



 **WATER COOLER
FOR SCHOOL**
Rahim Yar Khan, Punjab



STRATEGIC ACHIEVEMENTS SUMMARISED 2019-2021

This June, we planted olive trees in Eastern villages of Khan Younis for 12 small-scale farmers.



| SUMMARY

Our 2019–21 strategy was tailored to improve our sustainability, innovation, financial fortitude, and efficiency to help us empower, support, and improve the lives of the people we support, which always guides our work.

Central to the 3-year strategy was the prioritisation of 10 key areas:

- 1.** Raising, securing, and growing a sustainable income
- 2.** Supporter acquisition and retention
- 3.** Brand boosting
- 4.** An innovative volunteer programme
- 5.** Improving the quality and efficiency of our work
- 6.** Staff development and satisfaction
- 7.** Risk identification and mitigation
- 8.** Value for money
- 9.** Developing a coherent interface with supporters and demonstrating beneficiary impact
- 10.** Nurturing creativity and innovation

This report highlights the major achievements within our strategic key priorities in 2021, 2020, and 2019.

This Ramadan, we supported hundreds of displaced Syrians like 50-year-old Abdel Moein Muhammad Hussein with nutritious month-long food parcels.



ACHIEVEMENTS IN 2021

Raising, securing, and growing sustainable income

- Thus far in 2021, Human Appeal has raised £27.34m, and worked to improve lives in 17 countries.
- Despite the financial impact of COVID-19, we increased our funds during the Ramadan period by 50% year-on-year.
- Human Appeal's longstanding reputation and experience of working in Gaza allowed us to be primed to respond to the escalation in violence during Ramadan, making us a key charity of choice for supporters, raising in excess of £2m for our humanitarian response to the escalation.
- Our automated donation platforms Your 30 Nights (including Your 10 Nights) and My Best 10 Days generated over £1m and £189k in revenue respectively, a year-on-year increase of over 60% and 178% respectively.
- We also boosted our income by expanding our email and SMS list size, increasing our income on these platforms by 62%.

Supporter acquisition and retention

- Prospecting supporters remains a strong driver for overall digital growth with a 60% increase in donations that were not brand-driven from 2020.
- We established a Donor Retention Committee to improve donor loyalty and return through improved communication.

Brand boosting

- Thanks to the support of our donors, staff, volunteers, and partners, we're celebrating 30 years of saving and transforming lives, a testament to our ongoing relevance, demand, and irreplaceability.
- A strong digital presence ensured Human Appeal UK maintained a

proportional increase in the market share growth from the 2020 lockdown, while in-person fundraising was restricted.

An innovative volunteer programme

- In 2021, 524 volunteers in the UK gave their time, energy and skills to support our work.
- We hosted a successful volunteer's conference and a series of humanitarian seminars to educate our volunteers on key global issues and recruit them to participate in the annual Ramadan campaign. 128 volunteers attended these engagement initiatives and 50 progressed to participating in our Ramadan fundraising.
- We launched Human Appeal's first Volunteering Advisory Board in August, with the aim of giving our volunteers a way of adding their voice and helping us to shape our work.
- We launched a series of community clean-ups, uniting volunteers and staff across Manchester and Glasgow in the preservation of neglected public spaces and streets.

Improving the quality and efficiency of our work

- During Ramadan, we published weekly internal staff bulletins and three issues of our Every Human e-zine, facilitating quick and accountable feedback to staff and supporters.
- We expanded our programmes to four new African countries: Malawi, Nigeria, Morocco, and Tunisia, and we re-established our presence in Sudan. We also registered Human Appeal in the United States, priming us for our expansion to a new fundraising office.

This July, we were able to distribute cash assistance to 1,200 children at our orphan sponsorship event in the Gaza strip.



- We launched a new flagship shelter project, which aims to build 200+ houses for internally displaced families in Syria. So far, 88 houses have been built.
- We developed and launched new areas of the website, including the following pages: About us, Publications, Annual Reports, Policies, Events, Challenges, Jobs, Volunteering and Our work.
- To-date we have transformed 25 villages in Tharparkar, Pakistan, with an integrated project addressing livelihoods, sustainable water, solar electricity, improved farming, and health and sanitation.
- We were granted £6 million in institutional funding in 2021.

Staff development and satisfaction

- In 2021, we launched an employee wellbeing campaign, surveying over 273 staff members in order to address and increase staff happiness, security, and fulfilment.
- We prioritised and improved safeguarding by introducing a trained Policies Committee who ensure our 52 policies have a process map, and that staff receive updated annual policy training.

Risk identification and mitigation

- We hired legal representation in all our global offices, ensuring high standards and observation of legislation across our work.
- By hiring a global monitoring and evaluation lead to provide technical guidance on adopting our quality standards and improve reporting across the programme cycle.
- To improve financial management and oversight, we developed comprehensive monthly financial reporting in each of our country offices.

Developing a coherent interface with supporters and demonstrating beneficiary impact

- We received daily feedback from our global communications team during Ramadan and Qurbani – a first across the faith-based charity sector. This helped us to streamline and accelerate our communication with donors, providing immediate and transparent project updates from the field via frequent newsletters, a weekly supporter magazine, social media, and website updates.
- This year we also increased the number of sponsored orphans to 17,600, an increase of 40% from 2020.

Nurturing creativity and innovation

- In 2021, we successfully launched quarterly traditional giving campaigns online, which allows donors to support more traditional projects, such as water wells, orphan sponsorship, and olive trees.
- We also published a dedicated poetry book, *Stories of Her Sisters*, to celebrate International Women's Week, which featured 14 poems from our volunteers. The 90 copies that have been sold so far have raised over £720 for Al Imaan Hospital.



We visited our shelter project in Al-Sadaqa camp in the Azaz area of Syria.



**ACHIEVEMENTS
IN 2020**

Raising, securing, and growing sustainable income

- In 2020, we responded to 7 emergencies. We raised our income from £19.4 million in 2019 to over £30 million in 2020, a 50% year-on-year increase.
- We received £3.97 million in grants in 2020, and we also increased the number of countries which received institutional funding, from 2 in 2019 to 4 in 2020.
- Two grants from UN OCHA in Palestine allowed us to disinfect Gaza's entire water network for eight months, protecting the population from the spread of COVID-19.
- Human Appeal's Institutional Funding Department led our Global COVID-19 emergency campaign, submitting 51 proposals with a total value of £20.7 million and securing the funding for 4 projects with a total value of £1.43 million.
- Human Appeal was one of the first organisations to respond to COVID-19 in north-west Syria, with a £735,000 grant from UN OCHA, with which we operated three COVID-19 isolation centres.
- This year, 551 volunteers in the UK gave their time, energy, and skills to support our fundraising and campaigns, raising a total of £300,000 throughout the year.
- Our organisation was one of the first faith-based charity to launch a Coronavirus Emergency Appeal, at home and abroad, raising in excess of £217,000; we were whitelisted by Google, which allowed us to run digital adverts from early on in our campaign.
- The Community Fundraising Department launched a dedicated Tharparkar Village campaign, which

provides a sustainable, holistic and integrated development project for entire communities.

Supporter acquisition and retention

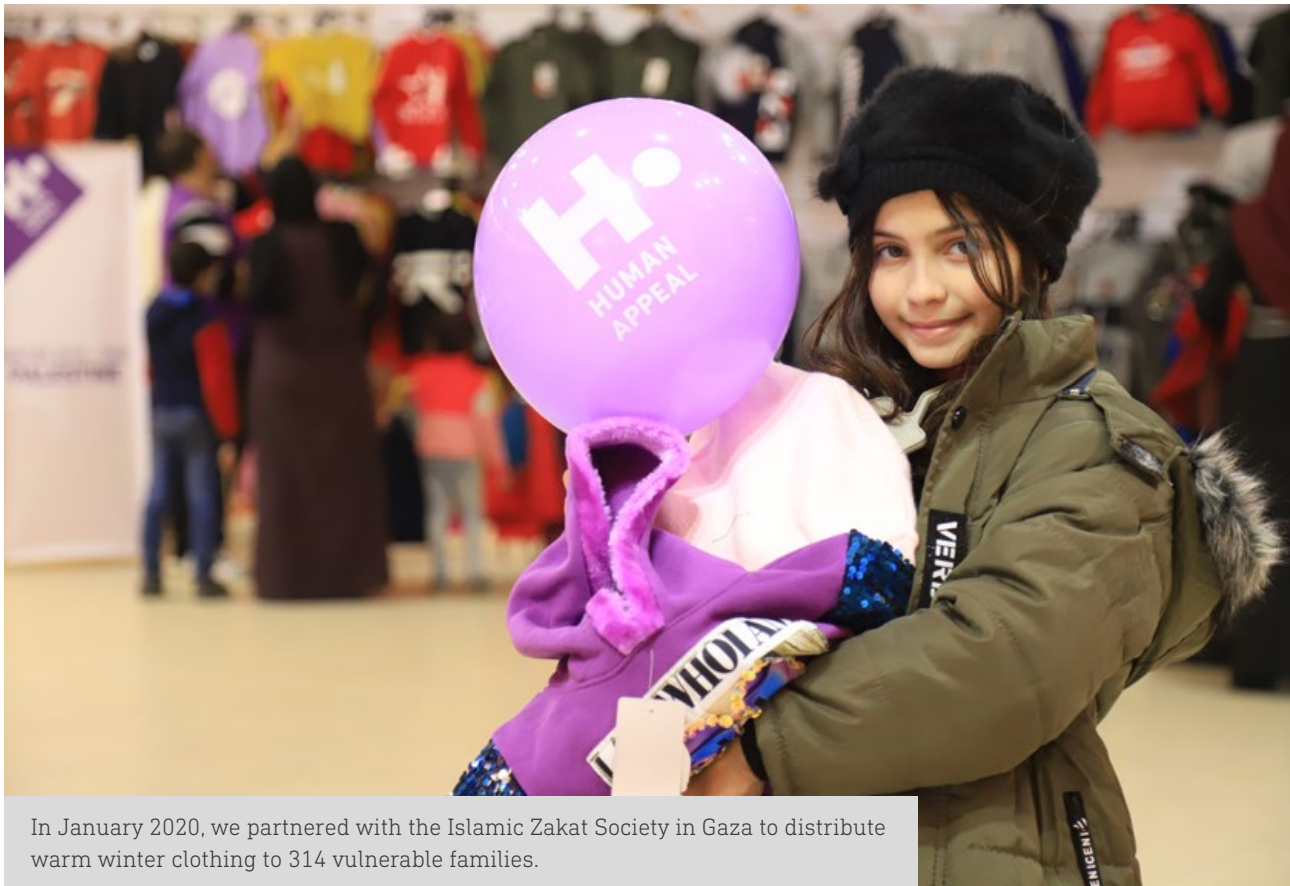
- In 2020, we launched Every Human, a quarterly supporter feedback magazine to engage donors with personal insights into our field work, which helped us to retain and engage donors.
- We also increased our email and SMS list sizes by 186% and 87% respectively since 2019.

Brand boosting

- We supported the launch of a new Arabic Media team in January, which helped to expand our reach to the Arabic-speaking world.
- Our annual Wrap Up campaign closed with a 130% increase in page visitors year-on-year and a 7% increase in time spent on the campaign page.
- We successfully trademarked and protected the Human Appeal logo, name, and our tagline "Here for Every Human" in the UK and Europe.

Improving the quality and efficiency of our work

- In 2020, our projects supported over 3,675,619 million people, working across 17 countries.
- We efficiently adapted to COVID-19 restrictions in the UK and abroad, switching to remote working with strong IT support to our home-based staff.
- We expanded our partnership reach during the Beirut explosion, increasing our sectors of intervention in Lebanon.
- To continue strengthening the quality and safety of our projects, we hired nine international staff, including specialists in safety, safeguarding, and finance.



In January 2020, we partnered with the Islamic Zakat Society in Gaza to distribute warm winter clothing to 314 vulnerable families.

Staff development and satisfaction

- Following the disruption of COVID-19, we restructured the organisation to operate more smoothly in the short and long term.
- This year, we launched our internal communications operating model to support a remote workforce, which doubled staff engagement, increased the visibility of our leadership team, and maintained strong connections between the staff and the wider organisation.
- Following extensive staff consultation, we updated and developed a new employee handbook, which features key employee policies, including those to support diversity, inclusion, and staff wellbeing.
- Our Programmes Department integrated weekly inter-departmental meetings to facilitate effective collaboration, communication, and a programme-led focus.

- We also implemented an annual salary correction plan across our UK and country offices, ensuring all staff salaries reflect inflation and market rates.

Risk identification and mitigation

- We assigned and comprehensively trained 6 safeguarding representatives across the organisation, who support and protect diverse needs. In all we have safeguarding representatives covering child welfare, staff, volunteers and beneficiaries.
- We strengthened our reporting mechanisms, including updating our serious incident reporting (SIR) protocols and introducing local hotlines and a dedicated email for staff to report concerns.
- In 2020, we introduced a new donor complaints policy, and we address all complaints on a weekly basis.

Value for money

- Due to the COVID-19 pandemic, we rapidly adjusted our operational and financial plans, providing regular revised financial projections to the Board, which in turn led to a record breaking year for the charity.
- Despite COVID-19 necessitating the pausing of our internship programme and the cancellation of all events, our volunteers contributed 4,564.32 hours in 2020, saving Human Appeal £39,801 in manpower.

Developing a coherent interface with supporters and demonstrating beneficiary impact

- In 2020, we published six high quality impact reports providing transparency and accountability to donors on our COVID-19, Wrap Up, Ramadan, Qurbani, Syria and Yemen campaigns.

Nurturing creativity and innovation

- We devised creative and engaging new formats for our Ramadan and Qurbani campaigns online and offline, including a Ramadan newspaper-style booklet and a Hajj game as part of our postal mailers.
- A testament to our ongoing innovation was the shortlisting of our website for the third sector Website of the Year at the Northern Development Awards.

In 2020, we provided 173,537 people across seven countries with nutritious iftars.





**ACHIEVEMENTS
IN 2019**

Raising, securing, and growing sustainable income

- In 2019, we responded to 4 emergencies, raising in excess of £19.4 million. We secured \$14 million worth of grants, primarily for our projects in Yemen and Iraq.
- Our annual Comedy Tour raised £1.13 million for our Winter Emergency Appeal, which supports vulnerable communities across 16 cities.
- Our overall Ramadan income increased by around 10% year-on-year, from £4.5 million to £5 million.
- By intensifying awareness of Gift Aid, we increased the number of donors checking the Gift Aid box by around 2%.

An innovative volunteer programme

- In 2019, we established a new volunteering team, and a total of 403 volunteers shared their time, energy, and skills in the UK, an increase of 56% year-on-year.
- We successfully increased the lead generation of new volunteers by 113%.
- We launched a dedicated internship programme, placing six interns across multiple departments.

Improving the quality and efficiency of our work

- In 2019, we supported 1,683,658 million people, working across 16 countries.
- We continued to deliver our Al Imaan Hospital services by locating to a new premises in December after having been bombed 4 times, eventually severely enough to force us to evacuate patients and relocate.
- In 2019, we took steps to improve our workplace culture by strengthening our HR team, promoting our whistleblowing and safeguarding processes, integrating accountability and transparency, building staff capacity, implementing new employee policies, and appointing new, more diverse trustees.
- We also launched a two-year programme to improve the accountability of field offices to head office.



Human Appeal
Pennine House
Carrs Road
Cheadle
Cheshire
SK8 2BL

humanappeal.org.uk
customercare@humanappeal.org.uk
T: +44 (0) 161 225 0225
Charity No. 1154288
Company No. 08553893
Scottish Reg No. SC046481



INVESTORS
IN PEOPLE



Silver
Until 2022