to yield benefits for those in need and offers donors an enduring source of reward.

These thoughtful contributions provide long-term assistance, such as olive trees, vital farming supplies, or much-needed deep water wells. Regardless of the project type, they share the essential qualities of practicality, sustainability, and the potential to create lasting positive change. Moreover, by actively contributing to the UN's Sustainable Development Goals, these programs play a crucial role in fostering progress and enhancing the quality of life for communities worldwide.

In 2023, we were able to support **1,276,803** people across six countries. These are a few of the projects we're most proud of:

In 2022, WE SUPPORTED 1,276,803 PEOPLE THROUGH SPECIAL REQUESTS.

DEEP WATER WELLS AND SOLAR-POWERED UNITS

Beyond the immediate absence of clean drinking water, the struggle to access clean water takes a heavy toll on communities. It disrupts the very foundation of their livelihoods, making it difficult to grow crops, nourish livestock, maintain sanitation, stay hydrated, and wash food for cooking. In the poorest regions of Pakistan, Nepal, and Bangladesh, getting access to uncontaminated water is a daily challenge.

In 2023, we installed **459** deep water wells in Bangladesh, **260** in Nepal and **308** in Pakistan, which in total benefitted over **260,247** people. We ensure all wells are structurally sound, and our engineers thoroughly test the water for safety and quality. These wells not only provide life-sustaining water but lead to healthier communities and increased economic stability.

We also installed **10** solar-powered reverse osmosis units in Pakistan to support **6,019** people.

WHEELCHAIRS

For people with disabilities in low-income communities, a lack of mobility options directly impacts their independence and ability to contribute to society. In 2023 we provided wheelchairs to **18** people in Pakistan. This small gift has a lasting impact on the dignity and self-reliance of those living with disabilities.

PAIR OF MILKING GOATS

In 2023, Human Appeal donors helped us provide **8** pairs of milking goats to low-income families across **2** villages in Pakistan. These goats help to provide protein-rich milk to families that may be struggling from food scarcity, with extra milk being sold for additional income.

KITCHEN GARDENING

To help improve food security in Tharparkar, Pakistan, we provided **165** rural families in Pakistan with climate-smart agriculture support (seeds, tools, and on-farm training). These would be used to grow produce on underutilised land near their homes for personal consumption and to sell locally – providing an additional source of income.

SEWING MACHINES

A simple gift of a sewing machine can make a big difference in the lives of girls and women in impoverished communities. The distribution of sewing machines empowers women or older children to learn sewing skills and establish small-scale sewing businesses. We distributed **143** sewing machines across Pakistan, enabling families to learn new skills, create income opportunities, and break the cycle of poverty.

HONEYBEE FARMING

Honey bee farming provides men and teenage boys within orphan-sponsored families with the opportunity to manage their own beehives and produce honey and items from byproducts such as wax to sell locally. In 2023, Human Appeal provided **12** farmers in Jordan and **17** in Pakistan with support and resources to begin honey bee farming and secure their economic livelihood in an environmentally sustainable way.

WASHROOMS FOR GIRLS

Government schools in Pakistan do not have separate toilet facilities for male and female students. This can lead to girls being hesitant to attend school, particularly post-puberty. With the help of generous donors, Human Appeal helped to build five girls' washroom facilities, impacting **1,500** girls, helping to improve girls' attendance.

SEASONAL CAMPAIGNS

Every year, Human Appeal hosts seasonal campaigns inspired by the principles of Islam. These campaigns are designed to feed, clothe, and support vulnerable communities around the world, no matter their beliefs.

Our winterisation campaign supplies essential warm-weather gear and shelter to individuals and families to help them endure brutal cold throughout the winter. For Eid al-Adha, our Qurbani initiative provides fresh meat to underprivileged families. And during Ramadan, our annual Feed the Fasting gifts iftar to those in need. Our commitment to fostering a caring world reflects the timeless values of Islam, inspiring empathy and social responsibility.

FEED THE FASTING

220,016 people supported

Throughout the month of Ramadan, Muslims with surplus food and wealth are encouraged to share their wealth with people in hardship around the world. These generous contributions play a crucial role in enabling us to provide food support to those most in need, primarily focused on providing iftar and distributing food parcels.

These food parcels consist of essential items such as flour, sugar, rice, and lentils, along with dates, tea, and juices. With these provisions, families can prepare iftar meals throughout the holy month of Ramadan.

When Ramadan concludes, we extend our support by providing the obligatory Zakat al-Fitr donation in the form of food staples to many of these families. Additionally, children are gifted with Eid presents so they, too, can embrace the holy month in celebration.

QURBANI

593,854 people helped

Eid al-Adha symbolises the completion of the sacred Hajj pilgrimage. During this joyous occasion, Muslims globally participate in the Qurbani, an act of animal sacrifice, celebrating the unwavering devotion of the prophet Ibrahim. The meat obtained from the sacrifice is subsequently distributed among the most vulnerable members of the community, spreading the spirit of sharing and compassion.

At Human Appeal, we are committed to supporting those in need, enabling them to fulfil this noble duty. By assisting Muslims who are less fortunate, we ensure that they can perform the Qurbani in their names, bringing joy and sustenance to their lives and fostering a sense of unity and caring within the community.

WINTER

47,100 people helped

Across the countries we operate in, families that are struggling with housing insecurity or living in conflict zones often face extra challenges during winter. This includes the spreading of disease, poor performance in school due to illness and inadequate clothing, and added stressors at home.

By providing warm-weather clothing, heating sources, shelter improvements, and other essential supplies, Human Appeal helps to mitigate some of the effects that harsh winter conditions can have on families.

With help from our partners and on-the-ground support, we provided winterisation help in eight countries: Bangladesh, Lebanon, Pakistan, Palestine, Senegal, Syria, Yemen and the UK.

IN 2023, WE SUPPORTED 862,695 PEOPLE THROUGH OUR RAMADAN, QURBANI AND WINTERISATION CAMPAIGNS – 172,237 MORE PEOPLE THAN LAST YEAR.

INSTITUTIONAL FUNDING AND PARTNERSHIPS

STRATEGIC GOALS

In 2023, we aimed to support people affected by conflict, instability, shocks, and economic and climate crises in Yemen, Iraq, Syria, Türkiye, Palestine, Pakistan, Somalia, and Sudan. Through a multi-disciplinary approach, we supported immediate needs during emergencies and built long-term resilience through rehabilitation and rebuilding.

In 2023, we supported **1.12 million** people through our institutional partnerships in **33** projects across **9** countries. Notably, our projects supported survivors of Pakistan's floods, the earthquakes in Afghanistan and Türkiye/Syria, and families in crisis in Palestine.

Our rehabilitation projects supported physical and psychosocial health and gender equality in Somalia and Sudan, as well as vocational support and gender equality in Iraq.

In Pakistan, we continued efforts towards diversifying our funding in order to increase the areas we work in and the number of people we help. Our staff did this by communicating closely with donors, submitting proposals to institutional donors, and increasing organisational reputation and accessibility at industry forums.

In 2023, we became members of the Core Humanitarian Standard and we are continuing signatories of the International Federation of Red Cross and Red Crescent Societies' (IFRC) code of conduct.

GLOBAL FUNDING PARTNERS

- Americares
- UNICEF
- UNHCR
- UNOCHA
- UNDP
- UN World Food Programme
- Americares
- Islamic Development Bank
- IOM
- Nutriset
- Qatar Charity
- Relief International
- Somalia Humanitarian Fund
- Vitamin Angels

KEY HIGHLIGHTS IN 2023

- We supported hundreds of children affected by the earthquake in Türkiye with psychosocial support and safe spaces to play, in partnership with Americares.
- In partnership with the WHO and Americares, we helped to reduce the spread of cholera in Yemen by providing rehydration salts and IV solutions.
- Our impactful response to the 2022 floods in Pakistan led to institutional partnerships with the WFP in 2023, through which we supported over **200,000** people with recovery and rehabilitation projects.
- Our work in Pakistan broadened to new areas in partnership with UNICEF.
- We responded to the earthquake in Afghanistan with the support of Americares, supporting over **24,000** people directly and indirectly.
- In Palestine, we supported **40,000** people with food, water, hygiene kits, and medical disposables.
- On the Syria- Türkiye border, we provided healthcare, winter items, and psychosocial support to almost **65,000** people affected by the earthquake.

1. PROTECTION IN AL-JAZEERA, SUDAN

With funding from the IOM, we supported **13,000** people through a multi-sectoral response. In addition to **2,200** families who received shelter items, we helped to reunite **52** people with family members by building local capacity, and we equipped **11** child-friendly spaces with furniture, books, and crafts to help children to play in a nurturing environment. **10** women and girls' community groups were trained in GBV monitoring and reporting mechanisms, and **91** girls were referred to case management services providing them with legal, medical or psychosocial support.

2. LIVELIHOOD RESILIENCE, PAKISTAN

With the support of the WFP, we provided cash assistance and food to families affected by the 2022 floods. More than **69,000** people received food, and **19,800** received cash transfers in return for rehabilitating community infrastructure, such as wells and markets. We also provided vaccinations to over **1,000** livestock animals.

3. EYE HEALTH, SOMALIA

In collaboration with Somalia's Ministry of Health and the Alliance to Fight Avoidable Blindness, and with funding from the Islamic Development Bank, we screened **6,224** people for cataracts and glaucoma and provided them with eye care consultations. After screening, we provided **1,011** people with cataract surgery and **790** with glaucoma treatment and medication. This project helped to restore vision, independence, and quality-of-life to vulnerable Somalis.

A LOOK AHEAD

Our focus for the upcoming year will shift to sustainable interventions across the range of our sectors, including WASH, protection, food security, livelihoods, health and nutrition. We will continue to centre communities affected by conflict, displacement, and economic and climate crises, with a focus on the most vulnerable groups in affected populations. Our interventions will aim to be multi-sectoral in order to support resilience and recovery.

MIDDLE EAST DEPARTMENT

2023 was the third year of operation for our Middle East Department. Despite its youth, this department achieved great strides this year. The team submitted documents for registration with Qatar Charity, and completed registration in Kuwait. The Jordan Hashemite Charitable Organization (JHCO) provided in-kind donations to our relief efforts in Gaza, as well as providing food parcels for distribution in Türkiye and Syria.

In early 2023, we chlorinated the entire water supply of the Gaza Strip, and, later in the year, we facilitated the entry of humanitarian aid into Gaza via Egypt.

In all, we raised £231,000 through our Middle East Department through funding and in-kind donations.

WAQF

This year, we also made great strides in establishing a new organisation specialising in Waqf – or Islamic endowments. We recruited trustees, registered with Companies House, began registration with the Charity Commission and started the process of opening a bank account. We launched English and Arabic websites and developed a business model and business plan.

STRATEGIC GOALS

This year, Human Appeal set out to register in Saudi Arabia, Kuwait, and with Qatar Charity in order to carry out fundraising activities with other humanitarian organisations in these countries. We also began raising awareness about our work in the Gulf region, visiting humanitarian organisations and hosting officials to our headquarters in Manchester, including directors of the Islamic Development Bank and the General Director of JHCO. Additionally, we engaged with regional institutions with humanitarian branches and funding in the Gulf, including the Arab Fund for Development.

GLOBAL CORPORATE RELATIONS

Human Appeal deeply values our corporate supporters, who are a key cornerstone of our capacity to transform the lives of people across the world.

In 2023 we worked to strengthen our existing collaborations and to build new long-lasting partnerships. Our corporate partners include the private sector as well as trusts, foundations, and corporate networks. Their support has allowed us to continue to build innovative solutions to provide long-term access to water, livelihoods, sanitation, and education in vulnerable communities. It also helped us to respond to emergencies including the earthquakes in Syria and Türkiye and Morocco, and the war in Gaza.

A key focus for our corporate supporters this year was our Wrap Up campaign, with businesses, corporate networks and resource groups collecting donations of winter coats across their premises. We also raised over £120,000 through employee giving, match funding and our corporate social responsibility platforms.

Looking ahead, we're continuing efforts to promote extensive networking with corporations throughout the UK as well as in key states in the USA. As we move forward, we're working to secure immediate investments and long-term partnerships. We remain dynamic, continually adjusting our approach while building corporate collaborations in order to support humanitarian and development projects.

Left to right: Deputy CEO Human Appeal Owais Khan, Mayor of Greater Manchester Andy Burnham

COMMUNITY FUNDRAISING

After the success of last year, in 2023 Human Appeal sought to increase fundraising avenues in person and online. The money we raised this year came from a mix of online giving platforms, in-person events, challenges, partners, and generous donors, among others.

Our 2023 strategic goals focused on:

- Continuing engagement with online influencers and partners.
- Developing our professional reach through the Purple Network.
- Growing community outreach and awareness through mosques and community organisations.
- Expanding our challenges portfolio to include mountain climbs, bike rides and high-energy events.
- Creating a nationalised fundraising programme for volunteers.
- Continuing to strengthen Direct Debits.
- Strengthening the international deployments programme to deepen donor understanding of projects.

HIGHLIGHTED EVENTS

We hosted dozens of events throughout the year in order to expand our network and raise money for our global campaigns.

- **9** professional networking events which recruited **40** people to our deployment programme.
- Purple Network events fostered interest in philanthropy for entrepreneurs.
- Raised awareness at over **15** student societies.
- Our comedy tour (now in its 9th year) raised over £2M in donations.
- Over £120,000 raised through a book tour with a successful influencer.
- Raised over £110,000 for emergency projects through local community radio stations.
- Engaged with over **100** mosques nationally.
- Launched a three year partnership with the Papiss Demba Cisse Foundation to support projects in Senegal.
- All-women football tournament raised £16,000.
- Partnered with a restaurant chain for their annual Mela event, attended by **150,000** people.
- Continued to work with an ethnic TV station, with over **50,000** people attending their events in 2023.
- £1M raised during the Light Upon Light conference.
- Continued development of volunteer teams in Blackburn, Manchester, Bradford, Coventry, Bristol, Leeds, Glasgow, Oldham, Rochdale, Birmingham, Cardiff, Leicester, London, Luton and Slough.
- Charity sponsor of Gloucester Cricket Club, Asian Lifestyle Show, Halal Expo London.
- The Community Fundraising team worked closely with NatWest, who donated towards our Winter campaign.
- An eight time national boxing champion with seven international golds joined our sports ambassador team.
- A volunteer-led games night raised £42,000

CHALLENGES

Our national and international challenges are a great way for us to engage with the community and raise awareness in a fun and unique way. These challenges raise hundreds of thousands of pounds each year. This year we:

- Launched a Morocco challenge of climbing Mount Toubkal, with 10 people raising over £30,000.
- Partnered with an education charity and NowkaBais during their annual boat races.
- Introduced new challenges including skydives, bungee jumps, marathons and international bike rides.
- Raised £16,000 for education, with 18 people cycling over 400km in Bangladesh.
- Sports ambassador and boxer raised over £53,000 with volunteers for our Feed the Fasting campaign.
- Our annual ladies-only Peak District walk raised over £15,000.
- Raised over £70,000 with the help of 12 eager climbers who summited Mount Kilimanjaro.

COMMUNITY SUPPORT EVENTS

Our UK projects in 2023 included **820** food parcels, Qurbani meat provided to **900** people, **320** hot meals, mental health counselling for **1,332** men from ethnic minorities, **7** community clean ups and collecting **12,251** coats for our annual Wrap Up winter campaign.

COMMITMENT TO TRANSPARENCY & FEEDBACK

At Human Appeal, we maintain an open-door policy to ensure transparency and offer stakeholders a platform to provide feedback on their experiences with us. Despite our best efforts, there may be occasions when we fall short of our own high standards. For such cases, we have a complaints policy approved by the Fundraising Regulator. This policy is designed to facilitate the easy submission of concerns and complaints and can be found on our website. All complaints are centrally recorded, addressed according to our policy, and reported to the Fundraising Regulator as part of our annual return. In 2023, we received and resolved five complaints in line with this policy. Our Customer Care team oversees this process and ensures compliance with our Complaints Policy.

FUNDRAISING STRUCTURE

Human Appeal generates funds through various channels, including online platforms and our income generation departments such as Donor Care, Fundraising, and Communications. The Board sets performance indicators for these teams and ensures alignment with the Fundraising Regulator's Code of Fundraising Practice. Our management team monitors fundraising performance closely, providing weekly reports to the Board.

FUNDRAISING APPROACHES

We adhere to all relevant statutory regulations, including the Data Protection Act 2018 and the Charities Act 2011. As a registered charity with the Fundraising Regulator, we are committed to following the Code of Fundraising Practice and upholding its Fundraising Promise. Our fundraising strategies encompass various methods, including:

- Major donor contributions
- Corporate partnerships
- Community fundraising
- Digital peer-to-peer campaigns
- Charity shops
- Sponsored events
- Live TV and radio appeals
- Volunteer-driven initiatives
- Direct mail
- Social media and influencer campaigns
- Digital fundraising

Most fundraising activities are conducted by our staff and volunteers, though we occasionally collaborate with third-party organisations. These partners are required to adhere to our fundraising standards through formal agreements.

CODE OF FUNDRAISING PRACTICE

In 2023, we continued to enhance our policies, including our Complaints Policy, and integrated the Code of Fundraising Practice into our procedures. Our recruitment process for fundraisers is formal, and all staff members are trained to comply with the Code. We regularly monitor fundraising conduct through one-on-one meetings with line managers.

PROTECTING VULNERABLE PEOPLE

Human Appeal is dedicated to following the Fundraising Regulator's Code of Fundraising Practice, particularly regarding the protection of vulnerable individuals. We ensure that our staff and volunteers are thoroughly briefed on best practices to identify, support, and protect vulnerable people before they engage in fundraising activities.

COMMUNICATIONS

In 2023, Human Appeal overcame global tragedies and economic challenges to achieve remarkable success. We saw a 57% year-on-year increase in digital income and strengthened our global communications and PR efforts. Innovations in our products and platforms allowed us to expand online sales and accelerate digital strategies to meet our customers' needs.

HIGHLIGHTS FROM OUR WORK

DIGITAL COMMUNICATIONS

We enhanced our engagement and retention of supporters through various digital communications:

- Issued **12** monthly project round-ups detailing ongoing project progress.
- Published **four** weekly "Every Human Ramadan" special digital magazines detailing our impact every single week of the holy month.
- Released **14** impact reports on our emergency responses throughout the year.
- Launched weekly Gaza impact reports following the war's onset on October 7 to demonstrate our weekly impact on the ground.

Despite the recession, we achieved record-breaking results for our Ramadan and Qurbani campaigns. Key to our success was our ability to adapt our campaign daily and adjust our websites hourly to match audience behaviour during Ramadan and Qurbani. This year, we had the right campaign messaging, positioning, product mix, and agility to change.

We continued growing our digital fundraising income by launching a continuous brand campaign to innovate and transform the public's perception of Human Appeal, increasing their consideration to support our work. We positioned ourselves as the charity of choice in the Muslim faith market and ran two of the most successful charity TV Live appeals during Ramadan 2023: Save Al Imaan Hospital and 1-to-1 Medical Sponsorship appeals.

GROWING OUR ONLINE PRESENCE

In the digital space, we demonstrated flexibility and resilience, creating innovative products, platforms, and offerings that combined value, choice, aspiration, affinity, convenience, and exclusivity. This positioned us for a record-breaking year in 2023, helping unlock growth and reduce churn rates.

We introduced "The Jummah Club," a new automation tool that allows donors to set up weekly donations to causes they love every Friday - or Jummah - the most important day of the week in the Muslim faith. This follows the success of "Your 30/10 Nights" and "My Best 10 Days," which experienced record-breaking income in 2023.

We developed and rolled out "My Jannah Account" across our websites, allowing donors to get more out of being a Human Appeal donor. Fast, convenient, and secure, it offers personalised feedback, a faster donation process, tax receipts, and enhanced security features.

Our website upgrade to Umbraco v10 brought numerous benefits: better support, faster speed, easier load balancing and redundancy, cleaner code branches, improved editor experience, enhanced security, and improved SEO. Additionally, we implemented a backup payment provider for our websites, reducing and spreading risk across our online sales.

A YEAR OF EMERGENCIES

In 2023, we faced unprecedented challenges supporting the most vulnerable in crises - from the persistent wars in Gaza and Sudan, multiple earthquakes in Türkiye and Syria, Morocco, and Afghanistan, devastating floods in Libya and Somalia, to global hunger crises, climate instability, and rising living costs. Our Emergency Fund raised £13 million, allowing us to respond to lesser-covered crises.

Human Appeal was uniquely poised to respond swiftly to these crises. Our dedicated creative teams coordinated robust coverage of our efforts on the ground. Through powerful, awareness-driving media coverage, our fundraising team engaged with supporters through various channels. Working with influencers, businesses, and the wider community, we raised crucial funds that directly provided aid to some of the world's poorest communities.

EXPANDING OUR REACH

To reach wider audiences for fundraising and support, we opened new fundraising offices in Belgium and Canada. Though still in the early stages, these offices will enable the Human Appeal family to have a more significant impact on the lives of vulnerable people around the world, reaching new markets of supporters and volunteers.

PUBLIC RELATIONS, RESEARCH & ADVOCACY

GLOBAL PR HIGHLIGHTS

Human Appeal sustained its Global PR effort in 2023, securing itself a position in the top two for PR share of voice (SOV) with **13.2%** within the category of top 10 faith-based Muslim charities. In terms of PR media reach share, Human Appeal also ranked in the top two within the same category with a reach share of **6.5%** for 2023.

The majority of PR coverage over the year recorded a positive prominence, with **2,833** positive online news mentions as well as **515** TV and radio broadcast mentions, **70** in print and **40** online.

Media coverage included Human Appeal's emergency aid response to the devastating earthquake in Türkiye and northwest Syria with **837** pieces of media coverage including Time magazine, SKY News, TRT World, Al Jazeera International, CNN, CBS, ITV News, and Yahoo News.

Likewise, Human Appeal's emergency response to the tragic earthquake in Morocco was mentioned in outlets including The Washington Post, BBC TV, BBC Radio, CGTN America TV, Al Araby TV, and BBC Arabic.

Our humanitarian work in Somalia was the subject of a special feature article by BBC Online. **21** UK newspapers and media sites reported on our annual Comedy Takeover Tour, and across the nation we featured in interviews with BBC radio stations during our annual Winter Wrap Up initiative.

Human Appeal's CEO was interviewed for the prestigious US Magazine Authority on the expansion of the charity to the USA and the guiding principles of Human Appeal.

The UK newspaper Metro featured a first-person perspective piece on the relief efforts in Türkiye of our Deputy CEO, Owais Khan following the massive earthquake in 2023.

The past year saw multiple international celebrities announcing donations to support our emergency appeals for Türkiye, Syria, Morocco and Gaza. The celebrities hailed from the fields of motorsports, cosmetics, performing arts, and fashion.

ADVOCACY HIGHLIGHTS

Greater Manchester Mayor Andy Burnham visited one of the coat collection points in support of Human Appeal's annual winter Wrap up initiative.

CNN International listed Human Appeal as a vetted charity as part of its Impact Your World initiative that covers global emergencies.

The BORGEN Project, a leading US-based NGO, highlighted Human Appeal as one of the top 5 international charities responding to the Pakistan floods.

Human Appeal conducted a tie-up with Hellmann's to deliver food parcels across the UK cities of London, Manchester, and Birmingham as part of a joint initiative called "Iftar for All" during Ramadan 2023.

Leading UK Charity Magazine Third Sector shortlisted Human Appeal for the Business Partnership Awards 2023 for its winter Wrap Up campaign with SafeStore.

RESEARCH HIGHLIGHTS

Human Appeal commissioned a white paper in 2023 on Diversity and Charity Volunteering. The White Paper was distributed to UK MPs and Parliamentary APPGs.

VOLUNTEERING PROGRAMME

OVERALL 2023 STRATEGY AND IMPACT

In 2023, 3,335 volunteers raised a total of £287,596 by donating a total of 18,871 hours – equivalent to more than £200,000-worth of work.

This year saw a growth of our volunteering department, with **470** more volunteers attending events than in 2022, and an increase in funds raised by £57,446. We also recruited **3,738** more volunteers to our roster, **1,318** of whom became actively involved in our work in 2023.

VOLUNTEER RETREAT

Between 18 and 20 August, we invited our most active volunteer team leaders and most promising potential leaders to a volunteer retreat. Participants had the chance to take part in team building activities such as archery and zip-lining, and we provided training on volunteer management, event organisation, and self-growth.

COMMUNITY SUPPORT EVENTS

Our volunteers work hard to support marginalised communities around the world, but we also ensure that we give back to local communities too. In 2023, **98** volunteers gave **313** hours across **10** community events, such as park clean ups, hot meals to homeless people, and food bank parcelling.

LIGHT UPON LIGHT

Our annual Light Upon Light event has grown from a single dinner to a series of dinners and events with Mufti Menk. In 2023, **1,166** volunteers gave **10,348** hours to **19** events and dinners for the Light Upon Light series alone.

USA VOLUNTEERING IMPACT

In 2023, Human Appeal anchored more securely in the United States, including through expanding our volunteer teams.

This year, we established volunteer teams in Houston, Dallas, Austin, New York, New Jersey, Tracy, Michigan, and Virginia. We also worked with university societies, including Houston MSA and COMET Houston, to recruit volunteers and raise funds for our work.

In 2023, **142** volunteers – including **68** new recruits – donated **430** hours of time to our activities in the US, including the Comedy Tour and the ICNA Convention. We recruited a total of **249** volunteers to our roster in 2023.

This year, volunteers supported our food bank partnership with **13** food banks across the US by packing food, welcoming visitors, and distributing food parcels. Our volunteers raised funds for **3** campaigns – the Morocco earthquake, the Gaza emergency, and our Orphan Sponsorship campaign.

In 2024, the volunteering team would like to recruit **4** volunteer assistants to support the team during Ramadan.

PEOPLE AND CULTURE

In 2023, we worked to support and empower 103 staff employed across Manchester, Birmingham, and London. This year, we engaged a provider for occupational health assessments and maintained our Silver status at our Investor in People review. During this review our staff reported overwhelmingly positive feedback, including:

- **Feeling listened to, valued, trusted**
- **Understanding and feeling motivated by our clear mission and work**
- **A passion for our work and our positive impact on society**

OVERALL STRATEGY

To maintain our Silver status in the Investors in People review, which is assessed every three years: in 2020, our rating was upgraded from Bronze to Silver. In 2023, we successfully retained this Silver status.

To expand our internal training portfolio by developing more training modules for our e-learning platform to ensure a greater level of understanding and compliance across all areas in the organisation.

Staff perform a course refresh annually.

To recruit a HR employee in the US office to facilitate the expansion of our work there through recruitment and establishing our locally-tailored policies and procedures, induction, training, rewards package and other recruitment essentials.

To improve our online information transparency and support for employees. This requires creating 2 online hubs on SharePoint for employees and managers respectively. The employee hub includes essential documents, including the Employee Handbook, salary scale, competency model, and the rewards leaflet. The manager's hub includes the manager's handbook, objective-setting guide, and probation and appraisal forms.

To improve our internal record-keeping. To this end we conducted a forensic personnel files audit and redesign.

To improve employee attendance rates. In 2023 we have been compiling weekly attendance reports which resulted in improved office attendance.

To continue our focus on employee wellbeing through staff calls during our peak period, engaging an occupational health provider and launching a wellbeing committee.

To survey inflation in all country offices to align pay with ethical market standards.

To assess and remedy global HR gaps and establish a global payroll function and global induction.

To establish global hubs in Türkiye and Pakistan for global hiring, and hiring staff for new offices in Senegal and Sudan.

DIVERSITY AND INCLUSION WORK

We continued to maintain our Equality and Diversity policies in field offices, in accordance with local customs and laws.

All organisations in the UK with more than 250 employees must publish a gender pay gap report. In anticipation of Human Appeal reaching this level in the next two years, we completed our first report and submitted it to the Board of Directors and Board of Trustees with recommendations.

Increased female hires, with a focus on leadership level. Equal shortlisting of male and female CVs during hiring. Broader recruitment advertising to increase diverse hires.

Globally, we have monthly reporting on gender ratios per country which is fed back to recruitment in order to drive equity in recruitment.

Gender equality and social inclusion policy has been drafted and is pending approval.

STAFF WELLBEING AND SAFEGUARDING

In 2023 we conducted wellbeing calls to staff across our peak period of Ramadan as well as to welfare checks to staff affected by emergencies, such as in Palestine and Türkiye. We engaged a provider for occupational health assessments. We also launched a wellbeing committee, made up of a cross-section of staff volunteers from across the organisation to promote employee wellbeing issues and initiatives.

In-person visits to country offices to assess safeguarding, wellbeing, health and safety of offices, and virtual visits for hard-to-access offices. We also carried out an anonymised global satisfaction survey to all country offices

All staff were retrained on safeguarding beneficiaries, an annual obligation. Responsibility for safeguarding was handed over to our Performance and Accountability department from People and Culture.

GLOBAL POLICIES DEVELOPED

A Sharia-compliant alternative to life or disablement policy installed, which also saves money annually.

Established an emergency human resources response process and learning actions for when a country office is affected by an emergency. This includes tracking wellbeing, staff counselling and emergency support allowances.

Escalation framework installed that ensures timely escalation of critical issues without delay. Attendance of UK NGO forum for human resources learning with 14 other charities

CARBON AND ENERGY REPORTING

ANNUAL SECR STATEMENT HUMAN APPEAL

Period:	**YE 31/12/23**		
Total Gross tCO_2e*:	905	**Total Net tCO_2e:**	905

* tCO_2e = tonnes of carbon dioxide and equivalent gases (tCO_2e)

Energy	**YE 31/12/23 (kWh)**
Standard Energy	176,266
Renewable Energy	0
Total	**176,266**

Overview

As part of the Streamlined Energy and Carbon Reporting (SECR) regulations, Human Appeal are reporting their annual greenhouse gas emissions from 01/01/2023 to 31/12/2023. This includes all emissions sources for scopes 1 and 2 plus scope 3 emissions we deem ourselves responsible for where information is practically available.

Methodology

The methodology used to calculate our emissions is based on financial control in accordance with the principles of ISO 14064 and the WRI/WBCSD GHG Reporting Protocols (revised edition). The software tool CEn-Calc has been utilised in the calculation of the emissions, utilising conversion factors for the specific period reported as issued by the UK government with the inclusion' of well to wheel upstream factors. Out of scope/biogenic conversions have also been excluded from the boundary.

For clarity 'Gross tCO_2e' has been developed using then national grid standard carbon emission factor whereas 'Net tCO_2e' has been developed using market-based emission factor where a REGO/RGGO certificate is present.

For the purposes of this statement carbon credits retired to offset residual annual emissions have not been counted within the Net values reported here.

We have selected the following intensity ratios as these most effectively reflect our emissions performance, enable development of our emissions management strategy and strategic decisions to be made.

Intensity Ratios

Gross tCO_2e/relative unit	**YE 31/12/23 (tCO_2e)**
Intensity Ratio 1 tCO_2e / Turnover (£000's)	0.016
Intensity Ratio 2 tCO_2e / FTE	4.691
Intensity Ratio 3 tCO_2e / '000 Beneficiaries Served.	0.207

The following scope 3 categories have been included within this emissions statement.

Total tCO_2e by Scope & GHG Protocol Category		**YE 31/01/23 (tCO_2e)**
Scope 1	**(Total)**	**13**
C0.1 Site Energy		13
C0.2 Controlled Vehicles & Plant		-
C0.3 Refrigerants		-
C0.4 Other		-
Scope 2	**(Location-based)**	**4**
	(Market-based)	**-**
Scope 3	**(Total)**	**888**
C1.1 – Water Supplied		-
C1.2 - Purchased Goods & Services		-
C2 - Capital Goods		-
C3 - Fuel & energy-related activities		100
C4 - Upstream Transportation & Distribution		-
C5 - Waste Generated In Operations (inc waste water)		-
C6 - Business Travel		788
C7.1 - Employee Commuting		-
C7.2 - Homeworking		-
C8 - Upstream Leased Assets		-
C9 - Downstream Transport & Distribution		-
C10 - Processing of sold products		-
C11 - Use of sold products		-
C12 - End-of-life treatment of sold products		-
C13 - Downstream leased assets		-
C14 - Franchises		-
C15 - Investments		-
All Scopes tCO_2e (Gross)		905
All Scopes tCO_2e (Net)		905

Materiality: +/- 14.5% returns a 'Fair' level of confidence with the financial control basis used for the data collection, scope and boundary.

Justifications for Undisclosed Information, Estimation & Comparability of Information

- A number of scope 3 categories have been excluded due to complexity.
- Where specific modes or fuel types of travel were unknown, due to data not always being recorded or accessible, average conversion factors (e.g. average car or rail) have been utilised.
- For invoicing periods that did not align with the reference period, annualisation was applied to adjust for any missing or additional days.

Emissions & Energy Efficiency Actions Taken

Human Appeal has taken the following principle energy effiency actions:

- Reviewed and optimised travel patterns to ensure only necessary travel is undertaken, with a strong emphasis on online meetings to reduce carbon emissions.
- Hired more energy efficient vehicles for essential travel.
- Developed and implemented sustainable projects, including:
  - Tree planting initiatives to support reforestation and carbon offsetting.
  - Installation of solar panel-powered water wells to provide clean energy and water solutions for local communities.

Current Targets

As this is the first SECR, Human Appeal haven't set any carbon or energy reduction targets yet. These will be reviewed and published as part of a carbon reduction strategy.

Further Information

As part of the annual preparation of this SECR statement a detailed analysis and methodology background report is developed which includes data limitations, wider analysis and a full supporting evidence file.

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 32 years of institutional knowledge and experience, we have in place an active assurance framework and risk management protocols to manage and mitigate risks across the charity and our areas of operation.

Human Appeal categorises risk in a number of ways including strategic and operational. Strategic risks present a significant threat to the charity achieving its long-term ambitions. They are monitored closely by both the senior leadership team and Board of Trustees. The Executive Team focuses closely on the Strategic Risk Register to identify areas of risk to the organisation and ensures that effective action is taken in mitigation.

Operational risks mainly concern internal processes and controls and are managed through effective control systems and good practices and monitored weekly by the Board of Directors. Departmental risk registers are maintained by Operational Directors and reviewed and monitored by Internal Audit.

There is some fluidity between the risk registers, with severe operational risks being elevated to the Strategic Risk Register when appropriate. Risks are categorised according to the likelihood of their occurrence and potential impact on the organisation. In line with our Risk Management Policy, the Board of Trustees consider the risk tolerance of the organisation, management examine and follow-up strategies to mitigate the risks.

The Internal Audit unit of Human Appeal consists of an Internal Audit Manager and 3 Internal Auditors, two of whom are based overseas in our Türkiye and Pakistan offices. The establishment of team members in some of our overseas offices provides the Trustees with increased levels of assurance regarding the effectiveness of governance, risk management and control. These activities are augmented by external auditors to provide wider expertise in our auditing activity. Human Appeal are members of the Core Humanitarian Standard on Quality and Accountability and are currently pursuing accreditation through the awarding body which will facilitate the maintenance of consistent quality in the design of systems and implementation of processes.

The Internal Audit unit prepares an annual Internal Audit Strategy in accordance with the Chartered Institute of Internal Auditors' standards. This plan follows a risk-based mitigation approach to identify areas requiring review and is addressed by completing a comprehensive needs assessment. This programme is in addition to audit exercises conducted in-house by the operational functions and also urgent investigations requested by the Trustees or CEO and in cases where advice is received from our external financial auditors. Our internal audit is governed by the principles of transparency, accountability and effectiveness. They also work closely with the compliance unit and both are represented at the weekly Board of Directors and quarterly Finance and Audit Committee meetings.

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.

RISKS AND UNCERTAINTIES	CURRENT AND PLANNED MITIGATING ACTIONS AND CONTROLS
Risk of lack of sufficient monitoring and oversight of country offices Human Appeal's financial and reputational prospects rely on strong control and oversight over our field 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 overseeing the provision of humanitarian aid in the most marginalised regions of the world. These include political instability, military conflict, distance from HQ, working with displaced communities and many other difficult circumstances. These factors can create difficulties for individuals delivering our work and carry the risk of unwise decisions being made or incorrect actions being taken.	• Human Appeal management is focused on ensuring appropriate policies and procedures are in place and these are implemented and observed by all staff both in the UK and overseas. • The global team in the People and Culture Department, in conjunction with the Programmes Department, focuses on the targeted recruitment of high quality staff and their training and development. • Our field office's monthly financial information packs incorporate detailed information on performance, including management and control of funds. The information reported is under constant review and our financial auditors advise that the improvements made continue to benefit overall control of this area. • Additions to leadership positions both in the UK and overseas strengthen management oversight. • Performance management of all staff is carried out biannually with the implementation of Human Appeal's Values and Competencies, monitored and rated along with the attainment of objectives. • A number of financial software applications are in the process of being implemented – including for ERM, Finance and risk management – which continue to strengthen 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 copied to all parties.
Risk of experiencing fraud, bribery, corruption and criminal exploitation The nature and location of our work increases the risk of fraud and corruption. Any cases of this nature can potentially result in significant reputational damage, leading to loss in donor confidence and loss of institutional donor funding.	• We have developed robust policies and procedures to tackle cases of fraud, bribery, corruption and criminal exploitation. • An Internal Control Framework has been devised detailing required actions for key activities relating to the internal control environment. • Training delivered on key policies across the organisation, including overseas operations. • A comprehensive fraud response strategy has been developed including a fraud reporting mechanism which is planned to be rolled-out company-wide.
Risk of staff members not adhering to internal and external policies and procedures Non-compliance with regulatory standards could lead to staff members performing inconsistently, violating relevant laws and regulations which could result in significant reputational damage, loss of donor confidence and/or potential loss of institutional donor funding.	• We continuously develop and revise relevant new and existing Human Appeal policies and processes which are subject to periodic review and approval. • All existing staff were re-inducted to emphasise the importance of adherence to policies and processes and the induction process is under continual review. • Annual mandatory training is also conducted for all staff in safeguarding, financial conduct, GDPR and cyber security. • A robust stance is taken by the People and Culture Department for breaches of policy/process.

Risk of non-adherence to Governance and Compliance structure The complex governance, regulatory and compliance environment of INGOs may result in Human Appeal failing to comply with new regulations which may lead to reputational damage or sanctions by the regulator.	• Human Appeal has created a Quality management unit tasked with monitoring program quality, including the establishment of a quality management system (QMS). • Strategic donors have been identified and regular benchmarking conducted to establish donors' global eligibility and capacity requirements. • An organisational register exists to record ongoing Third Party audits, monitoring visits and micro-assessments with robust action plans to address findings. • Human Appeal continuously reviews charity regulations and guidelines to ensure incorporation in our systems and processes. • As previously highlighted, an internal control framework has been developed covering aspects of governance, risk management and control. The framework is currently under review by the directors, trustees and CEO.
Risk of Human Appeal being subject to negative publicity Negative publicity could have a detrimental effect on Human Appeal's reputation, undermine the trust of donors, and reduce our influence with important stakeholders. These effects could result in a loss of revenue and threaten our institutional funding sources.	• A crisis management strategy has been devised by the Communications Department to ensure consistent delivery of key messages through a nominated spokesperson. • Human Appeal has subscribed to new media monitoring software to alert us to adverse media comments. • When serious incidents are reported, the Communications Department is alerted at an early stage enabling response preparation.
Risk of breaching safeguarding guidelines Due to the nature of our work as well as some previous safeguarding cases/ incidents in our field office locations, this area remains a high priority which requires ongoing monitoring, reporting and oversight.	• Human Appeal has a robust safeguarding policy in place, forming an integral part of our Employee Handbook. • Safeguarding campaign rolled out to all Human Appeal offices. • A 24-hour helpline and email address is available to all Human Appeal staff. • Safeguarding training has prepared staff for professional Safeguarding investigations. • Mandatory safeguarding training is delivered annually to all Human Appeal staff which requires them to achieve a minimum standard.

Risk of uncertainty due to macroeconomic and geopolitical factors The risks of inflation, interest rate volatility, the increasing cost of living and goods and services, energy and fuel price rises have had adverse effects worldwide and also impact Human Appeal and its partners, donors and beneficiaries. These effects were precipitated by the continuing conflict in Ukraine with the adverse effect on global oil and gas prices and has been exacerbated by the conflict in Gaza/ Israel and other Middle Eastern countries; Yemen (including the Red Sea conflict), Iraq, and Syria. Whilst the major effects have reduced slightly since the initial impact, this issue remains a threat to the price of goods and services, creating uncertainty in Human Appeals' ability to fulfil contracts, most notably in areas where we provide humanitarian aid and our field office locations, inflation is reportedly significantly higher, leading to price pressures.	• In response to the cost-of-living crisis, Human Appeal has established new fundraising operations in North America and Europe in order to diversify its income sources which are producing additional income. • A detailed review of expenditure budgets is conducted annually to take account of pressure on income and planned expenditure levels. Global price rises for food, technology and building materials affects our work for beneficiaries. • A review of existing contracts was conducted to lock-in current/reduced prices wherever possible, fixing prices in hard currency. • A review of warehouse capacity was undertaken to ensure goods purchased at existing prices could be accommodated. • Global procurement activities have been aligned to ensure costs are combined and bulk purchasing maximised. • The assumptions and estimations used have been stress tested and flexed to take into account uncertainties and risk.
Risks associated with on-boarding new partners in Human Appeal country offices When taking on new partners in country offices there is an ongoing risk that the on-boarding process is not followed correctly. Country offices must ensure they seek the appropriate approval from our compliance function and follow the due diligence process.	• A robust process has been developed to ensure Human Appeal's country offices always on-board new partners effectively. • A recurring training programme has been initiated in our country offices to ensure the correct due diligence process is followed.

Risks of Data Security and Cyber Hacking Like any organisation, Human Appeal is at risk of unauthorised parties accessing our data and/or systems for the purposes of stealing that data or committing financial fraud. Computer systems can be infected by viruses, adware and spyware which could have a harmful effect on our operations and security. Identity theft can also be perpetrated by the misuse of information both within and external to the organisation. Harmful parties could exploit any IT system vulnerabilities to facilitate the theft, manipulation or corruption of both personal and confidential data. The indiscriminate use of Artificial Intelligence could also pose risks to Human Appeal.	• A crisis management strategy has been devised by the Communications Department to ensure consistent delivery of key messages through a nominated spokesperson. • Human Appeal has subscribed to new media monitoring software to alert us to adverse media comments. • When serious incidents are reported, the Communications Department is alerted at an early stage enabling response preparation.
Risk of breaching safeguarding guidelines Due to the nature of our work as well as some previous safeguarding cases/incidents in our field office locations, this area remains a high priority which requires ongoing monitoring, reporting and oversight.	• Human Appeal maintains a robust IT control environment which includes regular scheduled and unscheduled training, which is provided to all staff on preventing cyber security risks including social engineering, data protection, phishing, malware, safe web browsing, removable media, travel security and ransomware, security awareness, working remotely, ChatGPT/AI applications, social media best practices, mobile security and business email compromise. • Robust data security policies and procedures including our Information Security and Data Protection policies have been developed and profiled, ensuring heightened risk awareness amongst staff. • A robust firewall functionality and server protection is in place from our cyber security provider and is maintained and updated by Human Appeal's IT team which also incorporates anti-virus software with functions to detect, isolate and rectify all types of malware on our servers and user hardware. • All communications and other sensitive data in the company's network and the internet is encrypted. • Email security is also installed, including User ID and passwords, encryption and authentication. • Business continuity management procedures are in place, including backup and archiving processes and disaster recovery management procedures. • Human Appeal also has the benefit of a cyber-insurance policy in place.

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 the Scottish Charity Regulator (OSCR).

Human Appeal works across the globe to strengthen humanity's fight against poverty, social injustice, and natural disasters 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 22nd March 2004, and with the Charity Commission 21st 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 26th February 2014. Human Appeal has been operating under the company structure to this day. Human Appeal's name change was reflected by Companies House on 1st 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.

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 who 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, 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 a "going concern" basis, unless it is inappropriate to presume that the charitable group will continue in operation.

The Trustees must maintain adequate 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, 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 on 31st December 2023 was four. 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.

REMINERATION 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

DIRECTORS' DUTIES

How Human Appeal Directors have complied with their duties in regard to the following:

The likely consequences of any decision in the long term.

Trustees work to an approved strategy and are in the process of developing a new strategy for 2025-30 onward. This includes an assessment of the external environment and how that is likely to impact on the organisation. Trustees agree an annual operation plan which includes an assessment of the longer-term impacts and ensures appropriate monitoring arrangements are in place. The Board may choose to delegate Sub Committees to undertake detailed analysis of plans and report back on their findings.

The interest of the company's employees.

The impact of major decisions on staff are discussed by the Board who also receive regular updates on staff pay; health and safety; and safeguarding.

The Board receives a summary of the annual engagement survey which highlights both strengths and areas for potential improvement on employment matters and how these will be mitigated through specific actions.

The need to foster the company's business relationships with supporters, suppliers, influencers and others.

The Board receives regular updates on supporters' complaint levels and any underlying themes. In addition, senior managers consult with key partners annually, feedback from which is shared with the Board. The Board regularly discusses the nature of the relationships it wants with key stakeholders and there are clear processes for engagement with influencers, suppliers and donors.

The impact of the company's operations on the community and the environment.

Human Appeal's key objectives are Saving Lives/Human Dignity & Empowering Local Communities. The Board receives regular updates on the work that funds raised are being used for, to ensure funds are used efficiently and effectively. In addition, an assurance framework is in place to ensure compliance requirements for funding are met and the expected impact is delivered.

The desirability of the company maintaining a reputation for high standards of business conduct.

The nature of Human Appeal's work as a charity makes the maintenance of its reputation for keeping high standards of particular importance. Appropriate systems and processes are in place to ensure the highest standards in business conduct. The senior leadership team will also update the Board with any matters that may have given rise to a reputational risk including any mitigating actions being taken.

The need to act fairly between members of Human Appeal

As a registered charity Human Appeal does not have shareholders. The Trustees, who are members of the company, ensure that any surpluses are invested back into the business for the benefit of those for whom we provide aid and support.

COMMITMENT TO STANDARDS & ACCOUNTABILITY

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 the employment of people with disabilities and its adherence to the Equality Act 2010 ensures 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

Our continued focus on online campaigns supported by traditional fundraising has helped Human Appeal to navigate another successful and productive year. The establishment of new income generating country offices has also contributed to this success allowing new donors from new regions to get involved in our global projects.

2023 was sadly marked by an increased number of natural disasters around the world. The need has never been greater because of the earthquakes in Türkiye, Syria, Morocco and Afghanistan, the flooding in Libya and the war in Palestine.

We are deeply grateful to our supporters both in the UK and globally whose generosity ensured growth in our total income of 31% up to £56.2 million compared to last year's total of £43 million. Compared to pre-pandemic (2019: £19.4 million) that's an increase of 190% (2023: £56.2 million). Gifts in kind contributed £7 million to this total. These robust levels of support in the face of increasingly difficult circumstances has continued into 2024 due to the ongoing war in Palestine, 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 £1.7 million from £3.1 million last year. 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. These plans allowed us to respond to the emergencies mentioned above.

We are also pleased to report that the Trustees' decision to facilitate the opening of new partner offices in Canada and Belgium have progressed, strengthening the diversification of income streams. This will help to provide greater financial support for more beneficiaries in the future.

EXPENDITURE

In 2023, we spent £33.4 million on charitable activities. Major areas of expenditure were orphans and child welfare (£6.7 million), food security (£14.9 million), and humanitarian response (£3.2 million).

Combined, these areas accounted for 76% of our charitable spending in 2023. Our specific achievements by geographical area with this expenditure are described throughout this report.

Our expenditure on raising funds during 2023 rose to £15.5 million from £11.9 million in 2022, as we attempted to offset the negative impact of the factors outlined in the above previous paragraphs. In 2023, we spent £193k on developing our fundraising partners' capabilities across Europe and USA, who in turn raised funds enabling projects to be delivered by the Human Appeal family to change and save lives around the world. USA has shown huge potential and growth in such a short period of time as a result we continue to plan investing to increase spending on the development of existing and 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 ongoing costs and rising costs of delivery, the impact of inflation worldwide and the cost of living crisis, all of which can have a negative impact on the charity.

Human Appeal continues to develop appropriate policies and robust systems to safeguard all stakeholders and ensure any risks are recognised, monitored, and mitigated.

Income in 2023 continued to grow from the previous year with an uplift from fundraising activities across the board and the growth of our partner office in America. The continued review and assessment of strategies and the unlocking of our CRM system has contributed to our success. Any ongoing or future impact of external factors have been considered and the anticipated effects have been built into our 2024 and 2025 budgets and forecasts.

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. A detailed review of expenditure budgets was conducted for the remainder of 2024 and 2025 to assess pressure on income and planned expenditure levels, taking into account global price rises. Moreover, we have started working towards our 5-year strategy plan to increase income, open new income generating offices and expand our reach to beneficiaries in need. New fundraising operations in Belgium and Canada have already been established in order to diversify income sources. Human Appeal is continuing to look at ways to diversify and reduce risk associated with income levels.

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 near future. Cash inflows have continued to grow in 2023 with increased reserves securing project pipeline for 2024 and beyond. The Board of Trustees is 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 Board of Trustees recognises 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 £500,000 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 fall 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 (including 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 2023 the charity had total reserves of £14m (2022: £6.9m), restricted reserves of £12.5m (2022: £5.8m) and unrestricted funds of £1.5m (2022: £1.1m). After allowing for fixed assets held as unrestricted funds, the charity had -£1.2m free reserves at the balance sheet date (2022: -£1.7m), 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 6 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

22 October 2024

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 2023 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 2023 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. 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)

30 October 2024

for and on behalf of Sayer Vincent LLP, Statutory Auditor

Sayer Vincent LLP, 110 Golden Lane, London, EC1Y 0TG

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 2023

(incorporating income and expenditure account)

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Income					
Donations and legacies	2	8,735,701	45,641,918	**54,377,619**	39,762,354
Charitable activities	3	-	1,726,551	**1,726,551**	3,095,829
Other trading activities	4	69,894	-	**69,894**	133,136
Investments Income	5	43,732	-	**43,732**	52,751
Total income		8,849,327	47,368,469	**56,217,796**	**43,044,070**
Expenditure					
Raising funds	6	1,137,826	14,325,484	**15,463,310**	11,918,333
Charitable activities	7	1,974,541	31,450,709	**33,425,250**	36,137,342
Charitable capacity building	9	192,944	-	**192,944**	898,553
Total expenditure		3,305,311	45,776,193	**49,081,504**	**48,954,228**
Net (expenditure) / income for the year		5,544,016	1,592,276	**7,136,292**	(5,910,158)
Transfers between funds		(5,119,062)	5,119,062	**-**	-
Other recognised gains/ (losses) Gains on revaluation of investment properties		-	-	**-**	-
Net movement in funds for the year		424,954	6,711,338	**7,136,292**	**(5,910,158)**
Reconciliation of funds Total funds brought forward		1,105,706	5,828,534	**6,934,240**	12,844,398
Total funds carried forward		1,530,660	12,539,872	**14,070,532**	**6,934,240**

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 91– 112 form part of these financial statements.

BALANCE SHEET AS AT 31 DECEMBER 2023

Company no. 08553893

	Note	£	2023 £	£	2022 £
Fixed assets					
Intangible assets	15		**123,495**		215,390
Tangible fixed assets	16		**1,867,439**		1,887,264
Investment properties	17		**665,000**		665,000
			2,655,934		**2,767,654**
Current assets					
Debtors	18	**1,182,035**		994,383	
Cash at bank and in hand	23	**13,783,809**		7,094,707	
		14,965,844		8,089,090	
Creditors: amounts falling due within one year	19	**(3,551,246)**		(3,922,504)	
Net current (liabilities)/assets			**11,414,598**		**4,166,586**
Total net assets			**14,070,532**		**6,934,240**
The funds of the Charity	20				
Unrestricted funds			**1,530,660**		1,105,706
Restricted funds			**12,539,872**		5,828,534
Total Charity funds			**14,070,532**		**6,934,240**

The financial statements were approved by the Board of Trustees on 22nd October 2024 and were signed on their behalf by:

Dr Kamil Omoteso
Chair of the Board of Trustees

STATEMENT OF CASH FLOWS AS AT 31 DECEMBER 2023

	Note	2023 £	2022 £
Net cash generated from operating activities	22	**6,733,810**	**(4,647,652)**
Cash flows from investment activities			
Bank interest received		**1,732**	10,751
Investment property rental income received		**42,000**	42,000
Purchase of tangible fixed assets		**(233,026)**	(323,634)
Proceeds from the sale of tangible fixed assets		**144,586**	(513)
Net cash (used in) / generated from investing activities		**(44,708)**	**(271,396)**
Increase/Decrease in cash and cash equivalents in the year		**6,689,102**	**(4,919,048)**
Cash and cash equivalents at the beginning of the year		**7,094,707**	12,013,755
Cash and cash equivalents at the end of the year		**13,783,809**	**7,094,707**

The notes on pages 91 – 112 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

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.

In light of the challenges presented in the financial review, assessments on long term cash flows and scenario planning have facilitated the charities ability to continue as a going concern. The impact of external factors has been considered and the anticipated effects have been built in to our budgets and forecasts taking into consideration worse-case scenarios.

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 1. 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.

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 10.

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 5 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 2023 was £Nil (2022: £Nil).

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 2023 £	Restricted funds 2023 £	Total Funds 2023 £
Donations	4,725,820	34,169,018	**38,894,838**
Gift and tax reclaimed	3,299,937	-	**3,299,937**
Donated goods and services	-	7,019,893	**7,019,893**
Donations from fundraising events	709,945	4,453,006	**5,162,951**
	8,735,701	45,641,918	**54,377,619**

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total Funds 2022 £
Donations	3,634,465	22,341,668	25,976,134
Gift and tax reclaimed	2,427,428	-	2,427,428
Donated goods and services	-	8,493,425	8,493,425
Donations from fundraising events	56,690	2,808,678	2,865,368
	6,118,583	**33,643,771**	**39,762,354**

3. Income from charitable activities

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total Funds 2023 £
Charitable activities	-	1,726,551	**1,726,551**

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total Funds 2022 £
Charitable activities	-	**3,095,829**	**3,095,829**

4. Other trading activities

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Ticket sales	69,894	-	**69,894**

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Ticket sales	**133,136**	-	**133,136**

5. Investment income

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Property rental income	42,000	-	**42,000**
Bank interest receivable	1,732	-	**1,732**
	43,732	-	**43,732**

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Property rental income	42,000	-	42,000
Bank interest receivable	10,751	-	10,751
	52,751	-	**52,751**

6. Costs of raising funds

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Fundraising costs	76,067	957,701	**1,033,768**
Publicity costs	500,586	6,302,483	**6,803,069**
Event costs	171,628	2,160,841	**2,332,469**
Fundraising staff costs	389,545	4,904,459	**5,294,004**
	1,137,826	14,325,484	**15,463,310**

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Fundraising costs	184,547	1,157,538	1,342,085
Publicity costs	581,870	3,649,680	4,231,550
Event costs	360,095	2,258,632	2,618,727
Fundraising staff costs	512,349	3,213,622	3,725,971
	1,638,861	**10,279,472**	**11,918,333**

7. Analysis of expenditure on charitable activities

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Education	-	584,919	**584,919**
Humanitarian response	-	3,196,756	**3,196,756**
Food security	-	14,936,899	**14,936,899**
Healthcare	-	1,335,633	**1,335,633**
Orphans and child welfare	-	6,722,238	**6,722,238**
Water, sanitation and hygiene	-	1,574,136	**1,574,136**
General country restricted income	1,974,541	3,100,128	**5,074,669**
	1,974,541	31,450,709	**33,425,250**

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Education	-	464,984	464,984
Humanitarian response	-	2,038,873	2,038,873
Food security	-	17,145,034	17,145,034
Healthcare	-	2,834,760	2,834,760
Orphans and child welfare	-	7,989,476	7,989,476
Water, sanitation and hygiene	-	1,243,899	1,243,899
General country restricted income	1,588,203	2,832,113	4,420,316
	1,588,203	**34,549,139**	**36,137,342**

8. Grants to institutions

	2023 £	2022 £
Al Ataa Charity Organization	73,296	-
Abdelshafi Community Health Association	14,032	-
Advanced Tech Company (Khamis Haboush Sons Co.)	40,519	-
Aid and Relief Association	269,800	-
Al Tawasol Forum Society (TFS)	25,395	-
Asian Resource Foundation	10,000	-
Association Aide et Secours	461,908	-
Association of Grace for development	12,042	-
Al Zakah Committee of Jerusalem	-	1,035,965
Bayader for Environment & Development	44,194	400,000
Coastal Municipalities Water Utility	-	101,000
Community Training Centre and Crisis Management	40,000	-
Cops Enterprises	46,709	-
Dhaka Ahsania Mission	96,099	120,262
Gaza Culture and Development Group	176,327	-
Global Rahmah Foundation	30,000	-
Globus Relief	-	300,485
Hayfa Charitable Medical Centre Association	74,362	-
Insanlik Icin Suriye Egitim Ve Yardimlasma Dernegi	-	287,004
International Charity Organisation	115,000	-
International Learning Movement	474,327	715,372
International Orgnization for Migration (UN Migration Agency IOM)	100,000	-
Islamic Welfare Association (ISWA) Lebanon	1,450,646	968,718
Islamic Zakat Society	1,307,715	2,238,079
Items below 50k	-	138,942
Jordan Hashemite Charity Organization	400,871	-
Kalliri I Miresise (Spike of Goodness) Macedonia	33,851	-
MAP Germany	31,000	210,407
Medical Aid for Palestinians	14,395	98,000
Muslim Foundation for Culture & Development	434,862	249,431
Novo Jibon - Bangladesh	79,957	233,430
Palestinian Farmers Union	40,000	120,000
Palestinian Hydrology Group	72,581	-
Quick Trade	53,843	-
READ Foundation	74,956	-
Rusk Trading and Bakery	213,337	-
Tunisia Charity	31,779	-
Turkish Red Crescent Society	983,237	-
Union of Relief and Development Association (URDA)	1,978	-
URDAS Spain	138,690	510,975
Voluntary Association for Rural Development (VARD)	46,874	-
White Hands - (Beyaz Eller)	485,779	-
Yemen Humanitarian Forum	80,690	302,838
Youth Empowerment Centre	138,555	-
Zakat and Sadaqat Foundation	161,175	-
ZamZam Foundation - Kenya	125,391	-
ZamZam Foundation - Somalia	7,000	150,187
	8,513,171	**8,181,093**

9. Charitable capacity building

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Belgium	132,927		**132,927**
Canada	39,117	-	**39,117**
France	-	-	**-**
Holland	-	-	**-**
Ireland	16,003		**16,003**
Spain	-	-	**-**
USA	4,897	-	**4,897**
	192,944	-	**192,944**

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Canada	19,934	-	19,934
France	141,083	-	141,083
Holland	17,195	-	17,195
Ireland	82,695	-	82,695
USA	637,646	-	637,646
	898,553	**-**	**898,553**

10. Analysis of support costs

	Total funds 2023 £	Total funds 2022 £
Costs of raising funds	**1,465,933**	2,378,866
Charitable activities	**135,317**	219,588
Other expenditure including capacity building	**484,886**	786,856
	2,086,136	**3,385,310**

Support costs by type

	2023 £	2022 £
Staff costs	**1,628,489**	1,084,546
Depreciation and amortisation	**200,160**	277,993
Other	**257,487**	2,022,771
	2,086,136	**3,385,310**

Governance costs

Included within support costs are governance costs as follows:

	2023 £	2022 £
Auditor's remuneration	72,453	53,520
Audit fees to previous auditors in respect prior year financial statements	-	-
Non-statutory auditor fees	-	-
Audit fees in respect of the overseas branches	17,783	18,787
Legal and professional other fees	516,084	428,297
	606,320	**500,604**

11. Net income/ (expenditure)

The net income is stated after charging:

	2023 £	2022 £
Depreciation of tangible fixed assets:		
- owned by the Charity	**108,896**	193,082
Amortisation of intangible assets	**91,264**	84,911
Operating lease rentals	**130,000**	50,576
	330,160	**328,569**

12. Auditor's remuneration

	2023 £	2022 £
Fees payable to the Charity's auditor and its associates for the audit of the financial statements (excluding VAT)	**53,500**	50,000
Fees payable to the Charity's auditor and its associates in respect of all other services (excluding VAT)	**1,450**	-
Fees payable to country office auditor for financial statements	**17,783**	18,787
Fees payable to the Charity's auditor and its associates for the audit of the financial statements	**72,733**	68,787

13. Staff costs

Staff costs were as follows:	2023 £	2022 £
Wages and salaries	**6,534,535**	6,259,526
Social security costs	**459,987**	390,854
Other pension costs	**115,394**	95,916
	7,109,916	**6,746,296**

The above staff costs include termination payments of £nil (2022: £nil) made during the year.

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

	2023 No	2022 No
	614	**582**

The number of higher paid employees was:

	2023 No	2022 No
In the band £60,001 - £70,000		3
In the band £70,001 - £80,000	3	2
In the band £80,001 - £90,000	**2**	

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 £523,469 (2022: £515,370).

14. Trustees' remuneration

No Trustees received any remuneration during the financial year (2022: £Nil). No Trustees received any benefits in kind (2022: £Nil). Trustees received reimbursement of expenses of £428 (2022: £486) during the year which relates to travel and accommodation to attend meetings.

15. Intangible assets

	Software £
Cost	
At 1 January 2023	553,576
Additions	-
Disposals	-
Foreign exchange movement	(1,028)
At 31 December 2023	552,548
Amortisation	
At 1 January 2023	338,186
Charge for the year	91,264
Disposals	-
Foreign exchange movement	(397)
At 31 December 2023	429,053
Net book value	
At 31 December 2023	123,495
At 31 December 2022	215,390

The intangible assets, which comprise software, are amortised over a period of 5 years.

16. Tangible fixed assets

	Freehold property £	Fixtures, fittings and equipment £	Motor vehicles £	Total £
Cost				
At 1 January 2023	1,440,462	1,290,549	117,790	2,848,801
Additions	-	189,584	43,442	233,026
Disposals	-	(22,339)	(20,202)	(42,541)
Foreign exchange movement	(30,381)	(13,568)	(35,069)	(79,018)
At 31 December 2023	**1,410,081**	**1,444,226**	**105,961**	**2,960,268**
Depreciation				
At 1 January 2023	137,028	767,676	56,832	961,536
Charge for the year	34,471	153,257	27,270	214,998
Disposals	-	(13,754)	(9,193)	(22,947)
Foreign exchange movement	(10,896)	(32,492)	(17,370)	(60,758)
At 31 December 2023	**160,603**	**874,687**	**57,539**	**1,092,829**
Net book value				
At 31 December 2023	**1,249,478**	**569,539**	**48,422**	**1,867,439**
At 31 December 2022	**1,303,434**	**522,873**	**60,958**	**1,887,264**

All of the above assets are used for charitable purposes.

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

17. Investment properties

	2023 £	2022 £
Investment properties at market value	**665,000**	665,000

All the fixed asset investments are held in the UK and are held at market value.

18. Debtors

	2023 £	2022 £
Other debtors	**1,177,045**	950,585
Stock	**749**	-
Prepayments and accrued income	**4,241**	43,798
	1,182,035	**994,383**

19. Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	1,274,579	1,524,121
Other taxation and social security	288,381	437,492
Other creditors	816,369	717,541
Accruals and deferred income	1,171,917	1,243,348
	3,551,246	**3,922,502**

20. Statement of funds

	At 1 January 2023	Income	Expenditure	Gains and (losses)	Transfers in / (out)	At 31 December 2023
	£	£	£	£	£	£
Unrestricted funds						
General funds	**1,105,706**	**8,849,327**	**(3,305,311)**	**-**	**(5,119,062)**	**1,530,660**
Restricted funds						-
Education	307,725	4,370	(587,301)	-	542,300	267,094
Humanitarian response	360,591	12,977,566	(11,612,240)	-	45,580	1,771,497
Food security	2,681,528	19,851,711	(18,431,851)	-	622,071	4,723,459
Healthcare	53,011	1,028,264	(1,354,804)	-	316,598	43,069
Orphans and child welfare	639,709	7,509,867	(8,194,688)	-	719,163	674,051
Water sanitation and hygiene	1,022,351	1,405,914	(1,732,624)	-	634,016	1,329,657
Other*	763,619	4,590,777	(3,862,685)	-	2,239,334	3,731,045
	5,828,534	**47,368,469**	**(45,776,193)**	**-**	**5,119,062**	**12,539,872**
						-
Total of funds	**6,934,240**	**56,217,796**	**(49,081,504)**	**-**	**-**	**14,070,532**

* Funds that have been restricted to specific countries but not any particular theme.

	At 1 January 2022	Income	Expenditure	Gains and (losses)	Transfers in / (out)	At 31 December 2022
	£	£	£	£	£	£
Unrestricted funds						
General funds	**1,971,794**	**6,304,470**	**(4,125,617)**	**-**	**(3,044,941)**	**1,105,706**
Restricted funds						-
Education	418,558	234,715	(609,486)	-	263,937	307,724
Humanitarian response	2,035,484	6,581,105	(3,872,109)	-	(4,383,888)	360,592
Food security	2,838,484	17,793,093	(20,654,939)	-	2,704,891	2,681,529
Healthcare	58,250	1,741,232	(3,021,089)	-	1,274,617	53,010
Orphans and child welfare	1,974,533	8,082,784	(10,706,649)	-	1,289,041	639,709
Water sanitation and hygiene	2,800,510	1,715,155	(3,679,618)	-	186,304	1,022,351
Other	746,785	591,516	(2,284,721)	-	1,710,039	763,619
	10,872,604	**36,739,600**	**(44,828,611)**	**-**	**3,044,941**	**5,828,534**
Total of funds	**12,844,398**	**43,044,070**	**(48,954,228)**	**-**	**-**	**6,934,240**

21. Analysis of net assets between funds

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Intangible assets	123,495	-	123,495
Tangible fixed assets	1,570,530	296,909	1,867,439
Investment properties	665,000	-	665,000
Net current assets / (liabilities)	(828,365)	12,242,963	11,414,598
	1,530,660	**12,539,872**	**14,070,532**

	Unrestricted Funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Intangible assets	215,390	-	215,390
Tangible fixed assets	1,614,481	272,784	1,887,265
Investment properties	665,000	-	665,000
Net current assets / (liabilities)	(1,389,165)	5,555,750	4,166,585
	1,105,706	**5,828,534**	**6,934,240**

22. Reconciliation of net movement in funds to cash flow from operating activities

	2023 £	2022 £
Net income/(expenditure) for the year	**7,136,292**	**(5,910,158)**
Adjustment for:		
Depreciation and amortisation charges	200,160	277,993
Dividends, interest and rents from investment properties	(43,732)	(52,751)
Loss on the sale of intangible assets	-	-
(Gain) / loss on the sale of tangible fixed assets	-	-
(Increase) / decrease in debtors	(187,652)	675,883
Increase / (decrease) in creditors	(371,258)	361,381
Net cash generated from/(used in) operating activities	**6,733,810**	**(4,647,652)**

23. Analysis of cash and cash equivalents

	2023 £	2022 £
Cash at bank and in hand	**13,783,809**	7,094,707

24. 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 £115,394 (2022: £100,504).

25. Operating lease commitments

At 31 December 2023, the Charity had future minimum lease payments due under non-cancellable operating leases as follows:

	2023 £	2022 £
Not later than one year	130,000	130,000
Later than one year and not later than five years	115,833	245,833
After more than five years	-	-
	245,833	**375,833**

26. Related party transactions

Donations from Trustees totalling £1,559 (2022: £400) 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 £85,001 (2022: £79,468) 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.

27. Subsidiaries

Human Appeal established a subsidiary, International British Waqf (company number 14790001; charity number 1208651), a company incorporated by guarantee, in April 2023. It was registered with the charity commission in April 2024. There was no activity during the financial year to 31 December 2023.

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Carrs Road
Cheadle, Cheshire
SK8 2BL
United Kingdom

humanappeal.org.uk
customercare@humanappeal.org.uk
T: +44 (0) 161 225 0225

INVESTORS IN PEOPLE®
We invest in people Silver

UKAS MANAGEMENT SYSTEMS 120

Charity Registration Number: 1154288 (England & Wales SC046481 (Scotland) | Company Registration Number: 08553893

HUMAN APPEAL

England & Wales - Charity number 1154288

Accounts

ANNUAL REPORT & ACCOUNTS 2022

HUMAN APPEAL

HERE FOR EVERY HUMAN. AND HERE FOR AS LONG AS IT TAKES.

CONTENTS

06 Corporate directory

08 Welcome from the Chair

09 A message from our CEO

10 Strategic report

18 Bangladesh

24 Iraq

28 Lebanon

32 Nigeria

36 Pakistan & Afghanistan

40 Palestine

46 Somalia

50 Sudan

54 Syria

60 Turkey

64 Ukraine

68 United Kingdom (UK)

72 Yemen

76 Orphan sponsorship

80 Sustainable development through special requests

85 Seasonal campaigns

90 Institutional funding and strategic partnerships

94 Institutional funding projects in focus

96 Community fundraising

99 Communications

102 Public relations, research & advocacy

104 Volunteering programme

106 People and culture

108 Principle risks and uncertainties

110 Major risks

114 Structure, governance, and management

118 Financial review

119 Trustees' assessment of going concern

120 Statement of reserves

122 Independent auditor's report to the members of Human Appeal

126 Statement of financial activities

127 Balance sheet

128 Statement of cash flows

129 Notes to the financial statement

IN A YEAR MARRED BY WAR, FINANCIAL UNCERTAINTY, AND DEEPENING POVERTY, WE WERE THERE FOR

3,843,270

OF THE WORLD'S MOST AT-RISK AND VULNERABLE PEOPLE.

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

OUR YEAR IN NUMBERS

In 2022, we helped communities in 22 countries through emergency, development, and seasonal projects, including:

22

COUNTRIES WORKED IN WORLDWIDE

5

HUMANITARIAN EMERGENCIES RESPONDED TO

11

GLOBAL INSTITUTIONAL PARTNERSHIPS

22,118

ORPHANS SPONSORED

690,458

PEOPLE SUPPORTED DURING RAMADAN, EID AL-ADHA AND WINTER

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

Deputy CEO:
Owais Khan

Interim People and Culture Director:
Pulvisha Raja

Programmes Director:
Mehdi Benmrad

Fund Development Director:
Zaheer Khan

Emerging Markets Director:
Hameed Al-Asaly

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

This year's annual report signifies our remarkable recovery from the unprecedented challenges posed by the COVID-19 pandemic, the most formidable trial in our esteemed 30-year history. I am immensely proud of the remarkable accomplishments achieved by our diligent staff, dedicated volunteers, the resilient communities we serve, and the unwavering support from our generous donors.

In 2022, our global income soared to an astounding £43 million, marking a 21% surge from the previous year and a remarkable twofold increase from just a decade ago. What's even more remarkable is that we were able to channel this record income towards impacting the lives of over 3.8 million individuals across the globe. This unprecedented reach would have been inconceivable without the extraordinary philanthropy of our donors. Their selfless giving amidst a backdrop of global economic uncertainty, rising inflation, and mounting cost-of-living pressures is a testament to their compassion and faith in our mission to be a lifeline for every human in need.

This Annual Report vividly illustrates the diverse spectrum of Human Appeal's work across Africa, Asia, the Middle East, and Europe. Our efforts span from assisting those affected by humanitarian crises to elevating communities out of poverty. These endeavours demand ingenuity, innovation, and unwavering commitment, particularly at a time when the need for our services has surged, costs have escalated, global hunger is on the rise, and climate-related disasters are increasingly frequent and severe.

In an evolving world, the Human Appeal family is evolving as well. In 2022, we established our inaugural office in the USA, expanding our reach to aid more individuals, both locally and internationally. Throughout Europe, where our primary focus has historically been fundraising and awareness, our partner offices have expanded their domestic aid initiatives. However, our responsibility remains to be there for all those in need. As the number of individuals in need continues to rise, coupled with the escalating cost of living, we have proactively reshaped our organisation. Over recent years, we have focused on sustainability through diversification and sharpened our strategic focus. Our long-term strategy for 2023 aims to revolutionise our approach by investing in our global infrastructure, our people, technology, and our engagement strategies. It further underscores our commitment to enhancing our humanitarian and development work, advocacy for change, and the synergistic partnerships we are nurturing across the Human Appeal family.

Our mission remains steadfast: to work with utmost effectiveness and efficiency to assist as many people as possible. With your steadfast support, Human Appeal will persist in its unwavering dedication to constructing a future free from poverty and suffering for every person in need worldwide.

Dr Kamil Omoteso
Chair of the Board of Trustees

A MESSAGE FROM OUR CEO

Dr Mohamed Ashmawey

In this year's annual report, we unfold the remarkable story of Human Appeal's resurgence, a testament to our resilience in the face of the most formidable challenge in our illustrious 30-year history. This narrative fills every member of the Human Appeal family with profound pride.

In 2022, our unwavering resolve was tested as we confronted a multitude of intersecting crises. Just as the world began to recover from the disruptions caused by COVID-19, we found ourselves grappling with a surge in the frequency and magnitude of global crises that pushed our teams to their limits. The conflict in Ukraine, for instance, unleashed an unprecedented humanitarian emergency in Europe, marking the largest displacement of people since World War II. Catastrophic floods engulfed a quarter of Pakistan, inflicting untold suffering. In the Horn of Africa, a succession of five failed rainy seasons led to the most severe drought in decades. Approximately 20 million people in Somalia, Ethiopia, and Kenya were left uncertain about their next meal, in desperate need of humanitarian aid. Even here in the UK, individuals already vulnerable struggled further as the cost of living soared. The conflict in Ukraine exacerbated the crises, driving up the prices of fuel and essential food items.

Behind these stark statistics lie the heart-wrenching stories of individual families, families whom we stand beside as they endeavour to rebuild their lives and livelihoods.

By year-end, we had extended assistance to over 500,000 people in Pakistan, raising over £5.7 million in funds globally to support our on-ground efforts. Our success in Pakistan was further bolstered by our institutional funding partnerships, including vital support from Unicef and the World Food Programme (WFP). Our commitment to rebuilding homes and livelihoods continues one year on.

In Syria, we undertook a significant initiative in Killi, Idlib, where we built a village comprising 272 housing units and essential amenities. This village served as a sanctuary, providing stability and refuge to 1,190 individuals, allowing them to rebuild their lives in the face of displacement. Additionally, in Idlib, northwest Syria, we successfully established another thriving village, boasting 1,000 homes, which now serves as a home to approximately 1,095 people.

Our work is far from complete, and we are now venturing into Town 3 – Al Yasameen.

In Yemen, we have continued to lead in the vital mission of school building and reconstruction. Throughout 2022, our dedicated efforts were concentrated on four of the planned 20 schools: Saleh Al-Sammad School, Assalam School, Ali bin Abi Taleb School, and 22 May School. These projects have extended the precious gift of education to thousands of deserving children.

In response to the devastating drought in Somalia, we supplied 1,147,500 litres of water, directly impacting 5,002 people, alleviating their suffering and providing life-saving relief.

At a time when our presence is needed more than ever, the progress we've achieved this year propels us forward with renewed determination, despite the challenges we face. Behind every achievement is an entire community that enables our work—a community comprising dedicated staff, volunteers, partners, and supporters who believe in a better world for every person in need.

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 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-sufficient 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 2022, we continued to deliver projects under four broad thematic areas:

+ Humanitarian relief

+ Seasonal programmes

+ Sustainable development

+ Child welfare

HUMAN
APPEAL

GLOBAL PROGRAMMES STRATEGY 2022

Throughout 2022, 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 of humanitarian action

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

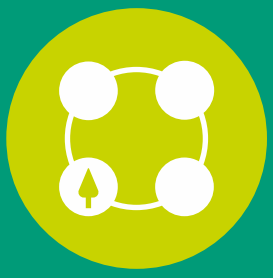
We assist with livelihood development for vulnerable communities by helping to create sustainable income generation opportunities.

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.

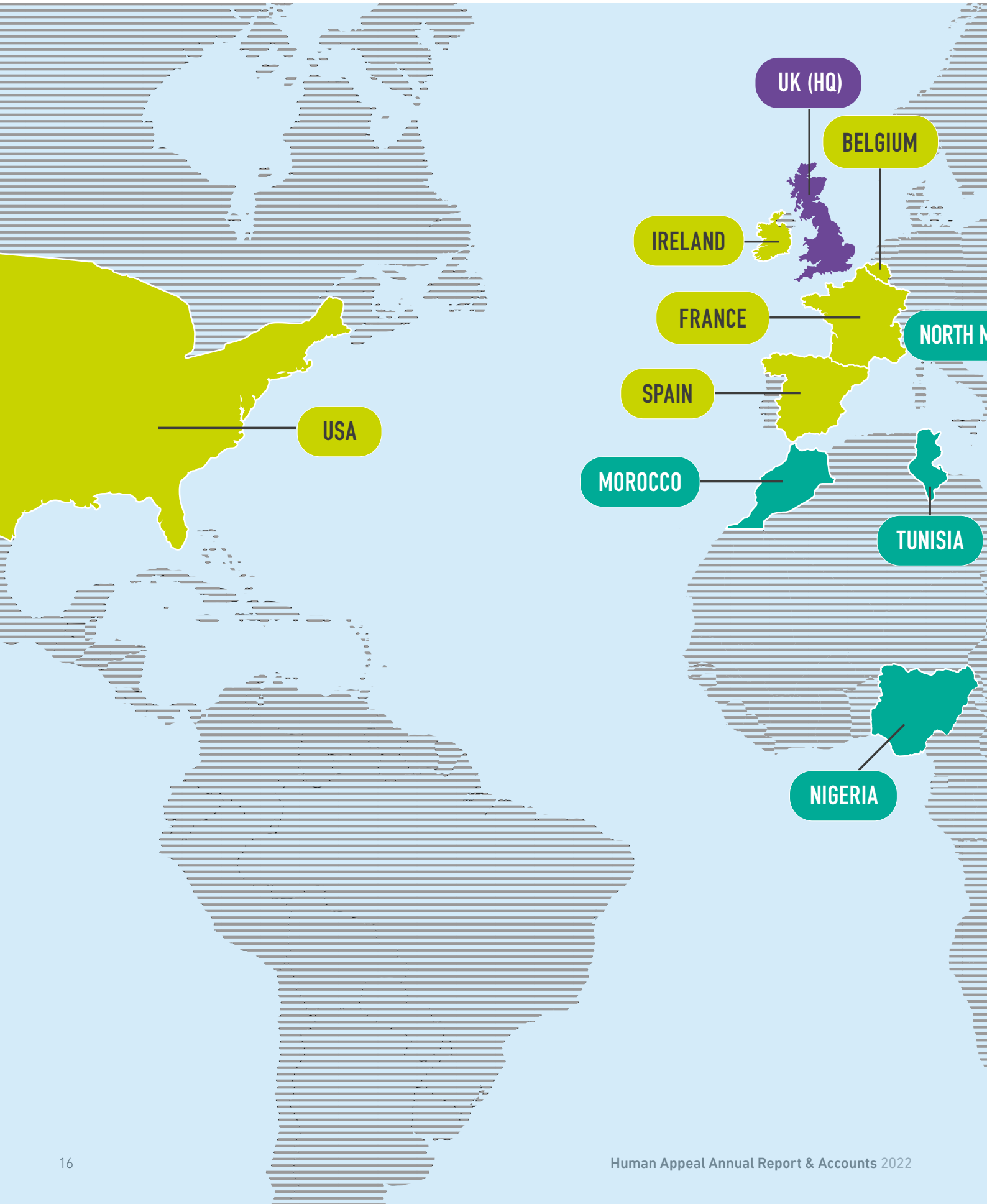


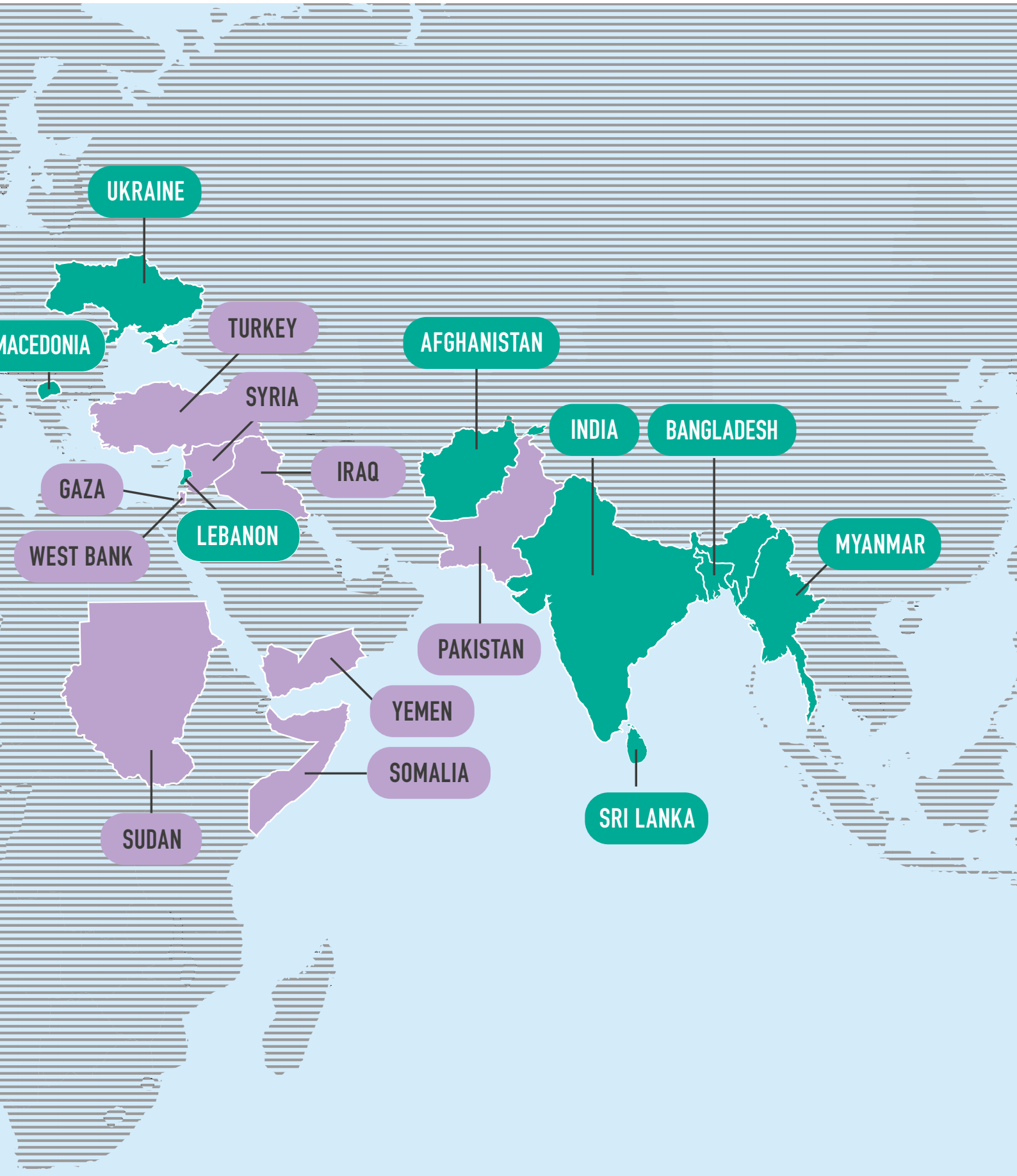
CROSS-CUTTING THEMES

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:

- Gender
- Environment and climate change
- Inclusion
- Protection
- Value for money

OUR REACH


UK (HQ)
BELGIUM
IRELAND
FRANCE
NORTH M
SPAIN
USA
MOROCCO
TUNISIA
NIGERIA


HEADQUARTERS
PARTNER OFFICES
COUNTRY OFFICES
LOCAL PARTNERS
UKRAINE
MACEDONIA
TURKEY
SYRIA
GAZA
WEST BANK
LEBANON
IRAQ
AFGHANISTAN
INDIA
BANGLADESH
MYANMAR
PAKISTAN
YEMEN
SOMALIA
SUDAN
SRI LANKA

BANGLADESH

Despite sustained economic growth, Bangladesh continues to face immense challenges, specifically in access to essential services, basic amenities and education.

While the government had previously made good progress in school enrolments, this has slowed as they struggle to reach the 13% of children currently engaged in child labour. In terms of resources, the figures remain stark, with 68.3 million people having no access to safely managed drinking water and 103 million without access to safely managed sanitation facilities.

In 2022, Cox's Bazar continues to be a key focus region for humanitarian aid, with almost 1 million Rohingya refugees living in the 23.4 km^2 area. Despite international efforts, conditions in refugee camps remained substandard, with security, accommodation, water, and sanitation posing significant concerns. The influx of refugees has also impacted host communities, with farmland confiscated for settlements, forests stripped for firewood, and price inflation on essential goods due to increased demand.

Despite the challenges, Human Appeal continues our efforts to address education, water, sanitation, and livelihood needs, with the aim of improving the lives of both refugee and host communities.

OUR 2022 SECTOR PRIORITIES

+ Seasonal food aid and non-food items (NFI's)
+ Water, Sanitation and Hygiene (WASH)
+ Provision of emergency relief
+ Orphan and child welfare programmes

OUR IMPACT IN NUMBERS

+ **75,332** people given access to water through the creation of wells
+ **6,249** people supported through Qurbani
+ **5,000** people supported with nutritious food parcels to last the month of Ramadan
+ **2,800** people saved from cataracts through preventative treatment
+ **1,618** given improved hygiene facilities
+ **1,335** provided with supplies to stay warm over winter

In 2022, we supported 97,148 people.

HIGHLIGHTS FROM OUR WORK

Brighter futures for Dhaka's street children

The plight of Bangladesh's street children remains a pressing concern, with approximately 1.5 million children living on the streets, including 350,000 in Dhaka City alone. These children are at particular risk of physical and sexual abuse and harassment by law enforcement agencies, as well as lacking healthcare, education and future employment opportunities.

In response to this issue, Human Appeal has been running a comprehensive project to protect these vulnerable children's immediate safety. Efforts include ensuring access to nutritious food, providing essential healthcare and supporting psychosocial health.

Ultimately, the project aims to offer a pathway out of poverty and away from the streets.

Building upon previous efforts, in 2022, Human Appeal expanded its endeavours, enrolling a further 102 street and working children into the project. Of this year's cohort, 34 were enrolled in education, and 12 received vocational training.

In addition to academic and vocational support, all children benefited from life skills and rights awareness training, covering essential topics such as trafficking prevention, early marriage, dowry, personal hygiene, and child abuse.

Human Appeal continues its commitment to uplifting the lives of these vulnerable children, providing them with opportunities to break free from the cycle of poverty and secure a brighter, more promising future.

Relief efforts in flood-affected areas of Bangladesh

Record-breaking rainfall resulted in devastating floods in Bangladesh's north and northeast regions, leaving flood-affected communities grappling with hunger, scarcity of services, and physical and emotional distress.

Recognising the urgent need for assistance, Human Appeal staged a humanitarian intervention strategically focused on the upazila of Mohanganj, the worst-affected area in the Netrokona district. To reach those most in need, the project targeted pregnant women, lactating mothers, children, large families with elderly members, and people with disabilities.

In total, 620 households (4,282 individuals) were provided with food and non-food items, including hygiene kits for women and girls. The supplies brought much-needed relief by alleviating hunger, addressing immediate household item shortages, and mitigating the distress and suffering experienced by the participating households.

This intervention brought tangible relief to the flood-affected communities and uplifted spirits and brought a feeling of recovery in the aftermath of the natural disaster.

FLOOD RESPONSE
BANGLADESH
FLOOD RESPONSE
BANGLADESH

CASE STORY

TURNING THREADS INTO SUCCESS: SAGORIKA'S INSPIRING STORY

Sagorika is 15 years old and lives in the tt para railway slum. She is the eldest child of three. Her father is a rickshaw puller, and her mother is a domestic worker.

Sagorika desperately wanted to go to school but was required to clean people's houses and wash dishes to earn money and help with the family's income. Even when Sagorika came home from work, she had to care for her siblings and was responsible for cooking and cleaning the house.

When Sagorika joined our Street Children Centre, she was a frustrated young lady and felt unable to fulfil her dreams. Now, after taking part in our vocational training programme and being provided with her own sewing machine, Sagorika can sew a variety of dresses with confidence.

Sagorika says that the sewing machine has been a blessing. She now earns good money selling clothes, which allows her to contribute to her family's expenses while paying for her schooling.

Her dream is to become a police officer one day, and she hopes her younger siblings can receive an education. With the help of our Street Children Centre, Sagorika believes her aspirations are achievable.

Sagorika says that the sewing machine has been a blessing. She now earns good money selling clothes, which allows her to contribute to her family's expenses while paying for her schooling.

IRAQ

Due to conflict, economic hardship, and the ongoing impacts of the COVID-19 pandemic, Iraq is facing a complex humanitarian crisis. Approximately 10 million people require humanitarian assistance, including 1.2 million internally displaced people, many of whom live in the country's 26 IDP camps.

Food insecurity is reaching a crisis point, with rising prices making it unaffordable for families to purchase the quantity or quality of nutritious food they need. To compound matters, in 2022, Iraq also faced a severe water shortage brought about by drought. The shortage not only impacted access to drinking water but also water for irrigation - devastating agriculture and livelihoods in the process. This further exacerbated the humanitarian crisis, with families becoming displaced as they left rural communities in search of water.

OUR 2022 SECTOR PRIORITIES

+ Provision of food aid
+ Supporting livelihood development
+ Preventing gender-based violence
+ Enhancing child protection
+ Psychological support for mothers

OUR IMPACT IN NUMBERS

+ 12,422 reached through GBV prevention
+ 7,971 people supported with food parcels during Ramadan
+ 5,932 vulnerable people provided with winter bedding and clothing
+ 636 mothers given psychosocial support

In 2022, we supported 32,353 people.

adidas
PAULMARK

HIGHLIGHTS FROM OUR WORK

REDUCING YOUTH UNEMPLOYMENT, EMPOWERING ENTREPRENEURS

The regions of Kirkuk and Mosul have seen a rise in vulnerable, unemployed youth who don't have the necessary skills or resources to contribute to their families or the local economy. In 2022, Human Appeal ran the "FIKRA-Establishment of Income Generation Activities and Small Enterprises for Youth Entrepreneurs" project to address this issue. The project focused on identifying market demands and gaps through a Rapid Market Assessment (RMA) and supporting young people to create businesses aligned with those opportunities.

The project targeted men and women aged 18-25 and shortlisted 460 applicants. Of those, 260 were selected to undergo business development training and were supported to develop business plans. Notably, 37% of the selected entrepreneurs were women, exceeding the initial goal of 30%.

Ultimately, the project successfully enabled 209 entrepreneurs (including 70 women and 139 men) to establish and run their enterprises, positively impacting the local Iraqi economy and creating job opportunities for other members of the labour force. Through the distribution of in-kind assets and coaching and mentoring, the FIKRA project empowered these youth entrepreneurs to contribute to the growth and development of their communities.

WRAP-AROUND SUPPORT FOR IRAQ'S YOUNG MOTHERS

The effects of the COVID-19 pandemic, combined with prolonged and multiple displacements, have had a detrimental impact on access to essential services and the wellbeing of women and children in Iraq, exposing them to significant protection concerns. COVID-19 containment measures not only impacted livelihoods but increased the risks of child labour and child marriage.

To address these challenges, Human Appeal established a project aimed at improving protections for pregnant women and girls, particularly those in early marriages. We created a referral system for health services aimed at increasing access to reproductive health support. We also provided psychosocial support sessions over eight weeks to improve the wellbeing of these new and expectant mothers.

Through reproductive and mental health support, we aimed to decrease gender-based violence, particularly in young marriages, and promote overall wellbeing and resilience. In total, 636 mothers received assistance and support, which is expected to have a lasting positive impact on the women, their families, and the wider community.

OVERCOMING BARRIERS TO EDUCATION IN "BACK TO SCHOOL" CAMPAIGN

In 2021, around 650,000 vulnerable displaced and returnee children faced significant barriers in accessing education, with 21% experiencing severe obstacles that endangered their health and safety. The exclusion of these children from learning opportunities can lead to abuse and violence, impacting their mental and physical wellbeing. Limited access to online and blended education resources due to unreliable internet connectivity, electricity supply, and lack of proper equipment posed challenges for displaced and returnee children, risking a setback in their foundational learning.

To help address these needs, a project was initiated to support children from poor and vulnerable host communities. The project provided essential education kits, including stationery such as pens, pencils, notebooks, and geometric instruments, as well as supplies like school bags and lunch boxes. The selection of schools and children was made in consultation with relevant educational authorities and local NGOs in Mosul and Halabja. The project successfully reached 1,397 of the most vulnerable children in these regions.

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RAK 2022
N APPEAL FRANCE

LEBANON

In 2022, Lebanon experienced an evolving multi-layered crisis, including a severe economic and financial downturn, political deadlock, social instability, and external shocks. As a result, the most vulnerable populations faced acute humanitarian needs, worsened by the ongoing impact of global events like the COVID-19 outbreak and the Russia-Ukraine war. Lebanon also continued to host a large number of refugees per capita, causing strains on resources and creating tensions between host communities and refugees.

Economic turmoil significantly affected household income, purchasing power, and access to essential goods and services like education, safe water, and sanitation. The healthcare system also faced significant challenges due to increasing costs and shortages of critical supplies. Amid the crisis, child protection needs increased, with child labour, safety concerns, and non-attendance of school being prominent issues.

Overall, the situation called for comprehensive and sustained efforts to address the urgent humanitarian needs and work towards long-term development plans and structural reforms to alleviate the impact on vulnerable communities. In 2022, Lebanon served as a key focus area for Human Appeal, enabling us to provide aid to twice as many people as the year prior.

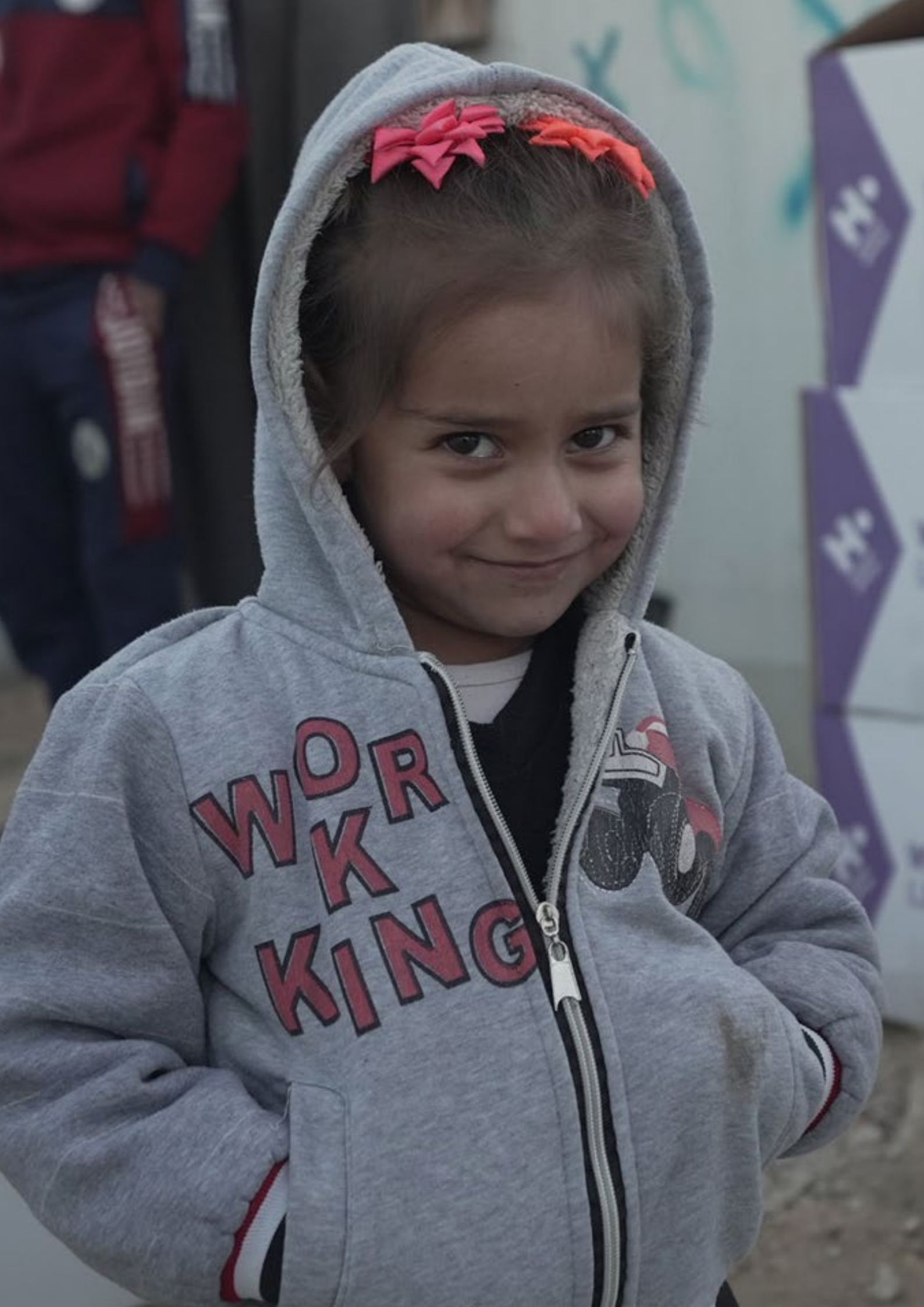
OUR 2022 SECTOR PRIORITIES

+ Improve access to education for vulnerable children
+ Provide stability for refugees and their families
+ Address food insecurity during Ramadan
+ Enhance Syrian refugee community resilience

OUR IMPACT IN NUMBERS

+ 155,051 people supported in winter with food, fuel and clothing
+ 37,137 people given food parcels for Ramadan
+ 15,750 refugees provided with hot meals
+ 7,771 orphans and vulnerable children sponsored

In 2022, we supported 273,818 people.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HIGHLIGHTS FROM OUR WORK

PROVIDING EDUCATION AND EMPLOYMENT FOR SYRIAN REFUGEES

Amidst the challenging circumstances vulnerable Syrian refugee children face in Lebanon, the need for safe and accessible educational opportunities is paramount.

The primary goal of this project was to provide education opportunities for students aged 4-14. Many beneficiaries were selected from the Saad Nile camps due to the urgent need for safe educational facilities, as official schools couldn't accommodate them. Many of the children chosen were orphans, having lost both parents to war or displacement.

In total, we were able to get 380 students into education. Additionally, 24 vulnerable adults from the refugee camps were offered secure employment as teachers, providing them with social and economic stability. Through this initiative, we also ran awareness campaigns and psychological support to 2,020 beneficiaries, further deepening the impact on these challenged communities.

The positive impacts of this project will be long felt as refugee children have become more literate, mentally healthier, and more likely to continue their education. Equipped with knowledge and making informed life choices, they are better prepared to secure good jobs in the future and contribute to rebuilding their country.

SUPPORT FOR REFUGEES AND HOST COMMUNITIES IN CRISIS

Since 2019, Lebanon has faced an unprecedented economic downturn, giving rise to increased poverty and critical shortages in food, healthcare, education, and other basic services. Amplifying the issues caused by limited resources, the presence of refugee camps put further strain on already impacted communities. Tensions are high between both groups, with refugees seeking safety and opportunities and the host communities grappling with already scarce resources.

In response to this pressing need, Human Appeal implemented a project to enhance food security, sanitation, hygiene standards, and shelter conditions, both for vulnerable households in refugee camps and host communities.

The project successfully distributed food parcels to 900 Syrian, Palestinian and Lebanese households in the towns of Arsal and Saida. This support significantly improved food consumption among the targeted families and alleviated the hardships faced by vulnerable households amidst the ongoing crisis.

FEEDING VULNERABLE FAMILIES OVER WINTER

Life below the poverty line is dire in Lebanon, and never is this more evident than during the cold, wet winter months. During this time, Human Appeal identified that urgent assistance was required to improve access to food for vulnerable Syrian and Lebanese families. In collaboration with ISWA – Lebanon, we launched a winter campaign in Arsal and Beqaa, regions known for their high poverty rates.

In order to make sure the project was as successful as possible, we began by identifying needy households in Arsal and Beqaa that were not receiving cash or food assistance. By gathering input from these families about what resources would be most useful, we were able to create a list of core ingredients, including rice, lentils, chickpeas and flour. With a clear plan in place, the team sourced, packed and distributed the food packs to 634 families (3,165 individuals) across the target areas.

Packs were evenly distributed to both Syrian refugees and Lebanese nationals facing difficult circumstances. The targeted beneficiaries fell into various vulnerable categories, including widows, orphans, families with unemployed breadwinners, female-headed households, households with pregnant or breastfeeding mothers, those living in non-permanent

shelters and those supporting elderly or disabled relatives.

The project achieved its overarching goal of enhancing beneficiaries' resilience and improving food security and health outcomes. The nutritious food parcels provided essential sustenance lasting approximately 3-4 weeks, significantly improving the families' food security during winter.

CREATING EDUCATION OPPORTUNITIES FOR REFUGEE CHILDREN

Lebanon is home to approximately 1.5 million Syrian children living as refugees, with the Beqaa district accommodating around 39% of them. Despite humanitarian efforts to support these children, many remain out of school - 44% of children aged 5-14 are not in formal education, and 36% receive no education at all.

In partnership with Multi Aid Programs (MAPs), Human Appeal launched a project to provide high-quality non-formal education to vulnerable Syrian children aged 4-14. The curriculum would cater to these children's unique needs, encompassing psychosocial support, resilience building, and critical thinking alongside a core curriculum of mathematics, Arabic, English, and science.

A total of 380 boys and girls were successfully enrolled, as well as 50 students who joined our specialised "Educate to Innovate'' program - a STEM learning initiative. MAPs employed 24 Syrian refugees as staff members to run these programs, further benefiting the community.

The long-term impacts of this project will be profound, empowering children with not only traditional education but also coping strategies, emotional problem-solving skills, resilience and confidence. Equally important is the focus on preserving their Syrian identity, ensuring that cultural heritage remains a source of pride and strength.

We aim to offer these opportunities to even more refugee children over time, increasing enrollments in 2023. Human Appeal remains committed to creating lasting positive change in the lives of those affected by crisis and displacement.

NIGERIA

With a rapidly increasing population of just over 218 million, Nigeria faces ongoing pressures, including stretched resources, high inflation and poor employment rates. With 33.7% of the population unemployed and more than half of Nigerians living below the poverty line, the situation for over 100 million Nigerians is unlikely to improve without significant support from humanitarian efforts.

In 2022, economic tension within the country led to increased killings, kidnappings and conflicts, creating untold hardship and displacement. The northeastern states of Borno, Adamawa and Yobe were particularly impacted, as humanitarian access had been severely restricted over a prolonged period. Within these states, 8.4 million people were classified as in dire need of humanitarian aid - Human Appeal focused our efforts on these areas.

OUR 2022 SECTOR PRIORITIES

+ Seasonal food aid
+ Improve the welfare of orphaned children
+ Improve quality of life for vulnerable families

OUR IMPACT IN NUMBERS

+ 2,000 people given food supplies for Ramadan
+ 1,750 vulnerable people surprised with food and cash for Eid al-Fitr
+ 1,170 people received fresh, nutritious meat parcels during Qurbani

In 2022, we supported 4,925 people.

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NIGERIA 2023

HIGHLIGHTS FROM OUR WORK

FOOD AND FINANCIAL ASSISTANCE FOR EID AL-FITR CELEBRATIONS

A continuation of the project we have run previously in Nigeria, the Zakat al – Fitr Project aimed to improve the wellbeing of Muslim families in need by providing direct cash and food assistance during Eid al-Fitr celebrations. The initiative sought to alleviate hunger and suffering among beneficiaries, foster a sense of belonging, and enhance food nutrition.

In order to reach the most vulnerable, it was determined that the beneficiaries should be widows and impoverished men who were responsible for at least five family members. Mosques and Islamic organisations in target locations were selected to identify the families who would most benefit.

In total, 350 families received food packages and cash, benefitting 1,750 individuals. The project's success brought happiness and a sense of fulfilment to the recipients while strengthening the bonds within families and reinforcing the role of Muslim organisations and mosques in providing crucial support to the community.

BRINGING JOY AND NUTRITION TO VULNERABLE FAMILIES ON EID

The Nigeria Qurbani 2022 Project spread happiness among the less fortunate by providing access to protein and essential nutrients that had been desperately lacking in the lives of financially struggling families.

Pregnant and nursing mothers, people with disabilities, widows and the elderly were all targeted as beneficiaries. Despite their challenging circumstances, these vulnerable groups often still bear the responsibility of catering for their families during the festive period. Our project aimed to provide assistance during Eid and allow them to experience a reprieve from their daily struggles.

Seven healthy cows were sacrificed and efficiently distributed amongst 195 vulnerable families, who were overwhelmed by the generous donation. Both direct recipients and the wider community benefited from the Qurbani project, as the animals were purchased locally, supporting the farming community and their families.

PAKISTAN & AFGHANISTAN

Going into 2022, Pakistan was already experiencing a humanitarian crisis, with 38 million people living with food insecurity. Ranked 99th out of 121 nations in the Global Hunger Index, pervasive poverty and food scarcity present an ongoing challenge to vulnerable populations within the country. This was further exacerbated by dramatic weather events that hit Pakistan from June through October.

The country experienced long periods of torrential rain, leading to devastating flooding and landslides. Approximately 33 million people were impacted by the dramatic impact of this monsoon season, with more than 495,259 houses damaged, rendering entire towns and villages uninhabitable. Crops, orchards, and livestock were also destroyed, further reducing already limited resources.

The provinces of Balochistan, Khyber Pakhtunkhwa, and Sindh have been particularly badly affected due to their stark levels of pre-existing poverty. As Pakistan faced the aftermath of the widespread floods, humanitarian organisations like Human Appeal helped the worst-impacted communities get back on their feet.

OUR 2022 SECTOR PRIORITIES

+ Water, sanitation and hygiene
+ Access to education
+ Orphan and child welfare
+ Food security
+ Livelihoods
+ Child protection

OUR IMPACT IN NUMBERS

+ 1,014,282 benefited from access to clean drinking water
+ 68,879 people received fresh, nutritious meat parcels for Qurbani
+ 44,646 people supported with nutritious food parcels to last the month of Ramadan
+ 12,911 people provided with supplies to stay warm over winter
+ 4,570 orphaned children sponsored

In 2022, we supported 1,683,656 people.

HIGHLIGHTS FROM OUR WORK

EMERGENCY FLOOD ASSISTANCE IN WORST-HIT AREAS OF PAKISTAN

In response to the devastating floods that struck Pakistan, Human Appeal swiftly took action to provide humanitarian aid to the worst affected communities. Identifying the need for immediate sustenance and hygiene supplies, our team acted fast to reach those impacted.

As part of our emergency response, we distributed hygiene kits and nutritious hot meals to people who were critically affected, supporting 59,481 people. The impact of this support was immediate, particularly for women and girls who appreciated access to sanitary supplies. Comforting cooked meals of roti, curry and rice met not only immediate needs but also improved resilience, especially for those who were already vulnerable to food insecurity.

EID GIFTS AND SUPPORT FOR VULNERABLE FAMILIES

In an effort to bring joy and support vulnerable families in targeted districts, Human Appeal Pakistan distributed Eid gifts during Eid al-Adha.

Food expenditures for families in these districts comprise more than 90% of their overall expenses, placing a significant burden on their limited resources. Women-headed families, who predominantly rely on agriculture and livestock for their livelihoods, face additional challenges as their income often fails to meet essential needs.

During Ramadan, the struggle intensifies as price hikes and low incomes make it difficult for families to prepare for Eid. Many depend on donations for food and Eid preparations. In response to this, our project prioritised orphan families registered with Human Appeal under our Orphan and Child Welfare Programme. Widows, people with disabilities, and orphans were prioritised as beneficiaries, ensuring the most vulnerable people were supported.

We successfully reached 305 vulnerable and food-insecure families in the target districts. Each Eid gift pack provided sufficient provisions to meet the needs of a family of 4-to-5 people, ensuring that they could celebrate Eid al-Adha.

The distribution of Eid gifts among orphans and women-led families in rural areas of district Mansehra brought moments of happiness and relief, reinforcing our commitment to supporting vulnerable people.

REDUCING MORBIDITY AND MORTALITY IN RURAL COMMUNITIES

The scarcity of clean running water is an ongoing problem in Pakistan, with 70% of the population living without access to safe drinking water. To address this ongoing crisis, Human Appeal launched two projects to provide clean water sources for communities facing water scarcity.

The project aimed to support vulnerable communities in the arid region of Tharparkar, providing them access to water for drinking, hygiene, livestock and agricultural purposes. Previously, the area's residents regularly travelled over a mile to fetch water from wells, many of which were contaminated. This has resulted in the spread of waterborne illnesses, which are a contributing factor to Pakistan's high child mortality rate.

Human Appeal selected 31 villages in the district for this initiative, identified as priority areas in our Country Strategic Plan. Building on the success of previous projects, we implemented a replication and scale-up strategy to benefit 31,200 men, women and children.

Each village received a solar-powered water pump with integrated supply lines, dramatically improving access to clean running water. In addition, we constructed toilet facilities for 18 of the larger villages (12 toilets per village) to further improve

hygiene, health, and wellbeing.

To ensure the long-term sustainability of this infrastructure, we formed community-based water committees that were extensively trained in operations, maintenance, and troubleshooting. Alongside technical expertise, we also organised community-wide education sessions on general health, hygiene education, and sanitation.

The impact of our water and hygiene projects is profound. In areas with high child morbidity and mortality rates, the availability of clean water not only improves living conditions but dramatically reduces health risks. Additionally, these projects foster social cohesion, promoting greater cooperation and understanding between Muslim and non-Muslim community members.

In 2023, we will continue identifying villages that can benefit from these programmes.

RESPONDING TO THE DEVASTATION AFTER AFGHANISTAN EARTHQUAKE

In the wake of the catastrophic earthquake near the Pakistan border in June 2022, Human Appeal Pakistan swiftly launched a relief mission to assist the affected communities. The quake, measuring a magnitude of 6.2, resulted in a devastating death toll of 1,039 and left 2,949 people injured, including 591 children. The disaster caused extensive destruction, with more than 25 villages nearly decimated, including schools, hospitals, homes, and mosques. The village of Paktika in Afghanistan bore the brunt of the impact, suffering the most severe destruction.

Houses primarily constructed from wood and mud were particularly vulnerable to the earthquake; the destruction was compounded by heavy rains that had weakened the structures prior to the disaster. As a result, up to 70% of homes in Patika were destroyed, leaving countless families without shelter.

Human Appeal responded urgently launching an assessment mission to Paktika to identify how we could best provide support. We provided 1,400 people with hot meals for seven days, which offered nourishment and a lifeline for those affected.

PALESTINE

As the conflict and oppression in Palestine enters its 75th year, the Gaza Strip continues to be a priority for humanitarian organisations globally. In 2022, Human Appeal continued its work with Palestinians in Gaza, the West Bank and rural areas, providing essential assistance with daily living.

In Gaza, the unemployment rate is among the highest in the world - 46.6% of working age people are without jobs. The already dire situation escalated in August Israel launched 147 air strikes rained on Gaza, destroying countless businesses, homes, and other infrastructure.

Human Appeal launched a number projects aimed at restoring safety to those worst affected by the conflict. In addition, we continued to run our Special Requests programme, allowing supporters to directly impact the lives of Palestinians through the provision of specific resources that help families to recover and rebuild.

In 2022, we supported 67,615 people.

OUR 2022 SECTOR PRIORITIES

+ Access to safe drinking water
+ Sustainable food
+ Medical aid
+ Emergency support

OUR IMPACT IN NUMBERS

+ 11,662 people received fresh, nutritious Qurbani beef parcels
+ 35,831 helped during emergency response

HIGHLIGHTS FROM OUR WORK

EMERGENCY RESPONSE IN REACTION TO AIR STRIKES

Facing the aftereffects of air strikes, August saw the Gaza Strip in crisis, with 33 people killed and 203 injured. With many homes destroyed, the priority was providing shelter to the most vulnerable of those displaced. Human Appeal's emergency response covered five governorates: Gaza City, North Gaza, the Middle Area, Khan Younis, and Rafah.

Providing immediate support in the form of repairs and alternative shelter, we supported 163 of the worst affected families. However, recognising the further vulnerabilities on the ground, specifically in terms of food insecurity, we also carried out a food assistance response, reaching a further 178 families.

While Human Appeal's projects primarily focus on long-term benefits to vulnerable populations, being able to offer immediate short-term help in times of crisis is equally important. Our ability to leap into action so quickly in the face of an emergency is due to the financial support of our donors and the unwavering commitment of our fundraisers, ground teams and volunteers.

URGENT SURGERIES FOR VULNERABLE PATIENTS IN GAZA

In the Gaza Strip, access to medical care is entirely dependent on the capacity and supplies at hospitals and the availability of doctors, leaving many individuals urgently awaiting essential treatments. In 2022, Human Appeal aimed to reduce the burden on those suffering due to postponed surgeries.

Our project ensured that the highest quality of care could be delivered to those in need, with a strong focus on the safety of patients and surgeons and adherence to international safety checklists established by the World Health Organization (WHO) and Centers for Disease Control and Prevention (CDC).

In total, 84 people were provided with surgery, ranging from paediatric hernia repair to AVF fistula placement for renal dialysis. Every patient underwent a comprehensive pre-operative assessment before their surgical procedure and was provided post-operative care and all necessary medications, completely without charge.

The impact of this project was nothing short of life-changing - re-establishing a sense of normality for both the patients and their families.

EMERGENCY SHELTER ASSISTANCE FOR CONFLICT-AFFECTED FAMILIES

In response to the protracted crises and poor living conditions caused by Gaza's 15-year blockade, four military escalations, and ongoing socio-economic crises, Human Appeal set out to improve the lives of the most vulnerable people residing in substandard shelter conditions.

With over 80% of the Gaza Strip population living below the poverty line, selecting beneficiaries was no easy task. We decided to focus our efforts on families caring for orphans, women-headed households, elderly individuals and people living with disabilities across Khan Younis, Rafah and the Middle Area.

In line with our self-help modality, each household received an initial down payment to initiate the repairs, guided by technical assessments conducted by Human Appeal's partner, Bayader. Following a midway inspection, the remaining funds were released to complete the work.

In total, 78 houses were rebuilt through this project, directly benefiting 483 people. Through the restoration of each home, families were able to live in dignity and security, which dramatically improved the mental and physical wellbeing of those affected.

CASE STORY

TRANSFORMING EMERGENCY RESPONSE IN EAST JERUSALEM

Improving Healthcare Access Through Innovative Ambulance Initiatives

In the heart of East Jerusalem, Human Appeal in partnership with the Palestine Red Crescent Society (PRCS) and Medical Aid for Palestinians (MAP), has been at the forefront of providing essential healthcare services to Palestinians, often under challenging circumstances. In 2022, Human Appeal in partnership with PRCS and MAP embarked on a ground-breaking initiative, to enhance emergency response capabilities and elevate the level of care provided to critically injured Palestinians by providing new ambulances allowing PRCS to significantly improve how they respond to emergencies and save lives.

The Emergency and Ambulance Department at PRCS faced a multitude of challenges, including limited resources, escalating confrontations, and restrictive measures imposed by the authorities. At a time when the need for immediate medical assistance was critical, the number of available ambulances was insufficient, some of which were undergoing maintenance or damaged. The introduction of a new ambulance, funded by Human Appeal, was a beacon of hope amid these difficulties.

SAVING LIVES THROUGH SWIFT RESPONSE

The impact of the new ambulance, on emergency response cannot be overstated. Furnished with advanced life-saving equipment, it played a crucial role in saving lives. Two remarkable incidents stand out:

Neonatal transfer: A newborn, just hours old, required urgent open-heart surgery due to congenital heart conditions. The new ambulance facilitated swift transportation from Erez Crossing to Al-Makassed Hospital in Jerusalem. Timely intervention ensured the successful surgery, ultimately saving the child's life.

Critical Heart Attack: In Kafr 'Aqab, an elderly patient suffering from a severe heart attack was attended to by our team. Their quick response, provision of first aid, oxygen, and monitoring, was instrumental. Upon arrival at the hospital, the patient was immediately treated, underscoring the ambulance's vital role in remote and isolated areas.

The introduction of the new ambulance, funded by Human Appeal, significantly elevated the quality of healthcare services provided by PRCS. Patients and their families noted the enhanced equipment, speed, and safety. Colleagues at hospitals also praised the ambulance's capabilities. This transformative addition, made possible by Human Appeal, has not only improved the lives of countless individuals but has also gained admiration from paramedics in other organisations.

FUTURE PREPAREDNESS AND CHALLENGES AHEAD

The new ambulance, has set a precedent for future emergency response efforts. With its advanced equipment and rapid mobilization capabilities, it is poised to play a pivotal role in addressing emerging challenges.

Human Appeal's partnership with PRCS and MAP made this initiative possible.

By overcoming numerous challenges and introducing innovative solutions, Human Appeal in partnership with PRCS and MAP, has not only saved lives but also strengthened PRCS and MAP capacity to serve the healthcare needs of Palestinians in East Jerusalem and beyond.

SOMALIA

Somalia relies heavily on the support of international organisations, with 7.7 million people in need of humanitarian aid and an estimated 3.8 million internally displaced.

Unemployment and displacement have been long-standing challenges, with people moving from rural communities into towns and cities hoping to secure work. With limited opportunities for those seeking unskilled labour, many struggle to support themselves but are unable or unwilling to return home.

Despite this, in 2022, Somalia faced even more pressing humanitarian issues. The nation continued to experience its longest drought in 40 years, with five consecutive failed rainy seasons. As such, the country was in an ongoing state of National Emergency, with no signs of relief on the horizon.

Over the past 12 months, Human Appeal primarily focused on providing food and water aid to communities most in need. We also continued our orphan sponsorship programme to further support the most vulnerable members of society.

OUR 2022 SECTOR PRIORITIES

+ Food security
+ Water, sanitation and hygiene
+ Access to education
+ Emergency medical interventions

OUR IMPACT IN NUMBERS

+ 74,009 people received nutritious food for Ramadan
+ 5,002 people in drought-hit areas given food and water
+ 1,711 orphans continued to be sponsored
+ 340 wheelchairs given to people with disabilities

In 2022, we supported 12,924 people.

HIGHLIGHTS FROM OUR WORK

ENHANCING MOBILITY AND INDEPENDENCE FOR PEOPLE WITH DISABILITIES

Somalia's capital of Mogadishu has long faced various challenges, including conflict, disease, and other adversities. Among those most impacted are people with disabilities, who often encounter barriers to accessing essential mobility aids.

In 2022, Human Appeal provided wheelchairs to disabled people in Mogadishu. A professional orthopaedic doctor was engaged to assess each beneficiary's mobility and distribute a wheelchair appropriate to their needs.

By providing wheelchairs to those who could not afford them, the project helped to improve mobility and independence for 340 men, women, and children who had reduced mobility through injury, disease, disability, or advanced age. The people we supported are now better able to engage in daily activities, community events, and religious practices.

SUPPORT FOR SOMALIA'S DROUGHT-HIT COMMUNITIES

In the region of Galguduud, Somalia, camps are home to thousands of displaced people who have been forced to flee their homes. Sheltering some of the most vulnerable individuals, those living in the camps include men, women, children, and people with disabilities.

When drought impacted the communities of Dhusamareb and Abudwak districts, Human Appeal sprung into action to bring relief to 1,500 of the most severely impacted families.

Each household received a food parcel containing 25 kilograms of rice and flour, 5 kilograms of sugar, and 3 litres of cooking oil. We also supplied 1,147,500 litres of water to the beneficiary households, significantly improving their living conditions and wellbeing. This humanitarian effort directly impacted 5,002 people, alleviating their suffering and providing lifesaving relief.

HUMAN APPEAL
EMERGE
DROUG
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tline number: 0
MUNA
EMERGENCY
DROUGHT
RESPONSE
SOMALIA
Hotline number: 0613711005
HUMAN APPEAL
A PRODUCT OF INDIA

SUDAN

Home to over 45 million people, 2022 saw Sudan's humanitarian situation reach critical levels following a military coup and political turmoil. Approximately 15.8 million people — a third of the population — need urgent humanitarian assistance and 11 million face life-threatening conditions.

Displacement triggered by local conflicts and political upset has increased the risk to civilians in already conflict-affected regions, particularly in Darfur. Those who find themselves in dangerous areas move north in search of safety. The migration of internally displaced people has resulted in the northern states of Khartoum and White Nile being home to 926,000 refugees. The movement into these areas, where people are already grappling with food insecurity and poverty, puts strain on already limited resources.

The sudden eruption of civil conflict in Sudan during the past year significantly impacted our organisation's operations, necessitating a critical decision to relocate from Khartoum to the safer enclave of Madani. As a result, all of our staff members have been relocated from Khartoum, where instability and security concerns persist.

Regrettably, our operations continue to face daily disruptions stemming from the ongoing violence, as well as challenges related to limited access to reliable internet connectivity and rising costs, particularly in areas considered relatively safe, like Madani, which has become the new focal point for international non-governmental organisations (iNGOs).

In response to these challenges, Human Appeal Sudan is actively repositioning itself to adapt to the evolving circumstances both operationally and by addressing the emerging needs of a population that has been partially displaced within the country.

During the initial stages of the crisis in Khartoum, Human Appeal Sudan took swift action by providing support to several orphanages. We are currently in the planning stages of expanding our interventions, with a commitment to continue addressing the pressing needs of vulnerable communities affected by the conflict.

As we navigate these complex challenges, we remain resolute in our dedication to delivering aid and support to those who need it most in Sudan, while constantly adapting to the ever-changing dynamics of the region.

OUR 2022 SECTOR PRIORITIES

+ Community resilience and stability
+ Food aid
+ Emergency relief
+ Prevention of gender-based violence through education

OUR IMPACT IN NUMBERS

+ 19,949 benefitted from community-building initiatives
+ 1,842 people in flood-affected areas provided emergency relief
+ 1,400 people supported with nutritious food parcels to last the month of Ramadan
+ 710 people received fresh, nutritious Qurbani beef parcels

In 2022, we supported 25,401 people.

HIGHLIGHTS FROM OUR WORK

PEACE BUILDING IN THE BLUE NILE

Our ongoing work to create resilient, collaborative communities in South Kordofan and Blue Nile saw us organise several initiatives to foster peace, understanding, and unity among diverse ethnic groups.

Our peace-building initiatives began with the facilitation of three dialogue sessions involving over 120 people, including community leaders and female decision-makers, who gathered to analyse the root causes of conflict, acknowledge past wrongs and pave the way for cohabitation and community-based recovery.

A highlight of the project was a folklore day involving active participation from youth, women, and children representing various ethnic and religious communities. Held in Khoreldelab, Faid Umabdallah, and Gourd Gareb, this vibrant event celebrated the rich diversity of folklore, from tales and myths to music and rituals. By exploring cross-cultural engagements and collaborations, the folklore day celebrated unity while embracing the uniqueness of each group.

In addition, the project organised sports and football matches, fostering a spirit of camaraderie and healthy competition. Involving six teams from Khoreldelab, Faid Umabdallah, and Gourd Gareb, these sports competitions attracted an audience of over 1,000 spectators in each location, including local authorities and community leaders. The matches brought joy to the participants and promoted the values of sportsmanship, teamwork, respect, and communication, ultimately contributing to reducing tensions and preventing conflict.

EMPOWERING SUDANESE COMMUNITIES WITH SEEDS AND TOOLS

Sudan has been grappling with a severe food shortage, leaving many households struggling to meet their nutritional needs. As food insecurity continues to pose a significant challenge, Human Appeal has taken action to address this pressing issue in Faid Um Abdallah, Khor Eldelab, and Gourd Gareb.

Recognising the importance of sustainable solutions, the organisation provided seeds and tools to 1,500 households across these three communities. In collaboration with the Ministry of Agriculture, seeds were chosen for their high germination rate and low moisture content, minimising wastage through failure to grow or spoilage.

This intervention aimed to empower families to cultivate their own food, enhance household nutrition, and diversify diets. The items distributed included 5.5 tonnes of sorghum, 3 tonnes of beans, 600 kilograms of sesame, 25 kilograms of okra, and 1,500 sickles, hoes, and rakes. This investment represents a huge step towards building food resilience and self-sufficiency amongst vulnerable communities, ensuring a brighter future for all.

HUMAN
APPEAL

SYRIA

After more than a decade of turmoil, Syria is one of the most complex humanitarian crises in the world. At the end of 2022, an overwhelming 14.6 million people needed humanitarian assistance, and approximately 6.8 million were internally displaced - the highest figures since the crisis began.

Of Syria's 270 sub-districts, 203 are classified under severe, extreme, or catastrophic conditions. For the first time, not one of the 270 sub-districts falls below the level of "minimal" severity.

The situation has taken a severe toll on essential services, which are deteriorating rapidly. Infrastructure is on the edge of total collapse, with frequent power outages leaving more than half of Syrians relying on candles to light their homes. In terms of medical care, only 59 percent of the remaining hospitals are fully operational, exacerbating the challenges people face on the ground.

Despite these daunting challenges, humanitarian efforts are unwavering in their dedication to providing vital aid and support to the suffering population in Syria.

OUR 2022 SECTOR PRIORITIES

+ Maternal, paediatric and primary health services
+ Improving vaccination rates in displaced communities
+ Developing diversified sources of financial support
+ Seasonal food and non-food item (NFI) relief

OUR IMPACT IN NUMBERS

+ 839,272 people given access to healthcare services
+ 49,422 people treated at Al Imaan healthcare centre
+ 11,312 people received food parcels to last the month of Ramadan
+ 6,257 people kept warm through winter with shelter and clothing
+ 2,057 people received fresh, nutritious meat parcels during Qurbani
+ 332 migrant children with hearing loss received cochlear implants, rehabilitation, and education
+ 38,425 children immunised

In 2022, we supported 1,214,180 people.

HIGHLIGHTS FROM OUR WORK

SUPPORTING EXISTING HEALTHCARE SYSTEMS WITHIN SYRIA

In 2022, our humanitarian efforts in Syria centred around providing ongoing support for the country's existing healthcare systems. Syria's remaining healthcare centres struggle to access resources, equipment, and skilled personnel needed to cater to the number of people seeking treatment.

Throughout the year, we established a series of projects to support the crucial work carried out by these centres. Identifying health facilities and working with them in close coordination, we created a comprehensive database of needs and priorities.

In northwestern Syria, we worked alongside 50 health facilities, providing them with medical items that proved invaluable to 293,252 people needing treatment. Additionally, we supplied urgently needed oxygen tanks to two COVID-19 isolation hospitals, ultimately aiding another 146,760 individuals.

We also offered funding to establishments whose primary challenge was financial. We provided the funds to keep Mashhad Ruhin primary healthcare centre open, treating 66,865 patients in their vital healthcare journey.

We also began supporting the Marian Centre in Kefer Lusin's settlement for displaced people, providing medical care to 33,890 people who sought refuge there.

Through these initiatives, we worked to strengthen the healthcare infrastructure in Syria and bring hope and healing to those affected by the ongoing crisis

LIFE-SAVING HEALTHCARE FOR WOMEN AND CHILDREN IN CONFLICT AREAS

Over the course of several years, Human Appeal has been committed to delivering life-saving and essential healthcare services to women and children through our Al Imaan Hospital, specialising in maternity, neonatal, and childhood care. In addition, our mobile clinic reaches out to those unable to attend the clinic, making regular trips to the displacement camps.

At the heart of this project is the goal of reducing mortality rates, particularly among women of reproductive age, children, and aged people in the district. We aim to achieve this by focusing on education, treating and preventing both communicable and non-communicable diseases, and strategic investments in vital resources. From essential medicines and counselling to comprehensive inpatient services, our clinics offer an array of care to those most in need.

In 2022, our efforts enabled us to extend crucial health care to 49,422 people, making a tangible impact in these conflict-affected regions.

LIFE-SAVING VACCINATIONS FOR SYRIA'S INTERNALLY DISPLACED CHILDREN

Due to the unsettled living situation faced by Syria's internally displaced people, routine vaccination schedules are near impossible to commit to. Often, this results in children being exposed to preventable diseases like tetanus.

In close collaboration with the World Health Organization (WHO), we proactively addressed this issue by supporting two vaccination centres, aiming to safeguard as many children as possible.

Through this initiative, we successfully provided 38,425 Syrian children with crucial childhood vaccines, including MMR, tetanus, tuberculosis, and hepatitis. By ensuring immunity against these diseases, we aim to ensure a healthier future for these vulnerable children amidst the hardships they already face.

SAFE AND DIGNIFIED LIVING CONDITIONS FOR SYRIA'S INTERNALLY DISPLACED PEOPLE

Living conditions for internally displaced people in Syria often remain dangerous and undignified. Recognising the urgency of this issue, Human Appeal initiated two projects to provide secure and dignified living spaces for the most vulnerable displaced population.

Our flagship project took place in the town of Killi, Idlib, where we successfully established a village comprising 272 housing units. Each housing unit was connected to a sewage system and included essential amenities such as a kitchen, toilet, and two main living rooms, ensuring that families have the necessary space to live with dignity. The village provided safe shelter and offered a sense of stability to 1,190 individuals, allowing them to rebuild their lives amidst the turmoil of displacement.

The second project, located in Idlib, Aleppo, is an ongoing initiative to create another village of 250 homes, anticipated to house approximately 1,095 people upon completion.

Our work is far from over, and we remain dedicated to supporting those in need, fostering resilience, and creating lasting change in the face of adversity.

CASE STORY

YOUR MERCY IS TRANSFORMING ABU MUHANNAD'S LIFE

Living in a flimsy tent that offers little protection from the elements, Abu Muhannad and his family face a daily struggle of survival.

A father of two, Abu Muhannad lost his home, health and hope in the Syrian war. Displaced from his home and expelled to Damascus, his family were moved from place to place until they eventually found themselves in the countryside of Aleppo.

Having lost his leg to a gunshot wound, Abu Muhannad was unable to work. Without a source of income, his children could not access resources needed to attend school, such as books and notebooks.

"Our situation was very good before the war, Alhamdulillah. We lived with honour and dignity, and our condition was stable. Living here is so different to how we lived before; it's like we went back in time to the Stone Age. I don't want to be rich. I just want to be able to provide a basic life for my children."

Through Human Appeal's Syria housing project, Abu Muhannad and his family moved into their own home. The initiative built a village of 250 homes in Idlib, Aleppo, providing safe, secure and stable housing for 1,095 people.

Free from the battle against rain and freezing temperatures in winter and scorching heat in summer, Abu Muhannah's family were finally relieved of some of the hardships of life as internally displaced people in Syria.

“I don’t want to be rich. I just want to be able to provide a basic life for my children.”

TURKEY

Over a decade since the crisis in neighbouring Syria began, Turkey is home to 3.7 million refugees, half of whom are children. While camps have been established to provide some level of shelter and security, conditions are often undignified and dangerous, with widespread food scarcity and severe poverty. International organisations alleviate some of the burden on the Turkish government in providing refugees with life-improving services.

Human Appeal continues to provide ongoing support to Syrian refugees, as well as other migrants and internally displaced people residing on both sides of the Turkey/Syria border. Our work also extends to host communities within Turkey, which deal with additional strains on their depleted resources.

Our Turkiye/Syria operations, based in Gaziantep, faced unexpected disruptions due to the Turkiye earthquake, which physically impacted our Gaziantep office. In response, some of our dedicated Turkiye office staff remained behind to aid affected populations, while the majority temporarily relocated to a different city due to home damage caused by the earthquake. Tragically, we lost an employee from our Hatay audiology centre.

In the face of these challenges, our organisation, demonstrated remarkable resilience. We swiftly relocated to a new office, ensuring the continuation of our operations. The unwavering support from our generous donors played a pivotal role in this endeavour. Their remarkable generosity not only sustained our efforts but also allowed us to significantly grow our income, thereby expanding our capacity to assist those in need.

The Human Appeal Turkey Team, in collaboration with our Syrian team, provided vital aid, including food, hot meals, and winter essentials, to affected communities. We also facilitated access to newly constructed homes for 1,000 families in the village of Al Zohoor in Northwest Syria, offering shelter and hope.

In the face of adversity, our commitment to humanitarian aid remains unwavering. In the face of adversity, our commitment to humanitarian aid remains unwavering.

In 2022, we increased our efforts in Turkey, reaching four times as many people as the previous year. We continue striving to support those seeking sanctuary while simultaneously fostering resilience within the communities they depend upon.

OUR 2022 SECTOR PRIORITIES

+ Food and non-food items
+ Orphan and child welfare
+ Emergency relief

OUR IMPACT IN NUMBERS

+ 11,280 received daily bread for five months
+ 3,000 people given small financial grants
+ 2,252 received food baskets for Ramadan
+ 1,859 provided nutritious meat parcels for Qurbani
+ 1,138 orphans and their caregivers sponsored
+ 100 refugee university students sponsored

In 2022, we supported **21,333** people.

HIGHLIGHTS FROM OUR WORK

FOOD SECURITY PROJECT ON THE SYRIA-TURKEY BORDER

In a concerted effort to alleviate the suffering of vulnerable communities along the Syria-Turkey border, Human Appeal implemented a 5-month project to improve food security in northwestern Syria.

Our bread distribution project ensured staple sustenance for vulnerable families living in refugee camps. A daily delivery of bread would be made, with families of five or fewer individuals receiving one loaf and larger families with six or more provided with two.

The impact of this project was felt by 682 families, benefiting a total of 11,280 individuals. Throughout the initiative, 104,346 loaves of bread were distributed, offering much-needed nutritional support and mid-term food security to those grappling with hardship on the border.

HUMAN APPEAL TURKEY'S AUDIOLOGY CONSULTATION CENTER

We're committed to providing comprehensive support to children with disabilities. While in 2021, our focus was on people with visual impairments, 2022 saw us create an audiology centre to support those with hearing impairments.

Going beyond the provision of hearing aids and cochlear implants, we provided speech and language therapy alongside consultation and rehabilitation services to children who require specialised assistance.

The Antakya Audiology Consultation Center was strategically located in Antakya, ensuring easy access for beneficiaries. As part of the project, Human Appeal collaborated with Hatay Mustafa Kemal University, securing the expertise of two qualified audiologists to provide essential consultancy services.

The project's holistic approach extends beyond the children to their parents, who were also educated on how to support their children's special needs within the comfort of their homes. By empowering parents, we aim to foster an environment where children can thrive and continue their education unhindered.

Due to its strategic location, the project was able to expand its reach to Syrian children living in Syria. Through rigorous coordination with Antakya Governorate, we secured the necessary permissions for these young beneficiaries and their parents to cross the border into Turkey for audiology appointments.

In 2022, a total of 332 children received specialised hearing and speech therapy at the Antakya Audiology Consultation Center. The project's impact has been immeasurable, as these children now possess improved writing, reading, and speaking abilities, opening up a world of possibilities and opportunities for their future.

TRIBUTION
HUMAN APPEAL
HUMAN APPEAL

UKRAINE

In 2022, the humanitarian situation in Ukraine quickly deteriorated as Russia's invasion escalated many years of quiet conflict into full-scale war. Thousands of civilians were killed or injured, and millions were forced to leave their homes, separating families and destroying livelihoods.

By year-end, the Russia-Ukraine war had impacted 13 million Ukrainians, creating 8 million refugees and internally displacing 5 million. For those who remain, the war continues to cause widespread death, destruction, displacement and suffering, with approximately 40% of people needing humanitarian assistance.

Despite Human Appeal's best efforts to support those on the ground, our humanitarian response has been affected by access constraints, particularly in areas under the military control of Russia. As such, our 2022 efforts focused on providing resources to those already in a position to offer immediate aid to Ukrainians in need.

OUR 2022 SECTOR PRIORITIES

+ Shelter and bedding
+ Sanitary, hygiene, and healthcare items

OUR IMPACT IN NUMBERS

+ 2,700 people received food and shelter
+ 200 families supported
+ We successfully distributed over $2 million worth of medical containers to hospitals and medical facilities in Ukraine.

In 2022, we supported over 2,700 people.

LUMEX
Bathtub
Rail
Large
Exam Gloves

HIGHLIGHTS FROM OUR WORK

A SAFE PLACE TO REST

With the escalating situation in Ukraine, many people were evacuated from their towns and villages, moving toward relatively safer cities. These displaced people are predominantly women and children, while men remain to defend their country. Many of these families stop at mosques and Islamic centres along their journey, seeking shelter and basic food provision.

In March 2022, we began supplying the centres with additional food and bedding resources to increase their capacity. Families were fed, supplied with medicine or hygiene products and given shelter in the ICC for as long as needed.

The assistance provided dignified conditions for displaced people, allowing them to rest in safety and regain the physical and psychological strength to continue their journey or seek temporary settlement.

August Mission

UNITED KINGDOM

Amid the challenges of 2022, the UK witnessed mounting inflation and the financial repercussions of the Russia-Ukraine war on energy prices, placing the average household under enormous pressure.

Tragically, food poverty affected 4.7 million people - that's 7% of the population. Perhaps even more startling is that of those millions, 12% are children. Unsurprisingly, the demand for food parcels reached unprecedented levels as people turned to charities for support.

In the UK, Human Appeal refocused efforts on established campaigns. Together, with our dedicated volunteers and generous donors, we aim to bring aid to those affected by adversity and hope to struggling communities.

OUR 2022 SECTOR PRIORITIES

+ Food poverty
+ Mental health support
+ Seasonal projects

OUR IMPACT IN NUMBERS

+ 20,287 coats distributed for winter
+ 1,000 ethnic minority men received counselling

In 2022, we supported 21,287 people.

KIND
LOADING LABEL
F045
KBF Blueberry Almond - 32ct
001
30812
incredible surplus

HIGHLIGHTS FROM OUR WORK

JOINING FORCES TO ALLEVIATE UK FOOD POVERTY

In a continuation of our previous years' work to feed the UK's hungry and most vulnerable, in 2022, Human Appeal partnered with FareShare to further broaden our reach.

The urgency of this initiative arises from the surging food inflation in the UK, now at its highest rate since 2008. Alarming research by The Food Foundation has revealed that 7.3 million adults, including 2.6 million children, are currently experiencing food insecurity or are forced to skip meals.

Last year, Human Appeal supported 512,000 individuals globally, a substantial increase from the 111,000 beneficiaries in 2020. This year, through the partnership with FareShare, Human Appeal aims to surpass last year's efforts. The partnership with FareShare plays a pivotal role in effectively distributing food donations, enabling both organisations to collaborate in providing one million meals a week in the UK.

United in the war against food insecurity, Human Appeal and FareShare strive to bring crucial aid to families grappling with the cost-of-living crisis in the country.

KEEPING BRITAIN WARM OVER WINTER

Amidst the ongoing cost of living crisis, the UK's most vulnerable populations face the harshest impacts, with soaring fuel and food expenses leaving little room for winter essentials. In response to this pressing need, the 'Wrap Up' initiative returned for its seventh year.

The campaign encourages individuals to donate their unused winter coats, which are then distributed among the country's most vulnerable communities. Beneficiaries include women and children seeking refuge in shelters, homeless people, and refugees, ensuring they can stay warm and protected during the cold winter months.

With collections spanning Manchester, Birmingham, London, Glasgow, Bradford, Leicester, and Bristol, 'Wrap Up' saw a resounding response. Across all participating charities, an impressive total of 20,287 coats were gathered, with Human Appeal donors accounting for over a quarter of that figure.

The generosity of donors and the collaborative efforts of charities is a powerful demonstration of solidarity and the desire to make a mark on the lives of vulnerable individuals across the UK.

BREAKING THE SILENCE ON MEN'S MENTAL HEALTH

In 2022, Human Appeal continued its commitment to improving the lives of men in the UK through our Breaking The Silence campaign. Suicide is the leading cause of death of men under 45, a startling figure we aim to help address.

In collaboration with Bradford's Meridian Centre, we offer ethnically-sensitive therapy to men from Black, Asian, and Minority Ethnic (BAME) backgrounds. The initiative has so far provided free therapy for more than 1,000 men.

Beyond therapeutic support, Breaking the Silence also advocates for men's mental health awareness on a policy level. Our partnership with the Ministry of Justice allows us to shed light on the lasting impact of childhood experiences on adult mental health.

A survey of the men we support found that 78.6% experienced abuse before the age of 10, and the majority did not discuss their trauma until they were over 25 years old. This highlights the need for more initiatives like Breaking the Silence, where men are encouraged to talk openly about their past in a safe, understanding and supportive environment.

Breaking the Silence paves the way for healing. By sharing insights and knowledge, we strive to drive change and promote the importance of prioritising mental health.

KIND
KBF Blueberry Almond - 32ct
HUMAN APPEAL

YEMEN

Yemen continues to grapple with the devastating consequences of over seven years of conflict. The toll on civilians has been staggering, with tens of thousands of casualties and over 4 million people displaced from their homes, including 2 million children. In 2022, the number of people requiring humanitarian assistance and protection rose to 23.4 million, almost three-quarters of the population.

Natural hazards compound the crisis, with torrential downpours and recurrent flooding resulting in fatalities, injuries, and displacements. Additionally, desert locust infestations and depletion of natural water sources continue to threaten vulnerable communities.

Despite these challenges, Human Appeal remains committed to assisting vulnerable populations in Yemen. Through various projects, we strive to mitigate the impact of the ongoing crisis and address the multifaceted issues faced by those in need.

OUR 2022 SECTOR PRIORITIES

+ Medical and shelter assistance
+ Poverty and disease mitigation
+ Food aid
+ Child welfare
+ Education

OUR IMPACT IN NUMBERS

+ 24,356 provided with food to celebrate Eid Al-Adha
+ 19,931 received food during the month of Ramadan
+ 15,353 provided with nutritious meat during Qurbani
+ 5,695 people received items to keep them warm for winter
+ 1,154 orphans and their families given cash assistance
+ 71,214 children provided with the gift of education

In 2022, we supported 148,230 people.

HIGHLIGHTS FROM OUR WORK

BRINGING FOOD AND FUN TO YEMENI FAMILIES

The escalating impacts of the global economic crisis exacerbated the already tense situation in Yemen, leading to a rise in the price of food and fuel. The country's dependence on food aid has left a large portion of the population vulnerable to the threat of famine, aggravated by increased transportation costs and a significant decrease in global gas supply.

As the crisis deepens, the consequences of war have also taken a toll on children's mental health, robbing them of their childhood, which affects already marginalised orphans in particular.

In response to these pressing challenges, an Eid al-Adha initiative was created to support the most vulnerable and poor households. Nutritious Eid food packs were distributed among 3,400 families in Taiz governorate, offering compassion and joy at Eid.

Additionally, the project sought to restore excitement and happiness in the lives of 1,500 orphaned children through a day of fun and festivities. A total of 1,500 children received Eid gifts of candy, and their families were transported to private parks, where they enjoyed games, face painting, and other activities.

The project not only brought a sense of relief and happiness to the orphaned children during the blessed days of Eid al-Adha but also provided caregivers with temporary respite from the ongoing war, siege, and high cost of living. Amidst the challenges, these humanitarian initiatives aim to alleviate suffering and bring joy to vulnerable communities during these trying times.

REBUILDING DREAMS: HUMAN APPEAL'S EDUCATION INITIATIVE IN YEMEN

Access to education remains a formidable challenge in Yemen, even for children from families who appreciate the importance of school attendance. Schools in the Mazra'a and Hadnan districts of Taiz have particularly struggled - perched on mountain slopes, many lay in ruins due to the ongoing war.

Human Appeal worked with two of these schools: Al-Saeed and Al-Bayan.

Al-Saeed School, housing 598 students, is the largest school in its region but was significantly damaged, posing hazards to the health of both students and teachers.

Al-Bayan School was a testament to the resilience of the community, constructed out of necessity in the absence of any school nearby that children could reach safely. However, with no desks, chairs, or blackboards and sharing a wall with farm animals, many children dropped out.

Human Appeal set out to renovate both schools and bring children back into education for the benefit of their and their communities' futures.

The renovation efforts at Al-Saeed School included repairs to roofs and external walls, while Al-Bayan School witnessed the construction of two classrooms accommodating 48 students. The impact was immediate, attracting new students and rekindling motivation among those who had been afraid to attend the previous buildings.

Human Appeal's education initiative aims to provide hope and a promising future for Yemeni children and their communities. By renovating these schools, we aim to restore a fundamental right to education and nurture the aspirations of the next generation.

HUMAN APPEAL
THE HUMANITARIAN FORUM YEMEN
RAMADAN
YEMEN
MALNUTRITION
DISTRIBUTION
مشروع المعونة الغذائية الرمضانية للفئات الأشد جوعا وفقرا
Ramadan Food Aid Project for the Most Hungry and Poorest Groups

ORPHAN SPONSORSHIP

In 2022, Human Appeal sponsored 22,118 orphans worldwide, a 17% increase from 2021.

It is estimated that there are 153 million orphans and over 168 million child labourers worldwide. In the Middle East and North Africa, these figures largely overlap, as children without breadwinners are forced to work to provide for themselves and their families. Many of these children drop out of school, with girls often becoming child brides and boys taking up manual labour in order to survive.

These children become vulnerable to exploitation, often falling into crime, sex trafficking, or armed conflict. Without financial security, they cannot secure an education, live a happy childhood, or become thriving adults. Human Appeal's Orphan Sponsorship Programme aims to stop the cycle of exploitation and abject poverty by providing these children with the support they need.

THE ORPHAN SPONSORSHIP PROGRAMME

In 2022, we set a goal to increase sponsorship capacity and thereby make a greater impact. We achieved this by expanding into three new regions and increasing the number of sponsorships from 18,846 in 2021 to 22,108 in 2022. We now provide children with ongoing support in 12 countries: Iraq, Lebanon, Nigeria, North Macedonia, Pakistan, Palestine, Somalia, Sri Lanka, Syria, Turkey, Tunisia, and Yemen.

With monthly or annual support, our beneficiaries can provide the children with all their basic needs to ensure they stay healthy and grow into thriving adults. The funds are generally spent on healthcare costs, clothing, food, shelter, and educational materials. We firmly believe that education is key to ensuring a better future, which is why we also stipulate that all sponsored children must be enrolled in school.

Beyond financial support, we employ 63 orphan and child welfare officers who work directly with the orphans and their families to help resolve any issues as they arise. Additionally, our Global Safeguarding Advisor, based in Pakistan, provides ongoing training to all international field officers to further protect these children.

ADAPTING TO COVID-19

Despite the progress we've made in combating COVID-19, the effects of the global pandemic are still impacting the regions in which we operate. Many of the children we sponsor have seen decreased educational outcomes over the past two years due to a lack of internet capabilities to access online classes and inadequate conditions for studying at home. Unfortunately, this continues to have a lasting impact on their education as they return to school in person .

Additionally, the economic stress caused by the pandemic in already financially-strained regions has seen the closure of local businesses and the loss of local jobs. As a result, we have seen an increase in dependency on our programmes as primary financial support.

Finally, the psychological impact of the pandemic has caused many beneficiaries to be wary about letting staff into their homes. Our team, therefore, have had to work to regain the trust of the beneficiaries in order to ensure that we can monitor and safeguard all sponsored children. We have developed strict protocols to mitigate health risks associated with home and in-person visits, with staff wearing masks at all times.

DEVELOPMENTS IN 2022

There have not been any drastic changes made to our programme in 2022. Instead, we focused on making the programme as effective as possible. One way we accomplished this was by hiring more staff locally, helping to facilitate an increase in home visits and local support.

We also expanded the programme into three new regions: Nigeria, Tunisia, and a second region within Syria. This allows us to reach more vulnerable children and provide ongoing support in these areas.

LOOKING TOWARD THE FUTURE

As we move into 2023 and beyond, our goal is to further expand the Orphan Sponsorship Programme. To align with our 360 rule (no more than 360 orphans on the books of one staff member), we plan to employ more staff to continue on-the-ground support for these children.

We also understand that girls and women face unique challenges in securing work as adults. To combat these challenges, we plan to increase support for the girls in our programme to find safe and financially secure work after they complete their education. Finally, we plan to send more reports to donors to keep them informed on the important work Human Appeal is doing.

In 2022, 22,108 orphans were sponsored across countries

Iraq 755	Lebanon 2,686
Nigeria 16	North Macedonia 138
Pakistan 4,947	Palestine (Gaza) 4,011
Palestine (Jerusalem) 3,495	Somalia 2,080
Sri Lanka 822	Syria 369
Turkey 1,095	Tunisia 19
Yemen 1,675	

2022 Grand Total 22,108

SUSTAINABLE DEVELOPMENT THROUGH SPECIAL REQUESTS

Human Appeal's Special Requests projects allow donors to give a one-off charity gift to a vulnerable person, family, or community, providing beneficiaries a sustainable charity, such as olive trees that bear fruit, a livelihood and skills, or a deep water well. The project types vary widely but are united in 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 ongoing reward – and they also contribute to the UN's Sustainable Development Goals 5, 6, and 8.

Our Special Requests projects supported **128,136** people in Pakistan, **36,780** people in Bangladesh and **112,287** people in Palestine in 2020. Here are some highlights of our special request interventions from 2020:

DEEP WATER WELLS

We installed 504 deep water wells in Pakistan, and 336 wells in Bangladesh, benefiting a total of 89,700 people, with each well supporting an average of 107 people.

In Pakistan, we worked in areas hit by drought and where household water comes from unsafe sources. In Tharparkar and Thatta, Sindh, our deep water wells helped to alleviate the effects of drought by sourcing safe groundwater. In rural areas of Punjab, our wells help to combat high levels of hepatitis, and in Pakistan-administered Kashmir, our wells help communities who often have to spend hours fetching water.

When families struggle for water, it doesn't just mean that they don't have clean water to drink; without water, families can't grow food, feed their livestock, stay clean, or have produce to sell. Our deep water wells are installed and overseen by expert water engineers, and we undertake rigorous water testing in laboratories to ensure water quality and safety.

In 2022, WE SUPPORTED 386,353 PEOPLE THROUGH SPECIAL REQUESTS.

School water coolers

In 2020, we installed 20 water coolers in schools in Pakistan, helping a total of 3,000 people. A lack of clean water deters parents from sending their children to school. 55% of Pakistan's public schools have fallen into disrepair and are considered unsatisfactory or unsafe, and 32% don't have drinking water. By installing watercoolers in schools, we helped to meet clean water needs, while boosting school attendance.

Hand pumps in remote communities

Throughout 2020, we worked in remote areas of Pakistan, including Rahim Yar Khan, Rajanpur, and Thatta to install 930 hand pumps. This project brought sustainable clean water to 65,301 people, with each pump providing safe water to 70 people from 10 families, on average. Our water specialists worked with local community volunteers to select the most marginalised communities where the hand pumps would create the most impact.

Tuck shop

As part of our livelihood support series, we helped two Pakistani families to recover their livelihoods by providing in-kind donations to allow them to establish a tuck shop in Taxila, Rawalpindi. Business ideas were submitted and reviewed according to the applicant's skillset and need, as well as local demand. In all, this project helped 12 people from two families.

Wheelchairs

In 2020, we provided 34 wheelchairs to people with disabilities in the districts of Thatta in the Sindh province of Pakistan. We prioritised people who needed help with routine tasks and basic mobility and who belong to families that are already vulnerable and unable to purchase a wheelchair. This project promotes inclusion, dignity, mobility, and safety of people with disabilities. The wheelchairs helped to promote independence, facilitating routine tasks, hospital visits, and day-to-day activities.

Kitchen gardens

In 2020, we introduced 90 kitchen gardening projects in Tharparkar, Sindh, Pakistan, which help vulnerable families to grow, harvest, and replant nutritious seasonal vegetables on unused land near their homes. We provided families with training, tools, and seeds, helping to reduce their food insecurity and empowering them to bring in an income by selling some produce at the local market.

In all, this project helped 221 people from 90 families, which were selected according to need and the availability of agricultural land near their homes.

Pair of milking goats

We provided 20 pairs of milking goats to vulnerable families, which provides a family with protein-rich milk and the opportunity to sell excess milk to generate an income for the family. This project focused on families headed by women.

Sewing machines

In 2020, we provided 241 women with a sewing machine as well as the skills and training to launch a tailoring business. This initiative enabled women to overcome adverse economic circumstances, and lift themselves and their dependents into financial security.

Honeybee farming

Human Appeal helped 165 Pakistani farmers to launch honey farms in 2020. We provided thorough training, technical support, and four bee hives to help them start a stable business. We supported 60 new farmers in Mansehra, Khyber Pakhtunkhwa, Pakistan and 105 farmers in Bagh, in Pakistan-administered Kashmir.

To date, we've helped 552 farmers to open honey bee farms since the project inception. 90% of our honey farmers have expanded their farms to open more hives.

Each farm benefits the whole household – around five to seven family members – by generating a sustainable income.

HUMAN APPEAL

Chicken farm

In 2020, we helped 18 families with orphans to establish chicken farms in Mansehra, Khyber Pakhtunkhwa, Pakistan. Our focus was on families that were led by women after losing their breadwinner. Each woman received 40 chickens, training, and chicken feed to last a month. They're also trained on household management, hygiene, and accounting.

All of the 40 chickens that each farmer receives will be over the age of six months, and fully vaccinated.

Tunnel farm

In 2020, we helped 11 farmers in Murree and Dhirkot by providing agricultural tunnels, which allow families to grow produce all year round, no matter the climate, while also conserving water.

Each farmer received a tunnel that covers 27 square metres and guidance on farming. We also provided seeds for a variety of produce including squash, tomatoes, peppers, and watermelons. This project helps farming families to increase their farming knowledge, yield, income and nutrition.

Aqiqa

An Aqiqa is the Sunnah of sacrificing one or two animals to celebrate the birth of a new baby. In 2020, we performed 353 Aqiqas in Pakistan, providing a total of 12,355 people with fresh nutritious goat's meat. For each Aqiqa, five families receive two kilograms of meat, helping a total of 35 people per sacrificed goat.

Olive trees

We've been planting olive trees in Palestine for 15 years. For each donation, we deliver healthy trees of around 1.6 to 2 metres in height that are mature enough to already produce fruit. This project helps marginalised farmers to cultivate their land, and to earn a livelihood from a traditional farming practice.

In 2020, we provided a total of 7,000 olive trees in Palestine.

SEASONAL CAMPAIGNS

Every year, Human Appeal hosts seasonal campaigns inspired by the principles of Islam. These campaigns are designed to feed, clothe, and support vulnerable communities around the world, no matter their beliefs.

Our winterisation campaign supplies essential warm-weather gear and shelter to individuals and families to help them endure brutal cold throughout the winter. For Eid al-Adha, our Qurbani initiative provides animals to underprivileged families for fresh meat. And during Ramadan, our annual Feed the Fasting campaign provides iftar to those in need. Our commitment to fostering a caring world reflects the timeless values of Islam, inspiring empathy and social responsibility.

FEED THE FASTING

In accordance with Islamic teachings, prior to the Eid al-Fitr prayer marking the end of Ramadan, those with surplus food and wealth are obligated to give Zakat charity and voluntary Sadaqah donations. These generous contributions play a crucial role in enabling us to provide food support to those most in need, primarily focused on providing iftar and distributing food parcels.

Our Ramadan food parcels consist of essential items such as flour, sugar, rice, and lentils, along with dates, tea, and juices. With these provisions, families can prepare iftar meals throughout the holy month.

When Ramadan concludes, we extend our support by providing the obligatory Zakat al-Fitr donation in the form of food staples to many of these families. Additionally, children are gifted Eid presents so they, too, can embrace the holy month in celebration.

FEED THE FASTING IN NUMBERS HIGHLIGHTS FROM RAMADAN 2022

- In some of the most vulnerable communities in Pakistan, we provided 25,500 iftars to labourers and travellers who may have otherwise not had one.
- In northwest Syria, 2,244 households consisting of 11,312 individuals in need received food packages for the month of Ramadan.
- In Lebanon, 1,193 Syrian, Palestinian, and Lebanese families were given food packages and fresh meals.
- In Sudan, 500 households (5,700 individuals) received food packages containing a variety of nutritious and high-calorie food.
- In Bangladesh, we distributed 300 food packs and 300 iftars.

IN 2022, WE SUPPORTED 690,458 PEOPLE THROUGH OUR RAMADAN, QURBANI AND WINTERISATION CAMPAIGNS.

QURBANI

Eid al-Adha symbolises the completion of the sacred Hajj pilgrimage. During this joyous occasion, Muslims globally participate in the Qurbani, an act of animal sacrifice, celebrating the unwavering devotion of the prophet Ibrahim. The meat obtained from the sacrifice is subsequently distributed among the most vulnerable members of the community, spreading the spirit of sharing and compassion.

At Human Appeal, we are committed to supporting those in need, enabling them to fulfil this noble duty. By assisting Muslims who are less fortunate, we ensure that they can perform the Qurbani in their names, bringing joy and sustenance to their lives and fostering a sense of unity and caring within the community.

QURBANI IN NUMBERS HIGHLIGHTS FROM QURBANI 2022

- In Bangladesh, we provided over 15,000 people with fresh meat.
- In Somalia, 336 families (2,130 people) received 7 kilograms of fresh meat.
- In Pakistan, 6,297 families (44,079 people) received fresh Qurbani meat
- In Afghanistan, 1,241 families (8,687 people) were provided with enough fresh meat to feed 6-7 people.
- In Nigeria, 195 households (1,170 people) received 3.5 kilograms of fresh meat.

WINTERISATION

Across the countries we operate in, families that are struggling with housing insecurity or living in conflict zones often face extra challenges during winter. This includes the spreading of disease, poor performance in school due to illness and inadequate clothing, and added stressors at home.

By providing warm-weather clothing, heating sources, shelter improvements, and other essential supplies, Human Appeal helps to mitigate some of the effects that harsh winter conditions can have on families.

With help from our partners and on-the-ground support, we provided winterisation help in eleven countries: Afghanistan, Bangladesh, Iraq, Lebanon, Pakistan, Palestine, Somalia, Syria, Sudan, Yemen and the UK.

WINTERISATION IN NUMBERS HIGHLIGHTS FROM OUR WINTER INTERVENTIONS

- In Syria, 325 households (1,625 people) received 150 kilograms of fuel to help heat their homes.
- In Somalia, 320 families (1,920 people) received winter care packages containing sleeping mats, blankets, plastic sheeting for their homes, and hygiene products.
- In Yemen, we provided 1,135 people with winterisation support, including cash support to 31 families to reinforce their homes, blankets and solar water boilers for 100 families, and protective clothing for those on the street.
- In Iraq, 1,147 vulnerable families (5,140 people) were provided with winterisation kits and warm clothing.
- In Lebanon, 430 Syrian refugee families (2,135 people) received winter clothing kits with gloves, hats, scarves, coats, socks, and blankets.

WINTER
LEBANON
HUMAN APPEAL
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WINTER
LEBANON
HUMAN APPEAL

INSTITUTIONAL FUNDING AND PARTNERSHIPS

Raising institutional funding continues to be a struggle as inflation, the lasting effects of COVID-19, and distributed funds to the ongoing crisis in Ukraine have stretched funds thin. This has caused significant disruption across the charity sector and impacted the amount of people we can help. As a result, we've created a strategic vision and priorities for 2022 and beyond.

Institutional funding for 2022 focused on drought in the Horn of Africa, floods in Pakistan and Yemen, ongoing conflicts in Syria and Palestine, and development in Iraq.

STRATEGIC GOALS

Our 2022 strategic goals were aimed at safeguarding Human Appeal funding to continue crucial work worldwide - future-proofing our strategy on a number of fronts. Notably, we've worked to ensure better collaboration with peer organisations through the building of global and local consortiums. Along with this, we've increased our visibility through intensive networking and conference participation to further strengthen those bonds. With robust donor relationship management in place, we can ensure quality accountability, compliance, visibility, and communications.

We've also worked to diversify our income by increasing the number of country offices receiving institutional funding, with a strong focus on Syria, Somalia, Sudan, and Pakistan. Currently, this is where needs are high, and our experience is strong. Finally, we've been exploring innovative, durable solutions for climate risks by investing in alternative energy sources for long-term security. Additionally, we've worked at attracting potential funding channels to mitigate climate change risks.

GLOBAL FUNDING PARTNERS

- UNICEF (Pakistan, Iraq, Sudan)
- UNHCR – United Nations High Commissioner for Refugees) (Sudan)
- UNOCHA – United Nations Office for the Coordination of Humanitarian Affairs (Syria, Iraq)
- Globus Relief (Syria, Iraq)
- Americares (Syria, Yemen, Somalia)
- Vitamin Angle (Syria)
- UNDP – United Nations Development Programme (Sudan, Iraq)
- Islamic Development Bank – IsDB (Somalia)
- International Organization for Migration – IoM (Sudan)
- UN World Food Programme (Pakistan)
- Qatar Charity (Sudan)
- Syrian Humanitarian Fund (Syria)
- Norwegian Church Aid

KEY HIGHLIGHTS IN 2022

- Human Appeal reached 109% of its institutional funding target, allowing us to successfully implement development projects in our operational areas.
- After massive flooding caused widespread destruction in Pakistan, we proactively provided lifesaving food assistance with more than 6,000 food items distributed, with the help of The World Food Programme (WFP).
- We secured new funding for health and nutrition in Syria and Somalia through close cooperation with various donors and partners, including UNOCHA and IsDB.
- As part of Human Appeal's ongoing collaboration with Globus Relief to strengthen health systems in northwest Syria and Iraq, we continued providing hospitals and health facilities with vital medical equipment.
- We expanded our economic development support by implementing youth entrepreneurship interventions in Iraq, along with agriculture skills development and food security in Sudan, with financial assistance from UNDP.
- We continued to focus and expand on our WASH programme in Pakistan, with hopes of achieving Open Defecation Free status in 2023. We also expanded the WASH programme into Somalia in collaboration with Americares.
- Through the generous support of UNICEF and UNOCHA, we successfully completed our child protection and gender-based violence programmes in Iraq, with over 15,000 people (mostly women and girls) supported.

INSTITUTIONAL FUNDING PROJECTS IN FOCUS

LIVELIHOODS AND COMMUNITY STABILISATION PROJECT

With the financial support of UNDP, Human Appeal completed Phase VII of the Livelihoods and Community Stabilisation project in Sudan. The project benefited 12,072 men, women, and children by providing support to rural farming communities with agricultural training, infrastructure development and provision of tools that support livelihoods and food sources. It also included peace promotion and inclusive community activities to reduce disagreements and conflict between the community members.

MEDICAL SUPPORT IN SYRIA AND IRAQ

Human Appeal, with in-kind support provided by Globus Relief, received 21 containers of medical supplies for Syria and Iraq. This project aimed to deliver life-saving medical support by supporting 54 health facilities across the two countries. With these supplies, health providers have been able to provide around 43,000 primary beneficiaries with care.

GENDER BASED VIOLENCE (GBV) SERVICES IN IRAQ

In collaboration with the Norwegian Church Aid, this initiative granted 11,406 beneficiaries (mainly women and girls) in Iraq secure pathways to access specialised and cross-sector GBV services. These encompassed legal aid, linkages to various organisations, safeguards against sexual exploitation and abuse, psychosocial assistance, and grants aimed at fostering income generation.

IMPROVING LONG-TERM HEALTH OUTCOMES IN SYRIA

With financial assistance from Syrian Humanitarian Fund/UNOCHA, Human Appeal launched a long-term health and nutrition project that will continue in 2023. This initiative will provide integrative lifesaving preventive and curative nutrition services for vulnerable population groups with attention to children and women with special needs in northwest Syria.

COMMUNITY FUNDRAISING

As the world began to open up after the impacts of COVID-19, Human Appeal sought to increase our fundraising avenues in person and online. The money we raised this year came from a mix of online giving platforms, in-person events, challenges, partners, and generous donors, among others.

Our 2022 strategic goals focused on:

- Continuing engagement with online influencers
- Increasing community outreach and awareness through mosques
- Further developing partnerships with community organisations
- Creating a nationalised fundraising programme for volunteers
- Delivering a strong Challenges and school engagement programme
- Developing our International Deployments Programme to deepen donor understanding of projects.

HIGHLIGHTED EVENTS

We hosted dozens of events throughout the year in order to expand our network and raise money for our global campaigns.

- A national tour by a Pakistani folklore singer brought in over £600K in donations for our water projects.
- Our comedy tour (now in its 7th year) raised over £1.5M in donations towards our Pakistan Homes rebuild project.
- Our 2-city conference with world-famous UFC fighter Khabib Nurmagomedov raised over £600K for homebuilding in Syria.
- The Purple Network Initiative established our first-ever networking event, bringing together more than 200 people.
- The Purple Network Initiative hosted Grand Iftar events in Manchester and Bradford that raised over £50K.
- We delivered a bespoke school outreach programme to primary and secondary school children through our yearly "Wrap Up" programme across 25 schools.
- We engaged and fundraised with 75 mosques across the UK during Ramadan.

In 2022, our community fundraisers raised £8,305,149

CHALLENGES

Our national and international challenges are a great way for us to engage with the community and raise awareness in a fun and unique way. These challenges raise hundreds of thousands of pounds each year. This year we:

- Partnered with Freedom50 to run an international bike challenge from London to Amsterdam, which raised more than £16,000 for school projects in Bangladesh.
- Raised £8,000 for Pakistan emergency flood aid in the Reach Snowdon Trek Challenge, thanks entirely to the quick organisation of Reach members.
- Raised over £60,000 with the help of 12 eager climbers who submitted to Mount Kilimanjaro to raise funds for our Tharparkar Integrated Smart Village Project.
- Celebrated 7 brave volunteers who conquered Mount Everest base camp in order to raise £35,000 for our Tharparkar Integrated Smart Village Project.

Additionally, we continued to develop our sports ambassador programme with fundraising from Aqib Fiaz, Amaar Akbar, The Hijabi Boxer (Safiyyah Syeed), and Hamza Uddin. Notably, Aqib Fiaz recruited over 20 volunteers and raised £53,000 while running during Ramadan, while Amaar Akbar raised over £14,000 during Ramadan to support our humanitarian projects.

PARTNERS

Partnerships provide us with the opportunity to reach a wider audience and raise more money to support our humanitarian work. In 2022, we engaged a range of partners with record-breaking success.

- Our charity partners across several industries, including health and beauty, hospitality, and law, raised more than £1.2 million for Human Appeal throughout the year.
- We worked closely with sports and boxing promoters to raise over £104K through online giving platforms like JustGiving, MuslimGiving, and RamadanGiving.
- As a charity sponsor of The Anzal Begum Foundation's Big John's Mela, we increased brand awareness and raised a total of £95,000.
- We ran online appeals with Unity FM in Birmingham and Inspire FM in Luton to raise over £100,000 during Ramadan 2022.
- One of our influencer partners worked with his online community to fundraise and support over 400 orphans for the year.
- Local councillor Yusra Hussain in Dewsbury supported our rebuilding Pakistan Homes project through our National Comedy Tour.

COMMUNICATIONS

COMMUNICATIONS

GROWING OUR ONLINE PRESENCE TO REACH A WIDER AUDIENCE

Throughout 2022, we continued to recover from the lasting effects of the COVID-19 pandemic. With the help of our donors, staff, volunteers, and partners, we mobilised people and funds to support our short and long-term campaigns and share our actions across communication channels.

During the pandemic, we worked to establish a strong digital presence as in-person fundraising came to a halt. Building on this success, in 2022, we continued to strengthen our digital presence, reaching more people and further fueling our online growth.

HIGHLIGHTS FROM OUR WORK

- In the 8th year of our integrated Wrap Up Campaign, we provided warm clothing to people across seven cities in the UK.
- Our Monthly Round Up Report provided direct communication with donors and supporters to show the human impact of our efforts.
- We expanded our work by opening an office in the USA to reach a new market of supporters and volunteers.
- In 2022, we conducted our inaugural strategic review preceding Ramadan, leading to the launch of our highly successful 'Making the most of your mercy' campaign. Acknowledging persistent global economic challenges, we adapted our donor communication to reflect these realities. This revamped campaign resonates deeply, offering a tangible value proposition to our supporters.

- Our theme not only amplifies our field staff's dedication but also spotlights the impact of the projects we support, providing aid to those in dire need. It's a holistic communication strategy, guiding our actions and forming the core of our content, from compelling video stories to engaging social media posts.

- In these challenging times, our commitment remains unwavering, and we strive to work smarter and harder. Looking ahead, we aim to infuse this approach into all aspects of our fundraising and programme development, ensuring they too embody the spirit of 'making the most of your mercy.'

A YEAR OF EMERGENCIES

2022 brought a range of global challenges: the war in Ukraine, historic flooding in Pakistan and Bangladesh, and ongoing and worsening conflicts in Gaza, Afghanistan, and East Africa. With these challenges affecting many of the regions in which we are active, Human Appeal was uniquely poised to respond swiftly to these less widely covered crises.

Our dedicated creative teams coordinated robust coverage of our efforts on the ground. Through powerful, awareness-driving media coverage, our fundraising team was able to engage with supporters through many different channels. Working with influencers, businesses, and the wider community, we raised crucial funds that went directly toward providing aid to some of the poorest communities in the world.

DIGITAL COMMUNICATIONS

Across our digital communication channels, we continue to evaluate and adapt our methods in order to facilitate better services. In 2022, this included replacing our old website checkout process with a new, streamlined one. Additionally, we added new payment methods including PayPal, Google Pay, Apple Pay, and SEPA.

We also improved supporters' visibility over the impact of their donations by increasing the frequency of our communications. Our new Monthly Round Up Report helps show the direct impact donations have around the world. We also released an "Every Human" magazine each week over the blessed month of Ramadan to celebrate our achievements and ongoing campaigns.

EXPANDING OUR REACH

In an effort to reach wider audiences for fundraising and support, we launched a new office in the United States. While still in the early stages, this California-based office will allow us to have a more significant impact on the lives of vulnerable people around the world.

PUBLIC RELATIONS, RESEARCH & ADVOCACY

In 2022, we marked the first full year of Human Appeal's Global PR, Advocacy and Research function, following its creation in 2021. The team continued to enhance Human Appeal's global public relations, ending 2022 with a share of voice ranking among the top 3 of UK faith-based Muslim charities.

With over 1,600 media reports throughout the UK, US, Europe, and Pakistan, along with in-depth research and advocacy efforts, we were able to continue promoting Human Appeal worldwide. This saw a global increase in brand awareness and funds raised to further support our campaigns.

GLOBAL PR HIGHLIGHTS

Following great PR inroads made in 2021, we've had a year of tremendous positive coverage for Human Appeal across television, radio, online publications, and print media.

Across the UK, Human Appeal efforts were broadcasted on 13 BBC radio stations, including in Leeds, West Midlands, Bristol, Nottingham, Three Counties, London, Leicester, and Manchester, as well as on the BBC Radio Asian Network and BBC Radio 1Xtra. Local campaigns like our Wrap Up Winter and Comedy Takeover Tour campaign received the most reporting. On-the-ground work in Somalia and Pakistan also received notable media coverage.

Additionally, six top news stations, including Sky News, BBC TV, and Al Jazeera, provided coverage of Human Appeal's efforts. Interviews with Human Appeal leadership showcased our ongoing humanitarian efforts rebuilding from the devastating floods in Pakistan, providing food relief in Somalia, and supporting aid efforts in Gaza and Syria.

With the increase in PR coverage this year, Human Appeal's PR coverage in top Tier 1 media titles (media with a reach above 1 million) also grew on previous years. We had a record-breaking 91 Tier 1 media mentions from the UK, USA and Canada covering Human Appeal. Our work in Somalia even reached the pages of the international newspaper, The Wall Street Journal.

ADVOCACY HIGHLIGHTS

Throughout the year, the team continuously worked to advocate for Human Appeal across the UK and beyond.

Within the charity sector, Human Appeal was recognised on several occasions for the work we've done throughout the world. Our CEO, Dr. Mohamed Ashmawey, was awarded the prestigious international award "Humanitarian Hero of the Year" at the Global AidEx 2022 conference. In addition, Human Appeal was the only faith-based UK Muslim charity to be shortlisted for the 2022 Charity Times Awards in London.

Beyond the charity sector, Human Appeal continued to engage with members of the UK government to increase visibility and further advocate for our work. Our Deputy CEO, Owais Khan, attended a special UK Parliamentary panel to discuss ongoing rebuilding efforts in Pakistan after massive flooding. We also had four MPs visit our coat donation sites during our annual Wrap Up event across the UK, with some attending Human Appeal events for the first time. These vital encounters allowed government leaders to see our crucial efforts firsthand.

In the wider world, we worked to increase our score on Glassdoor from 3.7 to 4.1 out of 5. We also continued to monitor and edit our Wikipedia page, adding positive achievements and collaborations since this is often the first place people engage with us online.

RESEARCH HIGHLIGHTS

In 2022, Human Appeal worked to improve knowledge across the charity and news sectors. We migrated to an all-new global media intelligence tool, which enables us to track vital humanitarian news and our own global PR coverage more accurately. This new tool provides advanced reporting for all-around better analytics.

This year, we also published Human Appeal's first white paper examining the UK's public attitudes toward faith and charity, which is available on our website. It generated positive media coverage and was shared with UK MPs.

As part of our ongoing research, we also initiated a YouGov poll this year. The results indicated the need for more awareness in the UK on overseas emergencies, especially related to widespread hunger in Somalia and Yemen.

VOLUNTEERING PROGRAMME

In 2022, 2,865 volunteers dedicated over 14,629 online and in-person hours and raised £230,149.95 to empower vulnerable communities.

As Human Appeal returns to community events – following several years of online events – we've experienced an increased demand for new volunteers. Playing a vital role in our activities, volunteers help run and support our staff at fundraising events, local campaigns, and other activities. With this in mind, our goal going into 2022 was to recruit 500 new volunteers. We were ecstatic to surpass this goal in Q2, with 1,263 new volunteers recruited by June. This highlights the great reputation we have within our community, with no shortage of people who are willing to donate their time to support our work.

Throughout the year, we asked for feedback from new and existing volunteers to determine how we could better shape our programme. Based on this feedback, we've increased our social media presence to highlight and promote volunteer efforts as part of our rebrand campaign. We're also improving internal communications with a volunteer calendar system and enhanced event briefings.

We are also working on refurbishing our London hubs to be more volunteer-friendly and to hold more meetings, planning, and training in the space. While much of this improvement work is ongoing, we are pleased with many of the outcomes to date.

VOLUNTEERING ADVISORY BOARD

Our Volunteering Advisory Board entered its second year, continuing to lead the way within the Muslim and mainstream charity sectors. The Board recognises that volunteers are key stakeholders and should have a voice within our organisation, shaping Human Appeal's campaigns, activities, and future plans.

In February 2022, the Volunteering Advisory Board travelled to Human Appeal headquarters to meet with CEO Mohamed Ashmawey and the Board of Directors. They shared their vision for Human Appeal and discussed vital projects and current global issues that may affect the charity sector. They also shared the impact of the Volunteering Advisory Board and the outcomes of volunteer-shared ideas.

TEAM LEADER RESTRUCTURE

In 2022, we restructured our volunteer programme to ensure it operated as effectively as possible. As part of these efforts, we reshaped the team leader role within the volunteer programme. Our restructuring included:

- Allocating more responsibility to the team leader through volunteer supervision and interviews
- Implementing a new training plan to ensure efficient volunteer campaigns
- Dividing volunteer communication channels into smaller groups and removing inactive members for more effective management
- Streamlining London's management to align with the rest of the UK's regions

Due to this restructuring, primary line management will now lie within the Volunteering Team.

NEW VOLUNTEER STATUS

In addition to the team leader restructure, we also revamped the volunteer cycle to prevent stagnation and turnover. With the help of our new Salesforce system, we have set new statuses for volunteers based on their activity within the last 12 months to two years.

Statuses include prospective, new sign-up, registered, active, inactive, and leaver, helping us identify volunteer engagement and improve retention. However, no matter the volunteer status, we ensure they receive communication on upcoming opportunities.

US VOLUNTEERING IMPACT

In 2022, we've increased our volunteer presence across the globe, particularly within the United States.

In partnership with UFC fighter Khabib Nurmagomedov, we held events in San Francisco and Seattle to increase brand awareness within new communities. Our work across the Atlantic will continue into 2023.

PEOPLE AND CULTURE

As we enter the post-pandemic phase, our People and Culture team continues to work with staff across the globe to create a thriving, effective work culture. Throughout 2022, the team improved our HR processes across multiple areas, including global recruitment, performance management, and employee relations, to ensure a high standard of excellence.

OVERALL STRATEGY

To improve the processes within our field offices, we created globally aligned HR policy handbooks and reinforced our global HR Governance controls to ensure our international offices remain free from corruption.

We also conducted remuneration surveys across all offices to gauge the current salary landscape and introduced pay scales tied to job evaluations at all country levels.

In the UK, our 2022 goals centred on increasing transparency, improving development opportunities and prioritising staff wellbeing. We focused on streamlining communications with new online resources that answer organisational and payroll-focused questions through our Sharepoint system. We also developed a Manager's Handbook to offer additional support and guidance to leaders at every level. Finally, we implemented renewed guidelines for training, encouraging our employees to upskill.

Globally, we renewed our commitment to creating a learning organisation by mapping the skills of our global workforce and delivering in-house training. We also held our Global Leadership conference, where all UK and Country Directors attended sessions in leadership training and strategic planning.

DIVERSITY AND INCLUSION WORK

In 2022, Human Appeal's head office issued Equality and Diversity policies to all field offices that align with local customs, laws, and societal norms. Our dedicated Global People and Culture team screened all relevant existing policies to ensure they remain fit for purpose.

This year, the Advocacy team worked to increase the number of women hired, especially at a leadership level. Gender equity in employment is a challenge in many countries where our offices are based, and we aim to set the standard in rebalancing the scales. Currently, 75% of employees hired at our field offices are women.

STAFF WELLBEING

For employees, our goal in 2022 was to increase employee engagement and wellbeing, with direct feedback from staff at every level. We conducted in-depth surveys and focus groups with all stakeholders. The findings of these surveys will allow us to create robust strategies that improve work culture across the organisation.

We continue to emphasise mental health with existing wellbeing initiatives, especially during stressful times like Ramadan. Ten of our UK staff also completed a Mental Health First Aid course to become advocates for supporting our staff's needs.

In addition, as our staff returned to the office from long periods of remote working, we implemented new initiatives to reward and recognise their hard work. These programmes included Employee of the Month and an ongoing reward campaign for continued performance. We also undertook a salary review in our UK office, ensuring higher living costs and inflation were accounted for.

Finally, we safeguarded our staff with new methods for reporting concerns directly to a UK inbox for resolution. All country offices are required to have visible posters in English and the local language so staff are aware of the steps they can take to report any issues. We also expect all hired staff to complete a yearly safeguarding training course on detecting and reporting signs of abuse.

FUTURE FOCUS

As we move into 2023, our goals are to continue the vital work within the People and Culture space that has already begun. This includes expanding internal training programmes, improving existing employee engagement campaigns, implementing further reward campaigns, and revising salaries.

Additionally, we plan to further our work to safeguard our staff at UK and country offices by implementing conflict and people management training for all Country Directors. We also plan to update all office competency models to promote ideal workplace behaviours and maintain our Investors In People silver status.

Finally, we aim to improve processes for recruiting, with a particular focus on overseas recruitment as we work to expand into the US and beyond.

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. 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 taken to mitigate those risks. They are charged with identifying potential strategic risks and ensuring these are managed appropriately.

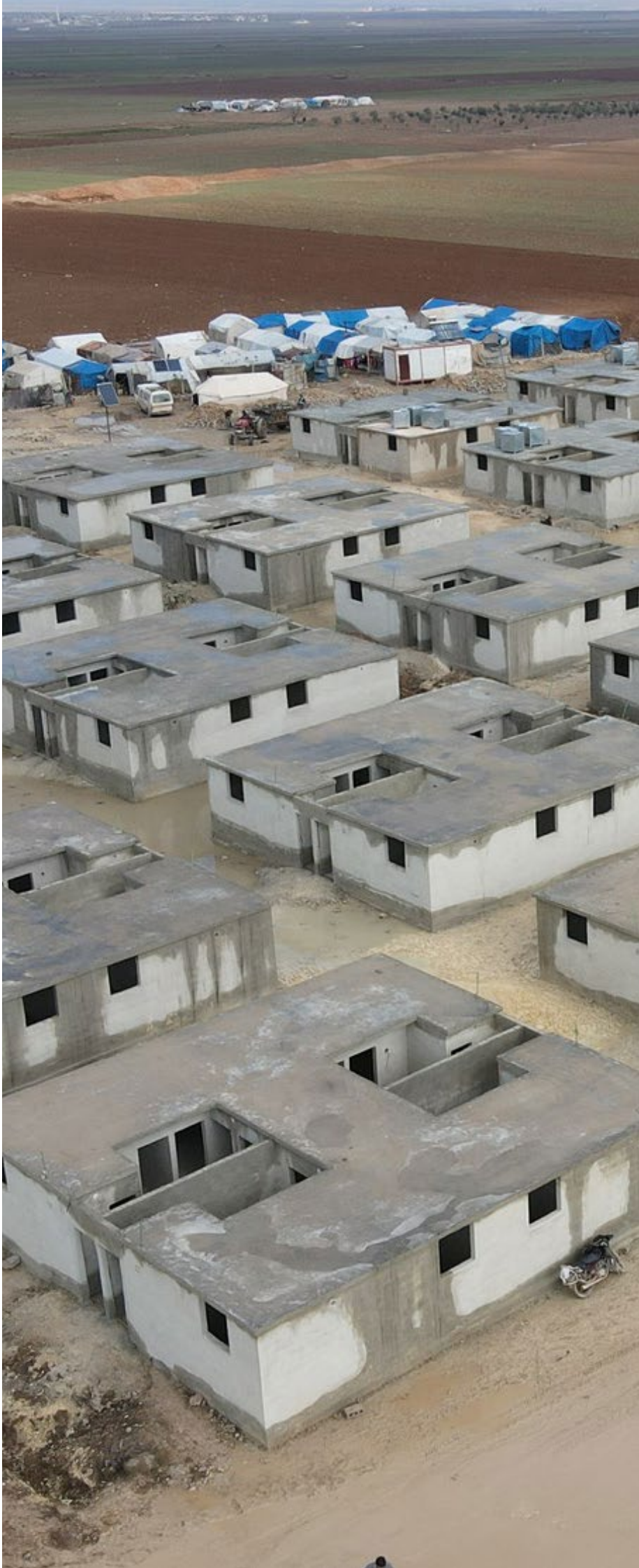
Operational risks mainly concern internal processes and controls. These are managed through effective control systems and good practices and are monitored weekly by the Board of Directors. Departmental Risk Registers are maintained by the Operational Directors and reviewed by the Internal Audit department.

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. In line with our Risk Management policy, the Board of Trustees consider the tolerance the organisation has for the identified risks, and management examines and follows up on options to mitigate the risk.

Since 2017, Human Appeal has operated with an in-house Internal Audit department currently comprising a team of four, including a Quality Assurance Manager. Human Appeal are members of the Core Humanitarian Standard on Quality and Accountability and are currently pursuing accreditation through the awarding body, which, when granted, will ensure consistent quality is maintained in our systems and processes. Plans have been formulated to engage additional team members based in overseas offices, and appointments are anticipated later in 2023. The establishment of team members in some of our overseas offices, with a roving brief, will provide the 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. Internal Audit commissioned an international audit firm to conduct internal control audits in our overseas offices to provide assurance of our activities.

The Internal Audit department prepares 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. This is a dynamic document, and when higher risks are perceived, then these are re-prioritised accordingly throughout the year. This programme is in addition to audit exercises conducted in-house by the operational functions including Finance, Programmes and People and Culture and also urgent investigations requested by the Trustees or CEO and in cases where advice is received from our external financial auditors.

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.

RISKS AND UNCERTAINTIES	CURRENT AND PLANNED MITIGATING ACTIONS
Potential lack of 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 carry the risk of unwise decisions being made or incorrect action being taken.	• The management of Human Appeal is focused on ensuring 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 their training and development. • Our field office's monthly financial information packs incorporate detailed information on their performance, including the management and control of funds. The information reported is under constant review, and our financial auditors advise that the improvements made continue to benefit our overall control of this area. • Significant changes in leadership positions both in the UK and in overseas offices continue to strengthen management oversight. • Performance management of all staff is carried out bi-annually with the implementation of Human Appeal's Values and Competencies, monitored and rated along with the attainment of objectives. • A number of financial software applications have been implemented in the UK and field offices, which continue to strengthen oversight of financial management and other controls. • All contracts entered into by Human Appeal are reviewed, approved and signed off by Head Office. All projects require the completion of a funding agreement. All parties are 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 are addressed by the respective departments. A programme of audits was completed in 2022. Other audit assignments were also initiated to investigate identified risks and to provide assurance. • The recruitment of Internal Auditors based in overseas offices with a roving brief continues, with appointments due to be made later in 2023.

Risk of staff not adhering to internal and external policies and procedures The consequences of this could include breaching legal or Charity Commission requirements and could lead to a loss of confidence from stakeholders and may highlight low staff engagement.	• We have developed and revised relevant Human Appeal policies and procedures. These are reviewed periodically, updated and approved. • Additionally, new policies and processes have been added, and this is a continuing exercise. • All existing staff were re-inducted to emphasise the importance of adherence to policies and processes, and the induction process is under continual review. • Annual mandatory training is also conducted for all staff in Safeguarding, Financial Conduct, GDPR, Cyber Security and other areas. • Breach response training has been completed with all senior management. • A tough stance continues to be taken by the People and Culture department where breaches of policy or process occur.
Risk of non-adherence to Governance and Compliance structure The high level of scrutiny, compliance and quality requirements required by institutional donors, along with the high level of competition over a continuously shrinking pool of funds, could have a critical impact on the ability of Human Appeal to acquire institutional funding and hence the risk of a reduction in overall funding and the potential inability of the organisation to sustain its operations. The complex governance requirements and continuously changing regulatory and compliance environment of INGOs may result in Human Appeal failing to comply with new regulations, which may lead to reputational damage or sanctions by the regulator.	• Human Appeal has created a new Quality management unit which is tasked with monitoring various aspects of program quality, including the establishment of a quality management system (QMS) that emphasises program quality standards, including CHS commitments. • The UK Aid (DFiD) assessment report is currently under review, and an action plan is under development to address previous findings. • Strategic donors are being identified, and regular benchmarking is to be instituted to establish donors' global eligibility and capacity requirements. • An organisational register has been established for the recording of all ongoing third-party audits, monitoring visits and micro-assessment reports, with effective action plans in place to address the findings in each report. • A Governance framework is currently under development to include mechanisms, clear roles and responsibilities with continual review and improvement, including targets, action plans and review milestones being defined to demonstrate Human Appeal's commitment to robust governance and compliance. • Human Appeal continuously reviews charity regulations to ensure the relevant teams are aware of changes. Training is delivered to ensure understanding and implementation of new regulations. • Human Appeal is in the process of establishing strong safeguarding and complaints management mechanisms to protect against reputational damage to the organisation.

Risk of negative publicity Potential impact of negative publicity includes loss of donor confidence, loss of influence with key stakeholders and potential negative impact on staff morale. Additionally, the potential for loss of beneficiary confidence, thereby potentially negatively impacting our ability to access grants or contract funding which could lead to the deterioration in relationships with funders, including institutional bodies.	• A comprehensive audit of the Complaints process has been conducted, and a committee is being formed to address the implementation of an organisation-wide system. • A crisis management strategy has been devised by the Communications department to ensure the consistent delivery of key messages through the appointment of a nominated spokesperson. • Public relations training for key Human Appeal spokespeople is scheduled to be delivered. • The Communications department is charged with ensuring good quality reporting of the charity's activities and financial position. • Human Appeal has subscribed to new media monitoring software to alert us to adverse media comments. • When Serious Incidents are reported, the Communications department is alerted at an early stage, enabling them to prepare a response appropriate to the circumstances.
Risk of breaching Safeguarding guidelines Due to a small number of historical Safeguarding incidents, principally in our field offices, this area now constitutes a potentially serious risk which requires mitigations to address it.	• A robust Safeguarding policy has been created and developed, which forms an integral part of our Employee Handbook. • A Safeguarding campaign was rolled out to all Human Appeal offices. • A 24-hour helpline and email address has been rolled out and is available to all Human Appeal staff. • The senior staff in the People and Culture department and the Safeguarding leads in the field offices attended a comprehensive training course on Safeguarding by an external provider. This training has prepared those attendees to conduct a professional Safeguarding investigation when required. • Mandatory Safeguarding training has been developed and is delivered annually to all Human Appeal staff. Safeguarding forms part of Induction training. • A Safeguarding campaign was successfully launched in field offices. • A Global Safeguarding Lead is currently being recruited who will report to the Director of Performance and Accountability with input from the Directors of People and Culture and Programmes. This person, when appointed, will be integral in developing existing policies and processes and ensuring this area maintains a high profile.

Risk of adverse impact of inflation The risk of inflation and its adverse effects is worldwide and also affects the operation of Human Appeal and its partners, donors and beneficiaries. It began to take effect in early 2022, precipitated by the continuing conflict in Ukraine and its adverse effect on global oil and gas prices. Whilst the major effects have reduced slightly since the initial impact, this issue remains a threat to the price of most goods and services, creating uncertainty in Human Appeals' ability to fulfil contracts. However, in the areas we provide humanitarian aid and our field office locations, inflation is reportedly significantly higher, leading to price pressures on our ability to deliver aid contracts.	• As a result of the cost of living crisis, people have less disposable income, and many will stop or reduce their non-essential expenditures, 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 which are producing additional donations. • Human Appeal conducted a detailed review of expenditure budgets for the remainder of 2022 and also 2023 to take account of pressure on income and planned expenditure levels. The latter takes account of global price rises for such diverse items as food, technology and building materials, all of which are key elements of our work for beneficiaries. Consideration has also been given to the potential impact on employee salaries worldwide as they strive to keep up with escalating prices. • A review of existing contracts was conducted to lock in current/reduced prices wherever possible, fixing prices in hard currency and using contract management skills. • A review of warehouse capacity was undertaken to ensure goods purchased at existing prices could be accommodated. • It was proposed a Task Force be formed of senior Trustees to explore inflation issues and develop strategies to combat this. • A review of staffing levels was conducted to ensure roles were fit for purpose, and a recruitment freeze was implemented for the last 4 months of 2022. Staff resignations were reviewed to establish if replacements were required. • Human Appeal explored cost-effective ways to demonstrate compassion for the effects of inflation on our employees through various means. • Human Appeal also explored ways to strategically plan our global procurement activities to combine costs and maximise the practice of bulk purchasing. • Finally, given the current unpredictable nature of inflation and charitable income streams the assumptions and estimations used have been stress tested and flexed to take into account uncertainties and risk.
Risk involved in onboarding new partners in Human Appeal regional offices When taking on new partners, regional offices had been on-boarding these partners and, in some instances, not always following the correct process. Regional offices are to ensure they are seeking the appropriate approval and following the correct due diligence process.	• A robust process has been developed to ensure Human Appeal's regional offices are always onboarding new partners correctly. • A training programme was initiated to ensure the correct due diligence process is followed, and this will be revisited on an annual basis.

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 the Scottish Charity Regulator (OSCR).

Human Appeal works across the globe to strengthen humanity's fight against poverty, social injustice, and natural disasters 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 22nd March 2004, and with the Charity Commission 21st 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 26th February 2014. Human Appeal has been operating under the company structure to this day. Human Appeal's name change was reflected by Companies House on 1st 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.

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 who 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, 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 a "going concern" basis, unless it is inappropriate to presume that the charitable group will continue in operation.

The Trustees must maintain adequate 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, 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 on 31st December 2022 was four. 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.

REMINERATION 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 the employment of people with disabilities and its adherence to the Equality Act 2010 ensures 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.

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FINANCIAL REVIEW

INCOME

The COVID-19 pandemic, war in Ukraine, energy and cost of living crisis due to rising inflation made 2022 a very challenging year. The evolution of the pandemic was still subject to significant uncertainty, and the conflict in Ukraine that started in February 2022 had a significant negative effect on global growth. As a result, we navigated our way to a productive and successful year, working hard to adapt and develop our strategy, focusing on online campaigns rather than traditional fundraising events.

We are deeply grateful to our supporters whose generosity ensured growth in our total income of 21% up to £43 million compared to last year's total of £35.5 million. From pre-pandemic (2019: £19.4 million) to post-pandemic (2022: £43 million), an increase of 122%. Gifts in kind also contributed to this success, increasing from £1.6 million in 2021 to £8.5 million in 2022. These robust levels of support in the face of increasingly difficult circumstances have continued into 2023, 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 an increase in institutional funding to £3.1 million from £2.8 million last year. 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. These plans allowed us to respond to the flooding in Pakistan, Bangladesh, and Sudan in August 2022 and the devastating earthquake in Turkey in February 2023.

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

EXPENDITURE

In 2022, we spent £36.1 million on charitable activities, an increase of 60% from £22.6 million in 2021. Major areas of expenditure were orphans and child welfare (£7.8 million), food security (£15.9 million), healthcare (£2.7 million) and humanitarian response (£1.9 million). Combined, these areas accounted for 78% of our charitable spending in 2022. Our specific achievements by geographical area with this expenditure are described throughout this report.

Our expenditure on raising funds during 2022 rose to £11.9 million from £8.6 million in 2021 as we attempted to offset the negative impact of the factors outlined in the previous paragraphs. In 2022, we spent £0.9 million on developing our fundraising partners' capabilities across Europe and the USA, who in turn raised funds that enabled projects to be delivered by the Human Appeal family to change and save lives around the world. The USA has shown huge potential and growth in such a short period. As a result, we continue to plan to invest in the development of existing and additional overseas partner offices.

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 energy crisis, the cost of living crisis, the impact of growing inflation worldwide and the war in Ukraine, causing food and other supply shortages in the countries in which we work.

Human Appeal continues developing appropriate policies and robust systems to safeguard all stakeholders and ensure risks are recognised, monitored and mitigated. Moreover, we have created a new Quality Management Unit tasked with monitoring various aspects of programme quality and establishing a quality management system (QMS) that emphasises programme quality standards, including CHS commitments. This in return will have a positive impact by enhancing our feedback mechanisms providing timely and personalised reports that nurture long-term engagement, as well as strengthen donor loyalty.

In 2022, income grew despite the above socioeconomic and political factors. The establishment of a partner office in North America and continued review and assessment of strategies contributed to the success. Any ongoing or future impact of external factors has been considered, and the anticipated effects have been built into our 2023 and 2024 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 expenditures, such as charity donations. In response, Human Appeal is continuing to establish new fundraising operations in Europe and Canada to diversify its income sources. The new partner office in North America surpassed 2022 income within the first 6 months of 2023 with plans to continue growth across multiple states.

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. A detailed review of expenditure budgets was conducted for the remainder of 2023 and into 2024 to assess pressure on income and planned expenditure levels, taking into account global price rises.

The Board of Trustees has considered the latest information and evidence available and despite the negative free reserves position it is 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 2023, with income currently running ahead of the same period last year. The Board of Trustees are confident sufficient reserves are held at year-end and the time of publication to manage any foreseeable downturn in the UK and global economy. In addition, the executive team charged with increasing unrestricted reserves has achieved continued success.

Therefore, the annual financial statements have 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 could not 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 the 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 fall in income or a 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 (including 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 2022, the charity had total reserves of £6.9m (2021: £12.8m), restricted reserves of £5.8m (2021: £10.9m) and unrestricted funds of £1.1m (2021: £1.9m). After allowing for fixed assets held as unrestricted funds, the charity had -£1.7m free reserves at the balance sheet date (2021: -£0.7m).

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. Currently, all funds held abroad are categorised as restricted funds, even if the donor's intentions or the purpose doesn't necessitate such restrictions. 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 our field offices' running cost expenditures.

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

25 September 2023

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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 2022 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 2022 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. 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)

28 September 2023
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 2022

(incorporating income and expenditure account)

	Note	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Income					
Donations and legacies	2	**6,118,583**	**33,643,771**	**39,762,354**	32,641,128
Charitable activities	3	**-**	**3,095,829**	**3,095,829**	2,772,258
Other trading activities	4	**133,136**	**-**	**133,136**	30,748
Investments	5	**52,751**	**-**	**52,751**	42,028
Other income	6	**-**	**-**	**-**	32,113
Total income		**6,304,470**	**36,739,600**	**43,044,070**	35,518,275
Expenditure					
Raising funds	7	**1,638,861**	**10,279,472**	**11,918,333**	8,650,771
Charitable activities	8	**4,633,144**	**31,504,198**	**36,137,342**	22,618,046
Charitable capacity building	10	**898,553**	**-**	**898,553**	246,538
Total expenditure		**7,170,558**	**41,783,670**	**48,954,228**	31,515,355
Net (expenditure) / income for the year	12	**(866,088)**	**(5,044,070)**	**(5,910,158)**	4,002,920
Other recognised gains					
Gains on revaluation of investment properties		**-**	**-**	**-**	65,000
Net movement in funds for the year		**(866,088)**	**(5,044,070)**	**(5,910,158)**	4,067,920
Reconciliation of funds					
Total funds brought forward		**1,971,794**	**10,872,604**	**12,844,398**	8,776,478
Total funds carried forward		**1,105,706**	**5,828,534**	**6,934,240**	12,844,398

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.

BALANCE SHEET AS AT 31 DECEMBER 2022

Company no. 08553893

	Note	£	2022 £	£	2021 £
Fixed assets					
Intangible assets	16		**215,390**		149,622
Tangible fixed assets	17		**1,887,264**		1,906,878
Investment properties	18		**665,000**		665,000
			2,767,654		2,721,500
Current assets					
Debtors	19	**994,383**		1,670,266	
Cash at bank and in hand	24	**7,094,707**		12,013,755	
		8,089,090		13,684,021	
Creditors: amounts falling due within one year	20	**(3,922,504)**		(3,561,123)	
Net current assets			**4,166,586**		10,122,898
Net assets			**6,934,240**		12,844,398
The funds of the Charity	21				
Unrestricted funds			**1,105,706**		1,971,794
Restricted funds			**5,828,534**		10,872,604
Total Charity funds			**6,934,240**		12,844,398

The financial statements were approved by the Board of Trustees on 25th September 2023 and were signed on their behalf by:

Dr Kamil Omoteso
Chair of the Board of Trustees

STATEMENT OF CASH FLOWS AS AT 31 DECEMBER 2022

	Note	2022 £	2021 £
Net cash generated from operating activities	23	**(4,647,652)**	4,581,229
Cash flows from investment activities			
Bank interest received		**10,751**	28
Investment property rental income received		**42,000**	42,000
Purchase of tangible fixed assets		**(323,634)**	(189,748)
Proceeds from the sale of tangible fixed assets		**(513)**	14
Net cash (used in) / generated from investing activities		**(271,396)**	(147,706)
Increase in cash and cash equivalents in the year		**(4,919,048)**	4,433,523
Cash and cash equivalents at the beginning of the year		**12,013,755**	7,580,232
Cash and cash equivalents at the end of the year	24	**7,094,707**	12,013,755

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

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 25 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.

In light of the challenges presented in the financial review, assessments on long term cash flows and scenario planning have facilitated the charities ability to continue as a going concern. The impact of external factors has been considered and the anticipated effects have been built in to our budgets and forecasts taking into consideration worse-case scenarios.

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 6. 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

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.

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 5 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 2022 was £Nil (2021: £Nil).

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

Donated goods and services in the year predominantly related to donated medical supplies.

	Unrestricted funds 2022 £	**Restricted funds 2022 £**	**Total Funds 2022 £**
Donations	**3,634,465**	**22,341,668**	**25,976,134**
Gift aid tax reclaimed	**2,427,428**	**-**	**2,427,428**
Donated goods and services	**-**	**8,493,425**	**8,493,425**
Donations from fundraising events	**56,690**	**2,808,678**	**2,865,368**
	6,118,583	**33,643,771**	**39,762,354**

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total Funds 2021 £
Donations	2,604,868	25,325,474	27,930,342
Gift aid 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
	5,058,014	27,583,114	32,641,128

3. Income from charitable activities

	Unrestricted funds 2022 £	**Restricted funds 2022 £**	**Total Funds 2022 £**
Institution funding	**-**	**3,095,829**	**3,095,829**

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total Funds 2021 £
Institution funding	-	2,772,258	2,772,258

4. Other trading activities

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Ticket sales	**133,136**	**-**	**133,136**

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Ticket sales	30,748	-	30,748

5. Investment income

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Property rental income	**42,000**	**-**	**42,000**
Bank interest receivable	**10,751**	**-**	**10,751**
	52,751	**-**	**52,751**

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Property rental income	42,000	-	42,000
Bank interest receivable	28	-	28
	42,028	-	42,028

6. Other income

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Government grants	-	-	-
Gain on the sale of tangible fixed assets	-	-	-
	-	-	-

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Government grants	32,099	-	32,099
Loss on the sale of intangible assets	-	-	-
Loss on the sale of tangible fixed assets	14	-	14
	32,113	-	32,113

7. Costs of raising funds

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Fundraising costs	**184,547**	**1,157,538**	**1,342,085**
Publicity costs	**581,870**	**3,649,680**	**4,231,550**
Event costs	**360,095**	**2,258,632**	**2,618,727**
Fundraising staff costs	**512,349**	**3,213,622**	**3,725,971**
	1,638,861	**10,279,472**	**11,918,333**

	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
	812,787	7,837,984	8,650,771

8. Analysis of expenditure on charitable activities

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Education	**-**	**464,271**	**464,271**
Humanitarian response	**-**	**1,917,736**	**1,917,736**
Food security	**-**	**15,963,339**	**15,963,339**
Healthcare	**-**	**2,673,368**	**2,673,368**
Orphans and child welfare	**-**	**7,794,399**	**7,794,399**
Water, sanitation and hygiene	**-**	**1,213,758**	**1,213,758**
Other regional office expenditure	**4,633,144**	**1,477,327**	**6,110,471**
	4,633,144	**31,504,198**	**36,137,342**

	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
Other regional office expenditure	3,368,160	1,481,780	4,849,940
	3,368,160	19,249,886	22,618,046

9. Grants to institutions

	2022 £	2021 £
Al Zakah Committee of Jerusalem	**1,035,965**	1,241,502
Bayader	**400,000**	200,000
Coastal Municipalities Water Utility	**101,000**	333,851
Dhaka Ahsania Mission	**120,262**	108,070
Globus Relief	**300,485**	-
Insanlik Icin Suriye Egitim Ve Yardimlasma Dernegi	**287,004**	93,344
International Learning Movement	**715,372**	252,100
Islamic Welfare Association (ISWA) Lebanon	**968,718**	676,517
Islamic Zakat Society	**2,238,079**	686,554
MAP Germany	**210,407**	-
Medical Aid for Palestinians	**98,000**	-
Mercy Relief	**-**	169,416
Muslim Foundation for Culture & Development	**249,431**	164,009
Novo Jibon - Bangladesh	**233,430**	79,700
Palestinian Farmers Union	**120,000**	-
Palestinian Hydrology Group	**-**	194,091
READ Foundation	**-**	81,174
URDAS Spain	**510,975**	155,591
Yemen Humanitarian Forum	**302,838**	452,920
Zakat and Sadaqat Foundation	**-**	184,183
ZamZam Foundation	**150,187**	122,238
	8,181,093	5,403,466

10. Charitable capacity building

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Affiliate office support	**898,553**	**-**	**898,553**

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Affiliate office support	246,538	-	246,538

11. Analysis of support costs

	Total funds 2022 £	Total funds 2021 £
Costs of raising funds	**2,378,866**	2,369,585
Charitable activities	**219,588**	142,175
Other expenditure including capacity building	**786,856**	924,137
	3,385,310	3,435,897

Support costs by type

	2022 £	2021 £
Staff costs	**1,084,546**	1,976,853
Depreciation and amortisation	**277,993**	265,686
Other	**2,022,771**	1,193,358
	3,385,310	3,435,897

Governance costs

Included within support costs are governance costs as follows:

	2022 £	2021 £
Auditor's remuneration	**53,520**	44,600
Audit fees to previous auditors in respect prior year financial statements	**-**	-
Non-statutory auditor fees	**-**	**-**
Audit fees in respect of the overseas branches	**18,787**	33,103
Legal and professional other fees	**428,297**	412,354
	500,604	490,057

12. Net expenditure

The net income is stated after charging:

	2022 £	2021 £
Depreciation of tangible fixed assets:		
- owned by the Charity	**193,082**	185,566
Amortisation of intangible assets	**84,911**	80,120
Operating lease rentals	**50,576**	65,576
	328,569	331,262

13. Auditor's remuneration

	2022 £	2021 £
Fees payable to the Charity's auditor and its associates for the audit of the financial statements	**72,307**	97,503

14. Staff costs

Staff costs were as follows:	**2022 £**	2021 £
Wages and salaries	**6,259,526**	5,149,131
Social security costs	**390,854**	293,827
Other pension costs	**95,916**	82,724
	6,746,296	5,525,682

The above staff costs include termination payments of £Nil (2021: £10,766) made during the year.

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

	2022 No	2021 No
	505	475

The number of higher paid employees was:

	2022 No	2021 No
In the band £60,001 - £70,000	**3**	6
In the band £70,001 - £80,000	**2**	-
In the band £90,001 - £100,000	**-**	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 £515,371 (2021: £519,305).

15. Trustees' remuneration

No Trustees received any remuneration during the financial year (2021: £Nil). No Trustees received any benefits in kind (2021: £Nil). Trustees received reimbursement of expenses of £486 (2021: £584) during the year.

16. Intangible assets

	Software £
Cost	
At 1 January 2022	404,218
Additions	149,358
At 31 December 2022	**553,576**
Amortisation	
At 1 January 2022	254,596
Charge for the year	83,590
At 31 December 2022	**338,186**
Net book value	
At 31 December 2022	**215,390**
At 31 December 2021	149,622

The intangible assets, which comprise software, are amortised over a period of 5 years.

17. Tangible fixed assets

	Freehold property £	Fixtures, fittings and equipment £	Motor vehicles £	Total £
Cost				
At 1 January 2022	1,531,607	1,199,424	117,241	2,848,272
Additions	-	144,083	40,738	184,821
Disposals	(91,145)	(52,958)	(40,190)	(184,293)
At 31 December 2022	**1,440,462**	**1,290,549**	**117,789**	**2,848,800**
Depreciation				
At 1 January 2022	192,712	681,181	67,501	941,394
Charge for the year	22,667	170,426	(11)	193,082
Disposals	(78,351)	(83,931)	(10,658)	(172,940)
At 31 December 2022	**137,028**	**767,676**	**56,832**	**961,536**
Net book value				
At 31 December 2022	**1,303,434**	**522,873**	**60,957**	**1,887,264**
At 31 December 2021	1,338,895	518,243	49,740	1,906,878

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

	2022 £	2021 £
Investment properties at market value	**665,000**	665,000

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.

19. Debtors

	2022 £	2021 £
Other debtors	**950,585**	1,205,668
Prepayments and accrued income	**43,798**	464,598
	994,383	1,670,266

20. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	**1,524,123**	695,055
Other taxation and social security	**437,492**	323,656
Other creditors	**717,541**	1,481,892
Accruals and deferred income	**1,243,348**	1,060,520
	3,922,504	3,561,123

21. Statement of funds

	At 1 January 2022	Income	Expenditure	Gains and (losses)	Transfers in / (out)	At 31 December 2022
	£	£	£	£	£	£
Unrestricted funds						
General funds	**1,971,794**	**6,304,470**	**(4,125,617)**	**-**	**(3,044,941)**	**1,105,706**
Restricted funds						
Education	418,558	234,715	(609,486)	-	263,937	307,724
Humanitarian response	2,035,484	6,581,105	(3,872,109)	-	(4,383,888)	360,592
Food security	2,838,484	17,793,093	(20,654,939)	-	2,704,891	2,681,529
Healthcare	58,250	1,741,232	(3,021,089)	-	1,274,617	53,010
Orphans and child welfare	1,974,533	8,082,784	(10,706,649)	-	1,289,041	639,709
Water sanitation and hygiene	2,800,510	1,715,155	(3,679,618)	-	186,304	1,022,351
Other	746,785	591,516	(2,284,721)	-	1,710,039	763,619
	10,872,604	**36,739,600**	**(44,828,611)**	**-**	**3,044,941**	**5,828,534**
Total of funds	**12,844,398**	**43,044,070**	**(48,954,228)**	**-**	**-**	**6,934,240**

	At 1 January 2021	Income	Expenditure	Gains and (losses)	Transfers in / (out)	At 31 December 2021
	£	£	£	£	£	£
Unrestricted funds						
General funds	**1,171,376**	**5,162,903**	**(4,248,684)**	**65,000**	**(178,801)**	**1,971,794**
Restricted funds						
Education	143,207	705,134	(755,602)	-	325,819	363,273
Humanitarian response	1,668,734	7,992,432	(3,422,888)	-	(4,202,794)	259,985
Food security	1,933,220	8,153,949	(7,349,012)	-	100,327	2,061,810
Healthcare	493,691	1,580,518	(2,098,087)	-	82,128	26,473
Orphans and child welfare	685,439	8,789,643	(10,187,567)	-	2,687,018	677,776
Water sanitation and hygiene	1,918,574	2,564,564	(1,682,628)	-	-	1,936,371
Other	762,237	569,132	(1,770,887)	-	1,186,303	531,581
	7,605,102	**30,355,372**	**(27,266,671)**	**-**	**178,801**	**10,872,604**
Total of funds	**8,776,478**	**35,518,275**	**(31,515,355)**	**65,000**	**-**	**12,844,398**

22. Analysis of net assets between funds

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Intangible assets	**215,390**	**-**	**215,390**
Tangible fixed assets	**1,614,481**	**272,784**	**1,887,265**
Investment properties	**665,000**	**-**	**665,000**
Net current assets / (liabilities)	**(1,389,165)**	**5,555,750**	**4,166,585**
	1,105,706	**5,828,534**	**6,934,240**

	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
	1,971,794	10,872,604	12,844,398

23. Reconciliation of net movement in funds to cash flow from operating activities

	2022 £	2021 £
Net income for the year	**(5,910,158)**	4,002,920
Adjustment for:		
Depreciation and amortisation charges	**277,993**	265,686
Dividends, interest and rents from investment properties	**(52,751)**	(42,028)
Loss on the sale of intangible assets	**-**	-
(Gain) / loss on the sale of tangible fixed assets	**-**	(14)
(Increase) / decrease in debtors	**675,883**	(540,382)
Increase / (decrease) in creditors	**361,381**	895,047
Net cash generated from operating activities	**(4,647,652)**	4,581,229

24. Analysis of cash and cash equivalents

	2022 £	2021 £
Cash at bank and in hand	**7,094,707**	12,013,755

25. Analysis of prior year statement of financial activities

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Income			
Donations and legacies	5,058,013	27,583,115	32,641,128
Charitable activities	-	2,772,258	2,772,258
Other trading activities	30,748	-	30,748
Investments	42,028	-	42,028
Other income	32,113	-	32,113
Total income	5,162,902	30,355,373	35,518,275
Expenditure			
Raising funds	812,787	7,837,984	8,650,771
Charitable activities	3,368,160	19,249,886	22,618,046
Charitable capacity building	246,538	-	246,538
Total expenditure	4,427,485	27,087,870	31,515,355
Net income for the year	735,418	3,267,502	4,002,920
Other Recognised gains			
Gains on revaluation of investment properties	65,000		65,000
Net movement in funds for the year	800,418	3,267,502	4,067,920
Reconciliation of funds			
Total funds brought forward	1,171,376	7,605,102	8,776,478
Total funds carried forward	1,971,794	10,872,604	12,844,398

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 £95,916 (2021: £82,724).

27. Operating lease commitments

At 31 December 2022, the Charity had future minimum lease payments due under non-cancellable operating leases as follows:

	2022	2021
	£	£
Not later than one year	**130,000**	50,576
Later than one year and not later than five years	**245,833**	40,000
	375,833	90,576

28. Related party transactions

Donations from Trustees totalling £400 (2021: £958) 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 £71,400 (2021: £66,783) for his employment in his role including employer pension contributions. There was also a staff loan balance of £5,500 outstanding at the end of the year. Mr. Al-Asaly is paid in line with the remuneration policy applied to all staff and the loan arrange is being repaid on the same terms as all other staff loans.

The CEO of Human Appeal, Dr Mohamed Ashmawey, was also CEO of the affiliation organisation, Human Appeal USA, in the year. During the year, the charity received income of £398,593 from Human Appeal USA and made capacity building payments to Human Appeal USA totalling £637,646.

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INVESTORS IN PEOPLE®
We invest in people Silver

UKAS MANAGEMENT SYSTEMS 120

Charity Registration Number: 1154288 (England & Wales SC046481 (Scotland) | Company Registration Number: 08553893

HUMAN APPEAL

England & Wales - Charity number 1154288

Accounts

ANNUAL REPORT & FINANCIAL STATEMENTS 2021

CONTENTS

Corporate directory....3
Welcome from the Chair....4
A message from our CEO....6
Strategic report....8
Global Programmes Strategy....9
Our priority sectors....10
Our reach....12
The year in numbers....14
- Bangladesh....16
- India....18
- Iraq....20
- Lebanon....22
- Nigeria....25
- Pakistan....27
- Palestine....31
- Somalia....34
- Sudan....36
- Syria....38
- Tunisia....40
- Turkey....42
- Yemen....44
- United Kingdom (UK)....47

Orphan sponsorship....49
Sustainable development through special requests 51
Seasonal campaigns....53
Institutional funding and partnerships....55
Community fundraising....57
Communications....59
Public Relations....61
Volunteering programme....62
People and culture....64
Principal risks and uncertainties....66
Structure, governance, and management....72
Financial review....75
Trustees' assessment of going concern....76
Statement of reserves....77
Independent auditor's report....78
Statement of financial activities....81
Balance sheet....82
Statement of cash flows....83
Notes to the financial statement....84

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 Benmrad
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

HUMAN
APPEAL
HA - Sudan

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.

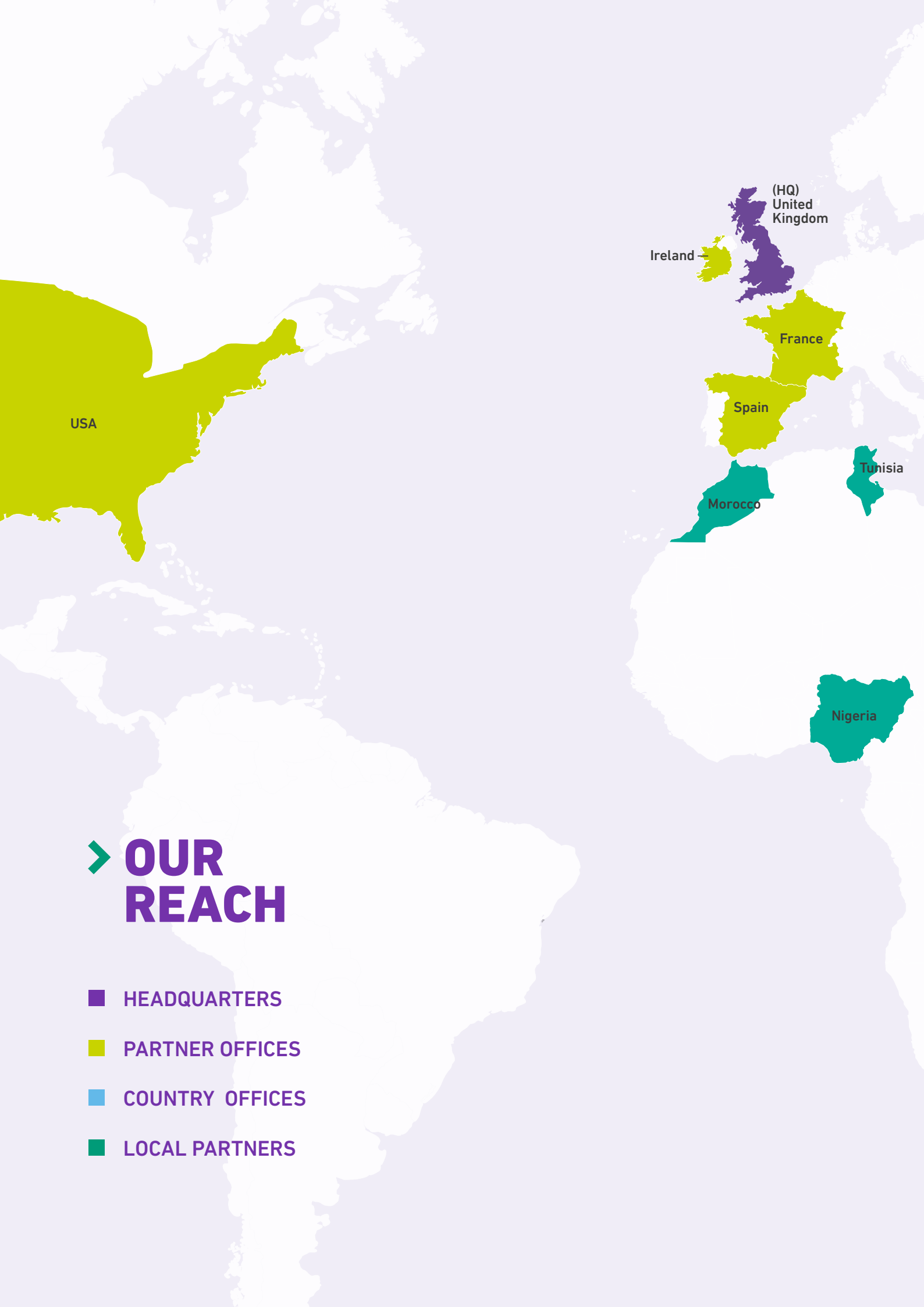
EMERGENCY RELIEF

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



OUR REACH

- HEADQUARTERS
- PARTNER OFFICES
- COUNTRY OFFICES
- LOCAL PARTNERS

North Macedonia
Turkey
Syria
Lebanon
Gaza
West Bank
Iraq
Pakistan
India
Myanmar (Burma)
Bangladesh
Sri Lanka
Yemen
Sudan
Somalia

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 14,812 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 worseoff. 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 ofthe 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
- Orhan 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 2,400m3 per day. In phase one, we achieved 1,200m^3 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 11,138 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 Idleb 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 6,750 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.

430	2,151	156	4,508
IRAQ	LEBANON	NORTH MACEDONIA	PAKISTAN
3,752	3,119	1,811	668
PALESTINE GAZA	PALESTINE JERUSALEM	SOMALIA	SRI LANKA
1,037	1,214	18,846	
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 202

- 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 job 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 Iqra, 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

TWith 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.

Compliance with fundraising regulations 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.	• 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. • We allocate responsibility for key compliance procedures via the Communications department, e.g. Compliance Champions. • Regular compliance monitoring and reporting occurs via Human Appeal's risk management system to ensure management consider action at appropriate departmental levels. • IT are assisting with an online system for programme implementation, policies, processes, and procedures, which is shared with the Fundraising department.
Reliance on financial services 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. 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.	• 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. • 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. • 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. • Both of these new partnerships have only recently become possible due to the closure of the Charity Commission • Statutory Inquiry and the filing of the 2020 audited accounts.

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.

Governance, compliance and capacity assessment 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.	• 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. • Lessons learnt from this exercise are shared with all field offices and headquarters senior management teams quarterly. • The existing FCDO assessment report is to be reviewed and an action plan developed to address previous findings. • Regular benchmarking is to be conducted on donors' global eligibility and capacity requirements. • 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. • 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.
Negative publicity 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.	• Human Appeal's complaints procedure has been reviewed and improved. • 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. • Public relations training for key Human Appeal spokespeople scheduled to be delivered. • The Communications Department is charged with ensuring good quality reporting of the charity's activities and financial position. • A software subscription to new media monitoring alerts Human Appeal to adverse media comments. • When serious incidents are reported, the Communications department is alerted at an early stage enabling them to prepare an appropriate response.

Safeguarding 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.	• A robust Safeguarding policy has been developed and is an integral part of our Employee Handbook. • A Safeguarding campaign was rolled out to all Human Appeal offices. • A 24-hour helpline and dedicated email address has been established and is available to all Human Appeal staff. • 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. • Safeguarding training has been developed and delivered to all Human Appeal staff. Safeguarding is now part of Induction training, which all staff complete annually. • A Safeguarding campaign has been launched in field offices. • 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.
Inflation 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.	• 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. • 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. • 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.

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 ur 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 statedin 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. 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.

Sayer Vincent LLP

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 £
Income					
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
Total income		**5,162,902**	**30,355,373**	**35,518,275**	29,679,055
Expenditure					
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
Total expenditure		**4,427,485**	**27,087,870**	**31,515,355**	26,044,751
Net income for the year	12	735,418	3,267,502	4,002,920	3,634,304
Other recognised gains					
Gains on revaluation of investment properties		65,000	-	65,000	-
Net movement in funds for the year		**800,418**	**3,267,502**	**4,067,920**	**3,634,304**

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

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 £
Net cash generated from operating activities	23	**4,581,229**	4,415,430
Cash flows from investment activities			
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
Net cash (used in) / generated from investing activities		**(147,706)**	7,822
Increase in cash and cash equivalents in the year		**4,433,523**	4,423,252
Cash and cash equivalents at the beginning of the year		7,580,232	3,156,980
Cash and cash equivalents at the end of the year	24	**12,013,755**	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**
	5,058,014	**27,583,114**	**32,641,128**

	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
	4,555,474	19,537,869	24,093,343

3. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted funds 2021 £	**Restricted funds 2021 £**	**Total Funds 2021 £**
Charitable activities	**-**	**2,772,258**	**2,772,258**

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total Funds 2020 £
Charitable activities	-	5,228,943	5,228,943

4. OTHER TRADING ACTIVITIES

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Ticket sales	**30,748**	**-**	**30,748**

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Ticket sales	30	-	30

5. INVESTMENT INCOME

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Property rental income	**42,000**	**-**	**42,000**
Bank interest receivable	**28**	**-**	**28**
	42,028	**-**	**42,028**

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Property rental income	61,613	-	61,613
Bank interest receivable	1,646	-	1,646
	63,259	-	63,259

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**
	32,113	**-**	**32,113**

	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)
	293,480	-	293,480

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**
	812,787	**7,837,984**	**8,650,771**

	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
	737,064	6,515,363	7,252,427

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**
	3,368,160	**19,249,886**	**22,618,046**

	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
	2,986,172	15,562,520	18,548,692

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
	5,403,466	3,813,728

10. CHARITABLE CAPACITY BUILDING

	Unrestricted funds 2021 £	**Restricted funds 2021 £**	**Total funds 2021 £**
Ireland	**116,201**	**-**	**116,201**
Spain	**130,337**	**-**	**130,337**
	246,538	**-**	**246,538**

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Ireland	100,000	-	100,000
Spain	143,632	-	143,632
	243,632	-	243,632

11. ANALYSIS OF SUPPORT COSTS

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

Support costs by type

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

Governance costs

Included within support costs are governance costs as follows:

	2021 £	2020 £
Auditor's remuneration	**44,600**	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	**33,103**	42,609
Legal and professional other fees	**412,354**	295,895
	490,057	433,583

12. NET INCOME

The net income is stated after charging:

	2021	2020
	£	£
Depreciation of tangible fixed assets:		
- owned by the Charity	**185,566**	247,473
Amortisation of intangible assets	**80,120**	81,152
Operating lease rentals	**65,576**	86,244
	331,262	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	**44,600**	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
	5,525,682	6,317,565

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
	475	455

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

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

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 £
Cost				
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)**
At 31 December 2021	**1,531,607**	**1,199,424**	**117,241**	**2,848,272**
Depreciation				
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)**
At 31 December 2021	**192,712**	**681,181**	**67,501**	**941,394**
Net book value				
At 31 December 2021	**1,338,895**	**518,243**	**49,740**	**1,906,878**
At 31 December 2020	1,375,735	511,358	16,232	1,903,325

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	**665,000**	600,000

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
	1,670,266	1,129,884

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
	3,561,123	2,666,076

21. STATEMENT OF FUNDS

	At 1 January 2021 £	Income £	Expenditure £	Gains and (losses) £	Transfers in / (out) £	At 31 December 2021 £
Unrestricted funds						
General funds	**1,171,376**	5,162,903	(4,248,684)	65,000	(178,801)	**1,971,794**
Restricted funds						
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**
Total of funds	**8,776,478**	35,518,275	(31,515,355)	65,000	-	**12,844,398**

	At 1 January 2020 £	Income £	Expenditure £	Transfers in / (out) £	At 31 December 2020 £
Unrestricted funds					
General funds	226,001	4,912,244	(3,474,382)	(492,487)	1,171,376
Restricted funds					
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
Total of funds	5,142,174	29,679,055	(26,044,751)	-	8,776,478

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**
	1,971,794	**10,872,604**	**12,844,398**

	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
	1,171,376	7,605,102	8,776,478

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
Adjustment for:		
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)
Net cash generated from operating activities	**4,581,229**	4,415,430

24. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2021 £	2020 £
Cash at bank and in hand	**12,013,755**	7,580,232

25.ANALYSIS OF PRIOR YEAR STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Income			
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
Total income	**4,912,243**	**24,766,812**	**29,679,055**
Expenditure			
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
Total expenditure	**3,966,868**	**22,077,883**	**26,044,751**
Net income and net movement in funds for the year	945,375	2,688,929	3,634,304
Reconciliation of funds			
Total funds brought forward	226,001	4,916,173	5,142,174
Total funds carried forward	**1,171,376**	**7,605,102**	**8,776,478**

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	**50,576**	65,576
Later than one year and not later than five years	**40,000**	90,576
	90,576	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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Charity Registration Number: 1154288 (England & Wales SC046481 (Scotland) | Company Registration Number: 08553893

HUMAN APPEAL

England & Wales - Charity number 1154288

Accounts

HUMAN APPEAL

ANNUAL REPORT & FINANCIAL STATEMENTS 2020

In a year defined by tragic loss, global uncertainty, decimated livelihoods, and deepening poverty, we were there for 3,699,736 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.

16
countries worked in worldwide

60+
local partners

10
global institutional partnerships

2.1m+
people reached with our global COVID-19 emergency response

12,563
orphans sponsored

602,315
people fed during Ramadan and Eid al-Adha

7
humanitarian emergencies responded to

Contents

Corporate directory – p.5

Welcome from the Chair – p.6

A message from our CEO – p.8

Strategic report – p.10

Our reach – p.12

The year in numbers – p.13

Bangladesh – p.15

Iraq – p.17

Lebanon – p.20

Pakistan – p.22

Palestine – p.25

Somalia – p.27

Sudan – p.30

Syria – p.31

Turkey – p.33

Yemen – p.35

United Kingdom (UK) – p.37

Orphan sponsorship – p.39

Sustainable development through special requests – p.41

Seasonal campaigns – p.44

Institutional funding and partnerships – p.46

Community fundraising – p.49

Communications and Public Relations – p.51

Volunteering programme – p.53

People and culture – p.55

Principal risks and uncertainties – p.57

Structure, governance, and management – p.61

Financial review – p.65

Trustees' assessment of going concern – p.66

Statement of reserves – p.68

Independent auditor's report to the members of Human Appeal – p.69

Statement of financial activities – p.73

Balance sheet – p.74

Statement of cash flows – p.75

Notes to the financial statement - – p.76

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: 1 Cheadle Point, 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

Change taking place after 31 December 2019 (as at 21st December 2021): Dr. Ihab Saad retired from the Board of Trustees on 24 August 2020. Dr. Hossam Said retired from the Board of Trustees on 28 August 2020. Dr. Hussain Nagi retired from the Board of Trustees on 18 October 2020. Dr. Kenneth Baldwin joined the Board of Trustees on 1 December 2020.

Executive directors:

Chief Executive Officer: Dr. Mohamed Ashmawey
Interim People and Culture Director: Pulvisha Raja
Programmes Director: Mehdi Benmrad
Fund Development Director: Zaheer Khan
Communications Director: Owais Khan
Emerging Markets Director: Hameed Al-Asaly
Director of Finance and Services: Graham Sutherland

Change taking place after 31 December 2019 (as at 21st December 2021): Elfatih Ibrahim retired from his role as Chief Operating Officer in January 2020. Owais Khan became Director of Communications in January 2020. Mehdi Benmrad became Director of Programmes in January 2020, replacing interim Director Arif Sayed Muhammad. Zaheer Khan became Director of Fund Development in 2020. Pulvisha Raja became interim Director of People and Culture in May 2020, replacing Karim Samir.

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 the Chair

Dr Kamil Zakariyya Omoteso

There is no doubt that the pandemic has been the greatest challenge that Human Appeal has faced in our 30-year history. 2020 was a year of tragedy, loss, uncertainty, and heightened fear for the people we support. Many of these communities were already facing social, environmental, and economic crises when the spread of the virus put their lives in even greater danger. A virus that took millions of lives and wreaked economic havoc, decimating livelihoods and stopping normal life in its tracks. The lives of the people we support will be deeply marked by the turmoil and long-term damage the pandemic has caused, and it greatly saddens me that the crisis is still not over.

I am so proud to have been part of the Human Appeal family, especially in this year of trial. As the coronavirus pandemic plunged us all into danger and uncertainty, our teams went to unparalleled lengths to help people living in extreme poverty around the world.

An unprecedented challenge calls for an unprecedented response, and throughout this demanding time, I have been impressed with the efficiency and speed with which the Human Appeal family launched our COVID-19 Emergency Appeal. We delivered a major pandemic response, addressing health, education, prevention, economic support, and food security, on top of existing projects, which we could not have achieved without the public's selfless generosity at a time of real economic uncertainty.

Throughout our response to the pandemic, we did not waver in our support of some of the world's most marginalised communities and those facing ongoing conflict and climate crisis.
While 2020 marked the start of our ambitious new strategy to grow the organisation, overcoming the challenges presented to us by the pandemic helped us to accelerate our transformation into a more stable and sustainable organisation. The trials we faced pushed us to find new ways to be agile and effective in bringing our unique combination of skill and care to those who most urgently need it.

For Human Appeal's staff and volunteers, the pandemic changed how we worked, adapting and innovating to make sure our humanitarian assistance programmes continued to be supported when the need was greater than ever. As pandemic restrictions came into effect, our teams quickly moved to remote working. Amid the closure of mosques and regional community hubs, and the cancellation of our nationwide events, we sought new ways to engage donors, volunteers, partners, and institutional funders, including innovative virtual events, webinars, challenges, and new digital fundraising tools and platforms.

The result was a year of making impact beyond our expectations. It is remarkable that despite such economic uncertainty, our supporters helped us reach an annual income of £29.7M – a 53% increase on the year before. This enabled us to touch the lives of 3,699,736 people in 19 countries last year - a new record for the Human Appeal family. May Allah subhana wa ta'ala reward all our supporters and partners.

It was the epitome of a collective effort. I thank our dedicated staff and volunteers who have remained in the frontline of our aid delivery through these uniquely challenging times. I'm grateful for the overwhelming generosity of our supporters, and the continued commitment of institutional funders. Without you, we would not have been able to support so many of the world's most vulnerable communities with transformative impact at such a critical time.

I’m incredibly proud of what we have managed to achieve despite the challenges of 2020. We have managed our resources with care, and finished 2020 in a healthy financial position. I pray that we can take this resilience and adaptability forward as we embark on next year’s organisational strategy.

I’m committed to harnessing our experiences from this year to continue to build firm foundations for a sustainable future. This resilience will, God-willing, inform how we respond to challenges, so that we can continue empowering and supporting vulnerable communities across the world.

On behalf of the Trustees, I thank all our donors, volunteers, staff, and partners for their commitment and support. May Allah the Most Glorious, Most High continue to bless us with the means to serve humanity with the highest standards.

A message from our CEO

Dr Mohamed Ashmawey

The Human Appeal family often talks about being there for every human – it inspires everything we do. In 2020, we exemplified our commitment to this axiom, every single day.

As we reflect on the past year, there's no doubt the pandemic was, and continues to be, the gravest threat to the survival of our organisation, which is essential to achieving our goal of empowering the world's most vulnerable people.

I'm incredibly humbled by how we responded and adapted to this unique challenge. Our leadership team took the swift decision to pivot our strategy in response to the crisis, prioritising our energy and resources where it was most needed. We decisively focused on the following four important areas, with an overall focus on strengthening our stability and improving the quality of our work amid unprecedented conditions.

1) **Managing income to drive long term financial stability**

The pandemic had a profound effect on the communities we serve, as well as on those who give generously to support our work. It also restricted our operations and institutional funding – sometimes severely – and personally affected many of our staff, volunteers and their families. Despite this, we were able to maximise our core fundraising to achieve some extraordinary financial results, increasing our income by 44% - from £19.4m in 2019 to £29.7m in 2020. Our income during the Ramadan campaign doubled, from £5m to £10m. These successes continue to permit us to empower the most vulnerable communities.

2) **Strengthening the organisation by adapting to new ways of working**

COVID-19 severely disrupted our fundraising and projects. Many staff members were furloughed and we were obliged to restructure and freeze recruitment to reduce costs. When the most vulnerable families around the world needed our support, we had to cancel events and close community hubs for significant periods of time. Our organisation now functions more flexibly as a result of the pandemic restructures. We switched to remote working, which allowed the organisation to continue its lifesaving work while keeping staff safe with the use of innovative platforms, such as SharePoint, Microsoft Teams, Microsoft 365, and Enterprise Mobility. These solutions allowed us to transition seamlessly, reducing cost and time wastages, and streamlining communications across the organisation, both in the UK and globally. Our digital interactions brought our global family closer together and we're excited to sustain these relationships going forwards.

3) **Continuing, strengthening, and maintaining confidence in our lifesaving work**

Since the start of the pandemic, COVID-19 has disproportionately threatened the people we support, and we are proud to have protected millions of vulnerable people through our Coronavirus Emergency Appeal response, which contributed to the fight against the virus in eight countries. Despite the challenges of lockdowns, social distancing and other restrictions, we were able to adapt our programmes to protect staff and beneficiaries from the spread of the virus, while responding to ever-growing needs, against a backdrop of cuts to the UK aid budget and an uncertain forecast on international development spending.

Here in the UK, we distributed 4,400 food parcels and 4,610 hot meals during the first wave of COVID-19. We worked with over 50 partner organisations including Age UK and the Amir Khan Foundation, and we received over £98,000 in-kind donations towards our UK COVID-19 programmes. In Syria, we established three COVID-19 isolation centres while continuing to provide free healthcare through Al Imaan Hospital, our mobile clinics and primary healthcare centre, which serve a total population of 32,220 people. In Gaza,

in partnership with the United Nations Office for the Coordination of Humanitarian Affairs (UN OCHA), we disinfected the entire water network, helping 2.1 million people access clean water. Amid an international funding shortfall in Yemen, we supported 18 health facilities and hospitals in their provision of vital health and nutrition services and continued to transform villages in Tharparkar by providing sustainable water, farming, and livelihood projects. In 2020, we responded to seven emergencies, including earthquakes in Turkey, the Beirut explosion, and conflicts in Syria and Gaza. Our orphan sponsorship programme supported a record 12,563 vulnerable children worldwide, and our child protection projects in Iraq and Somalia helped children to stay safe and protected against violence.

During the Ramadan season, we were able to increase the reach of our global food programmes by 40%. By winter, our Wrap Up campaign collected 5,466 spare winter coats from five UK cities, increasing our impact by 40% from 2019.

Innovation in the humanitarian space became even more important in adapting to the challenges of 2020. We renewed focus on innovation through the launch of an internal innovation grant fund with our country offices, which helped us to respond to the localised effects of COVID-19. In Pakistan, we launched an innovative business model which helped 50,000 people with projects addressing COVID-19, food insecurity and livelihoods in Rawalpindi.

4) Deepening our connection to supporters

An unforeseen effect of the extraordinary challenges of 2020, was the deepening of our connection and communication with supporters, and developing a relationship built on trust, respect, and shared values. We created innovative platforms and services to meet their charitable needs, including Your 30 Nights, Your 10 Nights, and My Best 10 Days. We also continued to engage our supporters on key campaigning issues, such as gender justice, opposing cuts to the aid budget, and the ongoing humanitarian crises in Yemen and Syria. We also harnessed this engagement by holding a series of project-based webinars with humanitarian experts, involving our supporters in humanitarian solutions.

In 2021, as Human Appeal reaches its 30th anniversary, we can start to look to the future with optimism once again. Our simple mission to save and transform lives through our lifesaving work only continues to grow. It is such a privilege to lead the Human Appeal family at this historic juncture. Our staff, volunteers, supporters, and partners are at the heart of everything we do, and that has remained true throughout 2020.

This year, your kindness enabled us to go beyond what we ever thought would be possible in such conditions. The devastating reality of this pandemic is that we have lost so many people, including some of our very own cherished volunteers and colleagues; you and your loved ones are never far from our thoughts and prayers.

For three decades, our organisation has made leaps forward in creating a just, caring, and sustainable world, where the people we support don’t just survive, but thrive. As we recover from our greatest challenge yet, that spirit is stronger than ever and we’re reasserting our focus on the quality of our interventions and continued growth for the forthcoming year.

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 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 2020, we continued to deliver projects under four broad thematic areas:

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

Global Programmes Strategy 2018-2020

2020 encompassed the final year of our three-year global strategy, through which we have prioritised the following six objectives:

1. **Strengthen principled humanitarian action**
2. **Maximise impact for sustainable change**
3. **Ensure programme quality**
4. **Strengthen and enhance the orphan and child welfare programme**
5. **Strengthen the delivery and impact of UK projects**
6. **Secure quality and sustainable income to support our work**

Impact of COVID-19 on our programmes

Throughout the year, our programming faced multiple challenges due to the pandemic, which forced us to become more innovative and adaptable. Our field offices came under unpredictable restrictions and curfews, which had an impact on staff travel and project delivery. We always observed local restrictions and safety guidelines; our staff switched to working from home when necessary, and we conducted virtual visits whenever possible to minimise risk and delay – such as with orphan interviews. Once restrictions eased, we implemented social distancing, hand-washing points, and reduced crowds by delivering distributions in person 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.

Water, sanitation, and hygiene (WASH)
We provide access to clean water and sanitation, and improve hygiene practices and awareness among vulnerable and displaced communities.

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.

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

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

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.

Our reach

Headquarters

United Kingdom

Country offices

Iraq
Pakistan
Palestine
Somalia
Sudan
Syria
Turkey
Yemen

Local partners

Bangladesh
India
Lebanon
North Macedonia
Morocco
Myanmar
Sri Lanka

Partner offices

France
Spain
Ireland

The year in numbers

In 2020, we helped 3,699,736 vulnerable people globally:

Bangladesh: 54,660
India: 174,400
Iraq: 104,062
Lebanon: 22,535
Myanmar: 11,988
North Macedonia: 166
Pakistan: 391,304
Palestine: 2,084,312
Somalia: 209,364
Sri Lanka: 325
Sudan: 11,310
Syria: 206,684
Turkey: 25,099
Yemen: 358,011
UK: 15,516

In 2020, we helped communities in 16 countries through emergency, development, and seasonal projects, including:

2,371,556 supported through **water and sanitation**

213,193 helped through **health** projects

616,241 supported through **seasonal** projects

277,203 helped through **special requests**

3,934 benefited from **protection** support

4,512 received **livelihood** assistance

209,708 reached with **education** projects

2,383 supported through **child welfare**

12,563 sponsored orphans

Bangladesh

In 2020, we supported 54,660 people.

Despite its relatively small land area, Bangladesh is home to 163 million people, making it one of the most densely populated countries in the world. A third of people live below the poverty line, and severe localised food insecurity is widespread to the extent that 36 per cent of children under five are stunted, which is an indicator of chronic malnutrition.

Over 1 million vulnerable Rohingya refugees are still living in Bangladesh, the majority of whom are dependent on aid and live in Cox's Bazar, where cramped conditions quickly become unsanitary and unsafe.

In 2020, the arrival of COVID-19 led to significant negative impacts on livelihoods, with those working in informal sectors hit hardest. Millions of garment sector workers lost their jobs, and movement restrictions had a profound impact on families sustained by daily wages, such as rickshaw drivers. Unsafe and overcrowded urban conditions continued to make life unbearable for so many who were already struggling to access nutritious food and the opportunity to earn a decent wage.

Our 2020 sector priorities:

> Seasonal food aid and NFIs

> Sustainable clean water solutions

> COVID-19 hygiene response

> Child welfare

Our impact in numbers

- **12,050** people reached with seasonal food aid.
- **45,240** people gained access to sustainable clean water.
- **3,200** Rohingya refugees provided with food parcels during the COVID-19 pandemic.
- **500** children reached with winter NFI support.
- **240** street and working children supported and protected.

Highlights from our work

Sustainable clean water in drought-hit villages

Bangladesh's population density, low-lying lands, and the frequency of floods, monsoons, and cyclones leave the population vulnerable to water contamination. In 2020, we installed 338 wells in communities where there is no reliable access to clean water, supporting a total of 36,780 people.

The well site is assessed and selected based on criteria which will ensure the longevity and quality of this project, including ground water quality, accessibility, drainage, proximity to homes, and its situation above annual flood levels. We continuously monitor construction and ensure that government-certified laboratories test water quality. We also train a committee to oversee the well once the project is completed.

Safety and protection for Dhaka's street children

An estimated 350,000 children live and work on the streets of Dhaka, Bangladesh. By establishing a drop-in centre in the capital, we're providing essential services to provide immediate care to children on the streets.

Our drop-in centre provides healthcare, counselling, educational classes, recreational facilities, food, protection and hygiene awareness, vocational training, and a safe space for extremely vulnerable children. We also provide outreach services to their families and to the wider community to reduce the risk of children falling into dangerous or exploitative jobs and situations. We also connect children to other services and organisations to help them access opportunities and services that can improve their lives and futures.

This project began in December and will continue for three years, during which time we'll be supporting 240 street children, including 90 who will attend educational classes and 30 older children who will receive vocational training.

Three clean water plants

In Dakshin Sreepur, Kaliganj Upazila, 60 per cent of people struggle to make ends meet. Many families waste hours in the day trekking eight kilometres to the nearest clean water point. Others rely on dirty water closer to home – rainwater that has been left to fester, growing algae as the rains recede.

The ground beneath the village is rich with water, but it contains high levels of toxic arsenic.

We installed three clean water filtration plants, providing safe water that is free of contaminants, benefiting 5,400 people. We also set up a water management committee, with a head caretaker so that the plant is maintained safely, and also trained 4,320 people on hygiene promotion to transform the sanitation of the community.

We completed two water plants before a lockdown forced us to halt all work; these water points were operational throughout the lockdown. To protect the community from COVID-19, we installed virus-safe advice boards by the water point provided the head caretakers with PPE, and we also ensured that only the caretaker would touch the taps, limiting the chance of spreading the virus.

Iraq

In 2020, we supported 104,062 people.

Across Iraq, 6.7 million people need humanitarian help. Years of conflict have uprooted millions of people, eroded social cohesion, disrupted access to basic services, destroyed livelihoods and increased protection risks. With weak central governance and limited progress towards recovery and development, Iraq's recovery has become protracted, and millions of people across the country remain in need of cross-sector assistance. Women and children are among the most vulnerable to hunger, poverty, abuse, and exploitation.

In 2020, severe movement restrictions and the shutdown of local markets due to COVID-19 resulted in increased unemployment and the breakdown of livelihoods, increasing levels of food insecurity for much of the population in Iraq.

Our 2020 sector priorities:

> Seasonal food aid

> Mitigating the effects and prevalence of gender-based violence (GBV)

> Enhancing child protection and nutrition

> Creating economic opportunities

> Creating sustainable agricultural livelihoods

Our impact in numbers

- **927** people supported with nutritious food parcels to last the month of Ramadan.
- **340** women and girls protected and empowered through our Sakina Centre.
- **91,393** children supported with school meals.
- **10,373** received child protection services through our mobile centre.
- **686** unemployed labourers received cash-for-work opportunities.
- **80** agriculture graduates benefited from enhanced livelihood opportunities.

Highlights from our work

Empowering women and girls

An estimated 6.7 million people in Iraq, including 3.3 million women and girls need some form of humanitarian assistance and protection. Women and children are exposed to multiple risks, including exploitation, GBV (child labour, and child marriage).

Our Sakina Centre in Ninewa supports women and girls through psychosocial support and GBV prevention, response, and case management. Our centre advocates against GBV, provides psychosocial activities, and

provides training on women's rights and GBV, in addition to vocational training. Altogether, we supported 340 women and girls at the centre in 2020.

In 2020, we supported a total of 340 people with GBV prevention services. 50 women and teenage girls received specialized GBV prevention and response, and we helped a further 15 with case management. We provided 185 women and teenage girls with recreational and vocational skills, and we delivered five awareness sessions on GBV prevention and response.

In order to ensure continued support in the community, we provided 25 men and women with GBV prevention training from specialists.

Child-friendly space in Anbar

An estimated 27 per cent of displaced families living in camps in Iraq have at least one child who is not in education. 13 per cent of returnee children show signs of psychosocial distress.

Our mobile child-friendly space in Ana, Anbar provided psychosocial activities for 10,373 children who have endured conflict, in partnership with UNICEF.

In all, we helped 7,423 through child protection, providing 2,150 children with psychosocial support, 1,350 children with legal services, and 2,500 children with awareness sessions on child protection, GBV and COVID-19 prevention. We also provided training to 93 staff and caregivers.

We supported 2,950 people through our GBV work, including managing 400 cases, enabling us to provide psychosocial support to 1,100 people.

As part of this project, we will be registering vulnerable orphans for our orphan sponsorship programme so that they can benefit from future projects too.

School meals in Ninewa

2.4 million Iraqis are at risk of food insecurity. When people are unable to feed their families, they often resort to negative coping mechanisms, like child labour, to survive.

We're helping the World Food Programme to implement their school feeding programme, in coordination with the Ministry of Education. For the entire school year, we provided daily deliveries of food and helped to fight short term hunger, improved nutrition, supported school enrolment and retention rates, and improved health and hygiene. The daily food deliveries included bread, water, juice, fruits, dates, nuts and cheese, and supported 89,851 children for the entire 2019-2020 school year, up until school closures due to COVID-19.

We also ran two hygiene promotion sessions in each school, and disposed of school waste.
In order to maximise our impact, we employed 136 vulnerable people – including 50 women – to prepare and deliver the food, and to dispose of the schools' waste. We provided 10 sessions to train participants on food quality and handling, health and safety and waste management. We also hired five warehouses, 33 drivers, 17 bakeries and 20 fruit, nuts, and cheese vendors, in order to promote local businesses.

Cash-for-work in Duhok

For 14 months, during the height of the spread COVID-19, Human Appeal supported out-of-work labourers and vulnerable families through a cash-for-work scheme in Duhok, Kurdistan region of Iraq. A total of 686 people, including 34 supervisors, were hired to complete maintenance tasks in the local community.

Starting in July 2019, this project continued until September 2020, supporting vulnerable people as cases of COVID-19 rose across Iraq. The knock-on effects of the spread of the virus hit the most vulnerable families hardest, who depend on daily wages just to survive.

Human Appeal, in coordination with UNDP, provided 686 people with two months of daily labour, including: renovating and painting roads, restoring footpath, rubbish collection, tree maintenance and planting, rehabilitating a children's playground, and park bench installation. Throughout the project, 23 per cent of hired labourers were women, and two per cent were people with disabilities; all employees were ensured equal pay and provided with tasks that meet their capacities.

This project not only provided these breadwinners with a reliable income during economically difficult months, but they also helped them to develop skills, be self-sufficient, and to improve their local environment and community.

Livelihood support for agriculture graduates

We provided agricultural training and livelihood opportunities for 80 young graduates from the Agriculture College at University of Mosul, Iraq. Greenhouses enable farmers to grow produce year-round, despite water scarcity, cold temperatures, and other seasonal changes. They require less water, and typically produce a higher yield in these controlled, humid environments.

By constructing 46 greenhouse tunnels at the university – six for research and 40 for training, 50 men and 30 women graduates have access to fertile land and livelihood opportunities for three years, after which they will be transferred to newer graduates.

This project also provided a practical session on greenhouse farming at the university, seeds, tools, irrigation, and water tanks.

In 2020, our first graduates had begun to harvest vegetables from these greenhouses, meeting their domestic food requirements, with the space and opportunity to scale up production for profit going forwards.

These graduates continue to maintain ties with the university, where they can receive regular technical support on improved cultivation and water conservation.

Lebanon

In 2020, we supported 22,535 people.

The 1.5 million Syrian refugees in Lebanon are facing significant food insecurity. Most struggle to find employment outside of day labour in the agricultural field, which provides insufficient income to lift them out of poverty, and often not even enough to cover the costs of sustaining their living standards, particularly with the financial crisis and devaluation of the local currency.

Education amongst Syrian refugee children in Lebanon continued to be in crisis in 2020, with 60 per cent of children not enrolled in school prior to the pandemic. School closures and the financial downturn caused by COVID-19 resulted in thousands more pushed out of formal learning, and many have not since re-enrolled.

On August 4, 2020, a huge explosion ripped through Lebanon's capital, Beirut, killing 218 people and injuring over 7,500. It damaged homes, blew out windows, filled streets with rubble, and left 300,000 people without a home. As an import-dependent country already facing financial crisis, the explosion cast insecurity across the capital, with concerns for access to essentials, particularly food and medical supplies.

Our 2020 sector priorities:

> Emergency response

> Seasonal food aid and NFIs

> Improving education rates amongst Syrian refugee children

> Housing rehabilitation

Our impact in numbers

- **1,740** people supported with blankets, clothes, and mattresses during winter.
- **1,000** families supported with fuel and food parcels during winter.
- **2,616** protected in the Beirut blast aftermath with food, water, and PPE.
- **10,980** received bread deliveries for three months.
- **6** homes repaired after the Beirut explosion.
- **1,175** Syrian refugee children sponsored with education.

Highlights from our work

Bread for Syrian refugees

Before the pandemic, a UN survey found that 73 per cent of Syrian refugees in Lebanon were living below the poverty line, and for those living in temporary shelters and camps, that figure soared. That figure is estimated to have increased during the pandemic due to job scarcity and the dangers of searching for daily labour. A staggering 94 per cent of Syrians in northern Lebanon are food insecure.

Between September and December 2020, we provided bread deliveries to Syrian refugees settled in Arsal, northern Lebanon, in partnership with Islamic Welfare Association (ISWA). We provided 1,830 vulnerable Syrian families with three bundles of bread twice a week for a total of eleven weeks.

Overall, we delivered 120,780 bundles of bread through 22 distribution events, helping 10,980 people to remain food secure throughout three months of extreme insecurity caused by unemployment during the pandemic and by winter, which brings extreme weather and sickness.

Emergency packs and home repair for survivors of Beirut Explosion

In the immediate aftermath of the Beirut explosion, families struggled to access food and clean water. We provided 654 families who were acutely at risk with emergency parcels containing bread, chickpeas, beans, processed meat, tuna, noodles, halva, water, and cutlery. Each parcel also contained five surgical masks, five pairs of gloves and two bars of soap to help protect families from the spread of COVID-19 during the explosion aftermath.

Altogether, this project protected 2,616 people from immediate dangers including the spread of infection and hunger.

We also supported six families with the repair of their homes damaged during the explosion. We installed glass, and repaired plumbing, electrical networks, and wood and tiled surfaces, helping a total of 24 people to return safely to repaired homes.

Education for Syrian children

Of the 1.5 million Syrians in Lebanon, 63 per cent are of school-going age. The presence of a large refugee population in a small country facing economic crisis, high unemployment, pressure on infrastructure, and environmental challenges risks affecting inter-community relations and social stability. With more than 75 per cent of refugee households now living under the poverty line, many vulnerable families are resorting to negative coping mechanisms which sometimes includes child labor and child marriage.

For the 2019-2020 school year, Human Appeal, in partnership with ISWA, sponsored 1,175 Syrian children across 10 Lebanese schools, covering the cost of their tuition, uniforms, books, transportation, and schoolbags. The schools were located in Bekaa, Beirut, Mount Lebanon, as well as in northern and southern Lebanon, and children sponsored were between the ages of 6 and 18.

Pakistan

In 2020, we supported 391,304 people.

The outbreak of COVID-19 had a huge impact on Pakistan in 2020. The widespread lack of access to clean water and sufficient sanitation facilities created a major problem in the fight against the virus. Around 20% of the population – some 44 million people – does not have access to a handwashing facility with soap and water. Just under 10% of the population (21 million) lack access to clean drinking water close to their homes. 18% of people (39 million) do not have a toilet facility at all.

Though the number of pandemic-related deaths in the country was lower than in neighbouring countries, Pakistan's economy was hit hard as numerous people lost their jobs. Before the outbreak of COVID-19, 35% of the population was working, a figure that dropped to 22% after a lockdown was implemented. 74% of people who lost their jobs worked in the informal sector, mostly daily wagers, who are often the most vulnerable and lack financial safety nets.

Severe food insecurity in the country increased from 3% to 10% during the pandemic, and 60% of households in Pakistan remained food insecure.

Our 2020 sector priorities:

> Education

> WASH

> Sustainable livelihoods

> Orphan and child welfare

Our impact in numbers

- **202,680** people supported through education projects
- **121,705** supported with water and sanitation
- **31,085** people supported through Ramadan
- **28,828** people supported through Qurbani
- **3,229** orphans sponsored
- **3,777** people supported with livelihood skills, training, and equipment

Highlights from our work

Quality education in Rahim Yar

In rural Rahim Yar, in the Punjab province of Pakistan, the quality and quantity of public schools has diminished in recent years, with a lack of teachers, training, and learning aids, as well as an absence of hygiene facilities. In this marginalised community, most families can’t afford to send their children to schools further afield, and instead engage their children in casual labour. By improving the teaching

standards at 20 schools, as well as providing awareness sessions to teachers, children, and parents, we helped to revitalize education in Rahim Yar.

We provided 40 teachers with workshops on training techniques, counselling skills, modern schooling techniques and teaching aids. We helped to establish school management committees and supported educational authorities in updating their syllabuses, and we conducted awareness walks, seminars, and sessions with the local community over this 12-month project.

In all, this project helped 202,680 people, including teachers. Most project activities were carried out in 2020, but some rolled over to 2021.

We further supported student enrolment and retention by providing handwashing facilities in 20 schools, benefiting 2,304 students, and distributing school bags to 300 vulnerable children.

Additionally, we installed handwashing facilities in all 20 participating schools to support good hygiene, enrolment, and boost confidence among parents.

COVID-19 kits for orphans and their families

Human Appeal supported 3,229 orphans in Pakistan in 2020. During the height of the pandemic, we assessed an urgent need in one community we work in for protection against COVID-19. We provided 220 orphans and their families with hygiene kits containing soap, hand sanitizer, masks, gloves, tissues, toilet cleaner, detergent, and sponges. We delivered awareness sessions to help these families and others in the community to understand the methods of transmission and protection.

Solar-powered water and hygiene awareness in Sindh and Kashmir

Over 70 million people in Pakistan don't have access to improved water sources and sanitation. Contaminated water is linked to 40% of all deaths in Pakistan, killing 100,000 people per year – half of which are children. Cyclical drought hits key agricultural regions, and even when water is available it is often chronically contaminated.

Working in two villages in Thatta, Sindh, and Bhimber, Pakistan administered Kashmir, we're improving sustainable access to clean water, alongside our existing deep water well projects.

In Ibrahim Maree village, Thatta, we conducted water quality testing, assessments and consultations. We installed a community water storage tank, a deep borehole and a solar-powered water pump, providing all 484 village members with ongoing access to clean water.

In Nakka Thalla village, Bhimber, we upgraded an existing degraded water supply system and installed a solar-powered pump, helping 1,500 villagers and their livestock with access to sustainable clean water. Previously, water availability depended on electricity, which the community had to pay for.

In both villages we established a water committee that were trained to troubleshoot, repair, and maintain the new technology, and we conducted health and hygiene sessions, including COVID-19 prevention and control.

Transforming entire villages in Tharparkar

Across Tharparkar, Sindh families struggle daily with a severe lack of access to healthcare, education, electricity and other basic necessities. The absence of clean water, sanitation and good hygiene significantly impacts the health of the communities.

71% of families in Sindh are moderately food insecure, experiencing cyclical drought and flooding, which impacts crop cultivation and open water sources.

In 2020, we launched our integrated project, replicating the success of Sarrah village in 2019, and began expanding it to 14 more villages in Tharparkar. Once complete – in 2021 – each village will have 12 toilets, a solar-powered clean water pump, solar-powered street lighting, training on climate-smart farming and livestock farming, livestock vaccination and livelihood training.

We will also be providing 80 vulnerable families – those headed by women or older people – with a pair of milking goats to allow them to sell milk to earn a living.

Palestine

In 2020, we supported 2,084,312 people.

In 2020, the humanitarian situation in the Gaza Strip continued to deteriorate. Levels of food insecurity increased from 68 per cent in 2019 to 73 per cent in 2020, according to the Palestinian NGO Network. Approximately 75 per cent of the population of Gaza relies on external humanitarian assistance to survive. Unemployment rates are skyrocketing, particularly among youth and people with disabilities, reaching 60 per cent and 90 per cent respectively, according to the World Bank.

Our 2020 sector priorities:

> Emergency health and medical interventions

> Sustainable clean water

> Disaster preparedness

> Regular food aid campaigns

> Seasonal NFI support

Our impact in numbers

- **17,380** people received food parcels during the height of the pandemic.
- **2,047,971** people supported with clean water.
- **6,761** orphans sponsored, including 1,339 in Jerusalem
- **50,000** people helped through our new disaster-preparedness fund.
- **260** students have access to a nursing lab
- **44,704** people helped during Ramadan, through Feed the Fasting, Eid Gifts, and Zakat al-Fitr.
- **23,574** people received nutritious Qurbani meat

Highlights from our work

Jerusalem COVID-19 relief

One in three Palestinians are food insecure, and as COVID-19 spread through the country, the Palestinian government declared a lockdown, while borders with Israel were closed to Palestinian workers. These measures severely exacerbated the humanitarian situation in the West Bank and Jerusalem, making it even harder for Palestinian families to make a living.

In partnership with the Zakat Al Quds Committee, we provided 17,380 people from 3,476 families with food parcels to last them a month, beginning during the peak of the first wave of the virus, in late April, helping to mitigate the strain on families struggling with food insecurity.

Disinfecting Gaza's entire water network

Almost 1.5 million Palestinians in Gaza face daily struggles to access clean water and sanitation, according to UN OCHA. The blockade on construction materials, deterioration, and cyclical bombings creates obstacles to the repair of water facilities, putting the most vulnerable groups at risk of waterborne

diseases, as well as making them vulnerable to COVID-19. The water authorities urgently requested assistance in the chlorination of Gaza's water in order to prevent the outbreak of disease and to mitigate the risk for Gaza's 2 million residents.

Between March and November, Human Appeal chlorinated Gaza's entire water network, which included 288 water wells, 55 water reservoirs, 26 water lifting and booster stations, over 2,987 km of water network, and 48 small and medium sized desalination plants.

We also conducted critical maintenance of 11 wells across Gaza, and distributed 200 COVID-19 hygiene kits to protect technical staff working on this project. To ensure the safety of the water, we tested samples from 580 locations each month.

In all, this project helped 2,047,971 people – the entire population of Gaza – with ongoing access to clean water, protecting them from waterborne diseases, the spread of COVID-19 and sicknesses associated with poor water quality.

Enhancing disaster preparedness

In 2020, we provided a modest emergency reserve fund to our Gaza office, which will help them to react immediately to any escalations in Gaza. This fund will allow them to save lives in the aftermath of an attack or emergency without having to wait for funding clearance and transfers, which are often delayed or blocked during escalations in Gaza. This amount is reviewable, but we aim to continue to provide this fund every year as a minimum, given the frequency of emergencies in Gaza.

Emergency response

Through three smaller projects, in 2020 we helped to holistically support communities in Gaza to cope with emergencies. Following a request from Gaza's health officials, we provided 13 public hospitals with urgent medical supplies, such as critical medicine for organ transplant, tumour symptom relief, and stomach issues, which were at zero stock. This project helped approximately 5,000 people to receive medical care.

We also supported the urgent needs of families experiencing extraordinary hardship, on a case-by-case basis. 14-year-old Abdul Rahman has severe kidney failure and, since we met him, he has lost the ability to walk. His father must carry him from his home and onto public transport to a hospital over 20 miles away three times per week for dialysis. Our fund provided him with an electric wheelchair, helping him to have independence, mobility, and dignity in his daily life, and on his dialysis journey.

Improving nursing education at Al Aqsa University

Medical facilities in Gaza struggle to cope with the number of patients. After a decade of blockade, Gaza's universities, which train the doctors and nurses of the future, lack the equipment to adequately teach students the practical elements of healthcare.

Human Appeal is working to provide the nursing department at Al Aqsa University with 46 pieces of practical equipment, chiefly mannequins and models of human body parts that allow them to learn to perform procedures on patients in a no-risk environment.

This equipment will allow lecturers to practically teach 260 students, bridging the gap between theory and practice so that nurses can graduate as capable, experienced practitioners who can proficiently treat patients, boosting Gaza's medical capacity.

Somalia

In 2020, we supported 209,364 people.

In 2020, ongoing conflict, climate disasters, drought, and the pandemic deepened the scale and scope of the humanitarian crisis in Somalia. 5.2 million people required humanitarian assistance, an increase of 25 per cent from the previous year. Decades of recurrent climate shocks further eroded community resilience, and the past three years have recorded the highest number of people internally displaced within the country. A swarm of locusts, which eat crops and strip farmland decimated the livelihoods of around 685,000 people, and nearly 1 million people were impacted by severe flooding in 2020 alone.

Our 2020 sector priorities

> Seasonal food and NFIs

> Shelter rehabilitation

> Child protection and welfare

> Improving access to essential medical supplies

> Livelihood generation

Our impact in numbers

- **938** orphans sponsored.
- **5,509** people supported in winter through shelter and NFIs.
- **12,120** people supported with medical supplies.
- **2,100** people received protection support.
- **42,248** people supported during Ramadan
- **41,586** people supported during Qurbani

Highlights from our work

Medical supplies for flood-hit communities

In 2020, almost 1 million people were affected by flooding in Somalia, and 400,000 were displaced. The district of Beledweyne was most affected, where 25 villages were hit, including the town of Beledweyne, where 85 per cent of people were affected. In Jawhar, 40 per cent of residents were also displaced from their homes.

In cooperation with our donor partner Americares, we delivered medical supplies to flood-affected clinics and hospitals in Somalia, including Beledweyne and Jawhar, as well as Bardere, Baidao, and Mahaday. This helped to mitigate and treat the effects of the flooding, including waterborne diseases and poor sanitation, and helped a total of 12,120 people.

Protecting displaced children

Since 2018, we've been working in Banadir and Lower Shabelle, Kahda district, which host 68 per cent of Somalia's internally displaced people. During our assessment in Kahda district, 68 per cent of children we spoke to said that they feel afraid almost every day, and 24 per cent of women said that they had experienced GBV or had endured sexual exploitation.

We supported displaced families and their children by establishing two mobile protection teams in Banadir and Lower Shabelle in 2020. The teams visited vulnerable families and provided them with legal, psychosocial and social support, including helping them to recover documents that were lost when they fled their homes.

Our child protection team established an inclusive, child-friendly space which organised activities for different age groups, and we reached out to include marginalised children, such as those who are out of school, working, unaccompanied, minorities, or those who have disabilities.

We also trained local NGOs to be able to continue our protection activities after this project is complete. We monitored those who were evicted from camps, or who are returning home, and have provided them with information and support.

In all, this project supported 2,100 people including 470 children to have access to psychological, legal, and social support.

Agricultural training and irrigation

In addition to regional floods, Somalia also experienced severe drought, which deteriorated farmlands, killed livestock, and caused food prices to skyrocket. The Gedo region was one of the worst affected, with severe water shortages, critical crop shortages and urgent levels of malnutrition. Around 46 per cent of jobs in Somalia depend on agriculture, and those who cannot afford to irrigate their land often see their crops going to waste.

To help communities develop resilience to drought, we provided 2,500 farmers across 50 farms in Luuq and Bardere in the Gedo region with training on drought-resistant farming. We also ploughed 600 hectares and installed 50 irrigation pumps to help combat drought, and we trained 500 people as farmer leaders, giving them the skills to continue to teach these skills to others, even after the project ends.

This project helped vulnerable families to break the cycle of drought and poverty, and giving farmers the means to cultivate their land, sell their crops and support their families through a sustainable livelihood.

Turning drought and devastation into a family farm

Khadija (left) at her local market, selling the vegetables she grew at her farm.

In Luuq and Bardere in the Gedo region of Somalia, we installed 50 irrigation pumps to support 2,500 farmers at 50 farms.

39-year-old Khadija lives with her husband, Omar, and their nine children in Musawa village, Bardere. She used to sell vegetables and Omar used to farm; they have 7 hectares of land but they had been unable to work since last year's drought, which devastated farmland, killed livestock, and resulted in severe water and crop shortages.

"Our land was bare and dry due to the drought," Khadija explained. "I didn't have the tools and resources to prepare the land for crop production."

Human Appeal provided Khadija with drought-resistant farming training, and installed an irrigation pump nearby. Khadija passed on what she learnt to her husband, and, today, Khadija and Omar grow chilies, tomatoes, pumpkins, lemons, bananas, beans and sweet potatoes.

"I didn't know about irrigation, and I used to use old farming tools. With the land preparation and irrigations pumps, I'm more confident in my work and I'm able to grow crops and feed my family.

"I'm also able to sell my fruits and vegetables at the market to earn an income… I go to the market on a daily basis, while my husband works on the farm, and my children help him.

"I'm also able to share our produce with my relatives and teach my fellow farmers the knowledge I've learnt."

"[Now] I'm self-reliant and don't depend on anybody."

Sudan

In 2020, we supported 11,310 people in Sudan.

In September 2020, heavy rains and flooding overwhelmed all of Sudan's 18 states, damaging homes, infrastructure, agricultural land, devastating livelihoods, and displacing over 330,000 people.

Our 2020 sector priorities

> Seasonal food

> Emergency response

Our impact in numbers

- **5,310** people supported with emergency flood response.
- **6,000** people helped with Qurbani meat

Emergency flood and COVID-19 protection

The flooding in September 2020 left people in urgent need of shelter and household supplies, clean water, and sanitation. Working in Algaily, northern Khartoum, Human Appeal provided 135 families with mosquito nets and month-long food parcels containing flour, rice, tea, salt, noodles, and sugar.

167 families (1,002 people) also received waterproof sheeting to strengthen their shelters against upcoming rains. Each family also received COVID-19 hygiene kits containing hand sanitizers, masks, soap, and dishwashing liquid.

We also launched an environmental and sanitation campaign to combat outbreaks of waterborne diseases that often accompany flooding,, disinfecting around 21 miles of land with insecticide, benefiting a total of 5,310 people.

Syria

In 2020, we supported 206,684 people

More than half the 4.2 million people living in northern Syria are from displaced communities, and some 2.8 million people need humanitarian assistance. In 2020, the resilience of local and host communities was further eroded by the ongoing economic and political crises, COVID-19, and the steep devaluation of the Syrian Pound, which caused food prices to skyrocket. These developments not only deepened existing humanitarian needs, but also created completely new crises, which increased dependence on humanitarian support.

Between December 2019 and March 2020, a staggering 960,000 people fled conflict in northwest Syria, many of whom had already been displaced multiple times before. The spread of COVID-19 put pressure on an already vulnerable population to maintain livelihoods, which was reported to compel some to hide symptoms, avoid treatment and self-isolation, increasing the risk to public health. Vulnerable communities affected by chronic displacement were unable to adequately protect themselves from transmission due to a lack of hygiene and sanitation facilities.

Our 2020 sector priorities

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

Our impact in numbers

- **85,157** people benefited from access to maternal, paediatric, nutrition and primary health services
- **14,741** women and children vaccinated against tetanus
- **1,826** people supported via our COVID-19 emergency response
- **20,291** people reached with winter support
- **83,849** people reached with seasonal and emergency food aid campaigns
- **820** children received Eid gifts

Highlights from our work

Immunising children and women against tetanus

In 2020, we joined forces with the Syrian Immunization Group (SIG), a consortium within the health cluster co-chaired by WHO and UNICEF, to respond to the growing demand for vaccines amongst increasing numbers of IDPs in north-west Syria.

Throughout the year, we helped to support two vaccination centres in north-west Syria to carry out WHO's Expanded Programme of Immunization (EPI), targeting children under one year of age, school-age children and women aged 15-49. In total, we reached 14,741 women and children with vaccinations.

Through this collaborative effort, we tackled the precarious immune status of children and women of childbearing age in internal displacement, helping stop the spread of preventable diseases.

Emergency food for families fleeing conflict in Idlib

Between December 2019 and early March 2020, almost 1 million Syrians were displaced, seeking safety in Idlib. Many left with only what they could carry, or with basic items. Our emergency food project provided 600 families fleeing in Salqin, Idlib, with easy-to-prepare food, including water, noodles, processed meat, biscuits, bread, fava beans, hummus, jam, nuts, olives, and cheese triangles. This helped to meet the immediate food security needs of 3,485 people.

Once families had settled in Idlib, we provided a further 2,187 families in Salqin with food parcels to last 6 people 10 days, helping a total of 13,122 people. Each family received a parcel containing 33 kilograms of food, including rice, bulgur, lentils, oil, sugar, tea, flour, chickpeas, olives and dates.

Al Imaan hospital, primary healthcare centre, and mobile clinic

Almost half of all health facilities in Syria are either partly operational, or completely out of service. This reduced capacity has led to compromised services and the outbreak of disease, putting the most vulnerable people at even greater risk.

Throughout 2020, our Al Imaan Hospital, which reopened in a new location in Idlib in December 2019, continued to provide specialised services for maternal and paediatric health as well as treatment for malnutrition, protection services, winter support, and emergency surgery. It also has an ambulance service, and between July 2020 and March 2021 was partially funded by UN OCHA.

Our attached mobile clinic provides 2,000 people living in displacement camps in Sarmada with direct access to essential medical care each month, and provides an ambulance to those who need it. In Hir Jamus, our new Samidoon primary healthcare centre provides consultations and trauma care to the local community.

In all, these facilities supported 83,049 people throughout 2020, ensuring conflict-affected and displaced communities in Idlib could continue to access vital health services.

Enhancing community resilience to COVID-19 in Idlib and Aleppo

Internally displaced communities are some of the most ill-equipped to protect themselves against COVID-19. The overcrowding of camps, informal settlements and lack of sanitation facilities are making it impossible for the most vulnerable to practice social distancing or safe hygiene. That's why since the first recorded case of COVID-19 inside Syria, we mobilised to support efforts to control the virus.

We began by delivering essential family hygiene packs directly to the most vulnerable IDP communities across Idlib containing PPE and items to improve hygiene practices, such as handwashing soap, household cleaning materials and detergent. In all, 600 people were helped to stay safe from the spread of COVID-19.

In November, we set up three community-based isolation centres in Idlib and Aleppo, in partnership with UN OCHA and Qatar Charity, to improve access to COVID-19 isolation and supportive therapy services. With global statistics indicating that 95 per cent of confirmed COVID-19 cases can improve with adequate isolation and supportive care, the centres are acting as a first line of defence to help alleviate the burden on existing health facilities in the region, helping to increase their capacity to receive patients requiring intensive healthcare.

We staffed, furnished and fully equipped each centre to cope with fluctuating numbers of suspected and confirmed cases of COVID-19, and provided round the clock care. Each centre consists of six tents with capacity for 48 beds, oxygen tanks, water storage facilities and solar power sources.

In 2020, 1,226 people were supported through the centres.

Turkey

In 2020, we supported 25,099 people

Turkey is home to around 4 million migrants, including 3.6 million Syrian refugees - of whom over 1.6 million are children. More than 400,000 migrant children in Turkey are not in school, without access to an education. In 2020, refugee children continued to be at risk due to the ongoing disruption of essential services, including education and child protection, in addition to the new hardships brought about by COVID-19. The pandemic dramatically affected school attendance and retention, particularly for the most vulnerable children. 2020 further saw the nation shaken by two devastating earthquakes affecting those residing in Elazig and Izmir, both of which resulted in multiple fatalities and injuries, and damaged infrastructure.

Our 2020 sector priorities

- Emergency response
- Seasonal food aid for Syrian refugees
- Enhanced education amongst Syrian refugee children

Our impact in numbers:

- **3,700** people supported with meals and blankets after the Elazig earthquake
- **19,074** people received cash vouchers or food parcels in Ramadan
- **2,325** children benefitted from access to a computer lab

Highlights from our work

Computer labs for Syrian children

Before the war, 99 per cent of Syrians had primary education, and 82 per cent had attended lower secondary school. Today, over 400,000 refugee children in Turkey are out of school. Many Syrian child refugees depend on their schools for access to information, and most do not have access to an internet connection.

To support education quality and pupil attendance among Syrian children, we provided two schools in Elbelyi refugee camp in Kilis, southern Turkey, with a computer lab each. These labs supported 2,325 Syrian children in 2020, and new students will continue to benefit every year. We also installed a further seven computers for staff across seven schools, allowing teachers to have access to online resources and up-to-date teaching methods.

Elazig earthquake emergency response

On Friday 24 January 2020, a 6.8 magnitude earthquake hit Elazig, southern Turkey, killing 41 people, and injuring over 1,600. The tremor was so powerful that it was felt as far away as Syria, Lebanon and Iran. Homes were flattened and people were trapped in rubble for hours as temperatures plummeted, amid forecasts of snow and sub-zero temperatures.

In the aftermath of the earthquake, our local team in Gaziantep responded rapidly and immediately travelled to Elazig, distributing emergency hot meals, water, and blankets to 3,700 affected people.

Yemen

In 2020, we supported 358,011 people

After six long years of brutal conflict, during which families were wiped out by famine, cholera, and war, Yemenis are facing the worst humanitarian crisis in the world. In 2020, the UN declared that malnutrition had never been worse, and that 20 million Yemenis didn't have access to sufficient nutrition. With weakened immunity, Yemenis were vulnerable to the many diseases plaguing communities – such as dengue fever, Chikungunya fever, cholera, and COVID-19.

Our 2020 sector priorities

- Emergency response
- Community resilience through health
- Food security
- Clean water
- COVID-19 emergency response

Our impact in numbers

- **7,700** received COVID-19 hygiene kits
- **4,764** people treated at our health facilities
- **1,282** people received warm winter clothing, blankets and mattresses
- **1,285** children treated for malnutrition
- **7,272** people supported with food parcels in Taiz

- **4,955** people supported with food parcels via Zakat al-Fitr
- **23,230** people supported through Feed the Fasting in Ramadan
- **77,350** people supported with fresh meat through Qurbani.

Highlights from our work

Protecting families from COVID-19

Yemeni families were already facing a health crisis when COVID-19 hit. With persistent cases of cholera, malnutrition, Chikungunya virus, as well as ongoing violence and displacement, Yemenis were among the most vulnerable in the world when it came to pandemic risks.

Working in Aden and Lahj, we distributed 1,164 family-sized COVID-19 hygiene kits, containing hand sanitizer, soap, 50 surgical masks, 100 gloves, tissues, disinfectant, body wash, shampoo, toilet paper, bleach, wet wipes, and sponges.

In all, this project helped to protect 7,700 people from the spread of COVID-19 in the spring of 2020.

Improving health access for IDPs in Taiz

A staggering **19.7** million Yemenis need some sort of health assistance, of which **14** million urgently need healthcare. Half of Yemen's health facilities have been affected by the war, with only **50%** currently fully functioning. In 2020, there were **163** attacks on health facilities in Yemen.

Working in Mukha, Demnat Khadir, and As Silw, we provided healthcare for displaced communities across a hospital, a healthcare centre, six health units, and a mobile outreach team, covering a total of 14 localities. We also provided training to 13 healthcare workers.

These health facilities provide urgent and basic healthcare, including treatment for diseases, child illnesses, cholera, dengue fever, and tuberculosis. They also provide outpatient services, prescriptions, lab testing, trauma care, and reproductive healthcare.

At each of these eight healthcare points, we renovated water systems, including installing water tanks. We also provided medical equipment and furniture for each site, and supplied cleaning materials.

In all, 4,764 people received treatment in 2020, and 59,660 displaced people had access to our services.

Medical care, water, and food in Taiz and Sana'a

Continuing our health priority and COVID-19 resilience in Yemen, we supported a total of 29,459 people in Taiz and Sana'a.

We supported one hospital in each governorate for a total of 10 weeks, providing medicines, laboratory items, as well as PPE for 150 health workers, helping to protect staff and patients at both medical centres.

In Taiz, we also provided 13,000 people with clean drinking water for two months during the pandemic, and a further 500 families with a food parcel to last a month.

Nutrition in Taiz and Al Dhale'e

In partnership with UN OCHA, we supported 15,320 people with nutrition services in Qatabah, Mukha, and Dhoubab, in the governorates of Al Dhale'e and Taiz. We provided emergency nutrition servjces to 807 children and delivered training and awareness sessions on improved feeding to 709 mothers.

We also helped a further 13,804 people by supporting 15 health facilities and three mobile units to assess, manage, and treat malnutrition among children and infants, by providing them with equipment, medication, and ready-to-eat calorific food.

We continued to support people affected by malnutrition and food insecurity by providing 1,212 families in Salh, Qahira, and Mudhaffa with food parcels to last a month. Each family received over 40 kilograms of dried food, including flour, rice, sugar, beans, pasta, and milk powder.

Water and health awareness in Taiz

In order to combat cholera and COVID-19, we supported 126,000 people directly and indirectly in Salh, Mudaffar and Qahirah, Taiz by providing regular clean water trucks, hygiene promotion, and hygiene kits.

In partnership with Mercy Relief, 39,000 people benefited from clean water for three months and a further 12,100 received COVID-19 protection hygiene kits. 33,600 people were supported by hygiene promotion through door-to-door visits, posters, promotion boards, videos, and mobile loudspeakers, with a focus on health facilities, displacement centres, and community centres.

UK

In 2020, we supported 15,516 people in the UK.

In the UK, 700,000 people were driven into poverty by the pandemic, and 7.8 million adults struggled with food insecurity. Almost a quarter of young adults had to use a food bank during the pandemic, and 67% of young people thought the pandemic would have a long-term effect on their mental health.

In the UK, there were an average 32,000 extra deaths between December and March, as compared to the rest of the year. Winter cuts lives short, with Britain's rates of excess winter deaths being among the worst in Europe.

Our 2020 sector priorities

- Seasonal
- COVID-19 emergency response

Our impact in numbers:

- **10,050** people supported with food parcels or hot meals
- **69,000** bottles of juice distributed
- **5,466** coats collected, sorted, and distributed to vulnerable people
- **77** local partners

Highlights from our work

COVID-19 emergency response

During the first lockdown, there was a 700% increase in calls to the UK's largest domestic charity helpline. **67%** of women in abusive relationships said that the violence worsened during lockdown, and it also made it harder for them to escape the abuse.

Families in the UK faced unprecedented hardship in 2020. As the country went into lockdown, the most vulnerable groups struggled with food insecurity and unemployment as existing inequalities deepened.

Human Appeal supported around 200 people with essential food and household items by working with Age UK, as well as providing hot meals to homelessness charities, domestic violence refuges, NHS staff, and vulnerable groups across the UK. In all, we worked with 50 charities and partners to deliver 2,400 food parcels, 4,610 hot meals, and 69,000 bottles of juice.

Working with the Roshni refuge for women fleeing domestic violence, we provided vulnerable women with support packages to last two to four weeks, providing immediate, life-preserving food and s NFIs to women at their most vulnerable moments.

In all, we supported 10,050 people in the UK with our COVID-19 response.

Wrap Up winter campaign

As families struggled to balance winter, food insecurity, and COVID-19, we helped 5,466 people in the UK to stay warm through winter, in partnership with Hands On London.

By asking our supporters to donate their spare coats to Human Appeal, we provided 30 local charities in Manchester, Birmingham, Leicester, London and Glasgow with winter jackets and coats for people who are homeless, escaping domestic violence, reliant on foodbanks, or refugees.

We did this while adapting to pandemic restrictions. Many of our usual drop off points – such as schools and businesses – were closed during the winter of 2020. Despite this, we collected 1,566 more coats than the previous year.

Supporters donated their coats at our 12 contact-free points, which our 85 volunteers sorted, isolated, and quality checked over a combined total of 242.5 hours.

Orphan sponsorship

In 2020, 12,563 orphans were sponsored across nine countries.

Worldwide, there are an estimated 163 million orphans - children who have lost either their father or both parents. In many countries, the father is still the main breadwinner. When mothers are widowed and suddenly cast into that role, they often struggle to cover the cost of basic necessities for their children due to social, and educational restrictions. Often this results in negative coping mechanisms, such as orphaned children dropping out of school to find low-paid, manual work. In some cases, they are manipulated into a life of crime or abuse, falling victim to drug trafficking, armed conflict, and even child prostitution. Without support, protection, or financial stability, orphaned children are robbed of their childhood.

Our Orphan Sponsorship Programme

Human Appeal's Orphan Sponsorship Programme supports the basic needs of orphaned children in nine countries: Iraq, Lebanon, North Macedonia, Pakistan, Palestine, Somalia, Sri Lanka, Turkey, and Yemen.

The Orphan Sponsorship Programme provides a quarterly monetary stipend to the orphan's parent or guardian, relieving the financial burden, often on the whole family. This stipend assists them in meeting the cost of food, shelter, clothing, healthcare, and learning materials, helping to ensure that orphaned children have a safe and healthy childhood. Since eligibility for orphan sponsorship depends on the child being enrolled in school, our programme also helps to provide the skills and tools for a brighter future.

Through direct financial support, families are empowered to spend sponsorship money in a way that fulfils the needs of each individual child. Our strict safeguarding and protection requirements that monitor and regulate this programme further provide significant non-financial support to the child by ensuring their safety and protection.

Adapting to COVID-19

With schools in many countries around the world closed for parts of 2020, education became even harder for the most vulnerable children, and put extra pressure on caregivers to provide for children, and to stay at home to care for them. We maintained contact with families throughout the year, and visited in-person with protective clothing once it was safe to do so. In some communities we provided COVID-19 protection kits to vulnerable orphaned children. When we were unable to safely visit homes, we conducted phone calls and video calls with children and guardians.

We integrate our orphan sponsorship with seasonal projects, including Feed the Fasting, Qurbani meat, winter protection, and Eid Gifts.

In 2020 we began rolling out a safeguarding hotline for beneficiaries, and we have a safeguarding advisor oversees our Orphan Sponsorship Programme.

Geographical breakdown of all 12,563 sponsored orphans:

Iraq: 370

Lebanon: 1,161

North Macedonia: 166

Pakistan: 3,229

Palestine: 4,871

Somalia: 977

Sri Lanka: 325

Syrian refugees in Turkey: 717

Yemen: 747

Sustainable development through Special Requests

277,203 people supported through Special Requests in 2020.

Human Appeal's Special Requests projects allow donors to give a one-off charity gift to a vulnerable person, family, or community, providing beneficiaries a sustainable charity, such as olive trees that bear fruit, a livelihood and skills, or a deep water well. The project types vary widely but are united in 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 ongoing reward – and they also contribute to the UN's Sustainable Development Goals 5, 6, and 8.

Our Special Requests projects supported 128,136 people in Pakistan, 36,780 people in Bangladesh and 112,287 people in Palestine in 2020.

Here are some highlights of our special request interventions from 2020:

Deep water wells

We installed 504 deep water wells in Pakistan, and 336 wells in Bangladesh, benefiting a total of 89,700 people, with each well supporting an average of 107 people.

In Pakistan, we worked in areas hit by drought and where household water comes from unsafe sources. In Tharparkar and Thatta, Sindh, our deep water wells helped to alleviate the effects of drought by sourcing safe groundwater. In rural areas of Punjab, our wells help to combat high levels of hepatitis, and in Pakistan-administered Kashmir, our wells help communities who often have to spend hours fetching water.

When families struggle for water, it doesn't just mean that they don't have clean water to drink; without water, families can't grow food, feed their livestock, stay clean, or have produce to sell. Our deep water wells are installed and overseen by expert water engineers, and we undertake rigorous water testing in laboratories to ensure water quality and safety.

School water coolers

In 2020, we installed 20 water coolers in schools in Pakistan, helping a total of 3,000 people. A lack of clean water deters parents from sending their children to school. 55% of Pakistan's public schools have fallen into disrepair and are considered unsatisfactory or unsafe, and 32% don't have drinking water. By installing watercoolers in schools, we helped to meet clean water needs, while boosting school attendance.

Hand pumps in remote communities

Throughout 2020, we worked in remote areas of Pakistan, including Rahim Yar Khan, Rajanpur, and Thatta to install 930 hand pumps. This project brought sustainable clean water to 65,301 people, with each pump providing safe water to 70 people from 10 families, on average. Our water specialists worked with local community volunteers to select the most marginalised communities where the hand pumps would create the most impact.

Tuck shop

As part of our livelihood support series, we helped two Pakistani families to recover their livelihoods by providing in-kind donations to allow them to establish a tuck shop in Taxila, Rawalpindi. Business ideas were submitted and reviewed according to the applicant's skillset and need, as well as local demand. In all, this project helped 12 people from two families.

Wheelchairs

In 2020, we provided 34 wheelchairs to people with disabilities in the districts of Thatta in the Sindh province of Pakistan. We prioritised people who needed help with routine tasks and basic mobility and who belong to families that are already vulnerable and unable to purchase a wheelchair. This project promotes inclusion, dignity, mobility, and safety of people with disabilities. The wheelchairs helped to promote independence, facilitating routine tasks, hospital visits, and day-to-day activities.

Kitchen gardens

In 2020, we introduced 90 kitchen gardening projects in Tharparkar, Sindh, Pakistan, which help vulnerable families to grow, harvest, and replant nutritious seasonal vegetables on unused land near their homes. We provided families with training, tools, and seeds, helping to reduce their food insecurity and empowering them to bring in an income by selling some produce at the local market.

In all, this project helped 221 people from 90 families, which were selected according to need and the availability of agricultural land near their homes.

Pair of milking goats

We provided 20 pairs of milking goats to vulnerable families, which provides a family with protein-rich milk and the opportunity to sell excess milk to generate an income for the family. This project focused on families headed by women.

Sewing machines

In 2020, we provided 241 women with a sewing machine as well as the skills and training to launch a tailoring business. This initiative enabled women to overcome adverse economic circumstances, and lift themselves and their dependents into financial security.

Honeybee farming

Human Appeal helped 165 Pakistani farmers to launch honey farms in 2020. We provided thorough training, technical support, and four bee hives to help them start a stable business. We supported 60 new farmers in Mansehra, Khyber Pakhtunkhwa, Pakistan and 105 farmers in Bagh, in Pakistan-administered Kashmir.

To date, we've helped 552 farmers to open honey bee farms since the project inception. 90% of our honey farmers have expanded their farms to open more hives.

Each farm benefits the whole household – around five to seven family members – by generating a sustainable income.

Chicken farm

In 2020, we helped 18 families with orphans to establish chicken farms in Mansehra, Khyber Pakhtunkhwa, Pakistan. Our focus was on families that were led by women after losing their breadwinner. Each woman received 40 organic chickens, training, and chicken feed to last a month. They're also trained on household management, hygiene, and accounting.

All of the 40 chickens that each farmer receives will be over the age of six months, and fully vaccinated.

Tunnel farm

In 2020, we helped 11 farmers in Murree and Dhrikot by providing agricultural tunnels, which allow families to grow produce all year round, no matter the climate, while also conserving water.

Each farmer received a tunnel that covers 27 square metres and guidance on farming. We also provided seeds for a variety of produce including squash, tomatoes, peppers, and watermelons. This project helps farming families to increase their farming knowledge, yield, income and nutrition.

Aqiqa

An Aqiqa is the Sunnah of sacrificing one or two animals to celebrate the birth of a new baby. In 2020, we performed 353 Aqiqas in Pakistan, providing a total of 12,355 people with fresh nutritious goat's meat. For each Aqiqa, 5 families receive 2 kilograms of meat, helping a total of 35 people per sacrificed goat.

Olive trees

We've been planting olive trees in Palestine for 15 years. For each donation, we deliver healthy trees of around 1.6 to 2 metres in height that are mature enough to already produce fruit. This project helps marginalised farmers to cultivate their land, and to earn a livelihood from a traditional farming practice.

In 2020, we provided a total of 7,000 olive trees in Palestine.

Seasonal campaigns

We supported 718,855 people through our Ramadan, Qurbani and winter campaigns in 2020.

Our seasonal campaigns are inspired by Islamic principles, and serve all vulnerable communities regardless of belief. Each year, we run three flagship seasonal campaigns. Feed the Fasting provides iftar to fasting people around the world during Ramadan. Through our Qurbani campaign, donors sacrifice an animal to feed vulnerable families during Eid al-Adha. Finally, our winter programme provides shelter, warm clothing and NFIs to communities struggling to survive the harsh conditions of winter.

Feed the Fasting

In 2020, we supported **201,309 people** across seven countries: Bangladesh, Iraq, Pakistan, Palestine, Somalia, Syria, and Yemen.

The holiest month of the Islamic calendar, Ramadan is a season of generosity, compassion, and piety. For this reason, many people give the obligatory Zakat charity and voluntary Sadaqah donations during Ramadan. In 2020, with the help of our partners and donors, Human Appeal carried out three types of interventions during Feed the Fasting. We provided food parcels, food vouchers, hot meals and cash vouchers, in addition to Fidya and Kaffarah, which are separate interventions which provide staple foods to the most vulnerable populations.

The contents of each Feed the Fasting food parcel varied in each country to suit local diets and preferences, but each included staples, such as rice, pasta, pulses, lentils, flour, oil salt, sugar, tea, and dates.

When Ramadan ended, we also distributed the obligatory Zakat al-Fitr donations as staple foods, and we provided vulnerable children with Eid gifts.

Feed the Fasting in numbers

- **201,309** vulnerable people supported across seven countries.
- **23,793** nutritious family food parcels delivered.
- **9,760** hot iftar meals provided.
- **1,927** food vouchers distributed.
- **4,024** children received Eid gifts.

Highlights from Ramadan 2020

- In Pakistan, we supported 31,085 people with 3,750 nutritious food parcels and 7,710 hot meals.
- 44,704 people in Palestine were supported in Ramadan, including 27,082 in Gaza, and 17,622 in Jerusalem.
- 30,670 people living in displacement camps in Mogadishu, Somalia, received month-long food parcels during Ramadan, and 5,759 people were supported through Zakat al-Fitr.
- 29,549 Syrians in Idlib and Aleppo supported through 3,589 month-long family food parcels, and 6,789 received Zakat al-Fitr support.

- 23,240 Yemenis supported through 3,320 month-long family food parcels, and 4,955 received Zakat al-Fitr support.

Qurbani

In 2020, Human Appeal distributed an average of 4.17 kilograms of meat to 70,636 families, helping a total of **401,006 people across 10 countries**.

Eid al-Adha is a day of celebration that coincides with the end of the Hajj pilgrimage. Around the world, Muslims mark the day by performing Qurbani, commemorating the devotion of the prophet Ibrahim (AS) through the sacrifice of an animal and the distribution of its meat to vulnerable families. Each year, Human Appeal helps Muslims fulfil this duty by performing this sacrifice in their name throughout the countries in which we work.

Highlights from Qurbani 2020

- We addressed undernourishment in India, providing 38,880 families with 11.4 kilograms of fresh nutritious beef, helping a total of 174,400 people.
- We distributed a small amount of Qurbani in Morocco to cater to our France supporters' interests.
- In Somalia, we provided 41,568 displaced people with fresh beef or veal.
- In Syria, we supported 17,641 people with fresh mutton across nine displacement camps in Idlib.
- We supported 77,350 people in Yemen, where 47% of children are malnourished. 11,050 families received 6 kilograms of fresh mutton or beef.

Winter

This year, we supported **116,540 people** across seven countries: Lebanon, Pakistan, Palestine, Somalia, Syria, Yemen, and the UK.

For 30 years, Human Appeal has been providing winter assistance to communities struggling through the harshest months of the year. From December to February, we run projects that help to protect already vulnerable families from seasonal weather changes. During winter 2019 to 2020, we provided winter kits, which contain critical items, such as warm clothing, blankets, fuel for heating, and shelter reinforcement.

Highlights from our winter 2019/20 interventions:

- We distributed 155,200 litres of heater fuel to displaced Syrians.
- We provided 10,351 people with warm winter clothing in Syria, Palestine, Yemen, and Pakistan.
- 4,581 people received thick winter blankets in Lebanon, Syria, and Somalia.
- In Lebanon, we provided blankets, food, and heating fuel to help 18,692 Syrian refugees.
- We distributed 5,466 winter coats to vulnerable people in the UK through our Wrap Up campaign.

Institutional funding and partnerships

In 2020, we continued to expand our impact by building new partnerships and reinforcing existing cooperations in order to achieve the shared goal of serving vulnerable people across the globe. We worked to improve our programmes, reporting mechanisms, visibility, and communications, and to enhance our relationships with global and local organisations, forums, and clusters.

Institutional funding in figures

- **4,591,313** beneficiaries reached
- **£4,591,213** raised in grants
- **19** projects implemented across 7 countries
- **10** global partnerships
- **7** sectors received funding
- **13** new grants secured

Highlights in 2020

- Our Sudan office secured their first institutional grant, funded by UNDP, with a value of over £50,000. The project contributed to the revitalisation of rural economy resilience by providing agricultural support and capacity building to 450 vulnerable families in the Blue Nile state. It also promoted women's empowerment, social cohesion and peace-building through literacy and leadership training.

- Our Palestine office secured their first institutional grants, as UN OCHA supported both phases of our Gaza water disinfection project worth around £350,000.

- Improved quality of reports submitted to institutional donors and enhanced visibility.

- We launched our innovation challenge grant resulting in two pilot innovative solution projects in Pakistan and Palestine, focusing on online businesses and aquaponics respectively. The initial projects were funded by Human Appeal, but with the option for scalability by institutional funders.

Institutional funding and COVID-19

The outbreak of the virus exacerbated the vulnerability of crisis-hit communities, and drastically affected funding and donor priorities. The pandemic and its restrictions required us to develop a contingency plan for the new context, tailoring our sector priorities to meet developing needs and establishing new safety guidelines and operating procedures.

Our institutional funding unit led our global COVID-19 response, in close collaboration with our country teams and in accordance with the global humanitarian response plan (GHRP) lunched by WHO. Key project highlights included:

- securing funding for four COVID-19 response projects.
- the disinfection of Gaza's entire water network, reaching over 2 million people. In one of the largest water interventions of its kind, the project helped to prevent the spread of waterborne diseases and COVID-19.

- Participating in the WHO COVID-19 taskforce in Syria and running three community-based isolation centres for patients with the virus in the north-west region.
- supporting 98,640 people in Pakistan with hygiene kits, food, PPE, awareness sessions, and cash transfers,
- the extension of UNDP's support for our cash-for-work project in Iraq to allow us to safely adapt to COVID-19 measures.
- The development of standard operating procedures for minimizing the risk of exposure to COVID-19 in Iraq, which was adopted by cluster groups.

Global funding partners

Allan and Nesta Ferguson Charitable Trust (Pakistan)

Americares (Somalia, Syria)

Federal Ministry of Humanitarian Affairs and Disaster Management (Somalia)

UN OCHA (Iraq, Yemen and Syria)

UNDP (Iraq)

UNICEF (Iraq)

World Food Programme (Iraq)

World Health Organisation (Syria)

Implementing partners

As part of our continued efforts to partner with local organisations and support capacity-building, in 2020, we joined forces with partners to implement a broad range of humanitarian and sustainable development projects in the following 13 countries:

Morocco

India

Bangladesh

Yemen

Pakistan

Lebanon

Palestine

Macedonia

Sri Lanka

Myanmar

Turkey

Syria

Senegal

Membership and networks

In 2020, we continued our membership of several international platforms and forums to improve our learning, networking, efficiency, and information-sharing. We continued to enhance our active participation in local clusters and strengthened our relationships with local authorities and stakeholders. As part of our commitment to promote localisation, we continued to expand our relationships with local implementing partners, ensuring best practice and capacity building.

In 2020, we signed partnerships memorandum of understanding with the Turkish Red Crescent, permitting successful project implementation in Syria and Turkey. We are working to strengthen our rapport with existing donors and partners, as well as expanding our reach to new donors in our countries of operation.

Our Pakistan office became members of the National Disaster Management Authority, a governmental organisation based in the Pakistani Prime Minister's office.

We're also invested in remaining proactive on the ground by engaging with humanitarian and development stakeholders, and we are always actively learning, sharing knowledge, and expanding our reach and access to provide essential services to people when and where they need it most.

Institutional funding projects in focus

1) COVID-19 isolation centres in north-west Syria

This project, funded by UN OCHA, provided isolation for Syrians with COVID-19 at three community-based isolation centres, which were first established by Qatar Charity. Located in Deir Samaan, Darkoush, and Qunniyeh, the centres helped 1,900 patients to isolate and provided supporting therapy to improve their conditions, while protecting the wider community from infection.

2) Disinfection of Gaza's water network

With funding from UN OCHA, Human Appeal Palestine disinfected the entire water network of the Gaza strip, helping its over 2 million residents to stay protected from COVID-19. In addition to chlorinating the water for eight months, we carried out continuous testing of the water, repaired 11 water wells and a storm water facility in Beach Refugee Camp to mitigate the imminent risk of flooding.

3) Cash-for-work in Dohuk, Iraq

Funded by UNDP, our cash-for-work project in Dohuk provided 686 out-of-work labourers with employment for three months during the height of the outbreak. Workers renovated and painted roads, restored footpaths, collected rubbish, planted and maintained trees, rehabilitated a children's playground, and installed park benches. Throughout the project, a minimum of 30 per cent of hired labourers were women, and 30 per cent were people with disabilities; all employees were ensured equal pay and provided with tasks that meet their capacities.

4) Quality education for marignalised people in Pakistan

With funding from Allan and Nesta Ferguson Charitable Trust, we provided training to 40 female primary school teachers and 35 school management committees and promoted the enrolment of out-of-school girls through awareness campaigns, helping a total of 202,680 people. This project supported marginalised communities in Punjab, primarily those in Rahim Yar. We also supported the safe reopening of 20 schools during the pandemic, providing safe hygiene measures and awareness.

Community fundraising

Our community fundraisers raised £5,256,022 in 2020.

Engaging with and mobilising our communities is an essential component of all of our campaigns and causes. Despite the challenges presented by COVID-19, which restricted our community events, our fundraising team adapted to these challenges, finding new ways to engage with our supporters. In all, they raised £5,256,022 in 2020, a growth of £1,922,282 from 2019.

In 2020, our community fundraising partnerships were more vital than ever due to the absence of in-person events. In all, we worked with 16 partners in the UK to fundraise for our global projects throughout the year. Furthermore, together with our 991 active volunteers, we developed and implemented a new, online-based strategy that harnessed the skills and networks of our supporters and partners, while monitoring its success with an income tracking system. This included working with a larger portfolio of social media figures as well as fundraising partners.

Human Appeal utilises a wide range of fundraising techniques to meet objectives agreed with the Board of Trustees. These include the following:

- Online fundraising
- Events
- Direct mail
- Sponsored challenges
- Community fundraising
- Live television appeals
- Volunteer activities
- Private donations

During 2020 the charity adhered to all relevant statutory regulations and codes including the Data Protection Act 2018 and the Charities Act 2011. We are registered with the Fundraising Regulator. Some of our fundraising involves working with third party fundraising agencies. We apply the same standards to the third parties we work with as we do to our own fundraising activity, providing training and routine monitoring to ensure they represent Human Appeal appropriately. For information on complaints during the year see below.

Human Appeal respects the Fundraising Regulator's Code of Fundraising Practice and ensures staff, partners and volunteers are fully briefed about the protection of vulnerable people. All fundraisers follow best practice guidelines for dealing with adults at risk or in vulnerable circumstances, and young people. We aim to make giving to Human Appeal a positive experience for all.

Highlights from our community fundraising in 2020

New regions and partnerships

- We launched new volunteer teams of 15-40 members in 16 new areas: Reading, Haringey, Camden, Enfield, Croydon, Wandsworth, Lambeth, Southwark, Hounslow, Waltham Forest, Tower Hamlets, Redbridge, Newham, Chigwell, Herefordshire, and Middlesbrough.
- We began partnering with new fundraisers, Freshly Grounded, Waldoc, and SKN Chartered Accountants.

Social media

- We worked with over 70 influencers on social media to raise the profile of our projects in a uniquely online year.
- Beauty blogger Yaz Rehman raised significant funds for our orphans' fund, Lebanon and Yemen emergency appeals, Feed the Fasting, and winter.
- Food blogger Shummi Shah raised funds supporting our support centre for street children in Dhaka.

At home and in the field

- Our London team exceeded their fundraising target by 113%.
- The use of Ramadan Giving platform for our North team compensated for the absence of face-to-face events.
- We successfully carried out our inaugural Kilimanjaro trek with 10 participants.
- Two joint field trips consisting of our fundraisers and fundraising partner, Anzal Begum Foundation, to Pakistan in January and October strengthened ties and connection, helping us to raise funds for our Tharparkar integrated village project.

Notable partnerships

- Sheikh Yusuf Abdul Jobbar raised funds for Feed the Fasting and deep water wells.
- We partnered with the University of Sheffield during Ramadan.
- We partnered with the Freshly Grounded podcast throughout the year, including for our Syria Emergency Appeal, and our seasonal Ramadan, Qurbani, and winter campaigns.
- We held radio live appeals with Luton-based Inspire FM, raising funds for our COVID-19 Appeal, Feed the Fasting, and our orphan sponsorship programme.
- Anzal Begum Foundation, Emaan Foundation, Desi Lols, and Waldoc all contributed to our Tharparkar integrated village project.
- Al Noor Foundation supported our post-Ramadan Yemen Emergency Appeal.
- Partnered with boxer Amir Khan's foundation to pack and distribute food parcels.

Training

In January 2020, all fundraising staff completed mandatory online safeguarding training custom designed for Human Appeal, which they completed on our internal staff training platform Humentum. Further details on this course can be found in the People and Culture section of this report.

Prior to our Ramadan campaign, all staff received cash handling training delivered by our finance department to ensure all staff were fully equipped and qualified to handle and collect cash donations from events, stalls, and collections.

Complaints

Two complaints were received in relation to community fundraising in 2020. Both were fully resolved in line with our complaints policy and procedures.

Communications and Public Relations

Over the course of 2020, Human Appeal expanded its communications, assuming a proactive role in media coverage through increased press coverage, innovative expansion, and engagement, which allowed us to continue making an impact during the pandemic.

This year, we launched our quarterly magazine *Every Human*, showcasing our projects, impact, staff and beneficiaries. We also published a suite of impact reports which aimed to improve our campaign feedback to supporters and foment transparency and accountability.

We continued to develop and improve our website, including updating all pages relating to our challenges, publications, and policies.

We strived to improve our communications, reporting, and transparency, both in our field offices to HQ, by establishing a new campaign committee, with terms of reference to improve and streamline the planning, execution, and analysis of all campaigns, and by recruiting a dedicated communications officer in every field office.

Appeals and campaigns

The year began with a series of emergency appeals. When a deadly earthquake struck Elazig, Turkey we launched our first appeal, and when violence escalated in northern Syria, we relaunched our Syria appeal, for which we appeared on media outlets, and pledged an additional £160,000 to support affected Syrians.

As the UK entered lockdown, we launched our COVID-19 emergency appeal, with the goal of supporting people in the UK and across the countries in which we work. Our global and UK impact was highlighted in a number of local and regional outlets, including Refinery29.

In 2020 we also launched our online brand campaign in an effort to improve our brand awareness and impression, and we continued to build on the success of our annual Trust campaign, which de-mystifies the development sector and admin fees.

Because of the pandemic and lockdown, we worked efficiently and strategically to revise our Ramadan campaign. In the absence of our annual events – iftars, lectures, and community events, we pivoted our fundraising to almost entirely virtual platforms, and launched a new family of automation tools to help supporters to automate their charity during Ramadan and Dhul Hijjah.

During these periods we also devised new formats for direct marketing, including a Ramadan booklet and a Hajj board game.

As COVID-19 threatened to push Gaza's healthcare system past breaking point, we launched an emergency appeal to great success. Throughout the year, we launched a series of campaigns supporting traditional projects – such as water wells, Aqiqa, and olive trees.

November saw the return of our annual Wrap Up campaign, which improved on our success of 2019 while implementing social distancing, collecting 1,599 more coats than the previous year, and increasing page visitors by 130% compared to 2019.

Advocacy and PR

Human Appeal's website was shortlisted for the Northern Development Awards out of thousands of entries in the third sector website category.

In the spring of 2020, we released our report, *Risking Death to Give Birth: The consequences of conflict on the health needs of women and girls in Syria*, which detailed the detrimental impact on reproductive healthcare during the nine years of conflict in Syria.

We redeveloped our orphan sponsorship programme, which helped to boost orphan sponsorship from 11,845 in 2019 to 12,563 in 2020.

During our Ramadan campaign, we partnered with notable figures, including Liam Byrne MP, and our COVID-19 emergency work continued to be highlighted in news outlets across the nation. ITV News covered our partnership with boxer Amir Khan as we packed 1,000 food parcels, which were later distributed across the North West.

Human Appeal was featured in the *Making a Difference* section of the Metro newspaper for our work with The Myriad Foundation, delivering meals to hundreds of homeless people in Manchester. In the summer, we began working with the team from CNBC's *Advancements with Ted Danson*, a documentary show that highlights organisations using technology to transform lives. Our honey bee and solar water projects were featured, and our segment aired later in 2021.

In July, we submitted a response to the All-Party Parliamentary Groups' call for evidence on British Muslim responses to COVID-19. We launched our Humanitarian Leadership Programme, supported by the Greater Birmingham Chambers of Commerce, which provides training to the next generation of humanitarian leaders.

Human Appeal was one of the first organisations to respond to the tragic Beirut explosion, and our work was featured on BBC Radio Manchester and the Metro newspaper. During the summer, our Iraq country director discussed in Open Access Government how the pandemic disproportionately affected vulnerable women and girls, and our CEO penned an article in Civil Society on charity leadership in a post-pandemic world.

In partnership with other charities, we advocated for renewed efforts to end the humanitarian crisis in Yemen, and released our report, *Half a Decade of Hunger: How Conflict Has Starved Yemen's Future Generations*, which demonstrated the devastating impact that the conflict and COVID-19 have had on Yemen's children.

During the winter, our Wrap Up campaign was featured in prominent outlets, including Glamour magazine and BBC radio.

The year ended with our CEO appearing on the Christmas Day episode of Muslim Reflections on BBC radio where he stressed the importance of reaching across faiths to work together to save and transform more lives in 2021, particularly after the difficult year for the whole global community.

Volunteering programme

In 2020, our dedicated volunteers gave their time to raise £300,000.

Volunteers are an indispensable pillar of the Human Appeal family. They help us to save and sustain lives in the field by supporting our work at home, through fundraising, event support, internships and more. They share their time and skills, helping help us to increase our capacity, while benefiting from valuable experience and the opportunity to develop new skills in return.

A new volunteering landscape

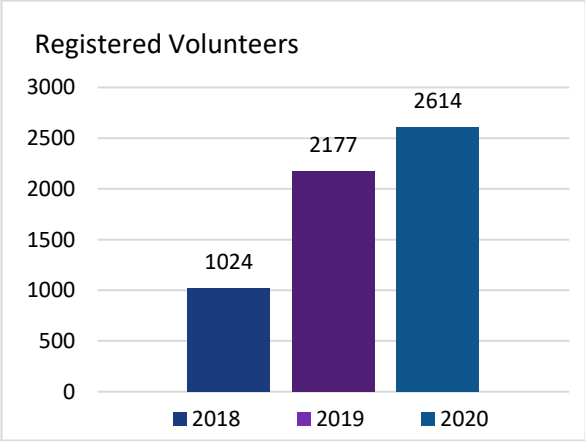
In 2020, our volunteering programme grew and adapted to accommodate pandemic restrictions. Our volunteers answered the global call for altruism, dedicating their time to supporting those worst affected by the spread of the virus, and by other disasters and conflicts.

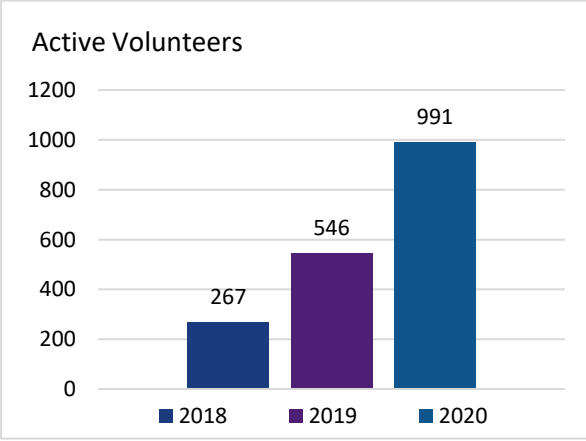
As the country went into lockdown, all events were cancelled, including our flagship Ramadan iftars, lectures, and fundraising activities. As a core segment of our funding, it was essential to adapt and innovate, finding new ways to connect with our supporters. Our volunteers rose to the challenge, supporting our online fundraising activities, and helping to keep our projects saving lives.

Highlights

Our volunteers in the Midlands assembled food parcels for families facing food poverty in the UK, our teams in the North supported the Didsbury Mosque foodbank initiative, and sold and delivered meals to raise funds for clean water sources in the field. Teams in London raised funds for orphaned children, and in Scotland, they went door-to-door leafleting for our Wrap Up campaign, to help keep vulnerable and homeless people warm through winter.

Meanwhile, our 17 interns supported our efforts across four departments in our head office, providing support to our Communications, Finance, People and Culture, and Programmes departments.





Online volunteer events

In April, our volunteers participated in the #TogetherWeCan campaign, a collaboration between members of the Muslim Charities Forum (MCF). Our Volunteers' Manager co-hosted a webinar with her counterpart

from Islamic Relief on behalf of the MCF. The webinar was broadcast live on Facebook and discussed volunteer guidelines, health, wellbeing, and isolation, and guest included speakers from the British Medical Association and the Muslim Youth Helpline.

We hosted five in-house webinars for our volunteers in the second half of the year, covering the topics of human rights, peace and conflict, modern-day slavery, the refugee crisis, and employability. 128 volunteers attended, with more than one in four people attending multiple seminars. The webinars provided our volunteers with in-depth knowledge on our projects, on global issues, and skills to take their volunteerism forward into the workplace.

People and Culture

How we advanced staff wellbeing, learning, and development.

COVID-19 response

At the very start of March, the very first business day following the first UK transmission of COVID-19, we held a People and Culture meeting to discuss precautions. The following day, on 3 March, we began to issue daily email updates including context and cases. By 5 March we had established a sickness reporting process and shared it with all staff to ensure that any suspected cases were isolated before transmission.

We implemented measures to prevent and prepare for a possible transmission, including:

- Staff wiped down work stations at least once daily with provided wipes
- Hand sanitizer freely available and restrooms and kitchen kept clean
- Staff saved their work on a cloud drive in case of need to work from home
- Meetings replaced by emails or phone calls where possible
- Evacuation drill practiced
-

Improving staff wellbeing during the pandemic

By 17 March all vulnerable staff were asked to work from home, and by 23 March all staff were working remotely from home. For the first 3 months, staff were provided with a monthly support briefing which included tips for working from home, safeguarding mental health, e-learning resources, and safeguarding helpline information. All UK staff received wellbeing phone calls to address any concerns or queries about the new circumstances, and follow-up calls were provided for those requiring them.

In April, 59 per cent of staff were furloughed gradually, while still receiving 100 per cent pay. These staff continued to be furloughed throughout 2020. No staff were furloughed at the time of publication.

Staff continued to receive briefing documents addressing measures relating to virus protection, new working mechanisms, furlough, lockdown, and returning to office. We also regularly shared the Employee Assistance Programme with all staff, which is a free, confidential 24/7 online and phone service through which staff and their families can access guidance on various issues, including stress and anxiety, and to gain support including counselling, legal, financial and medical support.

We also organised staff lunches and quizzes to help colleagues to engage and socialise while working from home.

Staff wellbeing outlook

Most staff have worked from home for over a year, and in 2021, we're looking to address this success and replicate lessons and impact on work-life balance. We're also looking to address the mental health implications of 2020 to offer extra support, engagement, and recognition for all staff.

Staff training

We conducted a full two-day re-induction for all staff which covered the following topics:

- Competencies
- Equality and diversity
- Financial conduct
- GDPR
- Performance management
- Policies
- Recruitment
- Rewards
- Vision, Mission, and Values.

Managerial level staff also received training on implementing these topics within their teams.

Further training days and sessions were carried out in the year, covering the topics:

- Safeguarding
- Leadership and project management - delivered to directors and department leads
- Cash handling - delivered to all fundraisers
- Leaders and prospect training – continued from 2019 and concluded in early 2020

Investors in People silver status

In 2020, we achieved silver standard in the Investors in People (IIP) global accreditation, awarded for organisations' people management. They conducted a forensic audit of our work, surveyed all staff, and conducted one-to-one interviews with randomly selected staff.

Principal risks and uncertainties

Human Appeal divides risks into two categories: strategic risks 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 concern mainly internal processes and controls. These are managed through effective 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 they require specific attention. Risks are scored 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 comprising a team of three. Plans have been formulated to engage additional team members based in overseas offices, although the global pandemic has delayed the roll-out of this plan. In 2022, the establishment of team members from overseas offices will commence in order to provide the 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 coverage.

The Internal Audit department draws up an annual Internal Audit plan in accordance with the Chartered Institute of Internal Auditors internal audit 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, People and Culture, in accordance with ISO 9001 by the effectiveness, accountability, and learning department.

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 at the periodic Finance and Audit committee.

Major risks

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

Risks and uncertainties	Current and planned mitigating actions
Sufficient oversight of country offices Human Appeal's financial and reputational survival relies upon strong control and oversight over country office operations. Should a serious problem 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 wrong decisions being made or incorrect action being taken.	• The management of Human Appeal is focused on ensuring 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 focuses on the recruitment of high quality staff and their training and development. • Our field office monthly information pack has recently been upgraded to incorporate more detailed information 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 is carried out bi-annually with the implementation of Human Appeal's values, monitored and rated 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 controls.
Compliance with fundraising regulations Ensuring adequate compliance with fundraising regulations through offline and online marketing e.g. data protection, Privacy and Electronic Communications Regulation (PECR), fundraising regulations and Gift Aid. Potential impact includes: Fines, penalties, reputational risks, employee action for negligence, loss of data or income due to breaches**.**	• 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. • We allocate responsibility for key compliance procedures via the Communications department. • There is regular compliance monitoring and reporting via HA's risk management system to ensure management consider action at appropriate departmental levels. • IT are assisting with an online system for programme implementation, policies, processes and procedures, which is shared with the Fundraising department.

Human Appeal's reliance on financial services 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 recently closed Charity Commission inquiry damaged Human Appeal's image for a number of years as did the resulting delay in filing accounts with Companies House. Both have prevented the charity from putting in place the much needed financial partners to de-risk these essential aspects of our work.	• 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 • This relationship is augmented by a highly effective financial partner specialising in foreign currency transactions However, the Charity's secondary banker has reduced the range of services it offers NGOs over the past year and therefore a replacement will be appointed during the first half of 2022. • At present Human Appeal is over-reliant on a single merchant services provider to carry out card processing activity. In the second half of 2022, a second supplier will be appointed • Both of the above appointments have only recently become possible due to the closure of the Charity Commission inquiry and the filing of the 2020 audited accounts.
Human Appeal system reliability, including cyber security Human Appeal could potentially lose income and as a consequence be unable to conduct day-to-day activities if one of the systems was inaccessible. There is also potential for data loss if the system does not have adequate back-up or if an unauthorised user were to breach security and gain access.	• The shift to remote working necessitated by the COVID-19 pandemic has resulted in increased use of technology. 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. • Replacing in-house systems with off-the-shelf systems that will be easier to support, maintain, and customise. • Implementing an in-house system containing a version control element, allowing us to access previous versions when necessary. • Our cyber security arrangements are regularly tested, including checks by independent organisations.
Staff not adhering to internal and external policies and procedures The consequences of this could include breaching legal or Charity Commission requirements and could lead to a loss of confidence from stakeholders and may highlight low staff engagement.	• We have developed and revised all relevant • Human Appeal policies and procedures. These have been reviewed, updated and approved. • All staff have been re-inducted over the past twelve months to emphasise the importance of adherence to 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 Trustees have absorbed the recent comments by the Charity Commission regarding the failings of the previous Trustees. In particular, the criticism regarding the oversight of the charity's executive has resulted in considerably tighter reporting requirements to prevent future mismanagement.
Governance and safeguarding Potential danger to the safety of beneficiaries, staff and stakeholders. Loss of grants and partnerships, lack of staff and beneficiary confidence in safeguarding.	• The People and Culture department has recently updated a revised Safeguarding Policy which has been approved by the Trustees. • Human Appeals safeguarding campaign is now complete and implemented, including a 24-hour global staff helpline. • Online safeguarding training has been completed by all UK staff. • All staff have to be re-inducted with a major emphasis on safeguarding. • The safeguarding campaign has also been successfully launched in our country offices.
Negative publicity Potential impact includes loss of donor confidence, loss of influence with key stakeholders, potential negative impact on staff morale. Additionally, potential for loss of beneficiary confidence thereby impacting our ability to access grants or contract funding which could lead to the deterioration in relationships with funders, including institutional bodies.	• Human Appeal's complaints procedure has been reviewed and improved. • A crisis management strategy devised by the Communications department, which includes demonstrating consistency with key messages and the appointment of a nominated spokesperson. • Key spokespeople for Human Appeal are to undertake public relations training. • The Communications department is charged with ensuring good quality reporting of the charity's activities and financial situation. • Human Appeal has taken steps to tackle the specific reputational issues it faces. Investigating past events and reclaiming the narrative on unfounded accusations that may have impacted our reputation. However, the Trustees recognise that the opportunity was missed many years ago to directly challenge unfounded allegations at the time they were made.

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

During 2020, the COVID-19 pandemic presented significant uncertainties in world economies. Lockdowns were a common feature of governmental response in many countries in which we raise funds. Despite this, Human Appeal's total income of £29.6 million was 53.0% higher than 2019's amount of £19.4 million. Overall donations from individual giving, community fundraising, and some corporate income represented 83% of our income compared with 73% in 2019. We would like to thank our supporters for not just maintaining, but dramatically increasing the generosity of their support in the face of such extraordinary circumstances. It is encouraging to report that this trend has continued in 2021, enabling us to continue the pursuit of our growth ambitions to fund more projects for more beneficiaries in increasingly diverse parts of the world.

There was a modest increase in institutional funding to £5.2 million from £5.1 million last year, reflecting an understandable desire to switch funds to pandemic projects. On top of health concerns, the escalating impact of climate change will also produce growing vulnerability to disasters and shocks in the future for which we are already devising a response.

As highlighted in our report last year, the contents of our long-term strategy have indeed begun to bear fruit during 2020, enabling us to report a dramatic growth in total income. We are also pleased to report that the Trustees have agreed to open new partner offices in the USA and Canada in 2022, strengthening the diversification of income streams. This will provide greater financial support for more beneficiaries in the future.

Expenditure

In 2020, we spent £18.5 million on charitable activities, an increase of 17% from £15.8 million in 2019. Major areas of expenditure were humanitarian response (£1.8 million), food security (£6.0 million) and orphans and child welfare (£4.7 million). Combined, these areas accounted for 67% of our charitable spending in 2020. Our specific achievements by geographical area with this expenditure are described throughout this report.

Our expenditure on raising funds during 2019 rose from £5.4 million to £7.3 million in 2020, as we attempted to offset the negative impact of the factors outlined in the above paragraphs.
In 2019, we spent £0.2m 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. As outlined above, we plan to increase spending on the development of additional overseas partner offices in the USA and Canada.

COVID-19

During 2020, the world experienced months of intermittent lockdown and unprecedented loss of life. Human Appeal responded early, identifying the potential for massive disruption to everyday life, global economies, and the operating environment for charities. We also undertook a variety of COVID-19 related projects in the UK which were aimed at alleviating the problems experienced by vulnerable people from all communities across the nation. A minority of our staff have continued to work from the office albeit within a significantly adapted environment designed to meet governmental health recommendations. The majority of our staff switched seamlessly to homeworking in early 2020. We are now assessing the latest information on virus variants with a view to updating employees' working arrangements.

TRUSTEES ASSESSMENT OF GOING CONCERN

Closure of the Charity Commission inquiry

Readers of last year's annual report will recall the Charity Commission was conducting an inquiry into Human Appeal throughout 2019. This activity continued throughout 2020 with the Trustees and newly appointed management team working closely with the Commission to provide the information required to bring the inquiry to a close.

It is therefore heartening to report that the Charity Commission formally closed its inquiry on 28 October 2021 and published a full report of its findings on the events in 2017 that led to the opening of the inquiry. The conclusions in the report were as follows:

- The inquiry concluded that there had been misconduct and/or mismanagement in the administration of the charity. These relate mainly to a lack of adequate controls and oversight of its overseas field offices.

- A significant factor in the misconduct and/or mismanagement was insufficient oversight of the charity's executive by the then Trustees which contributed to or facilitated the mismanagement.

- Due to the progress made during the inquiry by the current Trustees, the charity is in a stronger position going forward but there remain improvements to be made.

- The Commission acknowledges that the Trustees full cooperation with the inquiry throughout, as they are expected to.

The Trustees acknowledge the historical events that occurred in 2017. These events and shortcomings have been shared widely by the Trustees 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.

Since the recent publication of the report there have been very minor instances of negative publicity in the media and the charity is pleased to report no adverse impact on donation levels, suggesting no significant reputational damage.

Dealing with the COVID-19 pandemic

The Trustees have considered the impact of COVID-19 on both income and expenditure and have a reasonable expectation that the group has adequate resources to continue in operational existence for the foreseeable future. The 2021 income was budgeted to accommodate the likelihood of continued pandemic-related restrictions on fundraising and social distancing. The ongoing future impacts have also been considered and the anticipated effects have been built into our 2022 budgets and forecasts. We have obtained and relied upon the best available knowledge at the time and 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, secure cloud-based IT systems operating efficiently, and our new approach to fundraising proving attractive to donors.

Summary

The Board of Trustees has considered the latest information and evidence available and are of the view 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 2021 with UK fundraising currently running at 27.5% ahead of the same period last year.
The Trustees believe that neither of the uncertainties referred to above cast doubt on our ability to continue as a going concern. The 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 impacts of the global pandemic. In addition the team of executives charged with responsibility for increasing unrestricted reserves have achieved success in 2020 and this has continued into 2021.

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 was 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 maintains an emergency fund with a minimum of £100,000 available. In summary, the reserves policy ensures that the delivery of our vital programmes across various sectors is not disrupted by unforeseen circumstances, such as a fall 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 (including 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 at 31 December 2020 the charity had total reserves of £8.5m (2019: £5.1m), restricted reserves of £7.4m (2019: £4.9m) and unrestricted funds of £1.1m (2019: £0.2m). After allowing for fixed assets held as unrestricted funds, the charity had £Nil free reserves at the balance sheet date, although the position is improving year on year.

The Trustees have a strategy to accumulate 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 6 months' 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
21 December 2021

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 2020 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 audit and risk committee, 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. 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)
21st December 2021
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

Human Appeal

Statement of financial activities
for the year ended 31 December 2020

(incorporating income and expenditure account)

	Note	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £	Total funds 2019 £
Income					
Donations and legacies	2	4,555,474	19,537,869	24,093,343	14,224,086
Charitable activities	3	-	5,228,943	5,228,943	5,091,681
Other trading activities	4	30	-	30	48,860
Investments	5	63,259	-	63,259	30,112
Other income	6	293,480	-	293,480	-
Total income		**4,912,243**	**24,766,812**	**29,679,055**	19,394,739
Expenditure					
Raising funds	7	737,064	6,515,363	7,252,427	5,357,293
Charitable activities	8	2,986,172	15,562,520	18,548,692	15,833,330
Charitable capacity building	10	243,632	-	243,632	176,355
Total expenditure		**3,966,868**	**22,077,883**	**26,044,751**	21,366,978
Net income / (expenditure) and net movement in funds for the year	12	945,375	2,688,929	3,634,304	(1,972,239)
Reconciliation of funds					
Total funds brought forward		226,001	4,916,173	5,142,174	7,114,413
Total funds carried forward		**1,171,376**	**7,605,102**	**8,776,478**	5,142,174

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 76 to 93 form part of these financial statements.

Human Appeal

Company no. 08553893

Balance sheet
as at 31 December 2020

	Note	£	2020 £	£	2019 £
Fixed assets					
Intangible assets	16		**229,113**		336,696
Tangible fixed assets	17		**1,903,325**		2,097,884
Investment properties	18		**600,000**		600,000
			2,732,438		3,034,580
Current assets					
Debtors	19	**1,129,884**		2,500,664	
Cash at bank and in hand		**7,580,232**		3,156,980	
		8,710,116		5,657,644	
Creditors: amounts falling due within one year	20	**(2,666,076)**		(3,550,050)	
Net current assets			**6,044,040**		2,107,594
Net assets			**8,776,478**		5,142,174
The funds of the Charity	21				
Unrestricted funds			**1,171,376**		226,001
Restricted funds			**7,605,102**		4,916,173
Total Charity funds			**8,776,478**		5,142,174

The financial statements on pages 73 to 93 were approved by the Board of Trustees on 21st December 2021 and were signed on their behalf by:

Dr Kamil Omoteso
Chair of the Board of Trustees

The notes on pages 76 to 93 form part of these financial statements.

Human Appeal

Statement of cash flows as at 31 December 2020

	Note	2020 £	2019 £
Net cash generated from / (used in) operating activities	23	**4,415,430**	(2,115,510)
Cash flows from investment activities			
Bank interest received		1,646	12,112
Investment property rental income received		61,613	18,000
Purchase of tangible fixed assets		(56,030)	(178,172)
Proceeds from the sale of tangible fixed assets		593	-
Net cash generated from / (used in) investing activities		**7,822**	(148,060)
Increase / (decrease) in cash and cash equivalents in the year		**4,423,252**	(2,263,570)
Cash and cash equivalents at the beginning of the year	24	3,156,980	5,420,550
Cash and cash equivalents at the end of the year	24	**7,580,232**	3,156,980

The notes on pages 76 to 93 form part of these financial statements.

Notes to the financial statements for the year ended 31 December 2020

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 Pennine House, Carrs Road, Cheadle, 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 accounts, 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

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 confident 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 5. 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.

1. Accounting policies (continued)

Tangible fixed assets and depreciation (continued)

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.

1. Accounting policies (continued)

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 2020 was £83,084 (2019: £69,756).

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustee in furtherance of the general objectives of the company 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.

Gifts in kind

Gifts in kind for use by the Charity are included in the accounts at their approximate market value at the date of receipt. Gifts in kind for distribution are included in the accounts at their approximate market value at the date of distribution.

2. Income from donations and legacies

	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**
	4,555,474	**19,537,869**	**24,093,343**

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total Funds 2019 £
Donations	920,012	8,129,127	9,049,139
Gift and tax reclaimed	1,805,136	-	1,805,136
Donated goods and services	-	118,355	118,355
Donations from fundraising events	453,890	2,797,566	3,251,456
	3,179,038	11,045,048	14,224,086

3. Income from charitable activities

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total Funds 2020 £
Charitable activities	**-**	**5,228,943**	**5,228,943**

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total Funds 2019 £
Charitable activities	-	5,091,681	5,091,681

4. Other trading activities

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Ticket sales	**30**	**-**	**30**
	30	**-**	**30**

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
Ticket sales	48,566	294	48,860
	48,566	294	48,860

5. Investment income

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Property rental income	**61,613**	**-**	**61,613**
Bank interest receivable	**1,646**	**-**	**1,646**
	63,259	**-**	**63,259**

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
Property rental income	18,000	-	18,000
Bank interest receivable	12,112	-	12,112
	30,112	-	30,112

6. Other income

	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)**
	293,480	**-**	**293,480**

There was no other income in 2019.

7. Costs of raising funds

	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**
	737,064	**6,515,363**	**7,252,427**

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
Fundraising costs	46,079	344,768	390,847
Publicity costs	220,889	1,652,732	1,873,621
Event costs	136,795	1,023,526	1,160,321
Fundraising staff costs	227,830	1,704,674	1,932,504
	631,593	4,725,700	5,357,293

8. Analysis of expenditure on charitable activities

	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**
	2,986,172	**15,562,520**	**18,548,692**

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
Education	-	603,117	603,117
Humanitarian response	-	2,729,789	2,729,789
Food security	-	2,376,007	2,376,007
Healthcare	-	910,512	910,512
Orphans and child welfare	-	5,403,038	5,403,038
Water, sanitation and hygiene	-	223,607	223,607
General country restricted income	2,759,382	827,878	3,587,260
	2,759,382	13,073,948	15,833,330

9. Grants to institutions

	2020 £	2019 £
Al Ihsan Company	-	28,067
Al-Aqsa University	-	52,520
ALZakat Committee of Jerusalem	**792,327**	423,358
Al-Tawasol Forum Society	-	55,000
Atfaluna Society for Deaf Children	-	5,805
Bicklang Avam Upekshit Seva Sadan	-	150,000
Dhaka Ahsania Mission	**93,237**	40,000
Esmael Alawa and Co	**171,996**	-
Human Appeal International Australia	**34,650**	-
Human Appeal International Gaza	**900,768**	544,556
Human Appeal Kenya	-	1,208
International Learning Movement	**105,000**	35,000
Islamic Welfare Association	**572,844**	529,909
Islamic Zakat Society	**463,615**	261,176
Jordan Hashemite Charity Organization	-	21,083
Kalliri I Miresise (Spike of Goodness) Macedonia	**54,035**	50,700
Manchester Central Foodbank	-	5,000
Mercy Relief	**164,625**	-
Minhaj-ul Quran Welfare Foundation	**17,545**	-
Multi-Aid Programs	**10,000**	-
Muslim Foundation for Culture & Development	**24,474**	62,460
Myittar Resource Foundation	**18,240**	1,530
Novo Jibon	**233,657**	15,595
Qatar Charity	-	10,000
Sabalamby Unnayan Samity	**40,000**	17,865
Tahseen Rehan Company	-	70,374
The Boaz Trust	-	8,267
Welfare Association	-	6,873
White Hands	**52,900**	-
Yemen Humanitarian Forum	**53,951**	-
ZamZam Foundation	**9,864**	-
	3,813,728	2,396,346

10. Charitable capacity building

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Ireland	**100,000**	-	**100,000**
Spain	**143,632**	-	**143,632**
	243,632	-	**243,632**

10. Charitable capacity building (continued)

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
Ireland	44,556	-	44,556
Spain	131,537	-	131,537
Holland	262	-	262
	176,355	-	176,355

11. Analysis of support costs

	Total funds 2020 £	Total funds 2019 £
Costs of raising funds	**1,922,274**	1,990,122
Charitable activities	**107,647**	175,131
Other expenditure including capacity building	**707,397**	764,206
	2,737,318	2,929,459

Support costs by type

	2020 £	2019 £
Staff costs	**1,718,822**	1,228,466
Depreciation and amortisation	**328,625**	146,979
Other	**689,871**	1,554,014
	2,737,318	2,929,459

Governance costs

Included within support costs are governance costs as follows:

	2020 £	2019 £
Auditor's remuneration	**59,880**	46,851
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	**42,609**	-
Legal and professional other fees	**295,895**	(62,377)
	433,583	(15,526)

12. Net income / (expenditure)

The net income / (expenditure) is stated after charging:

	2020	2019
	£	£
Depreciation of tangible fixed assets:		
- owned by the Charity	**247,473**	110,108
Amortisation of intangible fixed assets	**81,152**	44,058
Operating lease rentals	**86,244**	121,000
	414,869	275,166

13. Auditor's remuneration

	2020	2019
	£	£
Fees payable to the Charity's auditor and its associates for the audit of the financial statements	**59,880**	77,000
Fees payable to the Charity's auditor and its associates in respect of all other services	**-**	10,400
	59,880	87,400

14. Staff costs

	2020	2019
Staff costs were as follows:	**£**	£
Wages and salaries	**5,917,343**	6,214,622
Social security costs	**317,138**	229,681
Other pension costs	**83,084**	69,756
	6,317,565	6,514,059

The above staff costs include termination payments of £38,206 (2019: £9,167) made during the year.

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

	2020	2019
	No	No
	455	548

The number of higher paid employees was:

	2020	2019
	No	No
In the band £60,001 - £70,000	**3**	1
In the band £70,001 - £80,000	**-**	1
In the band £90,001 - £100,000	**1**	-

14. Staff costs (continued)

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 £537,758 (2019: £544,599).

15. Trustees' remuneration

No Trustees received any remuneration during the financial year (2019: £Nil). No Trustees received any benefits in kind (2019: £Nil). Trustees received reimbursement of expenses of £41 (2019: £65) during the year.

16. Intangible assets

	Software £
Cost	
At 1 January 2020	446,165
Disposals	(42,576)
At 31 December 2020	**403,589**
Amortisation	
At 1 January 2020	109,469
Charge for the year	81,152
Disposals	(16,145)
At 31 December 2020	**174,476**
Net book value	
At 31 December 2020	**229,113**
At 31 December 2019	336,696

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 £
Cost				
At 1 January 2020	1,871,924	684,281	68,486	**2,624,691**
Additions	-	56,030	-	**56,030**
Reclassification of investment property	(340,317)	340,317	-	**-**
Disposals	-	(6,351)	(3,105)	**(9,456)**
At 31 December 2020	**1,531,607**	**1,074,277**	**65,381**	**2,671,265**
Depreciation				
At 1 January 2020	146,265	357,817	22,725	**526,807**
Charge for the year	33,269	185,762	28,442	**247,473**
Reclassification of investment property	(23,662)	23,662	-	**-**
Disposals	-	(4,322)	(2,018)	**(6,340)**
At 31 December 2020	**155,872**	**562,919**	**49,149**	**767,940**
Net book value				
At 31 December 2020	**1,375,735**	**511,358**	**16,232**	**1,903,325**
At 31 December 2019	1,725,659	326,464	45,761	2,097,884

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

	2020 £	2019 £
Investment properties at market value	**600,000**	600,000

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 to ensure they are in line with the valuations and remain materially accurate.

The historical cost of the investment properties is £497,004 (2019: £497,004).

19. Debtors

	2020 £	2019 £
Other debtors	**763,043**	2,474,479
Prepayments and accrued income	**366,841**	26,185
	1,129,884	2,500,664

20. Creditors: amounts falling due within one year

	2020 £	2019 £
Trade creditors	**949,869**	1,743,439
Other taxation and social security	**366,751**	439,616
Other creditors	**909,304**	365,205
Accruals and deferred income	**440,152**	1,001,790
	2,666,076	3,550,050

Notes to the financial statements for the year ended 31 December 2020

21. Statement of funds

	At 1 January 2020	Income	Expenditure	Transfers in/out	At 31 December 2020
	£	£	£	£	£
Unrestricted funds					
General funds	**226,001**	4,912,244	(3,474,382)	(492,487)	**1,171,376**
Restricted funds					
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**
Total of funds	**5,142,174**	29,679,055	(26,044,751)	-	**8,776,478**

Notes to the financial statements for the year ended 31 December 2020

21. Statement of funds (continued)

	At 1 January 2019 £	Income £	Expenditure £	Transfers in / out £	At 31 December 2019 £
Unrestricted funds					
General funds	535,615	3,257,716	(3,567,330)	-	226,001
Restricted funds					
Education	65,726	709,140	(855,130)	99,635	19,371
Humanitarian response	1,920,698	3,739,852	(3,627,499)	(684,234)	1,348,817
Food security	986,170	2,808,511	(3,346,783)	231,265	679,163
Healthcare	439,919	1,194,671	(1,284,984)	23,158	372,764
Orphans and child welfare	1,325,144	6,324,128	(7,171,290)	-	477,982
Water sanitation and hygiene	1,053,374	872,969	(573,665)	527	1,353,205
Other	787,767	487,752	(940,297)	329,649	664,871
	6,578,798	16,137,023	(17,799,648)	-	4,916,173
Total of funds	7,114,413	19,394,739	(21,366,978)	-	5,142,174

Notes to the financial statements for the year ended 31 December 2020

22. Analysis of net assets between funds

	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**
	1,171,376	**7,605,102**	**8,776,478**

	Unrestricted Funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
Intangible assets	335,672	1,024	336,696
Tangible fixed assets	1,733,916	363,968	2,097,884
Investment properties	600,000	-	600,000
Net current assets / (liabilities)	(2,443,587)	4,551,181	2,107,594
	226,001	4,916,173	5,142,174

23. Reconciliation of net movement in funds to cash flow from operating activities

	2020 £	2019 £
Net income / (expenditure) and net movement in funds for the year	**3,634,304**	(1,972,239)
Adjustment for:		
Depreciation and amortisation charges	**328,625**	154,166
Dividends, interest and rents from investment properties	**(63,259)**	(30,112)
Loss on the sale of intangible assets	**26,431**	-
Loss on the sale of tangible fixed assets	**2,523**	-
Decrease / (increase) in debtors	**1,370,780**	(377,125)
(Decrease) / increase in creditors	**(883,974)**	109,800
Net cash generated from / (used in) operating activities	**4,415,430**	(2,115,510)

Notes to the financial statements for the year ended 31 December 2020

24. Analysis of cash and cash equivalents

	2020 £	2019 £
Cash at bank and in hand	**7,580,232**	3,156,980

25. 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 £83,084 (2019: £69,756).

26. Operating lease commitments

At 31 December 2020, the Charity had future minimum lease payments due under non-cancellable operating leases as follows:

	2020 £	2019 £
Not later than one year	**65,576**	86,244
Later than one year and not later than five years	**90,576**	147,296
	156,152	233,540

27. Related party transactions

Donations from Trustees totalling £4,515 (2019: £20) were received during the year.

There are no other related party transactions to disclose for the year (2019: none).