



We work for the future

Annual report

2023

مودة | mafs

جمعية مودة للاستقرار الأسري
MAWADDAH ASSOCIATION FOR FAMILY STABILITY

Introduction

This report shines a light on the achievements of «Mawaddah Association» in the year 2023, embodying its strong commitment to supporting the stability and empowerment of Saudi families, and fostering a cohesive and sustainable society. It highlights impactful success stories of families whose lives have been transformed through Mawaddah's programs. The report also presents the results of studies evaluating the organization's impact and outlines our ambitious strategic plans for 2024.

This report provides insights into various aspects of Mawaddah's activities, its mission, programs, and initiatives aimed at enhancing social care and empowerment in the Kingdom of Saudi Arabia. It highlights the vital role it plays in creating a cohesive and sustainable society.

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Key Operational Achievements

Improving the Family Environment and Surrounding Factors

Families Conscious of Family Life Aspects

Economically Empowered Families

Increased Family Rights Awareness

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Supporters 2023



Vision of Mawaddah

Empowering families for a cohesive and sustainable society.



Mission of Mawaddah

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



Values of Mawaddah

Empowerment

Sustainability

Excellence

Partnership



Strategic Objectives of Mawaddah

- Implement specialized service programs for beneficiaries (educational and developmental).
- Conduct research and consultancy studies in the field of the association's work.
- Achieve financial sustainability.
- Qualify specialized cadres in the field of the association's work.
- Expand the scope of the association's services qualitatively and geographically.

About Mawaddah

Mawaddah Association Board of Directors:

Her Highness Princess Lulwa bint Nawaf Al Saud
Chairperson of the Board.

Her Excellency Jawaherah bint Abdulrahman Al Musa
Vice Chairperson of the Board.

His Excellency Sultan Khaled Al Jaber
Financial Supervisor.

Her Excellency Amal Ayed Al-Otaibi
Board Member.

Her Excellency Rasha Sulaiman Al-Habib
Board Member.

His Excellency Abdulwahab Mohammed Al-Fayez
Board Member.

Her Excellency Nadia Ahmed Al-Anzi
Board Member.

His Excellency Naif Hussain Al Khalifa
Board Member.

Her Excellency Dr. Hanadi Abdulaziz Alhokair
Board Member.

Chairman of the Board of Directors Message

Mawaddah in a year

Mawaddah demonstrates a strong commitment towards a cohesive and sustainable society.



Her Highness Princess

**Princess Lulwa bint Nawaf bin
Mohammed Al Saud**

**Chairman of the Board of Directors of the
Mawaddah Association**



During this year, Mawaddah Association has achieved remarkable results in various fields of its work, dedicating its efforts to continue its journey and fulfill its mission in community leadership to support and empower families through the provision of quality developmental initiatives. Inspired by its values of empowerment, sustainability, excellence, and partnership, the association has successfully implemented specialized service programs for beneficiaries and conducted research and consultancy studies in its field of work. It has also focused on achieving financial sustainability, qualifying specialized cadres, and expanding the scope of its services both qualitatively and geographically.

One of Mawaddah's key strengths lies in its comprehensive approach to social care, which not only addresses immediate challenges but also works towards long-term solutions. This approach encompasses a wide range of areas, including personal development, legal support, women's empowerment, vocational training, and family counseling, among others.

Mawaddah has established itself as an influential association in the field of social care and has succeeded in implementing numerous programs that have positively impacted the lives of a significant number of individuals and families. Alhamdulillah, the achievement rates for all its programs have been high, including programs such as the Newlyweds Rehabilitation Program, the establishment of a Family Counseling Center, the empowerment of divorced women for the job market, legal rights programs, and legal consultations. These programs and activities have transformed the lives of thousands of families and individuals, and the beneficiaries' satisfaction rate has been exceptionally positive, reflecting the association's excellence, commitment, accuracy, and credibility in everything it offers to serve the targeted groups.

In conclusion, as we excel in supporting our partners, enabling us to continue our noble mission, we reaffirm our commitment through Mawaddah's multi-faceted programs and initiatives to elevate individuals and families. We provide them with the necessary tools, resources, and support to overcome challenges and create a safe and sustainable environment for Saudi families.

Mawaddah Strategy

Mawaddah Association embarks on its strategy and all its activities driven by a dream of leadership and excellence in maintaining family continuity, reducing divorce rates, and addressing their impact on Saudi society. Through the Mawaddah Strategy (2022 - 2025), the association aims to explore new horizons in achieving this dream, building upon the achievements and progress it has made since its establishment in 1430 AH (2010). It leverages the available awareness opportunities resulting from the comprehensive development that the Kingdom of Saudi Arabia is experiencing at all levels, guided by Vision 2030 and its implementation programs led by the Custodian of the Two Holy Mosques and His Crown Prince, may God support them.

Mawaddah's strategy seeks to establish the concept of sustainable development, deepen cooperation with decision-makers, meet the requirements of modern charitable and volunteer work in line with the aspirations and ambitions of the present stage and future, and provide a platform for implementing new programs and projects, offering impactful and high-quality services.



Alignment of Mawaddah Strategy with Vision 2030

Mawaddah's strategy (2022 - 2025) is designed to align with Vision 2030 and achieve the strategic objectives outlined in the related vision within Mawaddah's field of work. The following objectives have been contributed to by Mawaddah's

Axis 1: Enhancing Islamic Values and National Identity

Objective (1.1): Enhancing Islamic values, including:

Promoting moderation and tolerance

Promoting excellence and discipline

Promoting justice and transparency

Promoting determination and perseverance

Axis 2: Empowering Enriched and Healthy Lives

Objective (2.6): Creating a supportive environment for empowering Saudis, including:

Improving the effectiveness and efficiency of the social services system

Axis 5: Enhancing Government Effectiveness

Objective (5.2): Improving the performance of the government sector, including:

Improving the performance of government entities

Enhancing the quality of services provided to citizens

Axis 6: Empowering Social Responsibility

Objective (6.1): Increasing citizens' responsibility awareness, including:

Encouraging volunteer work

Objective (6.3): Empowering the non-profit sector to achieve greater impact, including:

Supporting the growth of the non-profit sector

Enabling non-profit organizations to achieve deeper impact

Enhancing the quality of services provided to citizens



Aligning Mawada's strategy with the Sustainable Development Goals (SDGs)

5. Gender Equality



- Eliminating all forms of discrimination against women and girls everywhere.

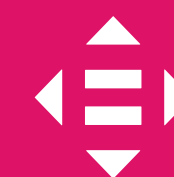
- Eliminating all forms of violence against all women and girls in public and private spheres, including human trafficking, sexual exploitation, and other forms of abuse.

- Eliminating harmful practices, such as child marriage, early marriage, and forced marriage.

- Implementing social protection policies and promoting shared responsibility within the household and family, as appropriate at the national level.

- Ensuring access to sexual and reproductive health services and reproductive rights in accordance with the agreed programs of the International Conference on Population and Development, the Beijing Platform for Action, and their respective outcome documents.

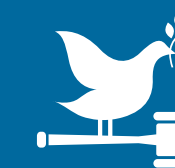
10. Reducing Inequalities



- Empowering and promoting social, economic, and political inclusion for all, regardless of age, gender, disability, race, ethnicity, origin, religion, economic status, or other factors.

- Ensuring equal opportunities and reducing inequalities in outcomes by eliminating discriminatory laws, policies, and practices and promoting appropriate legislation, policies, and measures in this regard.

16. Peace, Justice, and Strong



- Significantly reducing all forms of violence and related death rates everywhere.

- Ending abuse, exploitation, trafficking, and all forms of violence against children and their torture.

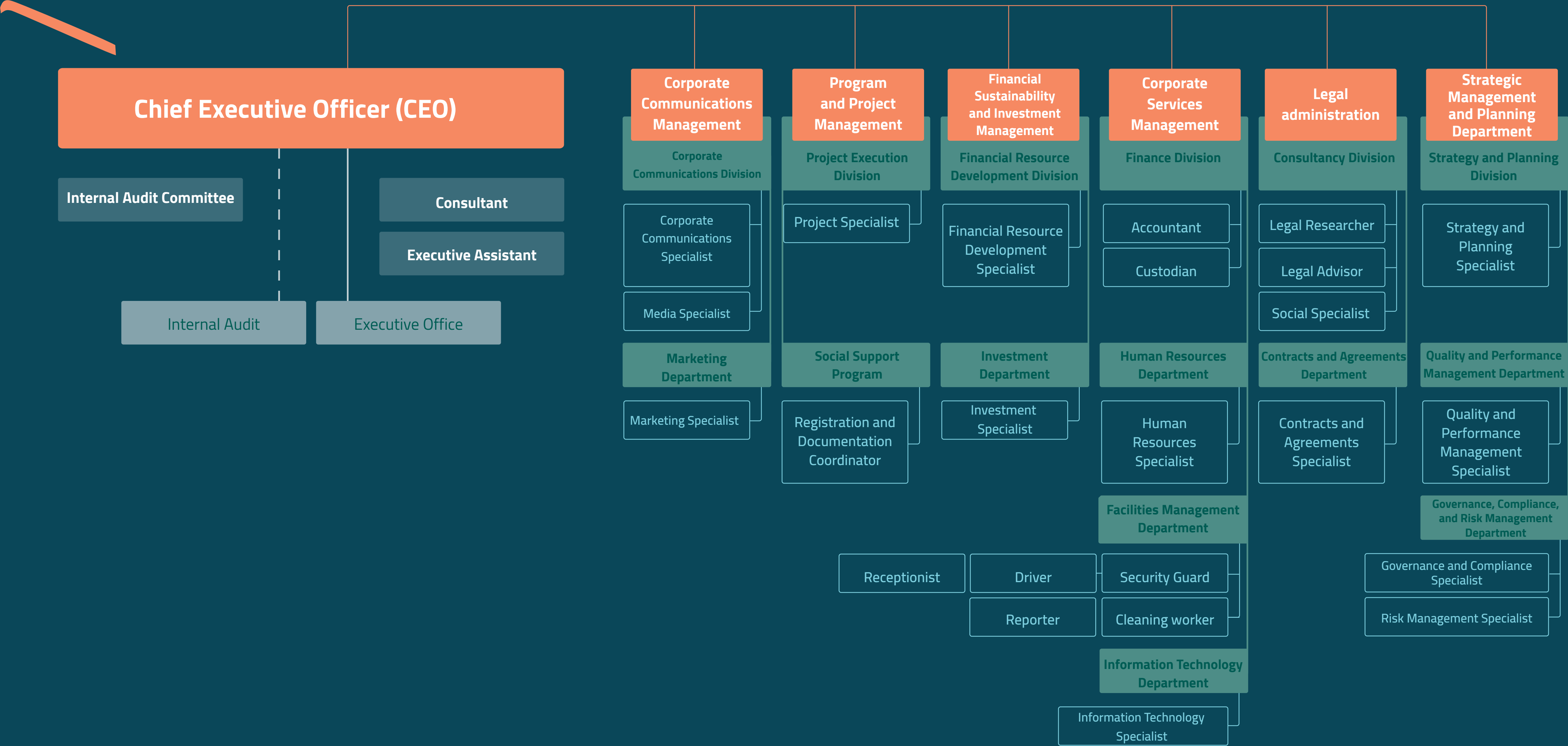
IV عقد الشراكات لتحقيق الأهداف



- Multi-stakeholder partnerships.

- Encouraging and promoting effective public-private partnerships and partnerships with active civil society, leveraging the experiences gained from partnerships and their strategies to mobilize resources.

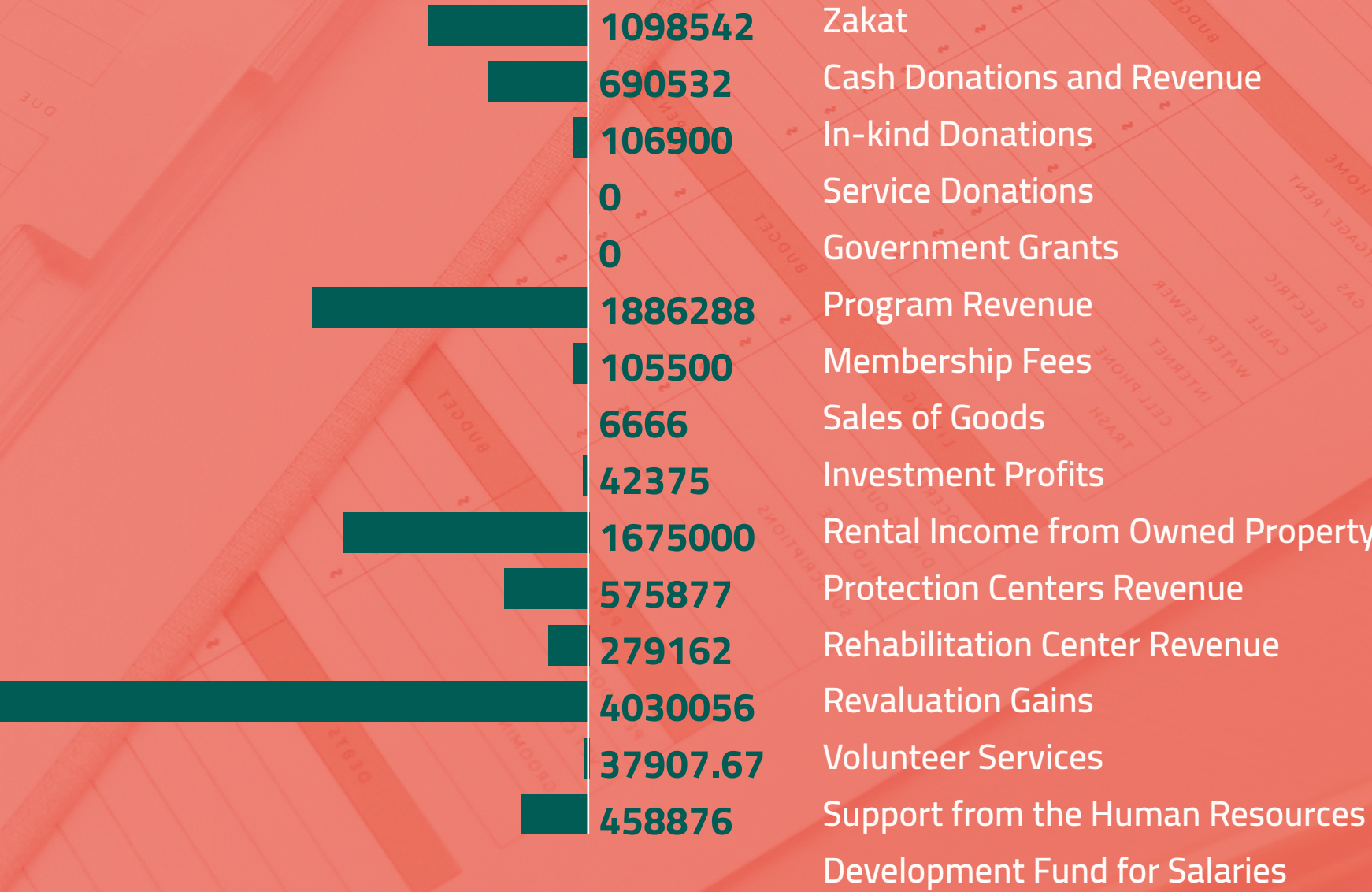
Organizational Structure



Financial Report

Revenues and Donations for the Fiscal Year 2023

10,993,682
Saudi Riyals



Expenses and aid for the Fiscal Year 2023

13,552,421.2
Saudi Riyals



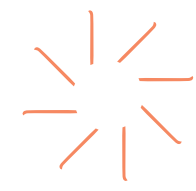
Achievements of MAWADDAH

With the help of God, MAWADDAH Association has been able to achieve many accomplishments on two levels:

Main Operations

Support Operations

Achievements of Main Operations



First:

Improving the Family Environment and Surrounding Factors

Result
1

conscious families with aspects of family life

1.1 Newly Married Couples Capable of Achieving Marital Happiness and Maintaining Their Family Structure

A specialized program for newlyweds has been implemented. This program contributes to the development and enhancement of the abilities of newly married couples in the early stages of marriage to build a stable family aware of its rights and duties. It also enables them to face any problems and difficulties they encounter, helping to reduce early divorce rates. The program supports them with specialized family consultants to act as their supporters, guides, and assistants during this stage.

101

Marriages
and spouses
qualified in 2013

1.2 Families Capable of Facing Challenges and Preventing Family Breakdown

MAWADDAH Association launched the Family Counseling Center project, a specialized center for professionally and scientifically addressing the problems faced by some community members and providing them with appropriate guidance (via phone, in-person, and online). The center also works on training family counselors, conducting relevant research and studies, and offering various social services that contribute to achieving family balance and stability. The center has prepared a service and family counseling guide for external entities, as well as a manual of systems, regulations, and procedures for family counseling. It has also provided numerous social, legal, and psychological consultations.

Work has also been done to develop and activate partnerships with implementing agencies for social, psychological, and reform consultations free of charge to transfer cases in need throughout the year.

MAWADDAH also contributed to the aspect of facing family challenges by providing support and rehabilitation sessions after divorce and a package of awareness and educational courses.

373

beneficiaries
during the
year



Result
2

Economically
Empowered Families

2.1 Provision of Material and In-kind Assistance

Summary of the General Social Support Program Performance for 2023

4032

Beneficiaries
Support and Assistance

667

Beneficiaries
Training and Qualification

152

Beneficiaries
Social Consultations and Family Reconciliation

304

Beneficiaries
Empowerment and Employment

%92

Impact Measurement Result
of Social Support Programs

%87

of the applicants
the program contributed
to improving their living
conditions, environment,
and housing, and helped
meet their needs.

125

new beneficiaries
were registered, their cases studied, and developmental plans were prepared to identify their social, training, and economic needs, with follow-up on the services provided to them.

- Signing a set of agreements and partnerships in the field of training, employment, housing and supporting projects that contribute to supporting women and enable them to reach effective economic empowerment and strengthen the principle of self-sufficiency and transition them from need and dependence to independence and production
- The program contributed to providing a range of diverse developmental, social, and economic services to enhance the capability of divorced women and those in similar situations, and their children.

8889

total number of beneficiaries by the end of 2023

The developmental steps that a beneficiary goes through from registration at the association until she becomes economically independent:



Result
2

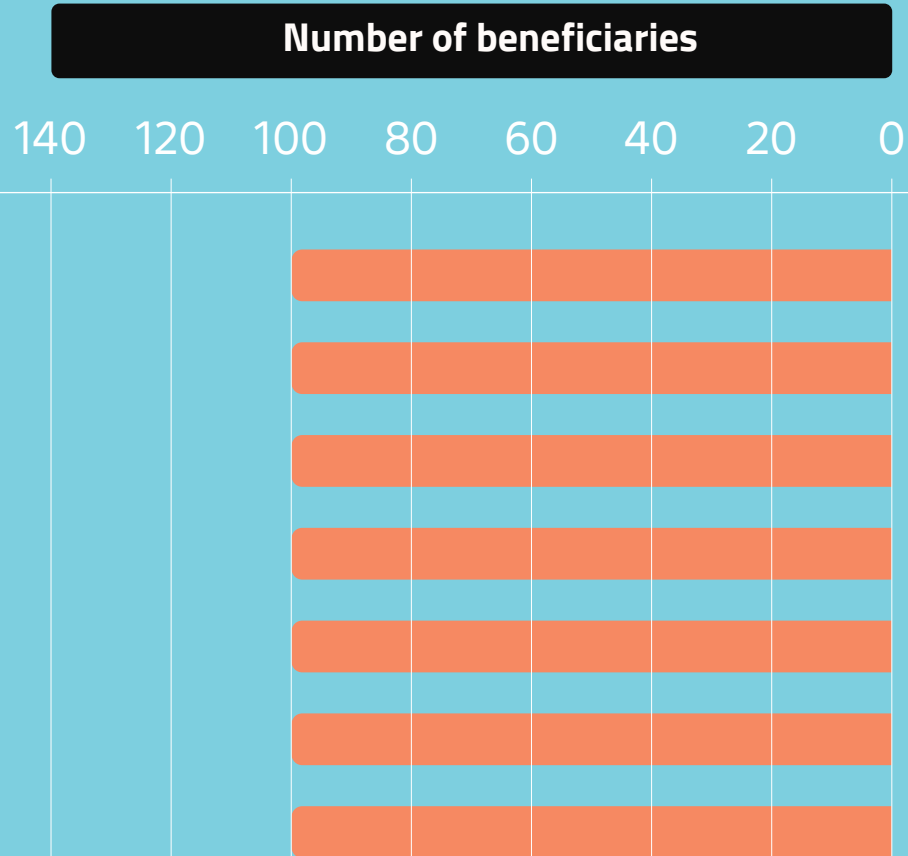
Divorced women qualified for the labor market

2.2 Programs for Divorced Women Qualified for the Job Market:

Measuring the impact of training and awareness program

Measurement of training needs preparation and development of the training plan

- Family budgeting
- Self-development
- Parenting skills
- Psychological and social rehabilitation and support
- Legal awareness
- English language
- Job market preparation



Measuring the impact of training programs on beneficiaries and the type of change gained from the programs during 2023

- Employment and increased monthly income
- Acquisition of pedagogical skills
- Acquiring new skills and knowledge
- Positive change in their interactions with their community and children
- Acquiring family budgeting skills
- Acquiring problem-solving and stress management skills
- Adapting and coping with the current situation
- Changing negative behavior and lifestyle



Achievements of Main Operations



First:
Improving the Family Environment and Surrounding Factors

Result

2

Economically Empowered Families

2.1 Provision of Material and In-kind Assistance

Support services and assistance that were provided:

Number of beneficiaries and their children	
2 ownerships 94 rentals	Housing (home purchases, rent payments, home renovations)
1860	Clothing provision
2068	Food baskets and dates
112	Transportation
2	In-kind and financial donations, debt payments, and school fees
5	Electrical appliances
152	Social counseling and family reconciliation

In the field of empowerment and employment, and contributing to improving the monthly income of beneficiaries:

Specialized training workshops were held on skills for passing job interviews, preparing resumes, and providing a variety of job vacancies and employment opportunities suitable for most job seekers with different educational levels. Cooperation agreements were signed with employment entities:

Number of beneficiaries	
60	Employment
304	(Career counseling (in-person and remote

2.2 Programs for Divorced Women Qualified for the Job Market:

- Post-Divorce Rehabilitation Sessions Program
- Job Market Rehabilitation Program
- Newlywed Rehabilitation Program
- Awareness Wave Program
- My Skills Technical Training Program
- Together for Tourism and Hospitality Sector Localization Program
- Future Leaders Rehabilitation Program
- Driving Education and Licensing Program

667

trainees (male and female)
Total attendance of beneficiaries and their children

1495

hours
Total training hours encompass skills in:

Functional and administrative skills, professional behavior, English language, computer skills, secretarial skills.

**Includes a diverse range of educational training courses such as family budgeting, legal field, self-development, family dialogue, and life skills.

Support services and assistance provided

Total	
8889	Social Support Program
6400	Legal Rights and Legal Consultations Programs
2104	Preparation for Engaged and Newlywed Couples Program
6024	Training and Employment Program
1005	Family Counseling and Guidance Programs

Result 3 Awareness of Family Rights Increased

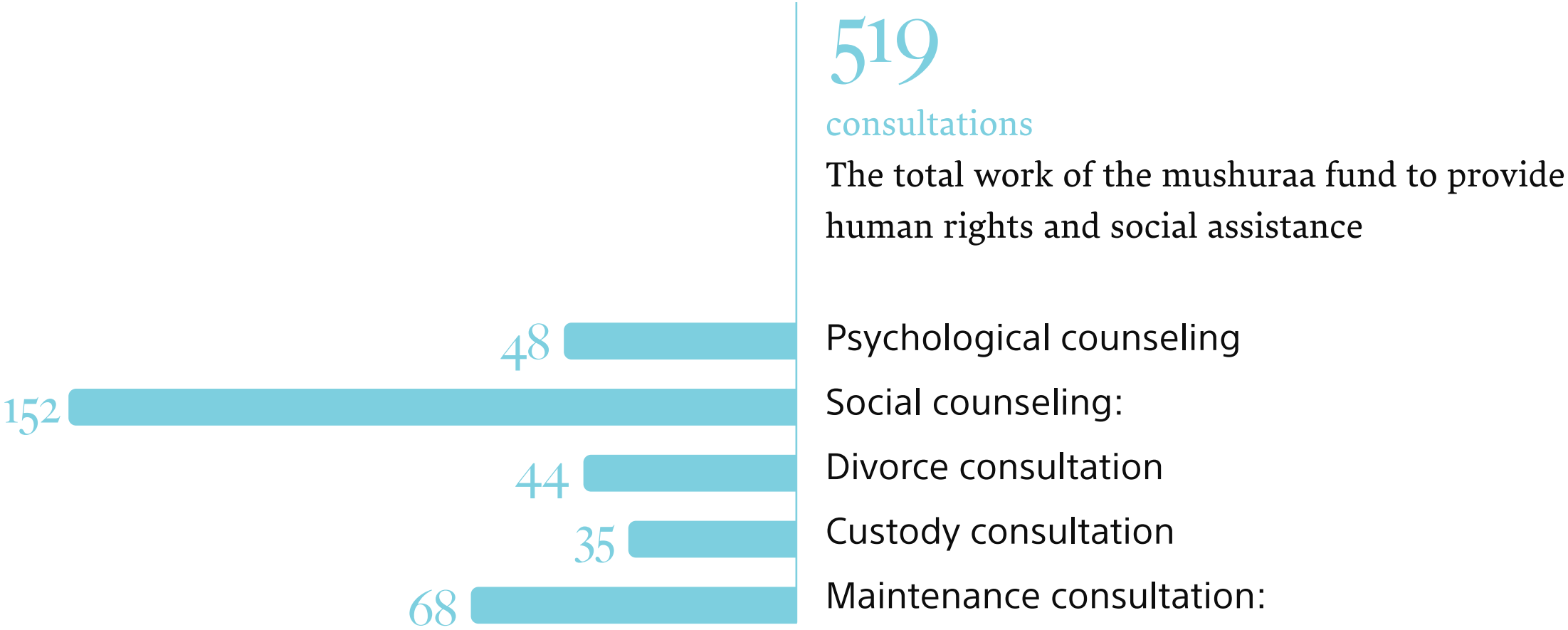
3.1 Laws and Legislation to Effectively Address Family Issues

The association launched the Human and Social Research Center project and operated it under the supervision of Dr. Sami Al-Dami. It is a specialized center for research and consultative studies to support family empowerment and stability. It provides its services to government regulatory and executive bodies and the private sector. The name of the center was adopted to become (Mawaddah Research Center for Human and Social Studies). The initial license was issued on 144523/4/ H by the Ministry of Human Resources and Social Development.

- The center worked on preparing scientific papers and local and international participation:
- Preparing a scientific paper entitled «Prevention and Confrontation of Family Violence in the Kingdom of Saudi Arabia.»
 - Submitting to the competition for the project of the national plan to confront divorce and all forms of marital discord in the Kingdom.
 - Preparing the national strategic plan for the prevention and confrontation of family violence in Saudi society.
 - Preparing a working paper (The role of social media in facilitating the practice of behavioral deviations among juveniles and a proposed vision for protection from the negative effects resulting from that in Saudi society).
 - Joining the association as a member of the Coordinating Council for Social Research Centers.

3.2 Qualified Judicial Environment for Addressing Family Issues

MAWADDAH works to protect and reform families in the legal field and strives to provide legal services to its beneficiaries to contribute to serving the family effectively by providing legal aid to the association’s beneficiaries, which includes filing and raising lawsuits, preparing petitions and memoranda, and following up on the progress of the lawsuit free of charge for the beneficiaries. MAWADDAH also signed a cooperation agreement with the Virtual Health Hospital and the Innovation Empowerment Center to provide psychological and social counseling to MAWADDAH’s beneficiaries.



Result 3
Increased Legal Awareness
Among Families

3.2A Just Environment Qualified to Address Family Issues

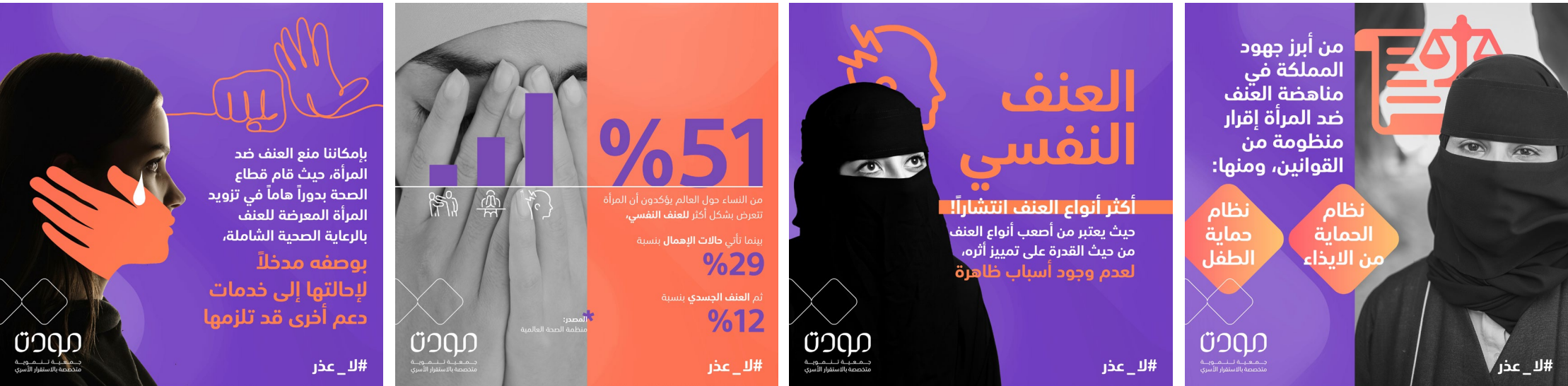
In partnership with Prince Talal bin Abdulaziz Al Saud Foundation, Mawaddah organized a discussion panel entitled “Ways to Combat Violence against Women in the Kingdom of Saudi Arabia” at the headquarters of the Arab Open University.



discussion panel entitled “Ways to Combat Violence against Women in the Kingdom of Saudi Arabia’ at the headquarters of the Arab Open University.

In conjunction with the campaign, Mawaddah, in cooperation with the Talal Charity Foundation, organized a discussion panel entitled «Ways to Combat Violence against Women» at the headquarters of the Arab Open University – Riyadh, with the participation of several relevant entities.

Mawaddah also held a discussion panel titled «How do I Protect You?», which examined the phenomenon of violence from all its dimensions, identified the requirements for confronting it, reviewed relevant regulations and legislation, and developed community proposals and solutions that contribute to providing community protection and enhancing women’s safety. The association also disseminated awareness and legal rights messages on its platforms.



Outcome
3

Increased Legal Awareness
Among Families

3.3 Government Support

Project for Operating Family and Child
Protection Centers in the Central Region

Agreement Signing with the Ministry:
October 2, 2022
Receipt of Operational Headquarters
from the Ministry:
December 6, 2022
Actual Launch of Implementation:
January 1, 2023

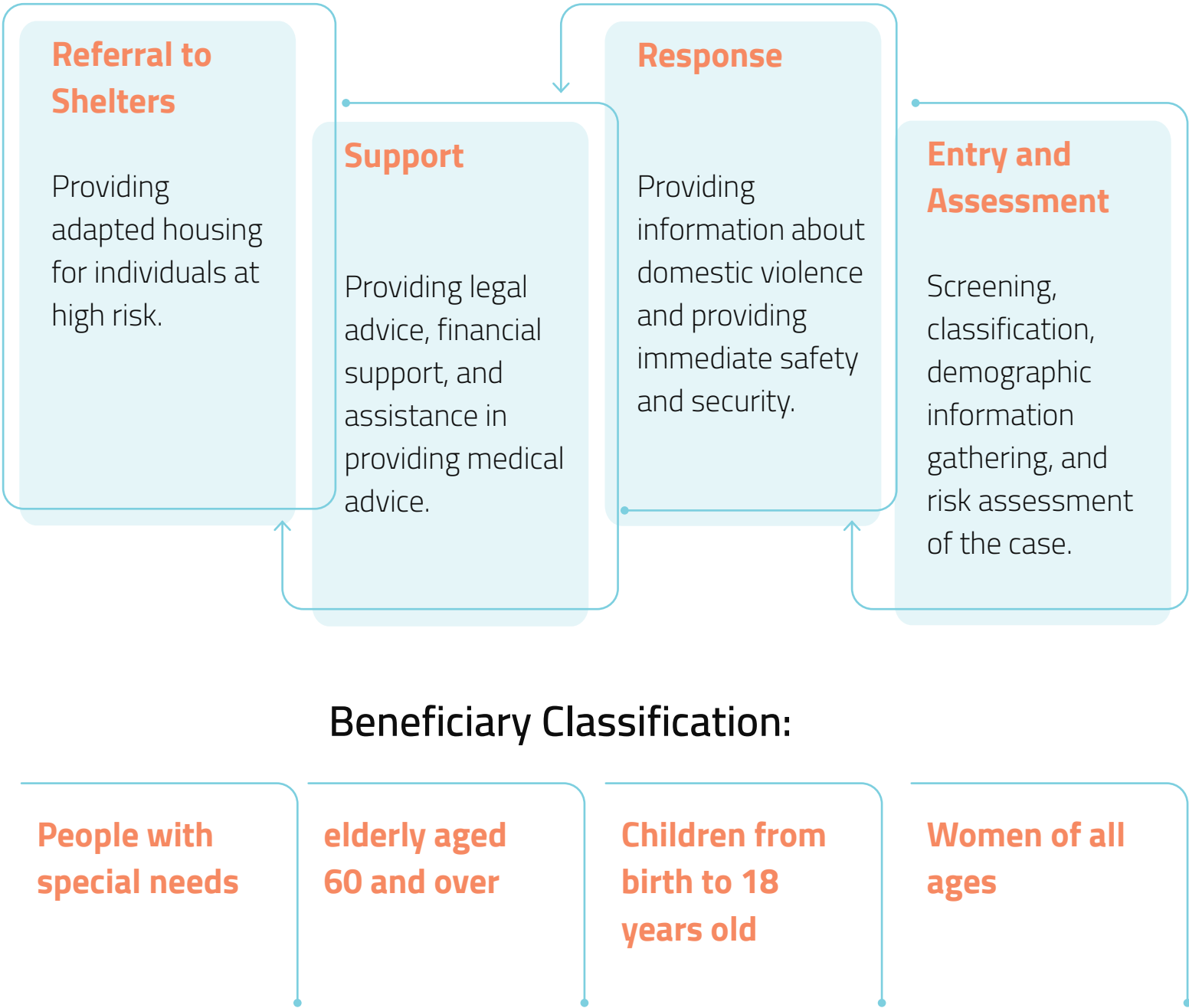
Project approach
Planning
Implementation
Following up
Measuring and evaluation
Managing quality of work



Project for Operating

Riyadh Region
Al-Qassim City
Al-Kharj Governorate
Dawadmi Governorate
Wadi Al-Dawasir Governorate

Beneficiary Journey and Integrated Services for Protection Beneficiaries



Performance Indicators Based
on Total Reports to Protection
Centers in the Central Region

%77
Average Case
Closure Rate

%78
Beneficiary
Satisfaction Rate
with Protection
Center Services

Project Tracks:

- 1

Screening and Classification
- 2

Risk Response
- 3

Support
- 4

Shelter
- 5

Women's Support Program - Case Management and Safety Planning
- 6

Women's Support Program - Structured Support Group
- 7

Family Support Program - Family Preservation
- 8

Family Support Program - Healthy Communication
- 9

Child Support Program - Child Recovery
- 10

Perpetrator Behavior Change Program



Key Achievement Rates of the 2023 Annual Plan Indicators

%95.27

Families aware of aspects of family life

%100

Economically empowered families

%80

Increased legal awareness

%110.40

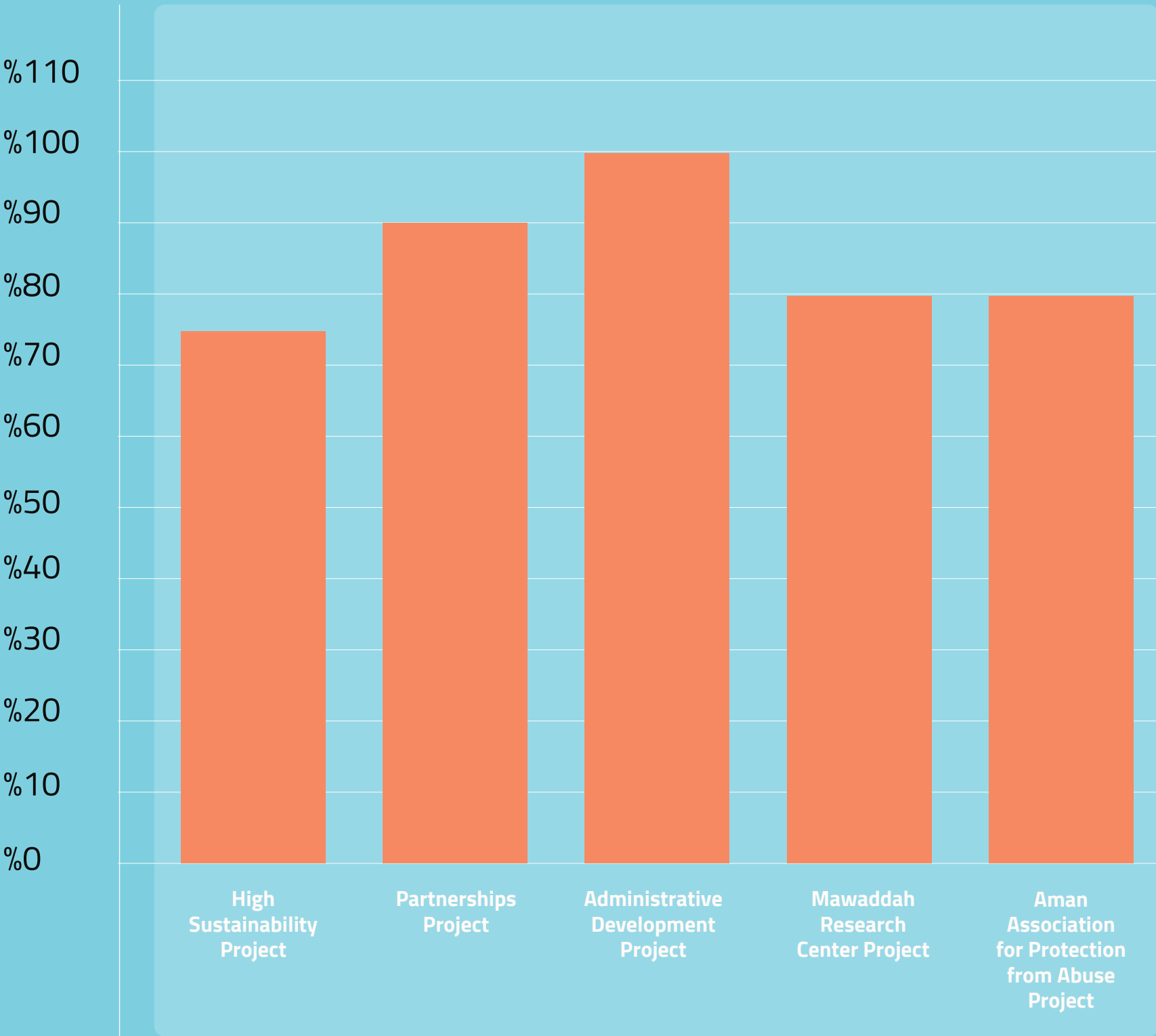
Sustainable financial efficiency

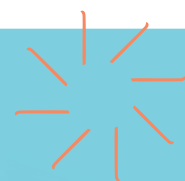
%111.11

Social investment

Average Output Achievement Rate of the 2023 Operational Plan:

Evaluation of strategic plan projects of year 2022 - 2025





Key Achievement Rates of the 2023 Annual Plan Indicators



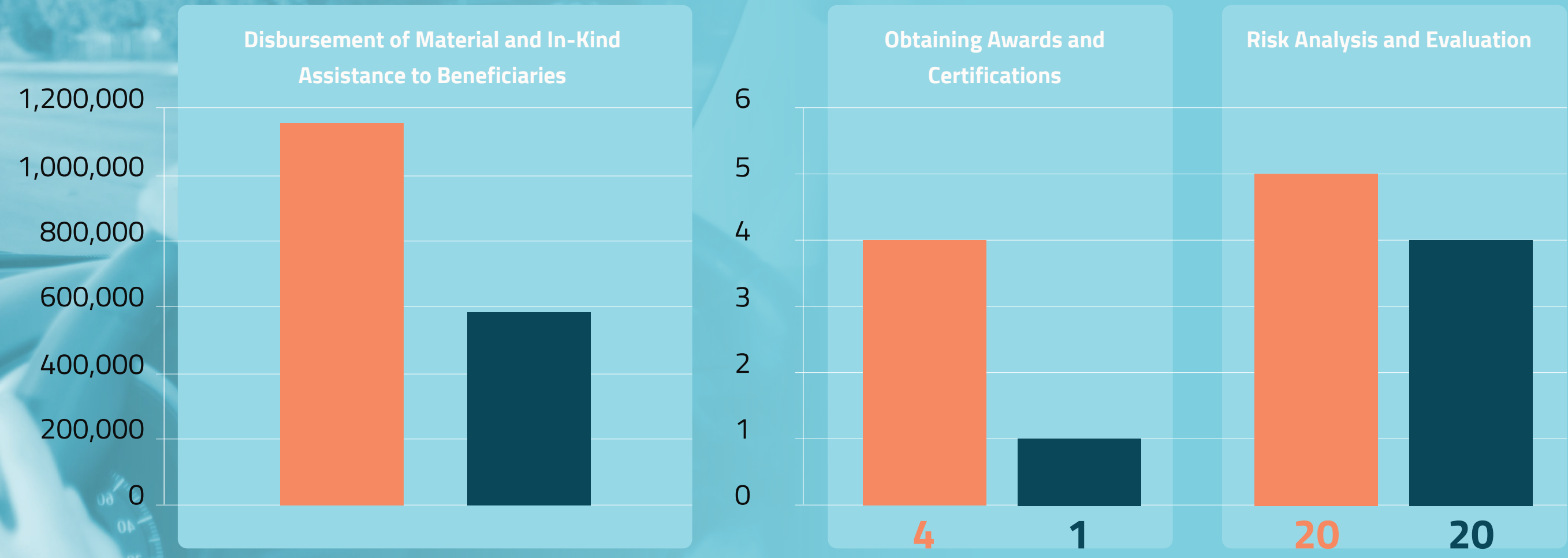
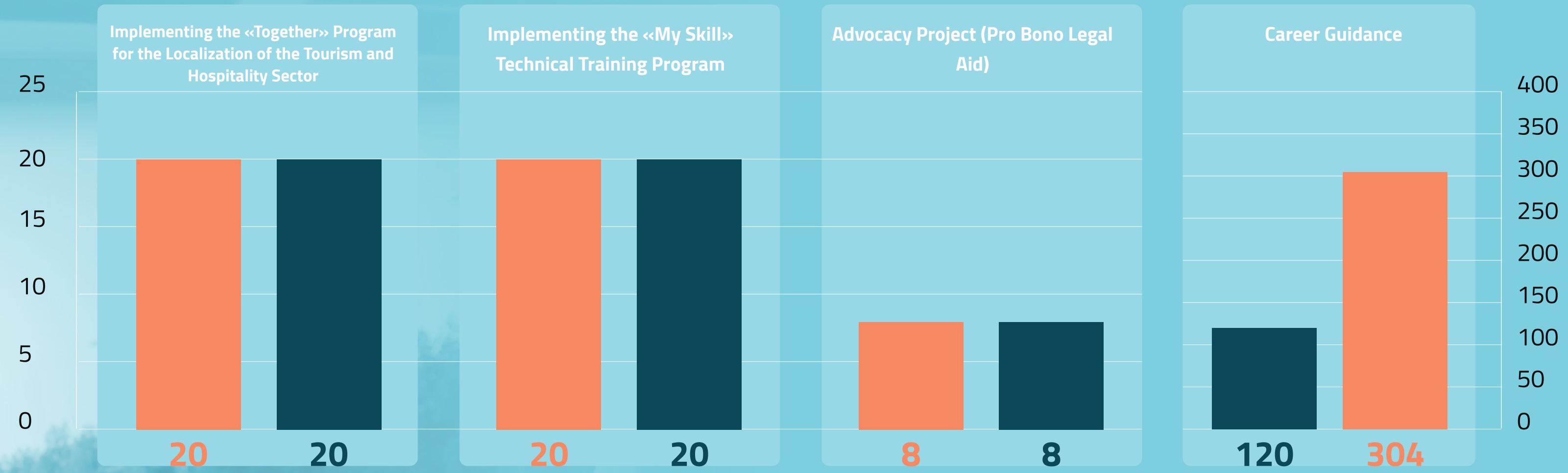
Achievements
Main Operational



First
Enhancing the Family Environment and its Surrounding Factors



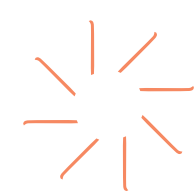
Key Achievement Rates of the
2023 Annual Plan Indicators



%144
Average Output
Achievement
Rate of the 2023
Operational Plan

Achievements

Supporting Operations



Second

Effective and Sustainable Institutional Excellence

Outcome
1

Sustainable Financial Efficiency

1.1 A Controlled and Transparent Governance Framework Based on

Mawaddah worked to develop the terms of reference between the Board of Directors and the Executive Management and to establish internal policies that are aligned with the highest standards of governance. Mawaddah participated in the project «The Role and Impact of Family Development Associations in the Kingdom,» and was accepted into the Impact Lab for Family Development Associations. Additionally, Mawaddah joined as a key member of the Misk Foundation's (Mohammed bin Salman Foundation) Youth Impact Council.

%97.57

Mawaddah's Score in the Overall Assessment of Governance Compliance

Compliance and Commitment Standard:

%96.38

Transparency and Disclosure Standard:

%100

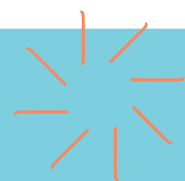
Financial Soundness Standard:

%90.04



Mawaddah received several certifications and awards in institutional excellence, governance, and work environment:

- Great Place to Work (GPTW) Certification: Ranked 13th among the Best Workplaces for Women in the Gulf.
- Great Place to Work (GPTW) Certification: Ranked 4th among the Best Workplaces for Saudi Nationals.
- Great Place to Work (GPTW) Certification: Ranked 26th for the basic certification among Small Organizations.
- TRUSTED CHARITY Certification: Awarded the first level of the Trusted Charity Standard.
- ISO Certifications: Achieved ISO 9001 for Quality Management and ISO 27001 for Information Security.



Outcome

1

Sustainable Financial

Efficiency

1.2 Ensuring Diversification of Resources and Increasing the

The association worked to establish partnerships with supporting entities, enabling it to achieve its goals and increase its income to achieve sustainability for its projects and programs.

With the expansion of the association’s goals, financial sustainability and investment have become one of Mawaddah’s most important projects. Achieving financial sustainability ensures that the association has the tools to expand while managing its operations efficiently. Therefore, work is underway to establish a social investment company with a financial return that aims to achieve a measurable positive social impact. This company will oversee Mawaddah’s incubated projects in addition to the research and studies center.

Financial Sustainability and Investment Projects for 2023



Program

Marketing



Major Donors



Social Support

Program



Individual

Donations



Major Donors

3

Donation

Licenses

3

Supporting Government

Platforms

12

Donation Products in the

Association’s Online Store

6

Donating

Entities

2

Third-Party

Applications

3

Donation

Campaigns

Investment Policy in the

Association

The association has a policy for the replacement and refund of donations. Work is underway on a financial sustainability strategy, one of whose outputs is a social investment company in addition to projects related to sustainability, a long-term financial plan, an executive plan, bylaws for investment, and enabling projects emanating from Mawaddah during the incubation period. These are expected to be operational in the fourth quarter of 2024.

Achievements

Supporting Operations



Second:
Effective and Sustainable Institutional Excellence

Outcome 1 Sustainable Financial Efficiency

1.3 A Clear and Controlled Administrative and Financial System for Managing and Operating the Association

A dedicated internal audit unit was established with a full-time, independent employee to conduct internal audits on all departments and sections from both administrative and financial perspectives.



Employee Turnover During 2023:

New Employee	1	1	2	1
	Q1	Q2	Q3	Q4
Employees Who Left	1	0	1	0

%100
Employee Satisfaction Measurement Rate for 2023

1.4 Establishing the Aman Association for Protection from Domestic Violence



Mawaddah established the Aman Association for Protection from Abuse as part of its endeavor to promote the concept of sustainable development, contribute to achieving family stability in the Kingdom of Saudi Arabia, and address the problems of family disintegration. Aman is a specialized association for combating violence that aims to provide preventive and treatment programs to address domestic violence efficiently and effectively, according to best practices in the field, to confront this phenomenon in the Kingdom and address its negative effects on members of society.

Work has been done to prepare the association’s founding document, strategic plan, all administrative procedures, and the completion of the project’s establishment phase. Additionally, work has begun on forming the work team and building partnerships with the Human Rights Commission, which achieves the project’s operational objectives.

Achievements

Supporting Operations



Second:
Effective and Sustainable Institutional Excellence

Outcome
1

Sustainable Financial Efficiency

1.5 Partnerships Project



- Mawaddah signed a cooperation agreement with Imam Muhammad Ibn Saud Islamic University (Princess Nourah bint Abdulrahman University) to exchange expertise and knowledge resources in areas of mutual cooperation, contributing to the achievement of both parties' strategic goals in realizing Vision 2030.
- Mawaddah signed a contract aimed at developing its strategy and identity to align with the association's direction and 2022-2025 strategy. Her Highness Princess Lulwa bint Nawaf Al Saud, Chairperson of the Board of Directors, represented the association.
- Mawaddah signed a cooperation agreement with the Family Affairs Committee in Diriyah Governorate. The agreement contributes to achieving the terms of reference of both parties and effectively serving the nation in line with Vision 2030.
- Mawaddah signed a memorandum of understanding for the institutional incubation of the «Drajaty» Association to provide support and advice on its administrative, establishment, and technical affairs. Ms. Khuloud Al-Tamimi, CEO of Mawaddah, and Mr. Faisal Al-Ashwai, Vice Chairman of the Board of Directors of Drajaty, represented their respective organizations.

1.6 Expansion of Institutional and Administrative Work

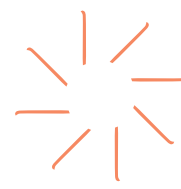
Design Thinking Hub Project

- The association launched the «Design Thinking Hub» project, whose most prominent outcomes include the Knowledge Transfer and Expansion project, which contributes to achieving one of the Sustainable Development Goals of Vision 2030, namely supporting the growth of the non-profit sector. It does this by providing a package of planning services, foundational programs, and development programs for emerging entities in the sector.
- An agreement was signed with the «Drajaty» Association, one of the associations of the Mohammed bin Salman «Misk» Foundation, to provide support and advice on its administrative, establishment, and technical affairs.
- At the invitation of the Saudi Health Council, represented by the National Health Committee for Dealing with Cases of Violence and Abuse, Her Highness Princess Lulwa bint Nawaf Al Saud, Chairperson of the Board of Directors of Mawaddah, and Ms. Khuloud Al-Tamimi, CEO of the Association, attended a workshop entitled «Updating Mechanisms for Dealing with Cases of Violence and Abuse in the Health Sector» and participated in its activities.
- The Mawaddah Association, as a civil society institution, participated as part of the Kingdom's delegation in Cairo in the discussions of the first periodic report of the Kingdom of Saudi Arabia for the 22nd session of the Arab Human Rights Committee, held at the headquarters of the General Secretariat of the League of Arab States over two days, December 25, 26-2023.



Achievements

Supporting Operations



Second:
Effective and Sustainable
Institutional Excellence

Outcome
1 Sustainable Financial
Efficiency

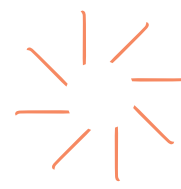
Mawaddah’s Contributions to Institutional and Administrative Expansion



- Mawaddah joined the Coordinating Council for Social Research, actively participating in its 7th meeting and the first scientific forum for social research centers.
- Mawaddah joined the supervisory team for a study on updating the project to reduce divorce rates, in collaboration with the Family Affairs Council.
- Mawaddah participated in the advisory team for a project studying the «Social Impacts of Women’s Employment and Increasing their Participation in the Labor Market in Saudi Arabia,» led by the Ministry of Human Resources and Social Development.
- Mawaddah participated in the team for a workshop aimed at developing the Family Affairs Council’s strategy.
- Mawaddah reviewed the «Women’s Empowerment in the Workforce» survey to understand the tangible social impact of women’s participation in the Saudi Arabian labor market. This involved identifying challenges faced by women and exploring potential solutions to enhance their participation in the workforce.
- Mawaddah participated in developing the guidance process, including its scientific and professional requirements, by contributing to measuring the reality of family guidance in the Kingdom in collaboration with the Council of Civil Societies and the Ministry of Human Resources and Social Development.
- Mawaddah participated in the social and economic strategy for revitalizing Riyadh’s city center, partnering with the King Abdulaziz Historical Center (Darah) in its fourth session at the Royal Commission for Riyadh City. This initiative focused on strengthening the capabilities of institutions and individuals to align city plans and goals with Vision 2030 objectives.
- Mawaddah actively engaged in focus groups focused on procedural solutions for family issues arising from contemporary changes.
- A representative from Mawaddah participated in a project by the Family Affairs Council to document all regulatory instruments issued concerning Saudi women.
- Her Highness Princess Lulwa bint Nawaf bin Mohammed, Chairperson of Mawaddah’s Board of Directors, joined the executive committees of the Council of Civil Societies.
- Mawaddah actively participated in a tour focused on developing the non-profit sector in Riyadh.

Achievements

Supporting Operations



Second:
Effective and Sustainable
Institutional Excellence

Outcome
2

Social Investment

2.1 Digital Transformation

Work has been carried out to develop the member and membership portal on the association’s website and to convert paper membership cards to electronic cards for easy control and access, in addition to ensuring the continuity of information security and improving and developing existing systems. Work has also been done to expand digital transformation to include automating all human resources processes.

2.2 Administrative Development Project

The association launched the administrative development project with a detailed plan that included several achievements, starting with designing the organizational structure and developing human resources frameworks, including a human resources strategy, policies, procedures, and competencies.

In addition to this, work was done to design a salary and grade structure and plan the implementation process by developing a dedicated roadmap. Accordingly, the Human Resources Department was developed, and the following were adopted: (Organizational Structure/Human Resources Manual and Policies/Job Ladder and Employee Placement).

The association also worked to identify a list of training courses that were offered throughout the year according to the training needs of employees.

28

employees
received training
courses.

22

training
courses were offered.

%100

overall employee
satisfaction rate
with the courses.

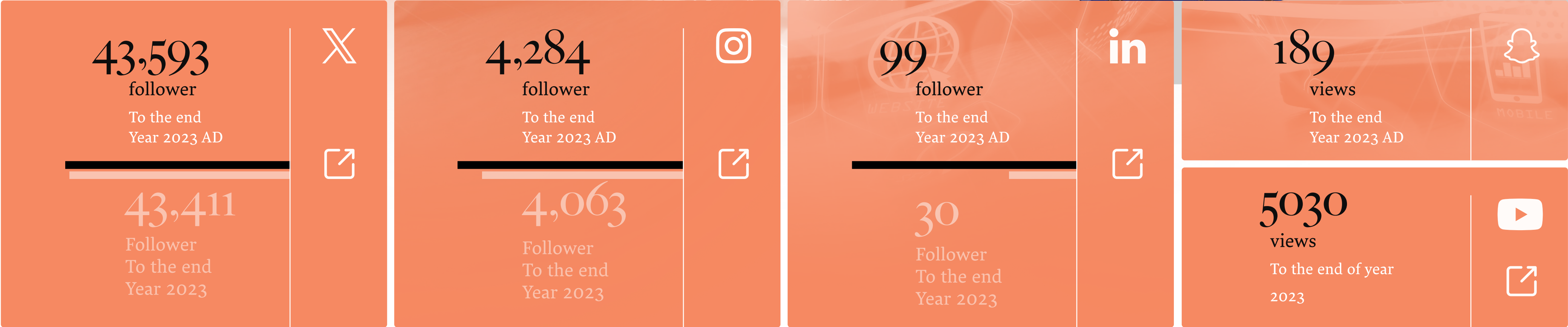
Measuring the Impact of the Administrative Development Project



Mawaddah
In the media

- Events
- News
- Videos

Mawaddah on social media platforms



48,065

Followers

Total number of followers
On social media platforms
platforms

2,305

posts

Total number of posts
On social media platforms

8

number of
participations
(introductory pillars)

20

New products

12

Number of
campaigns

Honoring Mawaddah in 2023:

















Princess Seetah Bint Abdulaziz Award To
excel in social work
(First National Forum)
Knowledge (what Why... How do you act...?)

The Princess Seetah Award honored
the (Mawaddah) Association.
This honor came; Confirming the
initiative of the Princess Seeta
Bint Abdulaziz Award Al-Aziz for
Excellence in Social Work to keep
pace with Vision 2030 aimed at
improving the quality
Life through multiple paths

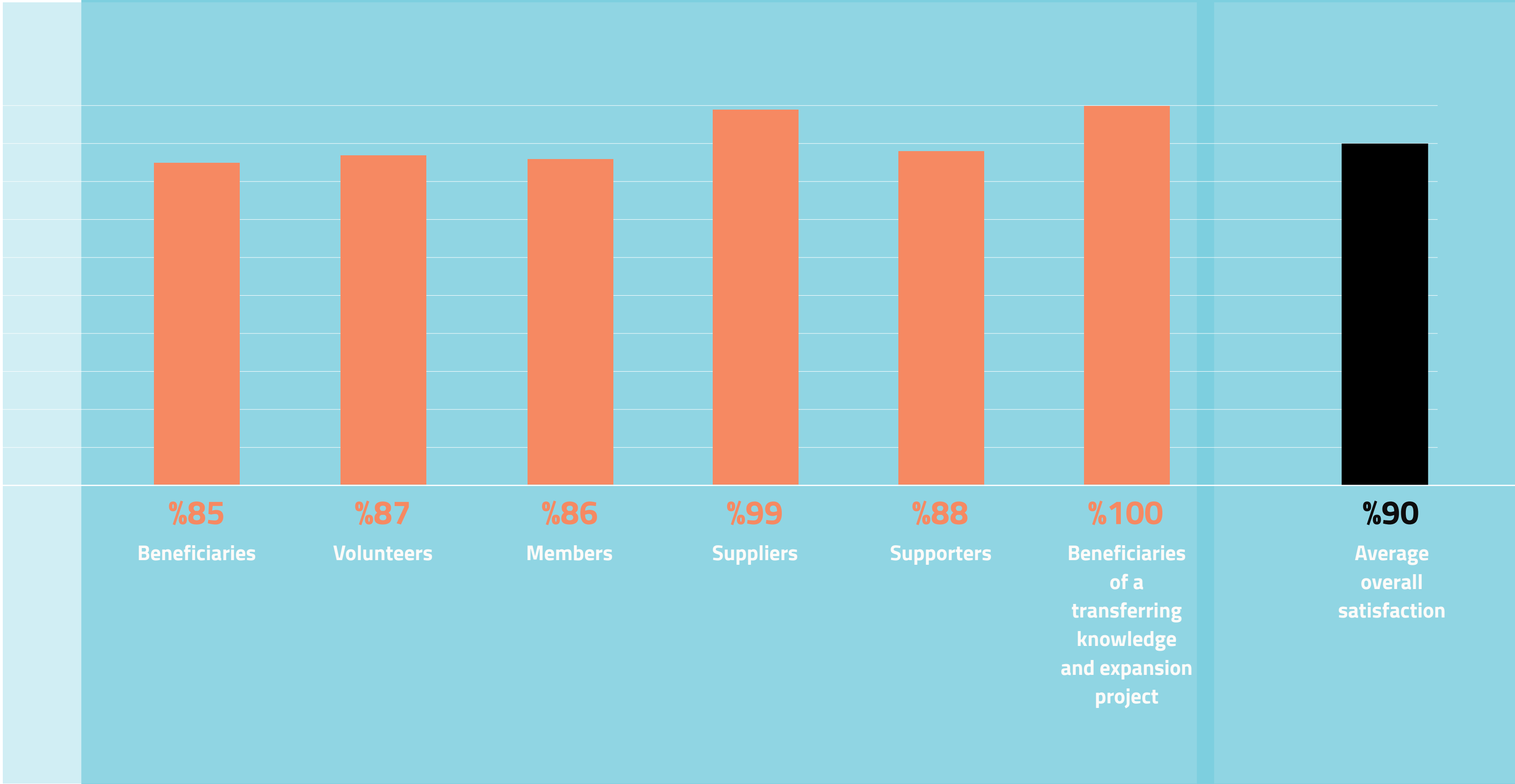
Illuminations

On the path of Mawaddah

2010	2012	2013	2014	2017	2018	2019	2020	2021	2022	2023
 <p>Support for the study of the draft organized divorce procedures and their implications for the wife and children</p>	 <p>Launch of an advisory fund as the first charity to provide free legal aidt</p>	 <p>Launch of a social support program to provide all kinds of support and development services to needy cases of divorced women and their children</p>	 <p>Preparation of the Personal Status Code draft</p>	 <p>The Cabinet has approved the regulation of the alimony fund, as the Ministry of Justice has adopted the proposal as part of its initiatives in the National</p>	 <p>Beit Moudah has been selected by the Ministry of Justice's consulting body to participate in the pilot project for the initiative to provide centers for the</p>	 <p>Launching the first versions of Collection of books A heart in two verses</p>	 <p>Mawaddah obtained a certificate 9001:2015 ISO to provide high quality services that guarantee the satisfaction of its beneficiaries and all Interested parties.</p>	 <p>Mawaddah got a certificate 27001:2013 ISO In</p>	 <p>Signing a memorandum for operating Family protection center and child protection in the central region. protection in the central region.</p>	 <p>Establishing the Aman Association specialized in the field of protection</p>
			<p>2015</p>  <p>Expansion of the opening of legal support offices in personal status courts».</p>				 <p>obtained Family Friendly Institutions Award from League of Arab States.</p>			 <p>Mawada obtained a certificate of applying the Trusted Organization Standard the first level</p>
										<p>Mawaddah obtained 3 GPTW certifications:</p> <p>1/ The best work environment for women in the Gulf, ranked 13th.</p> <p>2/ The best work environment for Saudi citizens, ranked fourth.</p> <p>3/ The best work environment for small organizations</p>
										<p>In order 26.</p>

Results of measuring stakeholder satisfaction

About Mawaddah Association 2023



Complaints and suggestions

1
Complaints and suggestions received

1
Complaints and suggestions addressed

%100
Complaint addressing rate

1 - 5 DAYS
Time taken for addressing

Chairman of the Board / Two terms in the council

Excellency Ms.

Al Jawhara bint Abdul Rahman Abdul Latif Al Moussa

Vice Chairman of the Board / 4 terms in the council

Excellency Mr.

Sultan Khalid Mohammed Al Jubeir

Financial Supervisor / One term in the council

Excellency Ms.

Amal bint Ayyed Ali Al Otaibi

Board Member / One term in the council

Excellency Ms.

Rasha bint Sulaiman Abdul Aziz Al-Habib

Board Member / One term in the council

Excellency Mr.

Abdul Wahab bin Mohammed Abdul Aziz Al Fayez

Board Member / One term in the council

Excellency Ms.

Nadia bint Ahmed Dujaan Al Enzi

Board Member / Two terms in the council

Excellency Mr.

Naif bin Hussain Khalifa Al Khalifa

Board Member / One term in the council

Excellency Dr.

Hanadi bint Fahd Abdul Aziz Al Hukair

Board Member / Two terms in the council

Success Partners

And supporters for the year 2023



مجلس شؤون الأسرة
FAMILY AFFAIRS COUNCIL



تواد للتنمية الأسرية
Tawad for Family Development

مكودة | mafs

جمعية مودة للاستقرار الأسري
MAWADDAAH ASSOCIATION FOR FAMILY STABILITY



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mawaddahksa