

مكودة | mafs

جمعية مودة للاستقرار الأسري
MAWADDAH ASSOCIATION FOR FAMILY STABILITY

Investing for The Future

2025

About MAFS

MAFS is a non-profit organization dedicated to promoting family stability and health in Saudi society through all circumstances. Our focus is on reducing divorce rates and addressing their impact by supporting divorced, abandoned, and suspended women, and their children. In collaboration with relevant parties, we seek to protect their rights and safeguard them from domestic violence. We provide developmental and social services that uplift families, especially those facing challenging situations. Our programs span awareness, care, and legal support-all working toward lasting family stability.

By 2025 MAFS has served many beneficiaries up to: _____ through:

1,010,259 Beneficiary

- Social support programs.
- Beneficiaries of government assignment projects.
- Beneficiaries of all training, awareness, and legal programs.
- Beneficiaries of awareness and digital campaigns.
- Beneficiaries of social and legal consultations.



MAFS's Vision

Empowering families for a cohesive and sustainable community.



MAFS's Mission

Community leadership to support and empower families through the provision of quality initiatives.



MAFS's values

Empowerment

Sustainability

Excellence

Partnership



Strategy Goals

- Implement specialized service programs for beneficiaries (awareness and developmental).
- Conduct research and consulting studies in the association's field of work.
- Achieve financial sustainability.
- Qualify specialized personnel in the association's field of work.
- Expand the association's services both qualitatively and geographically.

Who Is Behind Us?



HH Princess
Lolowa bint Nawwaf bin Mohammed Al Saud
Chairperson of MAFS

Since October 2020, HH Princess Lolowa bint Nawwaf bin Mohammed Al Saud has served as the Chairperson of MAFS. In her role, she has focused on enhancing the association's public standing, securing funds, and supervising the performance of directors, members, committees, and staff.

Princess Lolowa gained a bachelor's degree in Business administration with a concentration in Marketing and Management of Information Systems from Babson College in Massachusetts, in the US. She is currently pursuing a master's degree in non-profit Management at Northeastern University in Boston, USA.

Who Is Behind Us?



Kholoud Al-Tamimi
CEO OF MAFS

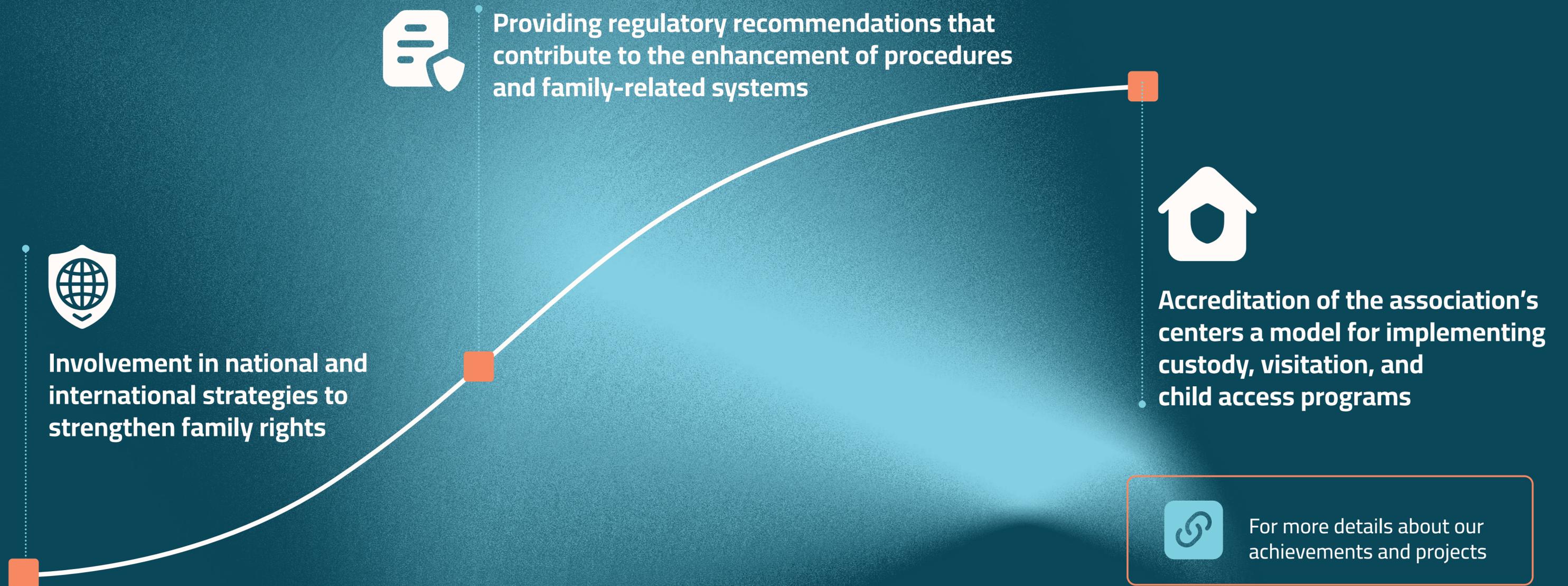
Kholoud Al-Tamimi has been CEO of Mafs since 2016, as a prominent figure known for her transformative leadership and commitment to societal development. With over a decade of experience in national firms, She has played a key role in steering Mafs towards impactful initiatives and sustainable growth.

Al-Tamimi holds a bachelor's degree in English translation from King Saud University and earned a master's in business administration from Carlfield University in the US. and She recently completed the general management program from Harvard Business School.

Milestones in MAFS Journey



Bright Milestones in MAFS's Journey



Awards & Accreditations

1 MAFS has obtained the
ISO 9001:2015
Certificate of quality



2 MAFS has obtained the
ISO 27001:2013
Certificate in information security systems



3 Best Place to Work Certificate
Great Place to Work 2023
Saudi Arabia and GCC



4 MAFS received a certificate of
The Trusted Charity
Level One



5 Best Place to Work Certificate
Great Place to work 2025
Saudi Arabia and GCC

6 Two awards from the Princess Seetah Foundation for excellence in social work in following fields:

- Initiatives and rights-based projects**
 - Research and studies**
- in 2014

7 Award from the Arab League for
The Best Family-Friendly Institution
in 2020

8 MAFS has achieved a score of
%99.66
in governance

of charity associations by
Ministry of Human Resources

MAFS Projects

أمان
AMAN
جمعية أمان للحماية من الإيذاء
Aman Association for Abuse Reduction

الأبحاث | research
مركز أبحاث مودة للدراسات
الإنسانية والاجتماعية
**MAWADDAH'S RESEARCH CENTRE
FOR HUMAN AND SOCIAL STUDIES**

design thinking hub
جمعية مودة للاستقرار الأسري
MAWADDAH ASSOCIATION FOR FAMILY STABILITY



الإرشاد | counselling
مركز رؤيا للإرشاد الأسري
ROYA FAMILY COUNSELLING CENTER

الاستثمار | investment
شركة الاستثمار الاجتماعي
SOCIAL INVESTMENT COMPANY

المعرفة | knowledge
مشروع نقل المعرفة و التوسع
KNOWLEDGE TRANSFER AND EXPANSION PROJECT



English

Arabic

MAFS Programs

Under its development programs aimed at empowering beneficiaries, Mawaddah Charity Association established in 2013 (the Social Support Fund) a charitable and developmental fund that provides various forms of support, including developmental, economic, social, and psychological services. It targets divorced women, women in similar situations (such as abandoned or suspended cases), and their children.

In line with Mawaddah's developmental approach, receiving financial aid is contingent upon enrolling in a training and rehabilitation program designed to equip beneficiaries with the necessary skills to improve their social and economic conditions according to a personalized development plan.

MAFS programs Objectives:

- study and assess of beneficiary's material needs, and evaluate their economic status.
- Provide assistance temporarily until the beneficiary and her daughters complete training and qualification programs within a defined timeframe based on a personalized development plan.
- Empower beneficiaries and their families by offering training and qualification programs to help them access suitable job opportunities and transition from need to self-sufficiency.
- Offer free social and legal consultations.
- Provide the approved assistance by the association, including rent payments, food baskets, winter and Eid clothing, home purchases, electrical appliances, home furnishings, cars, and educational expenses.

Beneficiary's Journey

General Track

which includes all individuals registered in the electronic portal of the association

Determining the Specialized Track:

1

Psychological

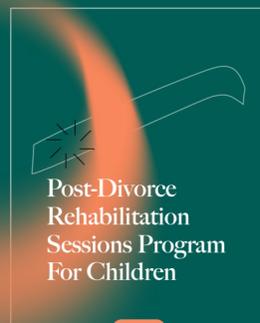
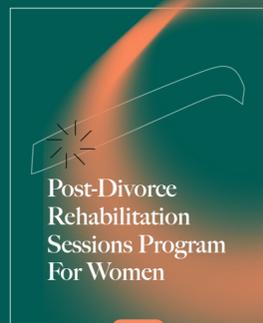
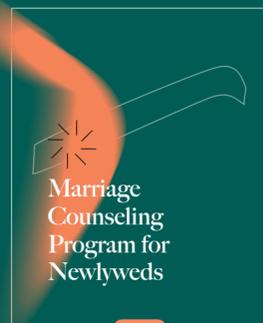
Social

Educational

Awareness

This track includes:

A number of specialized programs and sessions in psychological, social, and family-related fields.

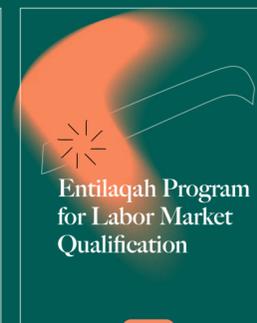
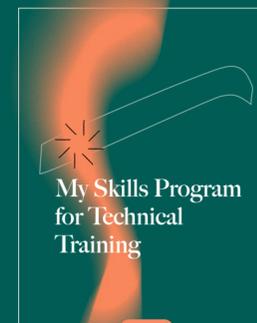
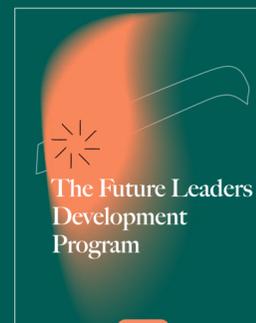
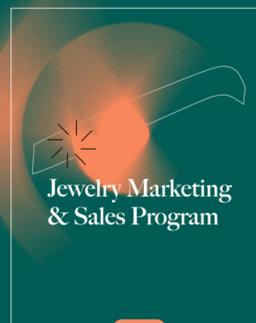


2

Capacity Building

This track includes:

A number of specialized programs aligned with the current job market.



3

Social Support

This track includes:

Rent payments, food supplies , home purchases, winter and holiday clothing, purchase of electrical appliances, home furnishing, car purchases, medical assistance, and educational expenses.



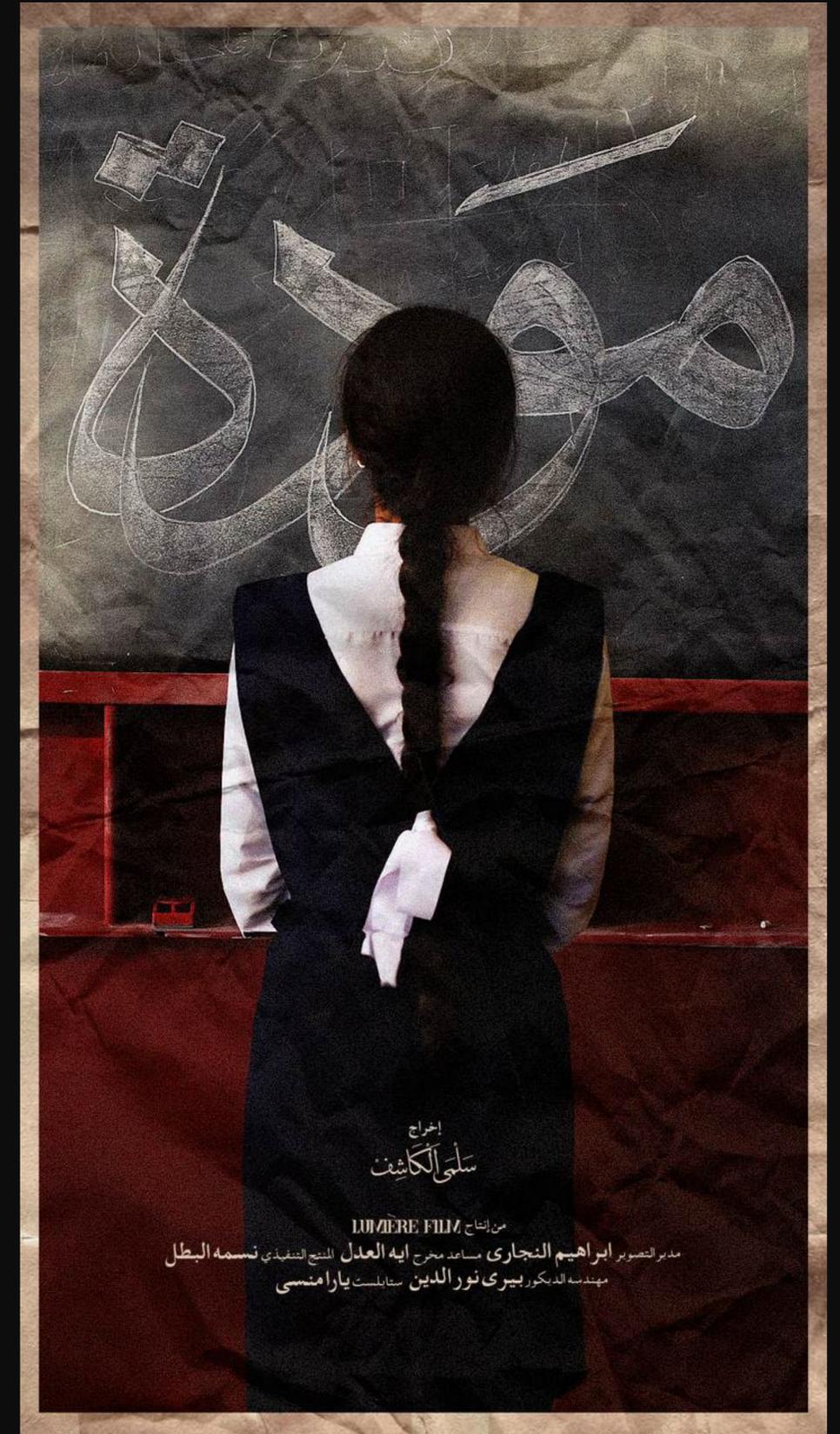
Mawaddah's Film



Mawaddah
Film



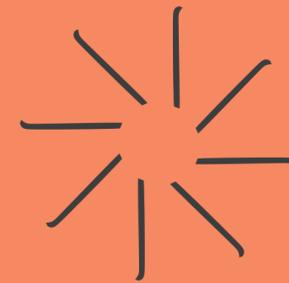
Aman Association
Inauguration ceremony



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Thank you,



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