



AUG 2024 —
30 JUN 2025

2024-2025

Annual Report

Unit 6/60 Marigold
St, Revesby NSW

houseofsadaqa.org.au

ABN 69 679 802 398

Registered Charity | DGR
Status | ACNC Registered

**Strengthening Families.
Building Communities.
Achieving Independence.**

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A Message from the CEO



Robert Laidlaw
Chief Executive Officer

House of Sadaqa Group Australia Limited

Bismillah. In the name of God, the Most Gracious, the Most Merciful.

This first annual report of **House of Sadaqa Group Australia Limited** marks a significant milestone in a journey that began more than 15 years ago. What started as a grassroots effort to help struggling families in our community has grown into something we could not have imagined at the outset: a registered charity with a bold vision, a dedicated team, and a business model designed to outlast our reliance on donations.

In the period covered by this report, **August 2024 to 30 June 2025**, we **supported 177 families across Sydney**, representing more than **640 individuals** including around **370 children**. Behind each of those numbers is a family navigating real hardship, whether that is domestic violence, financial crisis, homelessness, or the challenges of arriving in a new country without a support system. We are privileged to walk alongside them.

At the same time, we continued to build the social enterprises that will one day make **House of Sadaqa** entirely donation-independent. **The Goodwill Shop, Goodwill Laundry, Clothing Donations operations, and Panda Paper** all generated revenue during this period. Each dollar earned through these enterprises is a dollar that does not need to be asked of our community.

None of this happens without people. **Our 140 volunteers**, our tireless staff, our generous donors, and the agencies and partners who trust us with their clients, you are all part of this. **Jazakallahu Khayran. We look forward to what the years ahead will bring.**

Who are we?



House of Sadaqa is a registered Australian charity based in Revesby, New South Wales. We have been supporting local families experiencing hardship for over 15 years, with a clear and focused mission: to do one thing well.

We provide emergency relief, essential household items, clothing, and support to families in the Canterbury-Bankstown region and broader Sydney area. We do not try to solve every problem. We focus on families, and we do it with everything we have.

Our Vision



We are working toward becoming Australia's first donation-independent Muslim charity. Rather than relying on the generosity of our community indefinitely, we are building social enterprises that generate the revenue needed to fund our programs. Every business we launch brings us closer to the point where 100% of donated funds go directly to families, because our operations are covered by business income.

Our Mission



To strengthen local families by providing targeted support, resources, and essential services through community-focused initiatives and sustainable social enterprises.

Our Values



- **Honesty and transparency in everything we do**
- **Deep respect for the dignity of every person we serve**
- **A focus on long-term impact over short-term optics**
- **Community-first thinking, always local, always present**
- **Innovation as a tool for good**

Our Impact at a Glance

177+

families supported

640+

individuals helped

370+

children supported

140

children supported

329,000
kilograms

clothing processed

30+

referral agencies

15

WDO participants

10

Work for the Dole

Our Programs



Family Support Program

The Family Support Program (FSP) is the heart of everything we do. We provide direct financial assistance, essential household items, emergency relief, and support to families experiencing crisis.

In this reporting period we supported 177 families, more than 640 individuals in total. The circumstances that bring families to us are varied and often overlapping: domestic and family violence, financial crisis, unemployment, single parenthood, refugee and asylum seeker status, mental health challenges, disability, and homelessness.

We do not turn people away based on background, faith, or circumstance. Our community is diverse, and our service reflects that. Families we assisted came from Australia, Palestine, Lebanon, Afghanistan, Iraq, Somalia, Sudan, and many other countries. We delivered services in Arabic, English, Dari, Somali, and other languages.

One in five families we supported had experienced domestic or family violence. For many, House of Sadaqa was a first point of contact, and we worked alongside specialist agencies to ensure they received the broader support they needed.



Clothe The Homeless & Clothing Donation Operations

We operate one of Western Sydney's largest clothing collection and distribution networks, with 37 donation bins across the Canterbury-Bankstown area and a centralised processing warehouse in Revesby.

In 2024-25, we processed 329 tonnes of donated clothing and textiles. Usable items are sorted and distributed through our Goodwill Shop and directly to families and individuals in need. Items not suitable for local reuse are baled and exported through our Clothing Donations enterprise, keeping material out of landfill and generating revenue that funds our programs.

Our Clothe The Homeless program provides clothing, footwear, and essential items directly to people experiencing homelessness through regular community distribution events across Sydney.



Work Development Orders (WDO)

In partnership with Revenue NSW, our Work Development Orders program enables people with eligible government fines to work off their debt through approved community service with House of Sadaqa.

This period we supported 15 WDO participants, who contributed meaningful hours to our warehouse and distribution operations while addressing their financial obligations. The program benefits both participants and the community they serve.

The logo for Workforce Australia, featuring the text "Workforce Australia" in a dark teal font. The text is enclosed in a light blue rectangular frame with rounded corners. A thin blue line extends from the top right corner of the frame, ending in a small blue circle. Another thin blue line extends from the bottom left corner of the frame, ending in a small blue circle.

Workforce
Australia

Work for the Dole

We hosted 10 Work for the Dole participants during this period, providing structured placements across our warehouse and Goodwill Shop operations. Participants gained practical experience in logistics, retail, and community services while contributing directly to our programs.

Our Social Enterprises



The Good Will Shop

Launched in 2012 as Australia's first Muslim op-shop, the Goodwill Shop sells donated clothing and household goods at affordable prices from our Revesby location. Revenue from sales funds our charitable programs while providing affordable goods to families in our community. The Shop also creates volunteer and employment opportunities.

Goodwill Shop revenue in 2024-25: \$27,882



Clothing Donations

Our clothing donation network is one of the largest of its kind in Western Sydney. Operating 37 bins across the Canterbury-Bankstown area and a centralised processing warehouse in Revesby, we collect, sort, and process donated clothing and textiles at scale.

Usable items are channelled to families in need and through the Goodwill Shop. Items not suitable for local distribution are baled and exported, turning what would otherwise be landfill into a meaningful revenue stream that funds our programs.

Clothing Donations revenue in 2024-25: \$45,848



Goodwill Laundry

Launched in February 2025 with the generous support of a grant from Awqaf Australia Benevolent Fund, Goodwill Laundry provides commercial laundry services to business clients. It is an early-stage but growing revenue.

Goodwill Laundry revenue in 2024-25: \$6,112



Panda Paper

Launched in October 2024, Panda Paper is our 100% bamboo toilet paper brand. 100% of profits go directly to House of Sadaqa. Panda Paper is sold direct-to-consumer and wholesale to businesses, with free delivery on orders over \$50. Each purchase reduces deforestation and supports Australian families in need.

Visit pandapaper.com.au to learn more or to place an order for your home or business.

Our People

Governance

House of Sadaqa Group Australia Limited is a public company limited by guarantee, registered with the Australian Securities and Investments Commission and the Australian Charities and Not-for-profits Commission (ACNC). The organisation holds Deductible Gift Recipient (DGR) status, meaning donations of \$2 or more are tax-deductible for Australian donors.

The Board of Directors provides strategic oversight and governance. Directors serve one-year terms from AGM to AGM and are eligible for re-election. The organisation complies with the ACNC Governance Standards and External Conduct Standards.

Volunteers

140 volunteers contributed their time across our warehouse, Goodwill Shop, distribution events, and administrative functions during this period. From sorting donations to driving vans, from serving in the shop to supporting families directly, our volunteers are the backbone of what we do

We recruit volunteers through our community networks and social media, and we provide training, supervision, and a genuine sense of purpose. We are deeply grateful for every hour given. .

Staff

Our small but dedicated paid team manages day-to-day operations across programs and enterprises. Staff roles include operations management, program coordination, driving and logistics, and communications.

We are committed to fair employment practices and to investing in our people. As our social enterprises grow, so will our capacity to employ more people from within our community.

Financial Summary

Income

INCOME	AMOUNT
Donations & Community Giving	\$177,714
Grants	\$25,000
Goodwill Shop Sales	\$27,882
Clothing Donations Revenue	\$45,848
Goodwill Laundry	\$6,112
Other (interest, miscellaneous)	\$672
Total Income	\$283,228

Expenditure

EXPENDITURE	AMOUNT
Family Support Program (staff, vehicles, operations & direct assistance)	\$77,432
Warehouse rent and operations	\$53,781
Cost of sales (shop, clothing donations, events)	\$34,604
Marketing and communications	\$3,965
Other operating expenses	\$53,655
Total Expenditure	\$223,437

Net Surplus

Net Surplus for the period

\$59,791

Balance Sheet

(as at 30 June 2025)

POSITION	AMOUNT
Total Assets (cash at bank)	\$51,463
Total Liabilities (accounts payable, GST)	-\$8,328
Net Assets	\$59,791

Looking Ahead

Serving More Families, In More Ways

Demand for our Family Support Program continues to outpace our capacity. As social enterprise revenue grows, we will expand the program to reach more of the families currently on our waitlist. We are also developing our service offering to include counselling and wraparound support services, so that families receive not just material assistance but the holistic care they need to stabilise and thrive.

Melbourne Expansion

We are working toward establishing a full clothing donation and distribution operation in Melbourne, including a Clothe The Homeless program and a Goodwill Shop, replicating our Sydney model in Victoria.

Ansar Youth Program

We are developing the Ansar Youth Program, a structured program for young men aged 14 to 21. It will incorporate financial literacy, life skills, mentorship, and community service, equipping the next generation with the tools they need to contribute positively to their families and community.

Goodwill Connect

In January 2026 we launched a trial of Goodwill Connect, a charitable internet service provider operating as a reseller. This adds a predictable monthly recurring revenue stream to our enterprise portfolio.

Donation-Independence by 2030

Our 2030 target is for social enterprise revenue to fully cover our operational costs. Every enterprise we launch and grow brings us closer to the point where every dollar donated goes entirely to families.

A Special Thank You..

None of our work happens without the generosity and trust of our community. We want to acknowledge everyone who made this year possible.



Our Donors

To every person who gave a donation, large or small, during this period: thank you. You funded emergency relief, essential items, and direct support for families who had nowhere else to turn. Your generosity is not taken for granted.



Our Volunteers

140 people gave their time this year. In the warehouse, in the shop, at distribution events, on the road, and behind the scenes. Volunteer hours cannot be fully counted or properly repaid. They are simply the reason we can do what we do.

Our Partners

We are grateful to the agencies and organisations that trust us with their clients and support our work. A special mention to two partners whose contributions this year went well beyond the ordinary.

Awqaf Australia Benevolent Fund provided the grant that made the Goodwill Laundry possible. Their investment in our social enterprise vision was a genuine act of partnership, and we are proud to work alongside an organisation that shares our belief in building sustainable, community-owned infrastructure.

Suttons Automotive Group (Chilora team) donated two fully branded vans that have been the backbone of our collection and delivery operations. Those vans travel close to 6,000 kilometres every month across Western Sydney, making it possible for us to reach families and collect donations at the scale we do. Their generosity is visible on every street we drive.

Our referral partners include Muslim community organisations NZF (National Zakat Foundation) and SSI, who together account for a significant share of our family referrals, as well as Aus Relief, who generously donated groceries that we were able to pass directly to families in need. We are also grateful to Anglicare, CatholicCare, DCJ, Mission Australia, the Arab Council Australia, and more than 25 other agencies whose trust and collaboration extends our reach into the community.

