



ANNUAL REPORT 2019



> In 2019, Human Appeal supported **1,683,658** people with life-saving humanitarian aid as well as the tools needed to fight poverty and build a sustainable future.

We:



CONTENTS

Corporate directory	5
Welcome from the Chair.....	6
A message from our CEO	7
Strategic report.....	8
Where we work.....	10
Strategic plan.....	12
Our sectoral priorities	14
Our impact in 2019	16
Bangladesh	18
Iraq.....	20
Myanmar.....	22
Pakistan.....	24
Palestine.....	26
Somalia.....	30
Syria.....	32
Yemen.....	34
Orphan sponsorship.....	36
Sustainable development through special requests.....	38
Seasonal campaigns	42
Institutional funding and strategic partnerships	44
Community fundraising	46
Communications and public relations	48
Volunteering programme.....	50
Staff learning and development.....	56
Principal risks and uncertainties.....	58
Major Risks.....	60
Structure, governance, and management.....	62
Financial Review	66
Trustees Assessment of Going Concern.....	68
Statement of Reserves	70
Independent Auditor's Report to the Members of Human Appeal	72
Statement of Financial Activities.....	76
Balance Sheet.....	77
Statement of Cash Flows.....	78
Notes to the Financial Statements	79

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:

Human Appeal, Pennine House, Carrs Road,
SK8 2BL, United Kingdom

Directors and trustees:

Dr. Kamil Omoteso (Chair of the Board)

Mr. Mohammed Yousef

Mr. Omar Mashjari

Dr. Kenneth Baldwin

Change taking place after 31 December 2018 (as at 28 July 2021):

Dr. Ihab Saad retired from the Board of Trustees on 24 August 2020. Dr. Hossam Said retired from the Board of Trustees on 28 August 2020. Dr. Hussain Nagi retired from the Board of Trustees on 18 October 2020. Mr. Imad Zahida retired from the Board of Trustees on 11 November 2019 and Dr. Kasim Randeree retired from the Board of Trustees on 1 December 2019. Dr. Kenneth Baldwin joined the Board of Trustees on 1 December 2020.

Executive directors:

Chief Executive Officer: Dr. Mohamed Ashmawey

Interim People and Culture Director: Pulvisha Raja

Programmes Director: Mehdi Benmrاد

Fund Development Director: Zaheer Khan

Communications Director: Owais Khan

Emerging Markets Director: Hameed Al-Asaly

Director of Finance and Services: Graham Sutherland

Change taking place after 31 December 2018 (as at 28 July 2021):

Dr. Mohamed Ashmawey became Chief Executive Officer in April 2019. Graham Sutherland became Director of Finance & Services in August 2019. Elfatih Ibrahim retired from his role as Chief Operating Officer in January 2020. Owais Khan became Director of Communications in January 2020. Mehdi Benmrاد became Director of Programmes in January 2020, replacing interim Director Arif Sayed Muhammad. Zaheer Khan became Director of Fund Development in 2020. Pulvisha Raja became interim Director of People and Culture in May 2020, replacing Karim Samir.

Solicitor

Johns and Saggar

16 High Holborn, London WC1 6BX

Bankers

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

WELCOME FROM OUR CHAIR

DR KAMIL ZAKARIYYA OMOTESO



I'm delighted to introduce you to Human Appeal's 28th Annual Report. After facing great challenges as an organisation in 2017 and 2018, we were privileged to be joined by our new CEO in 2019, Dr Mohamed Ashmawey. Under his guidance, we have transformed the strategies and structures of Human Appeal, resulting in a more effective, stable, and transparent organisation.

In 2019, we expanded our senior leadership team to include new senior members of staff, in addition to recruiting new directors.

The new leadership has proven effective over the course of the year, improving communication, transparency, control, and accountability of our country offices. We also strengthened the senior management in our country offices through the training and hiring of experienced staff.

Human Appeal's long-term strategy was launched in 2017 and focused on our commitment to assist and empower marginalised people to build stronger, more resilient communities and brighter futures. In 2019, we took stock of our commitment to these values and how to prioritise our efforts over the coming years to realign our work with our strategy and values, and to improve the levels of development across all the Sustainable Development Goals (SDGs), with a focus on equality.

To this end, we focused on maximising our resources – not just increasing funding, but also innovating in how we use it to improve the sustainability of our work.

While our core objective for 2019 was to regain stability, in 2020, we're looking to focus on growing and expanding our work, helping communities to lift themselves out of poverty for good.

Our new and improved Human Appeal is a growing, effective, and efficient organisation, with a reaffirmed intention to help as many vulnerable people around the world as our supporters enable us to. While our work is increasing in demand as people face rising hardship, we know that, like many, we face an uncertain future amid economic and political uncertainty, a competitive fundraising environment, and industry cuts to institutional funding.

Amid these challenges, we pledge to continue to do our utmost to be mindful of the longevity and sustainability of our organisation at every juncture, so that we can always continue to support the most vulnerable.

I would like to take a moment to thank our trustees, Mr Imad Zahidah and Dr Kasim Randeree, who retired in 2019, for their dedication over the years. All of us at Human Appeal are extremely grateful to you for sharing your expertise so generously.

We're incredibly grateful to those who supported us as we worked to improve and stabilise the charity in 2019. The generosity and patience of our supporters has enabled us to continue to provide lifesaving aid to those who need it most. Our volunteers are our backbone – from those working to fundraise and mobilise, to my fellow trustees – all those who give their time to this organisation have enabled us to improve our structures, processes, and systems to ensure we can continue tackling poverty and empowering vulnerable communities.

As we look forward to 2020, I'm confident that Dr. Ashmawey's experience, and our staff and supporters' dedication and expertise, will help Human Appeal to deliver real and lasting change for the Human Appeal family and the communities in which we work. Together, we will work to make the world a fairer place, and do so with compassion, transparency, and respect.

A MESSAGE FROM OUR NEW CEO

DR MOHAMED ASHMAWEY



I feel incredibly privileged to have led Human Appeal during such a pivotal year; a feeling only matched by my great sense of responsibility to build on the work we've achieved so far.

In my first year at the head of the Human Appeal family, together we helped 1,683,658 people in 16 countries in 2019. Our partner offices in France, Spain and Ireland did an incredible job connecting with their local communities and communicating the life-saving work that we do. In all, our income throughout the year exceeded £19 million.

Since I joined in April 2019, I've overseen extensive changes which have helped the organisation to become more innovative, transparent, and accountable. Human Appeal has welcomed a host of skilled senior managers and promoted seasoned staff internally. Together, we rolled out a series of new policies that improved our governance, safeguarding, and accountability. In June, at a conference in Turkey, we reformed our governance structure to give the global offices and staff greater representation in our growth and strategic direction.

I've been impressed by the willingness and determination of the Human Appeal family to reflect, evaluate, and improve across the breadth of our work. In just over a year, our organisation has been transformed by the new changes, and we find ourselves stronger, more resilient, and more accountable than ever. We'll continue to do all that we can to rebuild the charity that we all know and love, and to continue earning the trust of our supporters.

Over the course of the year we also made significant progress in achieving our core objectives, including contributing to the UN's Sustainable Development Goals (SDGs), in particular SDGs 1 – no poverty, 2 – zero hunger, 3 – good health and wellbeing, 4 – quality education, 6 – clean water and sanitation, and 8 – decent work and economic growth.

We reaffirmed and strengthened our commitment to improving monitoring, evaluation and enhancing quality in all our programmes – with a particular focus on child protection and safeguarding. We also continued to invest our unrestricted funds in the areas where they could have the most impact, focusing on sustainable, resilient development that transforms communities year after year.

I would like to draw your attention to some projects that hit close to home for me personally in 2019. Firstly in Iraq, we carried out a school feeding programme across 49 schools in Ninewa and Anbar, helping 80,000 children to stay nourished and in education – in accordance with SDGs 2 and 4.

In drought-prone Tharparkar, Pakistan, communities struggle daily with a severe lack of access to basic necessities. In an integrated project, we transformed six villages, providing the resources they needed most such as clean water sources, garden kitchen tools and training, and livestock, helping a total of 7,731 people. In Sarrah village, for example, we constructed 30 latrines, a solar-powered water well, and solar-powered street and household lighting. You can read more about how we helped Sarrah village to meet SDGs 3 and 6 on page 24.

In Gaza, 97 per cent of the water is contaminated and undrinkable. At Rafah border crossing we installed a desalination plant, which provides clean water to 33,000 travellers and staff each month, working towards SDG 6.

Families in Aleppo, Syria, faced displacement, frequent airstrikes, and extreme hardship. Our Al Imaan Hospital provided maternal, paediatric, and emergency healthcare to 38,354 people last year, supporting SDG 3.

And in Yemen, where 14 million people were at risk of starvation, our teams worked in extreme conditions to treat malnutrition, delivering baskets of food and emergency nutrition, supporting a total of 524,542 people and working towards SDGs 2 and 3.

Our strategy has continued to evolve in 2019 and now we are working towards our strategic plan for 2020 and beyond, which continues our commitment to learn from our expert staff, volunteers, partners, supporters, and, most of all, the people we support. We're dedicated to delivering transformative change and working to end poverty in the most impactful way possible, in order to empower the most vulnerable people around the world.

I am immensely proud of what the Human Appeal family has achieved in 2019 and I thank every person who has helped me to lead the organisation successfully during my first year of appointment. Above all, I thank Allah, the most Merciful, for blessing us with the means and opportunity to serve humanity.

As the year drew to a close, we witnessed the start of the outbreak of coronavirus, which has since spiralled into a global pandemic with a profound impact on all of us. For the Human Appeal family, it affected our day-to-day running – at our headquarters, our country offices, and among the people we help, who found themselves pushed into deeper hardship.

Sometimes the challenges we face in the world can seem insurmountable, but with hard work, we will continue to make a positive change in the world, by the grace of Allah. And by His will, the Human Appeal family will be there for every human for as long as it takes to achieve a just, caring, and sustainable world.

I'd like to thank Dr. Kamil Omoteso and the entire Board of Trustees for sharing their wisdom, time, and expertise. Their time is given freely and with patience and diligence; I'm grateful for them for continuing to keep us accountable and on course.

I am immensely proud of what the Human Appeal family has achieved in 2019 and I thank every person who has helped me to lead the organisation successfully during my first year of appointment. Above all, I thank Allah, the most Merciful, for blessing us with the means and opportunity to serve humanity.

STRATEGIC REPORT

WHO WE ARE AND WHAT WE DO

Human Appeal is a non-profit organisation working across the globe to strengthen humanity's fight against poverty, social injustice and natural disaster. Through the provision of immediate relief and the establishment of self-sustaining development programmes, we aim to invest in real, effective solutions.

By establishing firm and loyal grassroots relationships with local, national, and international partners, we are able to access some of the most hard-to-reach places in the world, at their most vulnerable of times, allowing us to help people that most other organisations are unable to reach.

Human Appeal believes that establishing stable healthcare, education, and livelihood programmes paves the way for empowered, self-serving communities. We also recognise that the provision of food, medical aid, and emergency shelter in times of humanitarian crisis is essential for the immediate preservation of life. As such, we value the importance of a multi-dimensional aid approach, and dedicate our time to both emergency relief and long-term development.

HUMANITARIAN RELIEF

We are committed to being fast responders to humanitarian needs and emergency situations everywhere we operate with accountability and transparency. Our values of excellence, compassion, trust, respect, justice, and empowerment are central to our approach to international development.

From the conflict in Syria, to the cholera epidemic in Yemen, to the extreme water shortages in Pakistan and Bangladesh, we are on the ground delivering essential aid to local communities, internally displaced people, refugees and returnees. During emergencies, we provide core relief items such as food, water, and shelter.

We also run water, sanitation and hygiene (WASH) interventions, education projects, and support local health centres with medical supplies. We coordinate and manage camps through community-based integrated activities, including protecting the rights and safety of children.

SUSTAINABLE DEVELOPMENT

Our projects align with, and contribute to, the United Nations (UN) Sustainable Development Goals (SDGs). We provide long-term development solutions for the most vulnerable communities. We restore shattered lives and fractured families, reinforce community bonds, and tackle the root causes of the poverty that puts people at a disadvantage.

We supply local communities with the tools to support themselves, build their resilience and ensure their future safety. Our aim is to help them lead a life of dignity, equality, and food and income security. We work to empower them to be resilient to climate change and natural disasters.

SEASONAL PROGRAMMES

Our seasonal programmes reflect our Islamic faith but serve all vulnerable communities, regardless of belief. Every year, we connect our donors with the people we support through our Feed the Fasting programme, funded by Ramadan donations and by Zakat (the giving of a set proportion of wealth to charity). During Eid al-Adha we perform Qurbani, the sacrifice of animals, and distribute the meat to vulnerable families. Our annual winter campaigns focus on shelter, warm clothing, and non-food items (NFIs).

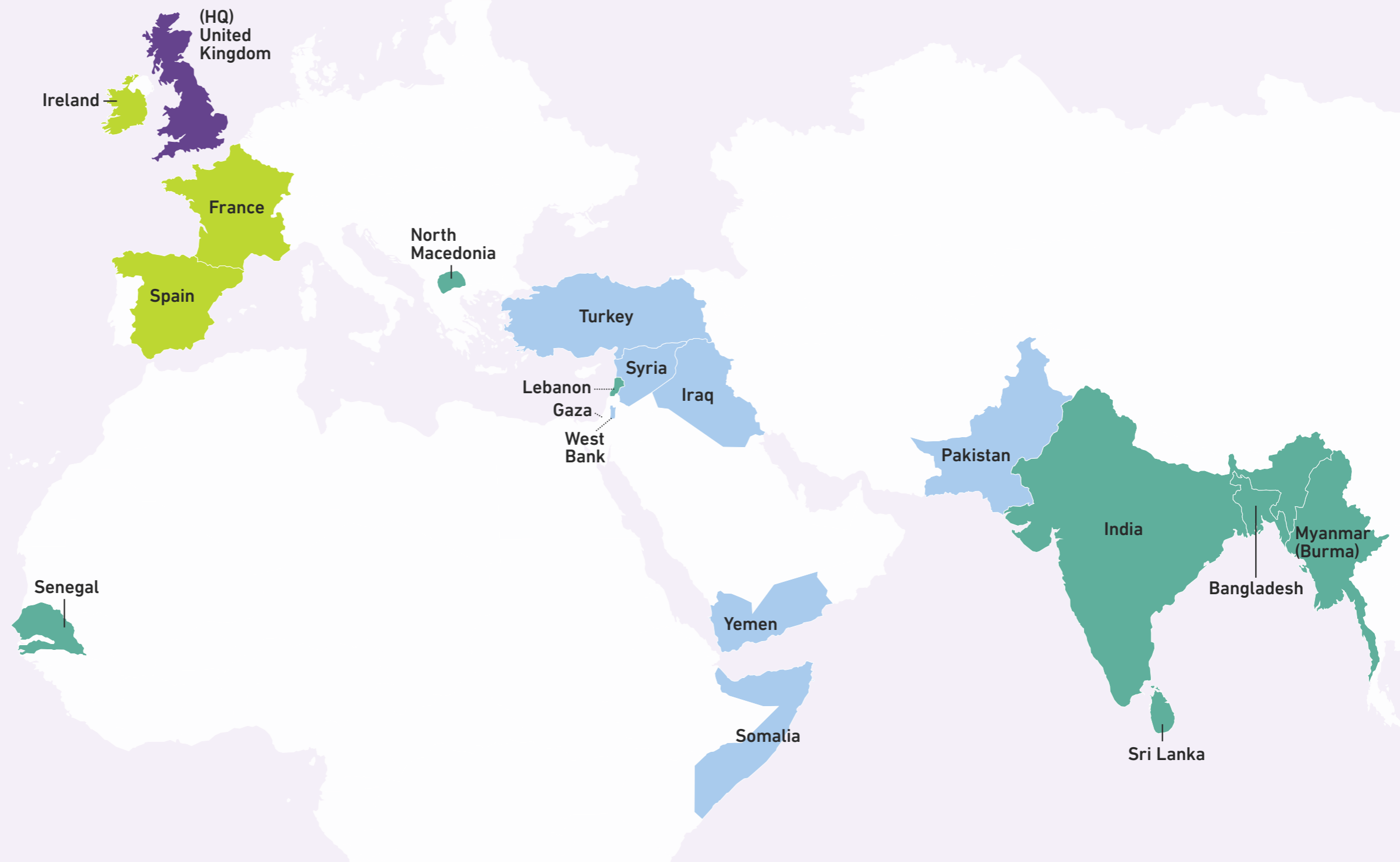
CHILD WELFARE

Child protection is central to all of our work. Our orphan sponsorship programme allows sponsors to donate on a monthly one-to-one basis to help an orphaned child to meet their basic needs, including food and shelter. Sponsored children of school age are required to continue their education in order to help them to have empowered futures.



WHERE WE WORK

In 2019, we worked tirelessly in some of the poorest countries in the world to help people escape the hardship of poverty, conflict and natural disasters. With the help of our partners, we were able to support people in some of the most hard-to-reach places of the world.



STRATEGIC PLAN

OUR STRATEGIC KEY PRIORITIES

To ensure that we are always striving for excellence and that we expand our capability to help the world's most vulnerable, every year we work towards ten Strategic Key Priorities (SKPs). This helps us to ensure that Human Appeal is growing innovatively, held accountable, and committed to ongoing improvement in every aspect of our work.

1. Increase year-on-year fundraising income by one third, ensuring an 80/20 split, and prioritising general funds.
2. Increase donors year-on-year.
3. Improve retention of existing donors.
4. Create an innovative volunteer development programme.
5. Accomplish a step change in the quality and efficiency of our work in every department throughout the organisation.
6. Develop staff to high professional standards and improve staff satisfaction throughout the organisation, including succession planning for all departments.
7. Identify and mitigate risk.
8. Ensure value-for-money.
9. Boost and strengthen our brand and identity.
10. Develop a more coherent interface with donors and demonstrate beneficiary impact.

GLOBAL PROGRAMMES STRATEGY 2018–2020

Since launching in 2018, our Global Programmes Strategy 2018-2020 has been embedded into our approach to global development programming. Throughout 2019, the following six strategic goals remained at the forefront of our work:

1. Strengthen principled humanitarian action.
2. Maximise impact for sustainable change.
3. Ensure programme quality.
4. Strengthen and enhance the orphan and child welfare programme.
5. Strengthen the delivery and impact of UK projects.
6. Secure quality and sustainable income to support our work.



OUR SECTORAL PRIORITIES



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 a one-to-one sponsorship programme to improve child welfare precisely, 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 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, shelter and medical aid, as well as through camp management, protection, WASH, education and the support of local health facilities.



➤ In 2019, we helped
1,683,658
vulnerable people
globally



833,940
received health and
medical assistance



333,660
supported through water,
health and sanitation



343,150
received emergency
food aid



76,751
benefited from
protection support



40,101
received food security
and livelihood assistance



26,220
supported through
child welfare



20,148
benefited from
NFIs and shelter



9,688
people reached with
education projects

■ BANGLADESH

IN 2019, WE SUPPORTED 3,600 VULNERABLE PEOPLE THROUGH SUSTAINABLE WASH PROGRAMMES.

In Bangladesh, a staggering 31 per cent of the population live on less than £2.50 a day. The struggle to survive is compounded by poor health and sanitation facilities. With a population of 165 million, 5 million people in Bangladesh don't have access to safe water and 85 million lack improved sanitation.

Those living in the western parts of Bangladesh face severe challenges in accessing clean water and sanitation. Confronted with poor soils and frequent flooding, the people of Satkhira District have limited access to basic services, leaving them vulnerable to malnutrition, morbidity, and mortality. They lack access to safe drinking water, with the nearest clean water point over five miles away, forcing families to rely on local dirty water sources, which has driven up the spread of waterborne disease. Although the community has access to an aquifer, high levels of arsenic, salt, and iron mean that the water is unfit for human consumption, with the high arsenic levels alone causing cancers and a variety of other serious health conditions.

SUSTAINABLE SAFE WATER AND ENHANCED SANITATION AND HYGIENE IN SATKHIRA DISTRICT

In 2019, we set ourselves the goal to improve the wellbeing of people in Dakshin Sreepur union, Satkhira District, by ensuring the availability and sustainable management of clean water and sanitation for 3,600 vulnerable people, including 2,000 children.

We partnered locally with Dhaka Ahsania Mission (DAM) to construct three water plants in Fatehpur and Uttar Sreepur to decontaminate and desalinate the water in the local aquifer, ensuring the communities had direct access to a continuous supply of safe, clean water.

To complement the construction of the water plants, we implemented activities that focused on developing the community's knowledge and practice of water safety and good hygiene. Each month, DAM staff provided training to the community WASH groups, where they received information on handwashing, good hygiene practice, and clean water management, directly reaching an average of 102 people at each session. These awareness sessions took place on a monthly basis, empowering and mobilising people to advocate for improved hygiene practices in their communities.



IRAQ

IN 2019, WE SUPPORTED A TOTAL OF 113,032 VULNERABLE PEOPLE IN IRAQ.



Over the past 15 years, Iraqis have endured political instability, violence, corruption, disease outbreaks, and natural disasters including earthquakes, and floods. Iraq is an anomaly, being both an upper middle-income country and also at very high risk of humanitarian crisis. Years of conflict have uprooted millions of people, eroded social cohesion, disrupted access to basic services, destroyed livelihoods and led to increased protection risks. With weak central governance and limited progress towards recovery and development, Iraq's recovery has become protracted, and millions of people across Iraq remain in need of humanitarian assistance. Women and children are among the most vulnerable to hunger, poverty, abuse, and exploitation.

In 2019, we helped 113,032 vulnerable people in Iraq to fight food insecurity, access education, improve shelter, and overcome abuse and exploitation. Here are some highlights from our interventions:

SUPPORTING CONFLICT-AFFECTED CHILDREN IN ANBAR WITH UNICEF

We partnered with UNICEF to support 2,505 conflict-affected children in Ana, Anbar through child protection initiatives, with a focus on psychosocial support, case management, and referrals.

Through this programme, we addressed the protection risks for Iraqi children including child labour, child

marriage, sexual abuse, and trauma. We also provided legal representation and counselling to children and their families or guardians seeking to obtain birth certificates or missing civil documentation that prevents children from being able to exercise their rights and access local services.

We established a child-friendly space as a base for delivering psychosocial support activities for 1,000 children and youths. Our work included life skills and vocational training for vulnerable adolescents, recreational and outreach activities, and non-formal education.

We strengthened awareness of children's rights and child protection mechanisms by working with local communities to establish child protection patrol committees, organise trainings and meetings, and circulate information.

FIGHTING FOOD INSECURITY IN HAWIJA

Over 2.3 million displaced people and 3.5 million returnees are extremely vulnerable, with very limited access to humanitarian assistance in western Anbar and Hawija. Social tensions continue to rise, particularly in areas where returnee communities and those who have remained face economic or social hardship.

In Hawija, Kirkuk Province, around 70 per cent of the markets in Hawija Markaz, Al-Riyadh and Al Rashed

were completely destroyed by air strikes and heavy fighting. Many families have lost assets and income opportunities, and are experiencing food insecurity due to the destruction of these markets and the disruption to transport networks and farming.

In 2019, Human Appeal helped to improve the short-term food security of 25,558 conflict-affected internally-displaced people (IDPs), returnees and other vulnerable families in hard-to-reach areas in Hawija by providing food rations for four months. The size and composition of the food basket was tailored to local preferences, demographic profile, activity levels, climate, local coping capacity, and existing levels of malnutrition and disease. Each portion provided 2,100 calories per person per day, ensuring every person has enough nutritious food to meet national nutritional requirements and to support their physical and mental wellbeing.

SHELTER REHABILITATION FOR WAR-AFFECTED COMMUNITIES IN NINEWA

Of the 2.4 million Iraqis estimated to need shelter and non-food items, almost 700,000 remain in critically inadequate shelter, including unfinished and abandoned structures, makeshift shelters, worn tents, and non-residential public and religious buildings. These conditions do not offer adequate safety, privacy, dignity, or protection from harsh weather, leading to serious health and protection risks, and placing additional stress on the physical and mental wellbeing of vulnerable conflicted-affected people.

Human Appeal partnered with the UN Refugee Agency (UNHCR) to initiate a protection assistance and shelter intervention in Ninewa throughout 2019. We ensured the most vulnerable returnees and host communities, whose shelters were majorly damaged during military operations, were adequately protected again through the rehabilitation of 400 war-damaged shelters. Where necessary, and depending on the level of damage, we referred cases to other projects, including cash assistance and refugee housing units programmes.

PROTECTION ASSISTANCE TO VULNERABLE WOMEN AT OUR SAKINA CENTRE IN MOSUL

Iraqi women and girls continue to endure domestic violence, sexual violence, forced marriage, and denial of access to rights and resources. Livelihood opportunities

and shelter services for gender-based violence survivors is limited; many refuse referral to specialised services due to fear of stigma, mistrust of available services or avenues for legal redress, as well as the potential for further violence.

At our Sakina Centre in West Mosul, our dedicated team worked to provide women and children affected by gender-based violence, abuse, and exploitation with vital services to help them overcome trauma and build a sustainable future, free from harm.

In all, we assisted 1,127 women with vocational and life-skills training, 624 women and girls with psychosocial support, 349 women with legal assistance, 795 women and girls with awareness-raising activities and 140 women suffering from gender-based violence with full case management.

IMPLEMENTING THE NATIONAL SCHOOL FEEDING PROGRAMME IN NINEWA AND ANBAR

Following a successful pilot programme in 2018, we implemented the World Food Programme's (WFP) National School Feeding Programme 2019-2020 in primary schools in Tal Afar, Ninewa and Ana, Anbar, in partnership with Iraq's Ministry of Education. Through this project we aimed to address the short-term hunger of vulnerable Iraqi children by improving their nutrition, health, and hygiene, which also incentivised school enrolment, retention, and attendance.

Throughout the academic year of 2019-2020, the project targeted 21 primary schools in Tal Afar district, with approximately 75,000 students, and 28 schools in Ana district, with approximately 5,500 students. Each student received a food basket four times a week throughout the school year.

We also aimed to improve the resilience of the local economies by sourcing produce from local farmers and markets, and hiring local labourers for procurement, transport, distribution, and staffing.

We also supported 136 cash-for-work beneficiaries, who were engaged in food handling, packing, and distribution as a temporary livelihood opportunity for increased income and skill-building. We ensured that 30 per cent of participants were female and gave priority to vulnerable female-headed households.

MYANMAR

IN 2019, WE SUPPORTED 28,890 VULNERABLE PEOPLE WITH VITAL MEDICAL AID.

Humanitarian needs in Myanmar are driven by conflict, vulnerability to natural disaster, poverty, displacement, food insecurity, limited livelihood opportunities, and widespread inequality. The UN has described the Rohingya community as one of the most persecuted groups of people in the world, having been forced to flee their homes and communities. Many had their homes destroyed, were separated from their families, and fled with no possessions except for the clothes they were wearing.

An estimated 600,000 Rohingya people remain in Rakhine State, Myanmar, including around 126,000 internally displaced people. Those forced to live in displacement camps endure unsafe conditions, and face malnutrition and safety risks. Most do not have access to adequate healthcare facilities, and they are completely reliant on external aid, a provision which is extremely overstretched.

PROVIDING MOBILE MEDICAL CARE TO ROHINGYA REFUGEES IN RAKHINE AND YANGON

In 2019, we set up two mobile medical clinics in the Yangon and Rakhine regions to alleviate the conditions for 26,890 internally displaced Rohingya people, who previously had no access to healthcare facilities. We supported a total of 18,876 people in Rakhine and 8,014 people in Yangon, including 4,469 children across both locations.

By travelling to each community, our mobile medical teams were able to provide the most marginalised with free medicine, prescriptions, and consultations, ensuring those in hard-to-reach places could still access the vital medical care they urgently needed. In addition to the mobile clinics, we also organised awareness sessions to educate the communities about the symptoms and signs of diseases, and the importance and methods of prevention.



PAKISTAN

IN 2019, WE SUPPORTED 140,356
VULNERABLE PEOPLE IN PAKISTAN.



Staggeringly, almost a quarter of the Pakistani population is living below the poverty line, and 40 percent of children under five are stunted due to poor nutrition. 21 million people do not have access to clean, safe, water close to home and more than 70 million do not have to access to improved sanitation, such as decent toilets. Every day in Pakistan, hundreds of children under the age of five die due to diarrhoea and other diseases related to poor water, sanitation, and hygiene. In rural areas, this increases, and whole communities go thirsty in the hot summer months - where temperatures can reach up to 45 degrees Celsius. As a coping mechanism, many people - overwhelmingly women and children - resort to walking long distances every day just to fetch water to meet their basic needs.

In 2019, we supported 140,356 people in Pakistan with sustainable clean water solutions, livelihood opportunities, food security, and protection. Here are some highlights of our interventions:

EMPOWERING RURAL COMMUNITIES THROUGH IMPROVED SANITATION AND HYGIENE IN THARPARKAR

In Sarrah village, Tharparkar, families used to struggle daily with a severe lack of access to healthcare, education, electricity and other basic necessities. The absence of clean water, sanitation and good hygiene in the village was significantly impacting the health of the community. Open defecation was commonplace, resulting in a lack of privacy and safety for women.

Human Appeal worked with the 315 residents of the village over the course of nine months to improve their sanitation and hygiene practices through training and the installation of new facilities. With a community-led approach, we constructed 30 environmentally-friendly, low-cost latrines and provided 15 local masons with the training to sustain, replicate, and expand the model throughout the area.

We installed solar-powered water wells for drinking and washing close to each household and a further 15 solar panels to power street and household lighting, ensuring all members of the village had visibility after dark to continue their daily activities and improve their safety.

We founded and trained a village-led sanitation committee to foster full community ownership of the project and to ensure the maintenance and sustainability of the new sanitation facilities and practices; training included on-site supervision and financial management.

Sarrah village has now been formally declared an open defecation-free village by the local government, and the health and wellbeing of its community continues to improve.

TRANSFORMING NAKKA THALLA VILLAGE IN PAKISTAN-ADMINISTERED KASHMIR

In 2019 we upgraded the entire water system in Nakka Thalla village in Tehsil Bhimber, ensuring 1,500 people and their livestock could access enough clean, drinkable water to meet their daily needs.

The original water tank and tube well in the village were constructed in 2010, but over nine years of use, the infrastructure depreciated and no longer met the needs of the growing village. The pumping system was also dependent on the availability of electricity, which was inconsistent, unreliable, and costly, resulting in the whole village often going without water.

Human Appeal installed a solar-powered pump, the first of its kind in the whole district, ensuring the community is no longer dependent on expensive electricity, saving them approximately 20,000 rupees (£95) per month. The new water pump system works at all hours of the day, providing the village with unlimited and uninterrupted access to water.

We also constructed an additional water storage tank, 4,000 feet high on a hillside. It stores over 30,000 gallons of water, providing every household with enough fresh water to meet their drinking and domestic needs. Consequently, women and children are no longer forced to walk long distances for sufficient access to clean water.

By delivering awareness sessions alongside this project, the community now knows how to recognise and prevent the spread of waterborne illnesses. The new village water committee has also been trained on operational maintenance and financial management of the water supply scheme, ensuring its long-term sustainability.

PROTECTING AND EMPOWERING ORPHANED GIRLS IN RURAL ISLAMABAD

Support for orphaned children in Pakistan is limited, making them some of the most impoverished, vulnerable, and at-risk members of society. Orphaned girls are particularly at risk due to gendered marginalisation and increased protection risks, as well as a lack of availability of services dedicated to young girls' needs.

Between March and November 2019 we supported Ghonsla Orphanage in Alipur Village, rural Islamabad, working to improve the health and wellbeing of 40 orphaned girls in their care.

Ghonsla Orphanage was established in 2001 to support orphaned girls aged four to 18 in Pakistan, providing them with shelter, food, access to healthcare and education, and a place to call home. Due to the increase in demand, the orphanage moved to a new plot, but struggled to sustain itself while working to cover the costs of unfinished construction.

Human Appeal completed, renovated, and furnished all four of the unfinished rooms in the orphanage, and installed electricity in each of them. We also constructed six washrooms for the girls, enabling them to maintain good hygiene with space and dignity.

To improve the safety of the girls at the facility, we installed security cameras on the premises and delivered awareness sessions on child protection risks and mitigation practices. We also helped to reduce the economic burden on the orphanage and sponsored all 40 girls with enough nutritious food to last for four months. Today, with the help of our supporters, the girls at Ghonsla Orphanage have a safe and secure place to grow and thrive.

PALESTINE

IN 2019, WE SUPPORTED 519,877
VULNERABLE PEOPLE IN PALESTINE.



Palestine has endured years of humanitarian crises. Gaza's 2 million residents have endured thirteen years of blockade, three devastating wars, medical shortages, inconsistent electricity, a highly contaminated water supply, and the world's highest unemployment rates. In 2019, frequent escalations in violence only added to the pressures on the health infrastructure, which was already collapsing and struggling to meet the daily needs of its community.

In 2019, we provided 519,877 vulnerable Palestinians with access to medical aid, sustainable clean water, winter assistance, nutritious Ramadan parcels during Ramadan, and Qurbani meat. Here are some highlights from our interventions:

SUPPORTING GAZA'S HOSPITALS WITH LIFE-SAVING MEDICAL AID

In April 2019, hostilities in Gaza escalated; the heavy casualties stretching Gaza's already overwhelmed health system to its limit. 90 per cent of essential drugs and medical disposables were out of stock, forcing hospitals to turn away thousands of people in need of medical attention. Local health authorities issued an urgent appeal for support.

By launching an emergency campaign, we were able to quickly deliver essential life-saving drugs, including anaesthetics and medical disposables needed to treat the wounded, chronically sick, and those in need of life-saving surgeries. We provided a total of 10,100 drugs which were used in hospitals and clinics throughout Gaza.

The project directly reduced the level of deterioration of access to emergency healthcare in Gaza, limited the disruption to critical care, and contributed to saving the lives of thousands of critically-wounded patients who needed surgery, helping to limit the disruption to critical care services.

IN A HOSPITAL, SALTY WATER IS DEADLY

Human Appeal installed desalination units and repaired the water networks in three of Gaza's hospitals so that patients would have access to safe drinking water, and to prevent the deterioration of medical equipment. Each month, 75,222 people benefit from this clean water project, including patients, their families, and staff.

Our desalination unit at Al-Shifa Hospital, Gaza, provides clean water to operating theatres, analysis labs, sterilisation services, laundry units and to 500 dialysis patients. Khaled Abu Jayyab, Head of Mechanics explains how salty water affects patient treatment, and how our clean water solutions save lives:

"We're here at the seawater desalination plant which serves Al-Shifa medical complex – the biggest hospital in Gaza, which treats more than 2,000 patients per day.

"This desalination plant was established four years ago, but since then, salinity levels have doubled, and

many filtration membranes have deteriorated and been blocked. There are unprecedented levels of contamination, exposing patients to health risks, and damaging medical equipment – even increasing post-treatment infections by up to 50 per cent.

"Salty water can damage critical equipment in operation theatres, affect the accuracy of lab results, and kill dialysis patients who depend on clean water for treatment.

"When we appealed for help in restoring our desalination unit, Human Appeal contacted us immediately and within a week had developed an idea for a project to restore our clean water.

"It's not the first time that Human Appeal has supported us. They've reconstructed our critical CT department and supported other hospitals in Gaza with vital equipment and spare parts for intensive care units and operation theatres so that we're able to provide care and save lives."

IMPROVING THE CAPACITY, CONDITIONS, AND WELLBEING AT AL-SHIFA HOSPITAL

Al-Shifa Hospital is the principal hospital in the Gaza Strip. It serves hundreds of thousands of patients each year, and suffers chronic overcrowding and the frequent failure of vital systems, such as air conditioning. When the air conditioning breaks down, the hospital overheats and sick patients and medical staff alike are forced to bear intense and stuffy conditions. Air conditioning is vital to keep operating theatres and intensive care units cool. Without it, the productivity of health staff diminishes and patients are frequently confronted with long waiting times for urgent treatment.

In 2019, Human Appeal rehabilitated the air conditioning systems of six surgical operating theatres and the Intensive Care Unit (ICU) to ensure that Al-Shifa Hospital could increase its capacity to provide lifesaving care to the patients who needed it. Now, thanks to the improved conditions for staff and patients alike, the operating rooms and ICU are able to serve around 200,000 patients per year.

BRINGING FRESH, DRINKABLE WATER TO RAFAH CROSSING

In Gaza, 97 percent of the water is unfit for human consumption, having been contaminated with salt, sewage, and chemicals. The quality of water continues to deteriorate, particularly in Gaza's southern governorates, making it extremely difficult for Palestinians to meet their basic needs.

In May 2019, Human Appeal constructed a desalination plant at Rafah crossing on the Palestinian-Egyptian border. We also updated and maintained the water facilities at Rafah crossing and installed water dispensers in both the arrivals and departures halls.

The desalination plant supplies consistent clean water to 33,000 travellers and staff per month at Rafah crossing and the nearby Karam Abu Salem commercial crossing, eliminating the need to buy expensive water from private vendors. Technical staff at Rafah crossing received a two-day training course, which provided them with the skills to operate and maintain the plant, including equipment repairs, water testing, and risk management.

ENTREPRENEURING YOUNG WOMEN

Jinaya comes from a long line of farmers, but the 26-year-old from Jenin, Palestine, wanted to go into business. She graduated in Business Administration and, after working for a couple of years, she soon found herself unemployed, like 33 per cent of Palestinian women.

But her dream of running her own business endured, and when her sister told her about Human Appeal's agribusiness entrepreneurship project, Jinaya knew she had to apply.

She proposed an ingenious strawberry farming business plan and was one of 21 women that Human Appeal provided with training in business, entrepreneurship, and project management.

Her idea was to use an unusual irrigation system to support the cultivation of strawberry plants. By using planters made of coconuts, with in-built irrigation,

she could increase productivity and save water.

Human Appeal provided her with the seeds and raw materials she needed to begin her business.

Today Jinaya is able to combine her love of business with her family skills in farming to create a growing and ingenious start-up. And she's already grown 8,000 strawberry seedlings.

It can be tough starting a business as a woman anywhere, but it's particularly difficult in Palestine, where access to training and materials can be a struggle and where opportunities for female entrepreneurs are rare.

We're proud to be investing in the women of the future.



SOMALIA

IN 2019, WE SUPPORTED A TOTAL OF
100,652 VULNERABLE PEOPLE IN SOMALIA.

The humanitarian needs in Somalia are largely driven by ongoing armed conflict, food insecurity and cyclical climatic shocks. 4.2 million people currently need humanitarian assistance, and 2.6 million people remain internally displaced with limited or no access to basic services. Many have lost their livelihoods and the effect of the humanitarian crisis has been exacerbated by violations and abuses, including sexual and gender-based violence, child recruitment, forced displacement, and attacks on civilian areas and infrastructure. Vulnerable groups, such as women, children, people with disabilities, and members of marginalised communities are especially at risk of violence, exploitation, exclusion, and discrimination.

In 2019, we supported 100,652 vulnerable people in Somalia with nutritious food parcels, sustainable livelihoods for farmers, medical supplies, and essential NFIs. Here are some highlights from our interventions:

FIGHTING HUNGER IN MOGADISHU'S DISPLACEMENT CAMPS

Over 1.5 million people in Somalia face acute levels of food insecurity and require immediate assistance for their survival. Two million people – over 60 per cent of all food insecure people are either internally displaced or are living in extremely vulnerable conditions. Amongst the most at risk of food insecurity are people displaced by conflict, those who lost most or all their livestock during the 2016-2017 drought, and families who were affected by flooding and Cyclone Sagar in 2018.

In 2019, Human Appeal worked to fight food insecurity amongst displaced communities in Somalia. We distributed nutritious food parcels to last a month to 5,160 people who were newly displaced to Kahda and Daynile camps in Mogadishu. Each family received over 70 kilograms of essential foods, including rice, flour, sugar, spaghetti, cooking oil, and milk powder, helping to keep them nourished for an entire month.

In particular, we focused on children under five and pregnant and nursing women. We successfully improved the nutrition levels of these vulnerable groups, helping them to increase their number of meals per day from one to three. Alongside the project, we were able to increase the income of 30 people living in the camps with a cash-for-work programme through which they assisted with the loading and unloading of food parcels for distribution.

SUSTAINABLE FARMING AND CLIMATE RESILIENCE IN GEDO

Food insecurity is also a major challenge the Gedo region of Somalia. Since 2011, there have been three major droughts in Somalia, which triggered widespread hunger and famine. With most livelihoods dependent on agriculture in Gedo, the low rainfall severely impacted the farming communities – particularly in Luuq and Bardera districts – destroying farmland and killing livestock, leaving families without crops to eat or sell for an income.

In 2019, Human Appeal worked with 2,500 small-scale farmers, including 1,000 women, over the course of five months to improve long-term crop production. We installed 50 fuel-powered irrigation pumps in strategic and secure locations along the banks of the river Jubba to increase water flow and crop yield. More than 75 per cent of farmers were also trained on the maintenance and operation of the pumps to ensure long-term sustainability and community ownership of the project.

We also trained 500 farmers on modern, drought-resistant farming to increase their resilience to climate shocks. They, in turn, shared this knowledge and trained the remaining 2,000 farmers, ensuring all could benefit from enhanced farm management. All 2,500 farmers and their families – 15,000 people – are now able to effectively cultivate 2,500 hectares of land to produce enough crops to fulfil their daily food needs and sell the surplus in the local markets to provide a stable income.

EMERGENCY AID FOR DISPLACED PEOPLE IN BANADIR

In late 2019, we supported 3,600 people in displaced and host communities in Banadir with vital household kits containing tents, sleeping mats, rope, mosquito nets, cooking pots, kitchen utensils, and water containers. We also partnered with Americares to distribute emergency medical supplies to 11,000 vulnerable people struggling to access healthcare.



SYRIA

IN 2019, WE SUPPORTED A TOTAL OF **172,674** VULNERABLE PEOPLE IN SYRIA.



Over nine years of conflict has devastated the lives of millions of Syrians, with a staggering 83 per cent living below the poverty line. Ongoing violence has left the economy in ruins, and has decimated homes, hospitals, schools, and markets, leading to widespread loss of livelihoods, pushing millions deep into poverty. More than 13 million Syrians lack sufficient access to healthcare and 2.1 million school-aged children are not in education. More than 11 million people needed humanitarian assistance in 2019, and 6.12 million Syrians remained internally displaced, living in makeshift shelters, tents, or damaged buildings.

In 2019, we provided 172,674 vulnerable Syrians with life-saving and life-sustaining medical aid through Al Imaan Hospital, a mobile clinic, and a primary healthcare centre, as well as through projects providing education, NFIs, and nutrition support. Here are some highlights from our interventions:

PREVENTING DISEASE THROUGH CHILD VACCINATION

In 2019, Human Appeal delivered a multi-antigen vaccination programme for children under five across ten villages in Big Orem and Shaykh Ali, in coordination with the Syrian Immunization Group (SIG). Due to our public awareness campaign about the importance of vaccination,

and the influx of newly-displaced families, we achieved more than 200% of our target number of vaccinations, immunizing a total of 5,068 boys and 4,920 girls.

LIFESAVING MATERNAL AND CHILD HEALTHCARE AND NUTRITION WITH UN OCHA

Despite immense geographical challenges in northern Syria, including frequent airstrikes, artillery fire, and internal conflict, we worked with UN OCHA (United Nations Office for the Coordination of Humanitarian Affairs) to deliver critical health services for vulnerable women, children, and displaced people in rural Aleppo at our Al Imaan hospital and primary healthcare centre.

At Al Imaan hospital, we provided lifesaving and life-sustaining maternal, paediatric, and emergency healthcare for 38,354 vulnerable people and we delivered 1,752 babies.

Through the primary healthcare centre we were able to address the significant gap in access to healthcare in the region and deliver vital services, including child healthcare, reproductive healthcare, prevention, treatment, and control of diseases, and the provision of essential medicines, medical supplies, and equipment.

OVERCOMING TARGETED AIRSTRIKES

Tragically, on 31st August 2019, Human Appeal's Al Imaan Hospital in Big Orem was attacked for the third time, forcing the facility to close its doors. The compound in western rural Aleppo was heavily bombarded by warplanes in the middle of the night which damaged the hospital beyond repair, forcing an immediate suspension of operations, and emergency evacuation of staff and patients. The six strikes by rockets caused severe damage to infrastructure, shattering windows, and blasting shrapnel into the hospital neonatal and operating theatres. The generators were also destroyed, resulting in a power outage which cut off the electricity to essential medical equipment, including incubators supporting premature infants. Ambulances and staff vehicles were also damaged.

The six craters created by the bombardment were just three metres from the hospital building on all sides, indicating a clear systematic targeting of the hospital, and a calculated desire to cause fear amongst all those inside.

Human Appeal has since relocated and reopened a new Al Imaan Hospital in Idlib, but our facility in Aleppo had been the only one of its kind in an area inhabited by around 200,000 people.

BEING THERE FOR THE INJURED, DISPLACED AND PREGNANT IN WAR-HIT IDLIB

Thanks to the ongoing support of our generous donors and the bravery, dedication, and determination of our doctors, midwives, and nurses, Al Imaan Hospital reopened in a new location in Sarmada, Idlib in December 2019, coinciding with a major escalation in the conflict, which injured thousands and forced an estimated 1 million people to flee their homes in Idlib.

The escalation in Idlib pushed the UN to declare that "the biggest humanitarian horror story of the 21st Century" had reached a 'horrifying level.' Markets, schools, and hospitals were attacked and destroyed, leaving thousands injured. Over 80 per cent of those newly-displaced were women and children, with pregnant women, adolescent girls, and new mothers among the most vulnerable and in need of emergency aid.

Al Imaan Hospital was already established and working when the waves of injured and displaced people began arriving in the area. Between December 2019 and February 2020, Al Imaan Hospital provided lifesaving and life-sustaining medical care for 26,092 people, performed despite frequent blackouts and the continuous threat of attack, with staff often having to relocate to the basement of the hospital to continue working in safety.

EDUCATION FOR SYRIAN REFUGEES IN TURKEY AND LEBANON

To promote quality education for young Syrian refugees in Turkey, we trained 32 personal support specialists (PSS) in Kahramanmaraş, Turkey. These workers support Syrian students and their teachers across 34 schools, helping them to overcome trauma and to continue learning effectively. To enhance the wellbeing and social inclusion of Syrian refugee children, we organised extracurricular activities at two schools in Kahramanmaraş and Osmaniye, during which 2,010 school children participated in various sports and social club activities.

YEMEN

IN 2019, WE SUPPORTED A TOTAL OF **524,541** VULNERABLE PEOPLE IN YEMEN.



Yemen continues to host the worst humanitarian crisis in the world. 2019 marked five years of brutal conflict, and the consequent collapse of the economy and the healthcare system has left tens of millions of Yemenis in need. At the end of 2018, an estimated 80 per cent of the population – 24 million people – required some form of humanitarian or protection assistance.

In 2019, 14 million people were at risk of starvation, and over 1 million children were malnourished. With over 2 million people internally displaced, cholera and diphtheria continued to spread rapidly among a population for whom disease is exceptionally lethal. With Yemen on brink of famine in 2019, the scale of need in could not have been more urgent.

In 2019, we worked to improve food security, nutrition levels, and access to healthcare in Yemen, supporting a total of 524,541 vulnerable people. Here are some highlights of our interventions:

FIGHTING MALNUTRITION IN DHALE AND TAIZ GOVERNORATES

Our wide-ranging needs assessment revealed that 160,000 people living in hard-to-reach areas of Yemen had never received nutrition support. Our aim was to reduce acute malnutrition among highly vulnerable populations through increasing their access to community management of acute malnutrition (CMAM) services. With greater access to the services they needed, we were able to help over 66,000 people, including almost 4,000 displaced people. The vast majority of people we helped were women and children.

We supported 15 existing health facilities in Al Dhale and Taiz governorates, as well as introducing three mobile nutritional health clinics to access the most remote areas.

FIGHTING FOOD INSECURITY AMONG NEWLY-DISPLACED PEOPLE IN SOUTHERN YEMEN

In 2019, Human Appeal worked across multiple governorates to improve food security.

Displaced families in Yemen are disproportionately headed by vulnerable and marginalised people. This informed our selection criteria; all households supported through this project contained children under the age of five, a pregnant or nursing woman, or were headed by a person who is female, elderly, or chronically ill.

In Lahj and Aden, we provided food for six months to 1,470 people through cash assistance, which promoted the independence of each household and allowed them to have ownership of how to meet their needs.

We improved the food security and resilience of the selected families by meeting their nutritional needs, while simultaneously improving the local economy through the purchase of essential foods.

PARTNERING TO SUPPORT RURAL HOUSEHOLDS

Like many families in hard-to-reach areas, those living rurally in Hajjah Governorate faced serious food insecurity in 2019.

Human Appeal partnered with UN OCHA on a cash assistance food security programme that supported 1,500 households in rural Hajjah for six months. In the same period, we also provided food parcels to benefit 10,500 people.

We also partnered with the World Health Organization (WHO) to improve healthcare, nutritional assistance, and WASH interventions in Hajjah Governorate. Human Appeal helped 16 health facilities – including district hospitals and health centres – to provide surgery, curative care and primary health and nutrition assistance to their local communities. We also supported them in providing WASH assistance to promote improved hygiene and good public health practices.

Our partnership with WHO improved access to emergency health, nutrition and WASH services for 444,247 people in some of Yemen's most vulnerable communities.

ORPHAN SPONSORSHIP

IN 2019, WE SPONSORED
11,845 VULNERABLE ORPHANS



Across the world, there are an estimated 163 million children who have lost either their father – often the main breadwinner – or both parents. Finding a secure income to support a fatherless family often proves extremely difficult. When mothers suddenly become the sole providers they can struggle to cover the costs of basic necessities, such as food and shelter, often resulting in orphaned children dropping out of school to find low-paid, manual work. In some cases, they are manipulated into a life of crime or abuse, falling victim to drug trafficking, armed conflict, and even child prostitution. Without support, protection, or financial stability, orphaned children are robbed of their childhood.

OUR ORPHAN SPONSORSHIP PROGRAMME

Human Appeal's work helps to support the basic needs of children who have been orphaned in nine countries: Iraq, Lebanon, North Macedonia, Pakistan, Palestine, Somalia, Sri Lanka, Turkey, and Yemen.

The Orphan Sponsorship Programme is a cash assistance programme, which financially supports the orphan and their parent or guardian. It assists them in meeting the cost of food, shelter, clothing, healthcare, and learning materials, and helps to ensure that orphaned children have a safe and healthy childhood. Since eligibility for orphan sponsorship depends on the child remaining in school, our programme also helps to provide the skills and tools for a brighter future.

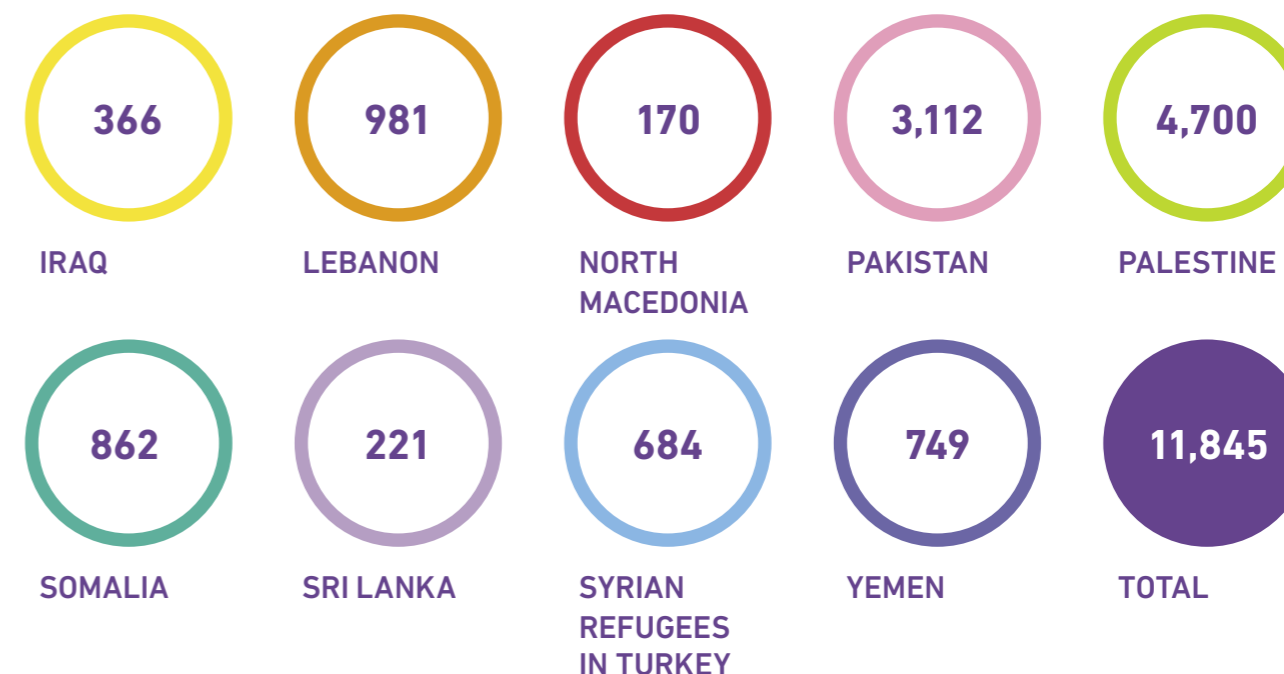
Sponsorship money can also help with the cost of school tuition, books and travel, easing the financial burden of education on vulnerable families.

Through this long-term, direct financial support, families are empowered to decide how best to spend this money to fulfil the needs of each individual child. Our strict safeguarding and protection requirements that monitor and regulate this programme further provide significant non-financial support to the child by ensuring their safety and protection.

SPONSORSHIP DEVELOPMENTS IN 2019

In early 2019, we increased the sponsorship amount delivered to orphan households from £25 per month to £35 per month. Taking into account inflation and increased living costs, we considered this a responsible and necessary step to take in order to ensure that the sponsorship continued to have a transformative impact on the orphans' lives.

We are currently working towards ensuring all country offices and local partners in sponsorship regions have a dedicated safeguarding officer. This is an essential part of our safeguarding and protection duties towards our beneficiaries.



SUSTAINABLE DEVELOPMENT THROUGH SPECIAL REQUESTS



Human Appeal's special requests projects allow donors to give a one-off gift of charity to a vulnerable person, family, or community. For example, donors can provide beneficiaries with a livelihood and training, or a sustainable water well to drought-hit communities. The projects vary widely in type, but are united in their practicality, sustainability, and their 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. Additionally, our special request projects contribute to the UN's Sustainable Development Goals 5, 6, and 8.

Here are some highlights of our special request interventions in Pakistan:

BUILDING SUSTAINABLE LIVELIHOODS IN PAKISTAN

HONEY BEE FARMING

Human Appeal helped 28 Pakistani farmers to launch honey farms in 2019. We provided thorough training, technical support, and four bee hives to help them start a stable business. To date, 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 providing a means of generating a sustainable income.

KITCHEN GARDENING

In 2019, we introduced 14 kitchen gardening projects in Pakistan, which help vulnerable families to grow, harvest, and replant nutritious seasonal fruit and vegetables. We provided families with unused land as well as 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.

CHICKEN FARMS

In 2019, we established four chicken farms at the household level, providing marginalised families with both nutrition and an income through the ongoing production of eggs, and the option of selling older chickens.

SEWING MACHINES AND SMALL ENTERPRISES

In 2019, we helped to empower 49 vulnerable women, providing them with tailoring and business training, as well as sewing machines, fabric, and tools. Through Human Appeal's training centre, participating women could also attend other courses and develop skills in various trades.

WHEELCHAIRS

In 2019, we donated 23 wheelchairs in Pakistan, helping to promote the inclusion, dignity, mobility, and safety of people with disabilities. The wheelchairs helped to support independence, facilitating routine tasks, hospital visits, and day-to-day activities.

DEEP WATER WELLS

In 2019, Human Appeal installed a total of 188 water wells in water-scarce regions of Pakistan, which continue to provide a total of 6,580 people with safe, fresh, water to drink. When installing the water wells, we engage and include the local community, training selected representatives in the maintenance of the wells. This project also contributes to improved community health and wellbeing by eliminating reliance on contaminated water and halting the spread of waterborne diseases.

A COMMUNITY TRANSFORMED BY ONE WATER WELL

Pakistan is experiencing a catastrophic water shortage; 21 million people don't have access to clean water and experts predict that the country could run out of water by 2025. The district of Tharparkar has been one of the worst hit; often the only water source is unsafe groundwater.

Hajira lives in the village of Dharam, Tharparkar. She used to routinely spend four to six hours walking in the blistering heat to fetch water from the nearest source.

"The journey was miles long, over sand dunes and in 50-degree heat," explained Hajira. "We would make the journey barefoot, taking our babies with us –that was the norm for us."

Through our special requests programme, our donors helped us to install a well in Dharam, so that Hajira and her community no longer have to carry heavy containers of water for hours a day.

"We never imagined we would have clean water, so easily and abundantly available on our doorstep," explained Hajira's neighbour, Noor Bibi, "it has improved our health, reduced our physical labour, and saved us time."

Now that the villagers of Dharam no longer have to waste hours of their day just to meet their basic need to survive, they have more time to focus on improving their lives.



SEASONAL CAMPAIGNS



Our seasonal programmes reflect our Islamic faith but serve all vulnerable communities, regardless of belief. Every year, we connect our donors with the people we support through our Feed the Fasting programme, funded by Ramadan donations and by Zakat (the giving of a set proportion of wealth to charity). During Eid al-Adha, we perform Qurbani, the sacrifice of an animal and distribution of the meat to vulnerable families. Our annual winter campaigns focus on shelter, warm clothing, and non-food items.

RAMADAN

Ramadan is the holiest month in the Islamic calendar. It is a season of generosity, fasting, and compassion. Many give the obligatory Zakat charity, and voluntary Sadaqah donations during Ramadan. In 2019, with the help of our supporters and partners, Human Appeal carried out four key interventions during our annual Feed the Fasting campaign. We provided food parcels, food vouchers, hot meals, and cash vouchers, in addition to Fidyah and Kaffarah, which provide staple foods to the most vulnerable. While the contents of each food parcel varied in each country, we ensured they included locally-suited staples, such as rice, pasta, pulses, lentils, flour, oil, salt, sugar, tea and dates.

When Ramadan ended, we also distributed the obligatory Zakat al-Fitr donations as staple foods, and we provided vulnerable children with Eid gifts.

We carried out our Ramadan projects in nine countries: Bangladesh, Iraq, Lebanon, Pakistan, Palestine, Somalia, Syria, Turkey, Yemen.

FEED THE FASTING IN NUMBERS

- 95,698 vulnerable people supported in total
- 9 countries worked in
- 7,599 nutritious family food parcels delivered
- 27,107 hot iftar meals provided
- 1,478 food vouchers distributed
- 4,374 cash vouchers distributed

HIGHLIGHTS FROM RAMADAN 2019:

- We provided 2,122 cash vouchers to Syrian refugees in Kilis and Gaziantep in Turkey, providing 10,500 orphans, widows and those who have lost their main breadwinner with the dignity of choice to nourish their families.
- We supported 4,102 conflict-affected people in Kurdistan and Ninewa, Iraq, providing 2,000 hot meals and 302 nutritious food parcels to last a month to the elderly, widowed, orphaned and those with disabilities.
- We supported 29,338 people in Pakistan, providing 14,247 hot meals, and 4,267 nutritious family food parcels to last a month across drought-hit Sindh, Punjab and Azad Jammu and Kashmir.
- We supported 23,473 people in Palestine, providing 6,240 hot meals, and 1,478 food vouchers, and 1,727 cash vouchers. We prioritised the most at-risk communities across the Gaza Strip and at Al Aqsa.
- We supported 7,320 people displaced by brutal conflict, drought and flooding in Banadir, Somalia, providing 1,320 hot meals, and 1,000 nutritious family food parcels to last a month.

QURBANI

The festival of Eid al-Adha marks the end of the sacred Hajj pilgrimage. Muslims around the world perform Qurbani on the days of Eid, echoing and commemorating the devotion of the prophet Ibrahim (AS) by sacrificing an animal and distributing the meat to vulnerable families. Each year, Human Appeal helps Muslims to fulfil this duty by performing this sacrifice in their name.

In 2019, Human Appeal distributed 18,485 nutritious Qurbani meat shares to 208,670 people in 13 countries.

HIGHLIGHTS FROM QURBANI 2019:

- Working to fight malnutrition in India, we provided nutritious Qurbani meat to 61,880 vulnerable people.
- In Somalia we distributed the meat of 701 cows to vulnerable families in Daynile and Kahda districts in the Banadir region, helping a total of 36,084 vulnerable to eat well.
- In Syria, we provided 10,115 vulnerable people with fresh nutritious meat, helping them to overcome short-term food insecurity.

WINTER

Human Appeal has been providing seasonal winter assistance to some of the world's most vulnerable people for 29 years. Each winter, we run an integrated campaign from December to the end of February as a direct response to the seasonal weather changes that devastate already vulnerable and marginalised communities around the world. During winter 2018 to 2019, we provided emergency winter kits, which contain critical items, such as warm winter clothes, blankets, fuel for heating, and shelter reinforcement. Through the distribution of these essential provisions, we help to alleviate the brutal conditions of winter for the most vulnerable people.

HIGHLIGHTS FROM OUR WINTER 2018/19 INTERVENTIONS:

- In Palestine, we provided 628 vulnerable and marginalised families in the Gaza strip with winter clothing. By providing clothing vouchers, families had the freedom to select from a large variety of clothes of different sizes and styles to suit their needs, supporting beneficiary independence and autonomy. Available items included trousers, underwear, socks, scarves, jumpers, coats, and jackets.
- In Pakistan, we provided warm winter clothing to 260 orphans and their families, helping a total of 983 people. The project targeted orphaned children, and their siblings and guardians, ensuring that the whole family was supported through winter.
- In Somalia, we provided 1,871 displaced Somalis living in Midnimo camp in Mogadishu with shelter reinforcement, blankets, and bedding to help them through the winter season.

INSTITUTIONAL FUNDING AND STRATEGIC PARTNERSHIPS

In 2019, Human Appeal continued to nurture and develop partnerships across the globe to secure sustainable, long-term income for improved implementation of quality programmes. We submitted funding bids to new donors, and continued working with our long-term strategic partners, some of whom have supported our work for many years.

INSTITUTIONAL FUNDING IMPACT IN 2019

We secured support from several institutional donors and strategic partners, which played a significant role in Human Appeal's ability to deliver 17 emergency and sustainable development projects, particularly in Iraq and Syria. Here are some highlights of our impact:

- In partnership with WFP, UN OCHA, the United Nations Development Programme (UNDP) and the United Nations Children's Fund (UNICEF), we supported 37,222 vulnerable Iraqis through livelihood and agriculture projects, an emergency medical response, and the distribution of hygiene kits and NFIs.
- UNHCR continued supporting our operations in Iraq, where we supported a further 26,480 people through providing shelter and protection services.
- With the support of UNHCR, we continued to help 4,500 women affected by violence in Mosul, including survivors of gender-based violence. Our Sakina Centre provided a safe space to help women recover from trauma. The training we provided helped them to become active leaders in their communities and to support their families with an income from newly learned skills – such as tailoring and business management.
- UN OCHA supported our operations in Yemen and northern Syria. We reached 102,302 people in Syria and 4,819 in Yemen through health and nutrition services. Despite in-country challenges, Al Imaan Hospital in northern Syria contributed to the reduction of morbidity and mortality rates among the conflict-affected community.
- In partnership with the Embassy of Japan, Americares, Global Medics and the International Organization for Migration, we reached 90,400 vulnerable people in Somalia through the delivery of livelihood resilience, food security, shelter, and child protection projects.



LOCAL IMPLEMENTING PARTNERS

In 2019, we worked with 14 dedicated, professional, and trusted local implementing partners in eight countries to help us maximize impact for people in crisis around the world. They are:

- Islamic Social Welfare Association (Lebanon)
- Kalliri i Mirësisë Orphans (North Macedonia)
- Al-Zakah Committee of Jerusalem (Palestine)
- Muslim Foundation for Culture and Development (Sri Lanka)
- Bicklang Avam Upekshita Seva Sadan (India)
- International Learning Movement (India)
- Myittar Resource Foundation (Myanmar)
- Dhaka Ahsania Mission (Bangladesh)
- Islamic Zakat Society (Palestine)
- Novo Jibon (Bangladesh)
- Sabalamby Unnayan Samity (Bangladesh)
- Boaz trust (UK)
- Manchester Central Foodbank (UK)
- Zakat al Quds (Palestine)

MEMBERSHIPS AND NETWORKS

In 2019, we secured membership to a number of forums to improve information sharing, learning, networking and efficiency on the ground. We became a member of DevelopmentAid with the goal of it opening up opportunities for institutional funding and strategic partnerships.

In 2020, we will be working to secure membership with Start Network and the Rapid Response Facility network. We believe in the importance of partnerships, and, therefore, we will be strengthening our existing relations with current donors and partners, as well as expanding our reach to new donors in our countries of operation. In addition, we're working to remain proactive on the ground through engaging various humanitarian and development actors, and we are always actively learning, sharing knowledge, and expanding our reach and access to provide essential services to people when and where they're needed most.

COMMUNITY FUNDRAISING



Community engagement and mobilisation is integral to the success of our campaigns and causes. Our community fundraising team had an active and successful year, building on previous achievements as well as carving out new opportunities to fundraise and engage the support of local and national communities. The total amount raised by the fundraising team through community-led activities, partnerships, events and volunteers in 2019 was £3,333,738.22.

2019 was a momentous year for our Fundraising department, one in which we established a concrete strategy of working with local communities and improving the standard of our tours and events. This enabled us to raise more funds for our international relief and sustainable development programmes and drive down the large costs usually associated with fundraising.

In the coming year, we will be developing fundraising initiatives that deepen our relationships with educational institutions and community organisations through long-term engagements.

FORGING LONG-LASTING PARTNERSHIPS TO MAKE A DIFFERENCE

Here are some highlights from our community fundraising team and volunteers in 2019:

- We partnered with Big John's restaurant at their 19th annual mela fair, where over 40,000 people gathered at Canon Hill Park to celebrate the diversity of Birmingham. We signed up many new donors, and we were supported by over 60 volunteers.
- We partnered with Al-Rayan Bank for our annual Comedy Tour.
- Greater Birmingham Chamber of Commerce and their business members teamed up with us to support our international projects.
- We celebrated Ramadan with Emerald, the UK's longest established Muslim professionals network, at an iftar at the iconic Gherkin building in London.

SHARING OUR MISSION WITH THE NEXT GENERATION

- We partnered with AlMaghrib Institute at their annual IlmFest conference, which was attended by thousands of people from around the world.
- We worked with student societies at Huddersfield and Sheffield universities during their charity weeks, raising donations towards our emergency campaigns.

REACHING OUT TO COMMUNITIES, NEW AND OLD

- We expanded our presence into new cities and areas this year, including Bristol, Oldham, Leeds, Newcastle, Aberdeen, and Blackburn. We continued to invest in our existing community work in major cities, including Manchester, Birmingham, Glasgow, London, Cardiff, Leicester, and Bradford.
- We celebrated International Women's Day with local community champions in Oldham and Bradford, giving a platform to local councillors, Naz Shah MP and professional boxer Saffiyah Ahmed, also known as The Hijabi Boxer.
- We partnered with West London Islamic Cultural Centre, sponsoring their Eid in the Park events which were attended by thousands of people and raised tens of thousands of pounds.
- We partnered with East London Mosque, breaking their record for the highest amount raised at a single charity collection.

IN THE MEDIA

- We raised money for our projects through partnerships with Unity FM in Birmingham, Awaz FM in Glasgow, Inspire FM in Luton and other community radio stations around the country.

- We partnered with Freshly Grounded, an online podcast with over 100K followers, raising tens of thousands of pounds for Al Imaan hospital in Syria.
- We sponsored Community Interest Luton's Volunteer of the Year and also raised over £5,000 for a helipad at Luton and Dunstable University Hospital.

SPORTING CHALLENGES

- We supported Al-Noor Foundation's national boat race, attended by over 20 UK charities.
- More than 60 runners from the Luton Lions Running Club raised over £25,000 for our Orphan Sponsorship Programme by running the Marrakech Marathon.
- We partnered with Nowka Bais, a UK-based Bangladeshi cultural organisation who organise an annual traditional style boat race with thousands of participants.
- Our Great Big Camp Out raised money for Al Imaan Hospital by hosting an outdoor summer dinner.
- Our fifth annual Comedy Tour was attended by a record 8,000 people in 19 cities, which, with the help of over 200 volunteers, raised money for our Winter Appeal.

STAFF TRAINING

In 2019, all members of our community fundraising team were refreshed on the Code of Fundraising Practice and were trained in understanding and implementing the cash handling policy and procedures. The fundraising team were also provided with First Aid training.

AUDITS

In 2019 we carried out an internal audit of compliance as planned. This enabled us to identify ways to continue to improve our commitment to excellence, and our professional relationships with donors and volunteers. Our fundraising activities were implemented in line with our fundraising standards and the Code of Fundraising Practice, thus ensuring we remain responsible, accountable, open, and honest with the public, including our supporters and donors.

COMPLAINTS

In 2019, we received six complaints associated with community fundraising, all of which were resolved, in line with our complaints policy and procedure.

COMMUNICATIONS AND PUBLIC RELATIONS

In 2019, Human Appeal worked online and offline, through a range of media, campaigning to debunk misinformation surrounding charity admin fees, empower those enduring gender injustices, and to protect people affected by the refugee crisis.

Our communications and campaigns worked to build accountability, transparency, mobilisation, and trust with our audience. We also used our platforms to demonstrate that we steward resources responsibly, review our spending with care and consideration, and that we continuously monitor our impact.

In March, we marked the 5th and 8th years of conflict in Yemen and Syria respectively with the relaunch of our report *Hunger As a Weapon of War*. The weaponisation of food not only triggers and worsens hunger and malnutrition, but it also prevents relief organisations from delivering life-saving aid, pushing people into a deeper crisis. Our report explored the weaponisation of hunger, and its growing prominence amid mass starvation. We called on governments and military actors to depoliticise aid, and for the prosecution of those using starvation as a deliberate tactic.

The report received a positive and impactful reception, and we hope that by working together with supporters, media, and humanitarian actors, we can combat the political causes of hunger and deliver sustainable assistance to those who need it.

We also launched the second phase of our Trust campaign, which worked to debunk the increasingly harmful misinformation about charity admin fees, while offering transparency about Human Appeal's own spending. We worked to hold ourselves accountable, transparent and open, and will continue to uphold these values as we move forward.

In Ramadan, which began in April, our Let's Be One campaign focused on the unity of humanity, across print and digital channels. It supported our brand position of being there for every human, regardless of their beliefs or background.

Our Ramadan campaign was launched in the House of Commons with Diane Abbott MP, and reached millions of people through billboards, public transport adverts, television, and digitally. Through our online partnerships with fundraising platforms My Ten Nights and Ramadan Giving, we raised over £300,000.

2019 also saw the launch of our quarterly digital feedback magazine *Every Human*, which gives readers and stakeholders a behind-the-scenes look at our projects through interviews with staff, project specialists, and our beneficiaries.

In partnership with UNHCR, we run a women's centre in West Mosul, Iraq, which combats gender-based violence (GBV) and inequality by providing survivors of GBV with training, counselling, legal assistance, psychosocial support, and vocational activities.

In November, to mark 16 Days of Activism against GBV, our Iraq office built on the success of 2018 by holding multiple away day activities and events in 2019, including awareness events for men and boys. The campaign was supported by social media campaigns across Facebook, Twitter, and Instagram, helping to foster dialogue with supporters, and calling on them to stand with us and raise awareness as we empower survivors of GBV, and work to promote women's rights, equality, safety, and independence.

As the year drew to a close, we partnered with Hands on London, collecting and distributing over 75,000 items of winter clothing to homeless people across the UK. This project was highlighted in 20 media outlets, and was supported by a number of political figures, including Glasgow city councillors, Bailie Hanif Raja and Bailie Norman MacLeod, and Mayor of Greater Manchester, Andy Burnham, as well as Kate Green MP, Afzal Khan MP, and Preet Gill MP.

In 2019, we changed the way we engage; we regularly speak directly to a broad range of supporters to ensure we're always listening, learning and communicating with them. It also helps us to continue to adapt to their interests through all our platforms, while always remaining true to our purpose of serving the most vulnerable.

This has helped us to generate more ways to communicate and engage with supporters, and maintain high quality content that inspires and empowers them.

We've invested time in digital communications, fundraising and optimisation to ensure the continued growth of online fundraising, following the launch of our new website in 2018. This year, we prioritised crucial areas, such as user experience, accessibility, navigation, and A/B and multivariate testing to maximise interest, innovation, usability, and to support and facilitate donations.

In 2019, we continued to grow our public profile, online engagement, and Human Appeal's reputation on the global

stage by investing in brand campaigns, which saw a 10% increase in social media followers.

We also worked to strengthen our public relations capacity globally, enabling us to lead on issues such as crisis communication and reputation management, which is helping us to become more agile, responsive, and unified when amplifying our proactive media, and when dealing with negative media coverage.

We're always working to stay current, and our new, innovative ways of communicating will continue and expand in 2020.



VOLUNTEERING PROGRAMME

IN 2019, OUR DEDICATED VOLUNTEERS GAVE **7,169** HOURS OF THEIR TIME TO HELP SOME OF THE WORLD'S MOST VULNERABLE COMMUNITIES.

Volunteers are a pillar of the Human Appeal family. They help us to save and sustain lives in the field by supporting our work at home, through fundraising, event support, internships and more. They share their knowledge and help us to increase our capacity, while benefiting from valuable experience and the opportunity to develop new skills in return. It is also a great way to build social skills, meet new people, and get to know local communities.

RESTRUCTURE AND GROWTH IN 2019

As our community of volunteers grew, so too did our team. The volunteering team previously worked centrally from our head office to provide support nationally. However, to improve the services we provide to volunteers and the Human Appeal departments, this year we moved from a national approach to a regional approach in order to better meet the needs of each region and its volunteers.



NATIONAL
FATIMA AKTHER



NORTH
FATIMAH NAZIR



MIDLANDS
ELEANOR HYNES



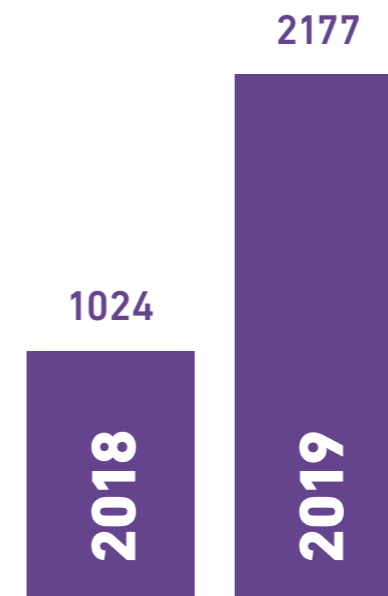
LONDON AND SOUTH
ALICE WALKER



SCOTLAND
AHMED OSMAN

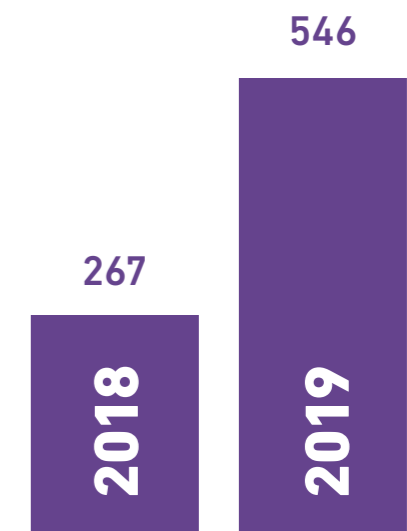
This new targeted approach and enhanced regional management had a very positive impact on our ability to grow our base of Human Appeal volunteers. In 2019, we recorded an increase of 113 percent in the number of inactive volunteers registered with us, and an increase of 105 percent in active volunteers, when compared to 2018.

INACTIVE VOLUNTEERS



INCREASE OF 113%

ACTIVE VOLUNTEERS



INCREASE OF 105%

Inactive volunteers – volunteers who have completed registration

Active volunteers – volunteers who have completed registration and have since contributed to our activities

DEVELOPING VOLUNTEER TEAM LEADERS

We continued to invest in volunteer development by introducing the role of volunteer team leaders. Volunteer team leaders manage their own team of volunteers and hold a more impactful role in supporting the volunteering and fundraising teams.

We brought together all 28 team leaders from across the UK to our head office for the Volunteer Team Leader Conference on 12-13 October. This was an opportunity to reward and recognise the leaders, and for the volunteering team to provide them with training and key guidance ahead of Human Appeal's two UK flagship campaigns: the winter Wrap Up campaign and the Comedy Tour.

Volunteer team leaders were trained in the following areas:

- Advertising events
- Recruiting volunteers
- Talking to the public
- Managing volunteers
- Stage fundraising
- Wrap Up campaign and Comedy Tour information sessions
- Planning events
- First Aid

The feedback received from the volunteer team leaders was overwhelmingly positive, with every attendee scoring the sessions as 5 or more out of 6. The conference motivated and mobilised the team leaders, and ensured that they were equipped with the tools, knowledge, and training required ahead of one of our peak seasons.

INTERNSHIPS

Human Appeal's internships are office-based voluntary roles, which require at least three days' commitment per week. They provide office experience for volunteers who would like to gain more skills and knowledge in a specific area of our work, such as human resources, finance, IT, programmes, or communications. The skills and experience gained at Human Appeal has allowed former interns to gain employment both inside and outside of Human Appeal. We offer interview skills and CV workshops to interns attending interviews, whether internally and externally. In 2019, six interns successfully progressed to paid roles Human Appeal, while others continued on to paid roles and placements in organisations including the NHS and Teach First.

PROMOTING VOLUNTEERING WITH HUMAN APPEAL AT UK UNIVERSITY FAIRS

University fairs are an opportunity for Human Appeal to showcase our volunteer programme, and to promote our organisation amongst students. In 2019, the volunteering team, supported by interns and volunteers, attended 18 university fairs across the UK throughout the autumn, compared to nine fairs attended in 2018. We also recorded excellent growth in interest, with 1,274 people registering their interest in volunteering for Human Appeal, compared to 398 in 2018 – an increase of 220 per cent.

ANNUAL VOLUNTEERS' RETREAT

On the 13 and 14 of April 2019, 41 volunteers and ten staff members from our Fundraising and People and Culture departments went on a volunteers' retreat for the weekend at Kingswood activity centre in Staffordshire, ahead of our peak period of Ramadan. The retreat aimed to:

- provide reward and recognition to the volunteers
- develop skills such as teamwork, problem-solving, and communication via fun activities
- remind volunteers of Human Appeal's purpose, mission, and values
- mobilise the volunteers for the Ramadan campaign
- provide training and development for the volunteers, including cash handling, financial conduct, customer service, and campaigns.

The training sessions ensured volunteers understood: the importance of compliance with fundraising regulations, how to identify financial misconduct, how to excel in customer service, and how to pitch our ongoing campaigns i.e. orphan sponsorship. This was also an opportunity to familiarise them with our Ramadan campaign and discuss our national and regional Ramadan events.

Volunteers were revitalised and reconnected with Human Appeal. The feedback received from volunteers on the retreat was overwhelmingly positive, with 93 per cent of attendees rating it 'Excellent' or 'Very good'. 95 per cent of attendees said they improved their teamwork skills, 82 per cent said they improved their communication skills, and 87 per cent said they enjoyed the activities they took part in.



WRAP UP CAMPAIGN

Wrap Up 2019 was bigger and better than ever, spanning five cities, with 98 volunteers involved in activities, including managing coat collections in their own workplaces.

WRAP UP LOCATION	NUMBER OF VOLUNTEERS	AMOUNT OF HOURS GIVEN
Manchester	45	115
Glasgow	8	50
Birmingham	12	50
London	19	38
Leicester	14	24
Total	98	277

*Corporate volunteers recruited by Human Appeal to support Hands On London

In total, 3,901 coats were collected by Human Appeal for homeless people, of which 1,824 were from Wrap Up Manchester. We engaged staff members from corporate companies to host coat collections at their place of work, or volunteer with Human Appeal. Companies who engaged with the Wrap Up campaign include:

- Hastings Direct
- Barclays
- The Furniture Practice
- Arup
- Huxley Engineering
- Real Staffing
- Howes Percival LLP
- ARM Lt

UK COMEDY TOUR

Volunteers play a substantial role in Human Appeal's flagship Comedy Tour. In 2019, 228 volunteers gave a total of 2,085 hours – more hours than ever before – to our Comedy Tour, helping us with promotion, ticket sales, and event management.

RAMADAN SUPERHUMAN CHALLENGE

During Ramadan 2019, volunteers were invited to participate in the Superhuman Challenge to help families affected by conflict in Palestine, Yemen, and Myanmar by raising awareness and fundraising for food parcels and hot meals. The main goals of the SuperHuman Challenge were to:

- raise funds for vulnerable people,
- raise awareness about the causes, and Human Appeal's work,
- unite their communities in supporting vulnerable people,
- promote the SuperHuman Challenge and provide feedback on the impact on social media.



STAFF LEARNING AND DEVELOPMENT

In 2019, we expanded our focus on the remit of learning and development in the People and Culture department to ensure staff across all departments were provided with opportunities to develop their personal and professional skills, and grow within Human Appeal. Here are some highlights of the positive developments we've made to support our staff in living our values and being effective humanitarians:

ENHANCING THE ON-BOARDING EXPERIENCE FOR NEW STAFF

In 2019, we worked to improve the on-boarding experience and integration of new staff. We updated our induction materials and enhanced the induction, which is now longer and more thorough. This project will continue into 2020, when we will be re-inducting all Human Appeal staff to ensure that all have received consistent training and are well-versed on any new organisation policies and processes.

IN-HOUSE LEADERSHIP TRAINING COURSE

Between September and December 2019, we launched and delivered two in-house training courses aimed at enhancing leadership skills. The first course was aimed at cultivating leadership qualities for staff in junior and non-management ranks and the second targeted staff in management roles. Both courses were created bespoke for Human Appeal and focused on soft skills, such as people management, presentation skills, and strategic thinking, in accordance with Human Appeal's competency model. The courses consisted of six distinct modules, each taught over one full day every fortnight over the course of four months.

At the end of the training programme, trainees were asked to submit a portfolio which included a self-assessment identifying personal strengths and development needs, as well as a coaching diary for participants in the first course. Many attendees of the courses were promoted, and the course was able to prepare them for promotion cycle assessments and ensuing progression in the organisation.

LAUNCHING OUR ONLINE LEARNING PLATFORM

In 2019, our People and Culture department launched an online learning platform for the first time, in partnership with the specialist charity training provider, Humentum. The platform offers hundreds of technical and non-technical online courses, available to all Human Appeal staff in the UK and in our country offices.

This means that our staff have free, 24/7 access to training material covering a variety of topics, including management, leadership, core humanitarian skills, marketing, and customer service.

REAFFIRMING OUR COMMITMENT TO SAFEGUARDING

The safety and wellbeing of our beneficiaries, staff, volunteers, and partners is of paramount importance to the work we do as an organisation and as humanitarians. In 2019, we launched an internal campaign to refresh the knowledge of all staff and ensure they knew how to recognise, react, and safely report any suspected safeguarding incident. We established a dedicated safeguarding helpline for staff and volunteers which is operated 24/7, through which safeguarding incidents can be reported anonymously.

On our e-learning platform, Humentum, we also created a bespoke safeguarding training module, which was mandatory for all staff to complete. The training module includes case studies, videos, and animations to maximise user engagement

DELIVERING GLOBAL HUMAN RESOURCES TRAINING

In January 2019, we held a week-long training event for our global human resources (HR) staff to refresh, improve, and reaffirm their knowledge of Human Appeal's HR processes and procedures, as well as foster greater communication and collaboration between our global teams, through teambuilding exercises and ice breakers. We also established new reporting lines and formalised communication avenues, improving working relationships, cooperation, teamwork, and communication.

Workshop topics included:

- Recruitment process
- Selection process
- Competency-based interviews
- Employment relations - grievances, disciplinaries, and investigations
- Social profiling and personality types
- Competency model
- On-boarding and inductions
- Job profiling workshop - competency based interviews and roleplay
- Performance management
- HR policies
- Global HR strategy, reporting and structure
- Appraisals
- Country office HR feedback session

OUR NEW GLOBAL HUMAN RESOURCES SYSTEM

In 2019, we rolled out our human resources digital system to our global teams to enhance the effectiveness of HR management in country offices. The new system benefits from the following enhanced features:

- Staff engagement tool, featuring a news feature
- Application tracking system
- Accessible organisational charts for all staff
- Document storage and signature platform
- Time and attendance tracking
- Company planner and holiday visibility.

In April, we delivered training to our Yemen, Somalia, Pakistan, and Turkey HR leads to support them in integrating the globally aligned human resources system. This train the trainer event culminated in each attendee returning to their region to share their knowledge with their respective teams.

FOSTERING COHESION AND ACCOUNTABILITY

In June, we held a senior management strategy and planning conference in collaboration with all UK trustees, head office directors, European office directors, and country directors, in addition to the newly joined CEO. The aim of this event was to promote open and constructive dialogue between the country offices and the senior management at Human Appeal UK. The event fostered strategic alignment while addressing gaps for all units and departments to improve cohesion and accountability.

PRINCIPAL RISKS AND UNCERTAINTIES

Human Appeal takes a risk-based approach to managing its global operations and emphasises the prevention of problems through our proactive approach to predicting and managing risks before they occur. Ownership of risks is managed at the highest level and actioned by the Board of Directors.

Prior to 2017, Human Appeal utilised the services of an outsourced audit provider. In September 2017, we established our own in-house internal audit function and we have since expanded since expanded this to include an internal auditor, a trainee (beginning January 2020), and an audit manager. There are plans underway to engage a further internal auditor based in our overseas office in Turkey, reporting to the audit manager. Further audits are performed by external auditors including Crowe UK, Mersey Internal Audit Agency, and Intisaa Consulting Ltd.

This is in addition to the internal audits conducted in-house by the operational functions such as audits in Finance, Programmes, People and Culture, in accordance with ISO 9001 by the effectiveness, accountability, and learning function.

The Internal Audit department draws up an annual Internal Audit Plan in accordance with the requirements of the Chartered Institute of Internal Auditors internal

audit standards. This plan follows a risk-based mitigation approach to identify areas requiring internal audit coverage and is created by completing a comprehensive needs assessment for the year in question. This involves reviewing Human Appeal's Strategic Risk Register (SRR), taking note of key strategic policies, consulting with key stakeholders within the organisation, with a view to identifying areas facing risk. These areas could incorporate inter alia risk management, both financial and non-financial controls, programme quality and effectiveness, legal or regulatory compliance, and also includes people selection and management.

The Internal Audit team focuses closely on the SRR to identify areas of risk to the business operation and to ensure that effective action is being taken to mitigate those risks. They are charged with raising potential strategic risks with senior management to ensure these are managed appropriately. The Internal Audit department is governed by the principles of transparency, accountability and effectiveness. They also work closely with the Compliance department and are represented at the weekly Board of Directors meetings and at the periodic Finance and Audit committee.



MAJOR RISKS

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

<p>Lack of oversight of country offices</p> <p>Human Appeal's financial and reputational survival relies on better control and oversight of country offices and operations. Should a scandal occur through a lack of operational funds or mismanagement, the organisation may suffer a major backlash, loss of reputation, loss of donations from the community and institutional donors.</p>	<ul style="list-style-type: none"> • All funding agreements and contracts are now approved in advance by HQ. • HQ receive full details of all admin costs. • Country office audits are continuously completed by external auditors and findings addressed by Programmes management. • Programmes department ensures application and embedding of robust policies, procedures, processes, systems, software, and formats. • Programmes department ensures sufficient numbers of qualified programmes staff in country offices, our partner offices and HQ through recruitment and training.
<p>Lack of compliance with fundraising regulations through offline and online marketing e.g. data protection, Privacy and Electronic Communications Regulations (PECR), fundraising regulations and Gift Aid</p> <p>Potential impact includes: Fines, penalties, reputational risks, employee action for negligence, loss of data or income due to breaches.</p>	<ul style="list-style-type: none"> • Human Appeal has identified the key legal and regulatory requirements and ensure regular review against activities. • We allocate responsibility for key compliance procedures via the Communications department. • Initiated regular compliance monitoring and reporting via Rhiza to ensure management consider action at appropriate departmental levels. • IT are assisting with an online system for programme implementation, policies, processes and procedures, which is shared with Fundraising department.
<p>Cashflow</p> <p>Inability to meet demands on funds when due and opportunities to provide aid could be missed.</p>	<ul style="list-style-type: none"> • We are increasing the amount of reserves we hold and have formalised a team to champion and improve strategy to increase unrestricted income. • Human Appeal are in the process of devising a Waqf strategy to be approved by the CEO and trustees. • The Finance department actively monitor our income, expenditure and cash balances on a weekly basis and the director updates the weekly Board of Directors meeting.
<p>Banking – merchant services providers</p> <p>Human Appeal are unable to accept donations for a period of time which adversely affects income.</p>	<ul style="list-style-type: none"> • Our objective is to ensure we have a contingency for the provision of merchant services providers to process our transactions. • The director of Finance and Services is working to appoint a second merchant services provider.

<p>Human Appeal system reliability</p> <p>Human Appeal could potentially lose income and as a consequence be unable to conduct day-to-day activities if one of the systems was inaccessible. There is also the potential for data loss if the system does not have adequate backup.</p>	<ul style="list-style-type: none"> • We have implemented a cloud backup system for Human Appeal systems data. • Human Appeal have replaced in-house systems with off-the-shelf systems that will be easier to support, maintain, and customise. E.g. Dynamics NAV and Salesforce. • We are implementing an in-house system containing a version control element, allowing us to access previous versions when necessary.
<p>Staff not adhering to internal and external policies and procedures</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>	<p>We have developed and revised all relevant Human Appeal policies and all controls have been reviewed and updated.</p> <ul style="list-style-type: none"> • All staff are to be re-inducted to emphasise the importance of adherence to policies and processes. • Breach response training has been completed with all senior management. • Tougher stance taken by People and Culture department on breaches of policy and process.
<p>Governance and safeguarding</p> <p>Potential danger to safety of beneficiaries, staff and stakeholders. Loss of grants and partnerships, lack of staff and beneficiary confidence in safeguarding.</p>	<ul style="list-style-type: none"> • The People and Culture department has drafted a revised Safeguarding Policy which has been approved. A further update is pending approval. • Safeguarding campaign is now complete and implemented, including a 24-hour helpline. • Safeguarding training was completed by director of People and Culture and this training is to be expanded. • Online safeguarding training has been completed by all UK staff. • All staff are to be re-inducted going forwards, with a focus on safeguarding . • A Safeguarding campaign was launched in March 2020 in our country offices.
<p>Negative publicity</p> <p>Potential impact includes loss of donor confidence, loss of influence with key stakeholders, potential negative impact on staff morale. Additionally, potential for loss of beneficiary confidence thereby impacting our ability to access grants or contract funding and could lead to the deterioration in relationships with funders including institutional ones.</p>	<ul style="list-style-type: none"> • Plans to strengthen both internal and external complaints procedures. • A crisis management strategy devised by the Communications department, which includes demonstrating consistency with key messages and the appointment of a nominated spokesperson. • Key spokespeople for Human Appeal are to undertake public relations training. • The Communications department is to ensure good quality reporting of the charity's activities and financial situation.

STRUCTURE, GOVERNANCE AND MANAGEMENT

GOVERNING DOCUMENT

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

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

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

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

- The prevention or relief of poverty anywhere in the world by providing grants, items, and services to individuals in need 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 need and suffering for survivors of natural or other disasters in the form of money or other means, deemed suitable for persons, bodies, organisations and/or countries affected, including the provision of medical aid.
- From its origins in the UK, Human Appeal has established operations in a number of countries across the globe. Today it conducts its operations in one of three ways:
 - By establishing a permanent presence through a separate local entity, which is independent of the UK Human Appeal entity.

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

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

- emerge as a leading international humanitarian and development agency
- develop immediate and long-term sustainable interventions
- empower local communities through inclusive development to build local capacity
- champion peace and justice through effective advocacy
- ensure the protection and security of our stakeholders.

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

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

Key risk management, financial policies, and procedures:

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

BOARD OF TRUSTEES

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

Recruitment and appointment of trustees

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

Trustee induction and training

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

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

Organisation leadership

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

Responsibilities of leadership

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

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

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

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

Statement on disclosure of information to the auditors

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

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

Company limited by guarantee

Members of the charity guarantee to contribute an amount not exceeding £1 to the net assets of the charity in the event of winding up. The total number of such guarantees at 31st December 2019 was 4. The trustees are members of the charity but this entitles them to voting rights. The trustees have no beneficial interest in the charity.

Public benefit

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

Remuneration policy for key management personnel

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

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

In setting appropriate pay levels for key personnel, our remuneration policy reflects and takes into consideration specific matters such as the assignments and responsibilities undertaken. In addition, the remuneration policy helps promote long-term goals for safeguarding our company's interests. Benchmarking is undertaken to ensure that the remuneration of key personnel matches the level in comparable organisations, whilst also taking into consideration the required competencies, effort, and the scope of work.

STANDARDS, PRINCIPLES AND CODES

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

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

Policy of employment of people with disabilities

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

We will continue to ensure that:

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



FINANCIAL REVIEW

There was economic stability in the countries that provided funds for the vast majority of our programmatic activities during 2019. At the time of submitting this report the United Kingdom has left the European Union eliminating the uncertainties surrounding the terms of departure. There remains, however, a challenging environment in which the prioritisation of humanitarian aid may come under increasing scrutiny by the UK government and public alike. The arrival of COVID-19 shortly after the year end provided unparalleled health and economic challenges to governments around the world which will reverberate for years to come. On top of these factors, the escalating impact of climate change, will produce growing vulnerability to disasters and shocks.

INCOME

In view of the future pressures identified above Human Appeal has adopted a long term strategy to grow income in support of the regions in which we choose to operate. The positive results of this will become apparent from 2020 onwards. However, in 2019 Human Appeal's income declined by 17.8% from £23.6 million to £19.4 million. The impact of the Charity Commission investigation into events in late 2017 and early 2018 led to a decline in many forms of donation across the organisation due to the resulting reputational damage. Negative publicity often results in some donors questioning the reliability of a charity in which they have placed their trust in the past. Human Appeal experienced this effect during 2018 and also into 2019. However, this decline in donations was halted and reversed during the final months of 2019. We would however like to thank those supporters who remained loyal to Human Appeal enabling us to continue our work across 16 countries globally.

Set against this background the financial results, in terms of income and charitable expenditure, are the very best that that the staff and management could have achieved. The charity's ability to deliver key projects dipped temporarily in 2019 but controlled, consistent growth resumed after the year end and this has not been derailed by any of the challenges outlined in the above paragraph.

Income from Charitable Activities saw growth of 31.5 to £5.1m in 2019 compared with £3.9m in 2018. Donations and legacies include all types of income that are made on a voluntary basis. This includes all individual giving, community fundraising, and some corporate income. In 2019 we raised £14.2 million, a decrease of 27.3% from 2018 reflecting the difficult circumstances outlined above relating to donation levels.

EXPENDITURE

In 2019, we spent £15.8 million on charitable activities down from £20.3 million in 2018. Major areas of expenditure were Humanitarian Response (£2.7 million), Food Security (£2.4) and Orphans and child welfare (£5.4 million). Combined these areas accounted for 66% of our charitable spending in 2019.

Our achievements with this expenditure are described throughout this report.

Our expenditure on raising funds during 2019 fell to £5.4 million from £5.8 million in 2019 as we attempted to offset the negative impact of the factors outlined in the above paragraphs.

In 2019 we spent £0.2m on developing our fundraising partners' capabilities across Europe who in turn raise funds enabling projects to be delivered by the Human Appeal family to change and save lives around the world. The reduction in spending from £0.3 million in 2018 reflects the increased self-sufficiency of our European partner operations.

COVID-19 PANDEMIC

At the time of submission of this Annual Report, the world has experienced almost seventeen months of intermittent lockdown and tragic loss of life. Human Appeal responded early, identifying the potential for massive disruption to everyday life, to economies around the globe and to the operating environment for charities. We also undertook a large variety of Covid-19 related projects in the UK aimed at alleviating the problems experienced by vulnerable people from all communities across the nation. A minority of our staff have continued to work from the office albeit within a massively changed environment designed to meet the measure recommended by the government. The majority of our staff switched seamlessly to homeworking in early 2020.

The measures taken have proven successful with income strengthening throughout 2020 with the result for the year significantly exceeding expectations. This has served to re-establish the Charity's long term financial stability and enable continuing adherence to the policy of maintaining adequate levels of general reserves.

INFORMATION SECURITY

The charity's strategy of switching the storage of data to online locations during 2019 proved to be of huge benefit as the Covid-19 emergency took hold. Staff working from home maintained efficiency and continuity. However, Human Appeal is fully aware that failure to secure information systems from attack could lead to loss of service, loss of data and even put people at risk, leading to reputational damage, regulatory breach and fines.

The Trustees oversee digital strategy and investment and our IT and Systems team are pro-active in their oversight of cybersecurity risk management. All our staff around the globe are required to follow IT policies and procedures and there are regular updates on cybersecurity risks. We undertake regular testing of our IT security.

We have, as a strategic aim, plans to build further security capacity and assurance capabilities in 2020 and beyond.



TRUSTEES ASSESSMENT OF GOING CONCERN

CHARITY COMMISSION INQUIRY

The annual report last year described the progress made assisting the Charity Commission in its inquiry into Human Appeal. These activities have continued throughout 2019 and to date whilst simultaneously the newly appointed management team has worked to strengthen the charity's business model, improve the accuracy of financial projections and upgrade global controls to support the future growth of our organisation.

The trustees are aware that the continuation of the inquiry, which commenced on 18 April 2018, creates material uncertainty and the potential impact of the findings is still unknown. However recent communications with the Charity Commission confirms the focus remains on historical governance issues during late 2017 and suggests the inquiry has now entered its final phase.

COVID-19 PANDEMIC

The implications and consequences of the current pandemic still cannot be fully quantified. The arrival of COVID-19 saw the Charity respond early in 2020. Threats to the organisation were identified and these were mitigated by a restructuring of the global workforce and a complete overhaul of the fundraising model.

The measures taken have proven successful with income strengthening throughout 2020 with the result for the year significantly exceeding expectations. As at 30 June 2021, on the basis of strong fundraising performance including during Ramadan, our bank balances held in the UK amounted to £9.15m (compared to £4.71m at end 2019) This has served to re-establish the Charity's long term financial stability and enable continuing adherence to the policy of maintaining adequate levels of general reserves.

SUMMARY

The Board of Trustees has considered the latest information and evidence available and are of the view that there is a reasonable expectation that Human Appeal will have the resources to continue in operational existence for the foreseeable future. This conclusion is reached on the basis of the financial performance of the charity since December 2019 and in particular its successful fundraising efforts.

The Trustees recognise that the on-going Charity Commission inquiry does pose a material uncertainty as the potential impact of the findings are still unknown. That said, the trustees are confident that this risk can be managed and 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 was unable to continue as a going concern

2018 COMPARATIVES

To meet filing requirements our 2018 accounts were submitted with a disclaimer of opinion in the audit report due to time constraints. Therefore, significant work has been undertaken to establish a materially correct position at 1 January 2019 and the balance sheet restated accordingly. We recognise that there remains a risk that the SoFA comparative figures could be materially misstated. We therefore accept this qualification to the audit report as a one-off factor for 2019.

INCOME RECOGNITION

We accept there was no thorough and consistently applied approach to assessing income cut-off at the 2018 or 2019 financial year ends. This includes both the UK head office and the charity's country offices. Significant work has been undertaken on the basis of transactions in the post balance sheet period to establish the correct time of recognition of income that meets our accounting policy and the charity SORP. However, we accept that there is a residual risk that timing factors may have resulted in a misstatement of income for the year ended 31 December 2019.



STATEMENT OF RESERVES

GENERAL RESERVES (UNRESTRICTED)

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

RESTRICTED FUNDS

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

RESERVES POLICY

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

As at 31 December 2019 the charity had total reserves of £5.1m (2018: £7.1m), restricted reserves of £4.9m (2018: £6.6m) and unrestricted funds of £0.2m (2018: £0.5m). After allowing for fixed assets held as unrestricted funds, the charity had £Nil free reserves at the balance sheet date.

The Trustees have developed a strategy to build up unrestricted reserves to a level acceptable to beneficiaries and partners. A team of executives has been charged with identifying the campaigns and tactics required to support the Trustees ambitions in this regard. This team reports regularly on progress. At present, all funds held overseas are treated as restricted funds although they may not be so restricted by the donor or by the ask. This is because in practice, these funds will be used in the specific country. Going forward, the Trustees will continue to focus on building a reserve over time sufficient to cover at least 6 month's operating costs and field offices running cost expenditure.

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



Dr Kamil Omoteso
Chair of the Board of Trustees
28 July 2021



INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF HUMAN APPEAL

QUALIFIED OPINION

We have audited the financial statements of Human Appeal (the 'charitable company') for the year ended 31 December 2019 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, except for the possible effects of the matters described in the Basis for Qualified Opinion section of our report, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 December 2019 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 QUALIFIED OPINION

The charitable company's financial statements for the year ended 31 December 2018 received a disclaimer of opinion. The auditors concluded that, at the time of filing the financial statements, the charitable company did not have reliable financial records for the year ended 31 December 2018. While significant work has been undertaken to establish a materially correct position at 1 January 2019 and the balance sheet restated accordingly, there remains a risk that the SoFA comparative figures could be materially misstated.

There was no thorough and consistently applied approach to assessing income cut-off for institutional grant funding at 31 December 2018 or 31 December 2019 financial year ends. This includes both the UK head office and the charity's country offices. Significant work has been undertaken on the basis of transactions in the post balance sheet period to establish the correct time of recognition of income that meets the charitable company's accounting policy. There is a residual risk that timing factors may have resulted in a misstatement of income for the year ended 31 December 2019 and on accrued and deferred income at 31 December 2018 and 31 December 2019.

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 qualified opinion.

MATERIAL UNCERTAINTY RELATED TO GOING CONCERN

We draw attention to the disclosures made in the trustees' report and note 1 in the financial statements, which outlines the on-going regulatory inquiry being undertaken by the Charity Commission into the charitable company. As stated in the trustees' report and in note 1 (d), this indicates that a material uncertainty exists that may cast significant doubt on the company's ability to continue as a going concern. Our opinion is not modified in respect of this matter.

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. 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. In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

As described in the basis for qualified opinion section of our report, we were unable to satisfy ourselves concerning 2018 comparative figures and income cut-off. We have concluded that where the other information refers to total incoming resources and resources expended or related balances, these may be materially misstated for the same reason.

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
- 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.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

USE OF OUR REPORT

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

Jonathan Orchard (Senior statutory auditor)
Date 28/07/2021
for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

**STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)**

AS AT 31 DECEMBER 2019

		Unrestricted funds 2019	Restricted funds 2019	Total funds 2019	Total funds 2018 <i>Restated</i>
	Note	£	£	£	£
Income from:					
Donations and legacies	2	3,179,038	11,045,048	14,224,086	19,560,658
Charitable activities	3	-	5,091,681	5,091,681	3,871,156
Other trading activities	4	48,566	294	48,860	129,445
Investments	5	30,112	-	30,112	17,390
Other income		-	-	-	12,284
Total income		3,257,716	16,137,023	19,394,739	23,590,933
Expenditure on:					
Raising funds	6	631,593	4,725,700	5,357,293	5,777,916
Charitable activities	8	2,759,382	13,073,948	15,833,330	20,297,581
Charitable capacity building	9	176,355	-	176,355	303,801
Total expenditure		3,567,330	17,799,648	21,366,978	26,379,298
Net movement in funds		(309,614)	(1,662,625)	(1,972,239)	(2,788,365)
Reconciliation of funds:					
Total funds brought forward (restated)	26	535,615	6,578,798	7,114,413	9,902,778
Total funds carried forward		226,001	4,916,173	5,142,174	7,114,413

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 19 to the financial statements.

BALANCE SHEET

AS AT 31 DECEMBER 2019

			2019	2018 <i>Restated</i>
	Note	£	£	£
Fixed assets:				
Intangible assets	14		336,696	380,755
Tangible assets	15		2,097,884	2,029,820
Investments	16		600,000	600,000
			3,034,580	3,010,574
Current assets:				
Debtors	17	2,500,664		2,123,539
Cash at bank and in hand		3,156,980		5,420,550
		5,657,644		7,544,089
Liabilities:				
Creditors: amounts falling due within one year	18	(3,550,050)		(3,440,250)
Net current assets			2,107,594	4,103,839
Total net assets			5,142,174	7,114,413
The funds of the charity:				
Restricted income funds	19		4,916,173	6,578,798
Total unrestricted funds			226,001	535,615
Total charity funds			5,142,174	7,114,413

Approved by the trustees on 28 July 2021 and signed on their behalf by



Dr Kamil Omoteso
Chair of the Board of Trustees

STATEMENT OF CASH FLOWS AS AT 31 DECEMBER 2019

	2019	2018 <i>Restated</i>
	<i>Note</i>	
Net cash used in operating activities	21	(1,152,613)
Cash flows from investment activities		
Profit on income	12,112	5,390
Investment property income	18,000	12,000
Income from shops	-	-
Purchase of tangible assets	(178,172)	(406,213)
Proceeds of sale of tangible fixed assets	-	-
Net cash used in investing activities	(148,060)	(388,823)
Decrease in cash and cash equivalents in the year	(2,263,570)	(1,541,436)
Cash and cash equivalents at the beginning of the year	5,420,550	6,961,986
Total cash and cash equivalents at the end of the year	3,156,980	5,420,550

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2019

1. ACCOUNTING POLICIES

a) Charity information

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

Its registered office and principal place of business is Pennine House, Carrs Road, Cheadle, SK8 2BL.

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

b) 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.

Human Appeal 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.

c) Reconciliation with previous Generally Accepted Accounting Practice

In preparing these accounts, the Trustee 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.

d) Going concern

As outlined in the Financial Review section of the trustees' annual report, the potential impact of the Charity Commission's inquiry, which commenced on 18 April 2018, is still unknown and therefore this creates a material uncertainty over the going concern basis of the charity. However recent communications with the Charity Commission confirms the focus remains on historical governance issues during late 2017 and suggests the inquiry has now entered its final phase. The trustees are confident that this risk can be managed and therefore the annual financial statements have been prepared on the basis that the charity is a going concern.

e) Company status

The company is a company limited by guarantee. The members of the company are the Trustees named on page 5. In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company.

ACCOUNTING POLICIES CONTINUED

f) Income

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

For legacies, entitlement is taken as the earlier of the date on which either: the company 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 company has been notified of the executor's intention to make a distribution. Where legacies have been notified to the company, or the company 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 company 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.

g) 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 company and include project management carried out at Headquarters. Governance costs are those incurred in connection with administration of the company 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 company's operations, including support costs and costs relating to the governance of the company apportioned to charitable activities.

All expenditure is inclusive of irrecoverable VAT.

h) 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.

ACCOUNTING POLICIES CONTINUED

i) 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
~ Plant and machinery	Over 15 years
~ Motor vehicles	Over 5 years
~ Fixtures and fittings	Over 4 years
~ Computer equipment	Over 5 years
~ Software	Over 10 years

j) Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the Balance sheet date, unless fair value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading 'Gains/(losses) on investments' in the Statement of financial activities incorporating income and expenditure account.

k) Investment properties

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

l) Interest receivable

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

m) 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.

n) Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

o) 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.

p) 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.

ACCOUNTING POLICIES CONTINUED

q) 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.

r) Financial instruments

The company 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.

s) Taxation

As a registered charity, the company 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 company, and is therefore included in the relevant costs in the statement of financial activities (as stated in Note 1g).

t) 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.

u) Pensions

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

Human Appeal 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 2019 was £69,756 (2018: £60,705)

v) Fund accounting

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

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the company 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.

w) Gifts in Kind

Gifts in kind for use by the charity are included in the accounts at their approximate market value at the date of receipt. Gifts in kind for distribution are included in the accounts at their approximate market value at the date of distribution.

2. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
Donations	920,012	8,129,127	9,049,139
Gift aid tax reclaimed	1,805,136	-	1,805,136
Donated goods and services	-	118,355	118,355
Donations from fundraising events	453,890	2,797,566	3,251,456
Total donations and legacies	3,179,038	11,045,048	14,224,086

2. INCOME FROM DONATIONS AND LEGACIES (PRIOR YEAR - RESTATED)

	Unrestricted funds 2018 £	Restricted funds 2018 £	Total funds 2018 £
Donations	1,148,988	12,970,923	14,119,911
Gift aid tax reclaimed	1,513,077	-	1,513,077
Donated goods and services	-	334,083	334,083
Donations from fundraising events	228,501	3,365,086	3,593,587
Total donations and legacies	2,890,566	16,670,092	19,560,658

3. INCOME FROM CHARITABLE ACTIVITIES

	Restricted funds 2019 £	Total funds 2019 £	Total funds 2018 Restated £
Charitable activities	5,091,681	5,091,681	3,871,156

All income from charitable activities was restricted in 2018.

4A. OTHER TRADING ACTIVITIES (CURRENT YEAR)

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £	Total funds 2018 Restated £
Sale of goods	-	-	-	3,999
Ticket sales	48,566	294	48,860	41,664
Other	-	-	-	83,782
	48,566	294	48,860	129,445

4B. OTHER TRADING ACTIVITIES (PRIOR YEAR - RESTATED)

	Unrestricted funds 2018 £	Restricted funds 2018 £	Total funds 2018 £	Total funds 2017 £
Sale of goods	3,999	-	3,999	8,176
Ticket sales	37,184	4,480	41,664	27,267
Other	-	83,782	83,782	36,187
	41,183	88,262	129,445	129,445

5. INVESTMENT INCOME

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £	Total funds 2018 Restated £
Property Rental Income	18,000	-	18,000	12,000
Bank Interest Receivable	12,112	-	12,112	5,390
	30,112	-	30,112	17,390
Total	17,390	-	17,390	

All investment income was unrestricted in 2018.

6A. COSTS OF RAISING FUNDS (CURRENT YEAR)

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £	Total funds 2018 Restated £
Fundraising costs	46,079	344,768	390,847	2,721,401
Publicity costs	220,889	1,652,732	1,873,621	1,001,293
Event costs	136,795	1,023,526	1,160,321	690,636
Fundraising staff costs	227,830	1,704,674	1,932,504	1,364,586
	631,593	4,725,700	5,357,293	5,777,916

6B. COSTS OF RAISING FUNDS (PRIOR YEAR - RESTATED)

	Unrestricted funds 2018 £	Restricted funds 2018 £	Total funds 2018 £	Total funds 2017 £
Fundraising costs	408,210	2,313,191	2,721,401	3,584,654
Publicity costs	147,979	853,314	1,001,293	2,090,077
Event costs	102,068	588,568	690,636	1,053,602
Fundraising staff costs	201,760	1,162,826	1,364,586	1,735,596
	860,017	4,917,899	5,777,916	8,463,929

7. GRANTS TO INSTITUTIONS

	2019 £	2018 Restated £
Novo Jibon	15,595	147,194
Human Appeal Senegal	-	113,146
Islamic Welfare Association	529,909	856,967
Tunisia Charity	-	77,738
Ethar Relief	-	72,880
United Muslim Relief - Jordan	-	35,307
Kalliri I Miresise (Spike of Goodness) Macedonia	50,700	68,737
Muslim Foundation for Culture & Development	62,460	61,130
Coffee4Craig	-	6,000
Natuf for Environment and Community Development	-	176,604
Welfare Association	6,873	221,543
Islamic University of Gaza	-	34,517
Dhaka Ahsania Mission	40,000	50,799
Myittar Resource Foundation	1,530	353,051
United Muslim Relief - Kenya	-	98,055
Unlimited Friends Association for Social Development	-	48,499
AL Zakat Committee of Jerusalem	423,358	928,056
Green Lane Masjid	-	150,000
Human Appeal Sudan	-	30,000
United Muslim Relief	-	35,902
United Muslim Relief for Office Development	-	32,000
Sabalambay Unnayan Samity	17,865	15,744
Human Appeal Kenya	1,208	2,516
Bicklang Avam Upekshit Seva Sadan	150,000	222,503
Atfaluna Society for Deaf Children	5,805	13,545
Islamic Zakat Society	805,732	1,069,962
Sawaed for Relief and Development	-	42,000
The British Asian Trust	-	17,500
Central and North West London NHS Foundation Trust	-	20,000
Street Support Network Limited	-	10,000
International Corporation for Sheep & Qurbani	-	10,898
Nour El-Marifa	-	8,070
Al Ihsan Company	28,067	-
Tahseen Rehan Company	70,374	-
Al-Aqsa University	52,520	-
Qatar Charity	10,000	-
The Boaz Trust	8,267	-
Jordan Hashemite Charity Organization	21,083	-
Manchester Central Foodbank	5,000	-
International Learning Movement	35,000	-
	2,396,346	5,030,863

8A. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES (CURRENT YEAR)

	Unrestricted funds 2019	Restricted funds 2019	Total funds 2019	Total funds 2018 <i>Restated</i>
	£	£	£	£
Education	-	603,117	603,117	1,259,227
Humanitarian response	-	2,729,789	2,729,789	507,620
Food security	-	2,376,007	2,376,007	6,818,465
Healthcare	-	910,512	910,512	1,050,419
Orphans and child welfare	-	5,403,038	5,403,038	5,156,362
Water, sanitation and hygiene	-	223,607	223,607	629,787
General country restricted income	2,759,382	827,878	3,587,260	4,875,702
	2,759,382	13,073,948	15,833,330	20,297,581

8B. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES (PRIOR YEAR - RESTATED)

	Unrestricted funds 2018	Restricted funds 2018	Total funds 2018	Total funds 2017
	£	£	£	£
Education	-	1,259,227	1,259,227	771,670
Humanitarian response	-	507,620	507,620	11,321,668
Food security	-	6,818,465	6,818,465	15,468,779
Sustainable livelihoods	-	-	-	179,376
Healthcare	-	1,050,419	1,050,419	837,663
Orphans and child welfare	-	5,156,362	5,156,362	917,818
Water, sanitation and hygiene	-	629,787	629,787	1,041,894
General country restricted income	2,940,805	1,934,897	4,875,702	1,009,207
	2,940,805	17,356,776	20,297,581	31,548,075

9. CHARITABLE CAPACITY BUILDING

	Unrestricted funds 2019	Restricted funds 2019	Total funds 2019	Total funds 2018 <i>Restated</i>
	£	£	£	£
Ireland	44,556	-	44,556	72,211
France	-	-	-	88,143
Spain	131,536	-	131,536	134,748
Holland	262	-	262	8,699
	176,355	-	176,355	303,801
Total	-	303,801	303,801	

10. ANALYSIS OF SUPPORT COSTS

	Total funds 2019	Total funds 2018 <i>Restated</i>
	£	£
Costs of raising Funds	1,990,122	-
Charitable activities	175,131	2,172,807
Other Expenditure - capacity building	764,206	-
	2,929,459	2,172,807

Support costs by type

	2019	2018 <i>Restated</i>
	£	£
Staff costs	1,228,466	1,058,295
Depreciation	146,979	-
Other	1,554,015	1,494,953
	2,929,460	2,553,248

Governance costs

Included within support costs are governance costs as follows

	2019	2018 <i>Restated</i>
	£	£
Auditors' remuneration	46,851	159,021
Legal and professional other fees	(62,377)	286,968
	(15,526)	445,989

11. NET INCOME/(EXPENDITURE)

This is stated after charging:

	2019	2018 <i>Restated</i>
	£	£
Depreciation of tangible fixed assets: -owned by the charity	110,108	147,285
Amortisation of intangible fixed assets	44,058	65,410
Operating lease rentals	121,000	121,000
	275,166	333,696

During the year, no Trustees received any remuneration (2018 - £NIL).
During the year, no Trustees received any benefits in kind (2018 - £NIL).
During the year, one Trustee was reimbursed for expenses of £65 (2018 - £NIL).

12. AUDITORS' REMUNERATION

	2019 £	2018 <i>Restated</i> £
Fees payable to the company's auditor and its associates for the audit of the company's annual accounts	77,000	-
Fees payable to the company's auditor and its associates in respect of: All services not included above	10,400	127,250
	87,400	127,250

13. STAFF COSTS

Staff costs were as follows:

	2019 £	2018 <i>Restated</i> £
Wages and salaries	6,214,622	7,426,407
Social security costs	229,681	237,340
Other pension costs	69,756	60,705
	6,514,059	7,724,452

1 (2018 - 1) termination payment of £9,167 was made during the year

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

	2019 No.	2018 <i>Restated</i> No.
	548	536

The number of higher paid employees was:

	2019 No.	2018 <i>Restated</i> No.
In the band £60,001 - £70,000	1	1
In the band £70,001 - £80,000	1	1

The key management personnel of the charity, comprising of the leadership team and the executive directors team. The total employee benefits of the key management personnel was £544,599 (2018 - £498,207).

14. INTANGIBLE FIXED ASSETS

	Software £
Cost	
At start of the year 1 January 2019	446,165
Additions	-
Disposals	-
Foreign exchange movement	-
At end of the year 31 December 2019	446,165
Amortisation	
At start of the year 1 January 2019	65,410
Charge for the year	44,058
Disposals	-
Foreign exchange movement	-
At end of the year 31 December 2019	109,469
Carrying amount	
At end of the year 31 December 2019	336,696
At end of the year 31 December 2018	380,755

15. TANGIBLE FIXED ASSETS

	Freehold property £	Fixtures, fittings and equipment £	Motor vehicles £	Total £
Cost				
At start of the year 1 January 2019	1,871,924	506,109	68,486	2,446,519
Additions in year	-	178,172	-	178,172
Disposals	-	-	-	-
At end of the year 31 December 2019	1,871,924	684,281	68,486	2,624,691
Depreciation				
At start of the year 1 January 2019	98,561	295,471	22,667	416,699
Charge for the year	47,704	62,346	58	110,108
Disposals	-	-	-	-
At end of the year 31 December 2019	146,265	357,817	22,725	526,807
Net book value				
At the end of the year	1,725,659	326,464	45,761	2,097,884
At the start of the year	1,773,363	210,638	45,819	2,029,820

All of the above assets are used for charitable purposes.

16. FIXED ASSET INVESTMENTS

Investments at market value comprise:

	2019	2018
	£	<i>Restated</i> £
Investment properties	600,000	600,000

The charity owns two commercial properties that are held for rented out as office space. These are valued based on formal valuations by surveyors in 2015 and the charity has taken steps to review the market value of the properties at year end to ensure these remain materially accurate.

17. DEBTORS

	2019	2018
	£	<i>Restated</i> £
Other debtors	2,474,479	2,108,431
Prepayments and accrued income	26,184	15,108
	2,500,664	2,123,539

18. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2019	2018
	£	<i>Restated</i> £
Trade creditors	1,743,439	1,713,859
Other taxation and social security	439,616	444,469
Other creditors	365,205	264,681
Accruals and deferred income	1,001,790	1,017,242
	3,550,050	3,440,250

19A. STATEMENT OF FUNDS (CURRENT YEAR)

	Balance at 1 January 2019	Income	Expenditure	Transfers in/out	Balance at 31 December 2019
	£	£	£	£	£
Unrestricted Funds					
General Funds	535,615	3,257,716	(3,567,330)	-	226,001
Restricted Funds					
Education	65,726	709,140	(855,130)	99,635	19,371
Humanitarian Response	1,920,698	3,739,852	(3,627,499)	(684,234)	1,348,817
Food Security	986,170	2,808,511	(3,346,783)	231,265	679,163
Healthcare	439,919	1,194,671	(1,284,984)	23,158	372,764
Orphans and Child Welfare	1,325,144	6,324,128	(7,171,290)	-	477,982
Water Sanitation and Hygiene	1,053,374	872,969	(573,665)	527	1,353,205
Other	787,767	487,752	(940,297)	329,649	664,871
	6,578,798	16,137,023	(17,799,648)	-	4,916,173
Total of funds	7,114,413	19,394,739	(21,366,978)	-	5,142,174

19B. STATEMENT OF FUNDS (PRIOR YEAR - RESTATED)

	Balance at 1 January 2018 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2018 £
Unrestricted Funds					
General Funds	1,387,798	2,948,639	(3,800,822)	-	535,615
Restricted Funds					
Education	173,010	1,009,132	(1,274,919)	158,503	65,726
Humanitarian Response	3,227,387	4,518,427	(3,129,689)	(2,695,427)	1,920,698
Food Security	457,728	8,290,079	(9,289,870)	1,528,233	986,170
Healthcare	367,852	647,855	(1,063,509)	487,721	439,919
Orphans and Child Welfare	2,085,455	4,275,355	(5,220,617)	184,951	1,325,144
Water Sanitation and Hygiene	1,409,488	625,599	(637,635)	(344,078)	1,053,374
Other	794,060	1,275,847	(1,962,237)	680,097	787,767
	8,514,980	20,642,294	(22,578,476)	-	6,578,798
Total of funds	9,902,778	23,590,933	(26,379,298)	-	7,114,413

20A. ANALYSIS OF NET ASSETS BETWEEN FUNDS (CURRENT YEAR)

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
Intangible fixed assets	335,672	1,024	336,696
Tangible fixed assets	1,733,916	363,968	2,097,884
Fixed asset investments	600,000	-	600,000
Net current assets	(2,443,587)	4,551,181	2,107,594
	226,001	4,916,173	5,142,174

20B. ANALYSIS OF NET ASSETS BETWEEN FUNDS (PRIOR YEAR - RESTATED)

	Unrestricted funds 2018 £	Restricted funds 2018 £	Total funds 2018 £
Intangible fixed assets	379,992	763	380,755
Tangible fixed assets	1,676,442	353,378	2,029,820
Fixed asset investments	600,000	-	600,000
Net current assets	(2,120,816)	6,224,657	4,103,842
	535,618	6,578,798	7,114,416

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

	2019 £	2018 Restated £
Net income for the year (as per Statement of Financial Activities)	(1,972,239)	(2,788,365)
Adjustment for:		
Depreciation charges	154,166	190,438
Dividends, interest and rents from investments	(30,112)	(17,390)
Loss on the sale of fixed assets	-	15,543
(Increase)/decrease in stocks	-	10,960
Decrease/(increase) in debtors	(377,125)	(192,927)
(Decrease)/increase in creditors	109,800	1,446,429
Loss on the revaluation of investment properties	-	182,699
Net cash provided by operating activities	(2,115,509)	(1,152,613)

22. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2019	2018 <i>Restated</i>
	£	£
Cash in hand	3,156,980	5,420,550
Total	3,156,980	5,420,550

23. PENSION COMMITMENTS

The company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £69,756 (2018 - £60,705).

24. OPERATING LEASE COMMITMENTS

	2019	2018 <i>Restated</i>
	£	£
Amounts payable:		
Within 1 year	86,244	100,984
Between 1 and 5 years	147,296	233,540
	233,540	334,524

25. RELATED PARTY TRANSACTIONS

Donations from Trustees totalling £20 were received during the reporting period. (2018 - £715)

There are no other related party transactions to disclose for this financial year (2018: none).

26. PRIOR YEAR ADJUSTMENT

At the end of 2017, issues around Human Appeal's financial governance were reported through the charity's whistleblowing policy and the Charity Commission launched a Statutory Enquiry on 18 April 2018. The charity has been through a period of transition and there have been a number of key personnel changes. A new Chief Executive Officer was recruited in April 2019 and necessary changes were made in the structure and operations of key areas including of Finance, Programmes, Marketing and Fundraising. The changes in the finance teams structure and operations caused considerable disruption to the financial record keeping of the charity during 2018 and 2019.

As a result of these disruptions the Charity did not have reliable financial records at the time the accounts for the year ended 31 December 2018 were filed. The new Trustees and management have undertaken a process of reviewing the information for the period to 31 December 2018 and have subsequently restated the balances for this period to more accurately reflect the position and performance of the charity. Therefore the balances have been restated as follows:

	Balance as per 2018 statutory accounts	Adjustment	Restated balance
Fixed assets:			
Intangible assets	382,358	(1,603)	380,755
Tangible assets	2,592,727	(562,907)	2,029,820
Investments	200,000	400,000	600,000
	3,175,085	(164,511)	3,010,574
Current assets:			
Debtors	4,603,420	(2,479,881)	2,123,539
Cash at bank and in hand	6,305,647	(885,097)	5,420,550
Liabilities:			
Creditors: amounts falling due within one year	(10,910,828)	7,470,578	(3,440,250)
Net current (liabilities)/assets	(1,761)	4,105,600	4,103,839
Total net assets	3173324	3,941,089	7,114,413
The funds of the charity:			
Restricted income funds	2703200	3,875,598	6,578,798
Total unrestricted funds	470124	65,491	535,615
Total charity funds	3173324	3,941,089	7,114,413

**27. COMPARATIVE STATEMENT OF FINANCIAL ACTIVITIES
INCORPORATING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2018 - RESTATED**

	Note	Unrestricted funds 2018 £	Restricted funds 2018 £	Total funds 2018 £
Income from:				
Donations and legacies	2	2,890,566	16,670,092	19,560,658
Charitable activities	3	-	3,871,156	3,871,156
Other trading activities	4	41,183	88,262	129,445
Investments	5	17,390	-	17,390
Other income		(500)	12,784	12,284
Total income		2,948,639	20,642,294	23,590,933
Expenditure on:				
Raising funds	7	860,017	4,917,899	5,777,916
Charitable activities	8	2,940,805	17,356,776	20,297,581
Charitable capacity building	9	-	303,801	303,801
Total expenditure		3,800,822	22,578,476	26,379,298
Net income / (expenditure) before transfers		(852,183)	(1,936,182)	(2,788,365)
Transfers between funds		-	-	-
Net income / (expenditure) before other recognised gains and losses		(852,183)	(1,936,182)	(2,788,365)
Net movement in funds		(852,183)	(1,936,182)	(2,788,365)
Reconciliation of funds:				
Total funds brought forward		1,387,798	8,514,980	9,902,778
Total funds carried forward		535,615	6,578,798	7,114,413



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