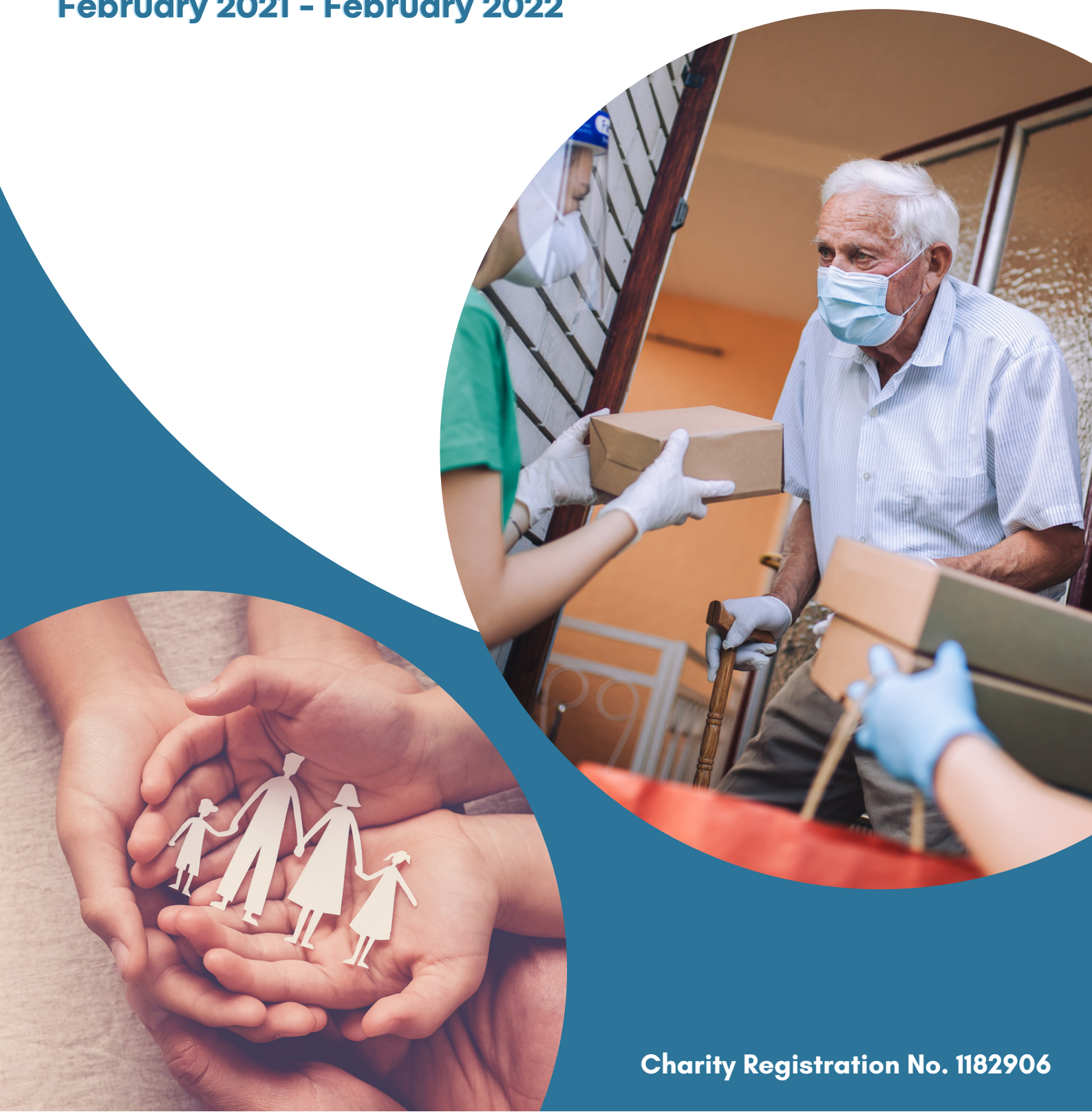


Annual Report

February 2021 - February 2022



MESSAGE FROM THE BOARD OF TRUSTEES

"The Hope Appeal will formally launch its activities in April 2022. This report introduces the charity's aspirations and goals, with an emphasis on our magnus opus, Giving Directly.

We are living in unprecedented times. Against the bleak backdrop of war, famine, disease, and natural disasters, a group of dedicated humanitarians have come together to formalise their charitable activities. In simple terms, we want to help people who are suffering wherever they are, and whatever circumstance they're in. We will embrace the latest technologies to empower the charitable sector, such as real-time updates of donations reaching beneficiaries, and use AI to enable automation and the analysis of data at an unprecedented scale and speed, which could lead to completely new ideas for solving social and environmental problems.

We're passionate about helping those most in need, and the coming year will see some exciting projects getting underway. Going the extra mile to ensure that people know who we are, and what we want to achieve, is of paramount importance in developing and sustaining the work we will undertake.

We hope that you find the information herein useful, and insightful."

The Board of Trustees



Who We Are

The Hope Appeal has been built upon the shoulders of dedicated, knowledgeable, and professional individuals who are humanitarians by nature. We have been working and volunteering in the charity sector for many years, gaining valuable experience, which will ensure can deliver humanitarian aid to people in need in the most effective ways.

We Aspire To

- Provide people with clean, safe drinking water and WASH facilities through our Water for All appeal.
- Deliver emergency food aid parcels reach those who are most at risk of malnutrition and starvation.
- Provide shelter to IDPs (internally displaced peoples), refugees, the homeless and the destitute.
- Facilitate the educational needs of children, and young people around the world.
- Provide people with the necessary financial support, tools, and equipment to start a small business through our microfinance schemes.
- Respond to emergency crises efficiently and expediently delivering aid packages to those in dire circumstances.

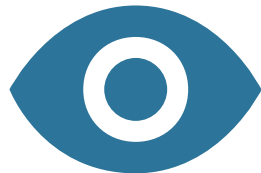


WHAT WE STAND FOR



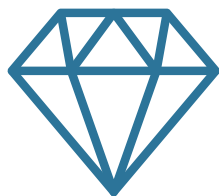
Our Mission

Giving hope to the hopeless by tearing out poverty at its roots, planting the seeds of sustainable change, and empowering communities through education and microfinance schemes.



Our Vision

A world of hope, prosperity and socioeconomic justice, where poverty has been eradicated and all people have access to the necessities of life.



Our Values

The stated values of The Hope Appeal are inspired by the humanitarian principles of neutrality, impartiality and independence. Integrity, respect, and sustainability form the foundation of our work.

OUR OBJECTIVES

Our overall objective is to tackle and prevent poverty

We will do this:-

- Through the implementation of microfinance schemes to empower individuals, and communities at the grass-roots level to become financially independent.
- By supporting widow families and their children with orphan sponsorships, so they get the basics they need to survive and thrive.
- Advancing sustainable development by building homes, schools, and hospitals.



APRIL 2022



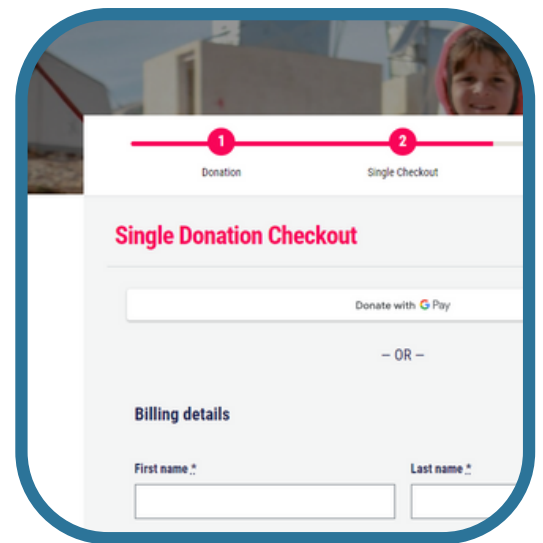
OUR STRATEGY

The Hope Appeal will launch its first fundraising campaign in April 2022, and will fundraise live on the Sky Platform, raising funds for the most vulnerable and needy around the world. Our relief efforts will include aid packages to help the hungry, homeless, and helpless.

Live Shows



Online Donations



Social Media campaign



WhatsApp Broadcasts



PROJECTS



ORPHANS

According to UNICEF (the United Nations Children's Emergency Fund), there are roughly **153 million orphans worldwide**



263 million children and youth are not in education



69 million children worldwide suffer from malnutrition



1 in 4 of the world's children live in a conflict or disaster zone

NO CHILD LEFT BEHIND - LITTLE HEARTS ORPHAN APPEAL

With no resources or anyone to turn to for help, orphans rely on our compassion to ensure they have access to the basics in life. Without such support, orphans are vulnerable and struggle to make it by themselves. And they shouldn't have to get through life on their own when people like you can help provide orphans with food, shelter, education, safety, security, and protection.

WATER

Just under 800 million people don't have access to clean water and climate change is making things worse



1 in 4 children will live in regions where water will become scarce by 2040



1.7 billion people don't have a decent toilet of their own



2.3 billion people lack soap and water for handwashing at home

WATER IS LIFE, WATER IS FOR ALL

With the help of amazing people like you, we will ensure that people from poor and disadvantaged backgrounds have access to clean, safe drinking water, decent toilets and proper hygiene and sanitation facilities, by building water wells.

Your donation can change the way people live for good, and give them opportunities to succeed in every area of their lives. It all starts with water. Water is life, water is for all, and it all starts with you.

HEALTHCARE

Some 400 million people worldwide lack access to basic healthcare



In 2020, the number of completely unvaccinated children increased by 3.4 million



Roughly 800 million people spend at least 10 percent of their household income on healthcare



303,000 women a year die in childbirth, or as a result of complications arising from pregnancy

OUR HEALTHCARE PROJECTS WILL SAVE LIVES

Healthcare should be accessible and affordable. For most of us, a visit to the doctor is a part of normal life. But for those from impoverished backgrounds, living in remote areas with limited access to healthcare, a visit to the doctor can literally wipe out someone's savings. That's why your help is so important. We not only want to provide access to high-quality healthcare, we also want to ensure that it's affordable.

EDUCATION

Over a quarter of a billion children worldwide are not in education



124m children/young people have not started school or dropped out



30 million girls are not in education



420m children will not learn the most basic skills

EDUCATION LEADS TO A BRIGHTER FUTURE

For millions of vulnerable children around the world, education is the first step on their journey towards a better life, a life free from poverty. By donating to The Hope Appeal, together, we can achieve long-lasting change through the education of millions of children worldwide.



MICROFINANCE

The World Bank estimates that more than 500 million people have directly or indirectly benefited from microfinance-related operations



Women make up 80% of first-time microfinance borrowers



Self-employed poor people make up half the labour force in the developing world



More than 2 billion people lack access to financial services

EMPOWERING PEOPLE AT THE GRASS-ROOTS LEVEL

Microfinance is the provision of financial services to low-income clients, including consumers and the self-employed, who traditionally lack access to banking and related services. For example, The Hope Appeal would seek to provide poor people in rural areas with limited employment opportunities, with sewing machines to make clothes to sell in the marketplace, leading to financial independence to support themselves, and their families.

WORKING TOGETHER



FUNDRAISING

We will organise fundraising events, and work in partnership with reputable aid organisations, donors, and volunteers to achieve long-lasting change.

Individual Giving



Aid Organisations



Events



Volunteers



SUPPORT OUR WORK

Partner with us today by setting up a regular gift, and help us cover essential costs so that we can...

Develop and sustain long-term aid projects and bring relief to millions of people.



Train staff to oversee the administration and distribution of donations.



Empower people at the local level to run the most effective aid programmes.



Make sure our essential costs are covered so we can do our work.



POVERTY IN THE UK



GIVING DIRECTLY

Here at the hope appeal we do things a little bit differently...

We understand that there are many people around the world who need support and humanitarian aid. However, it's important to remember that here in the UK people need our support, too.

- More than one in five of the UK population (22%) are in poverty – 14.5 million people.
- Of these, 8.1 million are working-age adults.
- 4.3 million are children and 2.1 million are pensioners.

Major factors in the cause of enduring poverty in the UK can be attributed to low-wages, the high cost of childcare, and part-time work, which all conspire to reduce incomes.

There are no quick-fix solutions to these issues, but The Hope Appeal will try its best to support families here in the UK. As the cost of living crisis bites into household incomes, now is the time to do what we can to help alleviate the distress associated with these turbulent economic times.

One way in which we will do this is through a new initiative called *Giving Directly*. It's a brilliant way to bridge the divide between donors and beneficiaries, and here's how it works.

HOW DOES IT WORK?

People who are experiencing financial hardship can apply for a donation or grant. Once an application is approved, it will appear on our website. Donors can then browse requests for help, choose who they want to support, and donate directly to applicants through The Hope Appeal.

All applications for donations and grants are vetted by highly qualified and trained professionals who work in the charity sector. Once your donation is received, our finance team ensures beneficiaries receive it, in full and on time.

Rest assured that once your donation is received, you will be able to track its progress up until the point it reaches its intended beneficiary with updates provided thereafter. We encourage all beneficiaries to leave a testimonial detailing how donations received impacted their lives. This aspect of giving directly is perhaps the most rewarding.

All donors' personal information remains confidential, including how much they donated and to whom. We will not share your details with third parties or overwhelm you with appeals for more and more help. Instead, we may get in touch with you once or twice a year to firstly say thank you for donating and ask if you might be able to help once again.

PUBLIC ACCOUNTABILITY





CHARITY COMMISSION
FOR ENGLAND AND WALES

THIS CERTIFIES THAT

The Hope Appeal

REGISTERED CHARITY NUMBER

1182906

HAS BEEN REGISTERED BY THE

Charity Commission for England and Wales

ON THE DATE OF

10 April 2019

CERTIFIED BY

Ian Karet
Chair

Dr Helen Stephenson CBE
Chief Executive Officer

Charity number: 1182906

THE HOPE APPEAL

UNAUDITED ACCOUNTS FOR THE YEAR ENDED 05/02/22

TRUSTEES

Aliraza Jaffar

Mohammed Sheikh

Neil Michael Nasser

REGISTERED OFFICE

174 Penrose Avenue

Carpenders Park

Watford

WD19 5AH

CHARITY NUMBER

1182906

THE HOPE APPEAL

FOR THE YEAR ENDED 05/02/22

TRUSTEES' REPORT

The trustees present their report and accounts for the year ended 05/02/22

PRINCIPAL ACTIVITIES

The charity will formally commence its activities in April 2022.

STRUCTURE GOVERNANCE AND MANAGEMENT

Report of the Trustees for the period 6th February 2021 to 5th February 2022

The trustees, present their annual report and the financial statements for the year ended 5th February 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) in preparing the annual report and financial statements of the charity.

OBJECTIVES OF THE CHARITY PRINCIPAL ACTIVITIES AND ORGANISATION OF OUR WORK

1. To advance the Islamic religion in the United Kingdom and the world for the benefit of the public through the holding of meetings, lectures [public celebration of religious festivals] producing and/or distributing literature on and to enlighten others about the Islamic religion and to aid religious unity amongst all faiths and none.
2. To advance in life and help young people through: (a) the provision of recreational and leisure time activities provided in the interest of social welfare, designed to improve their conditions of life; (b) providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

DEVELOPMENT ACTIVITIES AND ACHIEVEMENTS THIS YEAR

The Charity will formally commence its activities in April 2022.

RESERVES

It is the intention of the charity not to retain funds beyond its immediate needs of up to six months in the year.

FOR THE YEAR ENDED

05/02/22

TRUSTEES' REPORT

TRUSTEES

The trustees of the charity are set out on page 1 of the accounts.

RISK MANAGEMENT

The trustees actively review the major risks which the charity faces on a regular together with an annual review of the controls over key financial systems, will provide sufficient resources in the event of adverse conditions.

TRUSTEES RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The trustees are required by law to prepare financial statements for each financial year which give a true and fair view of the financial activities of the charity and of its financial position at the end of that year. In preparing those financial statements the trustees are required to:

- a) select suitable accounting policies and apply them consistently
- b) make judgements and estimates that are reasonable and prudent
- c) state whether the policies adopted are in accordance with applicable accounting standards and statements of recommended practice, subject to any material departures disclosed and explained in the financial statements
- d) prepare the financial statements on a going concern basis unless it is inappropriate to assume that the charity will continue in operation

This report was approved by the Board of Trustees on 3rd December 2022.

Aliraza Jaffar



Trustee



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
The Hope Appeal

No (if any)
1182906

CC16a

Receipts and payments accounts

For the period from	Period start date 6-Feb-21	To	Period end date 5-Feb-22
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	-	-	-	-	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	-	-	-	-	-
A3 Payments					
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	-	-	-	-	-
Net of receipts/(payments)	-	-	-	-	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	-	-	-	-	-

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds		-	-	-
		-	-	-
		-	-	-
	Total cash funds	-	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets			Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use			Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities			Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
			-	
Signed by one trustee on behalf of all the trustees	Signature	Print Name	Date of approval	
	<i>Ali Jaffar</i>	Aliraza Jaffar	03/12/2022	