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جمعية مودة للاستقرار الأسري
MAWADDAH ASSOCIATION FOR FAMILY STABILITY

Roya Center for Family Guidance









Statement of the Problem :





Many families in the Kingdom of Saudi Arabia are facing increasing challenges related to family stability. Rapid social and economic changes, as well as psychological and societal challenges, are affecting family bonds. According to a report by the General Authority for Statistics for the year 2022, the Kingdom witnessed a notable rise in divorce cases, with over 57,000 divorces recorded compared to 150,000 marriages in the same year. This reflects a divorce rate of nearly 38%, which is a concerning indicator regarding family stability.



In light of the growing number of family counseling centers, Roya Center stands out by offering specialized services in family counseling. It provides comprehensive support in psychological, social, familial, and legal aspects, which contribute to resolving conflicts and improving communication between family members and the community.

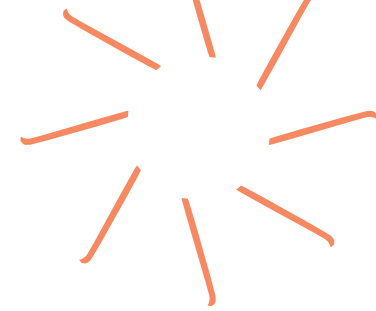


.There is a need to enhance the professional and academic competency of family counselors
There is also a need to conduct specialized studies and research on family issues and to develop comprehensive solutions



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About the Center :

Roya Center for Family Guidance is a licensed center as of 03/08/1445 AH. It operates under the umbrella of MAFS, one of the affiliated companies of the association

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It is a specialized center that provides consultations and services aimed at:

- Supporting families and achieving family balance and stability by helping individuals and families overcome social, psychological, and economic challenges through enrolling them in specialized counseling programs aimed at improving the quality of family life
- Raising community awareness about family rights and responsibilities
- Preparing and professionally and academically training family counselors using global best practices
- Utilizing scientific evidence to develop specialized studies and research in the family field

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Target Audience:

- Families
- Children
- Engaged couples and newlyweds
- Community members in need of family guidance and counseling



Advanced Services:

- **Family Counseling:**
Providing individual, marital, and group counseling to help families address and manage the challenges they face
- **Social Support:**
Supporting individuals and families to enhance social interactions and develop their skills to address social challenges
- **Psychological Support:**
Supporting individuals and families in managing psychological stress to improve their mental health
- **Legal Support:**
Offering assistance and guidance on legal matters
- **Awareness and Education:**
Organizing workshops and educational sessions to raise family awareness and enhance communication and conflict resolution skills



Advanced Services:

- **Awareness and Education:**
Organizing workshops and educational courses to raise family awareness and enhance skills in communication and conflict resolution
- **Family Guidance:**
Providing advice and guidance to strengthen family relationships and achieve family stability
- **Training family counselors and enhancing their competencies**
- **Conducting specialized studies and research on family issues and developing comprehensive solutions**



Project Management Methodology:

- Planning Phase
- Execution Phase
- Follow-up Phases
- Measurement and Evaluation Phases
- Quality Management



Geographical Scope:

Kingdom of Saudi Arabia



Project Duration:

The project is set to be established within one year, from January 1 to December 30, 2025



Performance Indicators:

- Approved Strategic Plan
- Approved Operational Plan
- Signing Partnerships and Agreements with Specialized and Relevant Entities



Project Team:

- Executive Management of MAFS
- Program and Project Manager of MAFS
- Project Manager
- Legal Specialist
- Accountant

Competitive Advantages of the Project:



Customized and Unique Programs:

Designing customized counseling programs that meet specific needs such as resolving marital conflicts, supporting children in divorce situations, or improving family communication.

Providing new services such as online counseling or intensive programs



Service Variety:

The center offers a wide range of services such as individual and group counseling, interactive workshops, and awareness programs focused on improving family relationships and developing skills



Technology and Digital Services:

Providing remote counseling sessions through dedicated apps or modern communication tools.

Offering technological tools such as mental health exercise apps or self-assessment tests

Competitive Advantages of the Project:



Privacy and Professionalism:

Ensuring complete confidentiality of services, building trust between clients and counselors

Adhering to clear professional and ethical standards



Community Awareness:

Organizing workshops and public lectures on improving family relationships

Sharing awareness content through social media offering family and psychological advice







Innovation in Service:

Using modern techniques and methods such as art therapy, cognitive behavioral therapy, or group counseling sessions

Hosting international experts or forming partnerships with renowned international centers

Risk Management Solutions:



Potential Risks	Impact	Likelihood	Risk Mitigation Plan
Mitigation Plan for Difficulty in Covering Operational Costs Due to Insufficient Revenue	High	medium	Offer training services or consultations for businesses, provide monthly or annual subscription programs for clients, and apply for grants or funding from government or charitable organizations
Mitigation Plan for New Regulations that May Disrupt Operations or Increase Costs	High	low	Monitor legal changes continuously, hire a legal advisor, and adapt services to meet new requirements
Mitigation Plan for Loss of Qualified Consultants and Experts to Other Centers	High	low	Offer competitive salaries and benefits, create a motivating work environment with professional development opportunities, and foster loyalty by building strong relationships with the team
Mitigation Plan for Low Center Attendance Due to Weak Promotion or Strong Competition	High	low	Invest in digital marketing and targeted advertising, offer introductory offers and free services to attract clients, and build partnerships with educational or healthcare institutions to expand the client base
Mitigation Plan for Service Issues or Client Information Leakage	High	low	Ensure complete confidentiality through information security systems, adhere to strict professional standards, provide continuous training for the team, and respond quickly to any complaints or issues

Thank you

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جمعية أمان للحماية من الإيذاء
Aman Association for Abuse Reduction

الاستثمار | investment
شركة الاستثمار الاجتماعي
SOCIAL INVESTMENT COMPANY

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

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الإرشاد | counselling
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