we don’t follow change...we create it
In the name of Allah most merciful most beneficent. Once again, MAA has had an extremely successful year. We thank you for your generous support, sponsorship and assistance over the past year. Our donors continued their generosity towards those less fortunate. Our brothers and sisters affected by catastrophes all over the world. This support and generosity has enabled MAA to make a real difference by delivering real, quality projects.

MAA will continue to endeavour to save and change lives. We are facing extremely hard challenges in the current climate that we are and must continue to work hard to overcome them. InshAllah we will succeed with the dedication, commitment and hard work of our wonderful staff and under the great leadership and inspiration of our CEO, Sheikh Hassan.

We pray that the Almighty in His infinite mercy and wisdom protect all the starving, destitute and oppressed throughout the world. May Allah (SWT) bless us all with goodness, compassion and understanding InshAllah. Once again our sincere appreciation and thanks.
In the name of Allah the most gracious and most merciful. All praise is due to Allah (SWT), who said “Whoever saves a life, as if he (she) saved the whole humanity” [Quran 5:32]. Peace and blessings on his prophet Muhammad (pbuh), whom ALLAH (SWT) have said about him “We have only sent you as a mercy to the whole creation” [Quran 21:32].

The past year witnessed the completion of the three-year corporate transformation programme of MAA. With the grace of Allah (SWT) MAA has stepped up from a traditional NGO undertaking successful projects to a truly Smart, Efficient and Trustworthy NGO, which delivers life-changing, impactful and sustainable solutions. MAA adopts advanced ethical technologies and sciences to deliver sustainable ethical aid and development programmes. That is in addition to undertaking the necessary core projects, such as, Emergency, Qurban and Ramadan Iftar (Food Aid) programmes very successfully.

I am pleased and grateful to Allah (SWT) to announce that the 2012-2015 Strategic Plan has delivered results that exceeded the already challenging targets.

The strategic plan was based on the following values and principles: -

• Doing the right thing… Right!
• Trustworthiness and Efficiency in everything we do,
• Designing sustainable ethical solutions for our beneficiaries,
• Aiming for 100% project success rate, and
• Taking compliance, governance and transparency very seriously.

For us, Trustworthiness, Efficiency and Smartness are not just buzz words, rather we thought deeply about what do they actually mean? We defined and upheld five pillars that make up genuine trust, which are: iSlamic values | Monitoring | Accountability | Reporting | Transparency.

Results prove all the above: -

• Our programmes grew by ~453% since 2012, that is more than quadrupling the size of our programmes.
• The efficiency of our operations went from strength to strength reducing our effective admin and fundraising ratios to ~4.65%, and ~1.2% respectively.
• MAA has also considerably advanced the programmes outcomes from short-term to long-term, smart, sustainable & impactful programmes with an increase of ~685% in number of beneficiaries since 2012.

We started a breakthrough, first-of-kind sustainable development and Permaculture projects, taking the humanitarian aid sector to the next levels. We are glad to see other Islamic NGOs following our footsteps, step-by-step, which is yet another indicator that we are definitely on the right track, walhamdulillah first and foremost.

In 2016, Insha’Allah we will be focusing on strengthening and expanding our smart sustainable aid and development projects, also continuing to streamline our process and advancing our technologies to achieve further efficiencies and to make your donation and partnership experience even more smooth and pleasant. Please enjoy reading the rest of the report, and feel free to provide us with your most valuable feedback. There is yet a lot of work ahead of us, we are not yet near perfection, but together we can maintain this solid sustainable growth. There are also more exciting opportunities, ideas and areas of expansion in the pipeline, so stay tuned, and keep us in your duas.
HOW WE WORK

PROPHET MUHAMMAD (PBUH) SAID,

“Verily, Allah the Most High loves when one of you undertakes something, (s)he does it with perfection according to their capacity.”

TABARANI, & ASPECTS OF IMAN AL-BAYHADI
Internal controls & governance are integral parts of our day-to-day operations. Policies, Processes and Key Performance Indicators are in place to ensure effective governance.

Ongoing monitoring, reporting and internal controls are undertaken and reviewed by the executive team to ensure all operations are aligned to achieve the charity’s purpose. These include:

- The constitution represents the overarching rules of the organisation. The constitution contains all the necessary rules reflecting the public benevolent institution (PBI) nature of the organisation.
- A strategic plan, which includes an annual operating plan and budget.
- Regular analysis of the results and differences from budgets, delegation of day-to-day management authority, and segregation of duties.
- The identification and management of risks. The Executive Board is integral to all the above-mentioned internal control processes.

Everyone at MAA takes compliance seriously. Since the current executive team took over control of MAA back in mid-2012, MAA never missed a compliance activity including meeting the ACNC, ATO, State & Federal governments, and financial auditing compliance requirements and reporting.

We have a dedicated team who uphold, implement & adhere to Islamic values. These values extend to our field partners.

CEO, Sheikh Hassan Elsetohy, is a formally qualified in engineering, management and Islamic-studies. He has many years of experience in both the corporate and social worlds.

MAA developed the world’s first legal and Islamic compliant donation system, which is implemented ground up in our technology systems. This system was designed to ensure all funds received and disbursed are appropriately transacted.

CORPORATE GOVERNANCE

COMPLIANCE

ACCOUNTABILITY

DIVERSITY

MAA has a strong ethos in diversity. This has been demonstrated by the hiring of staff with diverse cultural backgrounds with highly honed skill sets applicable to all part of operations. MAA has operated in over 45 countries without discrimination on the basis of colour, race, ethnic background, gender or religion.

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WHERE
WE
WORK

- Afghanistan
- Albania
- Bangladesh
- Bosnia & Herzegovina
- Cambodia
- Cameroon
- Chad
- Egypt
- Ethiopia
- Fiji
- Georgia
- Ghana
- India
- Indonesia
- Iraq
- Jordan
- Kazakhstan
- Kenya
- Liberia
- Madagascar
- Malawi
- Mozambique
- Myanmar
- Nepal
- Niger
- Nigeria
- Pakistan
- Palestine
- Philippines
- Rwanda
- Senegal
- Sierra Leone
- Somalia
- South Africa
- Sri Lanka
- Sudan
- Syria
- Togo
- Tunisia
- Uganda
- Vanuatu
- Vietnam
- Yemen

OVER
47
COUNTRIES
“Whoever saves a life, it is as if (s)he saved the whole of humanity.”

QURAN 5:32
Water is a basic human necessity and a vital natural resource for all aspects of life. Today, more than a billion people lack access to safe drinking water. Unfortunately, access to clean water is a right that has been denied to many of the poorest people in the world. MAA believe that everyone should be able to access clean water and that this access underpins all other aspects of development.

Operational Ethos:
MAA’s water and sanitation programmes incorporate building infrastructure, improving sanitation and developing hygiene awareness.

Water & Sanitation

What We Do
In the wake of a disaster, whether of natural causes or man-made, it is essential that help and relief aid arrive as quickly as possible. This is important to ensure that survivors do not endure prolonged suffering and also to prevent outbreaks of diseases due to unmanaged contamination. MAA leverages the skills, resources, networks and geographical coverage of field offices and local NGO partners for effective and efficient assistance in delivering humanitarian aid during disasters.

Operational Ethos:
MAA’s operational ethos is based on a holistic humanitarian and development assistance cycle of Relief, Recovery, and Rebuild (RRR) response. At onset of disaster, MAA works to provide immediate emergency assistance (Relief), then rehabilitate broken lives (Recovery), and eventually invest in long-term development (Rebuild) of the community.

### What We Do

<table>
<thead>
<tr>
<th>Emergency</th>
<th>TOTAL BENEFICIARIES</th>
<th>$1 148 188</th>
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<tr>
<td>476 125</td>
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Losing parents places a heavy burden on the lives of orphans, whether it is caused by man or nature. Orphans are most vulnerable to being exploited and mistreated due to their lack of protection and finances. Many get sold off as cheap slave labour, or worse. Most orphans have no access to adequate housing, sanitation, food, clean water or an education.

MAA’s Orphan Aid programme is designed to address the needs of the orphans and improve their lives in a way that respects and preserves the customs and traditions of the countries in which they reside.

Operational Ethos:
MAA’s Orphan Aid programme is dedicated to providing quality assistance to orphans regardless of their race, creed or gender. It also strives to ensure orphans receive the basic necessities of life - providing them with food, clean water, regular medical check-ups and education.

TOTAL BENEFICIARIES
20,868
$964,987
By definition, the word “sustain” implies long-term support or permanence. As it pertains to agriculture, sustainable describes farming systems that are “capable of maintaining their productivity and usefulness to society indefinitely. Such systems must be resource conserving, socially supportive, commercially competitive, and environmentally sound.”

Operational Ethos:
One of MAA’s major objectives is to implement sustainable living. This involves education initiatives, use of economic incentives and the development of new and appropriate technologies. These are important to ensure families are able to maintain stable incomes and be provided an opportunity to make a change in their lives.
One of the banes of modern medicine is the exorbitant cost of remedy that has rendered medical services in many parts of the world inaccessible to the poor. The consequences of this situation are dire indeed as easily preventable and treatable diseases are causing death and unnecessary long term suffering to millions.

Further, without good health, the survival and economic self-sufficiency of individuals and their communities are in jeopardy. MAA provides emergency medical and health relief in conflict situations as well as developing long term initiatives. We also conduct training for doctors, provide field and hospital medical equipment and develop health awareness programmes.

Operational Ethos: MAA’s Health & Medical programmes aim to provide primary healthcare facilities and prevention of diseases.

### What We Do

**TOTAL BENEFICIARIES**

**77,707**

**$152,655**
Qurban is MAA’s primary humanitarian food aid programme. The sacrifice of Qurban livestock takes place within a specific time frame in the last month of the Muslim calendar. Traditionally, livestock is sacrificed at the point of distribution and fresh meat is given to the beneficiaries immediately. However, MAA also packs Qurban meat in a sustainable long-shelf-life packages that go where fresh meat cannot go, because of lack of electricity and refrigeration. The final product meets both halal standards and SPHERE (Humanitarian Charter & Minimum Standards in Disaster Response).

Those who receive Qurban food aid are among the most vulnerable in their communities, which includes widows, orphans, the elderly, internally displaced persons, refugees and the poor.

TOTAL BENEFICIARIES 3 176 930
$2 653 007

What We Do
MAA’s Ramadan programme has been instrumental in getting Food Aid to vulnerable people around the world in the blessed month of fasting. Among the programmes implemented during Ramadan, Fast2Feed, Fidya and distribution of Zakat-ul-Fitr see beneficiaries receive either ready cooked food or hampers that can feed their family for at least one month.

The Ramadan programme covers families and individuals who are socially, financially, economically and culturally disadvantaged and distressed; with a special focus on widows, orphans, the disabled, the destitute, the elderly, the poor and the needy.

TOTAL BENEFICIARIES
383 113
$1 288 409
Imagine if you had no house, no place you could call “home”, and you lived with a dream that the next big move up for your family was to a mud house of your own - an upgrade from the slums, straw hut or plastic ground-sheet shelter you’ve inhabited for the last decade.

Every human being needs a place to live - without the safety of a home, poverty and its affects damage all aspects of a family and community’s life and their future prosperity.

Operational Ethos:
To help build the lives of those in poverty and re-build those affected by disaster, MAA builds emergency shelters and permanent houses for those in needs in the short term and long term.

The birth of a child is a joyous occasion for every family. But even at this happy time Muslims are expected to remember the less fortunate. The wife of the Prophet, Aishah (may Allah be pleased with her), is reported to have said: “The Prophet (PBUH) did the Aqeeqah for Al-Hasan and Al-Husayn on the seventh day, and gave them names.” - Ibn Hibban, 12/127; Al-Hakim, 4/264.

It is a Sunnah of the Prophet Muhammad (PBUH) that when a baby is born the parents should perform Aqeeqah for the child by slaughtering two goats or sheep for a boy and one sheep or goat for a girl. The Sunnah is to perform the sacrifice on the seventh day after the child is born although there is no harm in performing it later. MAA will conduct your Aqeeqah or general sacrifice in the most needy areas.

Much has been said about the global food crisis that has been threatening the world in past years. As International Aid & Development agencies strive to lessen the direct impact of poverty, and work towards a sustainable solution, it is crucial to continue to support the immediate needs of the most affected global communities.

At MAA, the global food crisis has been at the forefront of its agenda. Dramatic rise in food prices worldwide, coupled with increasing disasters in many parts of the world, has made MAA more focused on alleviating the problem of hunger and to help people regain their health and independence.

Operational Ethos:
MAA is committed to tackling poverty and its causes, with the noble aim of enabling people and their communities to live in dignity, peace and self-sufficiency. MAA also ensures FoodAid is culturally appropriate to each country where distribution takes place.

Given the evident benefits of an education, why do so many children in so many countries fail to get one? Cost is one of the more obvious reasons why children do not get access to an education, given that some families must meet their essential needs - food and shelter - first. Parents may need their children to work to supplement household income, do household chores or care for sick family members.

Conversely, many children who do attend school receive an inadequate education because of poorly trained or underpaid teachers, overcrowded classrooms and a lack of basic tools such as textbooks, blackboard, even chalk, pencil and paper.

Operational Ethos:
This is a challenge that MAA takes head on and strives to educate or up skill people and communities in not only vocational training projects in order to make them self-sustaining and financially independent.
In order for us to confidently stand for our values, we focused on accurate, transparent, and controlled accounting processes. This year we focused on reducing our admin percentage, streamlining further our processes for even better operations efficiency.

Please note: All the figures above are for Calendar Years (1st January – 31st December)
The **Administration Ratio** is the total amount spent on operations administration, presented as a percentage of total revenue.

The **Fundraising Ratio** is the total amount spent on fundraising, presented as a percentage of total revenue.

The **Public Education Ratio** is the total amount spent on educating local communities on international aid issues, presented as a percentage of total revenue.

**Please note:** All the figures above are for Calendar Years (1st January – 31st December).
Financial Reporting

The programme Expenditure Ratio is the total amount spent on aid projects, presented as percentage of programme donations.

International Development Programmes Expenditure (in millions)

87% 80% 95% 49% 46%

International Development Programmes %

2011 2012 2013 2014 2015

Estimated Number of Total Beneficiaries (in millions)


Financial Reporting

Please note: All the figures above are for Calendar Years (1st January – 31st December)

Financial Reporting

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Financial Reporting

4.19m
2013

3.13m
2012

2.97m
2011

7.76m
2014

10.15m
2015

GROWTH FROM 2014

31%
“My vision is to see MAA not just an enormously successful organisation, rather an essential organisation in the humanitarian aid industry Insha’Allah.”

MAA CEO SHEIKH HASSAN ELSETOHY
PROPHET MUHAMMAD (PBUH) SAID,

“None of you truly believes until he wishes for his brother what he wishes for himself.”

BUKHARI AND MUSLIM