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NuDay | Annual  
Report

# OUR MISSION



NUDAY IS A  
NON-PROFIT ORGANIZATION **EMPOWERING**  
**VULNERABLE WOMEN & CHILDREN**  
THROUGH **DIGNIFIED AID**

# OUR MISSION



# HOW WE'RE REDEFINING AID

## - FROM "NEEDY" TO DIGNIFIED

Humanitarian aid has long relied on a power dynamic of the privileged "helping the needy." When you read a sentence like that, you likely envision a ragged child crying, their parent looking pleadingly in the camera. It's an image that has long prevailed - and for good reason: **it draws pity and intrigue.**

### **We are redefining this model.**

We believe that nobody is "less than" for their reality, that anyone could experience a humanitarian crisis and that it is a privilege that we are not directly affected.

From the start, NuDay has been conscious about how we portray those experiencing humanitarian crisis. We refrain from portraying people as victims. Instead, we opt for authentic images of individuals who show us who they are: **resilient, dignified, and empowered.**

This goes hand in hand with our mission of securing dignified and empowered aid for women and children.

We work diligently to elevate local knowledge - and it's for this reason that we are successful in our work.

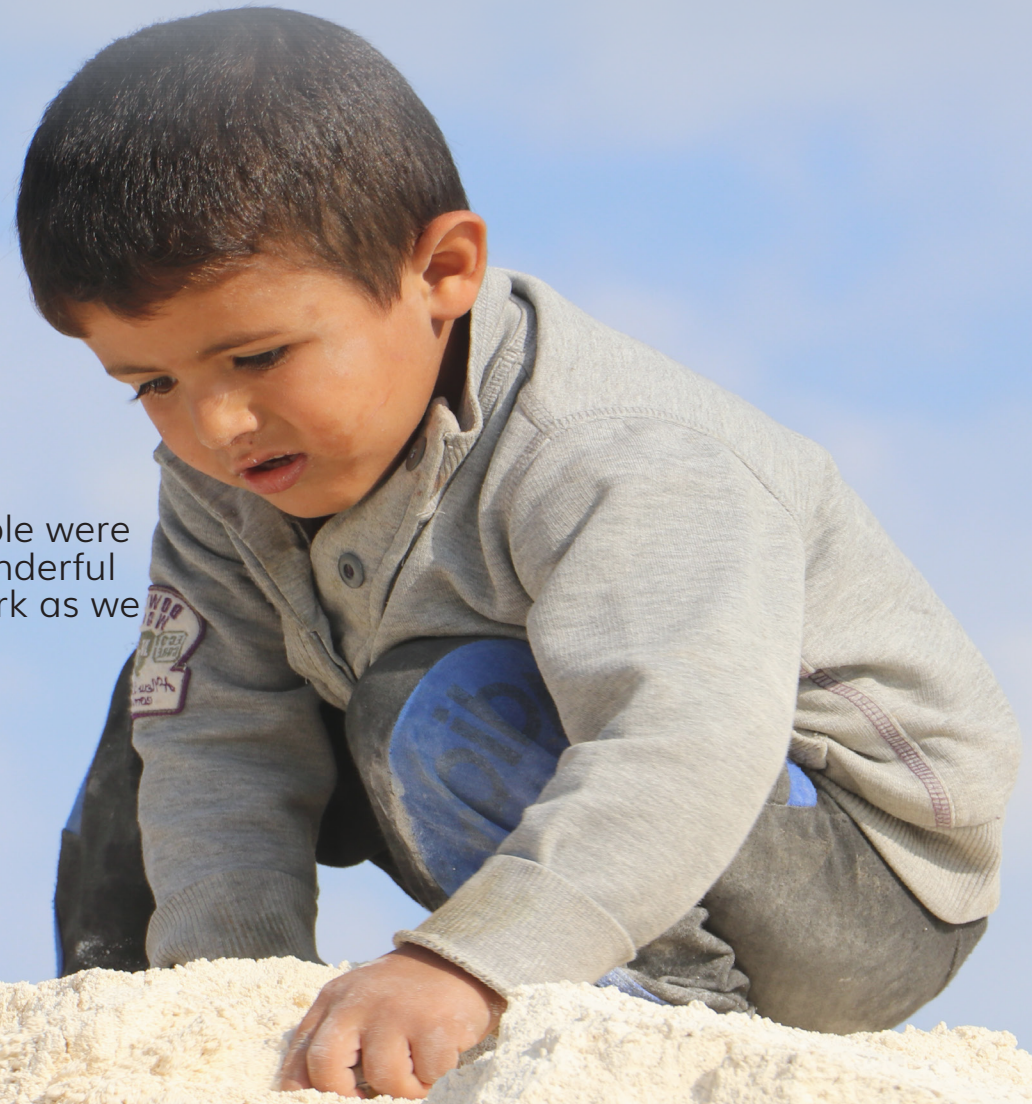
The majority of our staff is connected to the conflicts and areas we work in, allowing us to implement long-lasting, structural change. Beneficiaries praise us for our emphasis on consent and dignity, as well as how much we value their input. Our supporters connect with our transparency and mission, as we work locally to have an impact internationally.

**With your support, we're making aid empowered. One Person at a Time, One Humanity Closer.**

# 2020

## 1.5 M 1.5 MILLION FUTURES IMPACTED

Thanks to our NuDay network, over 1.5 million people were empowered with dignified aid in 2020. This is a wonderful achievement and we are excited to continue our work as we empower futures together.



# WE EMPOWERED COMMUNITIES INTERNATIONALLY

## - THE BIGGEST EXPANSION YET!

NuDay's focus on empowering women and children affected by humanitarian crises expanded in 2020 with the COVID pandemic.

A famine in Yemen was furthered with heightened food insecurities, while an explosion in Lebanon left thousands vulnerable. NuDay leapt into action with meal campaigns for families in Yemen and shipping containers of humanitarian and medical aid to Lebanon to support families and medical points.

On top of this, NuDay continued our work in Syria and other countries. Our mission to empower women and children with dignified aid remains as strong as ever.

NuDay's work was supported by supporters like you, as well as our funding and strategic partners.



# OUR PROGRAM STRATEGIES

Before we start a project, NuDay conducts a local needs assessment to understand the most pressing issues, ensuring that your support goes where it will have the biggest impact.

All of our projects follow NuDay's program strategy of working to empower through dignified and sustainable aid.



Our aim is to secure empowered futures amidst humanitarian crises.

Rather than seeing those experiencing humanitarian crises as victims, we recognize that they could be anyone. Our mission is to support the pursuit of dignified futures by meeting immediate need for the long term and building opportunities.



We believe that anyone can be architects of their own future. We're here to cheer them on.

Unlike traditional nonprofits that focus on one-off solutions, NuDay is all about sustainability. Our programs are designed with longevity in mind, integrating livelihood creation where possible.



We think globally, but act locally.

Every step of our programs involve local input: from assessments to implementation. Local knowledge empowers communities in the long haul, transforming communities at their core.



Working green for the planet's future.

Our projects prioritize alternative solutions for a clean impact. NuDay's in-kind support provides upcycled products a second chance at life, and we implement clean energy every chance we get.

# OUR PARTNERS

NuDay's partners support our work, ensuring that donations from individual supporters can go to projects and beneficiaries.

## LOCAL PARTNERS

AFAD  
Al Amin  
Ghiras Al Nahda  
Nwat Center for Scientific Studies  
SMD Help  
Syrian Local Councils  
Turkish Red Crescent  
UMRO  
The White Helmets

## PARTNERS

American Relief Coalition for Syria  
Christ Church Cathedral  
CYRIC Comic Relief  
Direct Relief  
Eyes on Refugees, Inc.  
Hathaway Brown School  
Giving Children Hope  
Global Giving  
Google  
IMEC  
InterAction  
John M. Sawyer Memorial Trust  
LDS Charities  
Lifting Hands International  
Matthews 25: Ministries  
Microsoft  
OXFAM  
Partners for World Health  
Prudential Foundation  
Saint John's Episcopal Church  
Saint Paul's Church  
Syria Relief Network  
The Silverstein Foundation  
Syrian Refugee Mission of New England  
United Nations  
United2Heal  
USAID  
Vitamin Angels  
Woodcock Foundation



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## IMPACT IN BRIEF

### Orphan Sponsorship

**6,476 beneficiaries**

Individual donors who sponsor orphans through NuDay ensure that children have access to their basic needs while alleviating the stress of guardians.

### Shelter & Containers

**53,596 beneficiaries**

Building sturdy homes preserves the wellbeing of families, and the provision of upcycled items sent through containers help families settle.

### Water Access

**128,389 beneficiaries**

Expanded water access through well repairs and solar-retrofitting supports camps and builds independence.

### Food Baskets & Meals

**107,473 beneficiaries**

Immediate access to food items is lifesaving in times of emergency and in crises situations.

### Protection

**9,767 beneficiaries**

From preserving schools to supporting elderly people, protection projects prioritize vulnerable people.

### Livelihoods

**974 beneficiaries**

Women-focused livelihood programs support futures by training women in new ways to independently support their families, even in crisis.

### Medical Relief

**1,216,664 beneficiaries**

In-kind support of life-saving medications and medical supply ensures that facilities can treat patients. Infrastructure repairs secure access.



Middle East, Africa & Asia

## WHERE WE WORK



Americas

## WHERE WE WORK

Canada

United States



S Y R I A

## REBUILDING FUTURES

NuDay has been working in Syria since 2013, when we first began organizing to serve the women and children affected by the Syrian crisis. Now, Syria remains our main focus as we work to rebuild the country to make it a place where families can live with dignity and rebuild their futures once again.

Within Syria, NuDay works in the northwest region. NuDay has two offices and four warehouses in the northwest, employing local staff and supporting local economy whenever possible. Local staff are integral to NuDay's programming, ensuring that our work is timely, relevant, and impactful.

In 2020, NuDay accomplished **355 projects in Syria** with your support.

Y E M E N

## FIGHTING FAMINE WORLDWIDE

Yemen is facing one of the largest famines in the world, with over 24 million people experiencing food insecurity.

NuDay intervened through the distribution of food baskets and meals to vulnerable families. Food security ensures that nobody goes to bed hungry and that beneficiaries can rebuild their futures.

NuDay reached thousands of families through **3 food projects** in Yemen.



# L E B A N O N

## EMERGENCY RELIEF IN ACTION

In August 2020, the world was shocked by the news of an explosion at the port of Beirut. Families lost loved ones and their homes, and the region was uncertain how to move forward. Lebanon's residents face high levels of socio-economic disparities, and the country is home to over 1.5 million refugees, many of whom are women and children.

Thanks to the immediate support from our many donors and partners, NuDay quickly expanded our efforts to Lebanon, shipping containers with humanitarian items to support the most vulnerable populations, as well as distributed food baskets to meet immediate need.

NuDay sent **10 containers to Lebanon in 2020** and distributed meals to thousands of people.



T U R K E Y

## REFUGEE SUPPORT

Turkey is home to almost 4 million Syrian refugees. Since NuDay's founding, we've actively supported the needs of Syrian refugees in the country, alongside the most vulnerable Turkish population who many times live side by side with Syrian refugees.

NuDay's efforts in Turkey include in-kind support, education initiatives, orphan sponsorship, and livelihood support.

In 2020, NuDay focused on **in-kind support** through humanitarian containers



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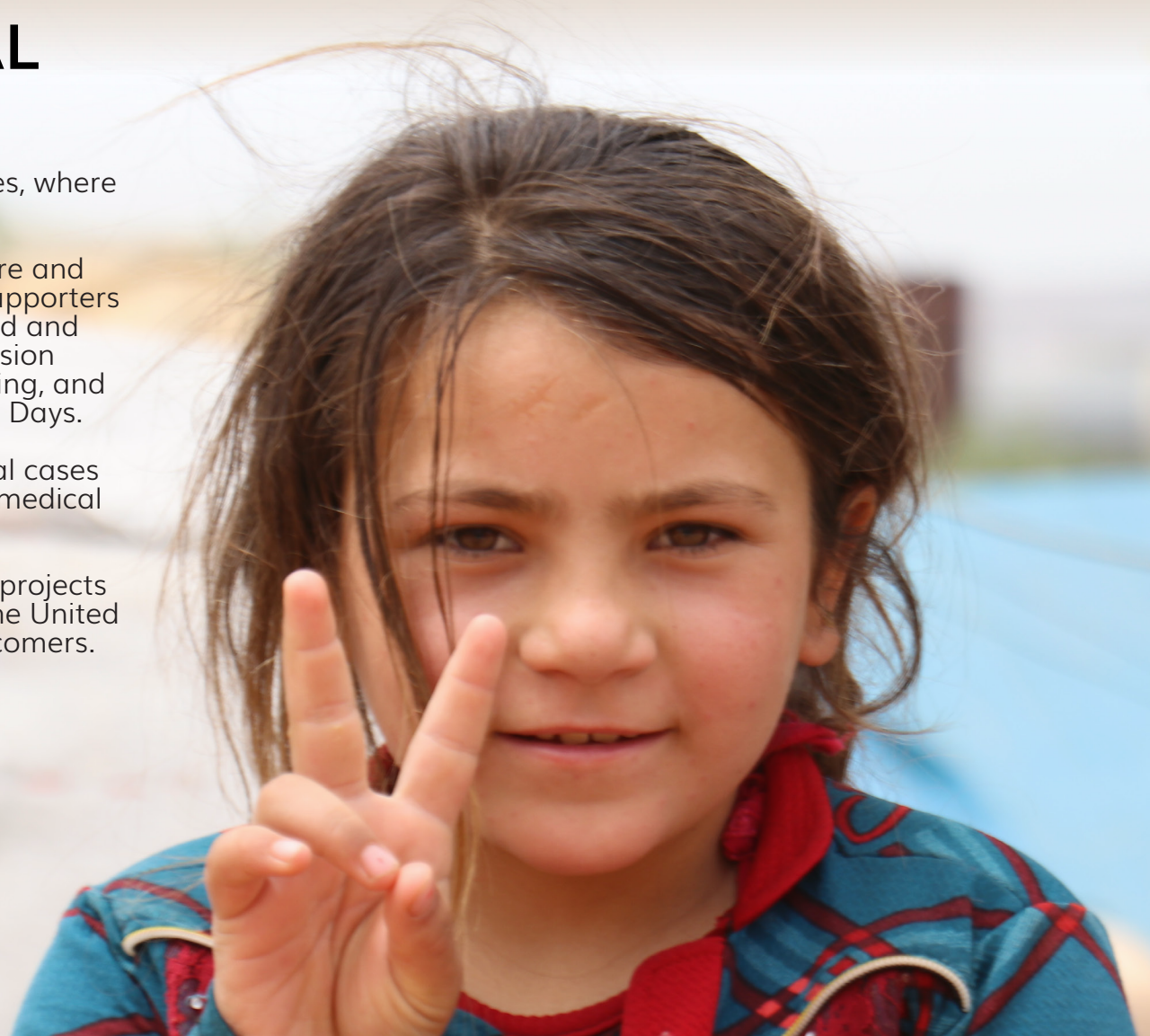
## INTERNATIONAL IMPACT

NuDay is based in the United States, where many projects take place.

With warehouses in New Hampshire and Maine, NuDay has thousands of supporters who support NuDay with in-kind aid and dedicate their time to NuDay's mission through advocacy efforts, fundraising, and volunteering at NuDay's Container Days.

At times, NuDay supports individual cases in the United States. This includes medical cases and resettlement support.

NuDay has supported mentorship projects to empower newcomers living in the United States, partnering locals with newcomers.



## PROJECT OVERVIEW

# SOLAR ENERGY FOR EARTH

Empowered aid goes hand in hand with innovative aid, especially when responding to humanitarian crises. NuDay prioritizes the need to work green, preserving the earth's health for the future.

One way NuDay does this is through the use of solar panels, which require minimal upkeep and can last for decades. Another benefit? Solar power means communities have reliable and affordable access to energy. By choosing solar panels, NuDay empowers communities with continued access to electricity.

In 2020, NuDay expanded its solar panel installations. NuDay retrofitted wells with solar panels, securing water access in areas that otherwise depend on water trucking. NuDay also began to rebuild camps, replacing tents in camps with durable homes and installing solar panels as an energy source. Past projects with solar include installations on businesses and schools, securing livelihoods and education.

Alternative energy is the future - and NuDay is bringing it to areas in crises to build a green future.



## BENEFICIARY HIGHLIGHT

# WATER AT HOME: UM KHALED

Displaced from Jabal Al Zawiya (Syria) in 2019, Um Khaled now lives in Zarzour Camp. Her son is hospitalized in Turkey, after he was injured by an explosion that killed his wife. Now, Um Khaled is the guardian of her two young grandchildren.

When Um Khaled first moved to the camp, water was hard to access. Um Khaled had no other option than to use her little savings to buy bottled water. NuDay sprung into action to address the camp's needs.

NuDay repaired a large well near the camp, retrofitting it with solar panels. Families were provided with a water tank right outside their tent, bringing water close to home. As Um Khaled says, "Having water nearby has helped so much. Before I was always worried about how I would make sure the children have water and how I would be able to keep them healthy and clean...Now, I can focus on the bigger things and don't have to be so worried about finding water all the time."

The installation of solar wells ensures that vulnerable Syrians have dignified and reliable access to water.



## PROJECT OVERVIEW

# FOOD SECURITY FOR ALL

Working to empower for the long-term means meeting immediate needs quickly. Food insecurity affects 2 billion people worldwide - and NuDay is rapidly working to alleviate the gap.

Food projects include distributions of food baskets stocked with culturally-informed items; provision of meals for with plenty of protein and vegetables; and distributions to fulfill obligations such as meals during the Islamic month of Ramadan and ritual sacrifices for religious duties.

NuDay distributes items directly to beneficiaries, emphasizing families with women, children, and elderly people.

Beneficiary feedback is vital to NuDay's food projects, informing the ingredients that we select. Items are purchased locally when possible, supporting local economy and minimizing environmental impact from transportation.

Your support in 2020 supported **87 food security projects in 3 countries.**



## PROJECT OVERVIEW

# CONTAINERS OF LOVE & HOPE

Since the start of NuDay, containers have been a central part of our work. NuDay's containers provide a massive relief for vulnerable populations, all while saving like-new items from the landfill through upcycling.

NuDay ships most containers from our warehouses in New Hampshire and Maine. Containers are filled with new and like-new items donated by our many supporters. Volunteers sort and pack donations into containers, which are then shipped to their destinations. At the destination, NuDay's team sorts the aid for distribution. Women and children are prioritized, ensuring their needs are met.

NuDay also works with partners to send in-kind donations, such as humanitarian items and medical support that goes directly to local medical facilities.

In 2020, we shipped **54 containers of much needed aid**. This includes 43 containers sent to Syria, 10 containers to Lebanon, and 1 container to Turkey.



## VOLUNTEER HIGHLIGHT

# CARING TOGETHER: ALTHEA

As a volunteer with NuDay, I gather items to send to those displaced inside Syria and in Lebanon. I drive them to the warehouse and help load 40-foot containers of food, bikes, durable medical equipment, hygiene products, clothes, furniture, school supplies, bikes and toys. This combines my passion for recycling with the emotional reward of making a difference. Through NuDay, I have met caring people in my area, and have the chance to volunteer with people from diverse backgrounds at the NuDay warehouse.

My passion has spread to my community. You never know where the ripples will go when you jump in and make a difference. My town dump sets aside crutches and wheelchairs that would otherwise be scrap metal. A neighbor sews children's clothes and blankets. My cousin makes hygiene kits to send. Anyone can find a niche and feel the reward of helping others.

There is so much injustice and resource disparity in the world. It is empowering to do my small part by collecting items and empowering international communities from here in the United States.



# 2020 FINANCIALS

**\$66.65M**

Total consolidated revenue  
in the past fiscal year.

**IN 2020, WE INVESTED**

\$66.2M in empowered aid  
\$450K to fund NuDay's operations

[Read our financial report.](#)



# 2020 2020 2020 RECOGNITION

From the start of NuDay, we have prided ourselves in being transparent and effective. Our efforts have been recognized by a variety of watchdog organizations since our founding, including GuideStar, Global Giving, and Great NonProfits.



2020



**2020 was a big year.**

## **BUT THIS IS JUST THE START.**

Since 2013, NuDay has continued to grow our impact and reach vulnerable populations worldwide. What started as a reaction to the Syrian humanitarian crisis has since expanded to five countries.

We are fully committed to making sure that no women or child live undignified lives - and we will keep working to empower everyone, everywhere, until they have the dignified futures they deserve.

***We can't wait to accomplish this with you.***

2020



NuDay relies on the support of people like you to accomplish our work.  
To help us secure empowered aid, you can donate online at [www.nudaysyria.org](http://www.nudaysyria.org).

All donations are tax deductible. EIN: 46-2041995

***One Person at a Time, One Humanity Closer.***

