

حِكَائِة

impact story

impact portfolio

Makramah Center for Women's Empowerment
Family platform to enhance family life quality skills
Al-Mawaddah Center for Counseling and Conflict Resolution
Shaml Center for implementing the provisions of vision and visitation
Center for Family Protection from Violence
Edraak Center for Media Production and Awareness

Competition and social investment portfolio

indicators of the competitions and social investment portfolio
Government projects and competitions
Innovative Child Center for Child Development
A competency center for professional development for specialists
Center for Design Studies and Research

The Sustainability portfolio

The Sustainability portfolio indicators
Sustainability of mental image
Sustaining institutional excellence
Sustainability of the work environment
Financial sustainability
Financial Report



جمعية المودة
للتنمية الأسرية
Al mawaddah Society for
Family Development

www.almawaddah.org.sa

**In the name of Allah the
most Merciful, the most
Compassionate**

حكاية أثرية

impact story

report approval

The report was approved by the Internal Audit and Review Committee, which holds quarterly meetings to review the report at the social, institutional, and financial performance levels, and to review the evidence and verification tools for all key and operational indicators, and to make recommendations and developmental observations.

May your giving continue

May your impact last.

بنك التنمية الاجتماعية
SOCIAL DEVELOPMENT BANK



أوقاف
AWQAF



إحسان
نصرة وطنية للعمل الخيري



وزارة العدل
Ministry of Justice



الموارد البشرية
والتنمية الاجتماعية



مؤسسة
عبد العزيز بن عبد الله الجميح
الخيرية



عبد الله الرحمن الخيرية
Abdullah Alrajhi Foundation



صندوق دعم
الجمعيات
Associations
Support Fund



سند
SNAD
محمد بن سلمان



وقف فهد بن فلاح آل زيار السبيعي
Waqf Fahad bin Falah AlZabair AlSabi



تمر



مؤسسة أبوغزالة للتنمية الاجتماعية
AbuGhazalah Foundation for Social Development



ASYAD

عبد اللطيف جميل



مؤسسة سليمان بن عبد العزيز الراجحي الخيرية
SULAMAN BIN ABDUL AZIZ AL RAJHI CHARITABLE FOUNDATION



مؤسسة
حسن عياض شريفتي
لخدمة المجتمع

السبيعي
الخيرية



عبد القادر المهديب
لخدمة المجتمع



غروس
مؤسسة محمد إبراهيم
السبيعي وأولاده الخيرية



المرحومي
ALMARHOMY

أوقاف
الضحيان

شركة المطلق
ALMUTLAQ CO.

شركة أبو حاشم للأعمال
ABDULLAH HASHIM COMPANY LTD.

NESMA

الدبوماسي



المودة:
almawaddah

للتنمية الأسرية
For Family Development

تحت إشراف المركز الوطني للتنمية القطاع الغير ربحي رخصة رقم 601

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
مِنْ أَمْرِ اللَّهِ وَالْمَلَائِكَةِ الْمُرْسَلِينَ
وَالَّذِينَ آمَنُوا وَعَمِلُوا الصَّالِحَاتِ
وَالَّذِينَ آمَنُوا وَعَمِلُوا الصَّالِحَاتِ
وَالَّذِينَ آمَنُوا وَعَمِلُوا الصَّالِحَاتِ

Mission

Improving the quality of family life through an innovative and integrated system of qualitative and proactive solutions and influential partnerships in a supportive and enabling environment.



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جائزة الملك خالد

KING KHALID AWARD



An immortal trilogy

7



standards

130



detailed indicators

Al-Mawaddah wins first place for the third time in the King Khalid Excellence Award 2023

We congratulate you

for winning the award for the third time

I thank all my male and female colleagues in the society for their distinguished efforts in achieving this important award under the patronage of the Custodian of the Two Holy Mosques - may God protect him - and the exceptional competence demonstrated by the society's cadres and their efforts in implementing development projects for family issues in partnership with government agencies and community institutions. This award is also an important indicator of The society's strategy is to achieve the goals of the non-profit sector in accordance with Saudi Vision 2030, and to contribute to preserving the family entity in society, creating a healthy and safe family environment for children, and serving all beneficiaries.



Ahmed bin Sulaiman Al Rajhi

Minister of Human Resources and Social Development

Al-Mawaddah is in the ranks

Outstanding sector organizations

Congratulations on this unsurprising success and distinction, and affection represents a symbol of the non-profit sector organizations in the Kingdom of Saudi Arabia. Your brothers in the National Center for Non-Profit Sector Development are always ready to provide support to you and all non-profit sector organizations to achieve their assigned role towards development.



Ahmed bin Ali Al-Suwailem

Executive Director of the National Center for Non-Profit Sector Development

**Governance evaluation score for Al Mawaddah society
From the National Center for Non-Profit Sector Development**

99.34%



The most prominent moments of honor for Al-Mawaddah society



His Excellency Deputy Minister of Human Resources and Social Development, Mr. Majid Al-Ghanimi



The Ministry of Human Resources and Social Development honors Al-Mawaddah at the annual volunteer forum for her efforts in activating the volunteer unit



His Excellency Deputy Minister of Municipal and Rural Affairs and Housing, Engineer Abdullah Al-Badir, honors Al-Mawaddah for its contribution to housing families in slums in Jeddah



active board of directors



Council member
Faisal bin Salim Suleiman
Al Mahmadi



Council member
Dr. Abdullah bin Muhammad
Saeed Al-Matbouli



Financial Supervisor
Eng. Fayez bin Abdullah
Alitha Al-Harbi



Deputy Council
Mr. Zuhair bin Ali Saeed
Al Marhoumi



Chairman of the Council
Eng. Faisal bin Saif Al-Din
Al-Samnoudi



Council member
Mr. Ahmed bin Ali
Saeed Al-Murabi



Council member
Mr. Khaled bin Abed
Hosni Qama



Council member
Mr. Khalid bin Ahmed
Abdul Aziz Al-Hamdan



Council member
Eng. Hisham bin Abdul
Rahman Al Khuraiji



Performance of the Board of Directors in its third session

| | | | |
|---|---|--------------------------------------|---|
| 79% Average impact of services | 99.66% Percentage of application of governance standards | 539+ thousand services | 118+ thousand beneficiary families |
| 71 Strategic partnership | 3 Excellence awards | 64 recommendation | 32 meeting |
| 23 Government competition | 62+ Million size of investment assets | 114+ million total revenue | 75 An entity that benefits from knowledge transfer |

Media production and global reach

Welcome, Impact Partners, to the 2023 Annual Performance Report.

This report tells the story of a year of success that would not have been possible without the grace of God Almighty and your generous support. In 2023, your organization served more than 56,000 families with 115,000 services through family training on the Al-Aila platform, family counseling and conflict resolution through Al-Mawaddah Center for Family Counseling, the Makkah Center for Women's Empowerment, the Shaml Center for Separated Families, the Protection Center for Family Protection from Violence, the Edraak Center for Awareness Media Production, the Child Innovation Center, the Center for Family Studies and Research, and the Kafa'ah Center for the Development of Practitioners and Specialists.

Last year, the society launched many qualitative initiatives, including the the impact Laboratory for Family Development, which highlights the efforts and impact of family societys in community stability, as well as the award for the best supportive work environment for parents, in addition to the launch of the Tharwa Laboratory for Innovation in Family Development.

At the level of value-awareness media production, last year we produced the Mawaddah Family cartoon series, which was launched on MBC and the Shahid platform. More than 100 awareness-raising media products were also implemented, as well as 5 awareness-raising media campaigns that were watched by more than 20 million beneficiaries, and we are committed to developing this aspect. In the year 2024 because of its significant impact on society.

In terms of reaching the world, Al-Mawadda has translated its products into English, in addition to 398 awareness products, and also providing all its services in English for non-Arabic speakers. The society also obtained the approval of the World Family Organization to host the World Family Summit 2025, where it participated in the 2023 World Summit with the Al-Mawadda experience. The society also transferred its expertise in family issues outside the Kingdom to many government and non-profit organizations after the approval of the relevant authorities. We are still committed to continuous development in this regard in order to highlight the role of the Kingdom in serving family issues.

In conclusion, I would like to thank and appreciate all the supporters of the society, from donors to strategic partners, asking the Almighty God for continued success and guidance.



Eng. Faisal bin Saif Al-Din Al-Samnoudi
Chairman of Board of Directors



Supporting subcommittees

Audit and Internal Review Committee

| | | | | |
|---|--|---|--|---|
|  <p>Vice Chairman of the Committee Mr. Walid Al-Taweel Lawyer - legal advisor</p> |  <p>Chairman of the Committee Eng. Bandar Al-Qahtani Quality and institutional excellence expert</p> |  22 recommendations |  4 Approved reports |  4 Meetings |
|  <p>Committee member Dr. Faisal Al-Muhammadi Legal references</p> |  <p>Committee member Dr. Abdullah Matbouli Human resources development expert</p> | | | |

Investment and Financial Resources Development Committee

| | | | |
|--|--|--|--|
|  3 Meetings |  <p>Committee member Eng. Hisham Al-Khereiji CEO of Al Khuraji Trading and Contracting Company</p> |  <p>Vice Chairman of the Committee Mr. Khaled Al-Hamdan President of the Arab General Trading Company</p> |  <p>Chairman of the Committee Mr. Khaled Qama Chairman of Sukoon Holding Company</p> |
|  7 recommendations |  <p>Committee member Eng. Talal Al-Sari'i CEO of MBAAT</p> |  <p>Committee member Eng. Rawid Al-Sawaf CEO of ALJE</p> |  <p>Committee member Mr. Ahmed Basoudan Executive General Manager of Auto Hub</p> |

The impact of family societys in the Kingdom

We at Al Mawaddah society are proud to be one of the active societys in the family development sector in the Kingdom, which includes more than 155 societys. We also renew our commitment to our national duty and social responsibility after adjusting our geographical scope from the Makkah Al-Mukarramah region to all regions of the Kingdom. We are also proud of our contribution to enabling 32 family societys to implement government competitions that have generated revenues exceeding 15 million riyals.

Any society suffers from many family issues, such as a decrease in the number of births, a decrease in the number of marriages, an increase in the number of divorces, an increase in the number of family cases in the courts, family disintegration, and other issues that contribute to increasing the burden on the state. For example, cases of family conflict in Australia cost the state. About 14 billion pounds annually, and in Britain it costs 37 billion pounds annually, while domestic violence costs about 15.6 billion pounds annually.

Therefore, there is a major role for family societys in the Kingdom to stabilize society and reduce the burden on the state, as the coverage rate reached 257 thousand individuals per family society, 78 thousand families per society, and 39 thousand citizen families per society, and their services last year covered 25% of the population. The number of families in the Kingdom, and 50% of family societys spent about 380 million riyals on programs and services for the family and settled 35% of family cases received by the courts, with 97 thousand and 215 reconciliation cases. Family societys also contribute to the labour force index in the Kingdom by 0.23% and contributed Reducing divorce rates by 66%.

Today, we are in the process of issuing a national report highlighting the impact of family societys in the Kingdom, in partnership with the Family Affairs Council, the National Center for Non-Profit Sector Development, and the societys Support Fund. We are also working on preparing the first national indicator of family stability.



Muhammad bin Ali Al Radhi
General Director



Empowered team



A photo of the leaders of Al-Mawaddah with His Highness Prince Saud bin Jalawi Al Saud, Governor of Jeddah, during his visit to the society in 2023.



94.5%

Employee satisfaction percentage



92%

Localization percentage



+500

Employee



5

Events for the work team



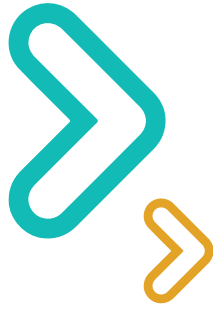
94%

Average rating according to the criteria for the best work environment

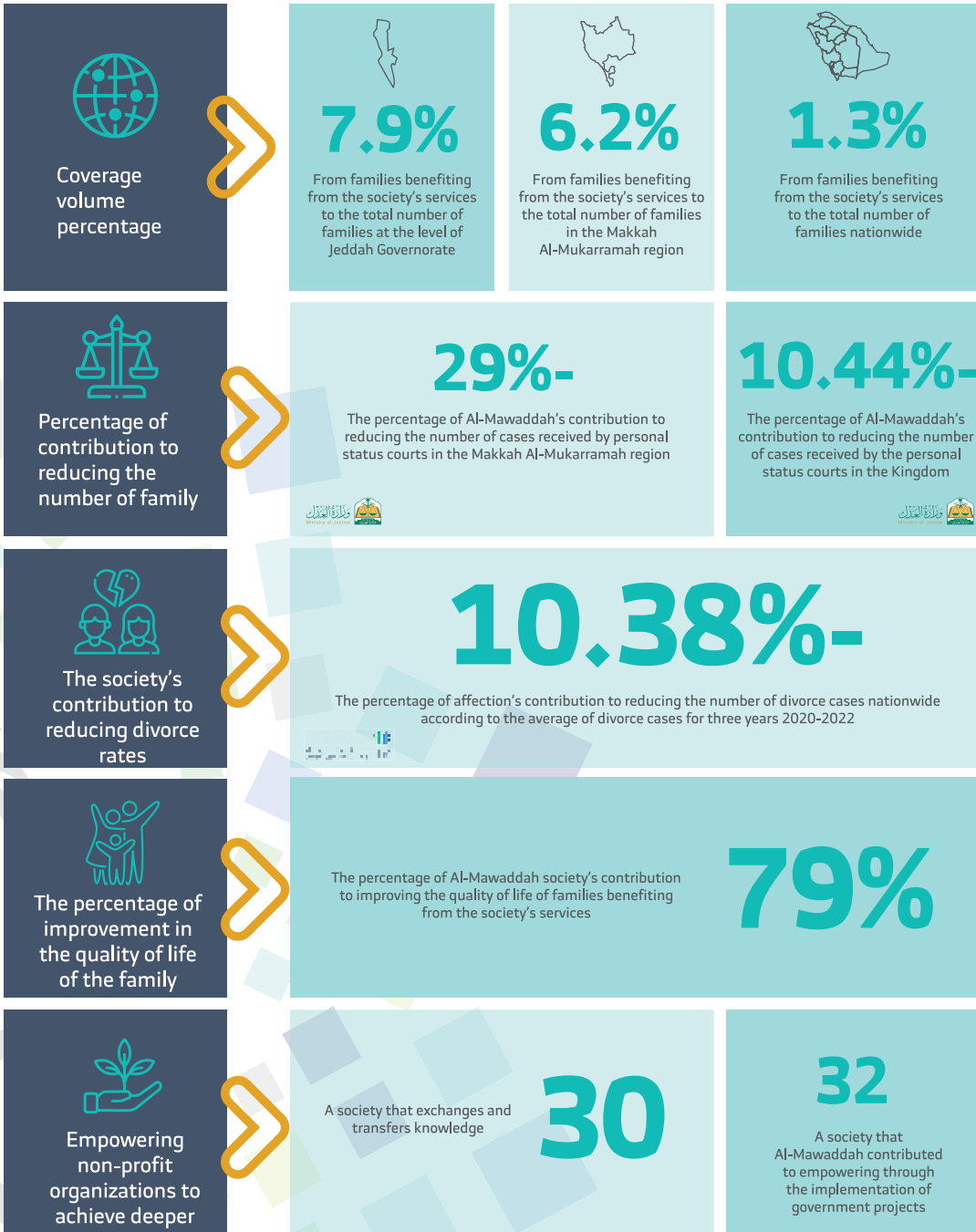


85%

The work team's performance according to efficiency and effectiveness indicators

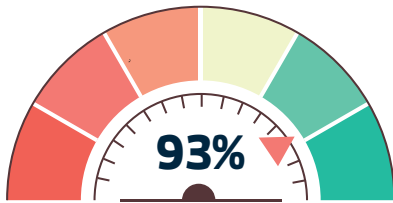


The impact of Al-Mawaddah society at the k.s.a

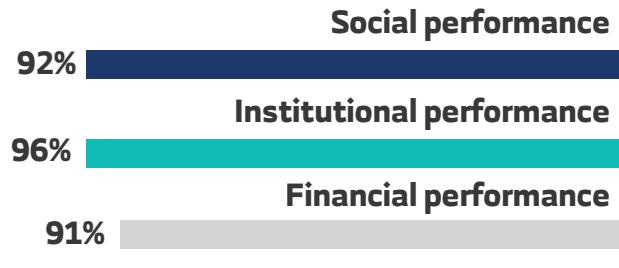




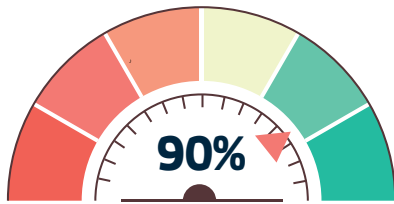
Strategic performance summary 2021-2023



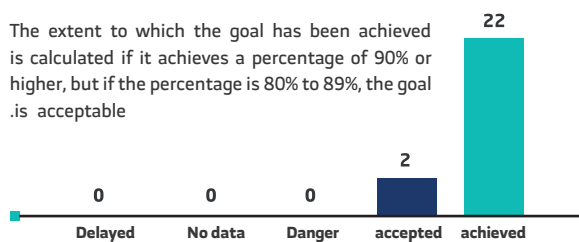
Average overall performance



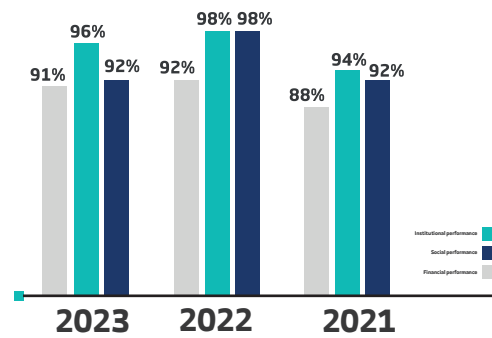
Performance according to strategic objectives



The extent to which the goal has been achieved is calculated if it achieves a percentage of 90% or higher, but if the percentage is 80% to 89%, the goal is acceptable

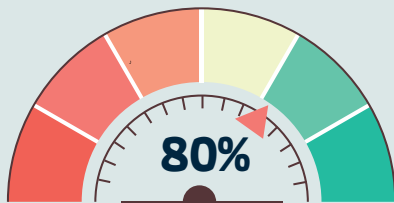


Comparison with previous years



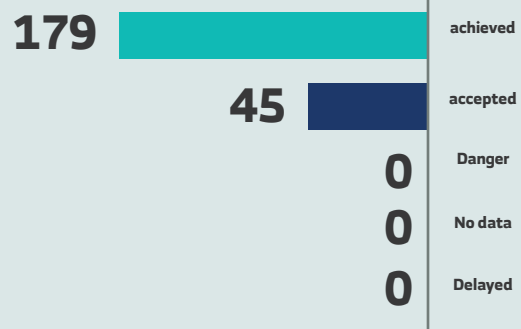
Progress has been achieved at the level of institutional and financial performance compared to previous years, while at the level of social performance, there was a decline of 3% from last year.

Performance according to key indicators



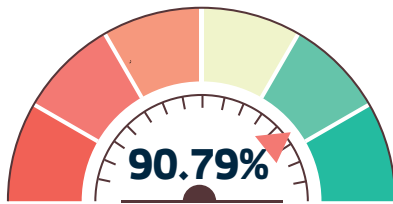
Average performance of major indicators

In measuring the achievement of indicators, the society counts everything that is less than 67%, as it is a dangerous indicator or has not achieved its desired target, as there are 179 indicators that have achieved the target completely and 45 indicators that have achieved the targets in an acceptable manner



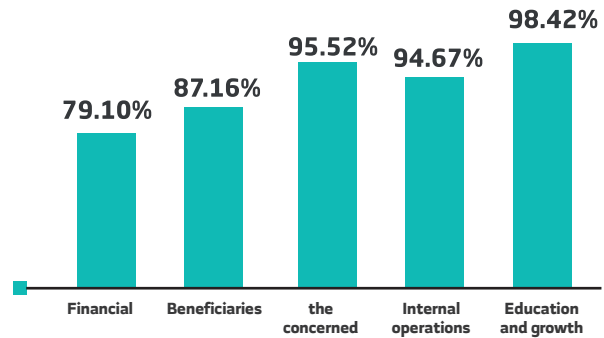


Performance according to the balanced scorecard

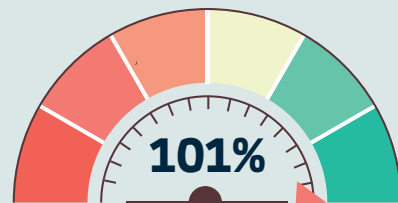
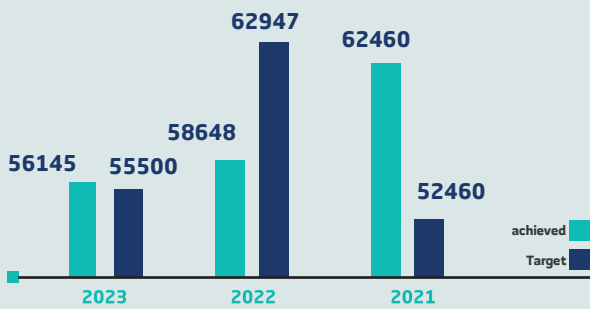


Average balanced scorecard performance

The performance of achieving the Balanced Scorecard is measured according to the achieved targets for the key performance indicators, which are built according to the five axes of the Balanced Scorecard (BSC).



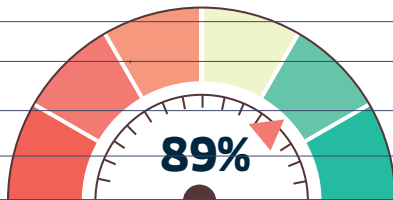
Comparing the targeted number of beneficiaries with the achieved number



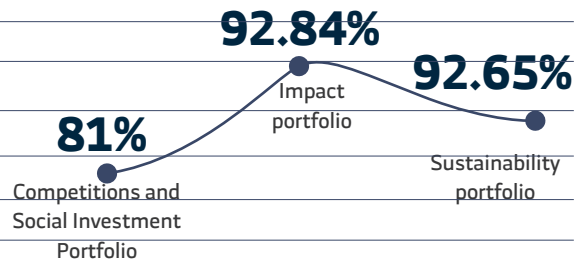
Target achievement percentage



Results of evaluating the performance of initiatives and departments



Average overall performance of initiatives and departments



Note: The portfolios are aligned with strategic directions and contain a set of strategic initiatives, each of which includes a group of annual operational programs and projects.



Subscription and results for the year 2023

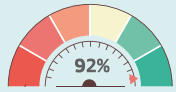
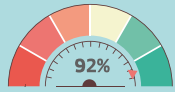
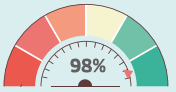






Social Investment Portfolio

| | | |
|---|---|--|
|  <p>676</p> <p>children were treated for developmental and behavioral disorders</p> |  <p>596</p> <p>Specialist whose skills have been developed</p> |  <p>5</p> <p>Government projects and competitions</p> |
|  <p>Family studies and research</p> |  <p>Building a criteria guide for the Best Supportive Work Environment Award for Parents</p> |  <p>Launching the impact laboratory for family development society in the Kingdom</p> |

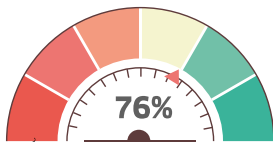
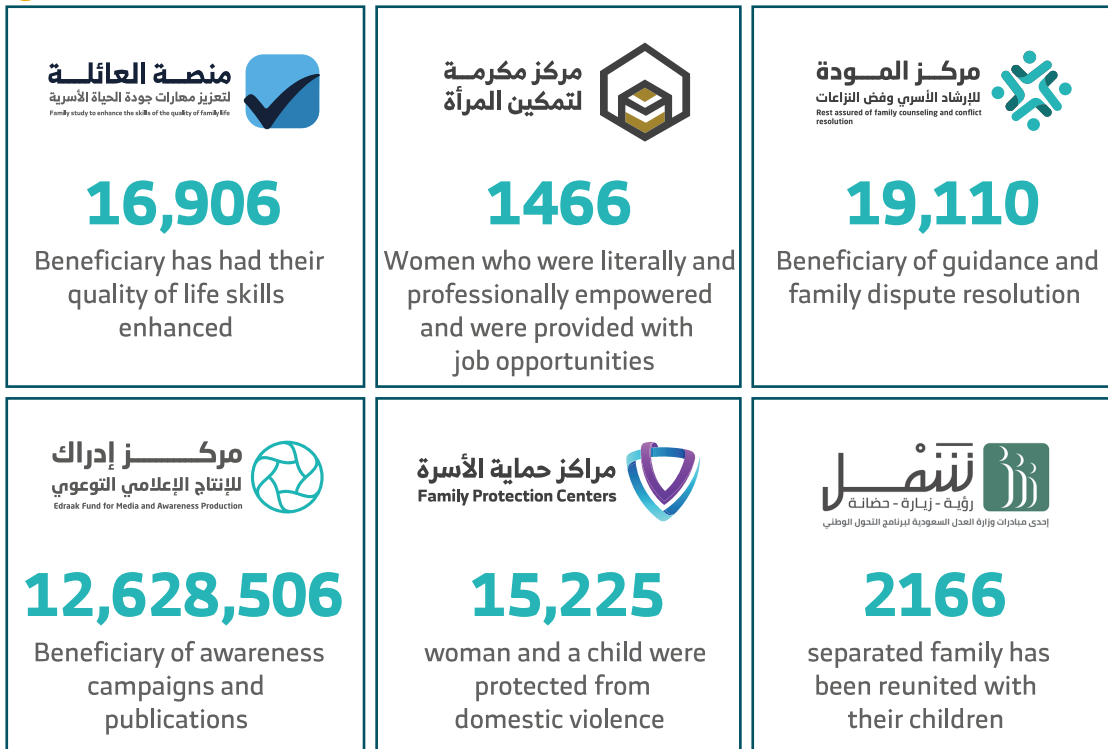


Sustainability Portfolio

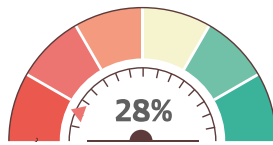
| | | | | |
|---|---|--|--|---|
|  <p>Percentage of resettlement in Al-Mawaddah</p> |  <p>Average response rate across the guest care center</p> |  <p>Complaints handling Percentage</p> |  <p>Governance evaluation score</p> | |
| <p>+7m</p> <p>Number of media views</p> |  <p>Improvement Opportunities Resolution Rate</p> | <p>30</p> <p>Knowledge Exchange Visits</p> |  <p>Obtaining the King Khalid Award (first place)</p> | |
| <p>Geographic scope</p> <p>Accreditation of the National Center for Non-Profit Sector Development to expand the geographical scope of Al-Mawaddah at the Kingdom level</p> | <p>54</p> <p>Development Program for the Team</p> | <p>20</p> <p>Sharing the experience of affection in forums and workshops</p> | <p>17</p> <p>شراكة استراتيجية</p> | |
| <p>Launching the Al Mawaddah Endowment Fund worth 20 million riyals</p>  | <p>1.40%</p> <p>Percentage of return from volunteering to total revenue</p> | <p>7.7%</p> <p>General and administrative expenses Percentage</p> | <p>17%</p> <p>Percentage increase in expenses over the previous year</p> | <p>52.4%</p> <p>Percentage increase in revenues over the previous year</p> |



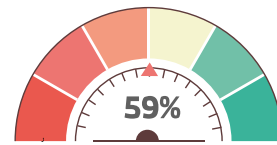
Impact Portfolio (Family Programs)



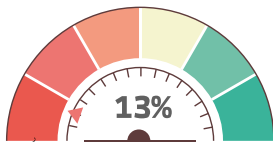
Average rate of increase in family skills



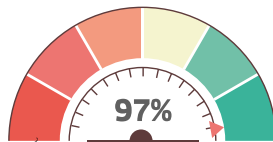
Percentage of Women Economically Empowered



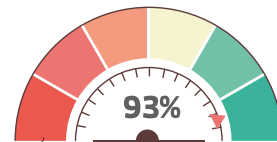
Average percentage of reconciliation cases



Percentage of conversion of separate families into homes



Average percentage of treating and protecting families from violence



Average stakeholder satisfaction rate



the impact

portfolio performance



Portfolio Leader

Byan Issam Masoud

- Master's degree in child development and play therapy from Swansea University, Britain
- 7 years of experience in family counseling with the Child Help Line in Britain
- 7 years of experience in leading children, women and protection initiatives in the society
- Member of the Early Childhood Environment Standards Committee at the Standards and Metrology Authority





Impact portfolio initiatives

مركز المودة
للإرشاد الأسري وفض النزاعات
Rest assured of family counseling and conflict resolution



منصة العائلة
لتعزيز مهارات جودة الحياة الأسرية
Family study to enhance the skills of the quality of family life



مركز مكرمة
لتمكين المرأة



مركز إدراك
للإنتاج الإعلامي التوعوي
Edrak Fund for Media and Awareness Production



مراكز حماية الأسرة
Family Protection Centers

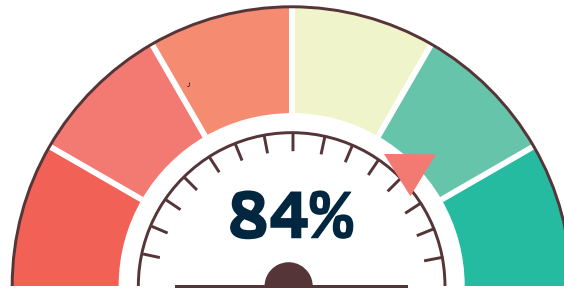


نتنصل
رؤية - زيارة - حضارة
إحدى مبادرات وزارة العدل السعودية لبرنامج التحول الوطني



Impact portfolio initiatives

| Indicator | Target | Achieved | percentage of completion |
|---|--------|----------|--------------------------|
| Total number of beneficiaries | 50,680 | 54,873 | 100% |
| Total number of services | 67,341 | 115,596 | 100% |
| Percentage of increase in family skills | 80% | 78% | 97,50% |
| The percentage of reducing family conflicts among beneficiary families | 79% | 59% | 84% |
| Percentage of women's economic empowerment | 90% | 28% | 31% |
| Percentage of closure of violence cases | 95% | 97% | 100% |
| Percentage of separated families who were transferred to the home by mutual consent | 15% | 13% | 86.66% |
| The Percentage of increasing awareness among families benefiting from awareness campaigns | 70% | 66% | 94% |
| Beneficiary satisfaction Percentage | 95% | 93% | 97,89% |



Average percentage of completion

مركز مكرمة لتمكين المرأة



Initiative leader **Hazar Saeed Al-Hanahi**

- Master's degree in social service
- 6 years of experience in the non-profit sector
- 5 years of experience in the field of women empowerment



About Makramah Center

At Makramah Center, we aim to empower women through vocational and vocational training, guidance, support, microfinance, employment, production, sales outlets, and homeownership for widows and divorced women who benefit from the society, social security, and needy families, to provide them with the necessary skills that will help them open micro-enterprises or obtain suitable jobs to transform them from need to production. To be able to live a dignified and stable life.

Center services



Professional and leadership guidance



Vocational training



Craft training



Home ownership



Production lines and sales outlets



Support and financing

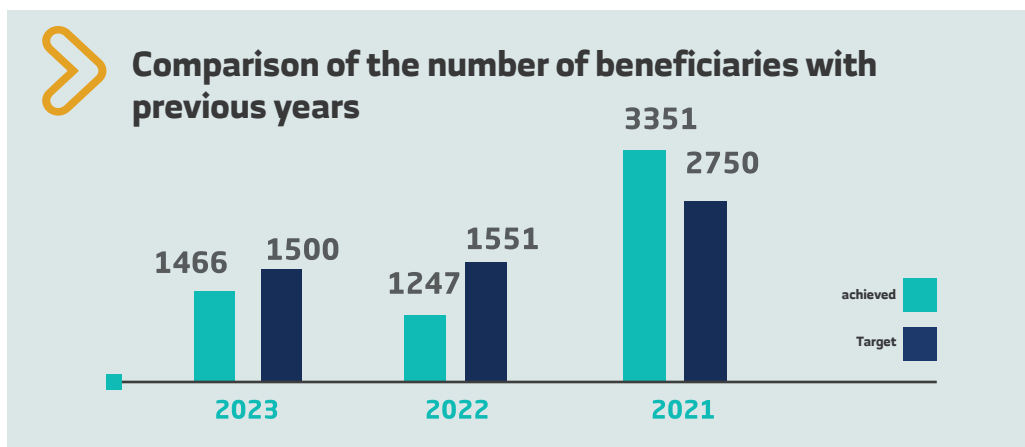
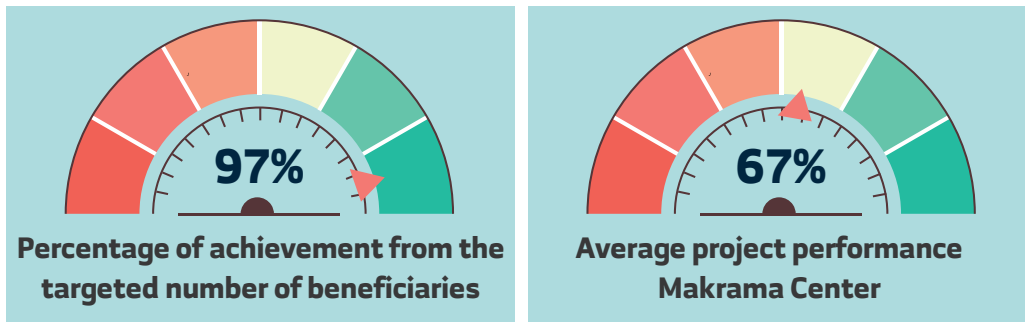
Najwa's story

Najwa is a separated woman who benefits from social security and supports five children. She lost one of her children to drowning, which put her into a state of depression and she became unable to support her family and pay the family's needs of rent and electricity bills. Najwa received social and psychological support from the society and trained with the Makramah Center in a coordination course. She also received microfinance from the center and was employed in an international hotel. She also received housing support through the Safe Roof Project, and today she is able to support her family and a stable social life.

The center aims to empower female breadwinners who are unable to support their families by shifting them from need to production



➤ Makramah outputs and results



| | | | |
|--|------------------------------|-------------------------------------|---|
| 385 Counseling session | 1716 Training hour | 65 Training course | 1466 Trainee |
| 38 Point of Sale | 77 Owned house | 99 Employment contract | 201 Microenterprise |
| Percentage of women who are able to support their families | 28% | 719 Non-financial support | 724 Women were provided with pastoral support |



A photo of His Highness the Governor of Jeddah handing over housing to the beneficiaries of the Makramah Center during his generous visit to Al-Mawaddah in partnership with the Development Housing of the Ministry of Municipal and Rural Affairs

منصة العائلة

لتعزيز مهارات جودة الحياة الأسرية

Family study to enhance the skills of the quality of family life



Initiative leader

Maram Abdul Rahman Al-Abih

- Master of Educational Technology, Missouri State University
- Bachelor's degree in administrative development and organization
- 7 years of experience in the field of training
- Two years of experience in empowering women





About the family platform

His Excellency the Minister of Human Resources and Social Development launched the Family Platform to train families to use electronic educational videos for marital preparation, family relations, education, family planning, financial planning, conscious motherhood, and planning for separation with grace. The platform contains more than 20 digital training courses in Arabic, English, and sign language.

The platform also provides electronic family counseling services, electronic psychological measurement testing services, and regularly carries out dialogue awareness evenings for the family to discuss critical family issues.

The platform also implements qualitative in-person training programs in partnership with many universities, schools, and government, military, and private sectors. Examples of this include the sound education program for mothers, the digital safety program for children, and the instilling values program to enhance family values for university and school students.



platform services



Evening Dialogue
Sessions
on Family
Awareness



Specific
family training
programs with
partners



Electronic
psychometric
tests



Electronic
training courses
for families



Fahd's story

Fahd grew up in a broken family environment and suffered from many challenges. He had previously been married and separated and became afraid of repeating this experience again. He contacted the Al-Mawaddah society, which in turn conducted psychological tests for Fahd through the platform that helped him know his weak points and obtain appropriate training courses through the platform, which helped change his concepts about marital and family relationships, which encouraged him to make the decision to get married a year ago, and today Fahd has a child and lives a stable married life.

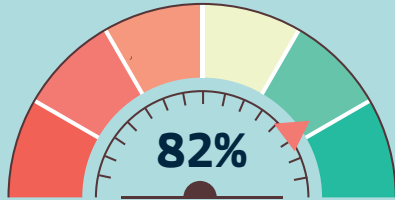
The Family Platform
aims to enhance
family quality of life
skills



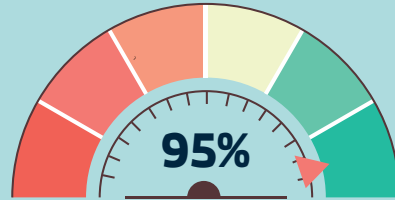
Watch the platform



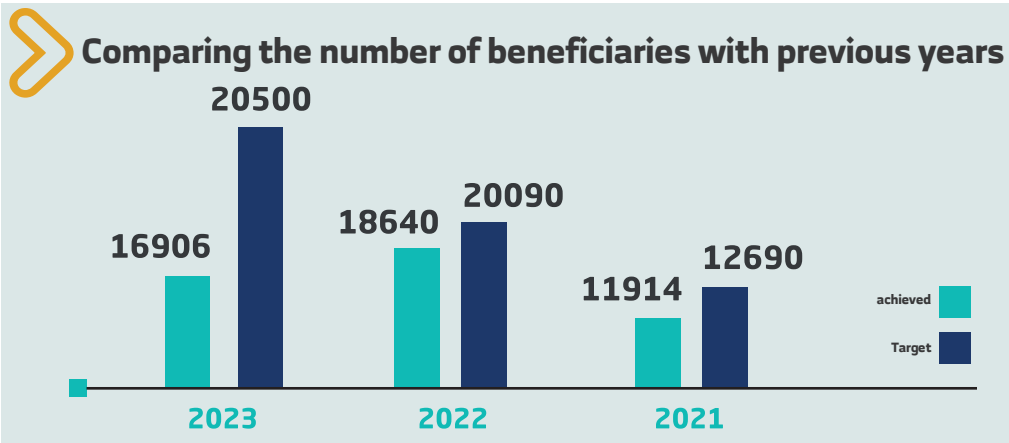
Outputs and results of the family platform



The percentage of completion of the targeted number of beneficiaries



Average performance of platform projects



981
student



914
Beneficiary of

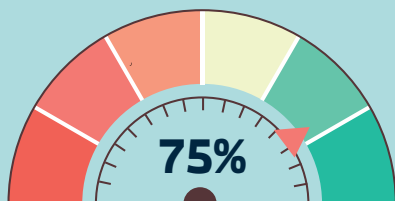
16,906
beneficiary

969
Awareness
publication

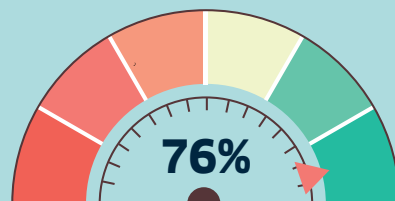
52
Training
partnership

5
New training
bags

20
Training course



Male and female students have increased their awareness of moral and family values



Percentage of increase in life skills of beneficiary families



The most prominent events of the year 2023 for the platform





The most prominent events of the year 2023 for the platform



Signing an agreement with Dar Al-Hekma University



Signing an agreement with the University of Business and Technology UBT



Signing an agreement with the University of Jeddah



Signing an agreement with King Fahd University



Signing an agreement with Jeddah International College



Signing an agreement with Abu Ghazaleh Foundation for Social Development



Signing an agreement with Prince Mugrin University



Signing an agreement with Effat University



مركز المودة

للإرشاد الأسري وفض النزاعات
Rest assured of family counseling and conflict
resolution



Initiative leader

Muhammad Mabghour Al-Nashiri

- Master's degree in family counseling
- 30 years of experience in educational and family counseling



About the center

In the society, we have provided a number of channels to provide counseling services through telephone counseling and interview counseling services in all branches of the society. It also provides an electronic guidance service through the website, which is responded to within 48 hours. The center establishes a consultation corner in commercial centers and markets and a visiting advisor at the partner entities' headquarters, and these services are provided by a group of male and female counselors specialized in the family field in accordance with the standards of affection.

platform services



Repair via the
Taradhi platform



Reform and
conflict
resolution



Family
counseling



Social and
psychological
support for the
elderly



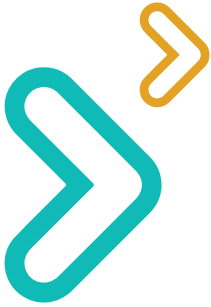
Counseling
clinics

Dania's story

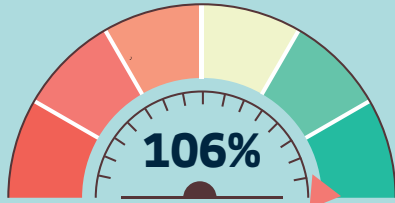
Dania is a 15-year-old teenager who lives between two separated parents and is running away from her family due to multiple disputes with her parents over her custody and care. She has suicidal thoughts, behavioral and intellectual deviations, academic problems, and friends who support her to rebel against her family and run away from home. The specialists met with Dania and studied her case, and several counseling sessions were held for her to correct her thoughts and modify her behavior. She was included in psychological support groups, and educational programs were provided to the parents to take into account the age stage the daughter is going through and the importance of containing her. Today, Dania lives in a stable condition and understands the situation of her separated parents and contributes to raising awareness of the teenage girls in her surroundings. She appreciates the value of family in her life.



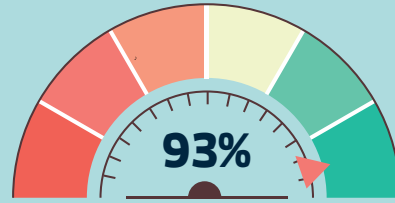
The center aims to provide psychological and social support to the family



Outputs and results of the centre



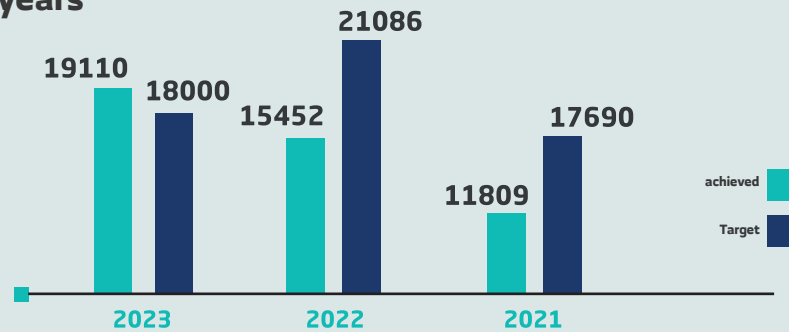
The percentage of completion of the targeted number of beneficiaries



Average performance of the center's projects



Comparing the number of beneficiaries with previous years



341

Legal advice on personal status

23,523

Counseling session

19,110

Beneficiary

450

Psychological support session

1378

Child benefiting from preparation and progression sessions

1356

Beneficiary of counseling clinics in prisons

Percentage of cases ending in reconciliation

59%



توقيع مذكرة تفاهم بين

صندوق الشهداء والمصابين والأسرى والمفقودين وجمعية المودة للتنمية الأسرية



جمعية المودة
للتنمية الأسرية
Al-Mawaddah Society for
Family Development



Al-Mawaddah society signed a partnership with the Fund for Martyrs, Injured, Prisoners and Missing Persons in order to provide social and psychological support services to the target segment of the Fund in all regions of the Kingdom.



ننمّل
رؤية زيارة حضانة



Initiative leader

Ahmed Turki Al-Rifai

- Master's degree in social service
- 6 years of experience in social project management



About the center

In partnership with the Ministry of Justice, we provide vision, visitation, and custody transfer services to separated families in the Makkah Al-Mukarramah region, which helps in enhancing and facilitating parents' seeing their children during the custody period or the period of conflict in a safe environment instead of police stations and judgment enforcement divisions. The program's services also include providing legal consultations to families. Separate, psychological preparation and progression services for children suffering from psychological disorders.

Center services



Custody handover



Enabling Vision



Receipt and delivery



Psychological support for the relationship between rejecting children and their parents



Reducing children's psychological stress

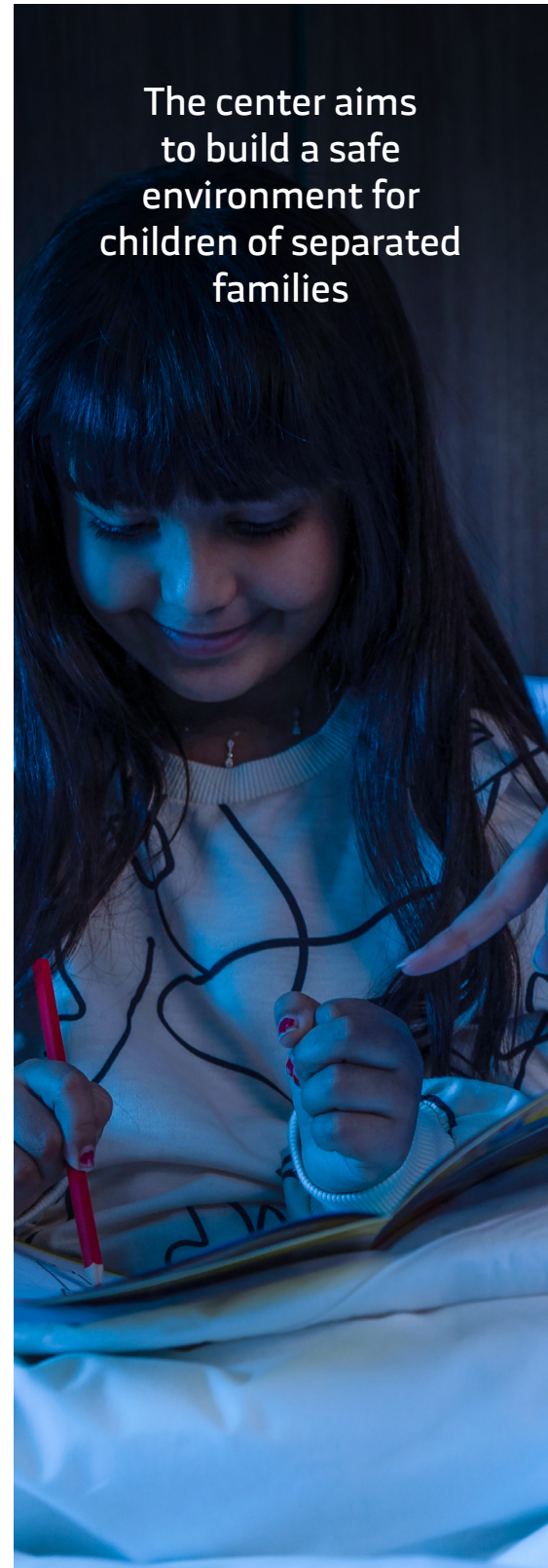


Referral to home

Sarah's story

Ahmed and Yasser are two children between the ages of seven and nine, who live between two separate parents. As a result of the constant conflicts between the parents and the lack of responsibility towards the children, which makes each party have children on the other side, and as a result, the two children were abandoned by leaving them in the street for two days. Shaml Center received the children and housed them through the Family Protection Center until they were handed over to a family member. The competent security authorities were also notified to take the necessary action against the parents. The situation of the two children was monitored and psychological support sessions were provided to them through the Family Guidance Center, and the parents were also obligated to attend a course on dealing with children after separation.

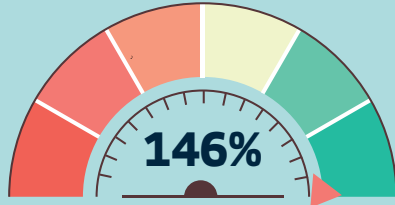
Today, Ahmed and Yasser live with their father, their psychological condition is stable, and they visit their mother constantly.



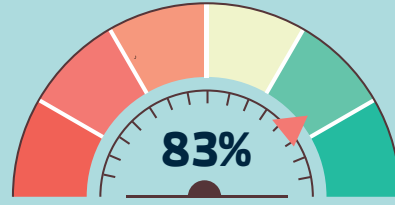
The center aims to build a safe environment for children of separated families



Outputs and results of the centre



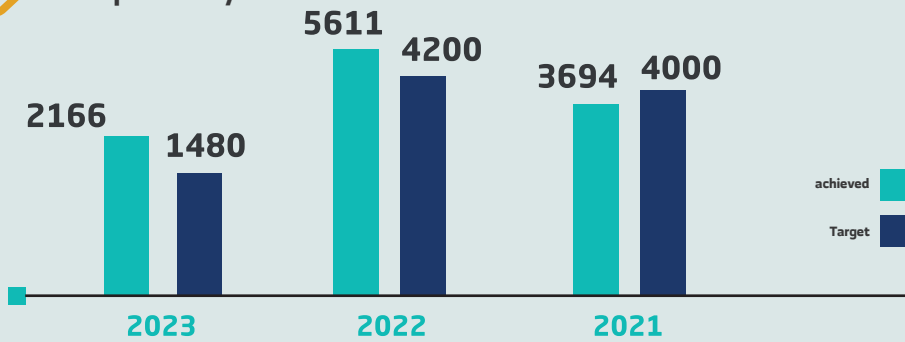
The percentage of completion of the targeted number of beneficiaries



Average performance of the center's projects



Comparing the number of beneficiaries for the same period with previous years



878

New file

26,553

service

2166

family

13%

Percentage of families referred to the home by mutual consent

3

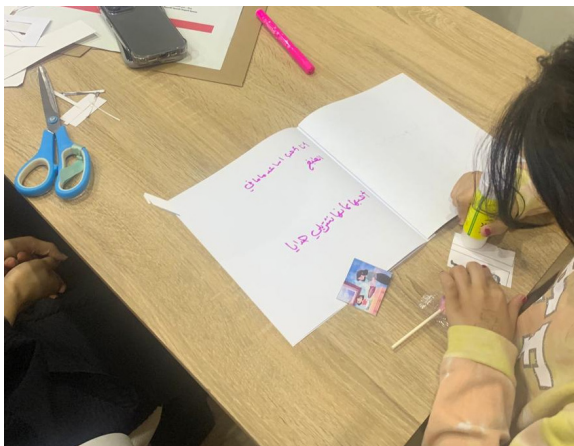
Activities to reduce psychological stress for children

281

Family Peace Agreement for Home Conversion



Pictures from Shaml Center activities



مراكز حماية الأسرة
Family Protection Centers



Initiative leader
muteab almutayaeib

- Bachelor Social Services
- 3 years of experience in the field of family protection



About the centers

We aim to protect the family from domestic violence and provide a safe environment for children by intervening to resolve crises, examining cases, and implementing rehabilitative programs for protection from violence, along with various other programs targeting all family members through counseling sessions with the rehabilitative programs team for protection from violence, as well as monitoring and following up on cases after End of service.

Centers services



Psychosocial support



Crisis response



Examination and classification



Safe House Program



Family protection programs

ibrahim's story

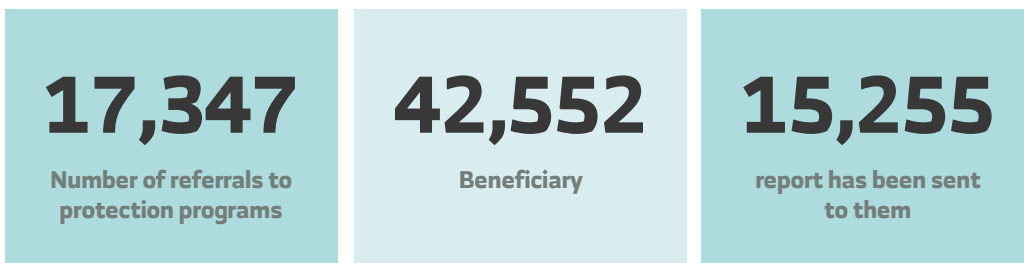
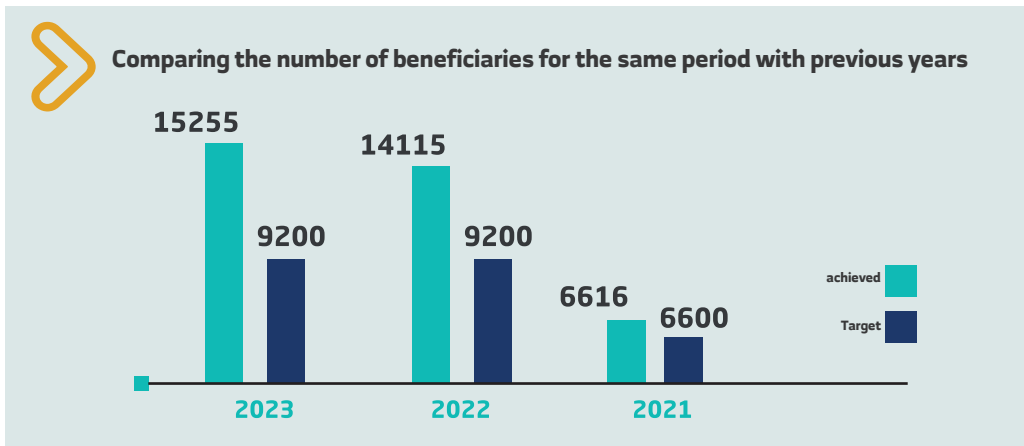
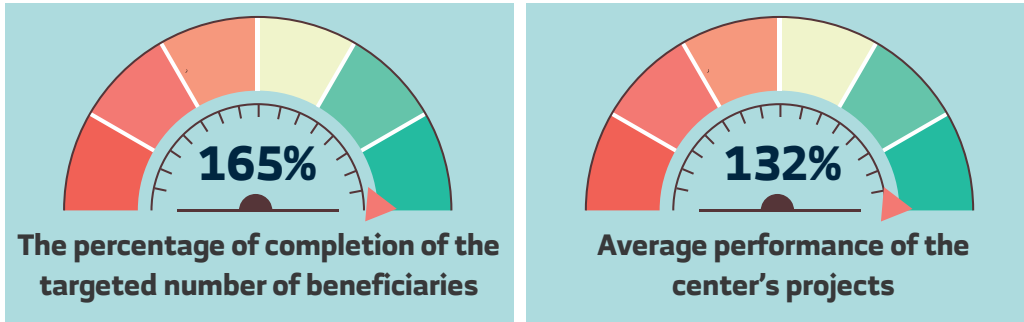
Ibrahim, a child born with a severe intellectual disability in a family with a very low income and a broken family. The mother abandoned the family, and the father found himself forced to deal with his disabled son, so he locked him in an unfinished room with no personal hygiene. He tied him with short iron chains and relieved himself in the same place. A neighbor reported a case of domestic violence to the Protection Center, and the team visited the family's home and took him to the hospital. Then he was transferred to the residence of a family member, constantly following up on his condition and ensuring that he received treatment until his condition stabilized. Today, Ibrahim lives a safe and stable life.

The centers aim to protect women and children and provide them with a safe and stable environment





Outputs and results of the centres







Initiative leader

Nadia Muhammad Luqman

- Master's degree in Instructional Design Technologies from Arizona State University, USA, with an excellent grade
- Bachelor of Information Technology from King Abdulaziz University
- 8 years of experience in the field of family awareness and organizing family awareness and media campaigns



About the centers

Through the Edraak Center, we aim to produce media awareness content for the family through the media and social media platforms such as films, series, podcasts, motion graphics, infographics, and family awareness messages. The center also works on producing guidance seminars (hosting specialists in several fields needed by the family) and issuing awareness guides specialized in the family.

The center's projects



Saudi family movie



Mawaddah family series



Al Mawaada Podcast



Future writer project to promote family values



Awareness media production



Statistical media



Participation in International Family Days



Participation in World Family Days0

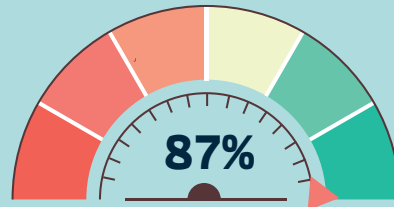
The center aims to create a society that believes in the value of the family and supports its issues



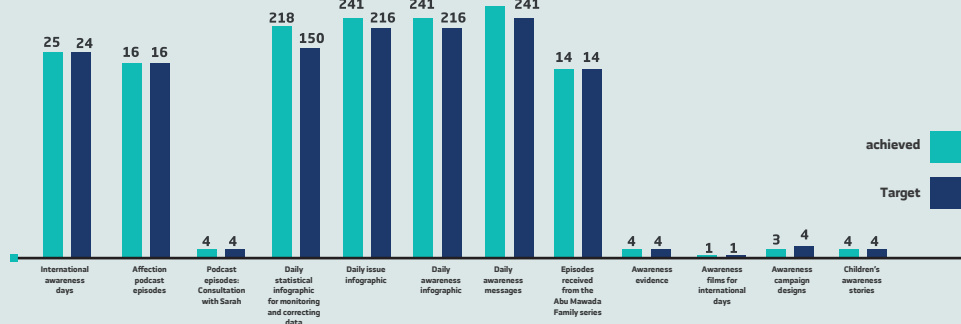


Outputs and results of the centres

Average performance of the center's projects



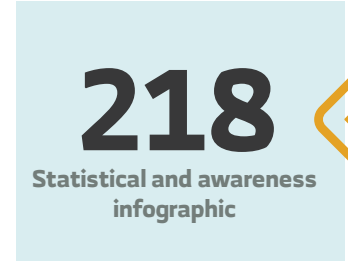
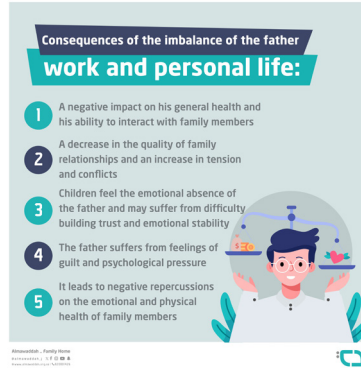
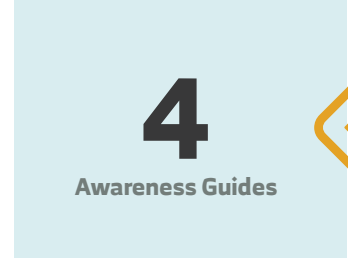
Comparing the number of beneficiaries for the same period with previous years



| | | | | |
|---|---|---|------------------------------------|---|
| 258 An awareness message was published | 25 World Day participated in | 14 An episode of the Abu Mawada Family series | 4 kids' stories | 4 Awareness guides |
| 339 Awareness post | 21 Awareness podcast | 482 Awareness and values infographic | 102 Awareness newsletter | 14 An episode of the Abu Mawada Family series |
| 66% The rate of increasing awareness among families benefiting from awareness campaigns | +21M Beneficiary of awareness campaigns | 5 Awareness campaigns | | |



Edraak Center products



view the infographic





Edraak Center products



view the posts

322

Awareness post



شاهد

In conjunction with International Children's Day, the Mawaddah society launched the Mawaddah Family cartoon series on Shahid platform



31
Awareness video



21
Podcast



PODCAST
بيت الأسرة



To watch the podcast



Awareness campaigns

Hajj campaign #Peace_and_Safe



Download the campaign report

#Ramadan_Values campaign



Download the campaign report

#InvestInFamily deal campaign



Download the campaign report

How Great You Are, Mom Campaign



#Foundation_Inspires_Generations campaign



473,600 

views
in a conscious motherhood
campaign in partnership with
Abdul Qader Al Muhaidib to serve
the community

13

volunteer

144

consultation

1

Awareness exhibition

2

Podcast

2

Awareness evenings

178

Infographic



Participation in national awareness campaigns

الوالدية الفاعلة

هي دور القدرات والمهارات والمواقف الخاصة بالوالدين المتعلقين بالطفول التي تساهم في تعزيز التنمية الحياتية والسياسية للطفل، مما يساهم في تحقيق أهداف التنمية المستدامة.

أهدافها

تعزيز الممارسات الوالدية الفعالة التي تساهم في تربية أجيال نشطة وملتزمة، مع الاهتمام بالتنمية الحياتية والسياسية للطفل.

دور مجلس شؤون الأسرة في تحقيق الوالدية الفاعلة

يتمثل دور المجلس في تعزيز وتطوير الوالدية الفعالة لتوفير أفضل الظروف للطفل، من خلال توفير ورش العمل، وورش التنمية الوالدية، إضافة إلى منحه المنح والتمويل، إضافة إلى توفير الدعم الفني والمهني للوالدين.

أهم مهارات الوالدية الفاعلة

| | | | | | | | |
|---|------------------------------|---|----------------------------------|---|------------------------|---|--------------------------|
| 1 | معرفة بناء العلاقة الإيجابية | 2 | معرفة الدعم والتشجيع والتحفيز | 3 | معرفة تحديد سلوك الطفل | 4 | معرفة التعامل مع الأقران |
| 5 | معرفة الاستقلال وتطوير الذات | 6 | معرفة فهم السلوك العنصر والتأثير | | | | |



20
products
in the Active Parenting
campaign in partnership with
the Family Affairs Council



Participation in the Jeddah Book Fair



visiting children

138

250
stories were
distributed

6
speakers



The international days we participated in

| No | The international day | Products type | Publishing channels |
|----|---|------------------------|---|
| 1 | Family day | Post | Social media platforms |
| 2 | Gulf Children's Day | Post | Social media platforms |
| 3 | Foundation Day | Awareness video - Post | Social media platforms + the Family Academy electronic platform |
| 4 | woman's Day | Post | Social media platforms + the Family Academy electronic platform |
| 5 | mother's Day | Awareness video - Post | Social media platforms + the Family Academy electronic platform |
| 6 | International Day of Happiness | Post | Social media platforms + the Family Academy electronic platform |
| 7 | Environment Week | Post | Social media platforms + the Family Academy electronic platform |
| 8 | Social Service Day | Post | Social media platforms + the Family Academy electronic platform |
| 9 | Flag day | Post | Social media platforms + the Family Academy electronic platform |
| 10 | Family day | Post | Social media platforms + the Family Academy electronic platform |
| 11 | Father's Day | Post | Social media platforms + the Family Academy electronic platform |
| 12 | Parents' Day | Post | Social media platforms + the Family Academy electronic platform |
| 13 | Environment Day | Post | Social media platforms + the Family Academy electronic platform |
| 14 | No Elder Abuse Day | Post | Social media platforms + the Family Academy electronic platform |
| 15 | Commemoration of the pledge of allegiance | Post | Social media platforms + the Family Academy electronic platform |
| 16 | Health day | Post | Social media platforms + the Family Academy electronic platform |
| 17 | Hijri year | Post | Social media platforms |
| 18 | International Youth Day | Post | Social media platforms |
| 19 | Humanitarian Action Day | Post | Social media platforms |
| 20 | Charity Day | Post | Social media platforms |
| 21 | Sexual health day | Post | Social media platforms |
| 22 | Gulf Family Day | Post | Social media platforms |
| 23 | International Day of Peace | Post | Social media platforms |
| 24 | Saudi National Day | Post | Social media platforms |
| 25 | World Children's Day | Post + events | Social media platforms |

4,912,058

Total number of views



25

international Day



Performance

of the portfolio of government competition projects and social investment



Portfolio Leader

Omar Amin Maqsoud

- Master of Social Work from Perry University, USA
- He holds a Saudi leadership certificate from the Misk Charitable Foundation
- 11 years of experience in the non-profit sector
- 4 years of experience in managing government projects and competitions



Portfolio initiatives and government competitions

مركز تصميم
السياسات والبحوث الأسرية
Kafaa Center for Professional Development
for Specialized Practitioners



مركز كفاءة
للتطوير المهني للممارسين المختصين
Kafaa Center for Professional Development
for Specialized Practitioners



المشاريع
والمنافسات الحكومية
Governmental Projects
and Competitions

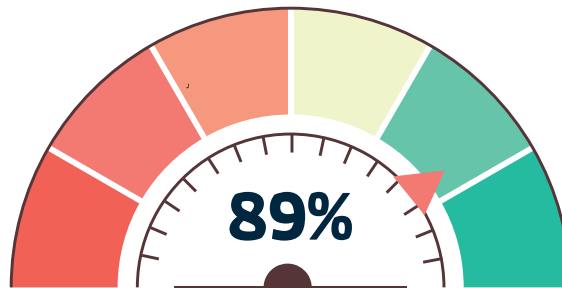


innovative
CHILD
مركز الطفل المبتكر



Project portfolio indicators and government competitions

| Indicator | Target | Achieved | percentage of completion |
|---|--------|----------|--------------------------|
| Number of new government projects | 4 | 5 | 100% |
| Number of ongoing government projects | 4 | 4 | 100% |
| Number of qualified practitioners | 2400 | 596 | 24,83% |
| Number of children benefiting from the Innovative Child Center | 1400 | 610 | 43,57% |
| Number of family research and studies that have been conducted | 3 | 10 | 100% |
| Number of household statistical reports | 4 | 1 | 25% |
| Number of graduate students supported | 8 | 18 | 100% |
| Percentage of licensed and certified practitioners | 90% | 90% | 100% |
| Beneficiary satisfaction Percentage | 95% | 97% | 100% |
| The percentage of achieving financial returns from competitions and social investment | 100% | 86% | 86% |



Average percentage of completion



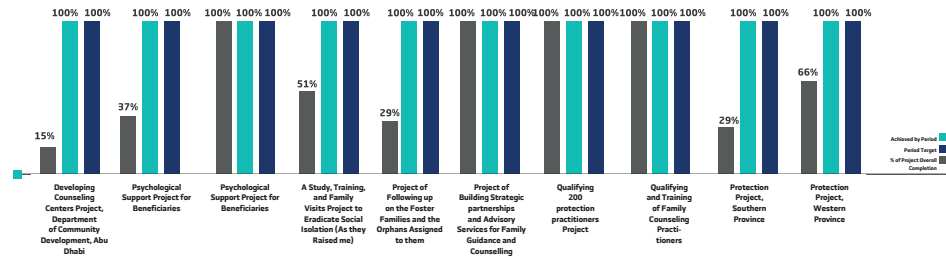
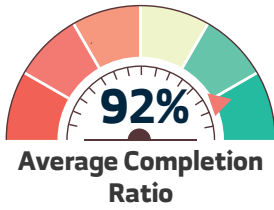
Initiative leader

Abdul Rahman Al-Awfi

- Bachelor's degree in Computer Engineering and Business Administration
- Holder of several professional certifications in project management, risk management, and strategic planning.



Completion Results of Tender Projects from the Entire Project Duration



الموارد البشرية والتنمية الاجتماعية

Qualifying and Training of Family Counseling Practitioners

Project No. **2**

| | |
|-------------------|------------------------------------|
| 20 Months | Project Duration |
| Project is Closed | Remaining to Project Closeout |
| 100% | Project Completion Rate |
| 75+ | Number of Workforce in the Project |

الموارد البشرية والتنمية الاجتماعية

Project of Building Strategic partnerships and Advisory Services for Family Guidance and Counselling

Project No. **1**

| | |
|-------------------|------------------------------------|
| 10 Months | Project Duration |
| Project is Closed | Remaining to Project Closeout |
| 100% | Project Completion Rate |
| 15+ | Number of Workforce in the Project |

الموارد البشرية والتنمية الاجتماعية

Operating Protection Centers in the Southern Region

Project No. **4**

| | |
|-----------|------------------------------------|
| 24 Months | Project Duration |
| 9 Months | Remaining to Project Closeout |
| 62.5% | Project Completion Rate |
| 22+ | Number of Workforce in the Project |

الموارد البشرية والتنمية الاجتماعية

Operating Protection Centers in the Western Region

Project No. **3**

| | |
|-----------|------------------------------------|
| 36 Months | Project Duration |
| 13 Months | Remaining to Project Closeout |
| 64% | Project Completion Rate |
| 30+ | Number of Workforce in the Project |



Project of Following up on the Foster Families and the Orphans Assigned to them | **Project No. 6**

| | |
|-----------|------------------------------------|
| 24 Months | Project Duration |
| 20 Months | Remaining to Project Closeout |
| 39% | Project Completion Rate |
| 100+ | Number of Workforce in the Project |



A Study, Training, and Family Visits Project to Eradicate Social Isolation (As they Raised me) | **Project No. 5**

| | |
|-----------|------------------------------------|
| 10 Months | Project Duration |
| 5 Months | Remaining to Project Closeout |
| 44% | Project Completion Rate |
| 20+ | Number of Workforce in the Project |



The Project of Studying the Needs of the Beneficiaries of the Martyrs, Wounded, Prisoners of War and Missing in Action Fund and Determine the Level of Need | **Project No. 8**

| | |
|----------|------------------------------------|
| 3 Months | Project Duration |
| 3 Months | Remaining to Project Closeout |
| 33% | Project Completion Rate |
| 4+ | Number of Workforce in the Project |



Psychological Support Project for Beneficiaries | **Project No. 7**

| | |
|-------------------|------------------------------------|
| 3 Months | Project Duration |
| Project is Closed | Remaining to Project Closeout |
| 100% | Project Completion Rate |
| 4+ | Number of Workforce in the Project |



Developing Counseling Centers Project, Department of Community Development, Abu Dhabi | **Project No. 9**

| | |
|----------|------------------------------------|
| 8 Months | Project Duration |
| 3 Months | Remaining to Project Closeout |
| 21% | Project Completion Rate |
| 4 | Number of Workforce in the Project |



Portfolio outputs and results

Beneficiary **1272**



501

children were treated
for childhood disorders

5

Projects and
competitions

9523

service

596

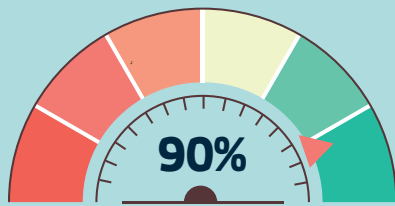
postgraduate
students were
empowered

18

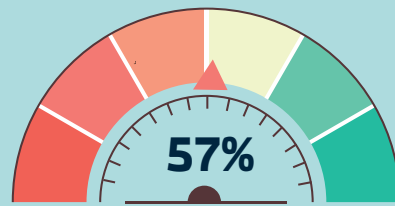
طالب وطالبة دراسات عليا
تم تمكينهم

175

children benefited from
the Innovative Child
Center



Percentage of certified specialists
after training



Percentage of children treated
for childhood disorders



Initiative Leader

Amira Abu Jaziah

- PhD researcher in management of rehabilitation institutions for children.
- ۲۷ years of experience in the field of childhood disorders and childhood skills.
- Certified examiner from the Irlen Institute in the United States of America for light sensitivity qualification



About the Center

We created the Innovative Child Center Project to treat childhood disorders to conduct programs and counseling sessions and modify the behavior of children and their families. Through this program, the Society aims at treating children who suffer from developmental disorders, through male and female counselors who specialize in such disorders.

Center Services



Business Kids



Khota Alhabib



Innovative Child Clinic



Innovative Child Nursery



Techno Kids



Fitra Camp



Summer club



Science Street

Saeed's Story

The child, Saeed, was born in good health, and after he reached the age of one and a half years, his mother discovered that his sense of hearing had deteriorated due to a lack of interaction with sounds and then their absence. The child was diagnosed with hearing loss in both ears, and had a cochlear implant at the age of 4 in one ear due to his financial condition. He then began a speech therapy journey over the course of 6 years, until his mother noticed his lack of linguistic and speech development. His mother decided to visit the Innovative Child Center, and the necessary diagnosis was made along with assessing his condition, which revealed that the child was not subject to proper training and education. The treatment journey began in accordance with his needs, and his linguistic ability improved considerably.

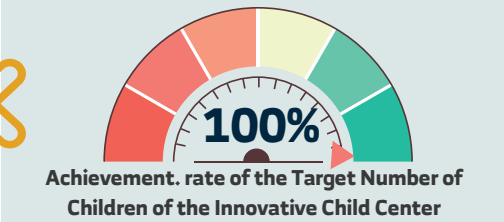
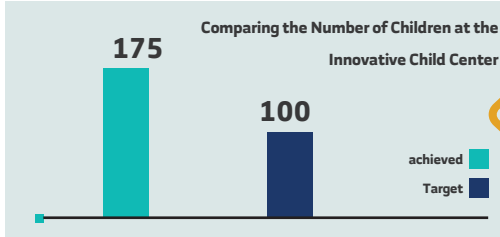
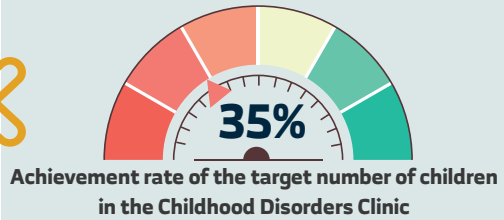
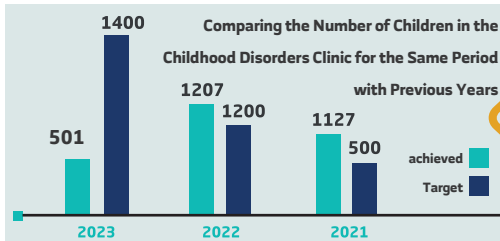
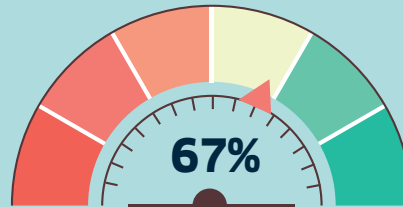
The center aims to promote and build the child's skills to be a safe, psychologically and socially stable child





Center Outcomes and Results

Average Performance of the Center's Projects



175

Children Benefited from the Nursery

501

Children from Childhood Disorders Treatment

676

Beneficiary Children

57%

Children who Pass the Treatment Program

Children Participating in the Activities

462



Pictures of the Center's Activities



مركز كفاءة

للتطوير المهني للممارسين المختصين

Kafaa Center for Professional Development
for Specialized Practitioners



Initiative Leader

Abdullah Belkassem Naqis

- Bachelor of Social Work
- ٤ years of experience in social work
- Holding a PMP certificate from the Saudi Institute of Technology



About the Center

In this program, we aim at reorganizing the local market for specialists in the professional development for both practitioners and specialists through training and professional qualification through academically accredited programs licensed by international and local institutions. These programs include: Preparing the Family Reformer, Family Counselor, Family Coach , Family Researcher, Psychologist, and Children Behavior Modification Specialist, through training programs and professional diplomas in accordance with the professional and ethical standards approved by the association.

Center Services



Executive Diplomas for Specialists



Family Protection Specialist Training Project



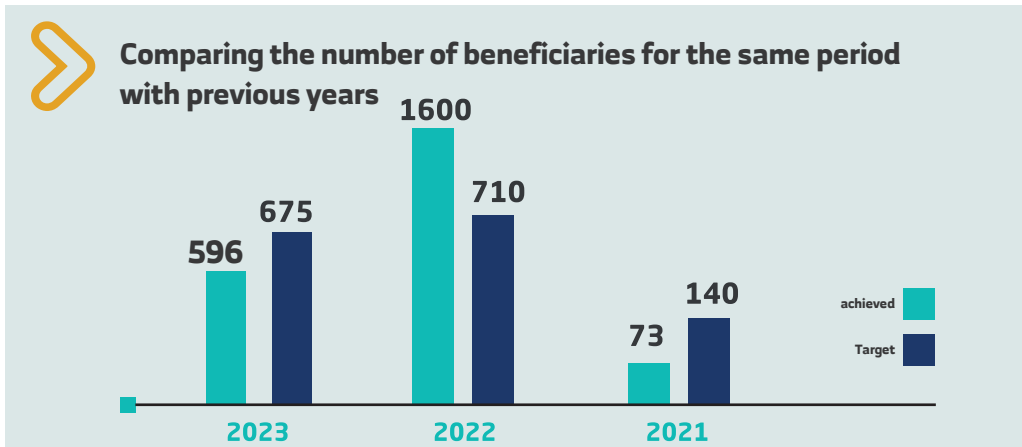
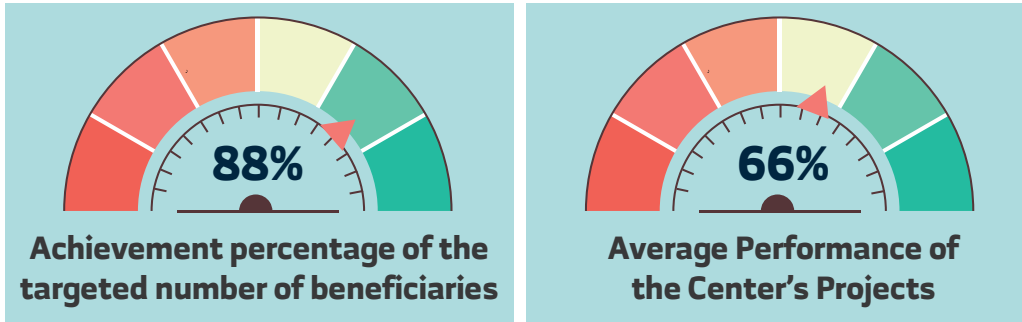
Project of Qualifying and Training Family Counseling Practitioners in the Kingdom

The center aims at developing the skills of family specialists and practitioners.





Center Outcomes and Results



| | | |
|---|---|--|
| 242,960 Training Hours | 126 Family Protection Practitioners | 470 Family Counseling Practitioners |
| 29,400 Practical Training Hours | 13 Administrative Regions | 10 Training Axes |
| 92% of Certified Specialists | 6 Training Portfolios for Family Protection Practitioners | 4 Training Portfolios for Counseling Practitioners |



Pictures of Training Activities for Family Counseling Practitioners



Pictures of Training Activities for Family Protection Practitioners



مركز تصميم

السياسات والبحوث الأسيية

Kafaa Center for Professional Development
for Specialized Practitioners



Initiative Leader

Dr. Maha Obaid Al-Salmi

- PhD in Statistics, Newcastle University, Australia
- Experience in managing research groups and supervising many research meetings
- Participated in education, training, and delivering courses and seminars



About the Center

In the Family Policy Design and Research Program, we monitor society key issues that affect the family and its stability and analyze them in practical ways to contribute to developing solutions to confront them. The program is also concerned with correcting techniques and methods of dealing with family issues and the techniques of calculating and disseminating them as statistics and data in the society, which gives a different picture of reality, as well as issuing and supporting family research and studies that contribute to developing family legislation and policies.

The center's projects



Quarterly family statistics reports



Family studies develop family legislation



Scientific conferences and events



Supporting researchers and postgraduate students

The center aims at implementing studies and research that contribute to issuing family legislation

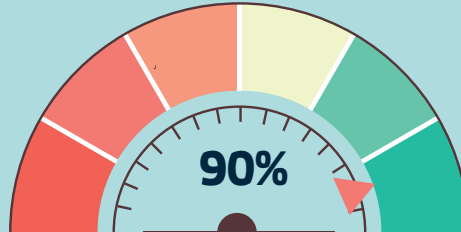


To View Studies and Research



Center Outcomes and Results

Center Average Performance



5

Societies upon which metrics of functional standards for family counseling centers were applied

1

Practical guide for qualifying family counselors

18

Male and female students were supported with scientific research skills

Family research and studies

9



| SN | Study |
|----|--|
| 1 | Study of Family Needs for the Year 2022 |
| 2 | A comparative study of family academic specializations in local and international universities |
| 3 | Study of Family Planning |
| 4 | Profile of Saudi Forum for the Future of Family Counseling |
| 5 | Profile of the executive rules for the regulations for family counseling centers |
| 6 | Clinical application profile for family counseling practitioners |
| 7 | Profile of developing professional standards for family counseling practitioners |
| 8 | Report of the Saudi family's journey 300 years |
| 9 | A research study titled "A Study, Training, and Family Visits to Eradicate Social Isolation (As they Raised me)" |
| 10 | Study of Operating Family Counseling Centers Project for the Department of Community Development, Abu Dhabi |



جمعية المودة
للتنمية الأسرية
Al mawaddah Society for
Family Development

13
فرع للجمعية في 6 مناطق إدارية

Branch of the association in 6 administrative regions

Picture of the Society's Participation in the
Future of the Non-Profit Sector Forum



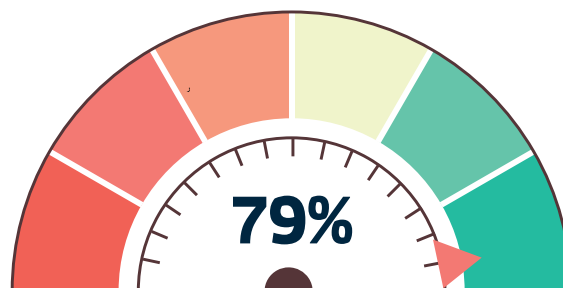
Sustainability Portfolio Performance

College Population by Race (fictional data)



Portfolio Performance Indicators

| Indicator | Target | Achieved | percentage of completion |
|--|---------|-----------|--------------------------|
| Number of informational and promotional materials for the Society's services | 135 | 212 | 100% |
| Number of local, regional and international participations in which the Society participated | 16 | 18 | 100% |
| Number of informational materials published in English | 454 | 676 | 100% |
| Number of press releases that were published | 36 | 81 | 100% |
| Number of promotional SMS messages that were disseminated | 450,000 | 1,000,000 | 100% |
| Number of newsletters that were made | 12 | 12 | 100% |
| Number of services provided in English | 3 | 2 | 66,66% |
| Number of reports issued in English | 2 | 1 | 50% |
| Number of excellence awards that were obtained | 2 | 1 | 50% |
| Completion Percentage of Executive Plan | 95% | 93% | 97% |
| Response rate across the guest care center | 95% | 92% | 96% |
| Complaints handling rate | 95% | 98% | 100% |
| (Number of development courses delivered) 4 courses for each employee | 160 | 54 | 34% |
| Number of second-tier leaders who were empowered | 3 | 3 | 100% |
| Number of new employees who were hired | 4 | 15 | 100% |
| Rate of general and administrative expenses | 6% | 7,7% | 71,66% |
| Rate of return from investing the financial surplus | 4% | %3.74 | 93.5% |



Achievement Average Ratio



جمعية المودة
للتنمية الأسرية
Al mawaddah Society for
Family Development

جمعية المودة للتنمية الأسرية

مبادرات المودة

(الأداء الاجتماعي)

Sustainability of Mental Image



Initiative Leader
Fahd Omar Bagbir

- Film director with 13 years of experience
- Editor and graphic designer with 10 years of experience
- Holding a Bachelor in Film Directing



Mental Image Sustainability Initiative Project



Go Global



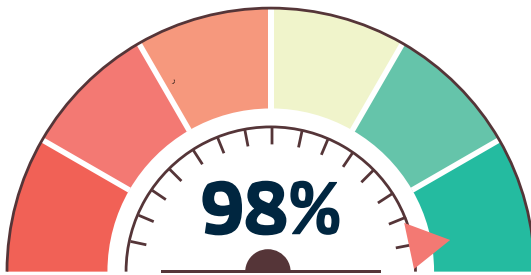
Project of External Participations, National Campaigns and Events



Publicizing/ Introducing the Society's Services



Results of Image Sustainability Projects



Average Performance of Mental Image Projects





Publicizing the Society's Services

12

Radio Interviews

13

TV Interviews

81

Press Releases

12

Newsletters for the
Society news



Introductory Participations of the Society

Participation in a workshop on building a national strategy for the Martyrs, Wounded, Prisoners of War and Missing in Action Fund and their Families

Wesal Forum with King Abdulaziz University, Faculty of Arts and Humanities

Program of Happiness is a Lifestyle for male and female students at the University of Jeddah

6

Participations

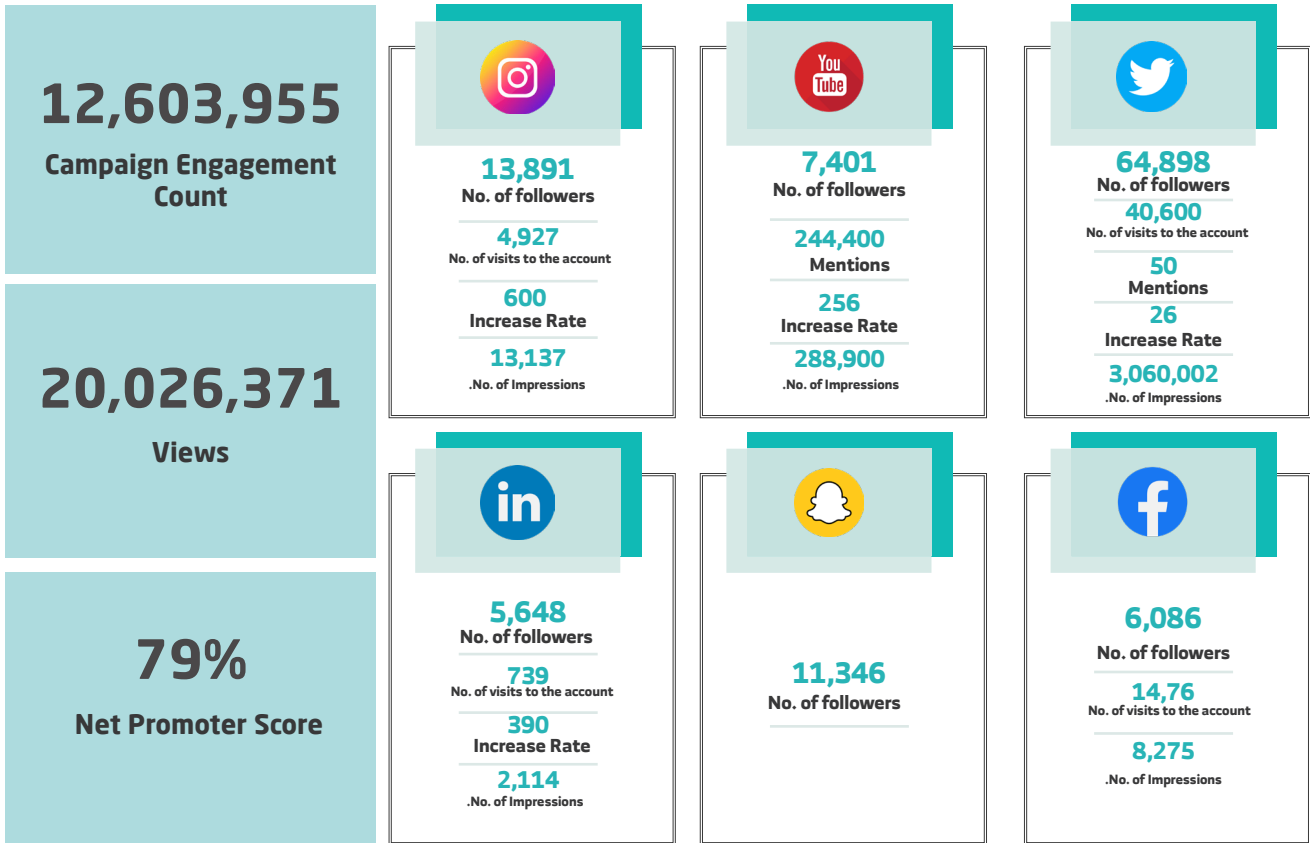
Middle East Education and Training Exhibition

Workshop on Child Media Features Framework

Family Affairs Strategy Update Workshop

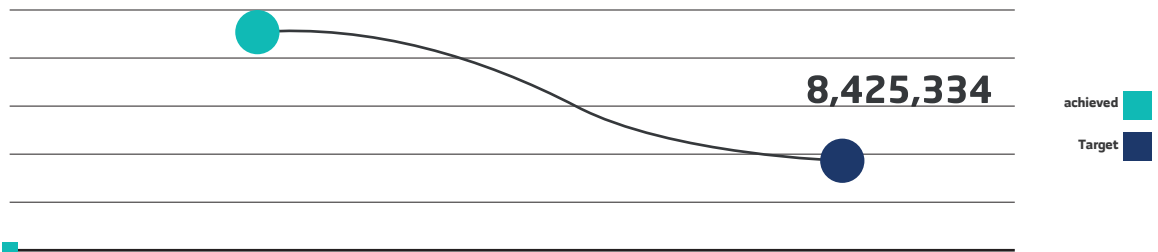


Social Media Platforms



Social Media Platforms

20,026,371





Participation in the international Exhibition for (Nonprofit Sector and Awqaf (IENA



65

Entities benefited from learning about the Society's experiences in tenders and institutional excellence

8

Agreements and memorandums of cooperation were signed

+ 146

Visitors to the Society's booth



To view excerpts from participation



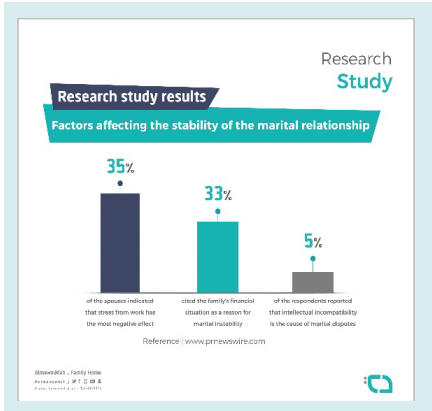
Participation in the Middle East Education and Training Exhibition



Participation in the Nonprofit Sector Future Forum

مستقبل القطاع
غير الربحي





133
Statistical
Infographics



Why do you have to smile?

- Smiling helps release positive chemicals in the brain, which improve mood and relieve anxiety and stress
- A smile enhances self-confidence and a feeling of contentment and happiness
- It is an effective means of non-verbal communication and an indication of openness to others
- It helps relieve nervous stress and calm the nervous system, which contributes to achieving relaxation and inner calm
- A continuous smile may positively affect general health and strengthen the immune

265
Translated
Awareness
Messages



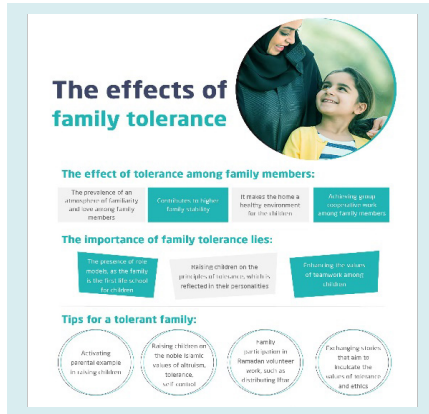
Edraak weekly newsletter
To educate family members

نشرة إدراك الأسبوعية
لتوعية أفراد الأسرة

ما آثار محتوى الشدوخ على الأطفال؟
What are the effects of anomalous content on children?

عواقب عدم التخطيط للجناب على الأسرة
Consequences of not planning a pregnancy upon the family

13
Awareness
bulletins



The effects of family tolerance

The effect of tolerance among family members:

- The prevalence of an atmosphere of family and love among family members
- Contributes to higher family stability
- It makes the home a healthy environment for the children
- Activating group cooperation among family members

The importance of family tolerance lies:

- The prevalence of any success as the family is the result of the tolerance of children
- raising children on the principles of tolerance, which is reflected in their personalities
- Following the norms of teamwork among children

Tips for a tolerant family:

- Activating general education for young children
- Building a tolerant model in the values of tolerance, respect, tolerance, and mutual
- Family and its children in repetitive activities work, social, and handling the
- Exchanging roles and roles to include the full of services and ethics

265
Awareness
Infographics



Translation of the Society's Services Profile




مجلة الخدمة المجتمعية
المجتمعية للجمعية
Profession Society for Family Development

بيت الأسرة
Family Home

الملف التعريفي
PROFILE



Go Global



The Society participated in the World Family Summit 2023 in Brazil to present the experience of leading Saudi family organizations. This summit has been held annually since 1947 for leaders of family organizations from worldwide to meet to discuss the future of society and the family. The .Society aspires in the foreseeable future to host the Summit for the first time in the Kingdom



Preparations to Host the World Family Summit 2024



5
Meetings with
Partners

ماهي القمة العالمية للأسرة ؟ what is the World Family Summit?

It is an annual event that brings together world leaders to discuss
.the future of society

Sustainability of Institutional Excellence



Initiative Leader Walid Abdel Qader Al Ramly

- Certified assessor from European Foundation for Quality Management (EFQM).
- Holding Project Management Professional (PMP) and Project Management for Development (PMD) certifications.
- +20 years of experience in project and quality management.





Institutional Excellence Sustainability Projects



Application of excellence standards



Developing policies and regulations



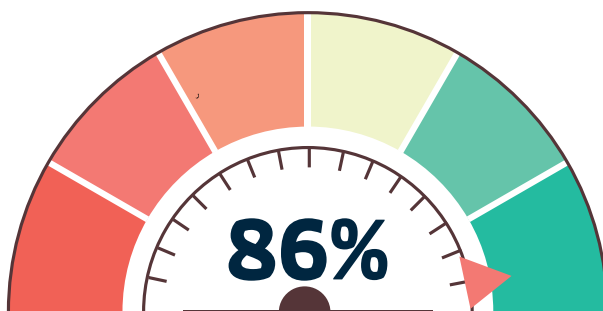
Monitoring and Evaluation



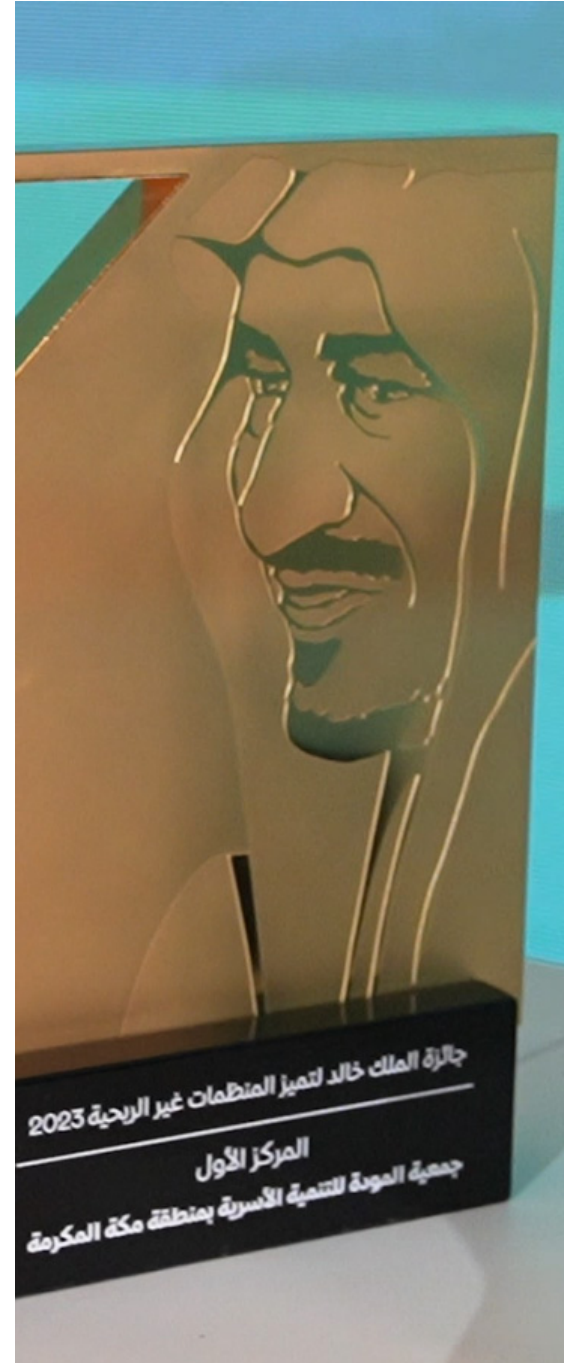
Modeling the Society's services



Results of Institutional Excellence Sustainability Projects

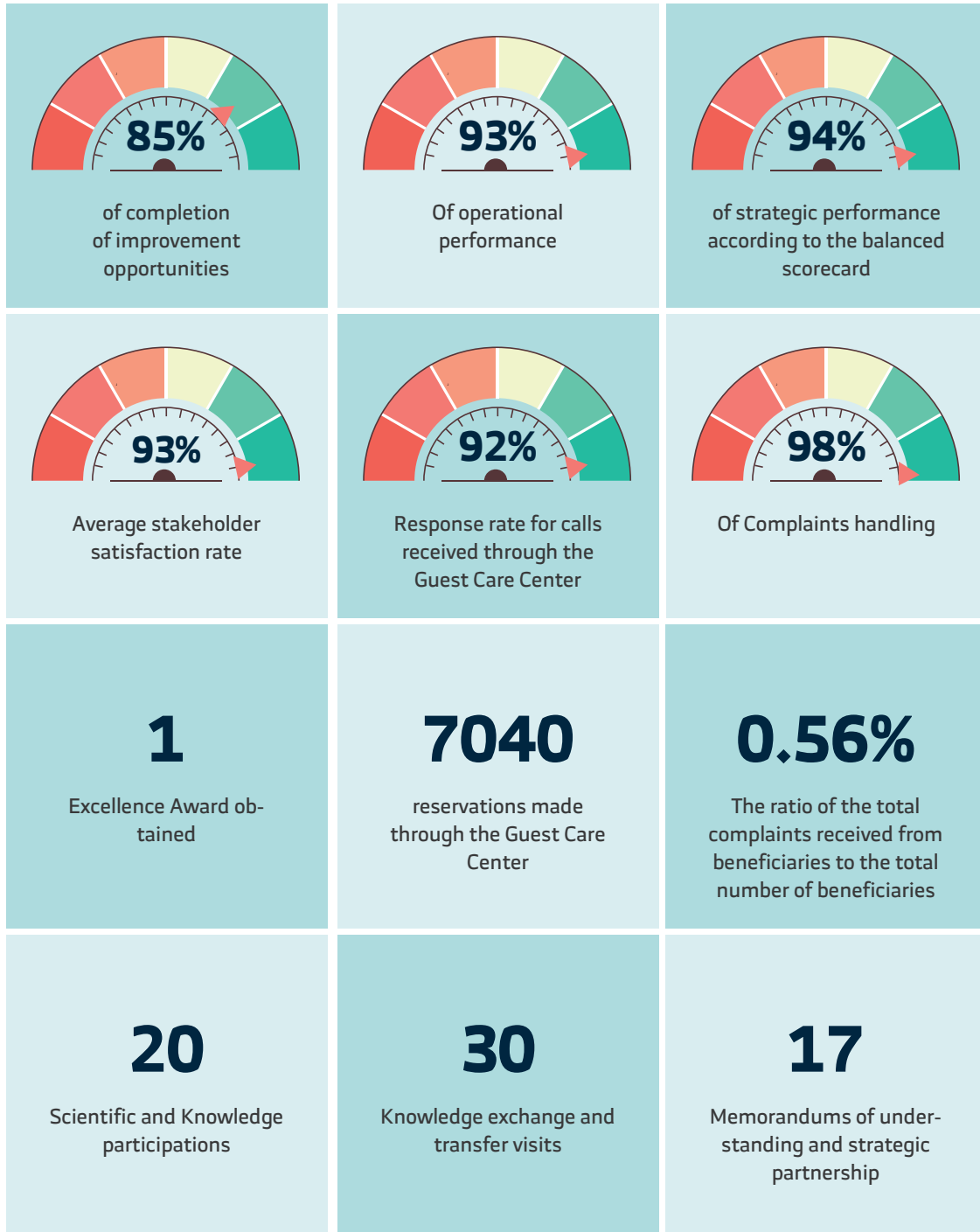


Average Performance of Institutional Excellence Sustainability Projects





Initiative Outcomes and Results





Acceptance of King Khalid Award for Excellence



المركز
الأول
First Place



Most Notable Congratulations Received from Leaders and Entities



HRH Prince
Faisal bin Mishal bin Abdulaziz Al
Saud
Emir of the Qassim region



HRH Prince
Fahd bin Sultan bin Abdulaziz
Al Saud
Emir of Tabuk region



HRH Prince
Faisal bin Bandar bin Abdulaziz
Al Saud
Emir of Riyadh Region



HRH Prince
Khalid Al-Faisal
Emir of Makkah Region - Advisor to the
Custodian of the Two Holy Mosques



Eng. Musa Al Musa
Executive Director of the Abdul
Rahman bin Saleh Al Rajhi
Foundation



Sarah Al Muhaidib
Executive Director of
Al-Muhaidib Social Founda-
tion



Ahmed bin Ali Al-Suwailem
CEO of the National Center for
Non-Profit Sector




















Eng. Ahmad bin Sulaiman
AlRajhi
Minister of Human Resources
and Social Development



Memorandums of Understanding and Strategic Partnerships

17

Memorandums of Understanding

| م | Entity | Objective | of progress in part- % nership objectives |
|----|--|---|--|
| 1 |  <p>وزارة الشؤون البلدية والقروية Ministry of Municipal & Rural Affairs</p> | Providing housing for needy families among the Society's beneficiaries and conducting research studies for families whose homes were removed in Jeddah | 100% |
| 2 |  <p>جامعة الملك عبدالعزيز KING ABDULAZIZ UNIVERSITY</p> | Providing the opportunity for university students to benefit from the Family Academy platform courses to enhance their skills | 100% |
| 3 |  <p>نمال شركة نعال للاستثمار الاجتماعي</p> | Conducting an economic feasibility study to establish a social investment project to help female breadwinners and transform them from need to production | 80% |
| 4 |  <p>البلدية القروية والمدنية</p> | Taking advantage of family platform | 50% |
| 5 |  <p>الجمعية السعودية للمساندة كبار السن "وقار" Saudi Elderly Support Organization "WAQAR"</p> | Providing psychological and social support programs for the elderly | 100% |
| 6 |  <p>الجمعية السعودية لترجمة لغة الإشارة SAUDI SOCIETY FOR SIGN LANGUAGE INTERPRETING</p> | Translating the Family Platform courses into sign language | 100% |
| 7 |  <p>نناباب مجتمعي</p> | Cooperation in implementing the Values Instilling Challenge Project | 50% |
| 8 |  <p>المنشأة للخدمات الاجتماعية</p> | Serving the Fund's beneficiaries | 70% |
| 9 |  <p>برنامج الأمان الأسري الوطني The National Family Safety Program</p> | Implementing the Story of Hope Project | 100% |
| 10 |  <p>جمعية البر ببيشة (إتاء) Charity Albir in Bisha (Itaa)</p> | Operating the protection center in Bisha Governorate | 100% |
| 11 |  <p>إقليم الجازن من القلب للقلب</p> | Operating the protection center in the Jazan region | 100% |
| 12 |  <p>الموارد البشرية والتنمية الاجتماعية</p> | Supporting and training 1,500 social security beneficiary women | 50% |
| 13 |  <p>إدارة التنمية الأسرية وفروعها Family Development Department and Branches</p> | Taking advantage of the family platform + providing family and psychological counseling services + sharing the results of the opinion survey conducted by the Society through the Center for Designing Study and Research | 40% |
| 14 |  <p>نافع مركز الأبحاث والدراسات</p> | Taking advantage of the family platform | 50% |
| 15 |  <p>ددم مركز الدراسات والبحوث</p> | Taking advantage of the family platform | 50% |
| 16 |  <p>جامعة الأمير مقرن بن عبد العزيز University of Prince Muqrin</p> | Enabling students to benefit from the family platform | 50% |
| 17 |  <p>جمعية البر بحدّة Albir Society Jeddah</p> | Taking advantage of the family platform | 50% |



Key Partnerships



Provision of Family Counseling Services Agreement with the Presidency of the Two Holy Mosques for employees and visitors of the Grand Mosque



Safe Housing Agreement for female beneficiaries with the Ministry of Municipal and Rural Affairs



Social Security Beneficiary Women Empowerment Agreement with the Ministry of Human Resources and Social Development



Agreement to Support and Operate Family counseling with Sheikh Mohammed bin Abdulaziz Al Rajhi Endowments



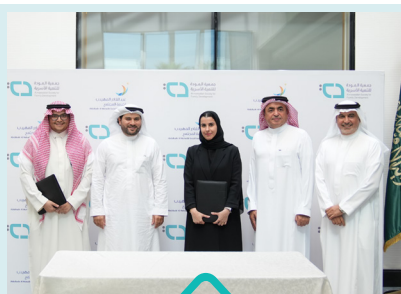
Project Agreement of Highlighting the Role and Impact of Family Associations in the Kingdom with the Family Affairs Council, the Associations Support Fund, and the Specialized Sub-Council for Family Associations



Provision of Consulting and Training Services Agreement with the Family Development Department in Sharjah



Agreements to Build Capabilities and Promote Family Skills through the Family Platform for beneficiaries of the Tarahum Committee, the Saudi Society for Sign Language Interpreters, the Nafa Organization, and the Daam Association in the Makkah .Al-Mukarramah region



Agreement to Launch an Awareness Campaign for the first 1,000 maternity days with Al-Muhaidib Social Foundation



Agreement to Support the Establishment of Social and Psychological Support Centers inside Prisons with the Abdullah Al-Rajhi Charitable Foundation



Knowledge Exchange and Transfer

30

Knowledge Transfer and
Exchange Visits

| SN | Entity |
|----|---|
| 1 | Family Development Association in Al-Lith |
| 2 | Qyam Al-huda Charity |
| 3 | Physical Disability Association in Medina |
| 4 | Family Development Association in Tabuk Region |
| 5 | Department of Religious Affairs at the Naval Command |
| 6 | Department of Community Development in the Emirate of Abu Dhabi to discuss ways of future cooperation |
| 7 | A delegation from the Board of Directors of Kooheji Jewellery to learn about the Society's projects and development initiatives |
| 8 | A delegation from the Asyad Group to learn about the Society's projects and development initiatives |
| 9 | Hamad Al Hussaini and his family to review the Society's programs and initiatives and review the outcomes of the Instilling Values Challenge Project |
| 10 | Birakom Association in Makkah Al-Mukarramah to learn about the Society's experience in project management |
| 11 | Family Development Association in Al Qunfudhah to learn about the Society's experience in implementing the Shamil program to implement visitation provisions |
| 12 | Tawafoq Association For Family Reform to learn about the Society's experience in family protection centers from violence |
| 13 | The Saudi Elderly Support Organization "Waqar" to learn about the Society's experience in managing government assignment projects, financial sustainability, and developing financial resources |
| 14 | Family Reform and Development Association in Riyadh to learn about the Society's experience in the Family Academy |
| 15 | .Wefaq Association to exchange experiences with the Society |
| 16 | The Charitable Center Association for Teaching the Noble Quran and its Sciences to take advantage of the regulations and methodologies to develop financial resources |
| 17 | .Orphans Care Charitable Foundation (Ekhaa) to learn about the Society's services |
| 18 | Dawah and Guidance Society |
| 19 | Mahabbah Association For Family Development |
| 20 | Khairkum Association for knowledge exchange, transfer of experiences, and discussion of means of cooperation |
| 21 | Qimam Association for Youth to benefit from the association's experience in government competitions and projects |
| 22 | Family Development Association in Abu Dhabi to learn about the Society's experience in operating the Family Counseling Center |
| 23 | Liajlehum Association for Serving People with Disabilities to learn about the Society's experience in managing projects and government tenders |
| 24 | The Protection Team in Riyadh to benefit from the Society's experience in managing the family protection project |
| 25 | OSRATY Association in Medina |
| 26 | .A delegation from the Mouazara Association for the Development of Associations |
| 27 | Tarmeem Charity in the Eastern Province |
| 28 | Tamer Group, Saaid |
| 29 | Director General of Hayat Association for Family Development in Ar Rass Governorate |
| 30 | The Visit of the General Manager of Social Responsibility at Al Rajhi United |



Scientific and Knowledge Participations

20
Participations

| SN | Entity |
|----|---|
| 1 | A workshop at the Reconciliation Center at the Ministry of Justice to discuss the workflow and review the key results of operating Taradhi Platform |
| 2 | A workshop for family counseling experts to discuss opportunities for improvement and development of the Society's counseling services |
| 3 | Hosting a workshop by the King Khalid Foundation to introduce the Ahalina Social Investment Program |
| 4 | The 4th Wesal Event for female graduates of King Abdulaziz University, College of Human Sciences |
| 5 | Quality of Life Program with the University of Jeddah |
| 6 | The Society presented minutes of success strategies for female players and Al-Ahly club staff on the occasion of International Women's Day |
| 7 | Workshop on amending the Law of Protection from Abuse and child protection in Riyadh |
| 8 | Workshop on leadership building in the non-profit sector at Dar Al-Hekma University |
| 9 | Workshop on Child Media with the Family Affairs Council |
| 10 | Safqa Campaign symposium titled "The Role of Family Organizations in Promoting the Culture of Investment in the Family" |
| 11 | A workshop entitled "Namaa Alafkar" with AlRajhi Humanitarian Foundation |
| 12 | The 6th Forum of Grace Preservation Associations in the Kingdom - Taif "The Society's Experience in Government Projects and Tenders" |
| 13 | Accelerator Program for qualifying associations to develop their financial resources "The Society's experience in government projects and tenders" |
| 14 | Workshop on of the child media features framework with the Family Affairs Council |
| 15 | Workshop on updating the Family Affairs Council's strategy |
| 16 | "Family Development Associations Forum under the title "Integration and Empowerment" |
| 17 | The 2nd integrative Forum of associations specialized in endowments |
| 18 | Bnaa Participatory Forum |
| 19 | Scientific Forum (Mental Health is a Universal Human Right) at King Abdulaziz University |
| 20 | Awareness event for violence protection with the Armed Forces Hospital in Khamis Mushait |



Most Prominent Scientific and Knowledge Participations



The Family Academy of Al Mawaddah Society, participated in cooperation with the Faculty of Human Sciences at King Abdulaziz University, in the 4th Wesal Forum for female graduates for the year 1444AH, to provide female university students with the opportunity to learn about Al Mawaddah Society and its initiatives and to shed light on the Family Platform to promote skills of family life .quality



Al Mawaddah Society participated in the 2nd integrative forum of private associations specialized in endowments, organized by the Awqaf Support Association and held in Riyadh city. Al Mawaddah reviewed its experience in government assignment and was represented by Dr. Iman Al-Qahtani, the .Project Manager



The Director General of Al Mawaddah Society, Mr. Muhammad bin Ali Al Radhi, participates in the Family Development Associations Forum (Integration and Empowerment) with a view to reviewing the roles of family development associations in improving the quality of family life and sharing the opportunities and challenges of empowerment that family development associations face in .achieving their development objectives



Al Mawaddah Society participated in the scientific forum (Mental Health is a Universal Human Right), held by the Department of Psychology at King Abdulaziz University in Jeddah. Through it, the Society offered family consultations to the forum visitors and introduced its key .initiatives and services



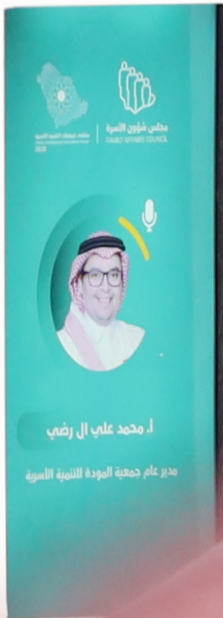
Al Mawaddah Society participated in the "Child Media Features Framework" workshop organized by the Family Affairs Council, to work on organizing and developing multimedia content designed for children to protect and develop .children's abilities and preserve their rights



Al Mawaddah Society participated in a workshop to discuss building a national strategy for Martyrs, Wounded, Prisoners of War and Missing in Action Fund and their Families, and was represented by Engineer Abdul Rahman Al-Awfi, Projects .Manager at Al Mawaddah Society



The association's participation in the Family Development Associations Forum in 2023.



الجمعية الوطنية لحقوق الإنسان
National Society for Human Rights
2023



Work Environment Sustainability



Initiative Leader

Amr Abdel Aziz Qadouri

- Master of Business Administration (MBA)
- 11 years of experience in human resources management and support services



Work Environment Sustainability Projects



**Hiring and
Talent
Acquisition**



**Develop-
ment of
work team
skills**



**Work Environ-
ment Develop-
ment - Loyalty
and Belonging**



**Digital
transformation**



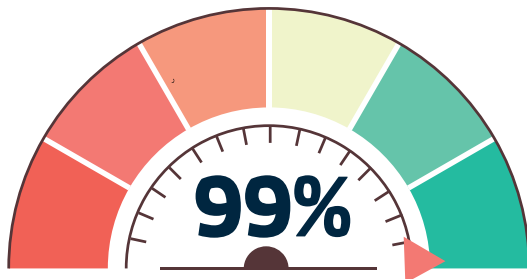
**Attracting
volunteers
and
investing in
them**



**Building and
Empowering
Second-tier
Leaders**



Outcomes of Work Environment Sustainability Projects



**Average Performance
of Work Environment
Sustainability Projects**





Initiative Outcomes and Results

54

development Courses

13

Events and Activities

53

Certificates of Honor

252

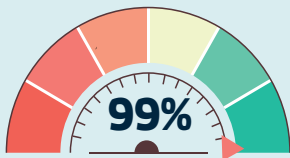
Male and female volun-
teers

57

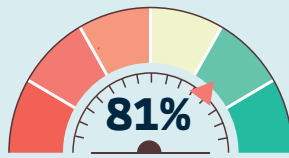
Male and female
graduate students
were field trained

17

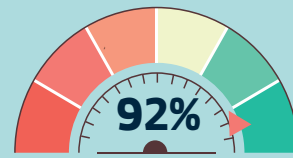
National Competen-
cies has been attract-
ed



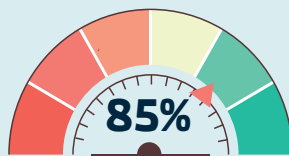
Average rate of volun-
teers' satisfaction



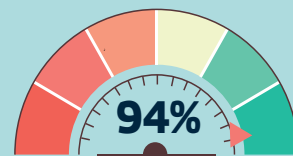
Work term promotion
according to NPS Scale



Saudization



Average Team
Performance Evaluation



Employee Satisfaction
Rate



Pictures of Al Mawaddah Events



Ramadan Suhoor Party



The Society honors its staff for 2022 work



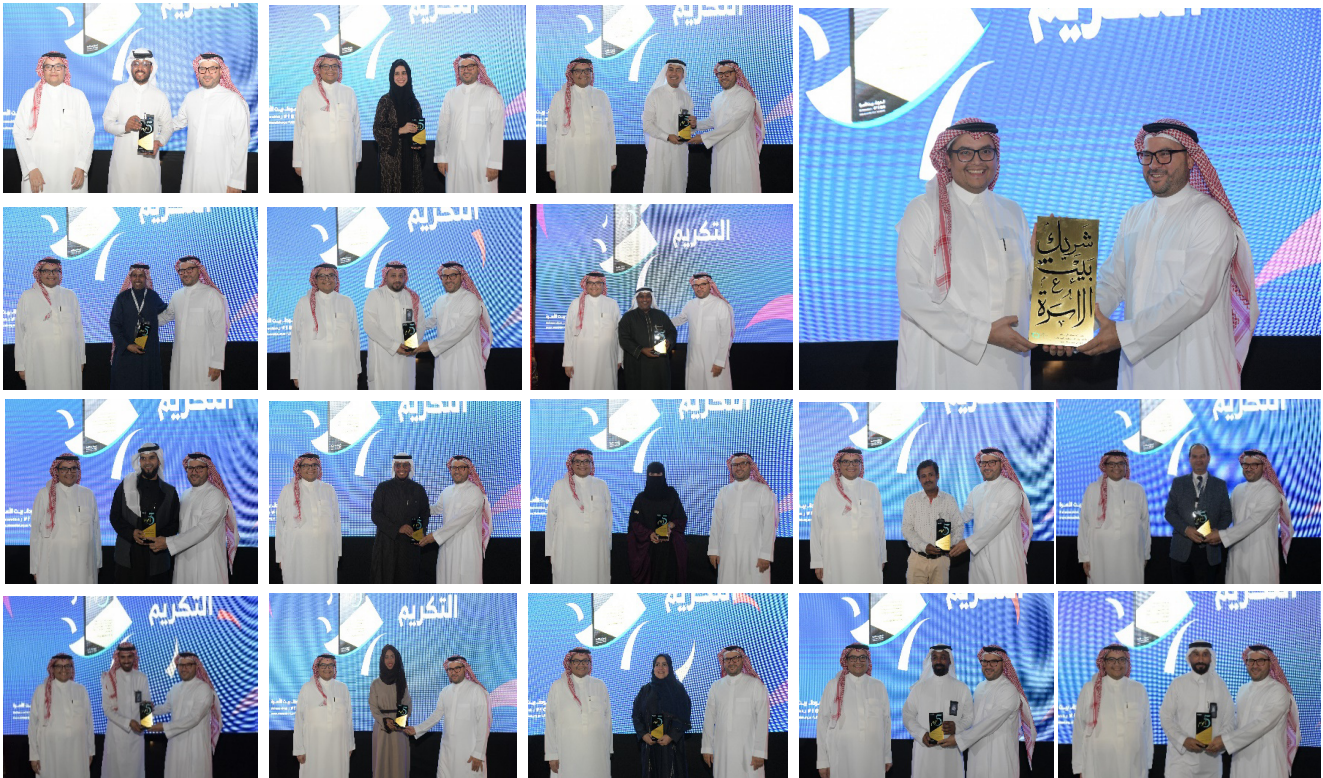
Pictures of Al Mawaddah Events and Competitions



His Excellency, the Chairman of the Board of Directors, Eng. Faisal bin Saif Al-Din Al-Sa-mannoudi, honors the leaders of the association

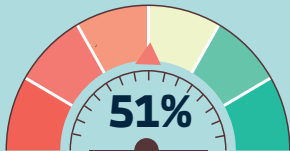


Honoring Al Mawaddah's heroes who spent more than 5 years working in the Society





Digital Transformation



Process Automation

13

Technical and
Data Protection
Software

247

Automation
Processes



His Excellency, the Chairman of the Board of Directors, Eng. Faisal bin Saif Al-Din Al-Sammannoudi launches the automation of the performance indicators system for family development initiatives at Al Mawaddah Society



Financial Sustainability



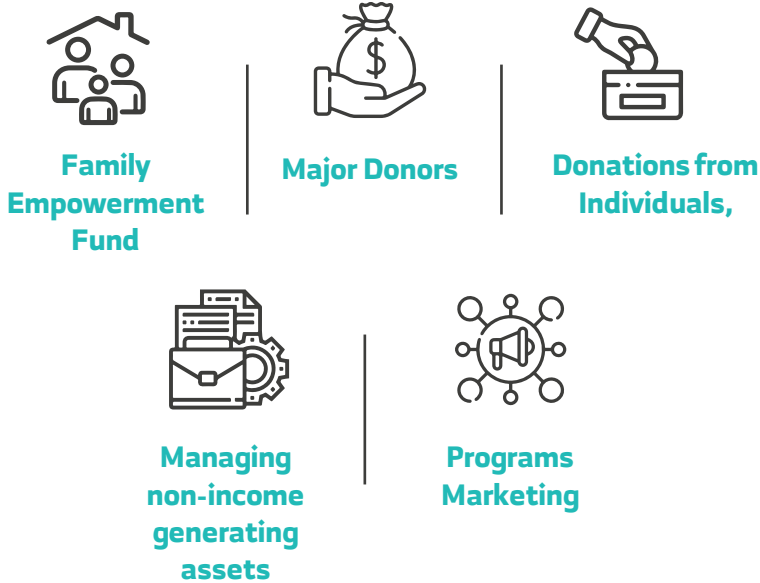
Initiative Leader

Abdulrahman Ahmed Zein

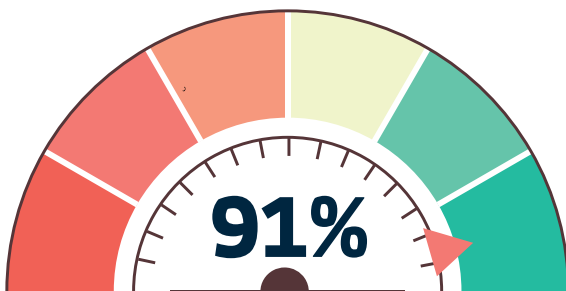
- Bachelor of Business Administration (Marketing)
- Holding several certificates in donation management and financial resource development
- +8 years of experience in the field of marketing



Financial Sustainability Initiative Projects



Outcomes of Financial Sustainability Initiative Projects



Average performance of financial sustainability projects





Initiative Outcomes and Results

26,842

Donating Processes
from Individuals

12

Donation products in
the Family Store

3

Statutory licenses
for fundraising

1

Endowment fund that was
launched in partnership with
General Authority of Awqaf
and the Ehsan Platform

2

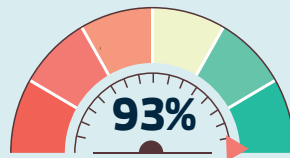
Government donation
platforms supporting
the Society

18

Partner Donor
Institutions

0.66%

The ratio of
fundraising expenses
to total revenues



Average performance
of fundraising
campaigns

2

Fundraising
Campaigns were
launched



Financial

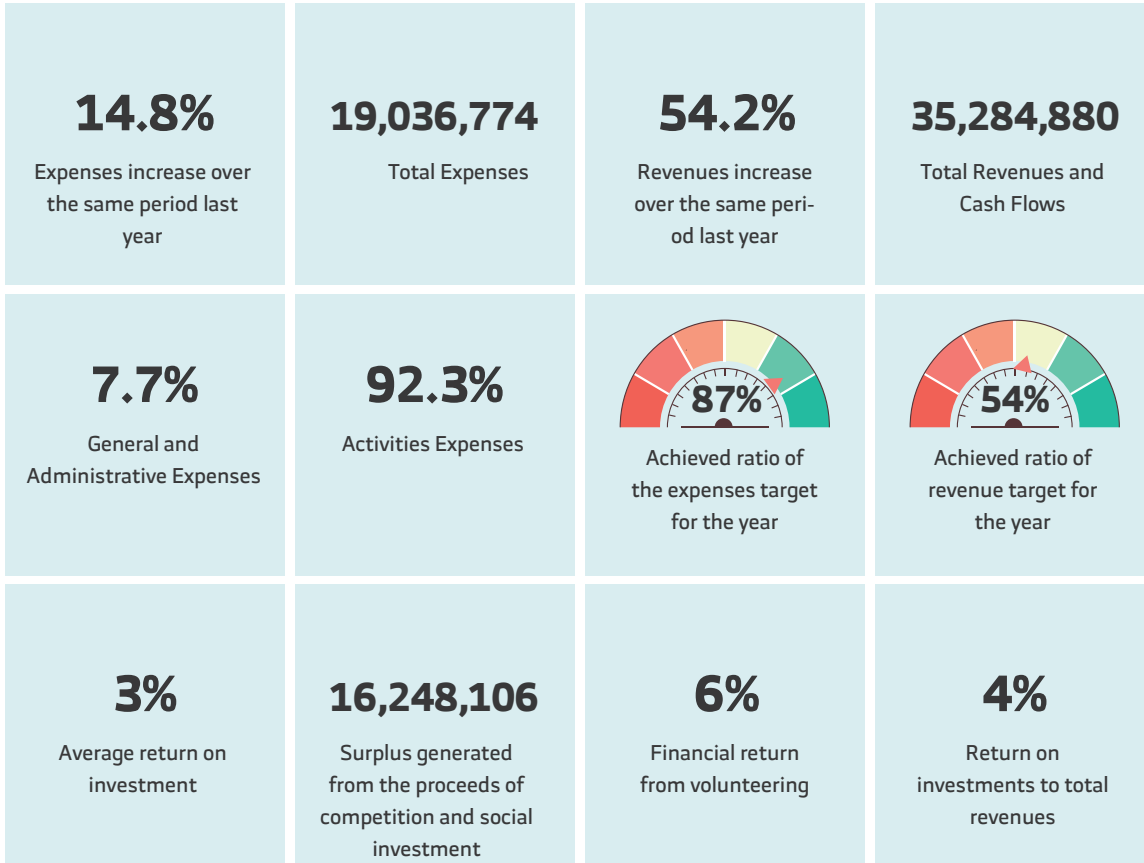
Report

رامي خالد الخضر
Rami K. Al-Kheder
محاسبون ومراجعون قانونيون
Certified Public Accountants
ترخيص رقم ٤٢٩ / ١٤٣١ هـ - ١٤٣١ / ١٤٣١ هـ
أمانة إفلاس ترخيص رقم ١٤١٠١٢ - ١٤١٠١٢
Bankruptcy Trustees Lic. No. 141012

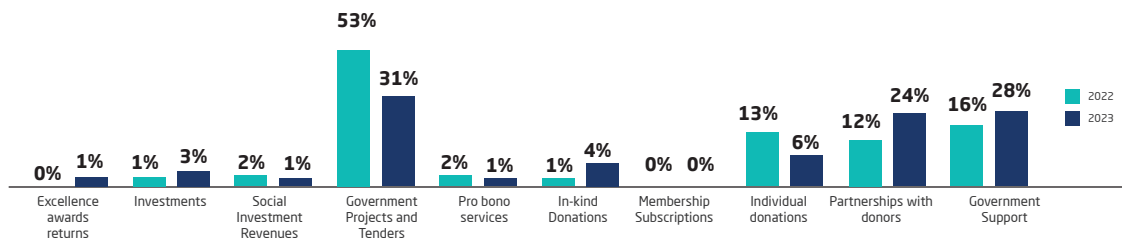




Revenues and Expenses



Comparing Revenues Classification for the Same Period with Previous Years

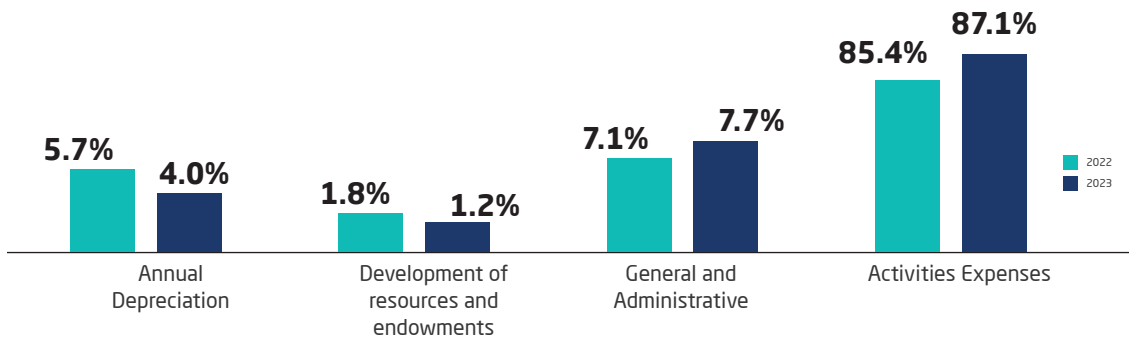


Cash flows from government project dues come at the forefront of revenues, achieving 27% of total revenues, then donation revenues from government platforms, amounting to 24%

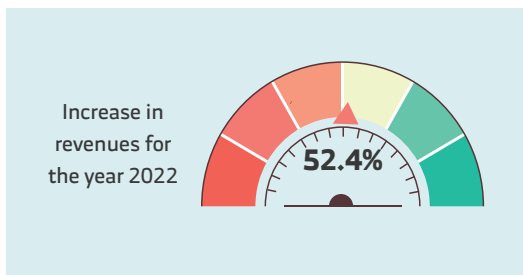


Comparing and Classifying Expenses with the year 2022

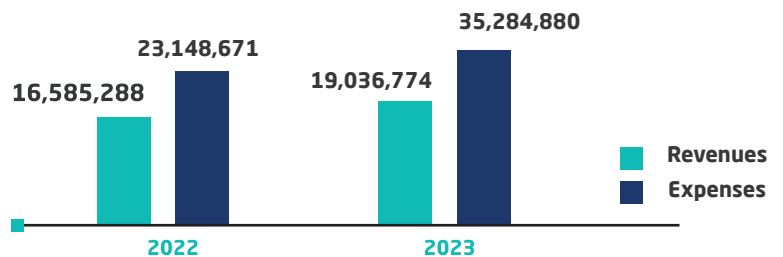
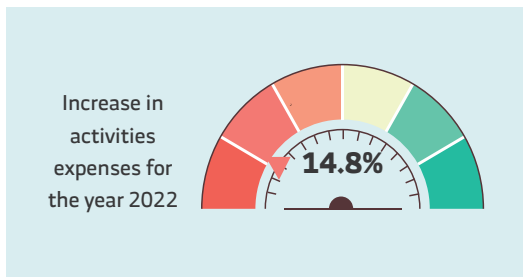
| SN | Description | 2023 | 2022 |
|-------|---|-------|-------|
| 1 | Activities Expenses | 87.1% | 85.4% |
| 2 | General and Administrative | 7.7% | 7.1% |
| 3 | Development of resources and endowments | 1.2% | 1.8% |
| 4 | Annual Depreciation | 4.0% | 5.7% |
| Total | | 100% | 100% |



Comparing Expenses and Revenues



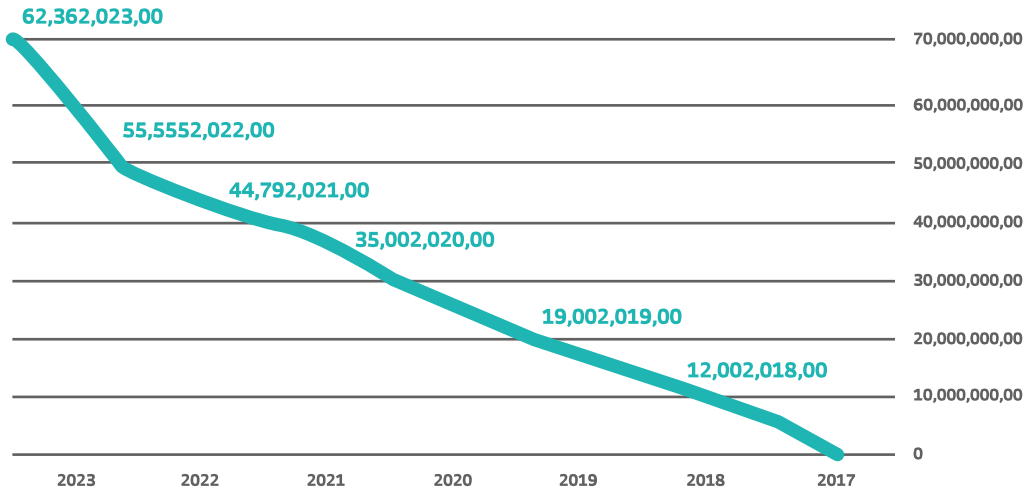
| SN | Description | 2023 | 2022 |
|---------------------------|-------------|------------|------------|
| 1 | Revenues | 35,284,880 | 23,148,671 |
| 2 | Expenses | 19,036,774 | 16,585,288 |
| Surplus during the period | | 16,248,106 | 6,563,384 |



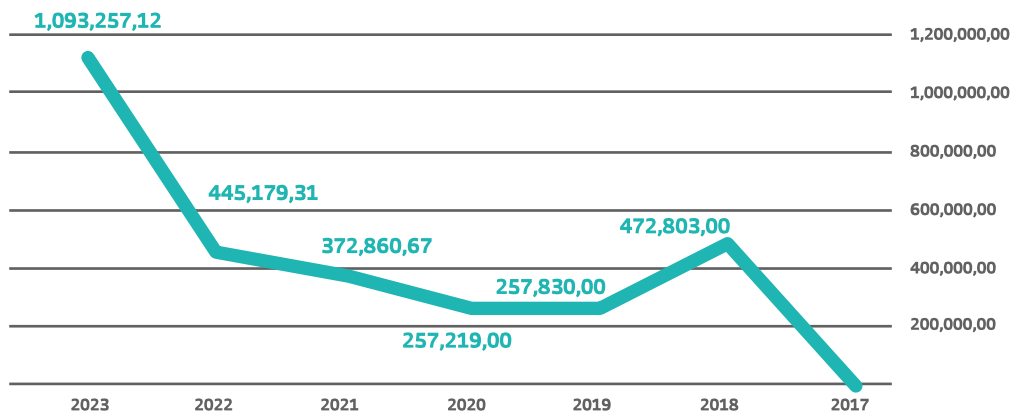


Growth of Investment Assets

Development of Investment Assets



Growth of Investment Returns

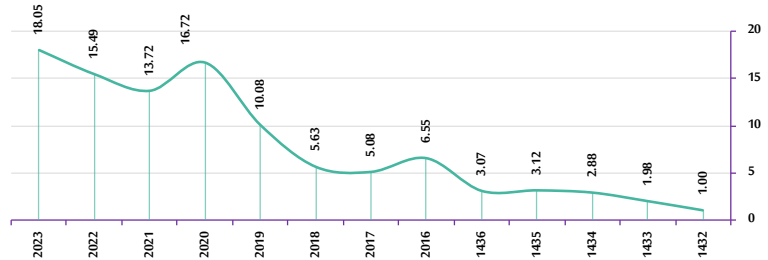




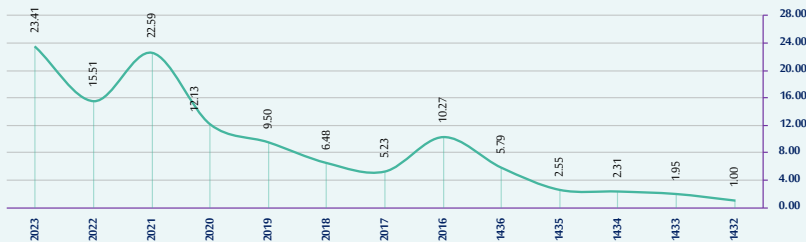
Financial indicators

Program Expenses Growth Index

Program Expenses Growth Index reflects the growth in expenses from the year of incorporation to 2023



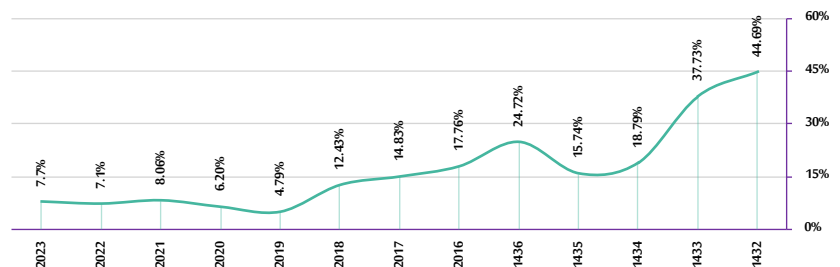
(Revenue Growth Index (Growth Rate



The index reflects the growth in revenues generated from the year of incorporation to 2023

General and Administrative Expenses Index

General and Administrative Expenses Index reflects the extent of the decrease in spending on G&A expenses from the year of incorporation to 2023.



الخطة التشغيلية
Action Plan

2024
4



download annual plan

2024

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