

story impact

حكاية أثر

impact portfolio

Family Academy to Enhance Skills
Al-Mawaddah Center for Family Counseling
Shamal Center for the Implementation of the
Provisions of Vision and Visit
Family Protection Centre
Edraak Center for Media Production Awareness

Project Management and Social Investment Portfolio

Qurah Ain Children's Hospitality Center
Kafa'a Center for Professional Development for
Specialized Practitioners
Management of Outsourcing Projects and
Governmental and Private Competitions
Policy Making and Family Research Center

Sustainability Portfolio

Trust Building and Perceptions
Sustainability
Institutional Excellence
Sustainability
Work Environment Sustainability
Financial Sustainability

www.almawaddah.org.sa



جمعية المودة
للتنمية الأسرية
Al mawaddah Society for
Family Development

Annual Performance Report 2022
تقرير الأداء السنوي للعام 2022م

**In The Name of Allah,
The Most Gracious, The
Most Merciful**

◇ story
impact
حكاية أثر

Stay

Supportive



Performance Report Approval

The report has been approved by the audit committee and the internal review, which holds quarterly meetings to review the report on the social, institutional, and financial performance levels. They also examine the evidence and verification tools for all key performance and operational indicators, provide suggestions and developmental notes.



**Eng. Bandar Al
Qahtany**

President
An Expert and Assessor of
Institutional Excellence

**Mr. Walid
Al Taweel**

Vice-President
Advocate and Legal Consultant

**Dr. Faisal Al
Mohamady**

Committee Member
Accredited Chartered Accountant

**Dr. Abdullah
Matbuly**

Committee Member
Financial Resources Consultant
and Expert

**Eng. Abdullah
Nour**

Committee Member
Organizational Development
Expert

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Prudent Leadership

Charitable work is one of the society's pillars, and we were urged to do it by our noble religion

**THE CUSTODIAN OF THE TWO HOLLY MOSQUES
KING SALMAN BIN ABDULAZIZ**

Our true Islamic religion is an integrated religion ,solidarity and synergy ,and our Islamic Sharia emphasizes charitable work.
His Royal Highness

**PRINCE
MUHAMAD BIN SALMAN BIN
ABDULAZIZ AL SAUD**



Thank you and everyone who's working with you for such commendable effort and looking forward to more excellence in provided services

HIS ROYAL HIGHNESS
PRINCE KHALED AL FAISAL
PRINCE OF MAKKAH REGION AND KING
SALMAN'S ADVISER



We extend our thanks to you and those working with you and looking forward to more excellence in provided services

**PRINCE BANDAR BIN SULTAN BIN ABDUL
AZIZ AL SAUD**
DEPUTY PRINCE OF MAKKAH REGION



I commend the efforts made by Al-Mawaddah Society for Family Development, wishing them success in achieving their desired goals.

HIS ROYAL HIGHNESS
PRINCE SAUD BIN GALWI AL SAUD
MAKKAH REGION ADVISER AND PRINCE OF JEDDAH REGION



Al Mawwada

Story



“Al-Mawaddah Society for Family Development” in Makkah Al-Mukarramah region was established in 2003 as a non-profit developmental association specialized in teaching, training, guidance, reform, and awareness-raising of families through sustainable developmental initiatives. It aims to promote family stability by building a generation of conscious and cohesive families capable of facing challenges. The association strives to be influential in promoting family stability and a messenger of love. It also seeks to be the first reference for family issues and contribute to presenting the best strategic solutions in achieving the goals of the national transformation program related to the family. The association prepares and qualifies the best competencies of specialists, and since its establishment, it has helped change the lives of more than 589,000 families.

Al Mawaddah One of the Distinguished Associations

Al-Mawaddah Society for Family Development has multiple activities that align with the various programs of the Ministry of Human Resources and Social Development, whether in the areas of empowerment, training, or support for social welfare recipients. We thank Allah for blessing this society with a dedicated board of directors and team, and we have witnessed their extraordinary enthusiasm and professional work. The society has achieved positive results in its objectives and has also won awards at the local and regional levels. In my opinion, Al-Mawaddah is one of the best societies in the Kingdom, and we will, God willing, continue to support it. We hope that other societies can benefit from its experiences and working methods, as well as in governance. Al-Mawaddah is a distinguished society in governance, and its expenses and revenues go towards the correct path. They have a board of directors with good governance practices, and we pray that this society continues for centuries to come.

Eng. Ahmed bin Suleiman Al-Rajhi

**Minister of Human Resources and Social
Development.**



Board of Directors



Chairman
Eng. Faisal Bin Saif
Al Samanoudy



Vice-Chairman
Mr. Zohair Ali Saeed
Al Marhomy



Financial Director
Eng. Fayz Abdullah Alythah
Al Harby



Board Member
Dr. Abdullah Bin Mohamed
Saeed Al Matbuly



Board Member
Dr. Faisal Bin Saliman
Al Mohamadi



Board Member
Eng. Hisham Bin Abdulrahman
Al Khariji



Board Member
Mr. Khalid Bin Ahmed
Abdulaziz Al Hamdan



Board Member
Mr. Khalid Bin Abed Hossni
Qama



Board Member
Mr. Ahmed Bin Ali Saeed
Al Marbai'

Al Mawadda Towards International Status

Al-Mawaddah Society plays a paramount role in contributing to improving the quality of family life and providing an innovative and integrated system of services for sustainable family solutions that have an impact on the community. Many challenges face families at the cultural, social, health, educational, and economic levels, and thus, based on the role of Al-Mawaddah in helping families face these challenges and deal with these variables, we strive to increase the spread to reach the largest possible segment of beneficiary families at the local, cultural, and international levels. This is not only through training, guidance, awareness, protection, and enabling the family but also through media production that meets international standards, as well as introducing, raising awareness, and providing services in the English language to reach non-Arabic speaking families. We also aim to export our noble and cultural family values at the global level in partnership with accredited international organizations, according to the systems and policies of the relevant authorities in the Kingdom of Saudi Arabia. We are pleased to present to you the 2022 performance report, in which the society had the honor of serving more than 58,000 families, representing 12.22% of families in Jeddah province. 6.47 % of families in Makkah region and 2.39% of families in the Kingdom, and at the level of Makkah region, we have contributed to qualifying 10% of the total number of prospective marriages, building the capacity of 2% of the number of families in the region, reducing 4% of divorce cases and stopping 55 as for the number of family cases before they reach the courts, as for the awareness at the level of the kingdom, it has reached 28% of the population, citizens and residents, according to social media indicators. We extend our thanks and appreciation to all the partners and donors who contributed with us in achieving the stability of the family and confirm our commitment to continue to contribute to the stability and happiness of the family.

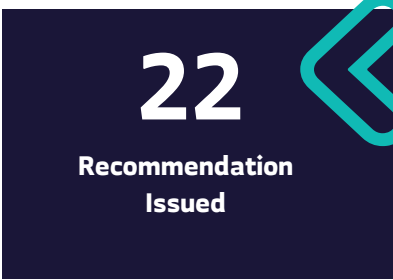
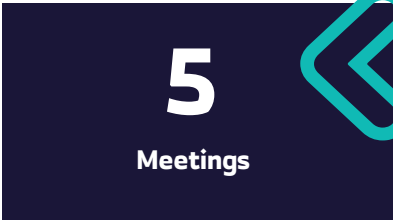
Faisal Bin Saif Al Samanoudy

Chairman





An Active Board of Directors



Internal Audit and Audit Committee

5 Meetings

4 Audited and Approved Reports

35 Recommendations



Committee Head
Eng. Bandar Bin Mohamed Al Qahtani'



Vice-Chairman
Mr. Walid Bin Mohamed Al Taweel



Committee Member
Dr. Abdullah Bin Mohamed Said Al Matbuly



Committee Member
Eng. Abdullah Riyadh Jamil Nour



Committee Member
Dr. Faisal Bin Saliman Al Mahamadi'

Investment and Financial Resources Development Committee



Committee Member
Dr. Faisal Bin Saliman Al Mahamadi'



Committee Member
Dr. Faisal Bin Saliman Al Mahamadi'



Committee Member
Dr. Faisal Bin Saliman Al Mahamadi'



Committee Member
Dr. Faisal Bin Saliman Al Mahamadi'



Committee Member
Dr. Faisal Bin Saliman Al Mahamadi'



Committee Member
Dr. Faisal Bin Saliman Al Mahamadi'

6 Meetings

9 Recommendations



A Teamwork that adheres to the Governing Values

Reliability

The society" should be a trusted entity by society and stakeholders in all the services it provides, as well as the reports and statistics it ".issues

Innovation

Providing new innovative services that contribute to achieving strategic objectives through a stimulating work environment for innovation and creativity in services, products, and methods of work with less effort and .cost

Privacy

Ensuring complete confidentiality of the data and information .of beneficiaries

Transparency

Providing all information and data related to the society , whether it is regarding its social or economic performance for all stakeholders and .the community

Integration

Integration between the services within the organization and integration with other entities and institutions that .serve families

Excellence

Achieving reliable and measurable performance that complies with global standards and practices to excel in meeting specific requirements for beneficiaries, supporters, and .stakeholders

Group Work

Effective coordination and understanding among the team members to achieve the vision and goals of the society with efficiency and .effectiveness

96%

Employee Satisfaction Rate

72.50%

Percentage of localization

500+

Employees

5

Number of team activities

94%

The average percentage of evaluation according to the criteria of the best working environment

93%

Performance of the work team according to efficiency and effectiveness indicators

Focusing on the beneficiary's experience is our most important goal

All initiatives, activities, and efforts within Al-Mawaddah Society are centered around the beneficiary at the level of inputs, outputs, and results, in order to maximize the impact. In light of developments and innovations in methods of excellence in managing the beneficiaries' experiences and care, Al-Mawaddah strives to build human and technological capabilities to enhance its institutional performance, as well as to develop and manage the governance of the beneficiaries' experience. In this context, Al-Mawaddah has reengineered the procedures and processes affecting the quality of their experiences, and has also developed an integrated environment system to listen to the voice of the beneficiary and enable the center for guest care, which operates 13 hours a day, to hear their needs, fulfill their requests, and process complaints received within 48 hours at most. Additionally, the association has established advanced tools for listening to and evaluating beneficiaries' services directly after the service is provided, as well as for evaluating the service providers through several .electronic channels

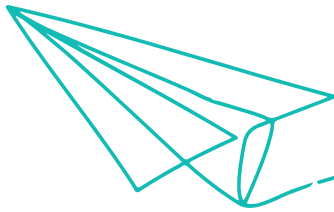
The beneficiary experience strategy at Al-Mawaddah operates on three tracks. The first track aims to qualify or license the provision of services, while the second track aims to continuously develop services and transform complaints, after their resolution, into opportunities for improvement that are monitored for implementation. As for the third track, it aims to involve the beneficiaries in redesigning initiatives, programs, and services through periodic workshops to hear their voices and create added value that aligns with the needs of the targeted segment. We always pledge to make the beneficiary our first and foremost goal, and we work with them to create .a story of impact and stability to build a sustainable society

Mohammed bin Ali Al-Radi
General Manager

Strategic Framework

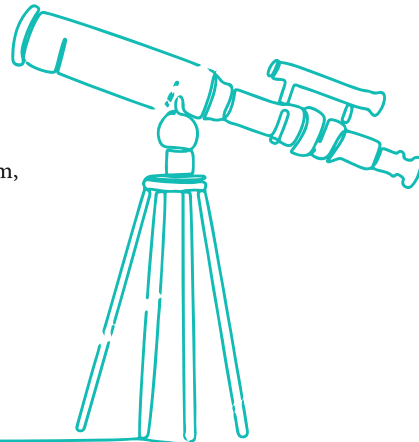
Our Mission

Improving the family's quality of life via an innovative and integrated organism of high quality and proactive solutions, as well as impactful partnerships in a supportive and empowering environment.



Our Vision

Inspiring model in building family solutions organism, sustainable and impactful in the society



Our Strategic Goals



Strengthening the role of youth in the family and community



Child protection, capability building and skills development



Empowering women in their ability to take care of their family



Increase contribution to society in supporting family issues



Building the capability of practitioners according to the approved standards



Activating the participation of older people within their families

Linking the impact system with initiatives



Story of Excellence

- Digital Excellence Award
- Socially Innovative Projects Award



- Makkah Excellence Award
- King Khalid Award



- Jeddah Creativity Award
- Excellence in Charity Work Award
- Middle East Business Leaders Award



- Sheikh Khalifa Excellence Award
- Society's assessment from Great Place to Work as the best workplace in KSA



- Excellent Institutions in Arabic Family Care Award
- Society's assessment from Great Place to Work as the best workplace in KSA and No. 13 in the Middle East



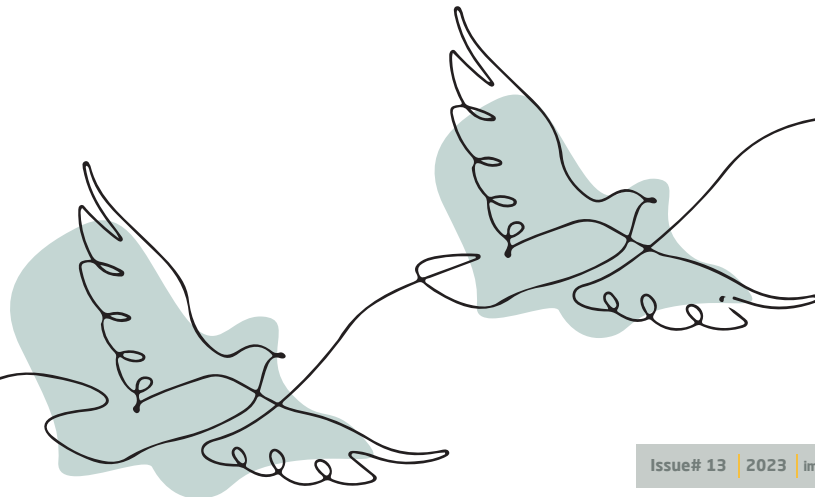
- Prince Mohamed bin Fahd's Award for the Best Charity Performance
- King Khalid's Award (Second Place)



How has Al Mawaddah contributed to



Goal	The Role of Al Mawaddah
 <p>Combating Poverty</p>	<p>The society helped support 600+ families with direct financial support and in-kind assistance</p>
 <p>Good Education</p>	<p>Al Mawwadah society contributed to reinforcing knowledge and competencies for various categories. Whether the practitioner counsel or the public and through their education and knowledge project: Kafa Center, Family Academy, Study Design Center</p>
 <p>Gender Equality</p>	<p>Al Mawwadah society focuses generally in its projects on the need very objectively, without any gender-biases it reinforces quality of opportunities and justice. Life Academy that targets women in particular is considered by many the .neediest divorced and windowed women</p>
 <p>Proper Job and Economic Growth</p>	<p>Al Mawwadah society contributed in securing job opportunities to widowed and divorced women via Life Academy Initiative which aims to support women to launch their business ventures and realize financial independence and contribute to their homes and contribute to providing admin jobs for them</p>
 <p>Sustainable Local Cities and Societies</p>	<p>The main contribution of Al mwaddah Society is to empower the society to be .socially suitable and coherent</p>
 <p>Peace, justice and Strong Organizations</p>	<p>Peace achievement in the family by solving their problems and empowering their individuals for a better social relation is the core of Al Mawaddah Society services by family counseling and enabling families of child visitation and protection .against domestic abuse</p>
 <p>Partnerships for Goal Achievement</p>	<p>The Society held 22 partnerships and memoranda of understanding to offer its services to families all over the Kingdom and more than 19 entities and organization benefited from the society's expertise in knowledge exchange and .transfer</p>



Summary of
Al Mawaddah's Society's
Performance for 2022

Summary of Al Mawaddah's Society's For 2022

96%

Average General Performance

98%

Average Social Performance

98%

Average Institutional performance
Performance

92%

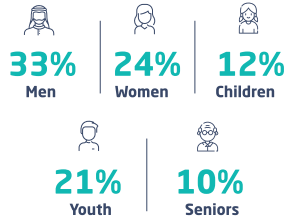
Average Financial Performance

Making an Impact

Outputs

58,760

Total Number of Beneficiaries



201,633
Total Number of Services



children benefiting from treatment for childhood disorders



beneficiaries of women's economic empowerment



practitioners qualified and applied to the criteria



Families benefiting from the application of the provisions of the vision and visit



children and women protected from violence



beneficiaries of family counseling services

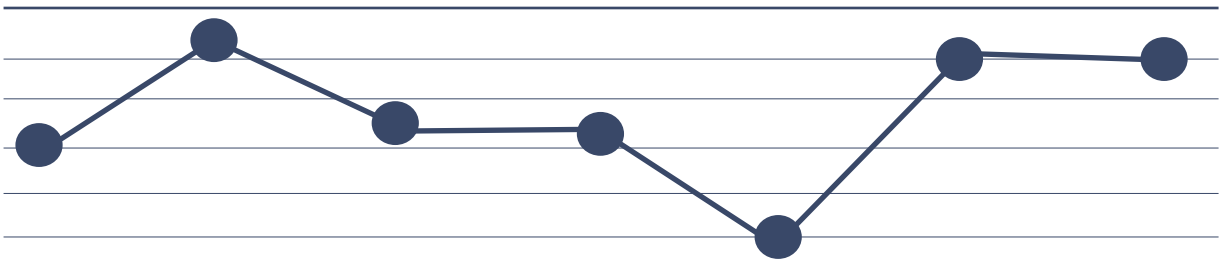


trainees from courses to enhance the quality of family life skills



beneficiaries of awareness campaigns and materials

Outputs



50%

Women's Economic Empowerment Rate

95%

Percentage of children and women who have been protected

53%

Percentage of children treated for childhood disorders

55%

Percentage of families whose problems were resolved before reaching the court

9%

Percentage of Cases of Separated Families Transferred to Home by Mutual Consent

89%

Percentage increase in family skills among beneficiaries

88%

Beneficiary satisfaction rate Satisfaction

Competitions and social investment



6

Governmental Tenders



250+

Counselors



1

Social Investment
Projects Launched



+19 Million

Total Value of
Governmental Competitions



24

Partner society qualified
to offer competitions



5%

percentage of return from
social investment to total revenue

Sustainability



88%

Response percentage of
beneficiaries' needs



100%

Percentage of complaint
handling



98%

Score of Governance
Evaluation



24

Number of strategic
partnerships



93%

Average stakeholder
satisfaction rate



7%

Number of exchange visits
and knowledge transfer



17

Percentage of general and
administrative expenses



93%

Percentage of expenses
of programs and activities



1635

Volunteers



2%

The percentage of economic
return from volunteering
to the volume of revenues



1%

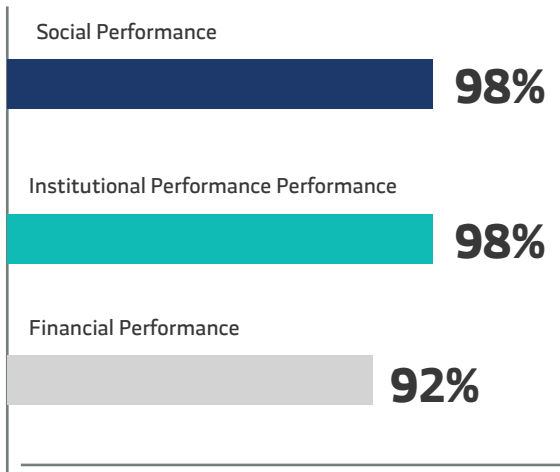
Average return on
investments to
total value of investments



Strategic Performance



Strategic Performance Summary Summary



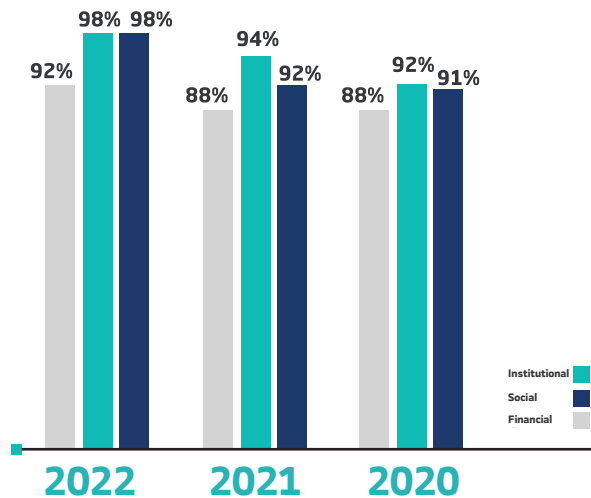
Performance is measured based on the performance indicators that have been achieved, which are divided into three main levels: social performance, institutional performance, and financial performance.

Average overall performance



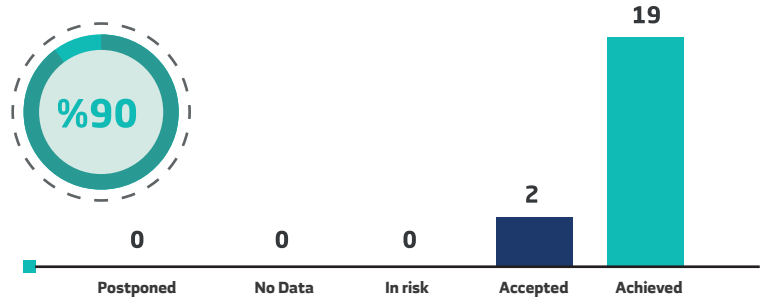
Comparison with previous years

By the grace of God, there is progress in the results of performance at the level of social, institutional and financial performance

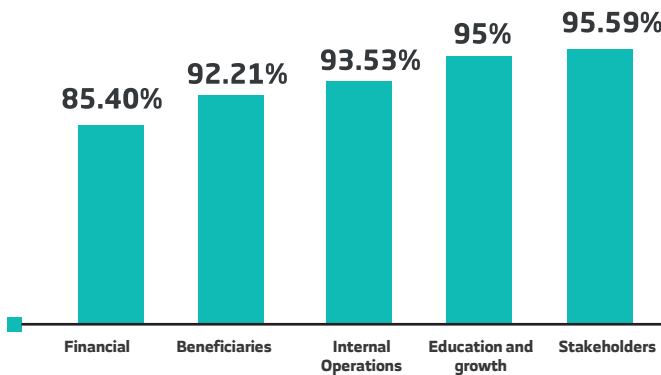


Average Performance According to Strategic Goals

The percentage of achievement of the strategic goals reached 90% and the percentage of achievement of the accepted goals of two ranged between .81% and 82%



Average performance according to the indicators of the balanced scorecard

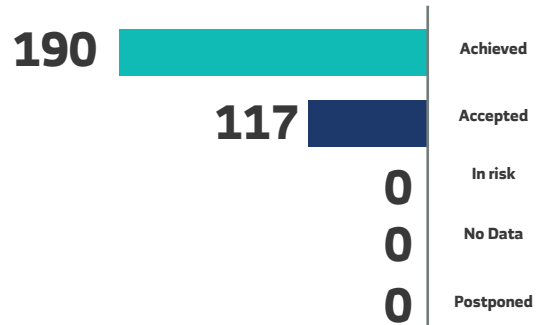


Percentage of achievement of strategic goals



The performance of the achievement of the balanced scorecard is measured according to the objectives of the main performance indicators that have been achieved and built according to the five axes of the balanced scorecard

Average Performance According to key indicators



Percentage of achievement of strategic goals



The society calculates the achievement of indicators everything that is below %,67 is a risk indicator or did not achieve the required target, where there are 190 indicators that have fully achieved the target and 117 indicators that have achieved the targets acceptably



The Story of

Making an Impact

Social Performance



Portfolio Leader



Bayan Massoud

- › Assistant General Manager for Development Programs and Projects .
- › Master's degree in Child Development and Play Therapy from Swansea University in Britain.
- › Children's rights in Britain.
- › 7 years of experience in leading the Children, Women, and Protection initiative at the organization.
- › A member of the Early Childhood Environment Standards Committee at the Saudi Standards, Metrology, and Quality Organization

Family Development Initiative Matrix



Including widows and divorced women, and enable them to shift from dependence to productivity by providing them with vocational and professional skills that are in line with the job market, in order to achieve financial self-sufficiency.



Al-Mawaddah Center for Family Counseling aims to provide family, educational, social and behavioral counseling through a variety of channels via telephone counseling, electronic counseling, interview guidance, reform and conflict resolution in cooperation with the Ministry of Justice through the Taradi platform, and to provide support groups and family standards



Through the Family Academy electronic platform, we aim to enhance the skills of the quality of family life by offering a variety of training programs targeting women, men, youth and the elderly.



Monitor the most important family and societal issues that affect family stability and analyze them scientifically to understand their causes and develop solutions to address them. We also focus on correcting methods and approaches for dealing with family issues and calculating and disseminating statistics and data in society. In addition, we issue family research studies that contribute to the development of family legislation and support graduate studies.



We aim to protect families from violence, provide a safe environment for children, and offer solutions to crises. We also provide rehabilitation programs to protect against violence, programs to modify the behavior of aggressors, counseling sessions, and monitoring and follow-up of cases after the service is completed.



which helps in enhancing and facilitating the parents' vision of their children during the custody period or the conflict period in a safe environment instead of police stations and sentence enforcement divisions



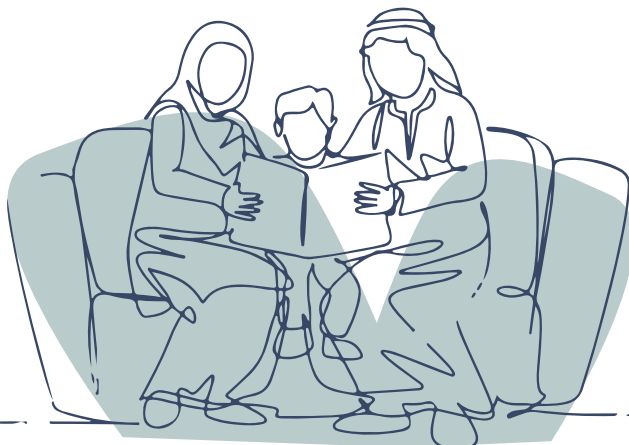
A licensed training center from the General Organization for Technical and Vocational Training with license number 481-527-2089, aims to be a scientific and standard reference for developing the knowledge, skills, and practices of family affairs specialists through training and professional development programs that are academically and professionally accredited by local and international institutions, including higher diplomas and professional qualifications in the field of family affairs.



We established the Qurat Ain Guest House as the first educational model for instilling moral and family values that emphasizes the important role of parents and family in a child's life and their daily behavior through guiding parents on the child's needs according to their developmental stage, using modern learning methods and neurologic programming by professional specialists



Through the Edrak Awareness Center, our goal is to produce educational media content that discusses family issues. We also issue awareness guides and produce films, series, and podcasts for awareness-raising.

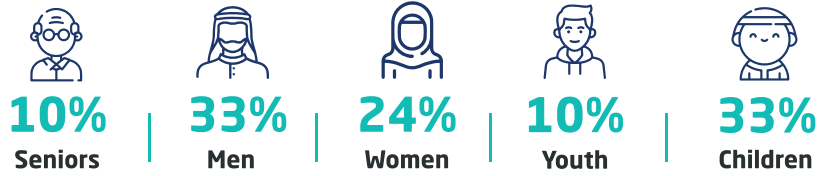


➤ Social Performance Summary

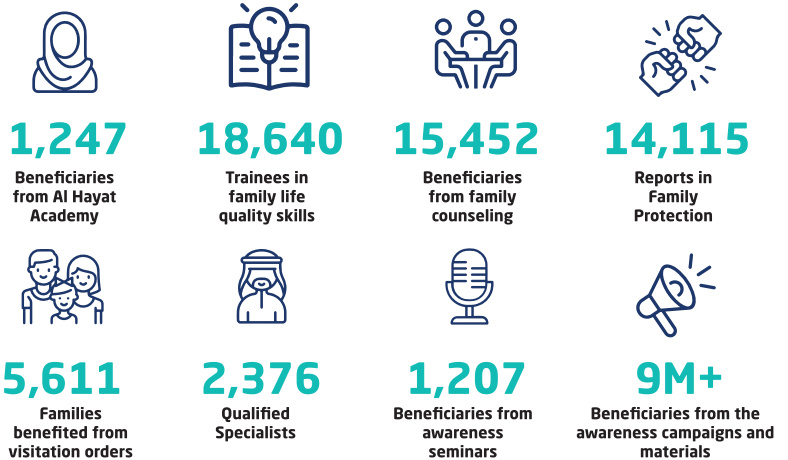
Beneficiaries

58,648

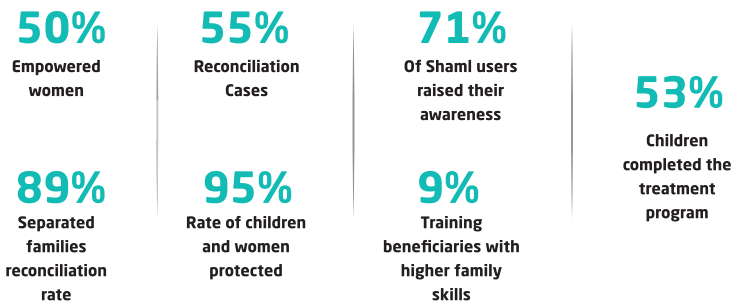
201,633

Services Provided

Outputs



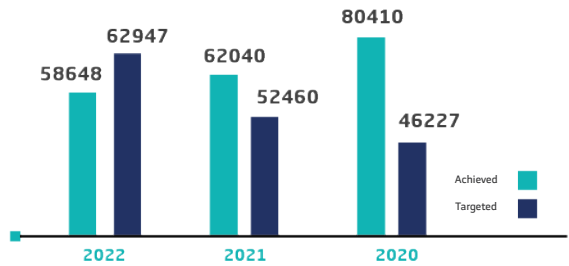
Results



Comparison of the number of beneficiaries for the same period with previous years to total target for 2022.

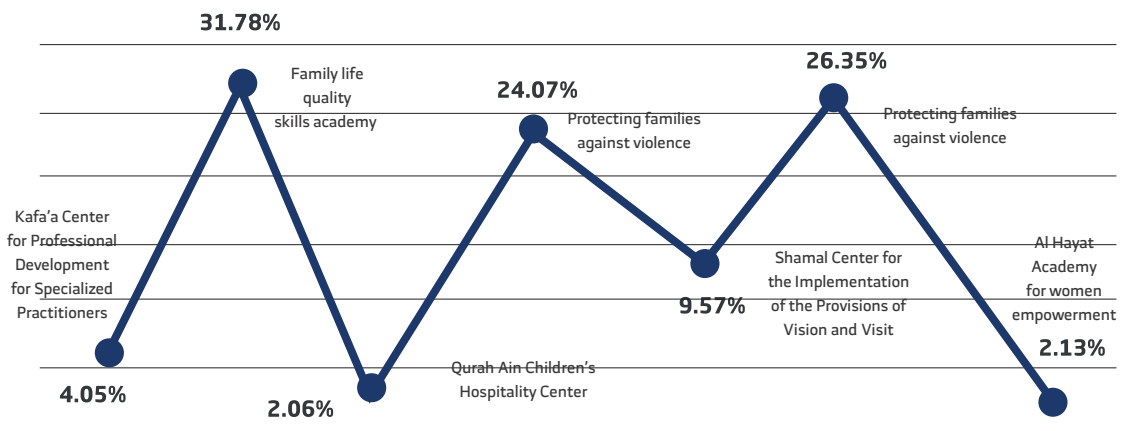


The reason for not achieving the target is due to some of the challenges faced by the association, such as the frequent power outages from the operating company, which caused the disruption of family counseling services over the phone, which caused a decrease in the number of telephone consultations received by the association.



Accomplishment Rate of Targets 2022

Percentage of Initiatives Contribution to Achieving the Target





1-1

Family Academy

to enhance family
quality skills

Training organization license No. 2089-527481

Partners



مؤسسة
حسن عباس شربتلي
لخدمة المجتمع



عبدالله الراجحي الخيرية
Abdullah Alrajhi Foundation

New Person



Mansour is a very emotional, head of household and finds himself fierce at times, and this led to disagreements and problems between him and his wife and the instability of family life. He searched for something to help him find solutions to his problems, so he found the platform of the Family Academy and began to apply the standards on the platform (the scale of family problem solving skills), which helped him discover the strengths and weaknesses and what skills he must acquire for ivory problems that he encounters in his family life. Where he attended a number of family training courses and applied the strategies that he had.

* The story of Mansour is one of thousands of stories that are reported annually to the Family Academy to enhance the skills of the quality of family life.

➤ About the Initiative

The Academy offers a range of training programs in family, educational, psychological, and marital fields for all segments of society (women, men, youth, and the elderly) to contribute to the achievement of family and psychological stability for members of society. The Academy aims to train 50,000 trainees annually through several main tracks, including the pre-marital track, the family relations track, the promotion of family values track, the children upbringing track, the financial planning and savings track, and the separation track with kindness, in addition to direct training programs and evening programs that will be held through the Family Academy platform, through the signing of 5 strategic partnerships with various ministries, government agencies, hospitals, existing partnerships, and newly signed partnerships with these sectors to implement diverse and approved family training programs in person.

700

Tutorial
Videos

187

Family
training
modules

6

Assessment
Tests

20

Training
Programs

Initiative Leader

Maram Al Abeeh

- Master of Educational Technology, Missouri State University, USA
- Bachelor of Management Development and Administrative Management
- 7 years of experience in the field of training
- Two years of experience in empowering women



1-1-1 Results of the Family Academy performance indicators for the year 2022

Indicator code	Indicator	Owner	Indicator Weight	Target	Achieved	Completion rate
S. 4/1	Number of new training packages that have been prepared	Maram Al Abeeh	4%	1	3	100%
S. 4/2	Number of beneficiaries of the courses at Maharah Academy	Maram Al Abeeh	3%	20090	18640	93%
S. 4/3	Number of Courses Offered	Maram Al Abeeh	3%	94	150	100%
S.4/4	Number of training courses registered	Maram Al Abeeh	4%	14	14	100%
S. 4/5	Percentage of high-level educational skills among beneficiaries	Maram Al Abeeh	8%	75%	89%	100%
S. 4/6	Number of training packages that have been developed	Maram Al Abeeh	5%	3	6	100%
S. 4/7	Number of trainees who developed a positive post-separation relationship plan	Maram Al Abeeh	8%	225	208	92.5%
S. 4/8	Percentage of high moral values among children	Maram Al Abeeh	8%	90%	94%	100%
S. 4/9	Percentage of increasing youth awareness of their role towards their family	Maram Al Abeeh	8%	90%	93%	100%
S. 4/10	Percentage of increasing youth awareness of the value of the family	Maram Al Abeeh	8%	90%	92%	100%
S.5/1	Number of elderly people who benefited from the (Academy for Enhancing Quality Skills (Family Life) - Rest assured Family Counseling Program)	Maram Al Abeeh	3%	70	79	100%
S.5/3	Percentage of happiness and positive participation of senior citizens within their families	Maram Al Abeeh	8%	70%	66%	94.29%
S. 1/15	Percentage of women empowerment and awareness of their responsibilities	Maram Al Abeeh	8%	85%	83%	97.65%



90%

Average
Completion
Rate

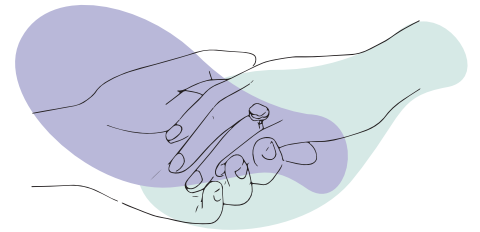
➤ Achieved from 85-100%

➤ Achieved from 69-84%

➤ Less than 69%

➤ No Data

1.1.2 Outputs



Family Academy Beneficiaries Classification



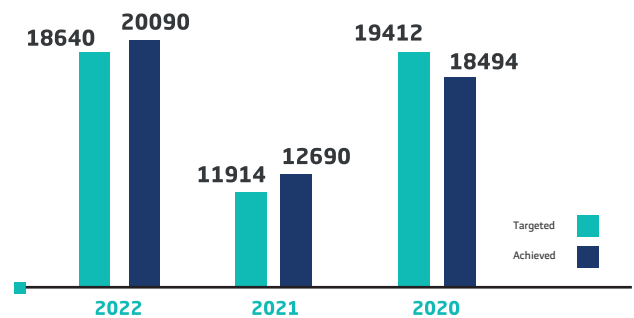
1.1.3 Comparing the number of beneficiaries for the same period of previous years

The decrease in the target achieved was due to focusing on preparing training materials for some courses, which led to postponing their implementation, which are:

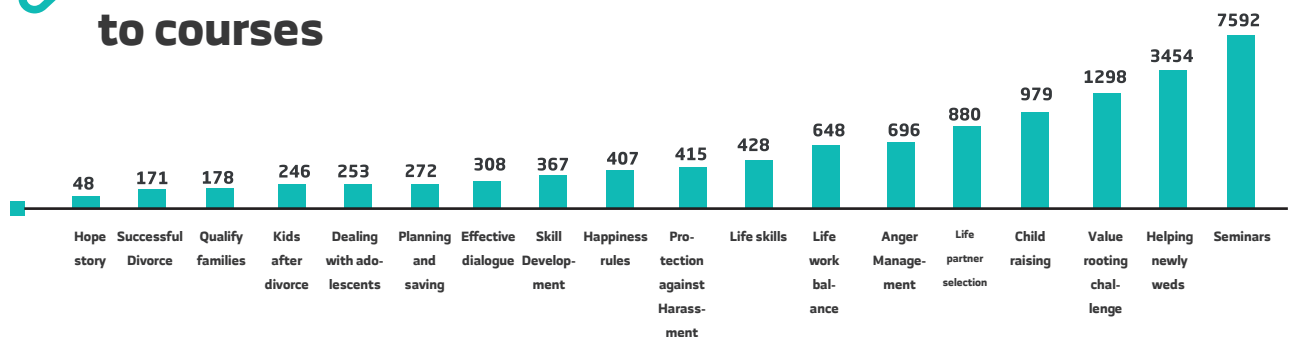
- New mothers preparation.
- Social and psychological support for the elderly.



Target Completion Rate for 2022

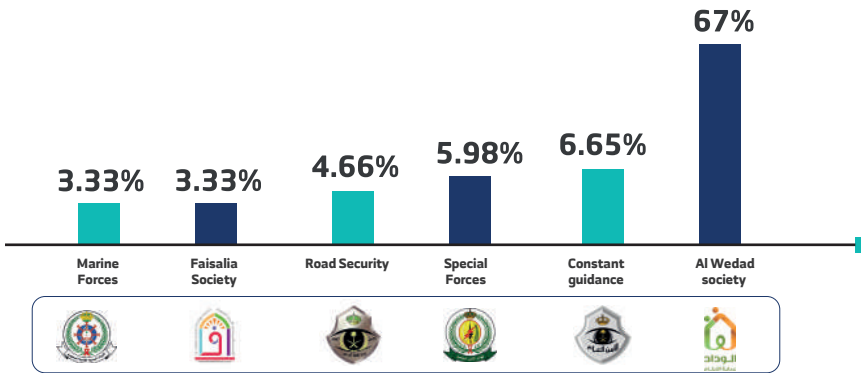


1.1.4 Beneficiaries Classification according to courses



The awareness evenings are the most popular among the beneficiaries, recording a rate of 40%. Then, pre-marriage preparation courses are the second most popular courses with a rate of 18% of the total number of trainees. After that, the values planting challenge program recorded a rate of 7%, followed by parenting courses with an attendance rate exceeding 5%. The interest in courses on choosing a life partner increased by a rate of 105% compared to the previous year.

1.1.5 Number of Beneficiaries Classification According to Referral from Partners



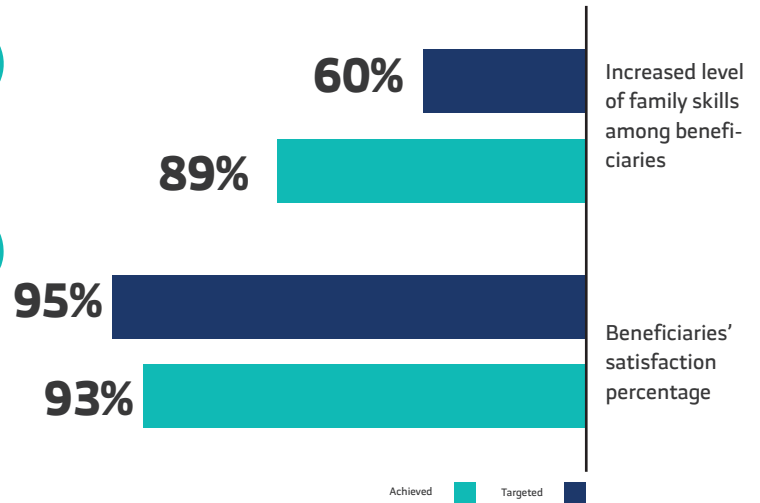
1.1.6 Results

Impact 1-2-7

93%

Their awareness of the value and importance of the family has increased

Awareness is measured through pre- and post-measurements conducted on beneficiaries by extracting the difference between the two scales before and after receiving the service, measuring the improvement and increase in awareness among beneficiaries.



93%
Beneficiaries' level of satisfaction

89%
The average percentage of increase in the level of family skills of the beneficiaries



Launching Family Academy to boost family life quality skills



His Excellency the Minister of Human Resources and Social Development, Engineer Ahmed bin Suleiman Al-Rajhi, launched the educational platform for families, which contains more than 20 training courses, 750 educational videos, and 7 family assessment tests. In addition to many educational media materials that target reaching 50,000 beneficiaries annually within the Kingdom of Saudi Arabia. This is to contribute to enhancing the quality of family life skills, assisting them in family and psychological stability. The platform is one of the initiatives of Al-Mawaddah Association for Family Development in the Makkah region with the support of the Foundation.

أهداف المنصة



Digital transformation of family training

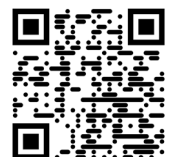


Providing and educating the family about the success factors that contribute to achieving the social, psychological, health and economic balance of the family



Ease of access to the targeted segments for training services and expansion and dissemination

Visit the platform via the following link
[/https://academy.almawaddah.org.sa](https://academy.almawaddah.org.sa)



مركز المودة

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



1-2

Al-Mawaddah Center

**for Family Counseling and
Conflict Resolution**

License No : 190400000056



أوقاف الشيخ محمد بن عبد العزيز الراجحي
لمدارس تحفيظ القرآن الكريم



Partners



Initiative Services



**Group Coun-
selling**



Family Lab



**Reconciliation
and dispute
settlement**



E-counseling



**counseling
in person**



**counseling
hotline**

New Life

After A Tragedy

Saham suffered a great psychological shock after being diagnosed with a serious illness, in addition to her husband’s change in attitude towards her, as he started to distance himself and treat her coldly. Her mental state worsened even more when her husband told her that he wants to marry another woman. That’s when Saham turned to the “Mawaddah” family counseling center, where she received counseling sessions that helped her boost her self-confidence and self-esteem and enabled her to overcome the consecutive shocks she faced in a short time. She and her husband also received marital counseling sessions that helped them improve their relationship for the better and look positively at their shared life. Saham now lives in a stable .family atmosphere

*** The suffering of Siham is one of thousands of stories received annually by Al-Mawaddah Center for Family Counseling**



About Initiative

We have provided a number of channels in the society to provide consulting services through the counseling hotline, and counseling services in person in all branches of the society. It also provides an electronic counseling service through the website, and it is answered within 48 hours. The center sets up a consulting corner in commercial centers and markets and the visiting consultant at the headquarters of the partner agencies, and these services are provided by a group of counselors and guides specialized in the .family field according to Standards of Al-Mawaddah

Initiative Leader

Mohamed Al-Nashery

- Head of Al Mawwadah Center for Family Counselling
- Master's Degree in Family Counselling
- 30 years of experience in Child and Family Counselling



1-2-1 Results of family counseling performance indicators of 2022



94%

Average
Completion
Rate

Indicator code	Indicator	Owner	Indicator Weight	Target	Achieved	Completion rate
S. 2.1	number of beneficiaries of reform and conflict resolution	Mohamed Al Nasheri	5%	2520	4064	100%
S.2.2	number of reconciliation sessions for the beneficiary families	Mohamed Al Nasheri	3%	2750	5057	100%
S.2.3	Percentage of cases ending in reconciliation	Mohamed Al Nasheri	8%	70%	55%	79%
S.2.4	number of beneficiaries of family counseling	Mohamed Al Nasheri	5%	15299	11383	75%
S.2.5	Number of services provided in family counseling	Mohamed Al Nasheri	3%	17500	19821	100%
S.2.7	Percentage of completion of technical analysis of benchmark results	Mohamed Al Nasheri	3%	100%	100%	100%
S.2.8	Number of new metrics built	Mohamed Al Nasheri	4%	5	5	100%
S.2.10	number of repairmen whose skills have been developed	Mohamed Al Nasheri	5%	30	41	100%
S.2.11	Number of workshops for analyzing and classifying family reform issues	Mohamed Al Nasheri	4%	4	4	100%
S.2.12	Percentage of family counsellors' performance evaluation	Mohamed Al Nasheri	4%	85%	79%	92.95%
S.2.13	Number of partnerships with authorities related to family counseling	Mohamed Al Nasheri	5%	4	9	100%
S.2.14	Percentage of positive change in family life	Mohamed Al Nasheri	8%	60%	45%	75%
S.2.15	Percentage of increasing man's ability to carry out his responsibilities	Mohamed Al Nasheri	8%	40%	35%	87.50%
S.2.16	Response rate to address issues	Mohamed Al Nasheri	8%	90%	90%	100%
S.2.17	Percentage of cases whose behavior has been modified	Mohamed Al Nasheri	9%	80%	81%	100%

Achieved from 85-100%

Achieved from 69-84%

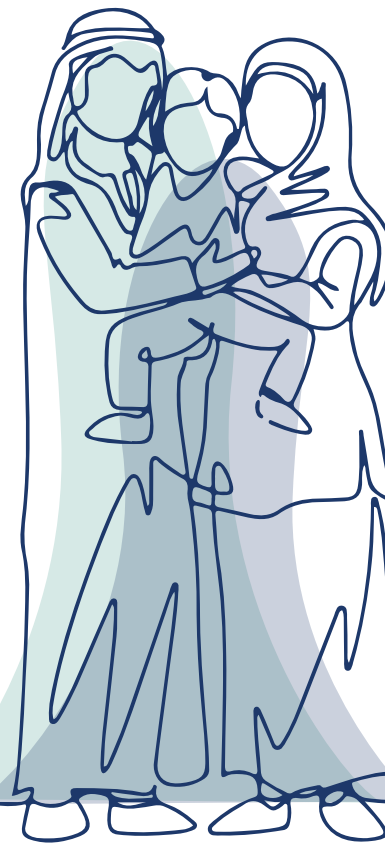
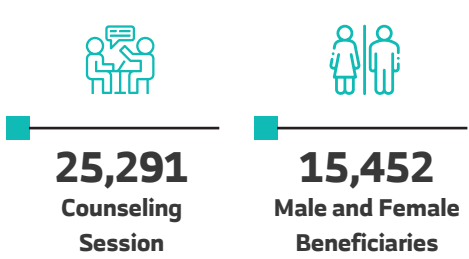
Less than 69%

No Data

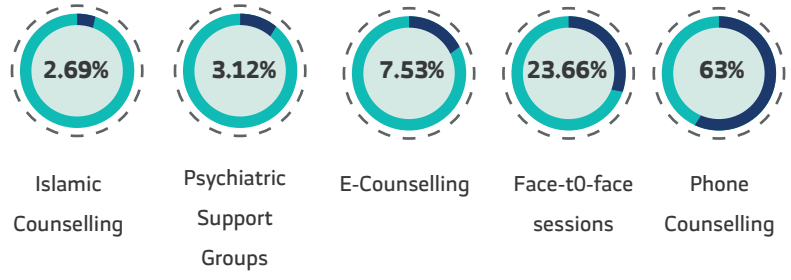
1.1.2 Outputs

The classification of the beneficiaries of Al Mawaddah Center for Family Counseling

- 35%
- 65%

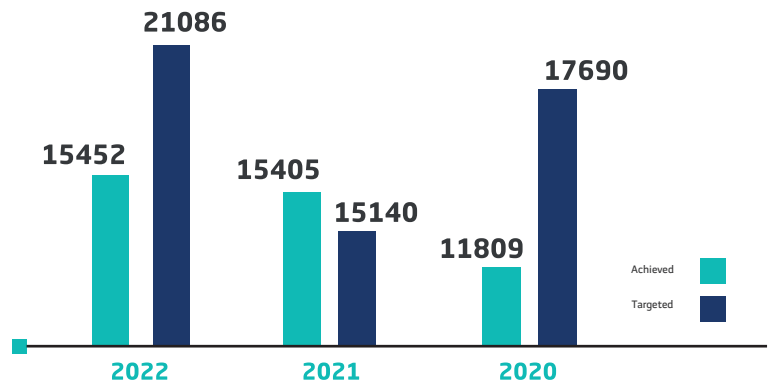


Classification of family counseling services



1-2-3 Comparing beneficiaries Numbers to the same period last year

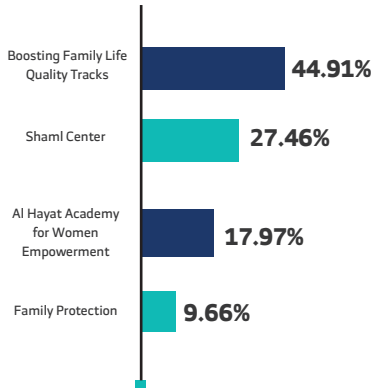
The target was not achieved due to frequent power and internet outages and the malfunction of the phone counseling server, which resulted in the inability to receive phone consultations and thus affected the number of answered counseling calls. Jeddah also experienced rain on many days, which affected the beneficiaries' attendance at the association's headquarters and thus affected the number of beneficiaries of face-to-face counseling services.



Completion rate of target for the year 2022



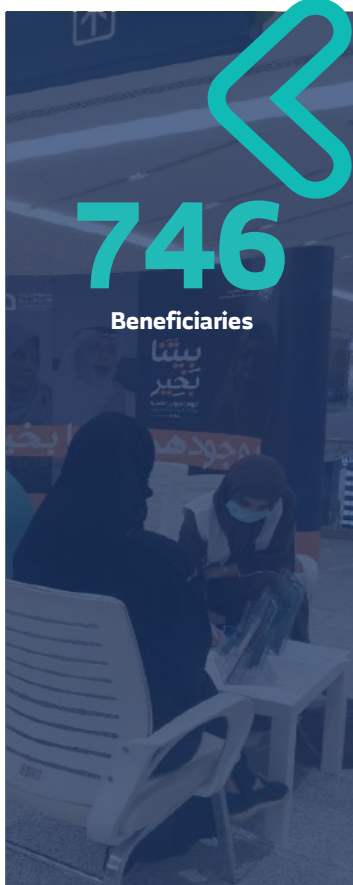
1-2-4 Psychological Support Integration with Economic and Social Support for Family Counseling beneficiaries



746
Beneficiaries

The term “integration” in the context of providing family counseling services refers to conducting a case study for beneficiaries and directing them to other services that they can benefit from, thus enabling the benefiting families to receive real empowerment.

1-2-5 Mobile Counselling Clinic



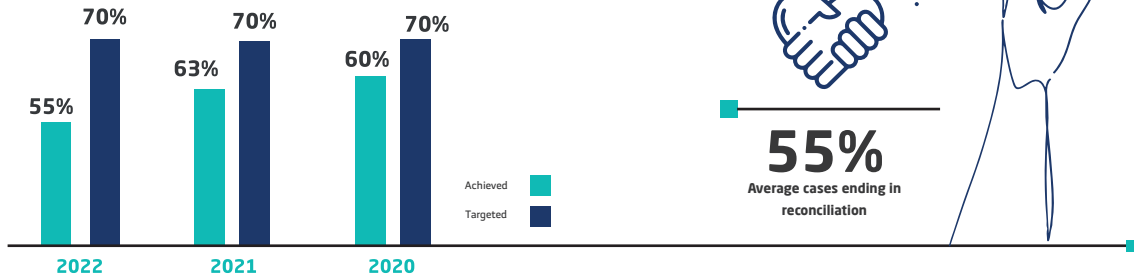
The mobile counseling clinic aims to move and be present in places where beneficiaries gather, such as centers and commercial markets, to provide family, educational, social, and marital counseling, with the aim of helping families solve their problems wherever they are.



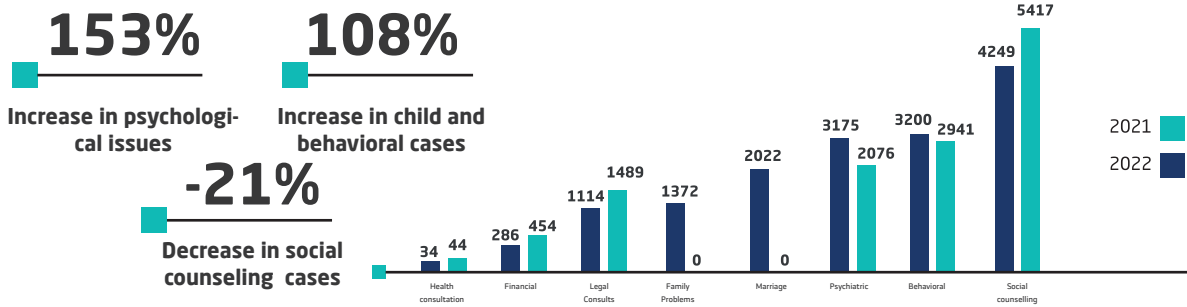


1.2.6 Results

Comparison of the percentage of reconciliation cases for the same period of previous years



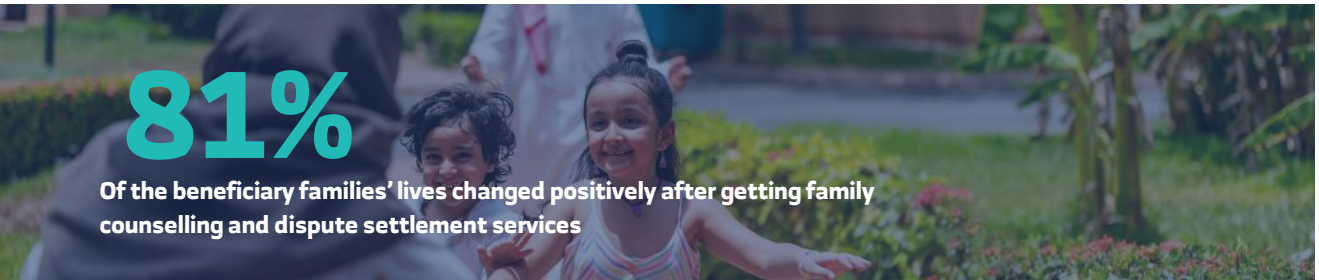
1.2.7 Comparing the issues received for family counseling of the year 2022 with the same period last year



Social consultations come at the top of the list of consultations received by the association with a percentage of 27%, and almost equal to each of the educational, behavioral, and psychological counseling by 20%



1.2.8 Impact

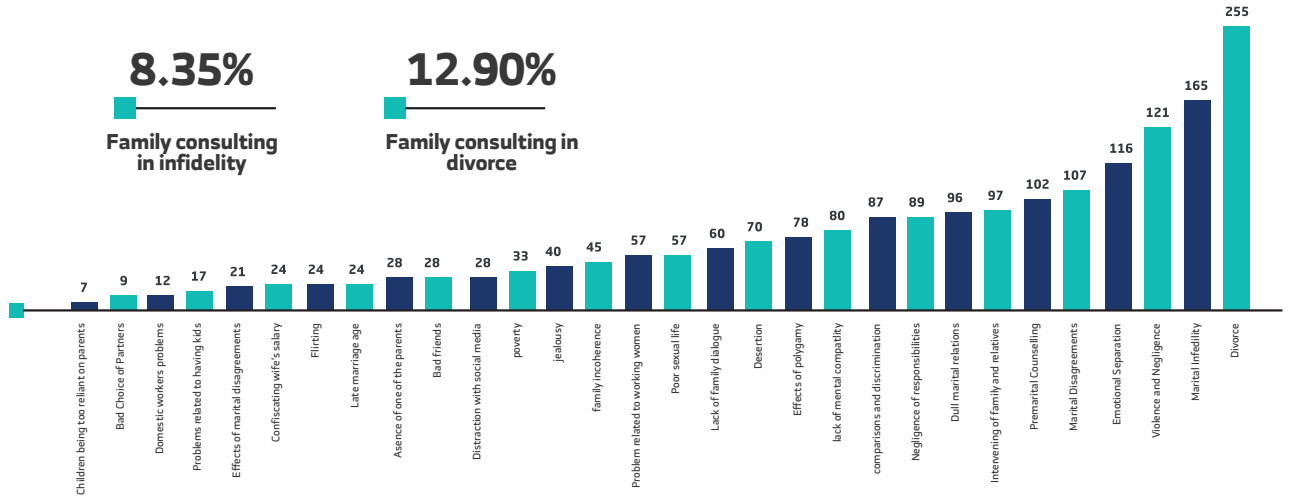


81%

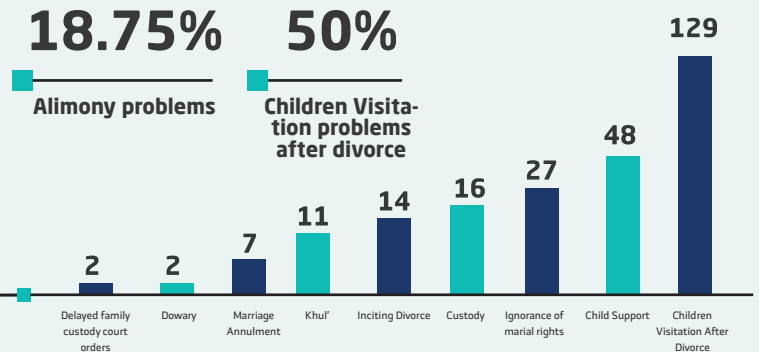
Of the beneficiary families' lives changed positively after getting family counselling and dispute settlement services



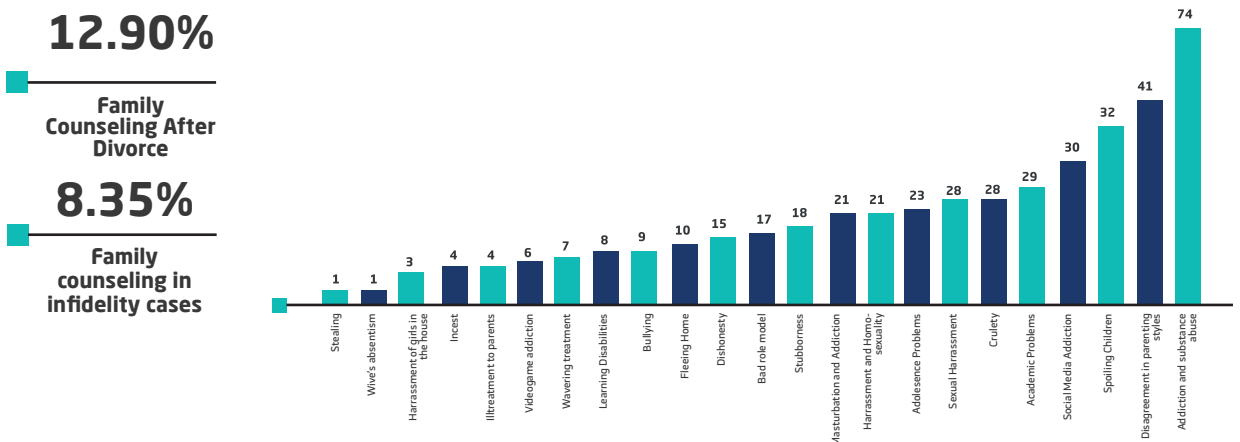
1.2.9 Classification of social counseling issues



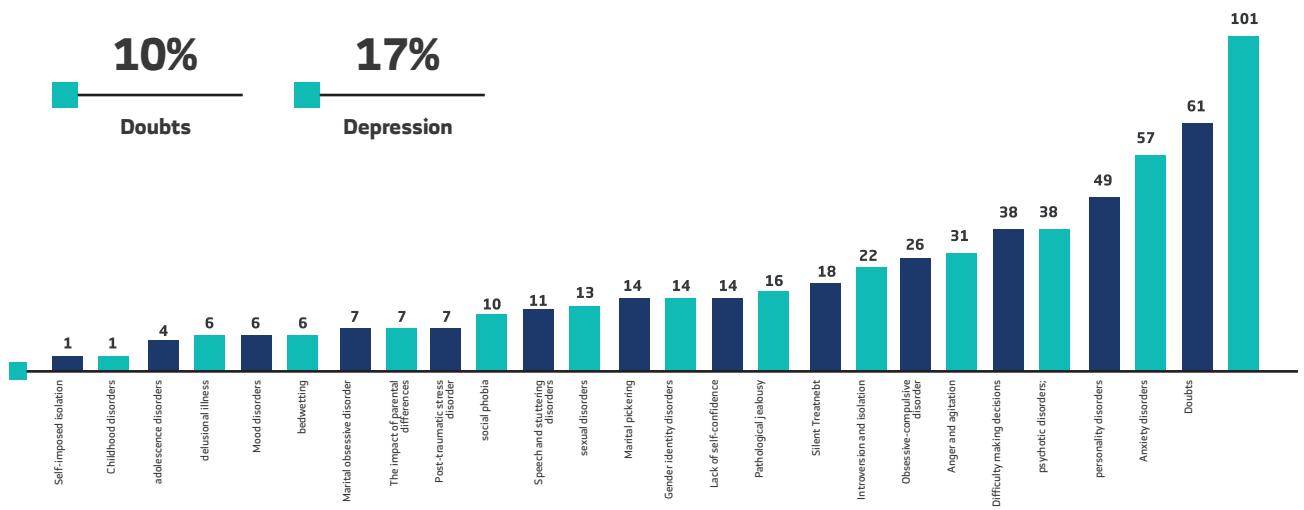
1.2.9.1 Classification of legal consultancy



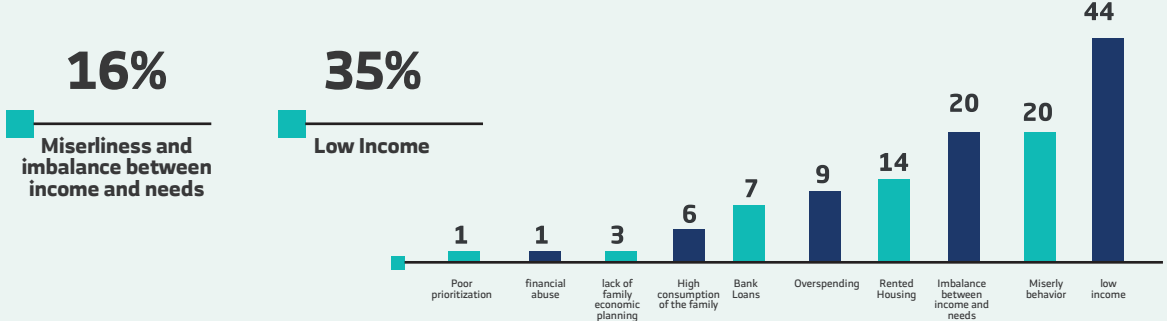
1.2.9.2 Classification of Educational and Behavioral Consulting Issues



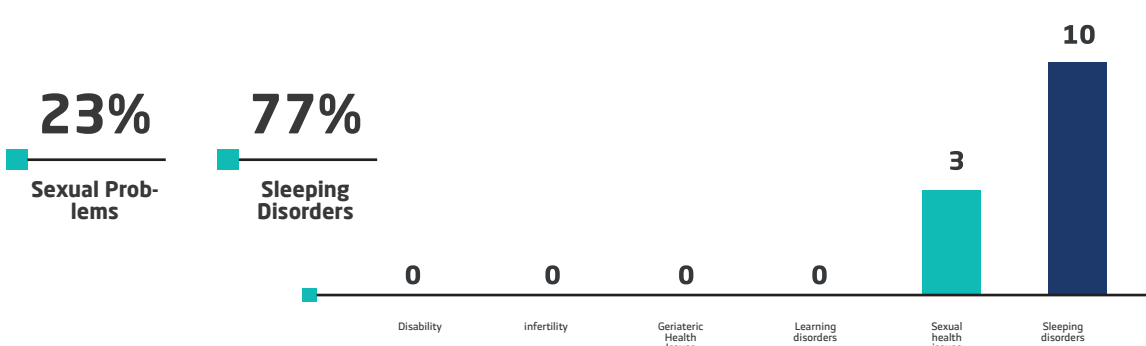
1-2-9-3 Classification of psychological counseling issues



1-2-9-4 Classification of economic consultation cases



1-2-9-5 Classification of health consulting issues



➤ Al Mawaddah signs reconciliation mechanism agreement With the Ministry of Justice



Al-Mawaddah Society signed a memorandum of cooperation with the Ministry of Justice, represented by Conciliation Center, to develop and operate the reconciliation system, which is one of the initiatives of the National Transformation Program 2030. The Chairman of the Board of Directors of Al-Mawaddah Society, Engineer Faisal Al-Samanoudi, stated that the cooperation between the two parties aims to activate the reconciliation process according to the standards approved by the Ministry of Justice, and to find alternative solutions to end disputes by specialized mediators who are nominated and qualified.



مركز المصالحة

تراضي



1-3

Al-Hayat Academy for Women Empowerment

Partners





Initiative Services



Sales outlets and channels



Support and financing for small projects and security families



Production and marketing laboratories



Craft, vocational and entrepreneurial training

Struggle and Loyalty

Wafaa is a widow and mother of ten orphans, responsible for their care and burdened with financial obligations. She has debts and fears that the electricity will be cut off due to her inability to pay. Wafaa reached out to Al-Hayat Academy to empower herself, as she has an interest and passion for sewing and home decor. She joined a sewing program to enable her to produce high-quality products. Upon completion of the program, the academy provided her with a good loan to finance her project and buy tools and materials to start her business, designing and sewing home decor products. Wafaa also received several courses from the academy to help her market and promote her products online. Now, under the supervision of the academy, Wafaa has started her project and is generating enough income to meet her needs, partially paying off her debts and financial obligations.

* The suffering of the widow is one of thousands of stories received annually by Al-Hayat Academy for Women's Empowerment.

About the initiative

At Al-Hayat Academy, we aim to empower women by training widows, divorcees, social security beneficiaries and needy families, providing them with the necessary skills and improving their economic status. In order to achieve financial sustainability for them through vocational and vocational training for them, and to provide vocational guidance services and training ending with employment or financing microenterprises. This is done for those who are able to produce and work to achieve their self-sufficiency and transform them from pastoral to developmental, and help them to face the challenges of life and live a decent and stable life.

Initiative leader

Sarah Al Qurashi

- Director of Al Hayat Academy for Women’s Empowerment
- Bachelor’s degree in English Literature
- 8 years of experience in the field of training
- 3 years of experience in the field of women’s empowerment



1-3-1 The results of the performance indicators of Al Hayat Academy for the year 2022

Indicator code	Indicator	Owner	Indicator Weight	Target	Achieved	Completion rate
S.1-1	The total number of trainees	Sarah Al Qurashi	3%	1.551	1.247	80%
S.1-2	Number of Courses	Sarah Al Qurashi	3%	59	125	100%
S.1-3	Empowered Women Rate	Sarah Al Qurashi	8%	60%	50%	83%
S.1-7	Number of funded projects	Sarah Al Qurashi	8%	107	83	78%
S.1-8	Number of productive families who were funded after the training	Sarah Al Qurashi	5%	117	281	100%
S.1-9	number of beneficiaries who have projects	Sarah Al Qurashi	8%	48	59	100%
S.1-10	Percentage of women's commitment to repay financing	Sarah Al Qurashi	7%	90%	84%	93.34%
S.1-11	number of outlets ready for sale	Sarah Al Qurashi	5%	60	120	100%
S.1-12	Number of outlets ready for sale in 5-star hotels and the airport	Sarah Al Qurashi	5%	2	0	0%
S.1-13	number of temporary outlets in exhibitions that have been participated in	Sarah Al Qurashi	3%	20	49	100%
S.1-14	number of women who are able to support their families	Sarah Al Qurashi	3%	123	148	100%



84%

Average Completion percentage



Achieved from 85-100%



Achieved from 69-84%

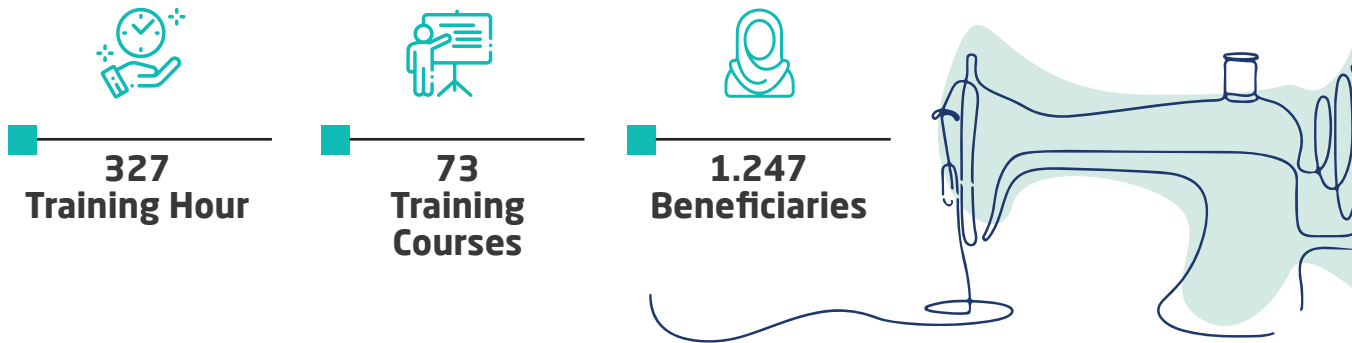


Less than 69%



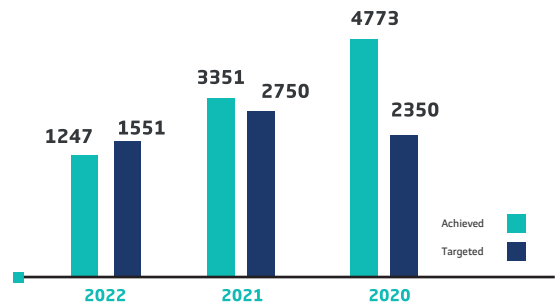
No Data

1-3-2 Outcomes

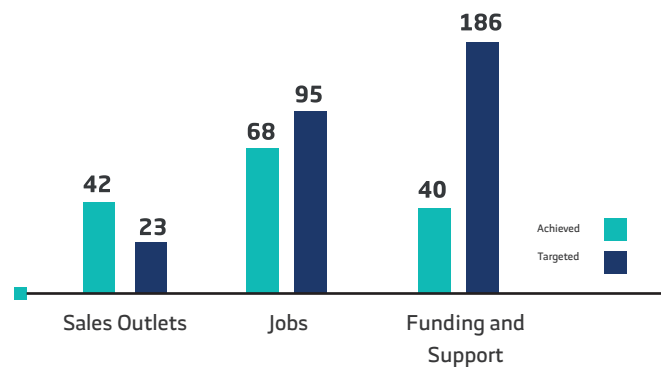
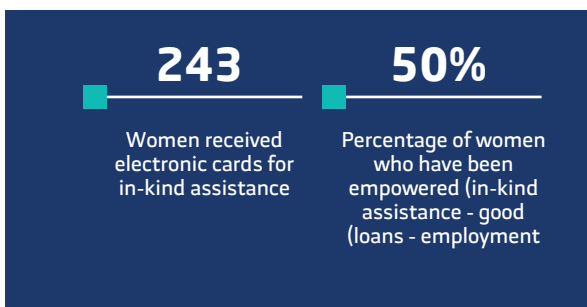


1-3-3 Comparing the number of beneficiaries for the same period of previous years

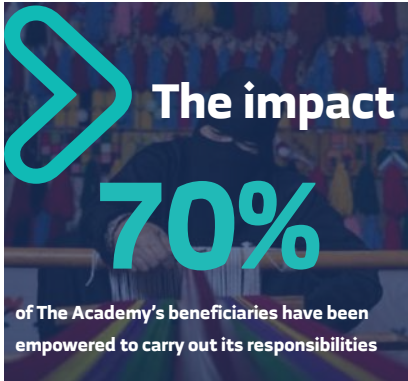
The achievement decreased from the target because the beneficiaries' turnout for the courses in the month of Ramadan was less than expected



1-3-4 Results



1-3-5 In-kind and financial assistance



2500

Food baskets beneficiaries



551

In kind assistance beneficiaries



39

Financial Support beneficiaries

1-3-6 Examples of trainees' projects





The General Authority of Endowments and the Al-Mawaddah Society support the empowerment of 1551 women.

Al Mawaddah Society for Family Development in the Makkah region and the General Authority of Endowments have signed an agreement to support and empower 1551 of the most vulnerable widows by moving them from dependency to productivity through 20 vocational training programs provided by the Hayat Academy for Women's Empowerment. The Director General of Al Mawaddah Society, Mr. Mohammed Al-Redai, noted that the society had signed an agreement with the Ministry of Human Resources and Social Development in September of last year to empower 1551 widows and divorced women who are caretakers, through qualifying the beneficiary women of the social security system.



Human Resources and Affection sign an agreement to transfer 1500 women caretakers to transform them from need to production

Al-Mawaddah Society for Family Development in the Makkah region signed a cooperation agreement with the branch of the Ministry of Human Resources and Social Development in the Makkah region to empower 1500 female caretakers through the Life Academy. This is to enable women belonging to Al-Mawaddah Association to move from being in need to becoming productive. The Director-General of the branch, Mr. Fahad bin Ruqosh, represented the ministry, and the association was represented by the head of the administration, Engineer Faisal Seif Al-Din Al-Samnoudi. Al-Samnoudi indicated that the agreement aims to achieve several strategic objectives by transforming social security beneficiaries from being in need to becoming productive, to enable female guardians to care for their families socially and economically.

1-4

Shamal Program

for the Implementation of the Provisions of
Vision and Visit

Partners



وزارة العدل
Ministry of Justice





Brother's Dispute

Mrs. Amna is in an advanced stage of her condition and does not breathe normally and is unable to speak. Mrs. Amna has two sons and lives in the house of her eldest son, which is based on her needs. Her son, Salem, who cares for her, disagreed with his brother Saleh and prevented him from visiting his mother on the pretext that she was not exposed to viruses so that she would not get sick. Amna was completely cut off from her son Saleh as a result of the dispute, which led him to file a request for a visit to the court and the judge ordered him to visit his mother in the Shamal center. Ms. Amna now comes to the center lying on a medical bed with the worker. The family counseling supervised the visits, where several attempts were made to reconcile between the brothers Salem and Saleh in order to refer the visit to the house with their elderly mother in order to preserve her dignity and kindness to her old age. It's done the reconciliation between the two brothers and accordingly its situation has stabilized and the visits are taking place now at home.

* The suffering of this mother is one of thousands of stories received annually by the Shamal Center to implement the provisions of the vision and visit

About the initiative

In partnership with the Ministry of Justice, we provide vision, visit and custody transfer services to separated families in the Makkah region, which helps in enhancing and facilitating the parents' vision of their children during the custody period or the conflict period in a safe environment instead of police stations and sentence enforcement divisions, and the program's services also include providing legal advice to separated families and psychological preparation and gradation services for children with psychological disorders.



Initiative Services



Initialization
and scaling



Legal
consulting



Implementation
of the provisions
of the visit
through the
House



Delivery
of
custody



Enabling
visibility



Receipt and
delivery

Initiative leader

Naif Al Abaily

- Director of Shamal Center for the Implementation of Vision and Visit Provisions
- Bachelor of Social Service
- 3 years of experience in managing separated families' services



1-4-1 Results of Shamal Performance Indicators for the year 2022

Indicator code	Indicator	Owner	Indicator Weight	Target	Achieved	Completion rate
S.3-10	Number of beneficiaries of Shaml Centers	Ahmed Al Refaie	3%	4200	5611	100%
S.3-11	Number of services provided to families in Shamal centers	Ahmed Al Refaie	3%	56338	102974	100%
S.3-12	Percentage of cases transferred to Shamal centers	Ahmed Al Refaie	3%	100%	100%	100%
S.3-13	Number of awareness activities provided to the beneficiaries of Shamal centers	Ahmed Al Refaie	6%	9	8	88%
S.3-14	Percentage of regularity in the dates of execution of judgments	Ahmed Al Refaie	7%	75%	72%	96%
S.3-15	Percentage of beneficiaries who received counseling and social sessions	Ahmed Al Refaie	6%	35%	40%	100%
S.3-16	Percentage of cases sent home by mutual consent	Ahmed Al Refaie	5%	15%	9%	60%
S.3-19	Number of legal advices provided to the beneficiaries of Shamal centers	Ahmed Al Refaie	5%	728	1512	100%
S.3-20	Percentage of beneficiaries whose awareness of implementation provisions has increased	Ahmed Al Refaie	5%	20%	69%	100%
S.3-21	Average number of initialization and scaling cases	Ahmed Al Refaie	3%	780	1613	100%
S.3-22	Average number of initialization and scaling sessions	Ahmed Al Refaie	3%	3920	4036	100%
S.3-23	Percentage of cases that have been served out of the cases that need the initialization and grading service	Ahmed Al Refaie	3%	95%	95%	100%
S.3-24	Success rate of initialization and scaling services	Ahmed Al Refaie	6%	85%	70%	82%
S.3-25	Percentage of stable cases out of total cases	Ahmed Al Refaie	6%	75%	79%	100%
S.3-26	Percentage of low family problems after separation due to children	Ahmed Al Refaie	8%	20%	17%	85%
L3-9	Number of field evaluation visits to the branches of Shamal centers	Ahmed Al Refaie	5%	6	0	0%



88%

Average Achievement Rate

Achieved from 85-100%

Achieved from 69-84%

Less than 69%

No Data

1-4-2 Outcomes



102,974
Services



5,611
Families



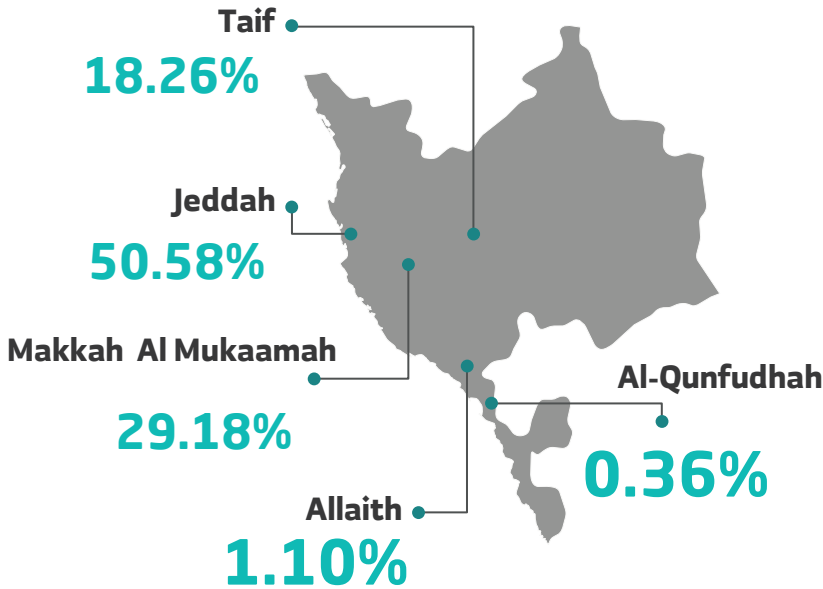
4,036
Preparation, gradation and
behavioral therapy session
for children



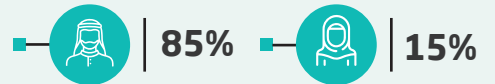
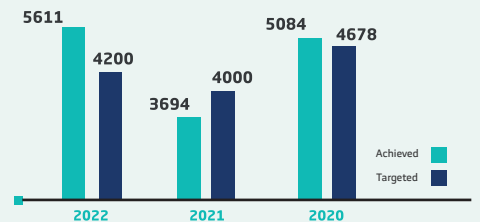
1,612
Legal
consulting



1-4-3 Geographical distribution for the number of families



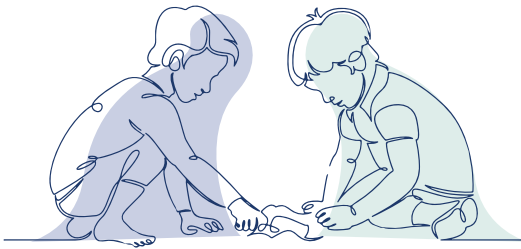
1-4-4 Comparison of the number of beneficiaries of previous years



Targeted completion rates for 2022



1-4-5 Outcomes



60%

Percentage of beneficiaries who have increased awareness of implementation provisions

9%

Average cases transferred to home by mutual consent

402

Number of cases stopped and carried out by home

1-4-6 Impact

75%

Of families had less family problems after divorce

70%

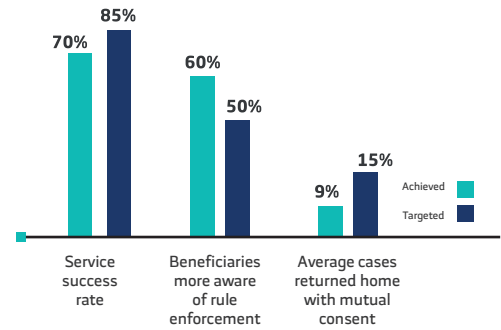
Service success rate

60%

Percentage of beneficiaries who have increased awareness of implementation provisions

9%

Average cases returned home with mutual consent



1050

Photos from entertainment activities for children of separated families

Pictures of recreational activities

مركز الحماية
protection center



1-5

Family Protection

Center against Violence

الموارد البشرية
والتنمية الاجتماعية



Partners



إحسان

منصة وطنية للعمل الخيري



Homeless Children

According to a complaint from Faye, the children of his neighbor are five, the eldest of whom is Suhaib at the age of 13 and the youngest Jamal at the age of 3 years, who has been at home without a caregiver for a month. The field diagnosis of the site and the study of the case showed that their resident mother participated in a conspiracy to kill her citizen husband and was arrested and placed in prison, while Suhaib and his brothers are alone at home and there is no data for the father's family in addition to the fact that the mother's family is outside the Kingdom. Accordingly, psychological support was provided to the children and their admission to the shelter, and work began to find the father's family members in cooperation with the concerned authorities. Within two months, the grandmother who lives in Riyadh was reached, and during coordination with her, she passed through a health ailment and moved to the mercy of God, the uncle's data was accessed, he did not respond, and after several attempts, he attended and received the children after 3 months after the death of their father, after Subaib and his brothers were handed over to their uncle they are enjoying a decent life, all their educational, health, psychological, economic and social needs were provided to them.

*** The suffering of children is one of the thousands of stories received annually by the Protection Center against Domestic Abuse**

About the initiative

"We aim to protect the family from domestic violence and provide a safe environment for children by intervening to solve crises and examine cases, and applying rehabilitation programs to protect against violence with various other programs targeting all family members through counseling sessions with the rehabilitation programs team to protect against violence, as well as monitoring and following up cases after the end of service."



Initiative Services



Abuser Behavior Modification Program



Children's Recovery Program



Proper Communication Program



Family Preservation Program



Women's Support Program



Risk Management Program



Risk Response



Examination and classification

Initiative leader

Meteb Al Metieb

- Director of the Family Protection Center
- Bachelor Social Services
- 3 years of experience in the field of family protection



1-5-1 Results of family protection performance indicators for the year 2022

Indicator code	Indicator	Owner	Indicator Weight	Target	Achieved	Completion rate
S. 3/1	Number of services expected for cases in the family protection program	Bayan Masood	4%	9200	14115	100%
S. 3/2	Number of cases expected to be served in the family protection program	Bayan Masood	4%	11400	39371	100%
S. 3/3	Percentage of completion of cases received from the authorities	Bayan Masood	5%	100%	100%	100%
S. 3/4	Number of developmental courses for the family protection work team	Bayan Masood	3%	12	19	100%
S. 3/5	Percentage of cases closed in the family protection program	Bayan Masood	8%	90%	95%	100%
S. 3/6	Number of repetitions of the Abused Behavior Modification Program sessions	Bayan Masood	3%	28	31	100%
S. 3/7	Percentage of decrease in critical complaints of domestic violence	Bayan Masood	8%	60%	55%	91.67%
S. 3/8	Number of reconciliation contracts	Bayan Masood	8%	70	113	100%
S. 3/9	Percentage of non-reopening of complaints	Bayan Masood	9%	90%	92%	100%

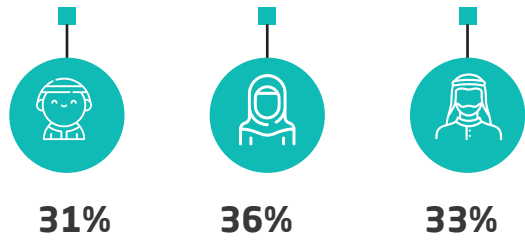
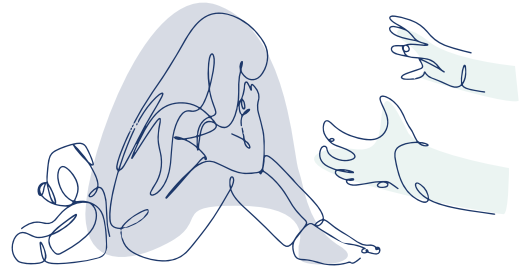
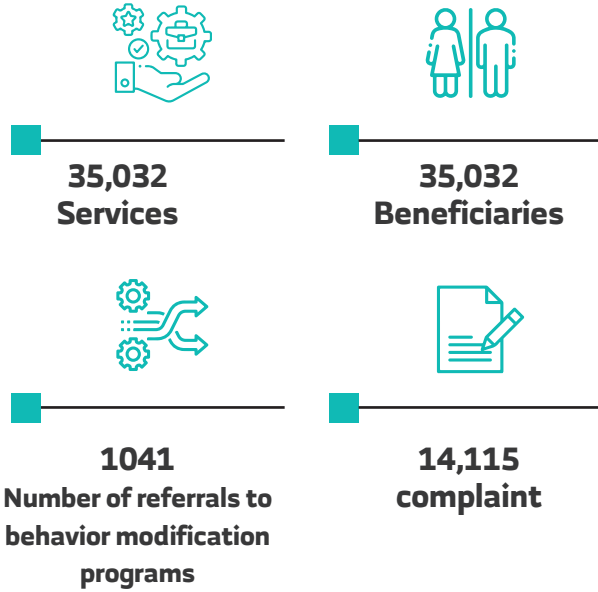


99%

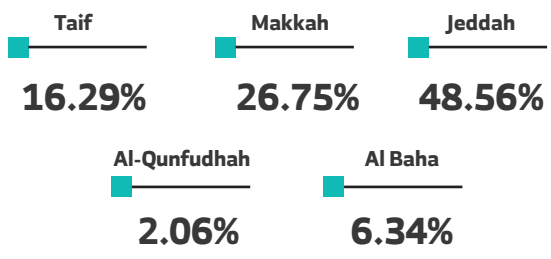
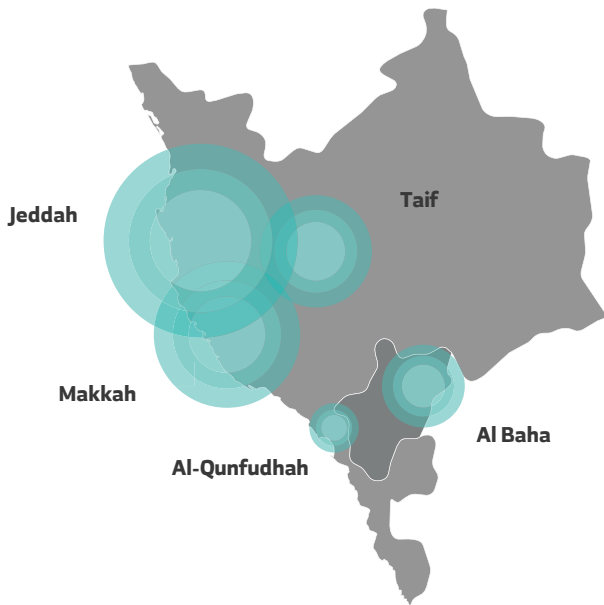
Average completion rate

- Achieved from 85-100%
- Achieved from 69-84%
- Less than 69%
- No Data

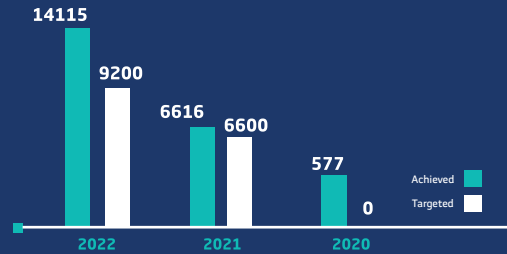
1-5-2 Outcomes



1-5-3 التوزيع الجغرافي لعدد البلاغات



Comparison of the number of beneficiaries with previous years



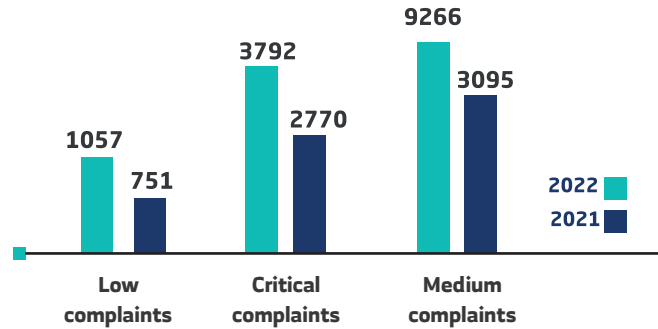
Targeted completion rate for 2022

Achievement is higher than the target due to the increase in the number of complaints received

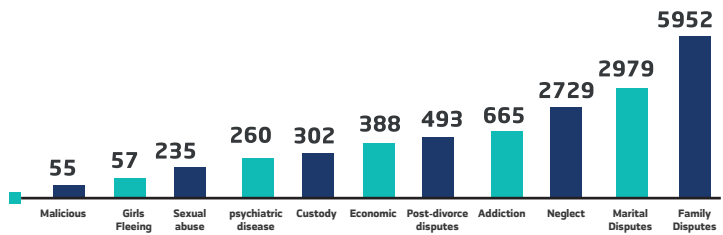




1-5-4 Classification of the number of cases according to complaints



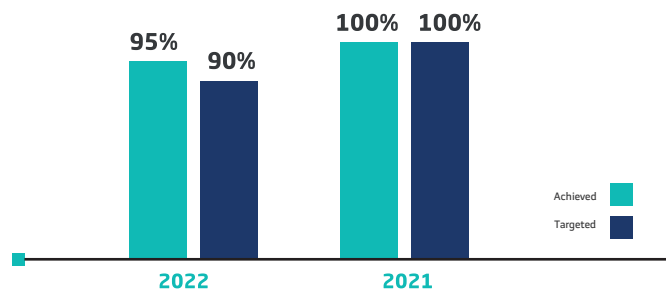
1-5-5 Classification of problems according to the complaints received



Family disputes come at the top of the list of complaints, with a percentage of 42% of the total number of complaints received, then marital disputes come second with a percentage of 21%, then neglect with a percentage of 19%



1-5-6 Results

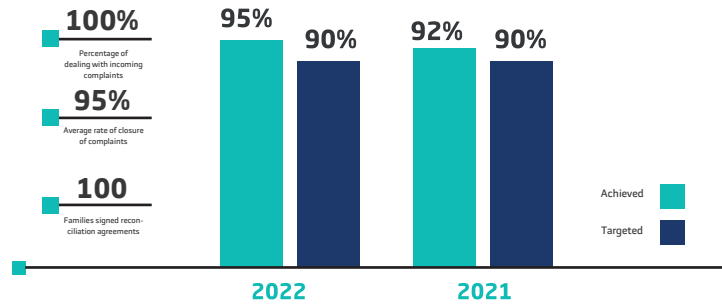


➤ 1-5-6 Results

➤ 1-5-7 The Impact

91%

Families returned to their normal lives after the intervention of family protection programs



By the grace of God, there is an increase of in the percentage of closing complaints with the average of an increase of 115% of the same period of the previous year, noting that in the year 2022, the service is provided in Mecca, Jeddah and the Al -Baha region

➤ 1-5-8 Protection Center Visits

Visit of the American Consul General and the Director General of the Ministry's branch to see the experience of the association in operating family protection



Visit of the Committee for Protection against Violence at the Ministry of Health





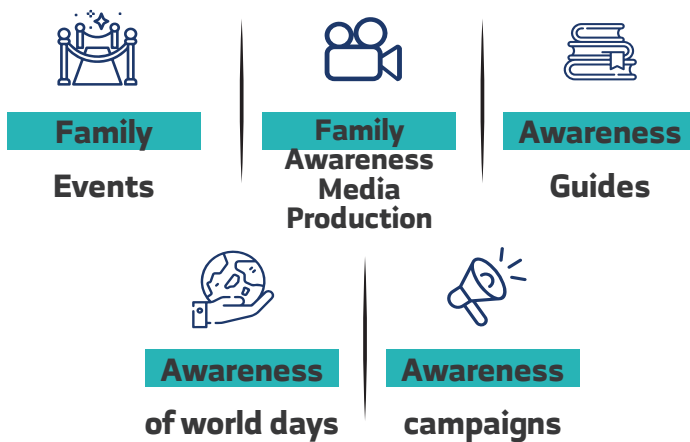
1-6

Edraak Center for Awareness and Reinforcing Family Values

About the initiative

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

➤ Initiative Services



Initiative Leader

Hamsah Timraz

- Director of Organizational Communication and Awareness Department
- Master's degree in Communication and Public Relations from Purdue University in America
- 9 years of experience in leadership positions
- 6 years of studying communication and media field.





نتائج مؤشرات أداء مبادرة إدراك للعام 2022م 1-6-1

Indicator code	Indicator	Owner	Indicator Weight	Target	Achieved	Completion rate
S. 7-1	Number of awareness guides that have been issued	Hamsah Timraz	6%	4	5	100%
S. 7-2	Number of downloads of awareness manual downloaded from the site	Hamsah Timraz	4%	4000	6850	100%
S. 7-3	Number of completed episodes of the cartoon series Weddad	Hamsah Timraz	5%	14	14	100%
S. 7-5	Number of podcast episodes made for the awareness campaign	Hamsah Timraz	5%	18	18	100%
S. 7-6	Number of listeners to the podcast episodes of the awareness campaign	Hamsah Timraz	6%	4000	478794	100%
S. 7-9	Number of awareness evenings implemented	Hamsah Timraz	5%	17	34	100%
S. 7-10	Number of awareness seminars implemented	Hamsah Timraz	5%	1	1	100%
S. 7-11	Number of educational exhibitions implemented	Hamsah Timraz	5%	3	3	100%
S. 7-12	Number of participants in awareness evenings	Hamsah Timraz	8%	4000	3545	93%
S. 7-13	Number of participants in scientific seminars	Hamsah Timraz	8%	150	118	78%
S. 7-14	Number of beneficiaries in awareness exhibitions	Hamsah Timraz	8%	500	630	100%
S. 7-15	Number of infographics implemented for the awareness campaign	Hamsah Timraz	5%	120	178	100%
S. 7-16	Number of GIF message implemented for awareness campaign	Hamsah Timraz	3%	75	68	100%
S. 7-17	Number of motion graphics implemented for the awareness campaign	Hamsah Timraz	5%	1	5	100%
S. 7-18	Number of competitions implemented for the awareness campaign	Hamsah Timraz	3%	15	15	100%
S. 7-19	Number of views (reach) of the infographic for the awareness campaign	Hamsah Timraz	8%	20000	1.319.193	100%
S. 7-20	Number of views (reach) of the awareness messages of the awareness campaign	Hamsah Timraz	8%	20000	2453643	100%
S. 7-21	Number of views of the awareness motion graphic for the awareness campaign	Hamsah Timraz	6%	10000	22.131	100%
S. 7-22	Percentage of increased awareness of family members in dealing with technology	Hamsah Timraz	8%	85%	79%	92.95%
S. 7-23	Number of global awareness days	Hamsah Timraz	5%	12	24	100%
S. 7-24	Number of video views for international days	Hamsah Timraz	6%	4000	45745	100%
S. 7-25	Number of educational posters and infographics for the international days	Hamsah Timraz	5%	12	94	100%
S. 7-26	Number of infographics and public awareness messages	Hamsah Timraz	5%	12	197	100%
S. 7-27	Number of views (reach) of the infographic about the international days	Hamsah Timraz	6%	1650	54152	100%
S. 7-28	Number of views (reaches) of the awareness message about the international days	Hamsah Timraz	6%	1650	38667	100%
S. 7-29	Number of participations in national family campaigns	Hamsah Timraz	4%	4	8	100%
S. 7-30	The rate of increasing community awareness of the value of the family	Hamsah Timraz	8%	80%	76%	89%
S. 5-2	Number of educational materials directed to the family regarding caring for the elderly	Hamsah Timraz	3%	80	95	100%



98%

Average
completion
rate



Achieved from 85-100%



Achieved from 69-84%

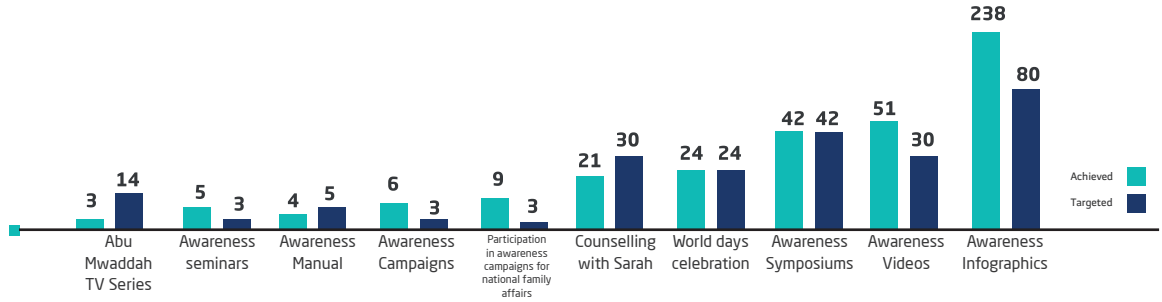


Less than 69%



No Data

1-6-2 Compare the Targeted with the Achieved



1-6-3 Awareness Products

44
Awareness Videos

167
Awareness Posts

238
Awareness Infographics

21
Podcast Counselling With Sarah

145
Awareness Message

5
Awareness Manuals

8
Twitter Spaces

1
Instagram Streaming

3630
Symposium Attendees

42
Awareness Symposiums

1-6-4 Participation in National Family Awareness Campaigns



217
Products

The campaign aims to contribute to shed light upon the values that established families strong bonds

9
Participations



1-6-5 Participation in National and International Family Awareness Campaigns

#Khliji_Family_Day

5

Produced to participate in the event
The campaign targets discussing
the best practices and policies in
Khaliji FFamily Affairs

#the_winning_sector

1

Produced to participate in the event
The campaign targets discussing
non-profitable organizations sector

20

Produced to participate in the event
The campaign targets discussing
the perceptions about non-
profitable organizations sector

#Khliji_Family_Day

9

Awareness Campaigns

#until_then_2030

145

Awareness Campaigns

#A_winning_nation

2

Products to participate in the event
Targeting reinforcing the role of
the society in boosting the homeland

Jeddah_International_book_fair_participation

4

Children awareness stories

3

Workshops

#My_family_my_priority

24

Awareness Infographics



1-6-6 Schedule of participation in international days

S/N	World Day	Products Type	Publishing Channels
1	International Day of Women and Girls in Science	Awareness post	Social Media Platforms
2	International Women's Day	Video - infographic - educational posts - evening - educational exhibition	Social Media Platforms
3	Mother's Day	Awareness video - infographic - educational post - support group - event - evening	Social Media Platforms
4	Happiness Day	Awareness post	Social Media Platforms
5	Social Service Day	Infographic - Post - Twitter space - Field participation Medical Social Service Center at King Abdulaziz University Hospital	Social Media Platforms
6	Earth Hour	Infographic - Post	Field Participation
7	International Family Day	Film - Infographic - Post - Evening - Seminar - Statistics - Social Experiment - Awareness Exhibitions	Social Media Platforms
8	World Environment Day	Infographic - educational post - educational statistics	Social Media Platforms
9	International Parents Day	Infographic - awareness post	Road shows and boards
10	International Elder Abuse Awareness Day	Infographic - educational post - educational statistics	Social Media Platforms
11	International Widows Day	Infographic - educational post - educational statistics	Social Media Platforms
12	International Youth Day	Infographic - awareness message - statistics	Social Media Platforms
13	National day	Film - infographic - post - awareness messages	Social Media Platforms
14	Hijri Day	Post	Social Media Platforms
15	World Humanitarian Day	Infographic - Post	Social Media Platforms
16	Senior Citizen's Day	Infographic - awareness message - statistics - morning message	Social Media Platforms
17	Mental Health Day	Infographic - awareness message - statistics - morning message	Social Media Platforms
18	savings day	Infographic - awareness message - statistics - morning message	Social Media Platforms
19	poverty day	Infographic - awareness message - statistics - morning message	Social Media Platforms
20	man's day	Infographic - awareness message - statistics - morning message	Social Media Platforms
21	Children's Day	Infographic - awareness message - statistics - morning message	Social Media Platforms
22	Day of the Elimination of Violence	Infographic - awareness message - statistics - morning message	Social Media Platforms
23	Arabic Language Day	Infographic - awareness message - statistics - morning message	Social Media Platforms - Field participation
24	Volunteer day	Infographic - awareness message - statistics - morning message	Social Media Platforms

World Day

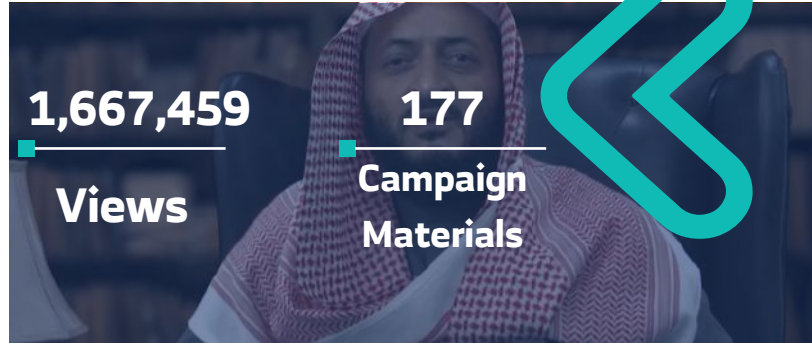


24

➤ 1-6-7 Awareness campaigns



To view
Campaign Report

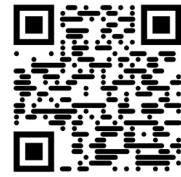


1,997,392

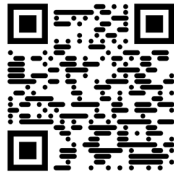
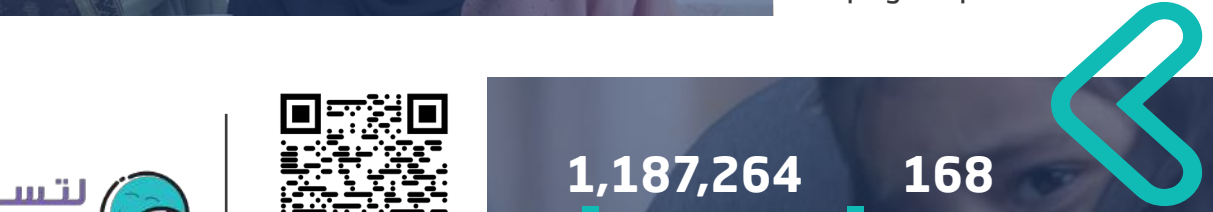
24

Views

Campaign Materials



To view
Campaign Report



To view
Campaign Report



9500

10

Views

Campaign Materials





Competition Management and Social Investment Portfolio Story



Portfolio Leader

Omar Amin Maqsood

- Assistant General Manager for Competitions and Social Investment Projects
- Master of Social Work from Berry University in the United States
- He holds a Saudi leadership certificate from the Misk Foundation
- 10 years of experience in the non-profit sector
- 3 years of experience in project management and government competitions



Qurrah Ain

Children's guest house
دار قُرَّة عَيْن لضيافة الأطفال

2-1

Qurrah Ain

Children's Hospitality Center for Child's Development



منصة وطنية للعمل الخيري

Partners



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



Yassin's Suffering

Yasin is a child with special needs. His father is wealthy, but his mother (his third wife) is illiterate and didn't know how to handle him. She used to tie him with a rope in the backyard and leave him in his underwear with a plate of food. Yasin's condition was distressing due to the lack of hygiene and the decrease in behavioral and motor skills. His father brought him to the Qurah Ain nursery and asked them to take care of him on a daily basis, with the father ready to bear the costs. Qurah Ain team realized the important role of the family in the child's life and prepared a program to develop the child's skills and raise awareness among his parents. Yasin now attends his sessions regularly at the Qurat Ain clinic and enjoys a stable and dignified life with his parents.

**Yasin's suffering is just one of the thousands of stories that Qurah Ain clinic deals with every year to treat childhood disorders.*



About the initiative

We launched the Qurah Ain Clinic project to provide counseling sessions and behavior modification programs for children with developmental disorders and their families. The project targets children who suffer from developmental disorders and aims to help them achieve a better quality of life



Initiative Services



Playing Therapy
Techniques



Community
counseling courses
for individuals with
special needs and
developmental
disorders



Counseling and
family support on
how to deal with
children



Case management
and setting future
plans for the case



Individual and
group training
for children skill
development



Mental health
measurements
unit with controlled
and uncontrolled
measurements



Counseling and
professional diagnosis of
childhood disorders and
special needs children

Initiative Leader

Amira Abdul Hakim

- PhD researcher in the management of children’s rehabilitation institutions
- 23 years of experience in the field of childhood disorders and skills
- Certified examiner from the Arlen Institute for Photosensitive Rehabilitation



2-1-1 Results of Dar Qurah Ain Indicators for the year of 2022 AD

Indicator code	Indicator	Owner	Indicator Weight	Target	Achieved	Completion rate
S. 3-27	Number of children benefiting from the services of the Qurat Ain clinic	Amira Abu Jazzia	5%	1200	1207	100%
S. 3-28	Number of services provided in the Qurat Ain clinic	Amira Abu Jazzia	5%	2280	3465	100%
S. 3-29	Percentage of children who passed the remedial training program	Amira Abu Jazzia	8%	40%	50%	100%
S. 3-30	Percentage of positive change in the skills of beneficiaries	Amira Abu Jazzia	8%	80%	89.50%	100%
S. 3-31	Percentage of family problems reduction resulting from the lateness of one of the children, skillfully and cognitively, for the clinic’s beneficiaries	Amira Abu Jazzia	8%	75%	74%	98.67%
S. 3-32	Rate of raising the psychological and social security and stability of children	Amira Abu Jazzia	8%	95%	93%	97.90%
S. 3-33	Rate of increase in life, developmental and social skills among children	Amira Abu Jazzia	8%	80%	92.50%	100%
S. 3-34	Percentage of high family values among nursery children	Amira Abu Jazzia	8%	70%	66%	94.29%
S. 3-35	Non-profit economic return from the clinic	Amira Abu Jazzia	4%	456.333	394.603	86%



97%

Average
Completion
Percentage

- Achieved from 85-100%
- Achieved from 69-84%
- Less than 69%
- No Data

2-1-2 Outputs



Target completion rate for 2022



1207

Child



3465

Service

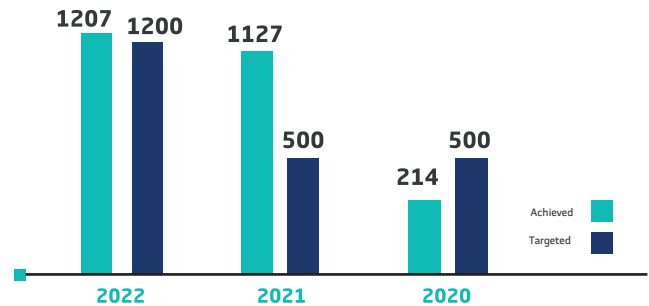


2-1-5 الأثر

87%

انخفضت مشكلاتهم الأسرية الناتجة عن تأخر أبنائهم معارياً وسلوكياً

2-1-3 Comparing the number of beneficiaries to the same period in the previous years



2-1-4 النتائج

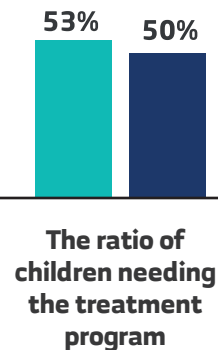
394,603.31

Total Revenues

683,302.05

Total Expenses

Note: Expenses including incorporation expenses



2-1-6 Dar Qurah Ain Events



126
Child
Participated
in the events

Event name
Founding day celebration
Mother's Day event
Senses Event
Summer Program
Children World Day

➤ 2-1-7 Qurah Ain Nursery Opening

The nursery aims to develop children's skills and senses by integrating scientific methods to enhance their abilities. Children from 3 months to 10 years old are welcomed, and Dar Qurah Ain provides a scientific approach to instill family values and morals that support children's moral growth, which reflects on their behavior and social development. Some behaviors that children begin to acquire in their first year, such as table manners, sitting etiquette, asking, conversation, and refusal, are also emphasized. The center relies on a mechanism to accept and evaluate children's skills to place them on the appropriate path for developing their skills and abilities. Al-Samnoudi noted that Dar Qurah Ain center trains children through individual and group sessions, educational games, sensory and motor skills development. The center also offers a variety of programs such as arts, robotics, computer skills, agriculture, homework, and educational and recreational trips.





2-2

Kafa'a Center

for Professional Development for
Specialized Practitioners

Partners

الموارد البشرية
والتنمية الاجتماعية





About

the Initiative

Our goal in this program is to reorganize the local market for professionals in vocational development for practitioners and specialists through training and professional qualification programs accredited academically and licensed by international and local institutions. These programs include: Family Counselor Training, Family Counselor, Family Trainer, Family Researcher, Psychologist, and Children's Behavior Modification Specialist through training programs and professional diplomas according to the professional and ethical standards approved by the Association.

Initiative Services



Academic and professional camps for professional in family affairs



Professional Practitioner Membership Approval



Vocational Training Specialized Courses



Professional and Practical Diploma

Initiative Leader

Initiative Leader

- مدير مركز شمل لتنفيذ أحكام الرؤية والزيارة
- ماجستير خدمة اجتماعية
- خبرة 4 سنوات في إدارة المشاريع الاجتماعية



2-2-1 Results for Professional Development Indicators for 2022

Indicator code	Indicator	Owner	Indicator Weight	Target	Achieved	Completion rate
S. 6.1	Number of beneficiaries of skills development for specialists	Omar Maksood	5%	2840	2267	80%
S. 6.2	Number of international and local partnerships	Omar Maksood	3%	3	13	100%
S. 6.3	Number of accredited programs	Omar Maksood	3%	2	5	100%
S. 6.4	Percentage of approved and licensed beneficiaries after training	Omar Maksood	4%	80%	78%	97.50%
S. 6.9	Number of participants in the membership test	Omar Maksood	4%	4700	5969	100%
S. 6.10	Number of those who conform to the criteria and pass the test	Omar Maksood	8%	2947	2778	94%



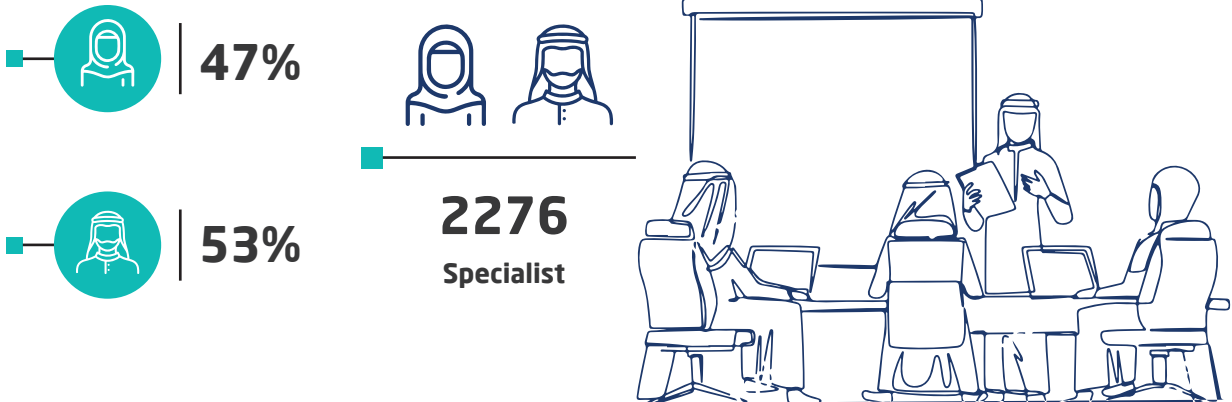
97%

Average Completion rate

➤ Achieved from 85-100%
 ➤ Achieved from 69-84%
 ➤ Less than 69%
 ➤ No Data

2-2-2 Outputs

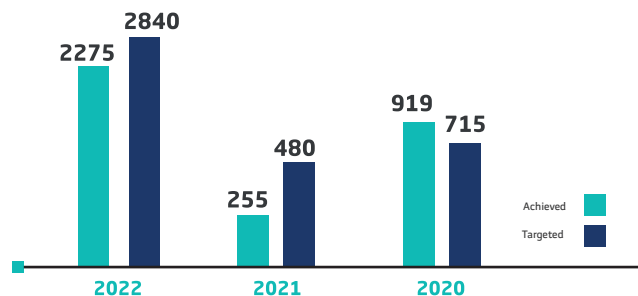
Beneficiaries Classification



2-2-3 Comparing beneficiaries' number with the same period in the previous years.

%80

Target completion rate for 2022



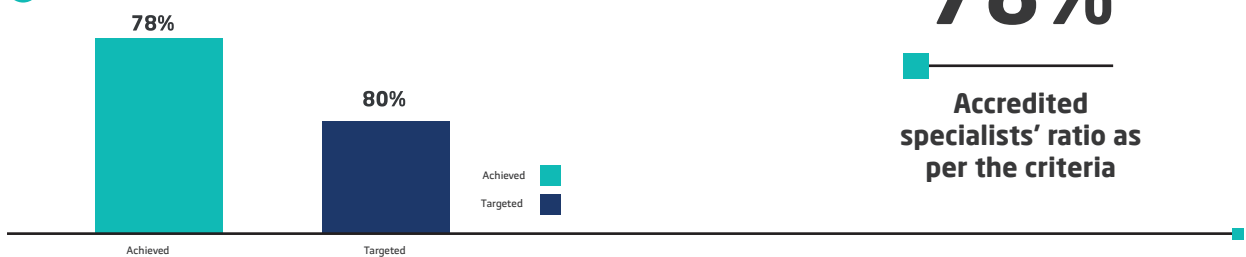
2-2-4 Outputs



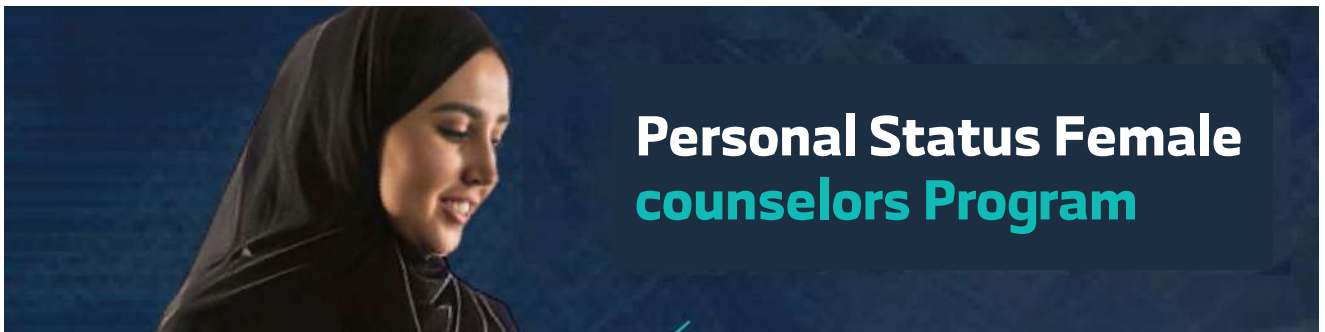
2-2-5 The graduation of the first class of family counseling program in the Kingdom of Saudi Arabia



2-2-6 Results



Al Mawwadah society qualifies 56 family reformers within the first stage of qualifying personal status female counselors





2-3

Outsourcing

and governmental and private tenders' program

Partners

المركز الوطني لتنمية
القطاع غير الربحي
National Center for
Non-Profit Sector




مجلس شؤون الأسرة
FAMILY AFFAIRS COUNCIL

الموارد البشرية
والتنمية الاجتماعية



2-3-1 Government Outsourcing Story in Al-Mawaddah Society



Initiative Leader

2018



The first governmental tender was awarded to Al Mawwadah Society

Shaml project to review the provisions of visitation and custody transfer with the Ministry of Justice

2019



Two governmental projects were awarded

Two governmental projects were awarded by the Ministry of Justice and the ministry of Human Resources and social development

2020



Two governmental projects were awarded

Two governmental projects were awarded by the Ministry of Human Resources and Social Development and a strategy was developed

2021



Seven governmental projects were awarded

Seven governmental projects were awarded by the Ministry of Human Resources and Social Development and the National Center for Developing Non-Profitable Sector

2022



Six governmental projects were awarded

Seven governmental projects were awarded by the Ministry of Human Resources and Social Development and the National Center for Developing Non-Profitable Sector and family affairs development sector



Abdul Rahman Al-Awfi

- Director of outsourcing projects, government and privet sectors competitions
- He holds a Bachelor's degree in Computer Engineering and Business Administration
- Holds several professional certificates in project management and management Risk and strategic planning





2-3-2 Tenders and projects awarded to Al- Mawaddah

70M

Financial cost for tenders and awarding projects

19

Tenders and projects awarded to the society

500+

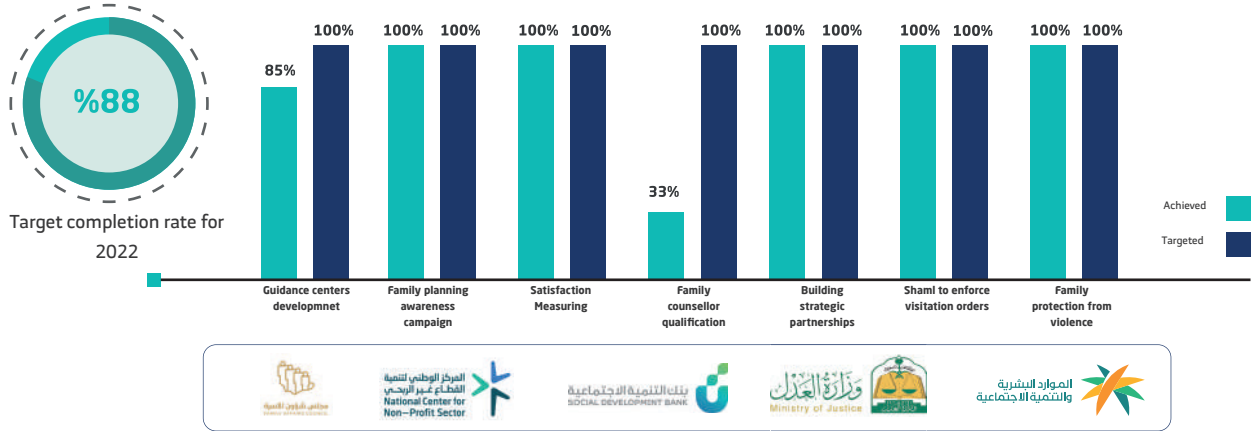
No. of personal volunteering in Project Management

275+

No. of personal employed in Project Management



2-3-3 Results of completion of outsourcing projects for the entire period of time for projects



2-3-4 Projects and Governmental Tenders

<p>Project Owner</p> <p>الموارد البشرية والتنمية الاجتماعية National Center for Human and Social Development</p>	<p>Project Owner</p> <p>مجلس شؤون الأسرة FAMILY AFFAIRS COUNCIL</p>	<p>Project Owner</p> <p>الموارد البشرية والتنمية الاجتماعية National Center for Human and Social Development</p>
<p>The production of the International Children’s Day campaign film #Future_Child</p>	<p>A project to organize and launch national awareness campaigns to encourage family planning</p>	<p>A project to build strategic partnerships and advisory services for family guidance and counseling</p>
<p>Project Owner</p> <p>المركز الوطني لتنمية القطاع غير الربحي National Center for Non-Profit Sector</p>	<p>Project Owner</p> <p>الموارد البشرية والتنمية الاجتماعية National Center for Human and Social Development</p>	<p>Project Owner</p> <p>الموارد البشرية والتنمية الاجتماعية National Center for Human and Social Development</p>
<p>Customer satisfaction indicator project and indicator technical tools</p>	<p>Protection practitioner qualification project</p>	<p>Family Counselling Qualification Project</p>



Project Owner



2-3-4-1

Project

for building strategic partnerships and consultancy services for family guidance and counseling

➤ Project summary

The project aims to enhance the quality of family counseling services by involving the private and non-profit sectors and increasing their contribution in this field, which will contribute to the stability and cohesion of families and improve their quality of life. This project will leave a distinctive social family imprint in the social fabric of the Kingdom. To achieve this goal, the role of partnership in the private and non-profit sectors must be activated, and efforts should be made to encourage the utilization of existing opportunities

2-3-4-1-2 Project Summary



2-3-4-1-3 Project Outputs

Project goals	Providing family counselling services of all kinds	Empowering a number of associations specialized in the field of family counseling	An outlook for the future of family counseling in the Kingdom	Building supervision and governance standards and performance indicators for family counseling centers in accordance with international best practices	Develop a plan to build strategic partnerships and explore opportunities in the field of family counseling	Partnerships with donors	Review and develop policies and procedures for the entire extension process	Building an applied guide to methods Occupational therapy used in the field of family counseling	Building an ideal business model for family counseling centers and services	Holding meetings and workshops specialized in the field of family counseling	Studying the intersections between the Ministry and the relevant authorities in the field of family counseling
Outcomes	10,000 Telephone counselling	5 Associations where the capacity of counselors is built, knowledge is transferred, experiences are attracted, and a strategic and operational plan is presented for each association, along with a plan to ensure the sustainability of counseling in the association	A document on updating the family counselling strategy and identifying gaps and addressing them	Supervision and governance standards document and performance indicators for centers	A plan to build strategic partnerships and explore opportunities in the field of family counseling	5 partnerships with 5 family counselling centers	A full document of the Policies and Procedures Manual for the Mentoring Process has been developed	An applied guide to the professional therapeutic methods used in the field of family counseling	The perfect business model guide	5 Workshops	Studying the intersections between the Ministry and the relevant authorities in the field of family counseling
	1000 Face to face counselling		A comprehensive organizational structure building document for the General Administration of Family Guidance and Counseling	A report on the implementation of supervision and governance standards and performance indicators on 2 counselling centers in the private and non-profit sectors						A report about workshop	
	Report on services via letter system		Document the future need for guidance centers	An executive plan to evaluate the rest of the centers							

2-3-4-1-4 Project Results





2-3-4-1-5 Pictures of the Project Activities

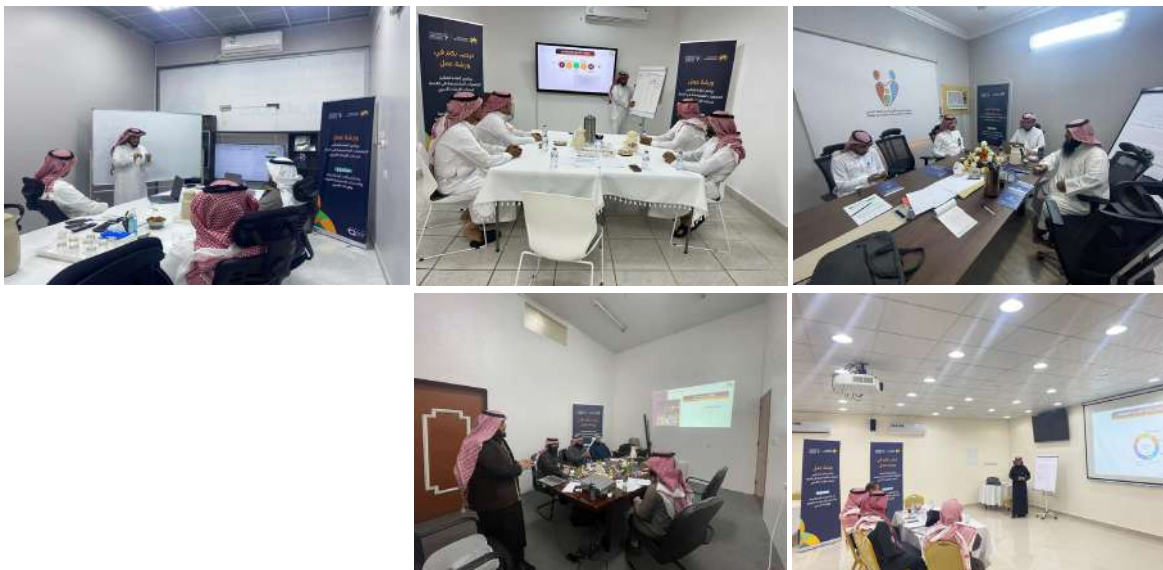
Family strategy update workshops



Family counselor's empowerment workshops



Societies specialized in family counseling empowerment workshops



2-3-4-1-6 Project Documents



2-3-4-2

Analyzing

the project data of the study of organizing and launch of national awareness campaigns that encourage family planning

**Project summary**

Introducing the concept of family planning and its impact on the family by raising awareness of the concept of family planning and ways to activate creative implementation mechanisms to enhance the role of the individual in family planning. This is based on activating the roles of opinion leaders and stakeholders in promoting the concept of Family planning

**Project Objectives**

Awareness campaigns to raise awareness of Family planning and reproductive health



Study the current situation level of health awareness Reproductive and family planning among Saudi population

Project Owner

مجلس شؤون الأسرة
FAMILY AFFAIRS COUNCIL

2-3-4-2-1 Project Summary



2-3-4-2-2 Project Outputs

S/N	Outputs	main activities	End Product Description
1	Examining the current status of the level of awareness of reproductive health and family planning among the Saudi population	Baseline assessment of reproductive health awareness level	Detailed study in Arabic and English
		Conduct a survey and hold focus groups to identify gaps in the level of awareness of reproductive health	Arabic and English visual presentation of the executive summary
		An evaluation of international best practices related to reproductive health and family planning awareness campaigns	A motion graphic movie that includes a summary of the results of the study
2	A report on developing concepts for awareness campaigns	Determine the slides and messages for each of the target population groups	Campaign strategy guide A motion graphic movie that includes a summary of the results of the stage
		Identify the main channels for communicating messages to the various segments	
		Engage with a group of experts to validate design elements and provide support in dissemination of important messages	
		Conceptualize the launch plan, which ensures the effective sequencing of campaigns	
3	Develop a conceptualization report for the design of detailed awareness campaigns	Designing detailed awareness campaigns between the various channels, including content and design, and commensurate with the nature of health cadres, social influencers, and mosque preachers to spread important messages	The Complete Campaign Guide Motion graphic that includes a summary of all phases of the project
		Setting communication goals	
		Preparation of media messages	
		Choosing the campaign title and slogan	
		Determine the timeline before the launch, during and after the completion of the campaign	
		Determine the geographical scope	
		Identify stakeholders from all sectors	
		Visualize the full content of the campaign for all channels and means	
		Determine the means of communication for the campaign	
		Conception about the technical production stage	
A vision of preparing the media file for the campaign (content, publication plan, media materials)			
4	Provide an overview of the bill of quantities	Preparing a detailed bill of the quantities of the proposed items	BOQ

2-3-4-2-3 Pictures of the Project Activities



Workshop for developing the advertising campaign

2-3-4-2-4 Project Documents



Analyzing the project data of the study of organizing and launch of national awareness campaigns that encourage family planning

A project to study and launch a national awareness campaigns that encourage family planning



Motion Graphics Movie

2-3-4-3 Project Summary

Production

of the International Children's Day campaign film #futurechild



Project summary

Implementation of a media awareness film about the child and a leaflet on the social media accounts of the Ministry of Human Resources and Social Development



Project goals



Being proud of the child and showing appreciation



Building national loyalty and patriotic affiliation



Reinforcing children in the society

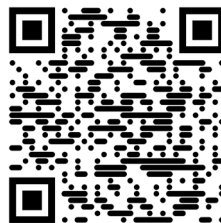


Focusing on the child's future



Project Owner

الموارد البشرية
والتنمية الاجتماعية



To watch the video scan the code

2-3-4-3-1 Project activities

First Workshop

Film scriptwriting	Executive Direction Plan	First workshop
Organizational communication department	Organizational communication department	Childhood Experts

Second Workshop

Recruiting Actors	Selecting and preparing the set
Organizational communication department	Organizational communication department

2
Workshop

2-3-4-3-2 Project Outputs



Campaign report



34,900

Views of #future_child campaign



2-3-4-4

Qualifying

Family Counseling Practitioners Project

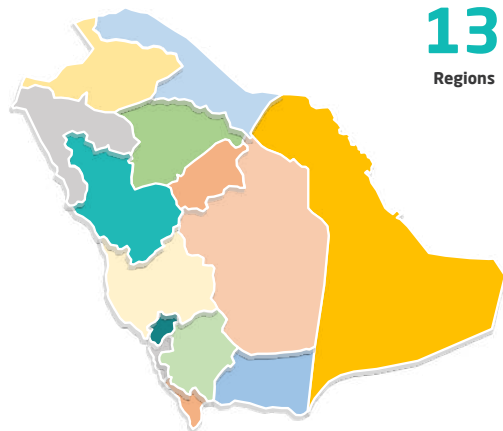
➤ About the project

Developing training programs to qualify family and social counseling practitioners through the development of scientific portfolios Implementation of an electronic portal Virtual training Virtual training Rehabilitation application for family counselors

➤ The aim of the project

Family counseling practitioner at the Kingdom level

➤ Project's Regional Scope



Project Owner



2-3-4-4-1 Project Summary



2-3-4-4-2 Project Outputs

Creating an electronic platform

SN	Stage	Item	Technical Description	Output
1	Providing an electronic training platform	Providing the learning management system (LMS)	It includes the identity and logo of the ministry, as well as supports SCORM standards and is compatible with various devices such as desktops, laptops, and tablets. It provides an account for each trainee and council management, allows for report printing, enables the addition of tests, issuance of certificates, and tracking of trainees' progress and stages of completion. The program issues a certificate of completion for the trainee	An interactive educational electronic platform according to the Dorob platform model Platform prototype Demo http://stech.-ws/proj/FamilyCoachV1.1/

Developing and digitizing training packages

SN	Stage	Item	Technical Description	Output
1	Main Training Program	Developing a portfolio of guidance foundations	Develop training materials and conversion of content into e-learning formats for remote learning, with a total of 106 training hours.	4 training packages developed according to the IMAS methodology
2		Developing a package of emotive counseling and counseling through the stage		An electronic assessment test (pre-test) for each training module via SurveyMonkey
3		Developing a family and marital counseling package		An electronic (dimensional) performance measurement test at the end of each training bag via SurveyMonkey
4		Developing a counseling package for children and adolescents		From 11 to 15 practical exercises
5		Digitized Packages	Digitization of training packages, development of written and audio textual content, and interactive videos consisting of interactive animated scenes, interactive activities, illustrations, and infographics.	Infographics for each bag unit. A video explaining the content of the bag through certified trainers specializing in the family field (according to the guidelines of project owner) Create interactive animated scenes Create interactive activities for each content Make an evaluation after each axis (a questionnaire that appears immediately after the completion of any video)

2-3-4-4-3 Project Summary

Training implementation

SN	Stage	Item	Technical Description	Output
1	instructor's Selection	- Tests on presenting the four training bags	- Compliance with the standards approved by the Ministry	80-120 certified trainers according to the standards approved by the Ministry
2	Attracting trainees	Announcing the program through the official website of the association - social media accounts - official websites for implementing partners)	Online registration via the online platform	Selection of 2000 trainees who meet the standards approved by the Ministry
3	Personal interviews	Conducting interviews via Zoom in accordance with the occupational standards approved by the Ministry	Verbal communication Dialogue style Persuasion Problem solving method	
4	Provide training content	Face to Face	Equipping the training hall with the necessary hardware, equipment and software. Providing men's and women's halls Providing appropriate hospitality Providing stationery and stationery for trainees	Training 2000 family counseling practitioners

Qualifying Protection Practitioners Project

SN	Stage	Item	Technical Description	Output
1	Program design and development	- Access to the best global experiences and practices Assessment of the current situation - View the guideline for clinical supervision at the Ministry	An approved qualifying program	- 40 applied hours for each trainee - Evaluation forms - Passing tests
2	Program implementation	Field application in five key regions	Supervision and evaluation through Saudi expert	735 family counseling practitioners accredited by the Ministry



2-3-4-4-4 Project Documents



Practical Guide for Qualifying Family Counseling Practitioners



4 Upgraded Portfolios



Digitization of Training Portfolios



Project Portal



2-3-4-4-5 Pictures of Project Activities



The attendance training program for qualifying family counseling practitioners' project over the Kingdom



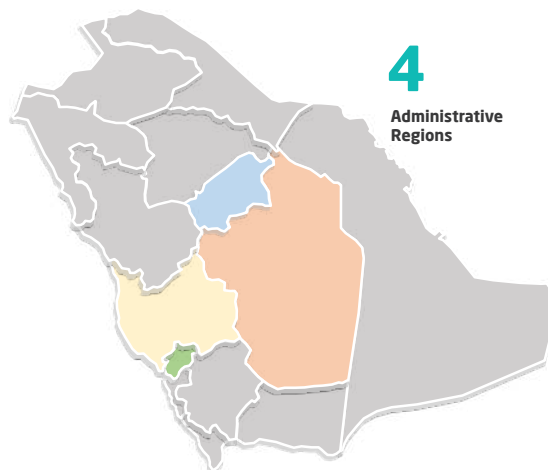
2-3-4-5

Qualifying of Protection Practitioners Project

Project Summary

The project aims to train and develop the skills of 200 family protection specialists in the western, central, eastern and southern regions according to the operational model for protection centers approved by the Ministry and its training portfolios (5) training packages (6) training programs A, as a prelude to assigning the service to the non-profit sector.

The Geographical Scope of the Project



Project Owner



2-3-4-5-1 Program Journey Trainee's Journey



2-3-4-5-2 Project Summary



2-3-4-5-3 Project Results

Project Training Reports



2-3-4-5-4 Pictures from Project Activities



Case Management Software-Riyadh



Case Management Software-Jeddah



2-3-4-6

Beneficiary

Satisfaction Indicator and Technical Tools for the Project Indicator

2-3-4-6-1 Project Summary

- › Conducting an environmental survey to measure the satisfaction of beneficiaries with the services of non-profit organizations.
- › Carrying out surveys for the indicator of measuring the satisfaction of beneficiaries of the services of non-profit organizations and technical tools for the index.

2-3-4-6-2 Project Aims



Developing a mechanism for measuring the indicator and monitoring learned lessons and areas for improvement for the coming period

Implementation of measurements, surveys, data analysis and report preparation

Planning, studying and choosing technical tools for measurement and survey

Project Owner

المركز الوطني لتنمية القطاع غير الربحي
National Center for Non-Profit Sector



2-3-4-6-4 Project Results



A report measuring the indicator of satisfaction with the services of non-profit organizations

2-3-4-6-3 Project Summary





Al Mawaddah Launching the Investment Endowment



Financial Supervisor of the Endowment Administration Board
Zuhair bin Ali Al-Marhomi



Vice-Chairman of the Endowment Administration Board
Zuhair bin Ali Al-Marhomi



Chairman of the Endowment Administration Board
Faisal bin Saif al-Din al-Samanudi



A Member of the Endowment Administration Board
Hisham bin Abdul Rahman Al-Khereiji



A Member of the Endowment Administration Board
Ahmed bin Mohammed Basudan



Secretary General of the Endowment Administration Board
Muhammad bin Ali Al Radhi

Endowment Purposes



- Management of development projects.
- Establishment of social investment entities.
- Management of valuable media production projects.
- Management of current and non-traded investments

Endowment Overview



The endowment was established according to Deed No. 431681271 and the Endowment Authority license No. 3154 to be one of the arms of the investment Society operating in the field of managing governmental and private development projects and social investment

مركز تصميم

السياسات والبحوث الأسرية

Kafaa Center for Professional Development
for Specialized Practitioners



2-4

Tasmem Center for Policy and Family Research

Partners

مُزَن

مؤسسة مُزن الخيرية
Muzun Charity Foundation





About

The Initiative

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

Initiative Services



**Family
Statistical
Media**



**Monitoring
and analyzing
family issues**



**Issuing and
supporting
family
studies and
research**

Initiative Leader

Dr. Maha Al Salmi

- Director of the Center for Family Policy Design and Research.
- Ph.D. in Public Health, Newcastle University, Australia.
- Experience in managing research groups.
- Experience in education, training and delivering courses and seminars.



2-4-1 Results of the Performance Indicators of Tasmeem Initiative of the Year 2022 A.D

Indicator code	Indicator	Owner	Indicator Weight	Target	Achieved	Completion rate
2-1 L	Number of field studies conducted to study future needs for the family	Dr.Maha Al Salmi	3%	1	1	100%
2-3 L	Number of research and family studies that have been conducted	Dr.Maha Al Salmi	6%	8	14	100%
2-5 L	Number of statistical infographics that are published	Dr.Maha Al Salmi	3%	80	150	100%



100%

Average percentage of completion



Achieved from 85-100%



Achieved from 69-84%



Less than 69%



No Data

2-4-2 Research Papers and Studies

No	Study	Partner
1	The National Divorce Indicator	Family Affairs Council - Muzun Charity Foundation
2	A study comparing the academic specializations of the family in local and international universities	Ministry of Human Resources and Social Development
3	Impact design study in family development Societys	The specialized sub-council of family development Societys
4	Study the functional standards of the family counselor	Ministry of Human Resources and Social Development
5	Exploratory study of how children and fathers get along	
6	A project to enable 1 · studies and research centers	Ministry of Human Resources and Social Development
7	A project to develop family counseling centers	Ministry of Human Resources and Social Development
8	Studying the establishment of an intermediary professional organization entity for family counselling in the Kingdom	Ministry of Human Resources and Social Development
9	Procedural guide for private family counseling centers	Ministry of Human Resources and Social Development
10	Executive controls for private family counseling centers	Ministry of Human Resources and Social Development
11	Quality standards for providing family counseling services	Ministry of Human Resources and Social Development
12	Studying organizing and launching national awareness campaigns that encourage family planning	Family Affairs Council



13

Study and research released

2-4-3 Pictures from Research Papers and Studies



2-4-4 Family Statistical Media



150

Statistical infographics that were released last year



To view infographic (Scan Code)

Al-Mawaddah, the Family Affairs Council, and Muzun Charity Foundation Launch the National Divorce Indicator Study

A Public Invitation to the Virtual Ceremony to Launch the National Divorce Indicator Study



Dr. Afnan Koshok
Head of the study
team-Atharna Center to maximize the societal impact



Mr. Mohammed Al Alyan
CEO of Muzun Charity Foundation



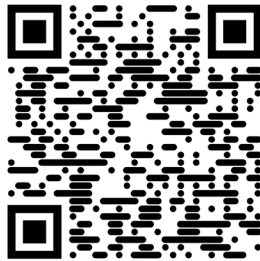
Mr. Mohammed Al Omary
General Supervisor of the Study- Mawaddah Society for Family Development



Mr. Mohammed Al Radi
General Manager of Al Mawaddah Society for Family Development



Dr. Hala Al Tewegri
Secretary General of the Family Affairs Council



Watch a video of the study results

#National_Divorce_Indicator (scan the code)

A man with a beard, wearing a white thobe and a red and white checkered ghutra with a black agal, is looking down and writing on a clipboard. The background is a solid light beige color.

The Story of Sustainability Portfolio



3-1

Sustainability of Building Confidence and Mental Image

3-1-1 Results of the Performance Indicators of the Sustainability of Building Confidence and Mental Image for the Year 2022 A.D.

Indicator code	Indicator	Owner	Indicator Weight	Target	Achieved	Completion rate
L 5-1	Number of press releases	Hamsah Timraz	4%	46	88	100%
L 5-2	Number of press reports	Hamsah Timraz	4%	2	2	100%
L 5-3	Number of radio interviews	Hamsah Timraz	4%	6	7	100%
L 5-4	Number of TV interviews	Hamsah Timraz	4%	6	15	100%
L 5-5	Number of times the Society's news and reports are viewed electronically	Hamsah Timraz	2%	30000	49226	100%
L 5-6	Number of visits to the website	Hamsah Timraz	4%	30000	602437	100%
L 5-7	Number of newspapers that published press releases (at the rate of two newspapers for each piece of news)	Hamsah Timraz	3%	68	197	100%
L 5-8	Percentage of willingness to promote and introduce the Society according to the NPS scale	Hamsah Timraz	7%	75%	66%	88%
L 5-9	Number of video clips to introduce the services of the Society	Hamsah Timraz	7%	6	7	100%
L 5-10	Number of motion graphics to introduce the services of the Society	Hamsah Timraz	7%	2	5	100%
L 5-11	Number of profiles created	Hamsah Timraz	7%	2	2	100%
L 5-12	Number of introductory brochures that have been completed	Hamsah Timraz	7%	3	4	100%
L 5-13	The number of newsletters sent	Hamsah Timraz	4%	12	23	100%
L 5-14	Number of views of the introductory video of the Society's services	Hamsah Timraz	8%	10500	206090	100%
L 5-15	Number of motion graphic views of the Society's services	Hamsah Timraz	8%	10000	8900	89%
L 5-16	Number of times the profile of programs and projects has been published	Hamsah Timraz	8%	48	1497	100%
L 5-17	Number of printed and distributed brochures	Hamsah Timraz	4%	2000	3000	100%
L 5-18	Number of SMS messages	Hamsah Timraz	4%	150000	206218	100%
L 5-19	Number of e-mails to which the newsletter sent	Hamsah Timraz	3%	120000	225252	100%



99%

Average Percentage of Completion

Achieved from 85-100%

Achieved from 69-84%

Less than 69%

No Data

Initiative Leader

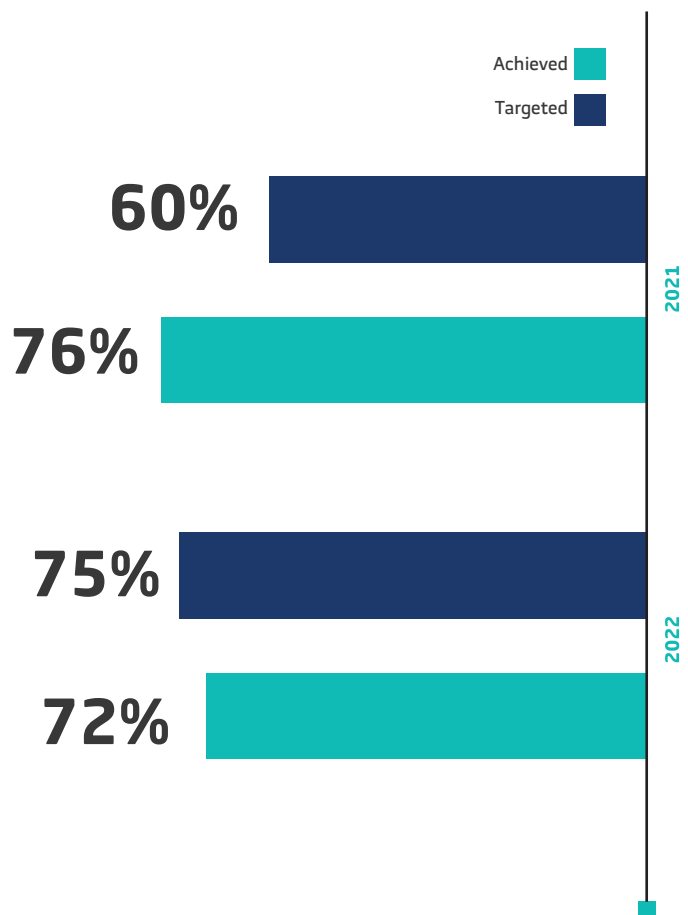
Hamsah Timraz

- Director of the Corporate Communication and Awareness Department.
- Master of Communication and Public Affairs, Purdue University, USA.
- 9 years of experience in leadership positions.
- 6 years of study experience in the field of communication and media.



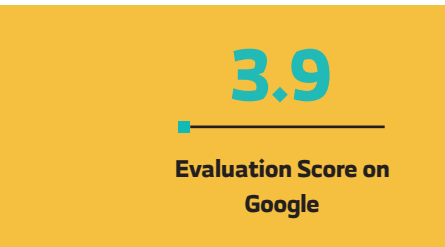
3-1-10 Desire to Promote the Services of the Society according to the N.P.S

72%
The Percentage of the Desire to Promote the Services of the Society according to the N.P.S

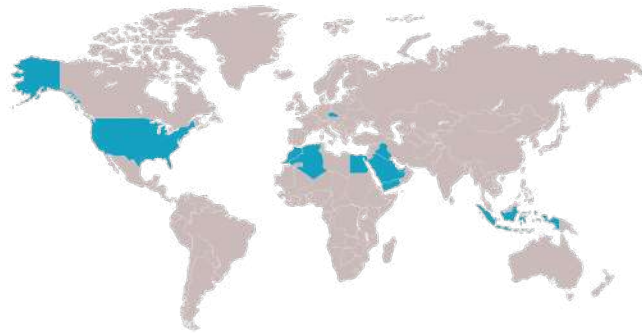




3-1-2 Search results for Al-Mawaddah Society Worldwide according to Google Analytics



٣,٦٩ ٦٥٧ تعليقًا



السعودية	77,٧0%
مصر	٣,٦١%
أمريكا	٢,٣٤%
الجزائر	١,٣٣%
العراق	١,٢٥%
التشيك	١,٢٦%
اليمن	١,١١%
الإمارات	١,١٠%
إندونيسيا	٠,٧٥%
المغرب	٠,٧٣%



3-1-3 The Mental Image of the Society among the Officials



Speech of His Excellency the Minister of Human Resources and Social Development



Certificate of thanks from the Community Development Agency



3-1-4 Mawaddah Honoring



Al-Mawaddah Society was honored by the Ministry of Human Resources and Social Development for establishing a volunteer unit in accordance with the Saudi national standard for volunteering.



Al-Mawaddah Society received an honorary plaque from Forsa platform of the Human Resources Development Fund (Hadaf) for the Society's contribution to supporting small and medium-sized national enterprises through the Society's supply and maintenance competitions.



3-1-5 Press Releases

88

Press Release

197

Number of newspapers that published the news with frequency



3-1-6 TV Interviews

12

TV Interviews

No	Interview Title	Channel/Broadcast	Date
1	Introducing the aims of the society and its services	AL Resala	1 st th January
2	Al-Hayat Academy Services for Women Empowerment	Al Ekhbariya	February 0th
3	Introducing the proper communication program between spouses	Al Ekhbariya	March 11 th
4	Launching your support campaign is enough	Al Ekhbariya	April 1st
5	Launching the "Our Home Is Good" campaign	Al Ekhbariya	May 19th
6	The importance of a successful divorce program	Al Ekhbariya	June 19th
7	Introducing Hayah Academy for Women Empowerment	Al Ekhbariya	August 1th
8	Launching a campaign for Happiness To Continue	Al Ekhbariya	August 22nd
9	Study the causes of divorce in the first 7 years	Al Ekhbariya	August 21th
10	The Society's experience in government attribution	AL Resala	September 11 th
11	The role of family Society in society and facing the problems of divorce	AL Resala	November 0th
12	The importance of training programs presented by the Society	Al Ekhbariya	November 18th

To view interviews via barcode



3-1-7 Broadcast Interviews

7

Broadcast Interviews

No	Interviews Title	Channel/Broadcast	Date
1	Studying the impact and social feasibility of Al Mawaddah projects	Nedaa Al Eslam	January 1 st th
2	A project to develop 100 researchers in partnership with the General Presidency for Research and Ifta	Nedaa Al Eslam	March 7th
3	Launching your support campaign is enough	Jeddah Radio	April 1 st rd
4	Launching the "Our Home Is Good" campaign	Nedaa Al Eslam	May 1Vth
5	Achievements of Al Mawaddah in the third quarter and the impact of its services	Nedaa Al Eslam	October 10th
6	Talking about an agreement to empower 1,000 women with social security	Nedaa Al Eslam	November 10 th
7	Launching the Family Empowerment Endowment Fund	Nedaa Al Eslam	November 1Vth

To listen to the interviews via barcode



3-1-8 Social Media Platforms

490,926

Followers

12,892,461

Viewers



609,769

Visits to Society Website

159,411

Users of Society Website



13,128

Followers

4,993

Visits

1,822

Visits Rate

145,763

number of impressions



6,917

Followers

156,400

Mentions

655

Visits Rate

474,200

number of impressions



65,759

Followers

3,094,506

Visits

56,641

Mentions

7,464

Visits Rate

4,865,002

number of impressions



4,875

Followers

3,747

Visits

559

Visits Rate

32,662

number of impressions



9,623

Followers



5,145

Followers

16,883

Mentions

22,546

number of impressions

3-1-9 Newsletters and SMS Messages

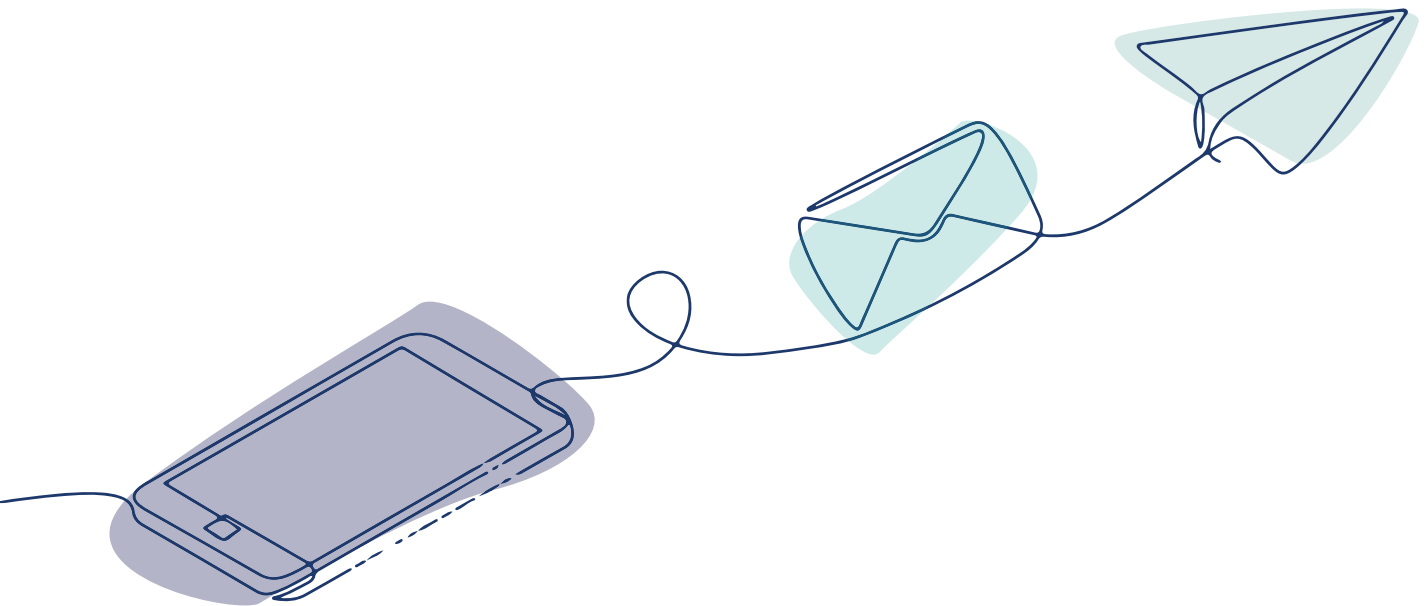
51

نشرة بريدية

No.	Newsletter Title	Links to Sent Newsletter
1	Newsletter of launching ceremony of the National Divorce Indicator Study	https://mailchi.mp/almawaddah.org.sa/n1wta3vbun
2	December Newsletter	https://mailchi.mp/almawaddah.org.sa/2021-bb79euoqa1
3	Performance Summary Newsletter 2021	https://mailchi.mp/almawaddah.org.sa/2021-4piz93z0je
4	Newsletter of the Society's experience in government attribution with the Abdul Rahman bin Saleh Al-Rajhi Foundation	https://mailchi.mp/almawaddah.org.sa/5qdjyl6bq9
5	January 2022 newsletter	https://mailchi.mp/almawaddah.org.sa/2022-13qkm8oipp
6	Generational Dialogue Initiative newsletter	https://mailchi.mp/almawaddah.org.sa/8ny7gjoel2
7	Foundation Day Newsletter	https://mailchi.mp/almawaddah.org.sa/lqqix5692u
8	February 2022 Newsletter	https://mailchi.mp/almawaddah.org.sa/2022-jc05aki2d3
9	Evening newsletter of the new personal status system	https://mailchi.mp/almawaddah.org.sa/2fht3459ab
10	Launching your support campaign is enough	https://mailchi.mp/almawaddah.org.sa/7000
11	Prospectus for signing a memorandum of cooperation with the Reconciliation Center at the Ministry of Labor	https://mailchi.mp/almawaddah.org.sa/qe3sjk7a5
12	Newsletter blessed by the holy month of Ramadan	https://mailchi.mp/almawaddah.org.sa/lxjxjy05q
13	March Newsletter	https://mailchi.mp/almawaddah.org.sa/2022-ibev9v4ngz
14	Launching your support campaign is enough	https://mailchi.mp/almawaddah.org.sa/bfru8ys8ut
15	Newsletter of calling for Makramah market for women's products	https://mailchi.mp/almawaddah.org.sa/hzby40lo5t
16	Newsletter of family happiness values guide	https://mailchi.mp/almawaddah.org.sa/eo3hr8a8c5
17	Newsletter blessed on the occasion of Eid al-Fitr	https://mailchi.mp/almawaddah.org.sa/48mes9wkmz
18	April Newsletter	https://mailchi.mp/almawaddah.org.sa/2022-ilq205aoew
19	Registration newsletter for the Infographic Design Skills Program	https://mailchi.mp/almawaddah.org.sa/f64qoli374
20	Launching the "Our Home Is Good" campaign	https://mailchi.mp/almawaddah.org.sa/mg86z295t1
21	Al-Hayat Academy Services for Women Empowerment	https://mailchi.mp/almawaddah.org.sa/2022-u5t1kzi1zf
22	Launching the "Our Home Is Good" campaign	https://mailchi.mp/almawaddah.org.sa/48o86vriq9
23	Sponsorship Newsletter of the National Center for the Development of the Non-Prof-it Sector of the Society Experience Modeling Agreement	https://mailchi.mp/almawaddah.org.sa/pwbkasoehy
24	Newsletter of how children and parents coexist	https://mailchi.mp/almawaddah.org.sa/1mx6sn19zn
25	Registration Newsletter in Al-Hayat Academy Programs	https://mailchi.mp/almawaddah.org.sa/g63aealpvp
26	Scientific symposium newsletter (The influence of the status of the father and mother in the family)	https://mailchi.mp/almawaddah.org.sa/9af0frj9q
27	Al-Hayat Academy Projects Marketing Newsletter	https://mailchi.mp/almawaddah.org.sa/1wjzlw0251
28	May Newsletter	https://mailchi.mp/almawaddah.org.sa/2022-jfapouqwf7
29	A brochure for Dar Qurah Ain programs	https://mailchi.mp/almawaddah.org.sa/u9tfr0z44v
30	Registration in the tour guide program	https://mailchi.mp/almawaddah.org.sa/1svp32vals
31	Newsletter of the donation campaign Ten Dhu al-Hijjah	https://mailchi.mp/almawaddah.org.sa/cifdpylwjz
32	June Newsletter	https://mailchi.mp/almawaddah.org.sa/2022-5afxpbawbv
33	Newsletter of the donation campaign Ten Dhu al-Hijjah	https://mailchi.mp/almawaddah.org.sa/9ldmpiht7a
34	Newsletter of the donation campaign Ten Dhu al-Hijjah	https://mailchi.mp/almawaddah.org.sa/zwt4agxy5l

3-1-9 Newsletters and SMS Messages

No.	Newsletter Title	Links to Sent Newsletter
35	Consult privately	https://mailchi.mp/almawaddah.org.sa/kzbtlnrumh
36	Newsletter of the donation campaign Ten Dhu al-Hijjah	https://mailchi.mp/almawaddah.org.sa/z5dh0pdm74
37	Newsletter of the donation campaign Ten Dhu al-Hijjah	https://mailchi.mp/almawaddah.org.sa/s3rfd1z25n
38	Newsletter blessed on the occasion of Eid Al Adha	https://mailchi.mp/almawaddah.org.sa/e4w3dqw1ix
39	July Newsletter	https://mailchi.mp/almawaddah.org.sa/2022-fnuksxsy89
40	Promote Al-Hayat Academy programs	https://mailchi.mp/almawaddah.org.sa/ofdmy3omqo
41	Launching a campaign for Happiness To Continue	https://mailchi.mp/almawaddah.org.sa/6oq9ctc4I5
42	Visit of His Excellency the Minister of Human Resources to the Society	https://mailchi.mp/almawaddah.org.sa/ux67hwpie9
43	August Newsletter	https://mailchi.mp/almawaddah.org.sa/2022-54kqb4ixai
44	National Day Newsletter	https://mailchi.mp/almawaddah.org.sa/8fe53v2d06
45	a campaign for Happiness To Continue	https://mailchi.mp/almawaddah.org.sa/2g91465fxu
46	December Newsletter	https://preview.mailerlite.io/preview/213422/emails/76459029196441118
47	December Newsletter in English	https://preview.mailerlite.io/preview/213422/emails/76089566205839133
48	Launching the Transformation Plan 2023	https://preview.mailerlite.io/preview/213422/emails/75739551641896056
49	November Newsletter	https://preview.mailerlite.io/preview/213422/emails/73833229693486906
50	Issuance of performance report for the third quarter	https://preview.mailerlite.io/preview/213422/emails/71298863079622611
51	October Newsletter	https://mailchi.mp/almawaddah.org.sa/2022-n6u9tcbu6f





3-2

Sustaining Institutional Excellence



Summary of Institutional Performance Indicators



88%

Average percentage of completion of improvement opportunities

86%

Average operating performance ratio

93%

The average percentage of achieving the indicators of the balanced scorecard

24

Memorandum of understanding and partnership

93%

Average stakeholder satisfaction rate

88%

Average response rate across the guest care center

100%

Average rate of handling complaints

17

Scientific and knowledge sharing

17

Knowledge exchange visits

94%

The average rate of team satisfaction

95%

Average staff performance rate



Initiative Leader

Waleed Al Ramly

- Director of Strategy and Excellence Resident
- Certified by the European Organization for Quality EFQM
- PMP and PMD project management certification
- More than 20 years of experience in project and quality management



3-2-1 Results of Institutional Excellence Sustainability Performance Indicators for the Year 2022 A.D.

Indicator code	Indicator	Owner	Indicator Weight	Target	Achieved	Completion rate
S 1-1	Stakeholder satisfaction rate	Waleed Al Ramly	8%	95%	93%	97.90%
S 1-9	Donor and supporter satisfaction rate	Abdel Rahman Zein	8%	95%	94%	98.95%
ص1-10	Satisfaction rate of beneficiaries through social media	Hansa Temraz	8%	90%	88%	97.78%
S 1-11	Number of scientific participations in conferences and forums	Waleed Al Ramly	3%	4	19	100%
L 1-1	Number of qualitative initiatives built	Waleed Al Ramly	5%	3	3	100%
L 1-3	Number of innovative initiatives implemented	Waleed Al Ramly	7%	1	1	100%
L 1-4	Number of entities benefiting from the transfer and exchange of knowledge with the Society	Waleed Al Ramly	5%	12	19	100%
L 3-1	Number of performance appraisal meetings for departments and programs	Waleed Al Ramly	8%	12	12	100%
L 3-2	Number of operational performance measurement reports for projects	Waleed Al Ramly	8%	4	4	100%
L 3-3	Number of strategic performance measurement reports	Waleed Al Ramly	8%	1	1	100%
L 3-4	Percentage of completion of improvement opportunities	Waleed Al Ramly	8%	90%	88%	97.78%
L 3-5	Percentage of achievement of the operational plan procedures	Waleed Al Ramly	8%	95%	89%	98.89%
L 3-6	Percentage of commitment to implementing programs and projects	Waleed Al Ramly	9%	95%	89%	98.89%
L 3-7	Percentage of completion of the development of the Operations and Procedures Manual	Waleed Al Ramly	6%	100%	75%	75%
L 3-8	Number of business methodologies developed	Waleed Al Ramly	5%	1	1	100%
L 3-11	Percentage of completion of complaints handling	Waleed Al Ramly	8%	95%	95%	100%
L 4-1	Number of strategic partnerships concluded	Waleed Al Ramly	6%	7	24	100%
L 4-2	Percentage of beneficiaries through strategic partnerships	Waleed Al Ramly	5%	25%	23%	92%
L 4-3	Percentage of the effectiveness of the concluded strategic partnerships	Waleed Al Ramly	7%	95%	94%	98.95%
L 5-20	The number of answered calls from the beneficiary happiness center	Ghada Al-Mishaal	8%	33134	30737	92%
L 5-21	Number of reservations made at the beneficiaries' happiness center	Ghada Al-Mishaal	5%	5028	7928	100%
L 5-22	Response rate Non-missing contacts through the beneficiaries' happiness center	Ghada Al-Mishaal	8%	95%	88%	97.78%
L 5-23	Percentage of response to booking requests through the beneficiary happiness center	Ghada Al-Mishaal	8%	95%	95%	100%
L 5-24	Percentage of evaluation of satisfaction with the service through communication through the Beneficiary Happiness Center	Ghada Al-Mishaal	7%	93%	88%	95%
L 5-25	Average call processing time in seconds	Ghada Al-Mishaal	3%	120	99	100%
L 6-1	Number of programs and departments whose work has been modeled	Waleed Al Ramly	5%	2	3	100%
L 6-2	Number of actors benefiting from modeling	Waleed Al Ramly	4%	5	250	100%
L 7-1	Number of excellence awards that have been shared	Waleed Al Ramly	5%	2	2	100%
L 7-4	Percentage of compliance with the governance standards of NGOs approved by the Ministry	Waleed Al Ramly	8%	100%	98.20%	98.20%
L 7-6	Financial soundness ratio	Waleed Al Ramly	8%	100%	92%	92%
L 7-7	Number of entities that have been assisted to participate in the Institutional Excellence Awards	Waleed Al Ramly	3%	1	1	100%



97.97%

Average Percentage of Completion



Achieved from 85-100%



Achieved from 69-84%



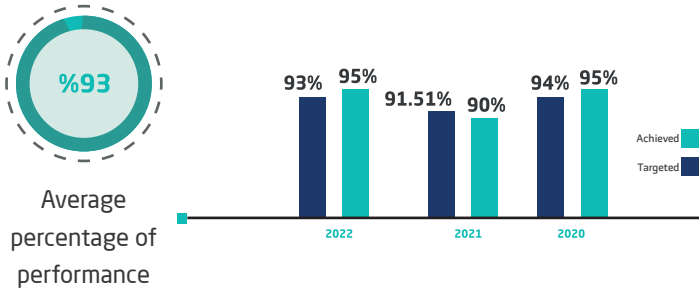
Less than 69%



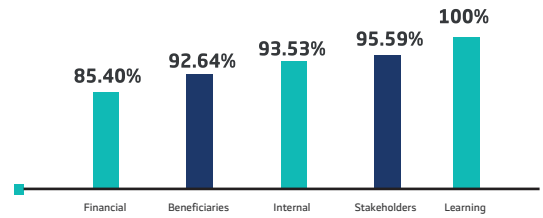
No Data

3-2-2 Percentage of Achievement of Balanced Scorecard Indicators

Comparison with the same period of previous years

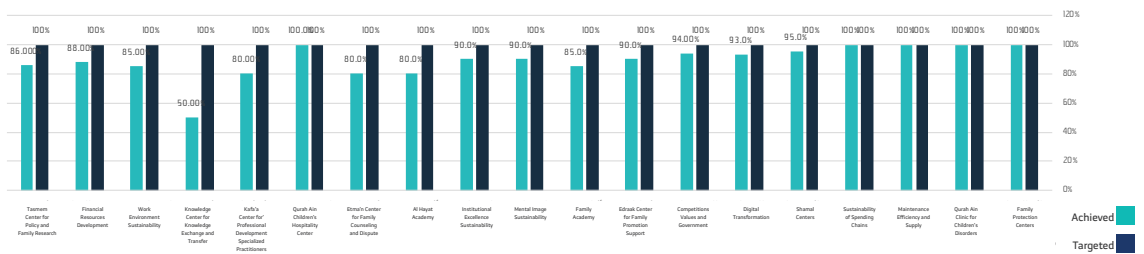


Measuring the achievement of the balanced scorecard indicators



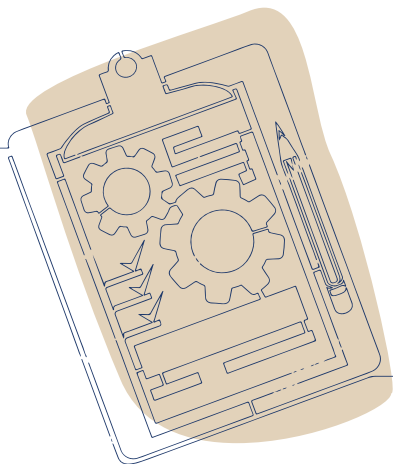
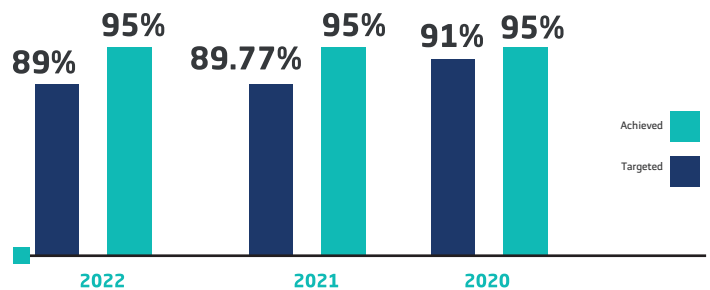
The results of the Balanced Scorecard B.S.C are measured according to the achieved results of the performance indicators within the five axes (beneficiaries - stakeholders - internal operations - learning - growth - financial)

3-2-3 Operational Performance of the Society's Initiatives

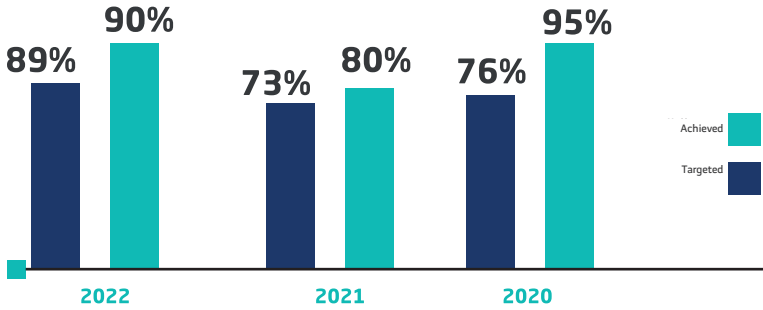


Operational performance is measured according to the activities and procedures approved in the implementation plan.

3-2-4 Comparison of the Rates of Achieving the Procedures of the Operational Plan with Previous Years

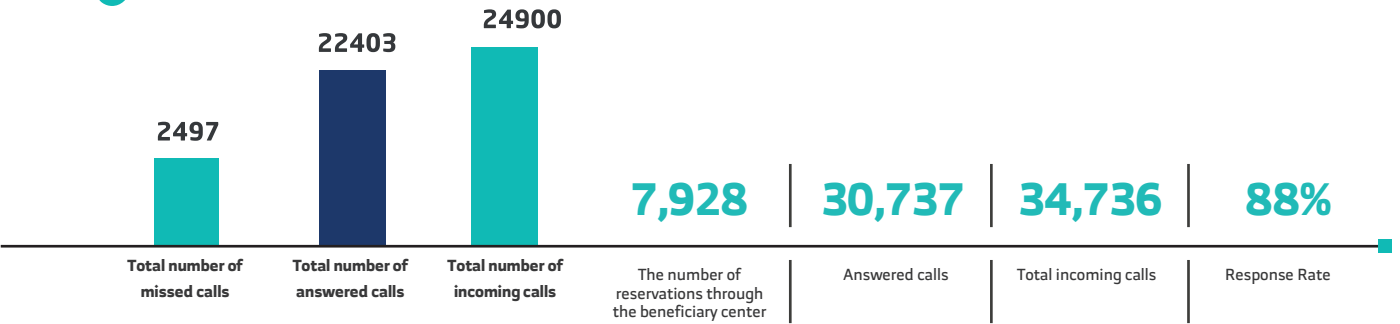


3-2-4 Improvement Opportunities Achievement



89%
Operational Performance Percentage

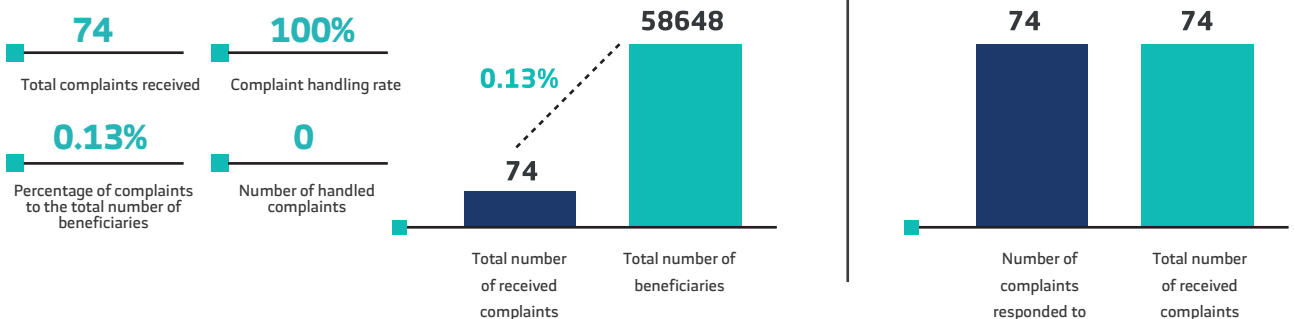
3-2-5 Beneficiary Care Center



The Guest Care Center responds to beneficiaries' calls, answers their inquiries, book family counseling appointments, and solves their problems 5 days a week, 13 hours a day.

3-2-6 Handling Complaints

A comparison of the total number of complaints received to the Total number of beneficiaries

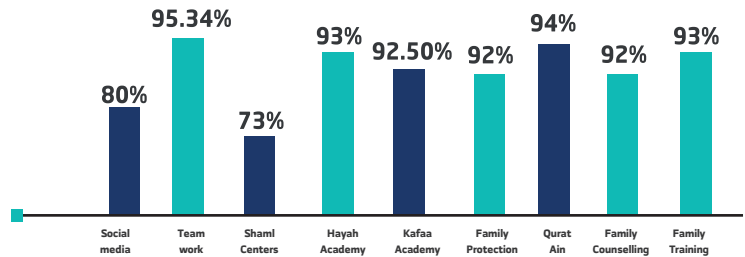


3-2-7 Channels for receiving and following up complaints

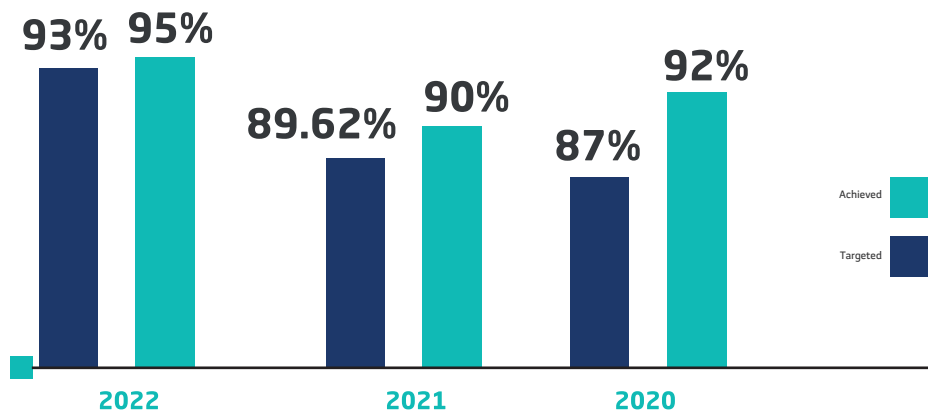


3-2-8 Results of Measuring Stakeholder Satisfaction

3-2-8-1 Satisfaction Rate According to Stakeholder Classification



3-2-8-2 Comparison to Previous Years



3-2-9 Memorandums of Understanding, Strategic and Logistical Partnerships, and Grant Partnerships

22

Memorandum of Understanding, strategic partnership and grants

No.	Place	Goal
1	Signing a memorandum of understanding with the Alimony Fund	To serve separated families
2	Signing an agreement with Yusr Women's Society in Makkah	To operate family protection services in Makkah Al-Mukarramah
3	Signing an agreement with the Values Development Committee	To operate family protection services in the city of Taif
4	Signing a memorandum of understanding with Al-Faisaliah Women's Welfare Society	To provide family training and counseling services to its beneficiaries
5	Signing a memorandum of cooperation with the Reconciliation Center at the Ministry of Justice	To run reconciliation through a platform of mutual consent
6	Signing a partnership with Resal Al-Ataa platform	To provide smart cards to support families
7	A memorandum of understanding with Badr Development Society	Providing training and consulting services to their beneficiaries
8	Support agreement with the endowment of Sheikh Mohammed bin Abdulaziz Al-Rajhi	Support counseling and family reform
9	Signing an agreement with the Al-Birr Society in Al Quoz	To operate family protective services
10	Signing a strategic partnership with the Hassan Abbas Sharbatly Foundation	Supporting the rehabilitation of those who are about to get married
11	Signing an agreement with Al Hussaini Charity	To sponsor a project to promote family and community values among young people (Waref)
12	Department of Religious Affairs of the Royal Saudi Naval Forces	training of their employees
13	Signing an agreement with the Abdullah Al-Rajhi Charitable Foundation	To establish a skill endowment training academy platform
14	Signing an agreement with the "Initiate the Solution" Foundation "Programming Company"	To design the training platform
15	Maein Society in Al-Baha	To operate family protection centers
16	Wydad Society	For the project of training candidate families to embrace
17	Hakina Company	Preparing educational stories for children
18	Abdul Latif Jameel Business	Providing family-friendly partnership services to their employees
19	Hassan Abbas Sharbatly Foundation for Community Service	Support the Society's programs
20	Pass helped and the community	Support the Society's programs
21	Jamoum Family Development Society	To provide advisory support (providing family counseling services)
22	Branch of the Ministry of Human Resources and Social Development in Makkah Al-Mukarramah Region	To enable and divert 1,500 guarantee women from the need for production



Visit of His Excellency Eng. Ahmed bin Sulaiman Al-Rajhi, Minister of Human Resources and Social Development



Scan the barcode to see the minister's speech

3-2-11 Exchange and Transfer Knowledge

No	Place
1	(Charity Society for Orphans Care (Insan
2	Holy Quran Memorization Society in Wadi Leh
3	Righteousness Society in Jizan
4	Spain delegation
5	Al-Isbah and Family Development Society in Riyadh
6	Nigerian delegation
7	Al-Birr Society in Makkah
8	Life Health Society in Medina
9	Financial Resources Development Society
10	Holy Quran Memorization Society
11	Social Responsibility Department at Ammar Company in the Eastern Province
12	Human Rights Commission to view the protection services provided to victims of domestic violence
13	Nursing students at King Abdulaziz University to learn about measures to protect families from violence
14	Village Development Society
15	Sheikh Ali bin Abdullah Al-Juffali Charitable Foundation to view the society's social, institutional and economic performance
16	Chairman of the Council of Civil Societys in Madinah and Secretary General of the Shifa Endowment in Madinah to review the Society's experience in social, institutional and economic performance
17	Road security - to study ways of cooperation and provide the Society's services to their employees
18	Shamsha Center in Bahrain to benefit from the Society's experience in empowering women
19	Al-Masara Society for Family Development to benefit from the Society's experience in family counseling



19

Exchange and transfer knowledge visits

3-2-12 Scientific and Knowledge Participations

Participations **19**

No	Participation Title	Place	Date
1	Organizing a workshop on "Towards Enhancing the Role of the Non-Profit Sector in Achieving the Sustainable Development Goals" in partnership with the King Khalid Foundation	Jeddah	January 27th
2	(The Society's experience in measuring the impact of non-profit sector organizations, the Global Academy of Performance Management (GPMA)	zoom	January 27th
3	(The Society's experience in outsourcing projects and government competitions (Abdul Rahman bin Saleh Al-Rajhi Foundation	zoom	February 1st
4	(The Society's experience in government support (Bina Society for Orphans Care	Eastern Province	February 20th
5	The family forum, building and stability, a working paper entitled (a family free of violence), Oifa Society for Family Development	Northern border area	February 21st
6	The virtual forum "A Safe Family" entitled Marital Compatibility	zoom	January 5 th
7	Forum of family counseling experts	Waal' Society	April 19th
8	Occupational Psychology and Quality of Life Conference	Saudi Society for Professional Psychology	May 15th
9	The Society's experience in building the strategic plan	King Khalid Foundation	May 30th
10	Early childhood environment specification workshop	Saudi Standards, Metrology and Quality Organization	May 24th
11	Forum for defining strategies, international best practices, principles and guidelines in protecting children in cyberspace	Human Rights Commission	July 8th
12	Advisory Committee for the Department of Family Sciences	College of Human Sciences and Design	June 15th
13	Meeting of the Family Reform Initiative in Makkah Al-Mukarramah Region	The Council of NGOs and the Reform Committee	June 27th
14	Government outsourcing experience	Maeen Family Development Society	August 24th
15	Workshop to maximize the impact of attribution	The National Center for the Development of Al-Subaie Charitable Foundation the -Non-Profit Sector	September 8th
16	A workshop to search for opportunities and study the intersections between the Ministry of Human Resources and Social Development and the relevant authorities in the field of family counseling	Ministry of Human Resources and Social Development	September 15th
17	Forum for the future of the non-profit sector	King Khalid Foundation	December 20th
18	A workshop on affection as an inspiring model at the forum for modeling experiences and value projects	Qeyam platform	November 5th
19	Presentation of the Society's experience in government attribution with the Misk Foundation	Misk Community Foundation	October 19th



AI-Mawaddah Society presents its experience in the #Forum of Enriching Orbits at the Misk Foundation



The General Director of AI-Mawaddah Society participates in the Forum #The Future_of_the_Non-Profit_Sector

3-2-13 Modeling the Society Experience



The National Center

for the Non-Profit Sector sponsors the social, institutional and economic performance modeling of Al Mawaddah Society for Family Development

Parties to the Agreement



Results of the Agreement

An applied guide to modeling the Society's experience in social, institutional and economic performance

Goals of the Agreement

Diversifying information sources and providing them to Societys and institutions wishing to develop



Documenting the Society's experience in social, institutional and economic performance



Results of the Agreement



Increasing the efficiency and effectiveness of Societys and institutions



Societys obtaining methodologies, guides, and models of practical applications



Benefiting from the practical experiences of the Society

The National Center for the Development of the Non-Profit Sector sponsors the modeling of the Society's experience in social, institutional and economic performance.



3-3

Work Environment

Sustainability

3-3-1 Results of Performance Indicators of Sustainability of the Work Environment for the Year 2022 A.D.



98%

Average percentage of completion

Indicator code	Indicator	Indicator Weight	Target	Achieved	Completion rate
T 1-1	Number of training programs designed for the work team according to the skills and knowledge plan	8%	12	41	100%
T 1-2	Number of trainees from the work team who benefited from the courses	8%	154	255	100%
T 2-1	Number of new BONO PRO volunteers recruited	6%	100	115	100%
T 2-2	Percentage of volunteers' contribution to reducing the expense structure	6%	8%	11%	100%
T 3-1	Number of full-time talents to be recruited	4%	4	5	100%
T 3-2	Number of employees employed through the Tamheer platform	5%	7	8	100%
T 3-3	The rate of development of the internal facilities of the Society	5%	30%	35%	100%
T 3-4	Percentage of applying and activating (loyalty and affiliation (incentives	5%	50%	50%	100%
T 3-5	Number of recreational and educational activities for employees	5%	4	4	100%
T 3-6	The rate of high performance evaluation of the work team	8%	90%	90%	100%
T 3-7	Percentage of workers' satisfaction with the work environment	8%	95%	92%	96.85%
T 3-8	Promotion percentage from NPS staff	8%	80%	84.97%	100%
T 4-1	Percentage of completion of the methodology for selecting those enrolled in the Future Leaders Program	8%	100%	100%	100%
T 4-2	Number of those who passed the training program to qualify leaders of the second row	8%	3	3	100%
T 4-3	The percentage of job dropouts among those enrolled in the program is low	8%	95%	100%	100%
T 4-4	Low dropout rate from the work team	8%	95%	100%	100%
T 5-4	Number of programs whose license has been renewed	8%	28	26	92.86%
T 5-5	Percentage of non-stop paid electronic services	8%	100%	100%	100%
T 5-6	Simplification of internal work procedures	8%	80%	80%	100%
T 5-7	Number of programs that have been contracted	2%	1	2	100%
T 5-8	System efficiency and ease of handling with ERP task and resource management system	6%	85%	85%	100%
T 5-9	Percentage of response to the implementation of incoming maintenance requests	8%	85%	85%	100%
T 5-10	Number of maintenance reports	8%	9	9	100%
T 5-11	Low percentage of maintenance failures	8%	85%	85%	88%
S 3-18	The value of the economic return from volunteering	4%	500480	381.650	76.24%



Achieved from 85-100%



Achieved from 69-84%



Less than 69%



No Data

Initiative Officials

Amr Qadori

- Employee Relations Manager
- Master of Business Administration, Warren Brough University, UK
- Experience in the field of human resources since 2011



Nabil Al Besisi

- Support Services Manager
- Human Resources Diploma
- 10 years of experience in human resource management and support services



3-3-2 Work Team

Comparison of developmental courses with previous years



3-3-3 Developing Team Work Skills

41

Team development course

255

The number of repeated participants

No.	Course Name	Number of Participants
1	Task management in project planning program	15
2	Financial Accounting	1
3	Raising the efficiency of organizations through strategic planning and preparing technical and financial offers	5
4	Introduction to project management and vision realization initiatives	3
5	Business Administration Diploma	3
6	The art of hospitality	2
7	The art of time management	56
8	Strategic planning skills course and the design and planning of performance indicators	1
9	Concepts of administrative leadership in organizations	15
10	Managing work stress	48
11	Management concept	5
12	Writing reports and administrative correspondence	23
13	Strategic planning skills and building performance indicators	1
14	Specifications of electronic donation stores for non-profit organizations	1
15	The skill of creating and managing content marketing on social media	4
16	Governance of NGOs	2

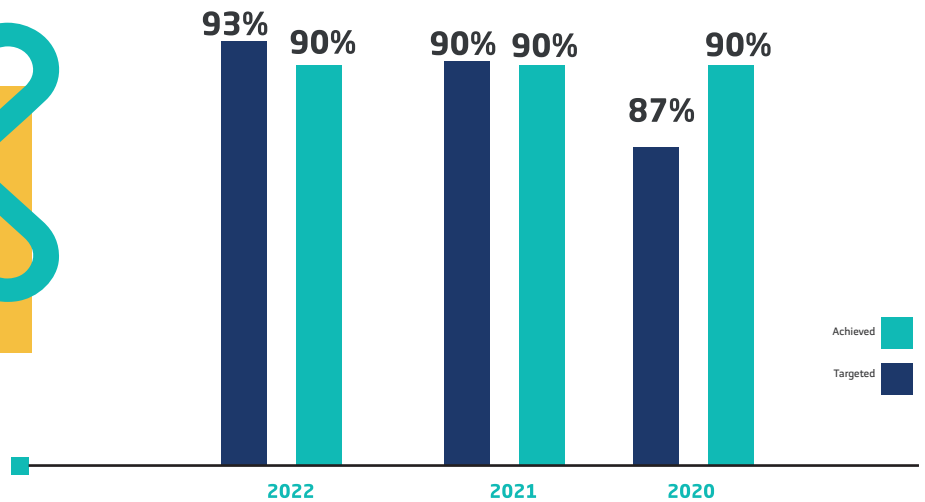
3-3-3 Developing Team Work Skills



No.	Course Name	Number of Participants
17	Customers Service	3
18	Measurement of social impact	1
19	Performance Management	1
20	Administrative empowerment	1
21	Training of trainers for the Women's Support Program "A Story of Hope"	1
22	My health is important	1
23	Cyber security skills	1
24	Types of financial crimes	2
25	The art of effective listening and communication	1

3-3-4 Staff Performance Evaluation

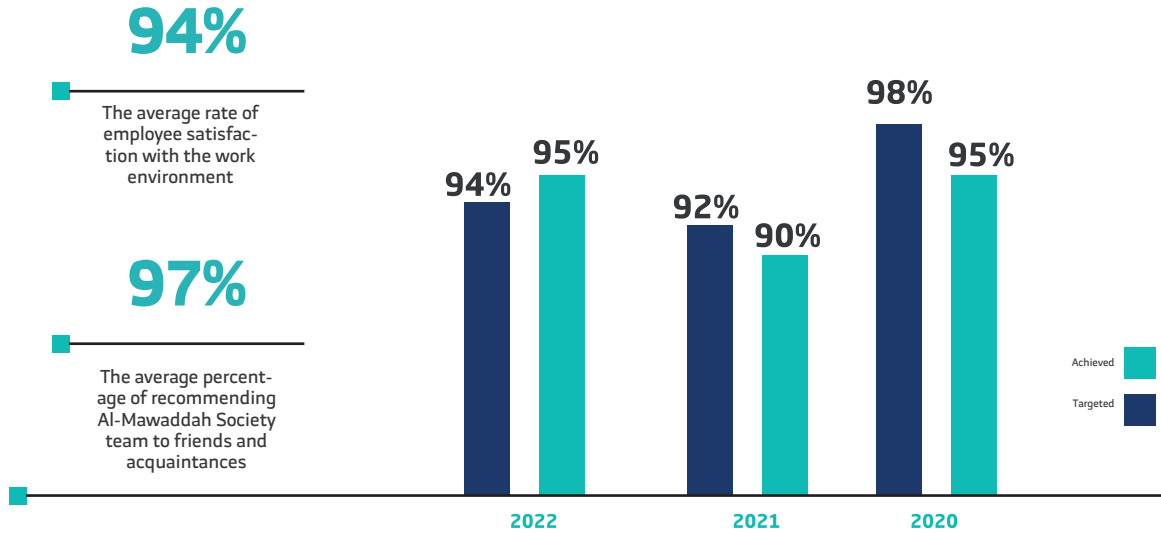
93%
متوسط تقييم أداء
فريق العمل





3-3-5 Percentage of Employees' Satisfaction with the Work Environment

Comparison with the same period of previous years



The satisfaction of the work team is measured based on a satisfaction measurement questionnaire, which measures the team's level of satisfaction with the spatial environment and a set of questions that reflect the level of satisfaction of the team, as the measurement is done every quarter and at the end of each year



3-3-6 Naturalization Percentage



72.50%

Naturalization Percentage



➤ 3-3-7 Team Activities



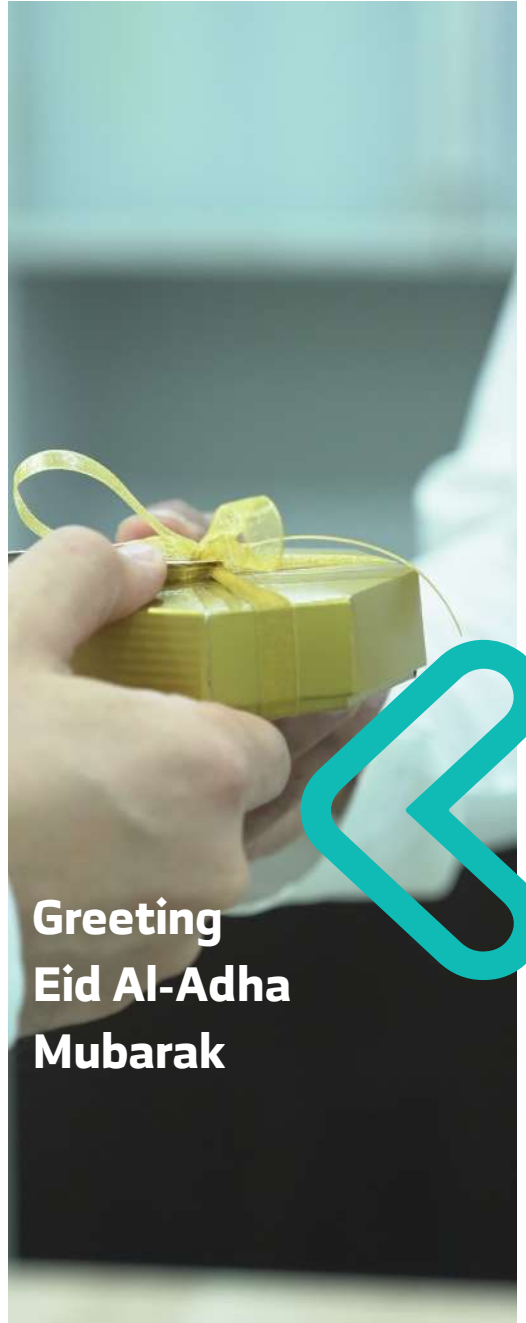
Celebration of the International Day of Happiness



Greeting Eid Al-Adha Mubarak



Ramadan Iftar



**Greeting
Eid Al-Adha
Mubarak**

3-3-8 Honoring Heroes of Al-Mawaddah 2022



Motaab Al Motayeb
Al Mawaddah Hero



Waleed Abdel Qader Al Ramly
Al Mawaddah Knight



Bayan Essam Masoud
Al Mawaddah Leader



Sherifa Al Omary
Al Mawaddah Advisor



Abdel Aziz Ameen
Al Mawaddah Hero



Nadia Loqman
Al Mawaddah Heroine



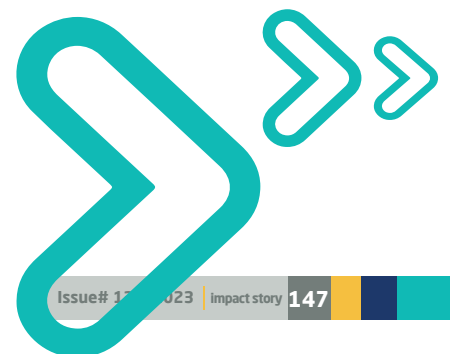
Soha Al Hamdy
Al Mawaddah Specialist



Magdy Bokhary
Al Mawaddah Reformer



Adel Al Gohany
Al Mawaddah Trainer



3-3-9 Field Training for University Students

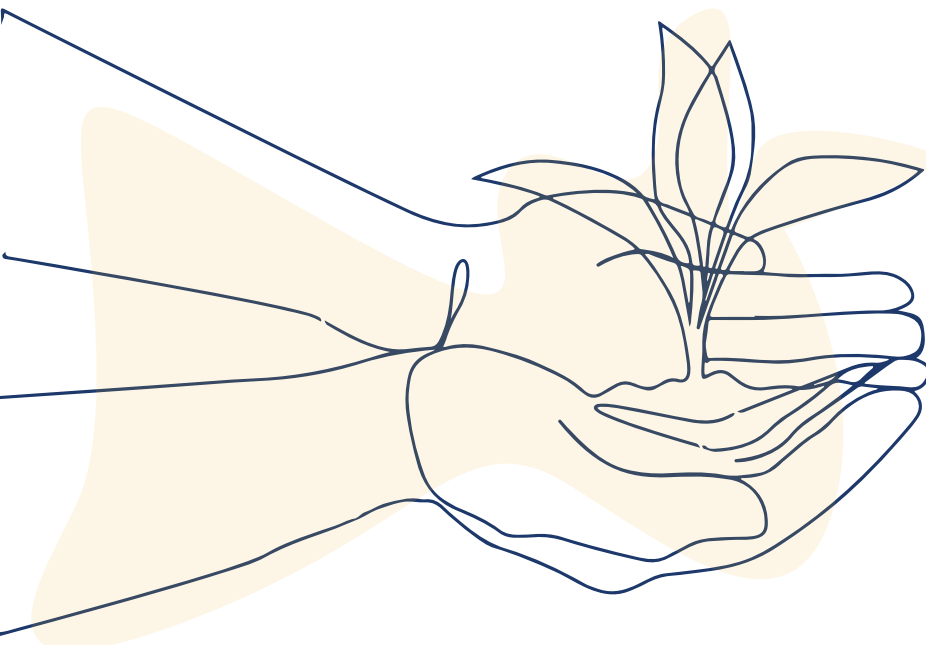
172
Male and female
students trained in
the field



No.	Course Name	Number of Participants
1	King Abdulaziz University	3
2	Majmah University	1
3	Jeddah University	1
4	An-Najah Institute for Human Resources	1



3-3-10 Attracting and Investing in Volunteers



896

Male and Female
Volunteers

381.650

Riyals

Total economic
return from
volunteering

96.09%

Average
percentage
of volunteer
satisfaction

المنصة الوطنية
للعمل التطوعي



الموارد البشرية
والتنمية الاجتماعية



Financial Performance

Legal reviewer 2022

رامي خالد الخضر
Rami K. Al-Kheder
محاسبون قانونيون ومستشارون
Certified Public Accountants





3-4-1 Results of Financial Performance Indicators

Indicator code	Indicator	Indicator Weight	Target	Achieved	Completion rate
1-1M	The financial return from the general marketing campaign for Khair Al Mawaddah Store	8%	30500	26,999	88,52%
1-2M	Revenue from donations from exhibitions and fixed malls	2%	70000	61789	88%
1-3M	Returns from points of sale of products treated with charity in government and private hospitals	2%	112500	0	0%
1-4M	Developing Al Mawaddah membership revenues	2%	12500	0	0%
1-5M	((Associate Member	5%	2	4	100%
1-6M	Number of static exhibitions for publicity and fundraising	2%	2	2	100%
1-7M	Number of temporary exhibitions to introduce and collect donations in hospitals and malls	6%	20	21	100%
1-8M	Number of visits made to major supporters and donors	6%	30	33	100%
1-9M	Number of supported programs	8%	20	20	100%
1-11M	Number of individuals who donate with the monthly deduction Bank () - the current number	3%	1400	1430	100%
1-12M	Number of individuals who donate with the monthly deduction via SMS - the current number	3%	420	471	100%
1-13M	Number of licensed companies invested in	2%	1	1	100%
1-14M	Number of rental properties	8%	1	1	100%
1-15M	Financial return from the investment portfolio (3 quarters of the year only)	6%	318.000	340,675.41	100%
1-16M	Financial return from real estate investment	6%	44400	4,950,647	100%
1-17M	Number of lands registered in the name of the Society	4%	2	2	100%
1-20M	Target number of government platforms to participate in to disseminate donation products	8%	4	4	100%
1-21M	The number of products to be promoted	8%	20	34	100%
1-22M	Revenue target to be achieved	8%	26,239,650	23,375,793	94,92%
1-23M	The ratio of administrative expenses to total expenses	8%	15%	7.06%	100%
1-24M	The ratio of program and activities expenses to total expenses	8%	85%	92.94%	100%



90%
Average
percentage
of
completion



Achieved from 85-100%



Achieved from 69-84%



Less than 69%



No Data

Indicator M23-1: The ratio of administrative expenses to the total targeted expenses according to the Ministry's standards is 15% as a maximum, and the Society, thanks to God, achieved less than that, as the Society implements a policy to reduce general and administrative expenses and increase the expenses of programs and activities.



Initiative Officials

Atef Siddiq

- Holds a Bachelor's degree in Accounting
- Holds a specialized certificate in Accounting Modern
- 13 years of experience in accounting and financial management



Muhannad Barood

- Holds a Bachelor's degree in Accounting
- 8 years of experience in accounting and financial management



Abdel Rahman Zein

- Director of financial resources development and investment
- Holds a Bachelor's degree in Business Administration (Marketing)
- Holds several certificates in managing donations and developing financial resources



3-4-2 Summary of the Financial Report

13%

Expenditures increased over the same period last year

16,576,039

Expenditures

-31.3%

Revenue decline over the same period last year

23,375,793

Total Revenue

4.24%

Ratio of social return on investment to total revenue

1.78%

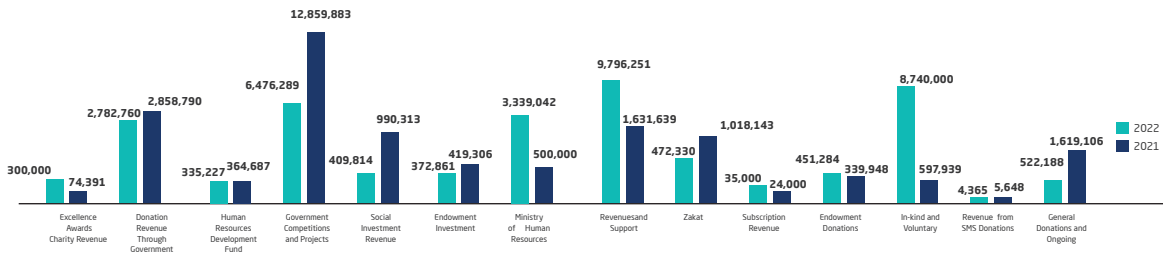
The ratio of return from financial investment to total investment



3-4-3 Revenues

No	Statement	2022	2021
1	General donations and ongoing charity	1,619,106	522,188
2	Revenue from SMS donations and hallelujah	5,648	4,363
3	In-kind and voluntary donations	597,939	8,740,000
4	Endowment donations	339,948	451,284
5	Subscription revenue	24,000	35,000
6	Zakat	1,018,143	472,330
7	Revenues and support for programs and projects	1,631,639	9,796,251
8	Ministry of Human Resources and Social Development	500,000	3,339,042
9	Endowment investment income	491,306	372,861
10	Social investment revenue	990,313	409,814
11	Government competitions and projects	12,859,883	6,476,289
12	Human Resources Development Fund	364,687	335,227
13	Donation revenue through government platforms	2,858,790	2,782,760
14	Excellence Awards Revenue	74,391	300,000
Total		23,375,793	34,037,408

3-4-4 Comparison of the Revenues Classification for the Same Period with Previous Years



Revenues from government projects and competitions come at the forefront of revenues, amounting to 55.01% of revenues, followed by revenues from donations from government donation platforms, which amounted to 12.23%.

3-4-5 Expenses

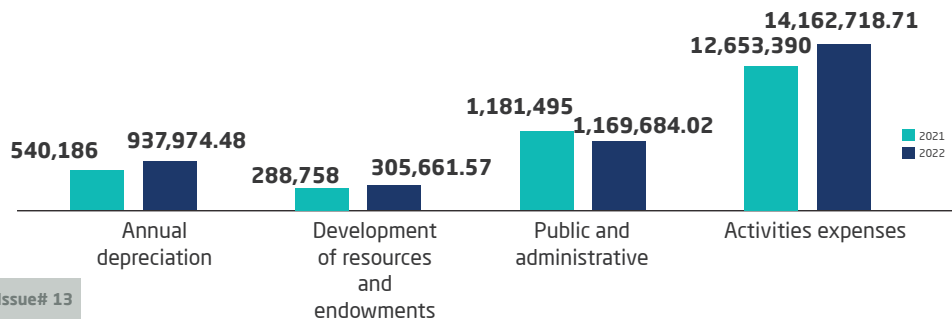
7.06%

Percentage of public and administrative expenses

92.94%

Percentage of activities expenses

No	Statement	2022	2021
1	Activities expenses	14,162,718.71	12,653,390
2	Public and administrative	1,169,684.02	1,181,495
3	Development of resources and endowments	305,661.57	288,758
4	Annual depreciation	937,974.48	540,186
Total		16,576,039	14,663,829





3-4-6 Comparison of Revenues to Expenses

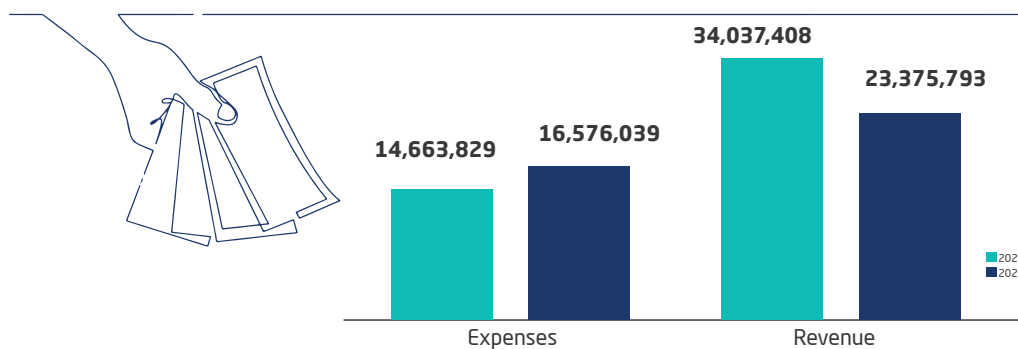
- 31.3 %

Revenues percentage decline over the same period last year

+13%

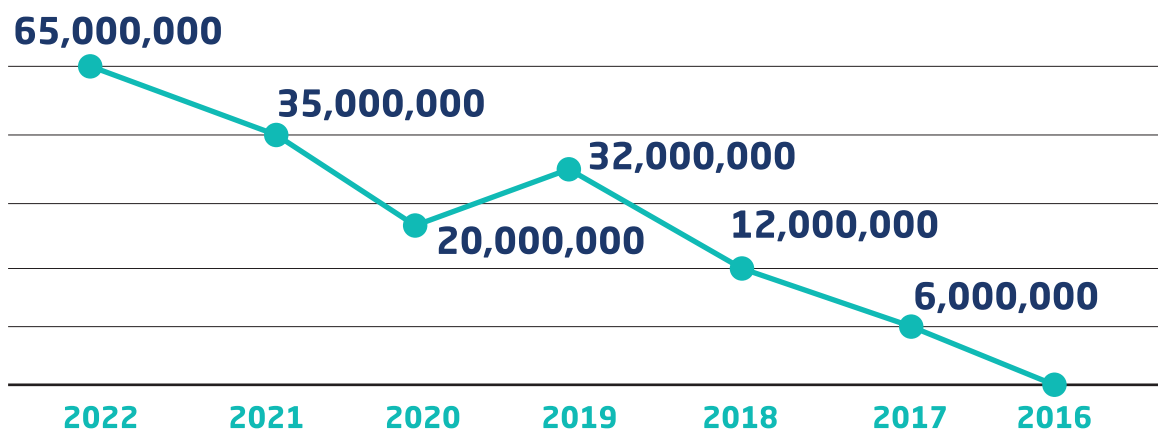
Expenses increase percentage over the same period last year

No	Statement	2022	2021
1	Revenues	23,375,793	34,037,408
2	Expenses	16,576,039	14,663,829
The total change in net assets		6,799,754	19,373,579
Cash Surplus		6,201,815	



3-4-7 Financial Sustainability Journey

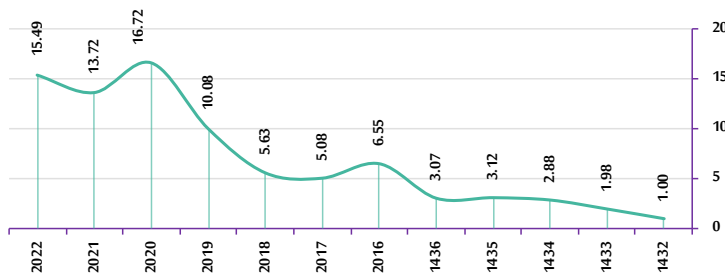
The value of current and non-current investment assets



* Saudi Riyals

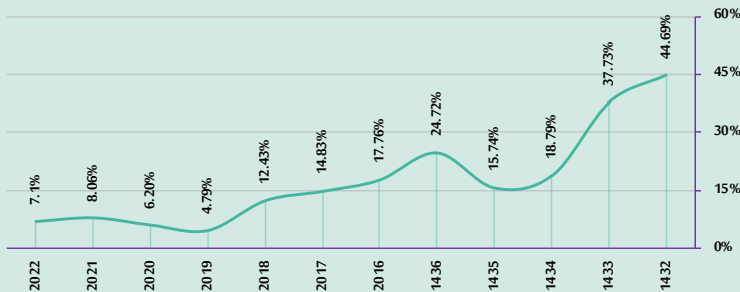
3-4-8 Financial Indicators

Program Expenditure Growth Indicator



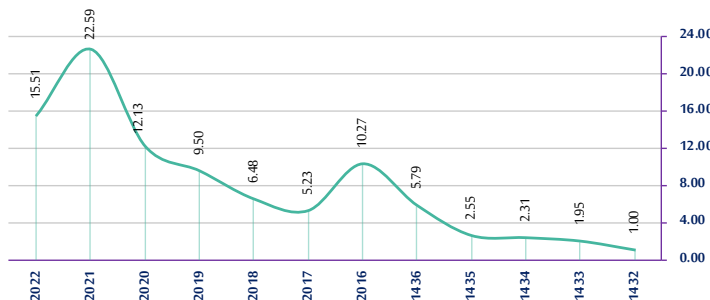
The growth rate of program expenses measures the current year by the base year, passing through a review of the growth rates of the years up to the current year, where program expenses grew for the year 202 - 15.49 times the base year 2011 and 1.77 times compared to the previous year

Revenue Growth Indicator (Growth Rate)



It measures the percentage of general and administrative expenses for the current year 2022 compared to the base year 2011, as the general and administrative expenses in the base year represented 44.69%, and in the current year they represent 7.1%, and the decrease in general and administrative expenses for the current year 2022 By 0.96% over the previous year 2021

General and Administrative Expenses Indicator



The revenue growth rate measures the current year by the base year, passing through a review of the years' growth rates up to the current year, where revenues grew for the year 2022- 15.51 times the base year and -7.08 times the previous year



Under the auspices of the Prince of Makkah Al-Mukarramah Region and the honor of His Highness the Governor of Jeddah, the first endowment fund in the Kingdom was launched to empower the family

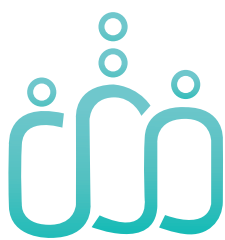


Al-Mawaddah Society signed an agreement with the National Platform for Charitable Work, Ihsan, to support the Empowerment of the Family Endowment Fund, and the platform represented it at the signing ceremony for the establishment of the fund. His Excellency the Chief Executive Officer, Mr. Ibrahim Al-Husseini, this agreement comes in support of the platform for the sustainability of development programs for families and maximizing their impact.



Al-Mawaddah Society# signed an agreement with the General Authority for Endowments to support the establishment of the Endowment Family Empowerment Fund. The agency was represented by the Vice Governor of the General Authority for Endowments, Mr. Abdul Rahman Al-Aqeel. The support comes from the Authority to enable the sustainability of the non-profit sector.

Al-Mawaddah Society for Family Development in Makkah Al-Mukarramah region launched the first endowment fund for the family in the Kingdom, with a value of 50 million riyals under the generous patronage of His Royal Highness Prince Khaled Al-Faisal, Advisor to the Custodian of the Two Holy Mosques - Prince of Makkah Al-Mukarramah Region and Reef Karim from His Highness Prince Saud bin Jalawi Al Saud Advisor to the Emir Makkah Al-Mukarramah region and Jeddah governorate. Engineer Faisal Saif Al-Din Al-Samanudi, Chairman of the Board of Directors of the Society, indicated that the Family Empowerment Endowment Fund was established in partnership with the strategic partners, the General Authority of Awqaf and the Ihsan platform for charitable work, and the fund manager, Al-Inma Investment Company, to contribute to changing the lives of 1,000 families annually by providing social, psychological and economic support.



The Family Empowerment Endowment Fund was established at a value of 50 million riyals, in partnership with the General Authority for Awqaf and Ihsan platform, and the fund manager is Al-Inma Investment Company. Through the fund, the Society aims to achieve annual returns that help it achieve stability for the family benefiting from the initiatives and services of the Society through economic, social and psychological support.

Fund objectives			
	Achieving financial sustainability of the fund resources and developing endowment capital	Contribute to cover part of the operating expenses of the Society	Contribute to covering the costs of programs and services provided to families

Fund distribution Channels			
	Supporting operating expenses to sustain the Society's business	Pastoral support for families most in need	Developmental support for family empowerment programs in the Society

Fund in numbers	1000 family	3 million riyals	50 million riyals
	The Fund will contribute annually to changing their lives through social, psychological and economic support	Target annual average return of the fund	the founding value of the fund, in partnership with the Awqaf Authority and the Ihsan platform and good-doers

Fund partners	Fund manager	Fund owner	Strategic and supportive partners
	الإينماء للاستثمار alinma investment	جمعية المودة للتنمية الأسرية Al mawaddah Society for Family Development	إحسان منصة وطنية للعمل الخيري



Representatives of the partners in the agreements				
	Mr. Ibrahim Al- Husseini, (CEO, of Ihsan Platform)	Mr. Mazen Baghdadi, CEO and Managing Director of Alinma Investment	Mr. Muhammad Al Radhi, (General Manager of Al Mawaddah Society for Family Development)	Mr. Abdul Rahman Al-Aqeel, (Deputy of the General Authority Governor for Awqaf)

Executive Plan 2023



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