

# ANNUAL REPORT & ACCOUNTS 2022



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

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**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.**

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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



# 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.



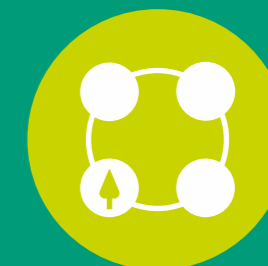
### EDUCATION

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



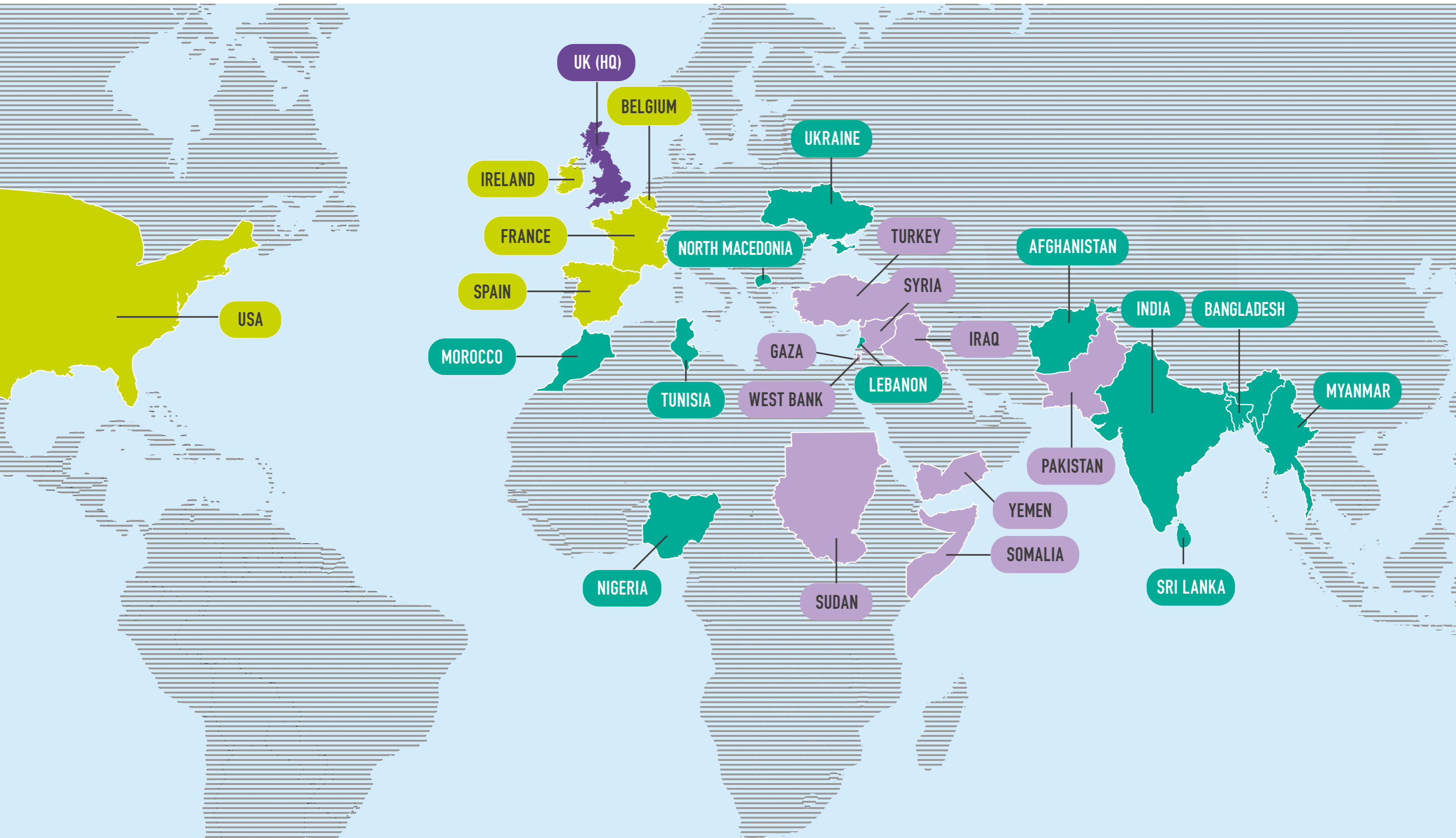
# OUR REACH

■ HEADQUARTERS

■ PARTNER OFFICES

■ COUNTRY OFFICES

■ LOCAL PARTNERS



# 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<sup>2</sup> 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.



# 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.



## 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.



# 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.

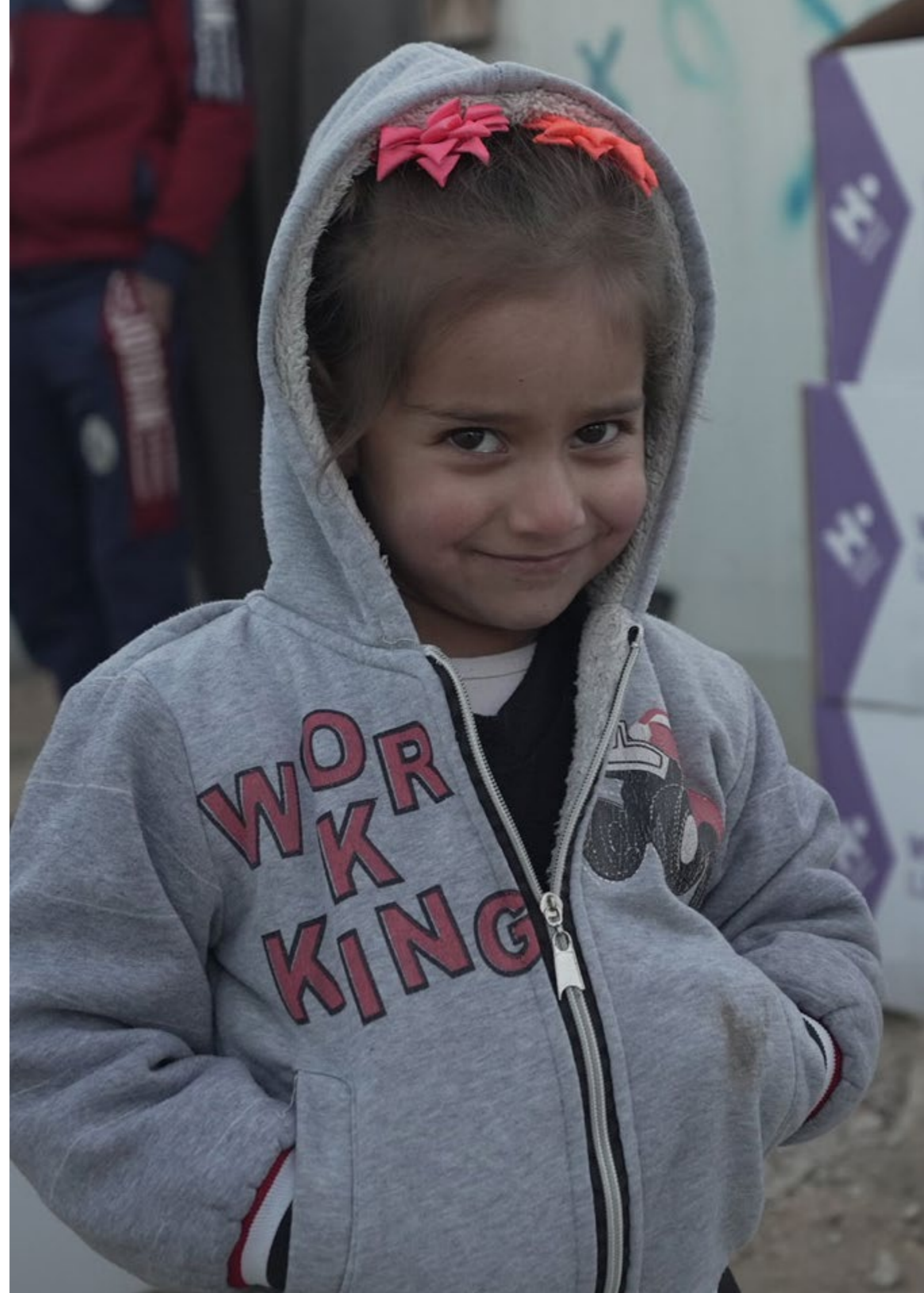
## OUR 2022 SECTOR PRIORITIES

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

## OUR IMPACT IN NUMBERS

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

In 2022, we supported **273,818** people.



## 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.



## 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 of 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 normalcy 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.



# 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.



# 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 Muhannad'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.





# 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.



## 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.



# 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.



## 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.



# 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.



# 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	Lebanon
755	2,686
Nigeria	North Macedonia
16	138
Pakistan	Palestine (Gaza)
4,947	4,011
Palestine (Jerusalem)	Somalia
3,495	2,080
Sri Lanka	Syria
822	369
Turkey	Tunisia
1,095	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 2022. Here are some highlights of our special request interventions from 2022:

## 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 2022, 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 2022, 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 2022, 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 2022, 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 2022, 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 2022. 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 2022, 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 2022, 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 2022, 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 2022, 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.



# 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 8<sup>th</sup> 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
<p><b>Potential lack of sufficient oversight of country offices</b></p> <p>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.</p> <p>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.</p>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> <li>Significant changes in leadership positions both in the UK and in overseas offices continue to strengthen management oversight.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>The recruitment of Internal Auditors based in overseas offices with a roving brief continues, with appointments due to be made later in 2023.</li> </ul>

<p><b>Risk of staff not adhering to internal and external policies and procedures</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>We have developed and revised relevant Human Appeal policies and procedures. These are reviewed periodically, updated and approved.</li> <li>Additionally, new policies and processes have been added, and this is a continuing exercise.</li> <li>All existing staff were re-inducted to emphasise the importance of adherence to policies and processes, and the induction process is under continual review.</li> <li>Annual mandatory training is also conducted for all staff in Safeguarding, Financial Conduct, GDPR, Cyber Security and other areas.</li> <li>Breach response training has been completed with all senior management.</li> <li>A tough stance continues to be taken by the People and Culture department where breaches of policy or process occur.</li> </ul>
<p><b>Risk of non-adherence to Governance and Compliance structure</b></p> <p>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.</p> <p>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.</p>	<ul style="list-style-type: none"> <li>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.</li> <li>The UK Aid (DFiD) assessment report is currently under review, and an action plan is under development to address previous findings.</li> <li>Strategic donors are being identified, and regular benchmarking is to be instituted to establish donors' global eligibility and capacity requirements.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>Human Appeal is in the process of establishing strong safeguarding and complaints management mechanisms to protect against reputational damage to the organisation.</li> </ul>



<p><b>Risk of negative publicity</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• Public relations training for key Human Appeal spokespeople is scheduled to be delivered.</li> <li>• The Communications department is charged with ensuring good quality reporting of the charity's activities and financial position.</li> <li>• Human Appeal has subscribed to new media monitoring software to alert us to adverse media comments.</li> <li>• When Serious Incidents are reported, the Communications department is alerted at an early stage, enabling them to prepare a response appropriate to the circumstances.</li> </ul>
<p><b>Risk of breaching Safeguarding guidelines</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>• A robust Safeguarding policy has been created and developed, which forms an integral part of our Employee Handbook.</li> <li>• A Safeguarding campaign was rolled out to all Human Appeal offices.</li> <li>• A 24-hour helpline and email address has been rolled out and is available to all Human Appeal staff.</li> <li>• 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.</li> <li>• Mandatory Safeguarding training has been developed and is delivered annually to all Human Appeal staff. Safeguarding forms part of Induction training.</li> <li>• A Safeguarding campaign was successfully launched in field offices.</li> <li>• 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.</li> </ul>

<p><b>Risk of adverse impact of inflation</b></p> <p>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.</p> <p>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.</p>	<ul style="list-style-type: none"> <li>• As a result of the cost of living crisis, people have less disposable income, and many will stop 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• A review of warehouse capacity was undertaken to ensure goods purchased at existing prices could be accommodated.</li> <li>• It was proposed a Task Force be formed of senior Trustees to explore inflation issues and develop strategies to combat this.</li> <li>• 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.</li> <li>• Human Appeal explored cost-effective ways to demonstrate compassion for the effects of inflation on our employees through various means.</li> <li>• Human Appeal also explored ways to strategically plan our global procurement activities to combine costs and maximise the practice of bulk purchasing.</li> <li>• Finally, given the current unpredictable nature of inflation and charitable income streams the assumptions and estimations used have been stress tested and flexed to take into account uncertainties and risk.</li> </ul>
<p><b>Risk involved in onboarding new partners in Human Appeal regional offices</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>• A robust process has been developed to ensure Human Appeal's regional offices are always onboarding new partners correctly.</li> <li>• A training programme was initiated to ensure the correct due diligence process is followed, and this will be revisited on an annual basis.</li> </ul>

# STRUCTURE, GOVERNANCE, AND MANAGEMENT

## GOVERNING DOCUMENT

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

## 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 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

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



# 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](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## USE OF OUR REPORT

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

*Sayer Vincent LLP*

Jonathan Orchard (Senior statutory auditor)  
28th 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 £
<b>Income</b>					
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
<b>Total income</b>		<b>6,304,470</b>	<b>36,739,600</b>	<b>43,044,070</b>	<b>35,518,275</b>
<b>Expenditure</b>					
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
<b>Total expenditure</b>		<b>7,170,558</b>	<b>41,783,670</b>	<b>48,954,228</b>	<b>31,515,355</b>
<b>Net (expenditure) / income for the year</b>	12	<b>(866,088)</b>	<b>(5,044,070)</b>	<b>(5,910,158)</b>	4,002,920
<b>Other recognised gains</b>					
Gains on revaluation of investment properties		-	-	-	65,000
<b>Net movement in funds for the year</b>		<b>(866,088)</b>	<b>(5,044,070)</b>	<b>(5,910,158)</b>	4,067,920
<b>Reconciliation of funds</b>					
Total funds brought forward		1,971,794	10,872,604	12,844,398	8,776,478
<b>Total funds carried forward</b>		<b>1,105,706</b>	<b>5,828,534</b>	<b>6,934,240</b>	<b>12,844,398</b>

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

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

# BALANCE SHEET AS AT 31 DECEMBER 2022

Company no. 08553893

	Note	£	2022 £	£	2021 £
<b>Fixed assets</b>					
Intangible assets	16		215,390		149,622
Tangible fixed assets	17		1,887,264		1,906,878
Investment properties	18		665,000		665,000
			<b>2,767,654</b>		<b>2,721,500</b>
<b>Current assets</b>					
Debtors	19	994,383		1,670,266	
Cash at bank and in hand	24	7,094,707		12,013,755	
			<b>8,089,090</b>	<b>13,684,021</b>	
<b>Creditors: amounts falling due within one year</b>	20	<b>(3,922,504)</b>		<b>(3,561,123)</b>	
<b>Net current assets</b>			<b>4,166,586</b>		<b>10,122,898</b>
<b>Net assets</b>			<b>6,934,240</b>		<b>12,844,398</b>
<b>The funds of the Charity</b>	21				
Unrestricted funds			1,105,706		1,971,794
Restricted funds			5,828,534		10,872,604
<b>Total Charity funds</b>			<b>6,934,240</b>		<b>12,844,398</b>

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 £
<b>Net cash generated from operating activities</b>	23	<b>(4,647,652)</b>	4,581,229
<b>Cash flows from investment activities</b>			
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
<b>Net cash (used in) / generated from investing activities</b>		<b>(271,396)</b>	(147,706)
<b>Increase in cash and cash equivalents in the year</b>		<b>(4,919,048)</b>	4,433,523
Cash and cash equivalents at the beginning of the year		12,013,755	7,580,232
<b>Cash and cash equivalents at the end of the year</b>	24	<b>7,094,707</b>	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
	<b>6,118,583</b>	<b>33,643,771</b>	<b>39,762,354</b>

	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
	<b>5,058,014</b>	<b>27,583,114</b>	<b>32,641,128</b>

## 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
	<b>133,136</b>	<b>-</b>	<b>133,136</b>
	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
	<b>52,751</b>	<b>-</b>	<b>52,751</b>

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Property rental income	42,000	-	42,000
Bank interest receivable	28	-	28
	<b>42,028</b>	<b>-</b>	<b>42,028</b>

## 6. Other income

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Government grants	-	-	-
Gain on the sale of tangible fixed assets	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>
	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
	<u>32,113</u>	<u>-</u>	<u>32,113</u>

## 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
	<u>1,638,861</u>	<u>10,279,472</u>	<u>11,918,333</u>
	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
	<u>812,787</u>	<u>7,837,984</u>	<u>8,650,771</u>

## 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
General country restricted income	4,633,144	1,477,327	6,110,471
	<u>4,633,144</u>	<u>31,504,198</u>	<u>36,137,342</u>
	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
	<u>3,368,160</u>	<u>19,249,886</u>	<u>22,618,046</u>

## 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
	<b>8,181,093</b>	<b>5,403,466</b>

## 10. Charitable capacity building

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
<b>Affiliate office support</b>	<b>898,553</b>	<b>-</b>	<b>898,553</b>
	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
	<u>3,385,310</u>	<u>3,435,897</u>

### 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
	<u>3,385,310</u>	<u>3,435,897</u>

### 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
	<u>500,604</u>	<u>490,057</u>

## 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
	<u>328,569</u>	<u>331,262</u>

## 13. Auditor's remuneration

	2022 £	2021 £
Fees payable to the Charity's auditor and its associates for the audit of the financial statements	<u>72,307</u>	<u>97,503</u>

## 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
	<b>6,746,296</b>	<b>5,525,682</b>

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
	<b>505</b>	<b>475</b>

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

Cost	Software £
At 1 January 2022	404,218
Additions	149,358
At 31 December 2022	<b>553,576</b>
<b>Amortisation</b>	
At 1 January 2022	254,596
Charge for the year	83,590
At 31 December 2022	<b>338,186</b>
<b>Net book value</b>	
<b>At 31 December 2022</b>	<b>215,390</b>
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 £
<b>Cost</b>				
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	<b>1,440,462</b>	<b>1,290,549</b>	<b>117,789</b>	<b>2,848,800</b>
<b>Depreciation</b>				
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	<b>137,028</b>	<b>767,676</b>	<b>56,832</b>	<b>961,536</b>
<b>Net book value</b>				
<b>At 31 December 2022</b>	<b>1,303,434</b>	<b>522,873</b>	<b>60,957</b>	<b>1,887,264</b>
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	<b>665,000</b>	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	<b>950,585</b>	1,205,668
Prepayments and accrued income	<b>43,798</b>	464,598
	<b>994,383</b>	1,670,266

## 20. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	<b>1,524,123</b>	695,055
Other taxation and social security	<b>437,492</b>	323,656
Other creditors	<b>717,541</b>	1,481,892
Accruals and deferred income	<b>1,243,348</b>	1,060,520
	<b>3,922,504</b>	3,561,123



## 21. Statement of funds

	At 1 January 2022 £	Income £	Expenditure £	Gains and (losses) £	Transfers in / (out) £	At 31 December 2022 £
<b>Unrestricted funds</b>						
General funds	1,971,794	6,304,470	(4,125,617)	-	(3,044,941)	1,105,706
<b>Restricted funds</b>						
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
	<b>10,872,604</b>	<b>36,739,600</b>	<b>(44,828,611)</b>	<b>-</b>	<b>3,044,941</b>	<b>5,828,534</b>
<b>Total of funds</b>	<b>12,844,398</b>	<b>43,044,070</b>	<b>(48,954,228)</b>	<b>-</b>	<b>-</b>	<b>6,934,240</b>

	At 1 January 2021 £	Income £	Expenditure £	Gains and (losses) £	Transfers in / (out) £	At 31 December 2021 £
<b>Unrestricted funds</b>						
General funds	1,171,376	5,162,903	(4,248,684)	65,000	(178,801)	1,971,794
<b>Restricted funds</b>						
Education	143,207	705,134	(755,602)	-	325,819	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
	<b>7,605,102</b>	<b>30,355,372</b>	<b>(27,266,671)</b>	<b>-</b>	<b>178,801</b>	<b>10,872,604</b>
<b>Total of funds</b>	<b>8,776,478</b>	<b>35,518,275</b>	<b>(31,515,355)</b>	<b>65,000</b>	<b>-</b>	<b>12,844,398</b>

## 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
	<b>1,105,706</b>	<b>5,828,534</b>	<b>6,934,240</b>
	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
	<b>1,971,794</b>	<b>10,872,604</b>	<b>12,844,398</b>

## 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
<b>Adjustment for:</b>		
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
<b>Net cash generated from operating activities</b>	<b>(4,647,652)</b>	<b>4,581,229</b>

## 24. Analysis of cash and cash equivalents

	2022 £	2021 £
Cash at bank and in hand	<u>7,094,707</u>	<u>12,013,755</u>

## 25. Analysis of prior year statement of financial activities

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
<b>Income</b>			
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
<b>Total income</b>	<u>5,162,902</u>	<u>30,355,373</u>	<u>35,518,275</u>
<b>Expenditure</b>			
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
<b>Total expenditure</b>	<u>4,427,485</u>	<u>27,087,870</u>	<u>31,515,355</u>
<b>Net income for the year</b>	735,418	3,267,502	4,002,920
<b>Other Recognised gains</b>			
Gains on revaluation of investment properties	65,000		65,000
<b>Net movement in funds for the year</b>	<u>800,418</u>	<u>3,267,502</u>	<u>4,067,920</u>
<b>Reconciliation of funds</b>			
Total funds brought forward	1,171,376	7,605,102	8,776,478
<b>Total funds carried forward</b>	<u>1,971,794</u>	<u>10,872,604</u>	<u>12,844,398</u>

## 26. Pension commitments

The Charity operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the Charity in an independently administered fund. The pension cost charge represents contributions payable by the Charity to the fund and amounted to £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	<b>130,000</b>	50,576
Later than one year and not later than five years	<b>245,833</b>	40,000
	<u><b>375,833</b></u>	<u>90,576</u>

## 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 arrangement 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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