

ANNUAL ACTIVITY REPORT 2020



Taimur Abbas

Co-Founder & Chairman



I would like to start by saying a heartfelt '*Thank You*' to everyone who has and are currently supporting us. All the work we do is only possible because of your kindness.

2020 was a challenging year in many ways for everyone. From the beginning of the first lockdown in March, Wiping Tears set out to support our local community in London via 'Food Parcels for the Elderly' campaign and working closely with the local food banks. Overseas, in Pakistan we supported 21 families, along with Ramadan Food parcels delivered to a further 56 households. This was made more challenging by the fact that all our planned fundraising events for the year were cancelled due to the pandemic, therefore, we had to dig deep to make this happen. This report further highlights the work we have carried out.

In 2021, with your help, we will continue to support as many people as we can. Especially as the impact of Covid-19 can still be felt by many underprivileged families. We aim to carry out more fundraising events, utilise the launch of our 'Text-to-Donate' platform and continue to work closely with our donors and supporters.

Wiping Tears is an emerging charity with BIG ambitions! Despite the challenge of myself and all the trustees having a full time day job, we are very passionate about Wiping Tears and will continue to go above and beyond to grow this charity.

I look forward to your continuous support.

Thank you

MESSAGE FROM THE CHAIRMAN

ABOUT US

OUR PURPOSE

The relief of poverty and financial hardship of under privileged individuals or families. This is achieved by providing grants or supporting by paying for items, services or facilities.

More simply, we financially support people who are struggling to make ends meet. To streamline our services and have a better control over the funds, this is further divided into four divisions:

1. Basic Human Needs
2. Education
3. Marriage
4. Medical

OUR IMPACT

Maintaining peoples dignity - resulting in a better quality of life. By providing financial support, people do not have to take loans they can not repay or commit acts which can lead to more distress.

WAYS OF WORKING

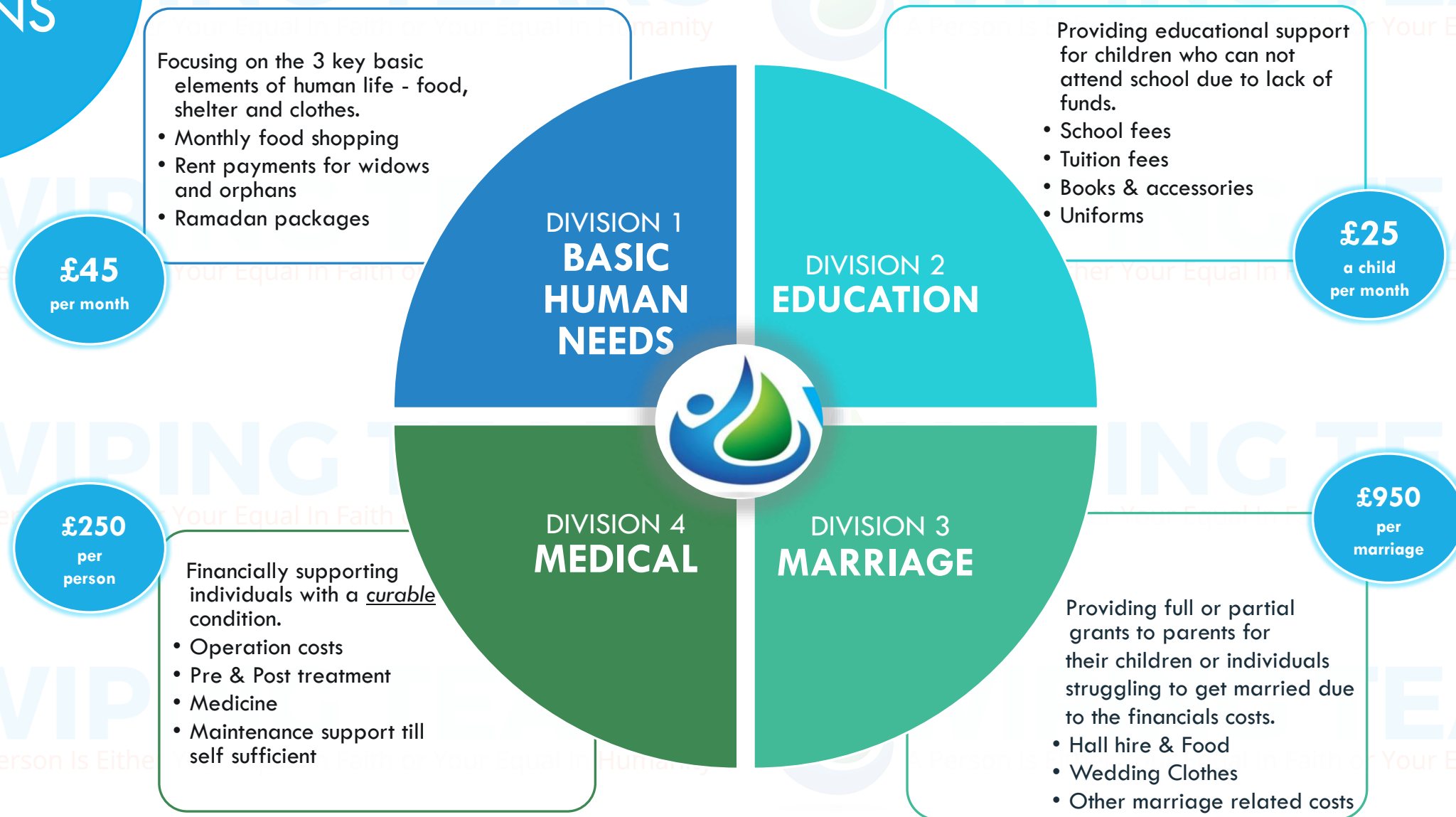
We have a two-tier acceptance policy before committing to support anyone. In addition, we carry out a review every 3-6 months (case depended) to ensure the funding is being used appropriately. Every individual or family we support receive their allocated funds beginning of each month – sent directly to them in their name.

OUR OPERATION

Our main operational territory is Pakistan and UK. One of the key objectives for 2021 is to work more closely with Foodbanks in the UK, to fundraise and support them in increasing their foodbank services. We also have a vision to open up a similar service in Pakistan.



THE 4 DIVISIONS



2020 IN
NUMBERS

21

FAMILIES
FINANCIALLY
SUPPORTED

3

MAJOR
MEDICAL
OPERATIONS
FUNDED

15

CHILDRENS
SCHOOLS FEES
PAID MONTHLY

 **WIPING TEARS**
A Person Is Either Your Equal In Faith Or Your Equal In Humanity

THANK YOU
56 FAMILIES PROVIDED WITH IFTAR
FOOD PARCELS THIS RAMADAN



جزاك الله خيراً

www.wipingtears.org.uk

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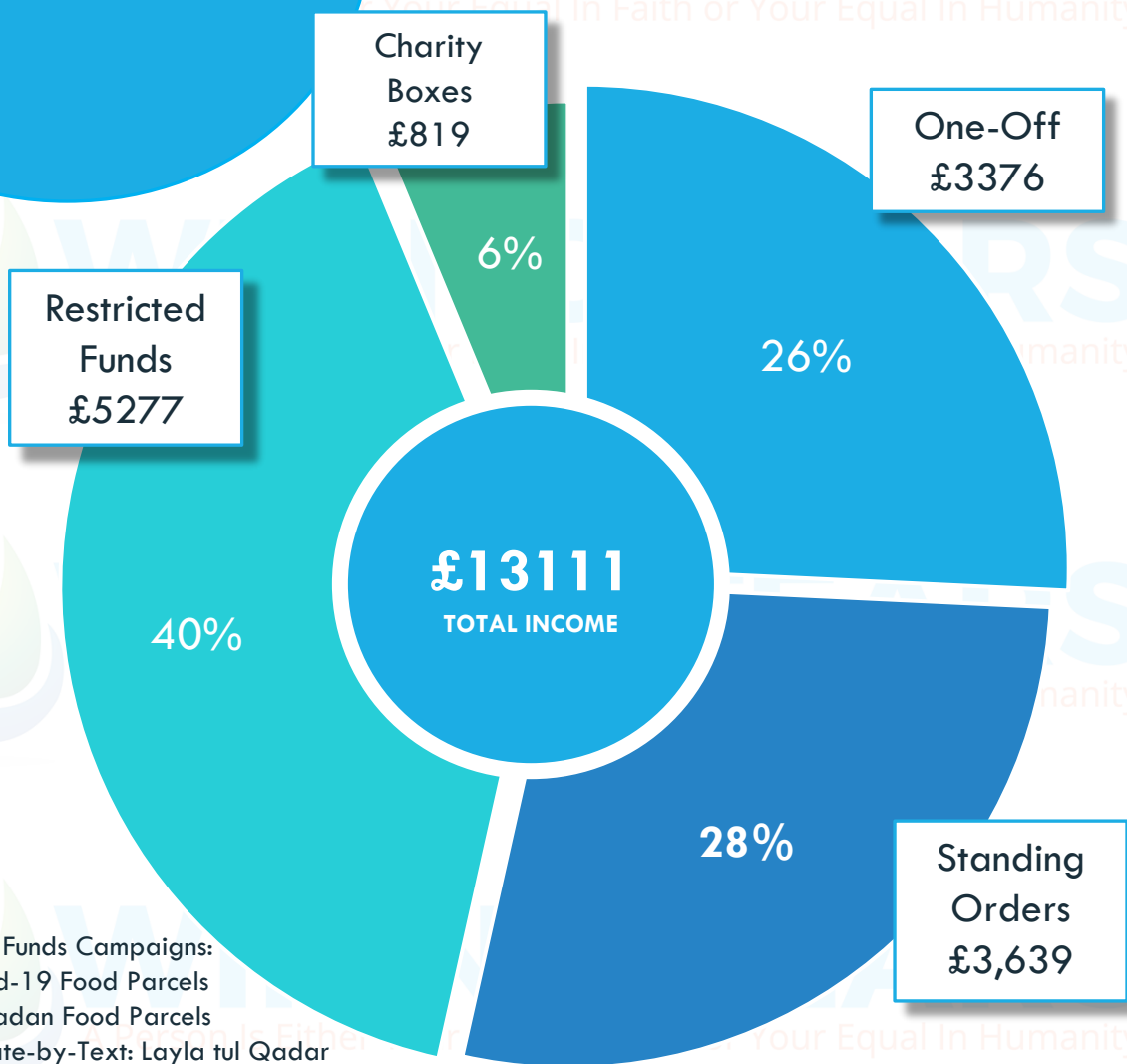
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MARRIAGES
FINANCIALLY
FUNDED



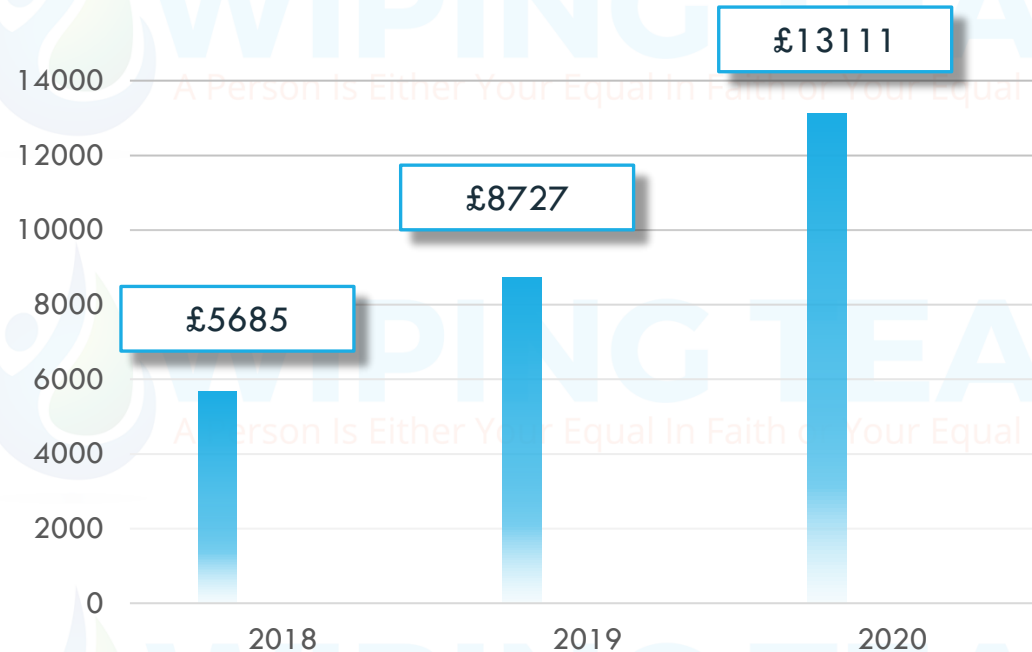
INCOME

2020 INCOME BREAKDOWN



- Restricted Funds Campaigns:
- Covid-19 Food Parcels
 - Ramadan Food Parcels
 - Donate-by-Text: Layla tul Qadar
 - Fitrana
 - Division 4 – Medical Operations

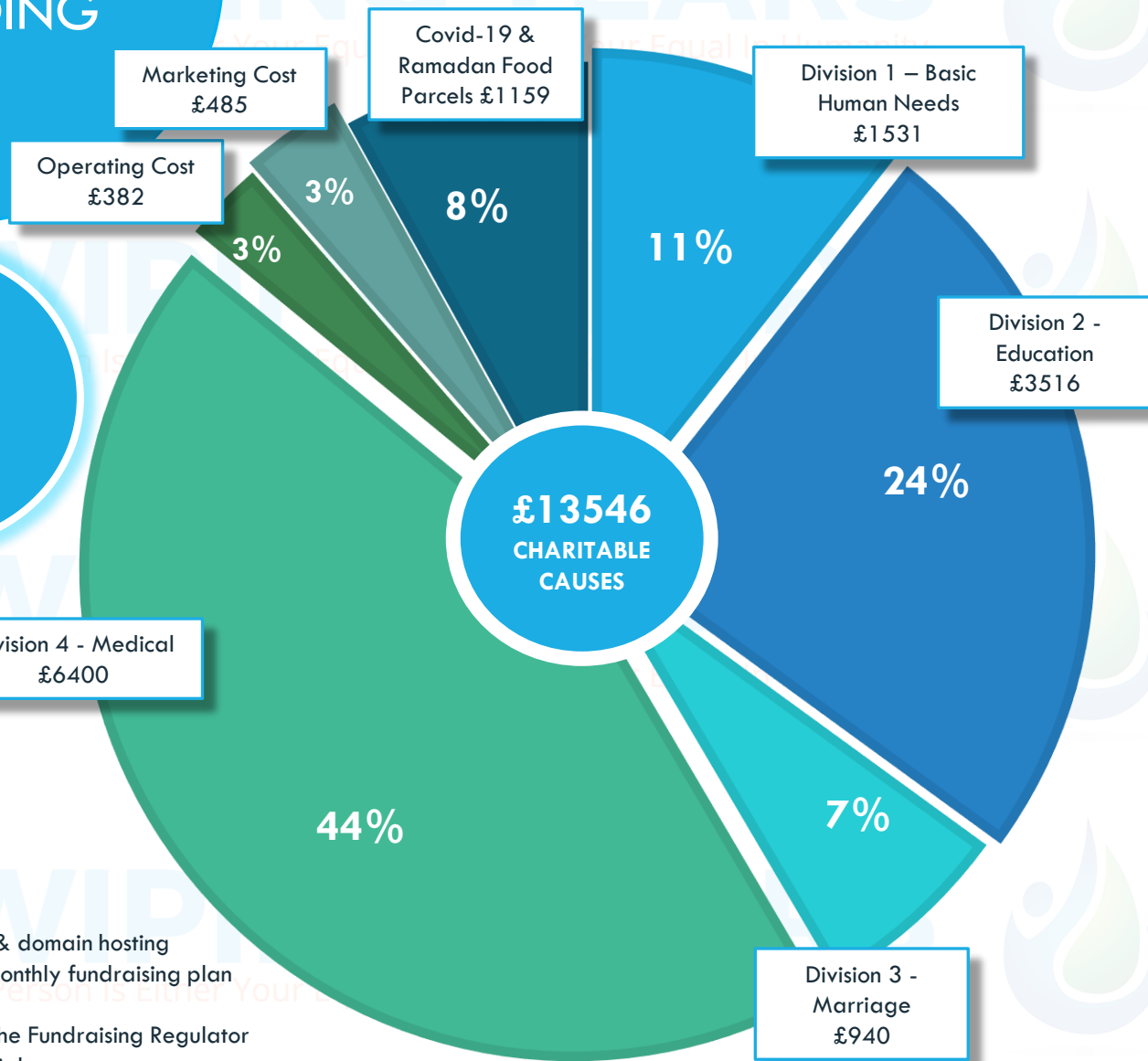
YEAR-ON-YEAR COMPARISON



Consecutive growth each year,
mainly driven by increased monthly
donors and fundraising campaigns

EXPENDITURE & SPENDING

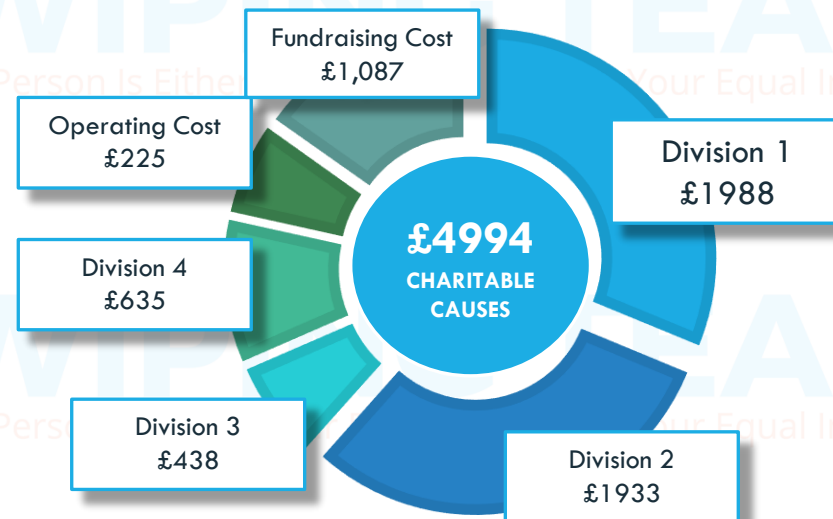
2020 EXPENDITURE & SPENDING



For every £1 donated, 94p went to the charity core charitable causes

- Operating Costs:
- Website, email & domain hosting
 - Justgiving.com monthly fundraising plan
- Marketing Cost:
- Registration with The Fundraising Regulator
 - Promotional materials
 - Social media engagement

2019 EXPENDITURE & SPENDING



OVERVIEW		
Year	2019	2020
Total Income	£8727	£13111
Charitable Causes	£4994	£13546
Running Expenditure	£1312	£867
Total Expenditure	£6306	£14413

KEY CAMPAIGNS 2020



RAMADAN 2020 FOOD PARCELS (PAKISTAN)



WIPING TEARS

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THANK YOU

56 FAMILIES PROVIDED WITH IFTAR FOOD PARCELS THIS RAMADAN



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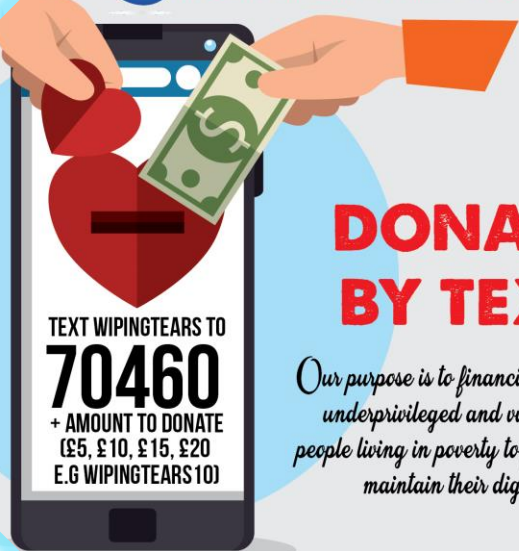
[@wiping_tears](https://twitter.com/wiping_tears)



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KEY HIGHLIGHTS 2020

LAUNCH OF TEXT-TO-DONATE



DONATE BY TEXT

Our purpose is to financially support underprivileged and vulnerable people living in poverty to protect and maintain their dignity

www.wipingtears.org.uk
info@wipingtears.org.uk
'text' plus your standard network rate

SUPPORT & SHOP

amazonsmile
You shop. Amazon gives.



SIMPLY FOLLOW THE FOLLOWING STEPS:

ON THE AMAZON APP	DESKTOP
1. SETTINGS	1. WWW.SMILE.AMAZON.CO.UK
2. SELECT AMAZON SMILE	2. SEARCH & SELECT 'WIPING TEARS'
3. SEARCH & SELECT 'WIPING TEARS'	3. SHOP AS NORMAL
4. SHOP AS NORMAL	

AMAZON WILL DONATE 0.5% TO WIPING TEARS



AMAZON
SMILE
AFFILIATION

Support us with
amazonsmile
You shop. Amazon gives.



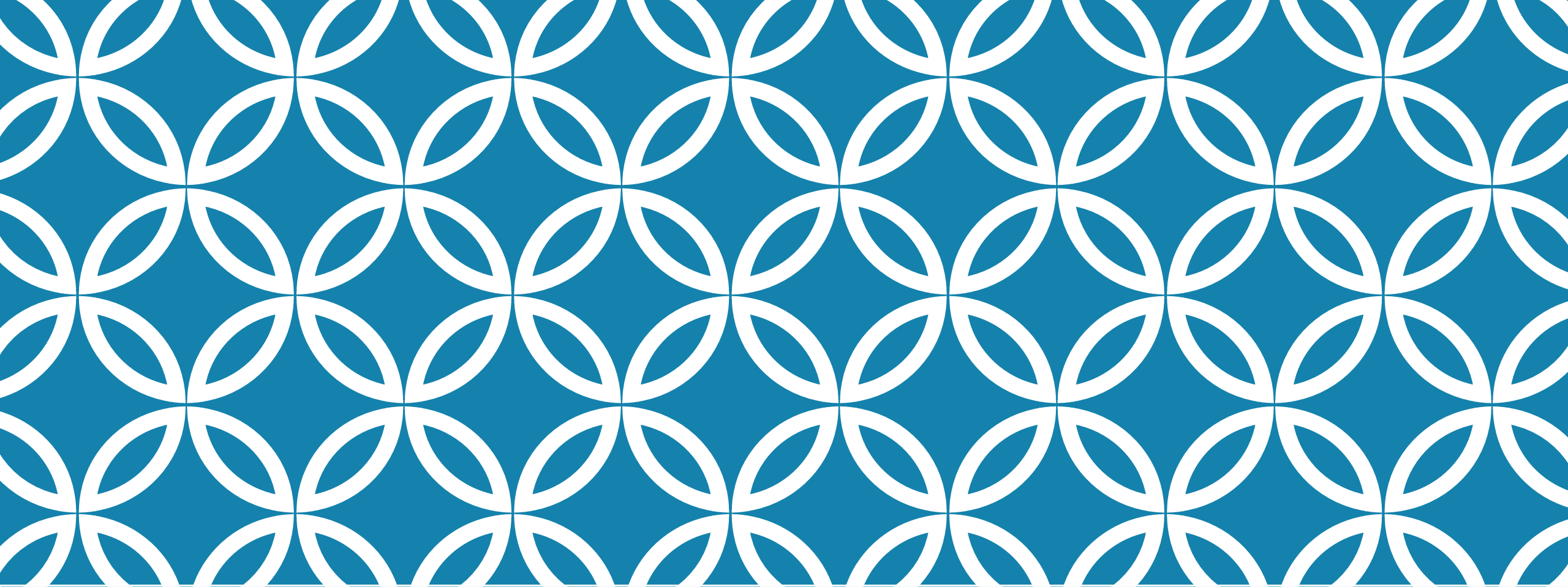
NORTHWICK PARK & WATFORD GENERAL HOSPITALS

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NHS
THANK
YOU
DRIVE



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