

ANNUAL REPORT

2022

OUR MISSION



**HRD IS A NONPROFIT
ORGANIZATION FOUNDED ON
THE PRINCIPLE THAT EVERYONE
DESERVES ACCESS TO THE
MOST BASIC FORM OF
SUSTENANCE:
BREAD**

Letter from the Founder

In 2018, I received the worst phone call of my life: my brother passed away during the war in Yemen, leaving behind his wife and five children. Beginning in 2014, this war created the “largest humanitarian crisis in the world” according to the United Nations. Food was scarce. My family, along with millions of others, struggled to survive.

I needed to help. With the support of friends and family members, we rallied together to build a bakery in Yemen that provided free daily bread to my sister's family and their community.

Shortly after opening our first Mercy Bakery, neighboring communities began asking us when they would get their own bakery. The demand was strong and our concept was proven to be a success. Fortunately, Allah blessed me, donations poured in worldwide, and the project grew beyond anything I ever imagined.

In the past five years, we have grown to operate ten Mercy Bakeries across Yemen and Pakistan with many more on the way.

This organization was founded on the principle that everyone should have access to the most basic form of sustenance: bread. Growing up in Yemen, I used to only get one piece of bread each day. If I lost it, I went to bed hungry. My work will be complete when children no longer know how that feels.

In Yemen, our team bakes nearly one million loaves of bread each month. And yet, there is ever greater need. Thank you for joining our mission to bake a better world, we have a lot of work ahead of us.



Maeen Ali

Founder & President





Board of Directors

Maeen Ali	<i>Board Member and President</i>
Naji Almontaser	<i>Treasurer</i>
Dr. Debbie Almontaser	<i>Secretary</i>
Mamoon Obeid	<i>Board Member</i>
Amal Abdulla	<i>Board Member</i>

Dear Valued Supporters,

For helping those affected by natural disasters and conflicts around the world, you have our sincere gratitude. As board members, we advise HRD on multiplying the impact of your donations by focusing on sustainable projects in collaboration with local organizations and stakeholders. We are also proud to have been awarded a Platinum Seal by Candid—the highest rating for non-profit transparency and accountability—that lets you know your dollars are flowing to the right places.

As we look forward to the years ahead, we remain committed to making a lasting impact for individuals across the world. Thank you for your ongoing support and for believing in our vision.

Sincerely,
The Board

2022: Year in Review

—A MILESTONE YEAR

2022 was our most impactful year, marked by several milestones that brought us closer to our goal of ending global hunger.

As we approach our fifth anniversary, we take pride in the immense progress we have made since our humble beginnings. Our generous supporters have donated \$14.2 million to date, enough to distribute 284,000,000 loaves of bread. Together, we're baking a better world.

Flood Relief in Pakistan

HRD made its first international expansion to Kharian, Pakistan. Partnering with local leaders, HRD built a Mercy Bakery and Mercy Kitchen that provides daily hot meals as well as monthly food baskets. After visiting Pakistan in January, we were invited to build another Mercy Bakery and Mercy Kitchen near the Allahabad Grand Mosque which has a maximum capacity of 10,000.

Expansion to Türkiye and Syria

HRD prepared to establish a Mercy Bakery and Mercy Kitchen near the Turkish and Syrian border to assist Syrian refugees who were isolated from international humanitarian aid. In 2022, in contrast to their record of generosity as the world's largest host of refugees, Türkiye deported 100,000+ Syrians. The same year, the U.N. Security Council failed to extend humanitarian aid deliveries from Türkiye to Syria after Russia vetoed a year-long extension of the current program. As a result, Syrians refugees face a dire situation.



HRD GOES GLOBAL

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"Growing up in Yemen, I used to only get one piece of bread each day. If I lost it, I went to bed hungry. My work will be complete when children no longer know how that feels."

– Maeen Ali, Founder and CEO

Mercy Bakery & Kitchen

HRD's flagship programs, which comprise 41.3% of our budget, showed extraordinary growth this year. We opened five new bakeries and kitchens which distributed 8 million loaves of bread and 2.9 million hot meals, up from 4 million loaves and 750,000 hot meals in 2021.

Orphanage

HRD renovated Dar Al-Shawkani Orphanage and School, building a bakery and kitchen inside. One hundred and thirty orphans live, study, and play there, while another one hundred and forty students commute for school each day.

Medical Care

In Sanaa, we paid for 25 emergency medical operations, supplied 800 blood bags for leukemia patients, and paid the Al-Shafaqa Foundation's rent at a hospital so they can continue providing health care for patients with kidney failure and cancer.

Cash Assistance

We respect the autonomy of the communities we serve and know that in many cases, money can be more helpful than bread. That is why we distributed \$98,000 in direct cash assistance to high-need individuals.

Ramadan Iftar

Without food to break their fast, Ramadan is an especially difficult time for many Muslims around the world. To help others strengthen their faith and spiritual connection with Allah during this holy month, HRD provided 527,000 iftars of rice, meat, and vegetables.

Water Project

In Ibb, villagers living on a mountaintop were forced to descend a dangerous path to the base of their mountain to collect water. HRD built a solar-powered water system that pumps clean, filtered water directly to each villagers' house, saving them hours of tedious labor each day. This modern plumbing system allows them to cook, clean, and dream.

Brand Partnerships

We began collaborations with Cars 4 Jannah and Sidr Bees Honey. We are excited to continue working with other organizations in different markets who are similarly focused on making the world a better place.

OUR TEAM

HRD is a collection of 21 passionate and committed individuals who are united in their mission to bake a better world, one loaf at a time.

We brought in 7 new full-time staff members this year! With their diverse skills and backgrounds, our team members are bringing innovative solutions to the pressing issue of global hunger.

In 2022, our impact reached new heights as we expanded our global presence, opening a bakery in Pakistan and five additional bakeries in Yemen.

With each new bakery, we reaffirm our unwavering dedication to a future where no one goes hungry.



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OUR COMMITMENT

Our commitment to our founding principles is steadfast.

Financial Efficiency

We are constantly working to minimize our overhead costs and maximize the impact of each donated dollar.

Transparency and Proof

To ensure accountability and transparency, we document every transaction and collect data on all program operations. We earned the highest transparency and accountability ratings available for non-profits.

Local Partners

We collaborate with experienced local organizations and community leaders to establish sustainable, community-owned projects across the globe.



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Our *best* year yet

\$3,275,000
Raised

827,640
Individuals
Served

First
International
Expansion

STRATEGIC FOCUS AREAS



Reliable Access to Food

A stable food supply is critical to healthy development. Beyond providing nutrition, food security relieves crippling stress from children and parents, allowing them to focus on education and other aspects of self-actualization.



Long-term Sustainability

In addition to investing in renewable energy, we support local economies by purchasing from local farmers and training and local residents to carry out our programs. This way, our money circulates within the areas that we target, allowing the effects of your donations to multiply.



Empowering Education

Education paves the road to freedom and independence. While benefits are not immediate, investing in schools, teachers, and students pays for itself many times over in the long run.



Engaging Stakeholders

Collaboration is at the core of our belief system—stronger social ties make stronger communities. We collaborate with local stakeholders and community leaders as well as other international NGOs.



Raise Awareness

To maximize our impact, we host events to raise local awareness about conflicts and disasters around the world. We engage youth, providing them with opportunities and experiences to make a real impact



Equitable Employment

We hire local men and women to run our programs, thereby empowering them and contributing to gender equity in the workforce. Our goal is to have a multi-generational impact in the communities we serve.

TOTALS BY COUNTRY

In 2022, we opened 5 new Mercy Bakeries and 6 new Mercy Kitchens, feeding over 60,000 people in Yemen and Pakistan.

Loaves of Bread: **7,967,938**

Meals Served: **490,464**

Yemen

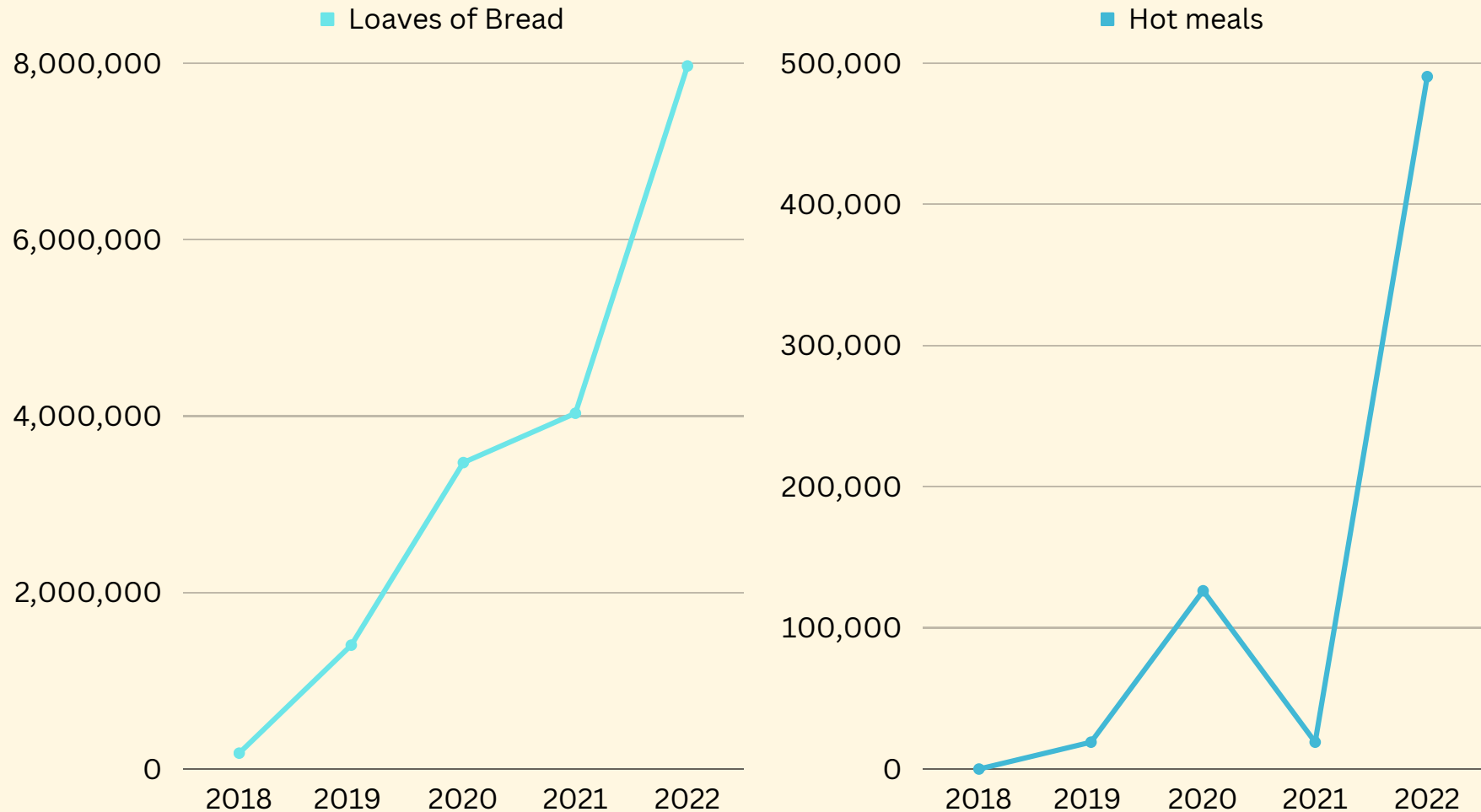
4 New Bakeries
5 New Kitchens

Pakistan

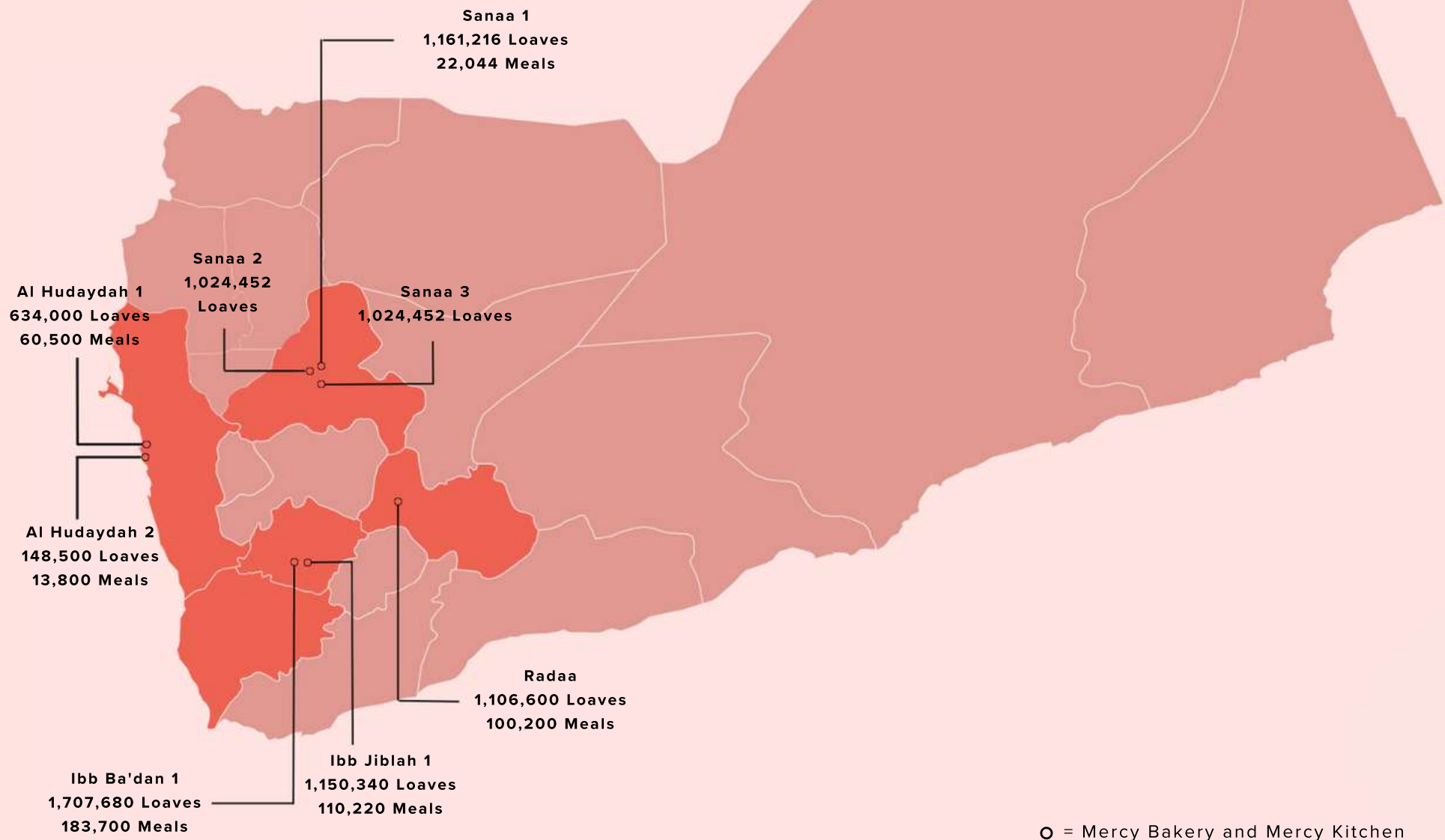
1 New Bakery
1 New Kitchen

Mercy Bakery & Mercy Kitchen

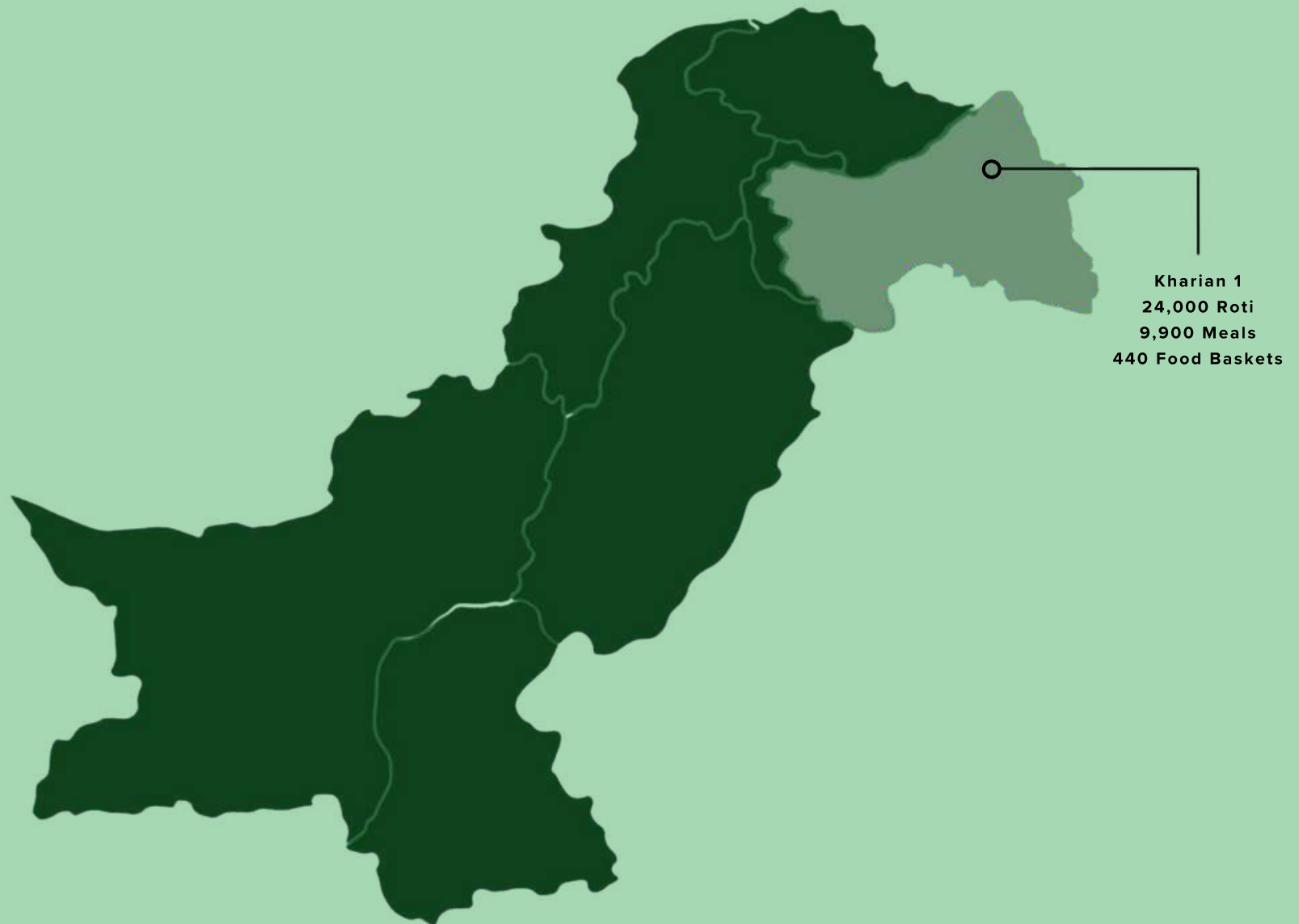
In 2022 we doubled our bread production from 4M to 8M and increased our hot meal production by over 4,000% from 19K to 490K



Yemen 2022



Pakistan 2022



○ = Mercy Bakery and Mercy Kitchen

US FINANCIALS

\$3.2 M

Total consolidated revenue
in the past fiscal year

IN 2022, WE RAISED

\$802K for Mercy Bakeries

\$555K for Mercy Kitchens

\$654K for Ramadan Iftars

\$135K for Orphanages

\$1.0M for Other Projects

IN 2022, WE INVESTED

\$967K in Mercy Bakeries

\$346K in Mercy Kitchens

\$589K in Ramadan Iftars

\$108K in Orphanages

\$1.2M in Other Projects



FINANCIALS



Mercy Bakery

Number of loaves baked: 7,967,938
Number of servings: 4,780,763
Number of distinct beneficiaries: 15,768
Cost of ingredients: \$379,585.23
Cost per loaf \$0.05



Mercy Kitchen

Number of meals: 490,464
Number of servings: 2,942,784
Number of distinct beneficiaries: 10,596
Cost of ingredients: \$129,572.65
Cost per meal: \$0.26



Ramadan Iftar

Number of meals: 87,832
Number of servings: 526,992
Number of distinct beneficiaries: 19,722
Cost of ingredients: \$374,329.29
Cost per meal: \$4.26



Hot Meals

Number of meals: 4,410
Number of servings: 26,460
Number of distinct beneficiaries: 12,150
Cost of ingredients: \$11,691.71
Cost per meal: \$2.65



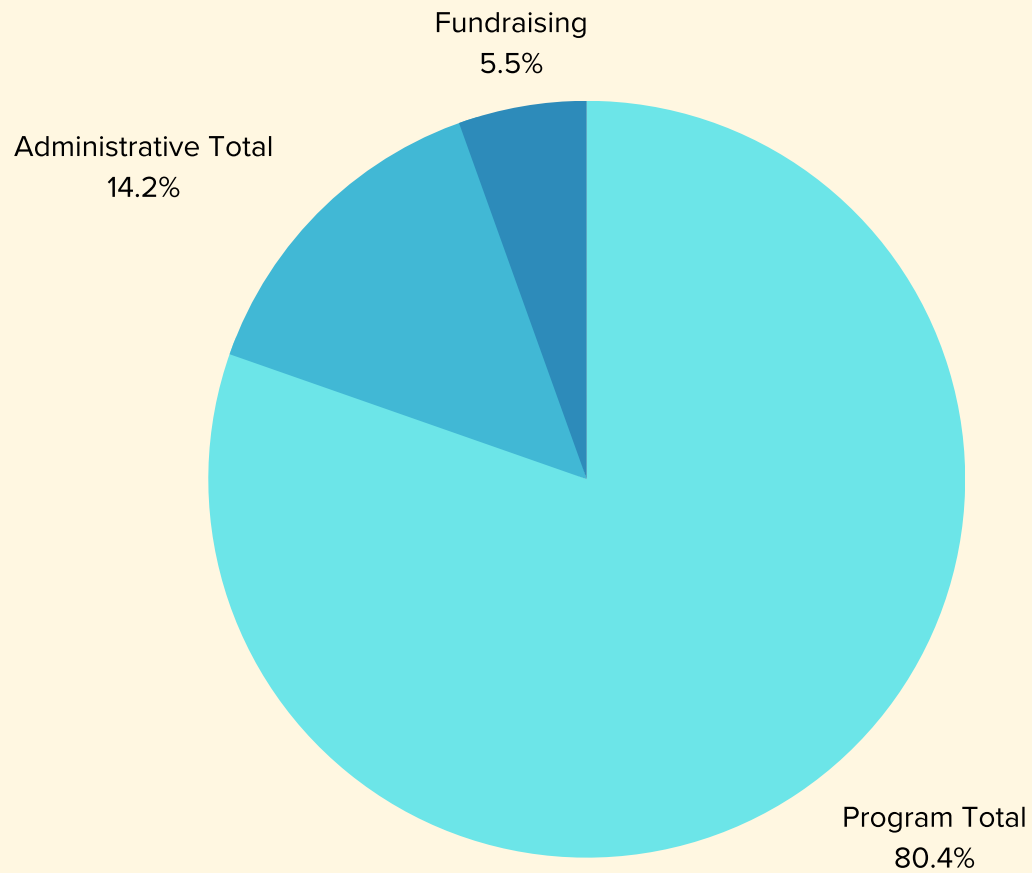
Food Baskets

Number of baskets: 360
Number of servings: 64,800
Number of distinct beneficiaries: 2,160
Cost of ingredients: \$16,224.00
Cost per Food Basket \$45.07

FINANCIALS

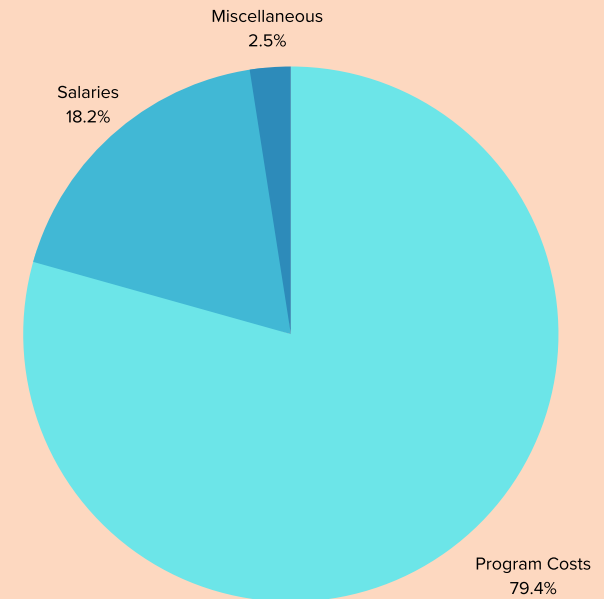
ALLOCATION OF EXPENSES*

*Total investment of \$3.27M



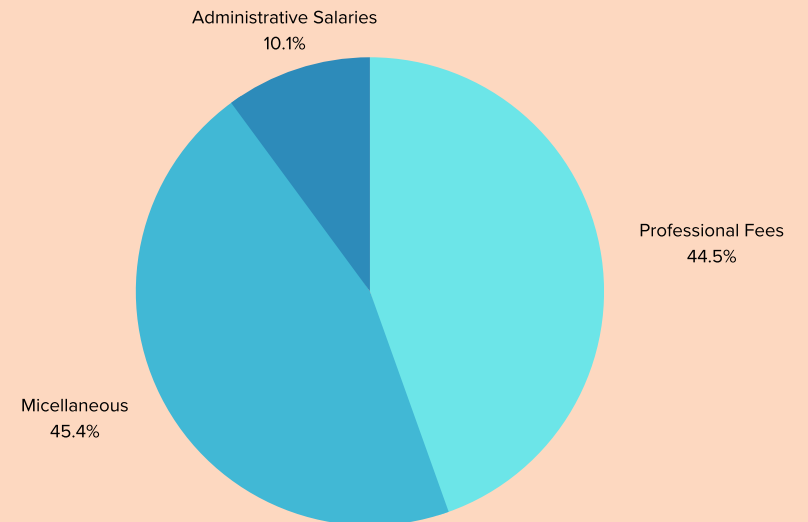
PROGRAM COSTS BREAKDOWN*

*Total investment of \$2.6M



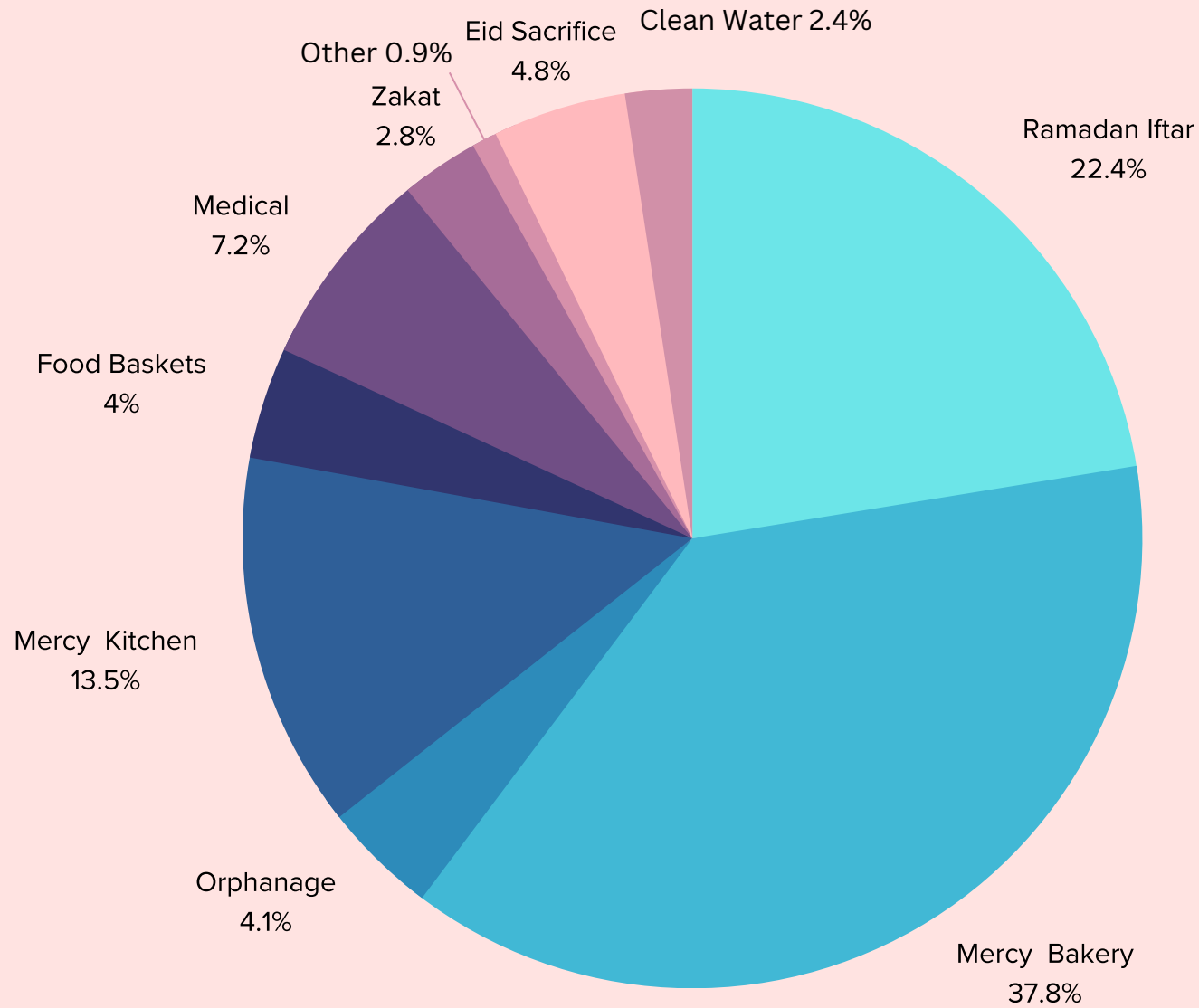
ADMINISTRATIVE COSTS BREAKDOWN*

*Total investment of \$460K



HRD Programs*

*Total investment of \$2.06M



Events and Expos

In New York, we walked with Little Amal through Bay Ridge, listened to a jazz concert by renowned Syrian clarinetist Kinan Azmeh and his band, and boated across the New York Harbor to visit the Statue of Liberty.

During the Natural Disaster Expo in California, we gained vital knowledge about disaster preparedness and how to more effectively support communities facing crises.

At the ICNA Chicago Convention, we connected with other organizations and individuals who are equally dedicated to creating positive change in the world.

We hosted our inaugural gala this December, bringing all of our supporters in New York City together for the first time to meet each other and see the fruits of their donations. It was a roaring success, and we are excited for an even bigger gala this year.

These enriching experiences played a crucial role in our organization's growth, paving the way for valuable partnerships that advance our mission.



OUR JOURNEY **CONTINUES**

From our beginning, our goal has been to elevate the lives of people suffering from disasters in conflicts all around the world. As we reflect on the past year, we are proud of our substantial achievements in expanding our reach and impact globally.

We are grateful for your support and the dedication of our team, who make their best efforts each day to bring our mission to life. With every project we undertake, we are one step closer to achieving our ultimate goal of eradicating poverty and creating a better world for all.

The reality of life for many millions of people in Yemen and Pakistan is unmistakably tragic. We should all count our blessings, be grateful for what we have, and extend a helping hand to those who need it.

#BakingABetterWorld

