

مودة | mafs

جمعية مودة للاستقرار الأسري  
MAWADDAAH 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.



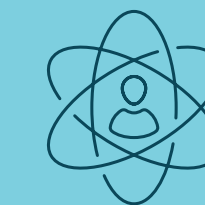
## MAFS's Vision

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.

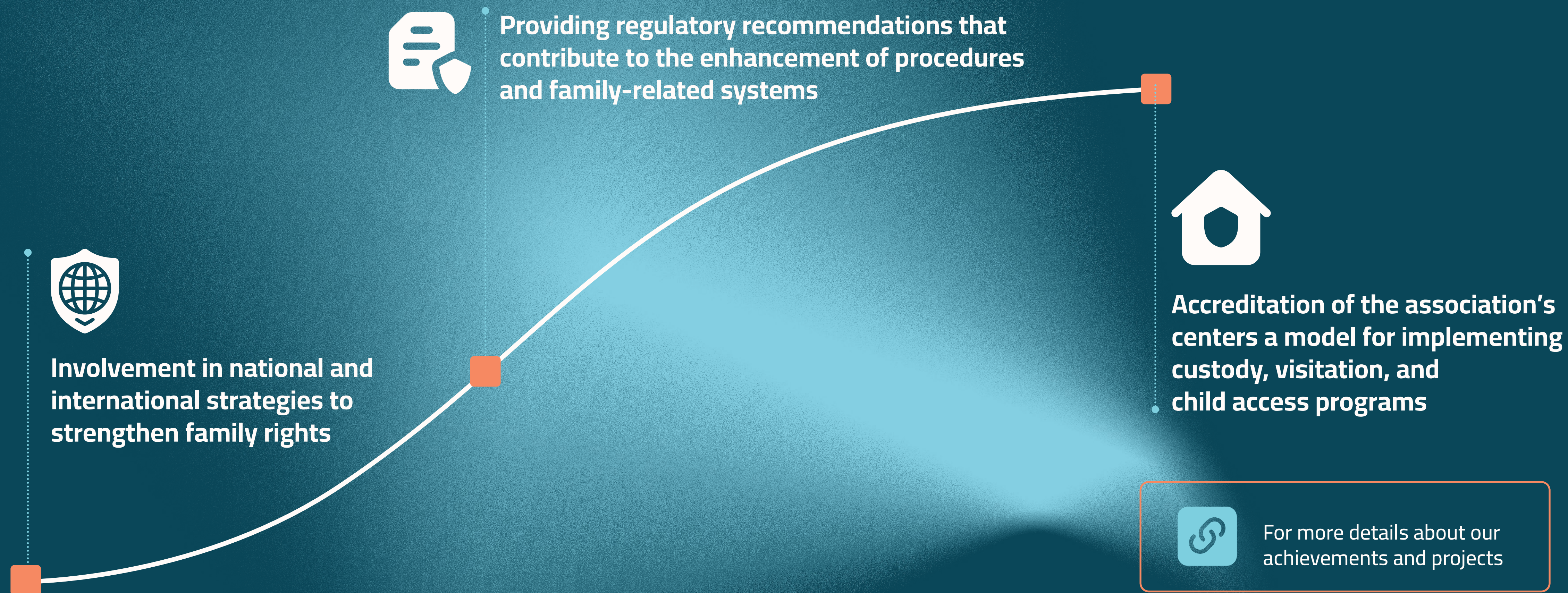


# Milestones in MAFS Journey





# 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



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

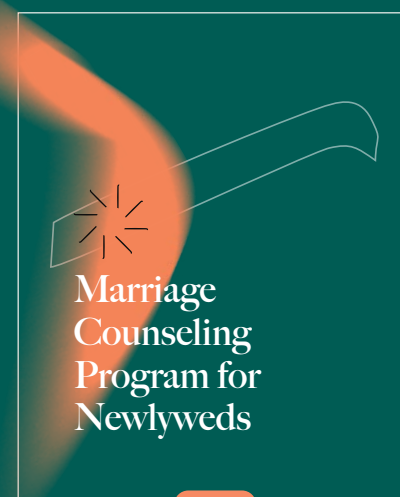
Social

Educational

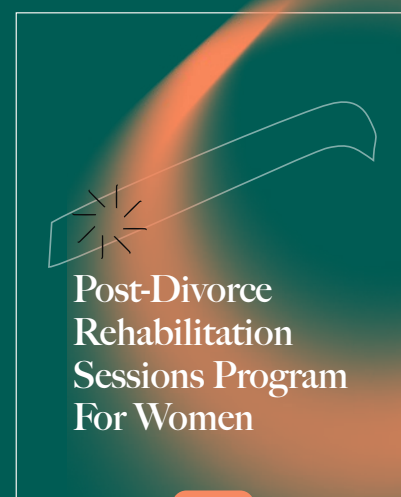
Awareness

### This track includes:

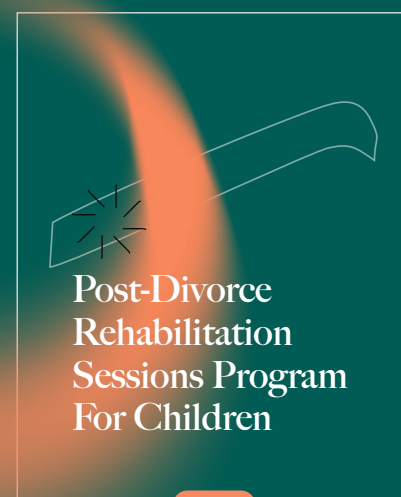
A number of specialized programs and sessions in psychological, social, and family-related fields.



Marriage  
Counseling  
Program for  
Newlyweds



Post-Divorce  
Rehabilitation  
Sessions Program  
For Women



Post-Divorce  
Rehabilitation  
Sessions Program  
For Children

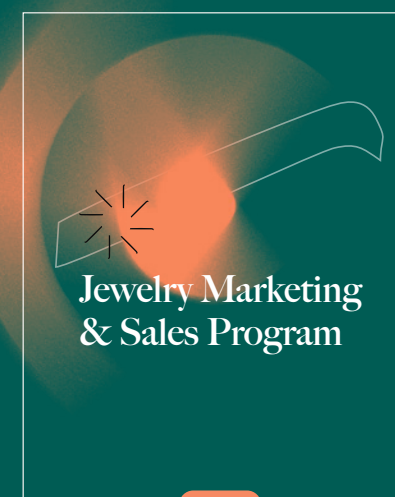


2

Capacity Building

### This track includes:

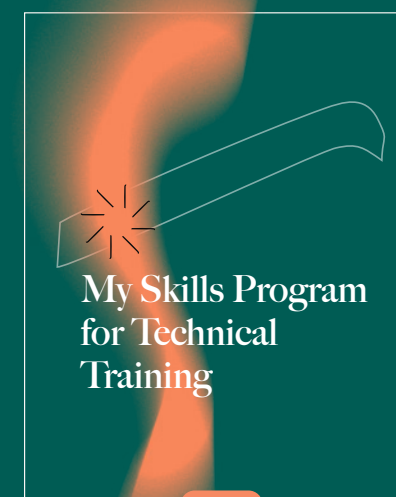
A number of specialized programs aligned with the current job market.



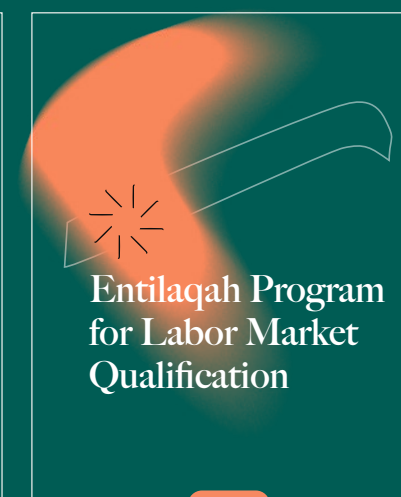
Jewelry Marketing  
& Sales Program



The Future Leaders  
Development  
Program



My Skills Program  
for Technical  
Training



Entilaqah Program  
for Labor Market  
Qualification



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.



Social Support  
Program





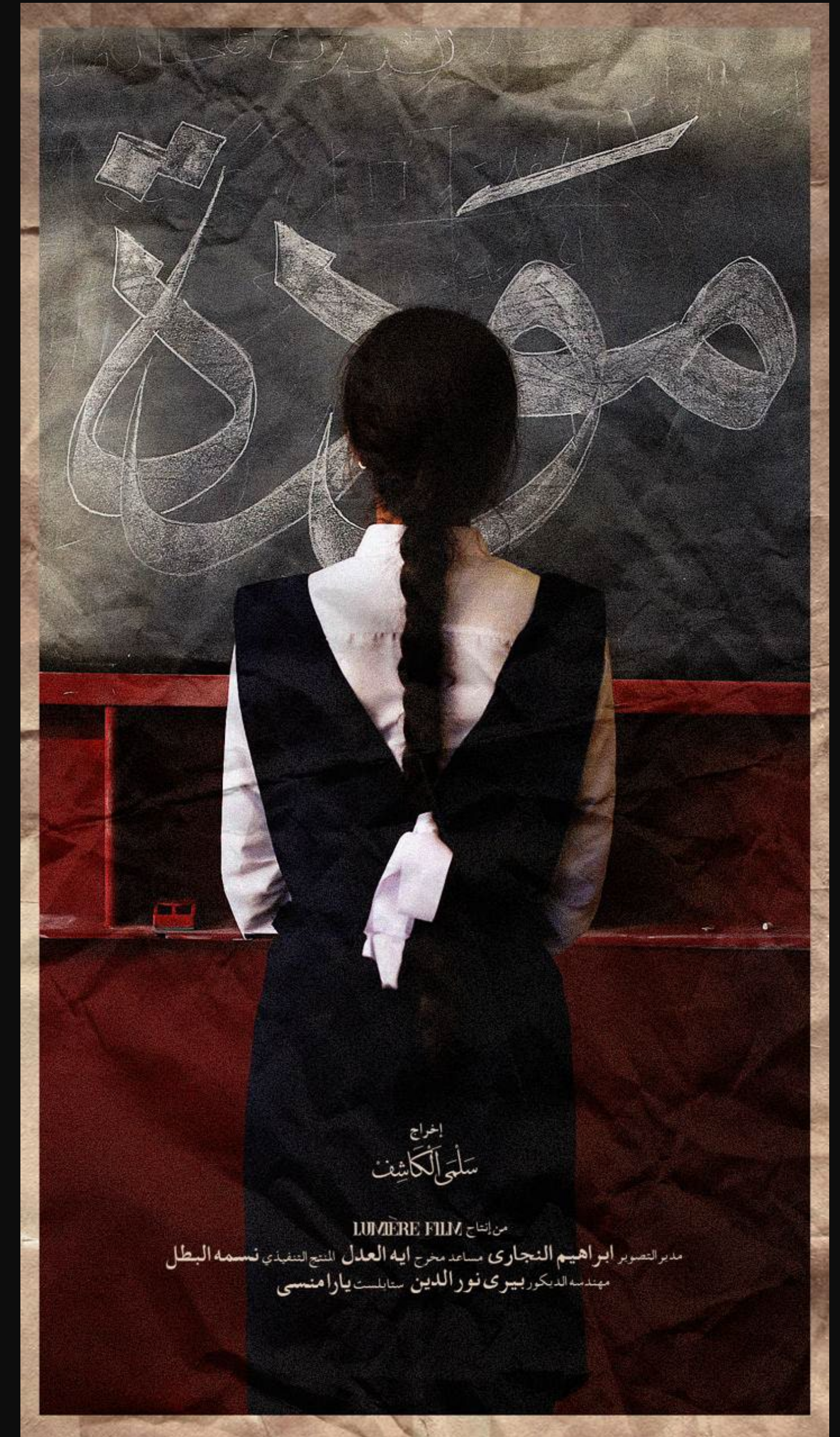
## Mawaddah's Film



**Mawaddah**  
Film



**Aman Association**  
Inauguration ceremony





# Thank you,



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