



ANNUAL REPORT



FOR THE 11 MONTHS ENDED 28 FEBRUARY 2022

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"WHAT COUNTS IN LIFE IS NOT THE MERE FACT THAT WE HAVE LIVED. IT IS WHAT DIFFERENCE WE HAVE MADE TO THE LIVES OF OTHERS THAT WILL DETERMINE THE SIGNIFICANT OF THE LIFE WE LEAD"

NELSON MANDELA

From the Chairman

EXECUTIVE SUMMARY

"Falaah" is a word that originates from the Arabic language, which means success. In recent times success seemed far fetched due to the adversities we were facing as individuals, families and communities. Many of us perceive success to result in a good outcome or to accomplish ones aim or purpose in life. Does this imply those suffering from poverty are not successful? The Almighty created each of us differently, some people were granted more and others not, yet those that was provided with wealth was given a responsibility to assist those less fortunate.

The executive summary aims to highlight the establishment of Falaah Foundation ("Falaah"), our objections, our achievements, meetings held during the year, updates to the constitution, outlook, sponsors and fundraisers and the financial statements for the 11 month period ended 28 February 2022.

Prior to the establishment of Falaah, as a family we would provide charity to those in need whether family members or people in informal settlements. These would range from food, a bread or even clothing.



With the introduction of covid-19 in March 2020 many people in our communities livelihoods were impacted as a result of loss of employment, liquidation of companies and reductions in salaries and wages. The need in our communities became more apparent and this led to the establishment of Falaah in order that people can leverage off their network to assist those in need and make a difference within our communities.

During the period under review we managed to feed 24,000 mouths, sheltered 1,000 homeless, provided a smile to 100 orphans and provided women with comfort to 530 women with a 3 month supply of sanitary pads.

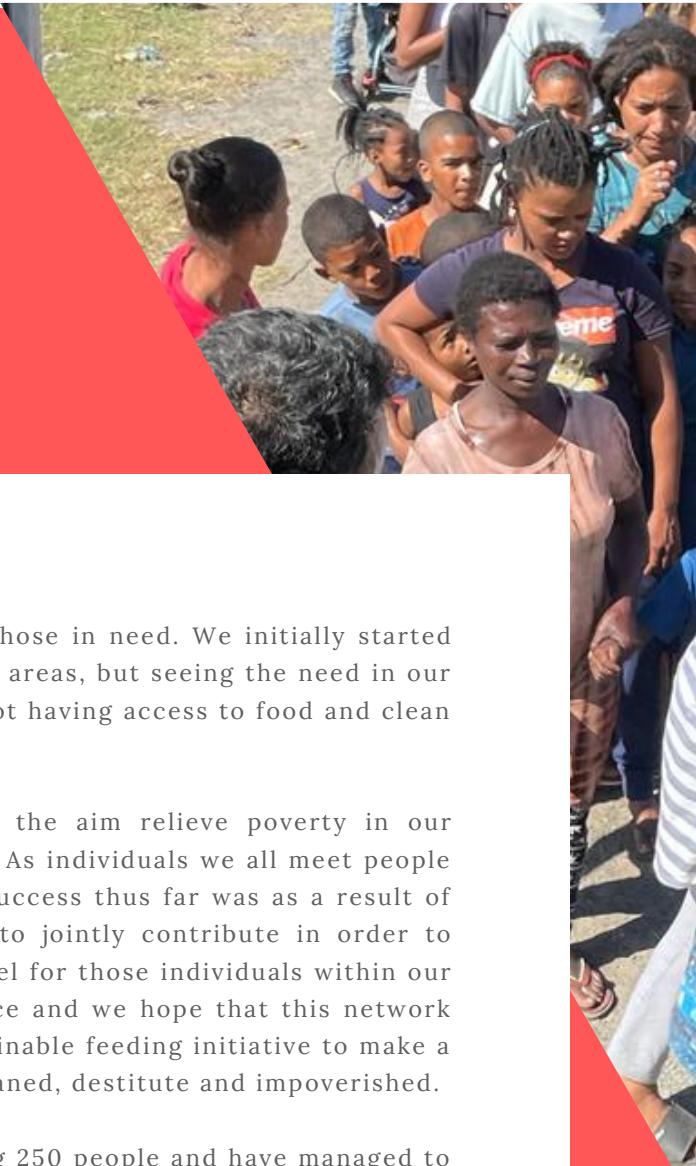
We would like to thank the sponsors and the team for all your contributions, it is much appreciated and we looking forward to making an even bigger impact the following year.

WSolomons

Wisaal Solomons
Chairman
5 April 2022

Our history

ABOUT US



Falaah was birthed from the passion to assist those in need. We initially started providing food and other items to impoverished areas, but seeing the need in our communities we were heart broken by people not having access to food and clean drinkable water.

This led to the establishment of Falaah with the aim relieve poverty in our communities and South Africa in the long term. As individuals we all meet people on a daily basis throughout our lives and our success thus far was as a result of utilising our existing networks of individuals to jointly contribute in order to make a bigger impact. We also serve as a channel for those individuals within our network to also give back and make a difference and we hope that this network increases significantly in order to create sustainable feeding initiative to make a more meaningful impact to the lives of the orphaned, destitute and impoverished.

We initially started with one pot of food feeding 250 people and have managed to grow to be able to cook six pots of food. As at the 28 February 2022 we managed to feed 24,350 mouths at a cost of approximately R3,90 per mouth. When setting our target for the 11 months in April 2021, our target was to raise R400,000 to feed 30,000. Despite only receiving half of the amount required, we managed to achieve 81% of our target, by reducing our cost per pot of food.

Each month we aim to establish initiatives that are relevant for the month and allow people to contribute as this strategy is impactful to sponsors and communities. Although our short term goal currently is to create hope and change the mindset of those in need by providing a plate of food, our long term goal is to create sustainable feeding initiatives that would meaningfully impact the lives of people suffering from poverty in our communities.

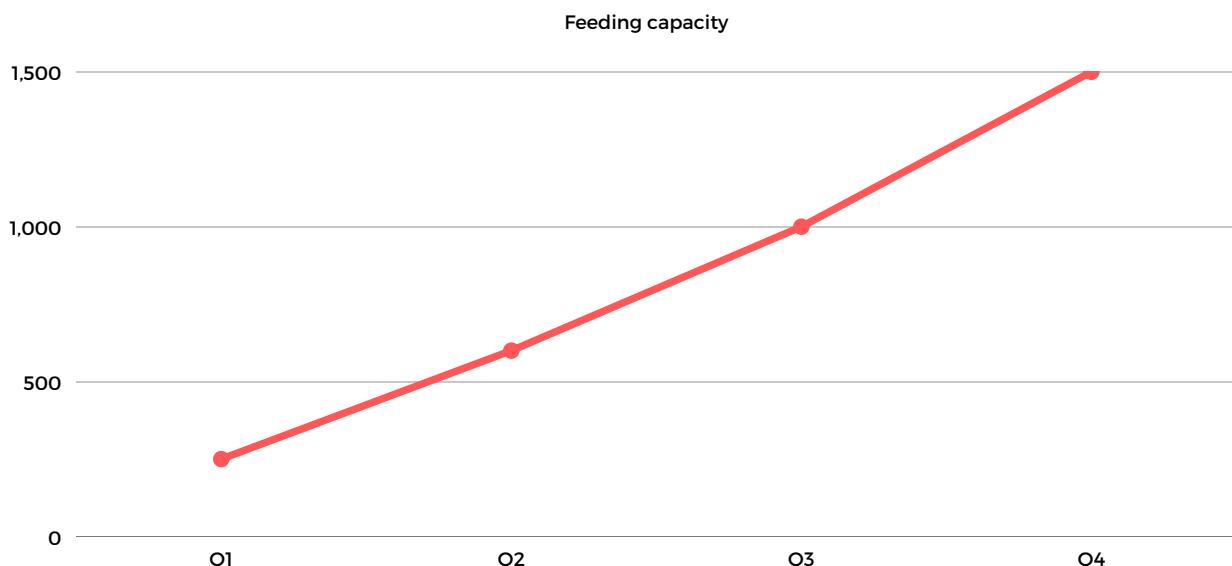
Year overview

OBJECTIVE AND ACHIEVEMENTS

Key objective in the short term was to feed as much people as possible in order to provide people with hope and to believe that the Almighty answers their prayers by means of Falaah providing them with a meal. Our aim was to feed 30,000 in the 11 months with targeted donation of R400,000 required. Despite only receiving half of the required funds, we managed to feed 24,350 people amounting to 81% of our initial target. Cost per mouth fed amounted to R3,90 for the 11 months ended 28 February 2022.

81%
of target achieved

38%
finance growth



ACHIEVEMENTS FOR THE 11 MONTHS



+ 24,350 mouths fed



1,000 homeless sheltered



Comfort for 3 months to 530 women



Joy to 240 children (Eid and Christmas)



Food Parcels to 100 families

GOVERNANCE

Changes to Memorandum of Incorporation ("MOI")

Falaah was established as a non-profit company registered with the Company Intellectual Property Commission ("CIPC") governed by the the Companies Act of South Africa. The standard MOI was initially used upon registration, however the document was amended to include the following as required by the Department of Social Development and the South African Revenue Services:

Article 3 - Utilisation of funds

Funds to solely be used for the purposes the organisation was established.

Article 4 - Financial year end

Financial year stipulated as February each year.

Article 5 - Dissolution

Upon dissolution the remaining assets to be transferred to an organisation approved in terms of section 30 of the Income Tax Act.

Article 6 - Amendment of the MOI

Amendment allowed upon approval of all the directors

Meetings

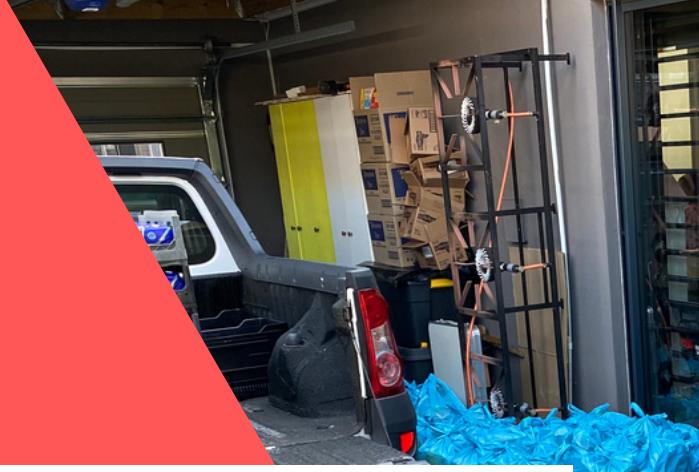
Meetings are held on a monthly basis to plan, execute and discuss financial results for the respective periods. Quarterly financials are provided to all directors for review and discussion.

Utilisation of funds

Funds are used solely for the intended purposes. Excess funds held in the bank account have been specifically allocated based on the initiatives. Funds in the account relates to excess funds to be utilised to create sustainable feeding initiatives in the long term.

The year ahead

OUTLOOK



The outlook for the future remains positive with a continued uptake in donations received from individuals and the introduction of corporates taking part in the initiatives. Many family and friends have witnessed the need to serve humanity to assist in the relief of poverty and this has created positivity whereby more people are interested in volunteering their time.

Long term sustainable initiatives include the following:

Breakfast shake for schools

We intend to target three to five schools in our communities to provide children in the foundation phase (Grade R to Grade 3) with a breakfast shake each morning in order that children can focus on their education. We are hoping that this allows children have less distractions of hunger and allow children the opportunity to better learn and create a better future for themselves and their families.

Sustainable feeding shop

We intend selecting communities and set up a kitchen, which is self sustained by the community. This allows people within these communities to understand the need to work to make a living, thus changing the mindset of people and feeding people simultaneously.

Equality platform

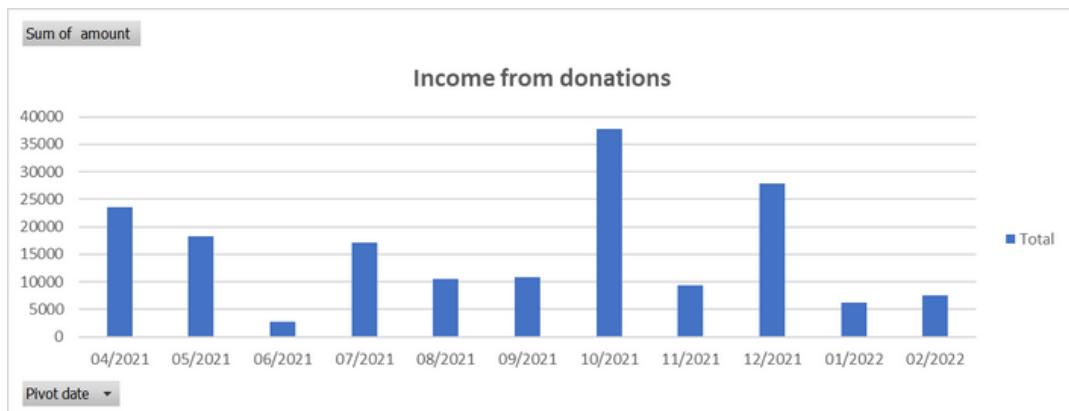
Equality platform has been designed to create a community of donors, organisations, communities as well as a food bank in order to better utilise technology to assist humanity creating smart and efficient ways to feed communities and transparently communicate.

The year past

TREASURY REPORT

The past 11 months has been extremely challenging with the effects of Covid-19 still significantly impacting households. The loss of employment and the decrease in job creation has affecting the ability of people in our communities to meaningfully contribute to assist the impoverished and destitute.

Despite the challenges and limited resources, we managed to raise a total of R207,393 more than 90% from individuals and less than 10% from corporations. We aim to target government and companies corporate social initiative spend in order to meaningfully impact the lives of the those in need. The income earned from donations over the 11 months have been reflected as follows:



Our costs are looked diligently in order to provide both quality and quantity in each of our initiatives with the focus on achieving our overall objective. The cost per meal therefore equates to R3,90 per meal, which shows that funds received are spent on providing meals to those suffering from poverty, of which 24,350 people were fed for the 11 months.

A total of R17,699 has been spent on pots, stoves and other kitchen equipment. The full financials are available upon request. We look forward to the year ahead and making a difference to those in need.

Wakeel McLachlan (CA) SA
Treasurer
5 April 2022

COMPANY INFORMATION



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