

Al Mawaddah Performance Annual Report 2019



Annual Report 2019

A team of all departments and programs participated in the preparation of the report in partnership with project management and excellence according to global models and methodologies in data analysis and auditing under the supervision of the Board of Directors and the audit of an external team of experts.



Social Responsibility

Case and effects



Affection in 17 Years



Social Performance



Family stability index Conflict Resolution



Corporate Performance



Strategic performance 2017 - 2020



Economic Performance



Performance Summary 2019



Charity at the heart of leadership



“Our true Islamic religion is an integrated religion, solidarity, synergy, and our Islamic Sharia affirms charitable work.”

Hamad bin Salman bin Abdulaziz
Crown Prince, Deputy Prime Minister



“Charitable work is one of the pillars of society, and it is the basis of what our religion dictates to us

Salman bin Abdul-Aziz
Custodian of the Two Holy Mosques and Prime Minister

”

”

Thank you for inspiration

Your inspiration assisted in helping and the stability of more than 35,000 families throughout 2019 G.

مؤسسة حياة الخيرية
Hayat Charitable Foundation





26

Country through Internet



3

Administrative areas



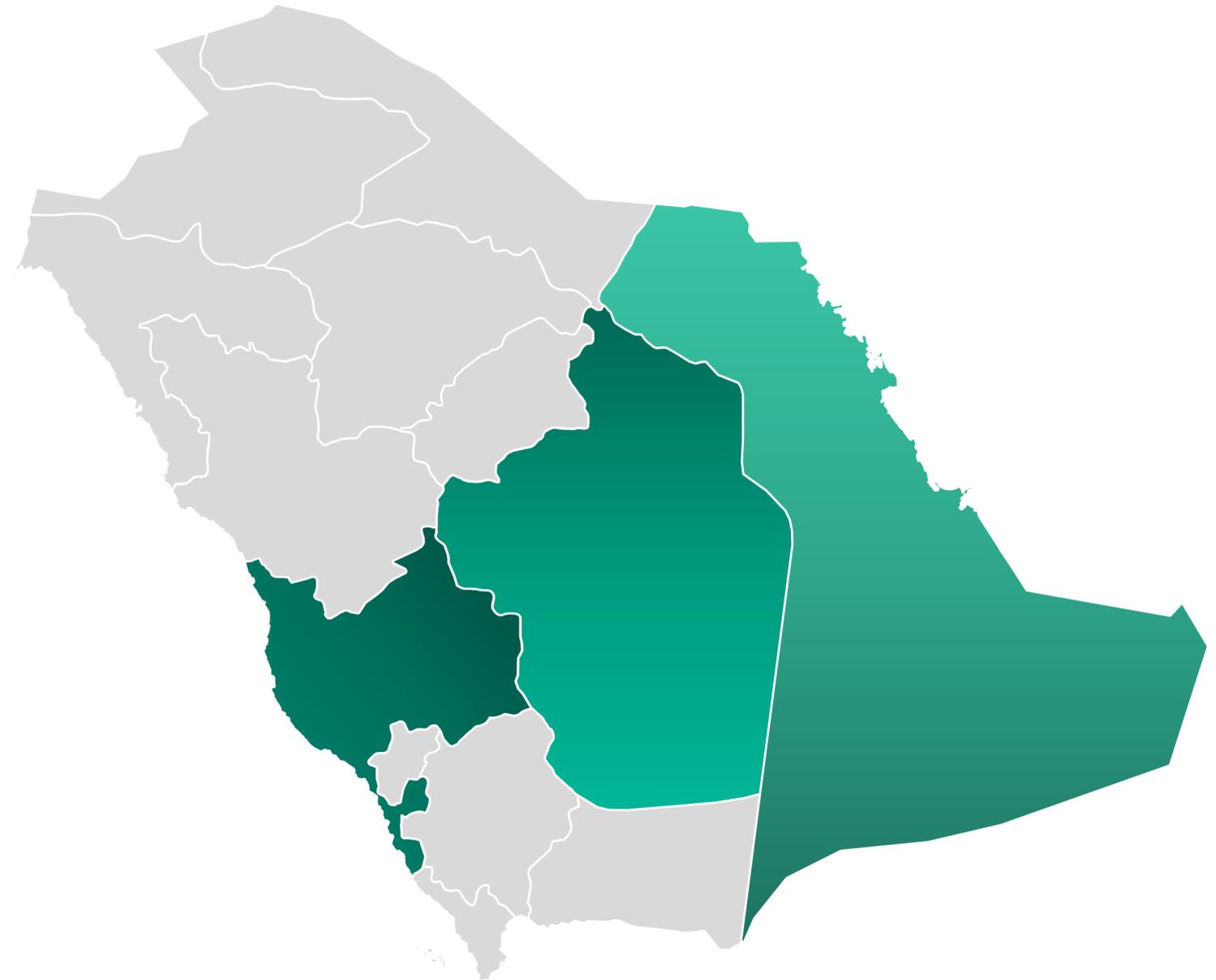
9

Governorates in Makkah



4

Villages





Sheikh Khalifa Award for Excellence 2019
Al- Mawaddah has achieved the award in light of achieving the highest levels of corporate excellence audited by a consultation team



Charity Work Excellence Award 2018
Al- Mawaddah has achieved the award in the field of charity establishments, M&S social associations sector



Work enterpreneurs award
Al- Mawaddah has achieved the award for the social responsibility branch



Jeddah creativity award
Al- Mawaddah has achieved the award for its multiple development services for the separated families



King Khaled Award 2017
Al- Mawaddah has achieved the first rank for its excellence in the modern administrative practices and due to the clear organization excellence in addition to its excellence in the presence of integrated administrative systems with regard to the board of directors and the governance regulations



Makkah Excellence award
Al- Mawaddah has achieved the award for its social excellence in the efforts made of the family stability and development in the region



Socially pioneer projects award 2016
Al- Mawaddah has achieved the socially pioneer over the GCC



Digital excellence award 2016
Al- Mawaddah has won the digital excellence award from the Ministry of Communication and IT over KSA



Sheikh Khalifa Excellence Award
The association won the award in 2019 edition in Abu Dhabi
The association also benefited from 49 opportunities for improvement



GREAT PLACE TO WORK Certificate
The association met GPW best working environment standards
By 5 criteria and 15 indicators of the working environment



Assembly General Members 2019

Walid Mohamed Wagih Al- Tawil
Assembly General Member



Ahmed Khaled Al- Arif
Assembly General Member



Khaled Abed Kama
Assembly General Member



Omar Zoheir Abdel Kader Hafez
Assembly General Member



Yasser Youssef Bakr
Assembly General Member



Fahd Jamil Momena
Assembly General Member



Talib Saleh Hassan Al- Attas
Assembly General Member



Ahmed Ali Al- Marabie
Assembly General Member



Youssef Omar Kably
Assembly General Member



Mohamed Mahmoud Elias
Assembly General Member



Roaid Mosleh Al- Sawaf
Assembly General Member



Ahmed Mohamed Basodan
Assembly General Member



Maged Abdullah Matbouly
Assembly General Member



Hesham Abdul Rahman Al- Kharijy
Assembly General Member



Abdullah Riyadh Jamil Nour
Assembly General Member



Bassem Mahdy Jaafar Al- Sherif
Assembly General Member



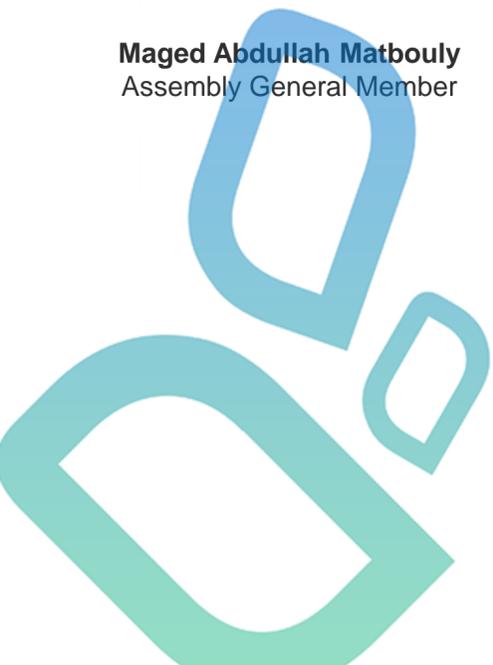
Khaled Ahmed Abdul Aziz Al- Hemdan
Assembly General Member



Ali Mohamed Salem Al Daraan
Assembly General Member



Hussein Mohamed Salem Al- Bar
Assembly General Member



Board Members – Second Term

Fayez Abdullah Elitha Al- Harby
FCO – Board Member



Zoheir Ali Al- Marhoumy
Vice chairman



Faisal Saifuldin Al- Samanoudy
Chairman



Abdullah Mohamed Al- Matbouly
Board Member



**Abdullah Mohamed Ahmed
Baiuomy**
Board Member



Anas Abdul Wahab Abdullah Zaraa
Board Member



Mohamed Said Al- Ghamdi
Board Member



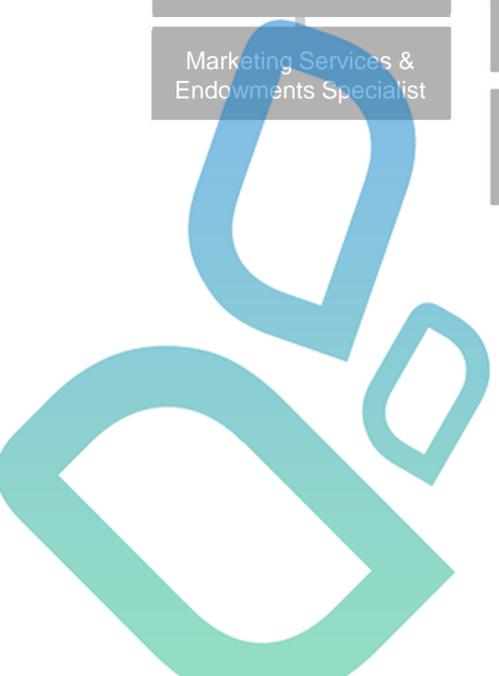
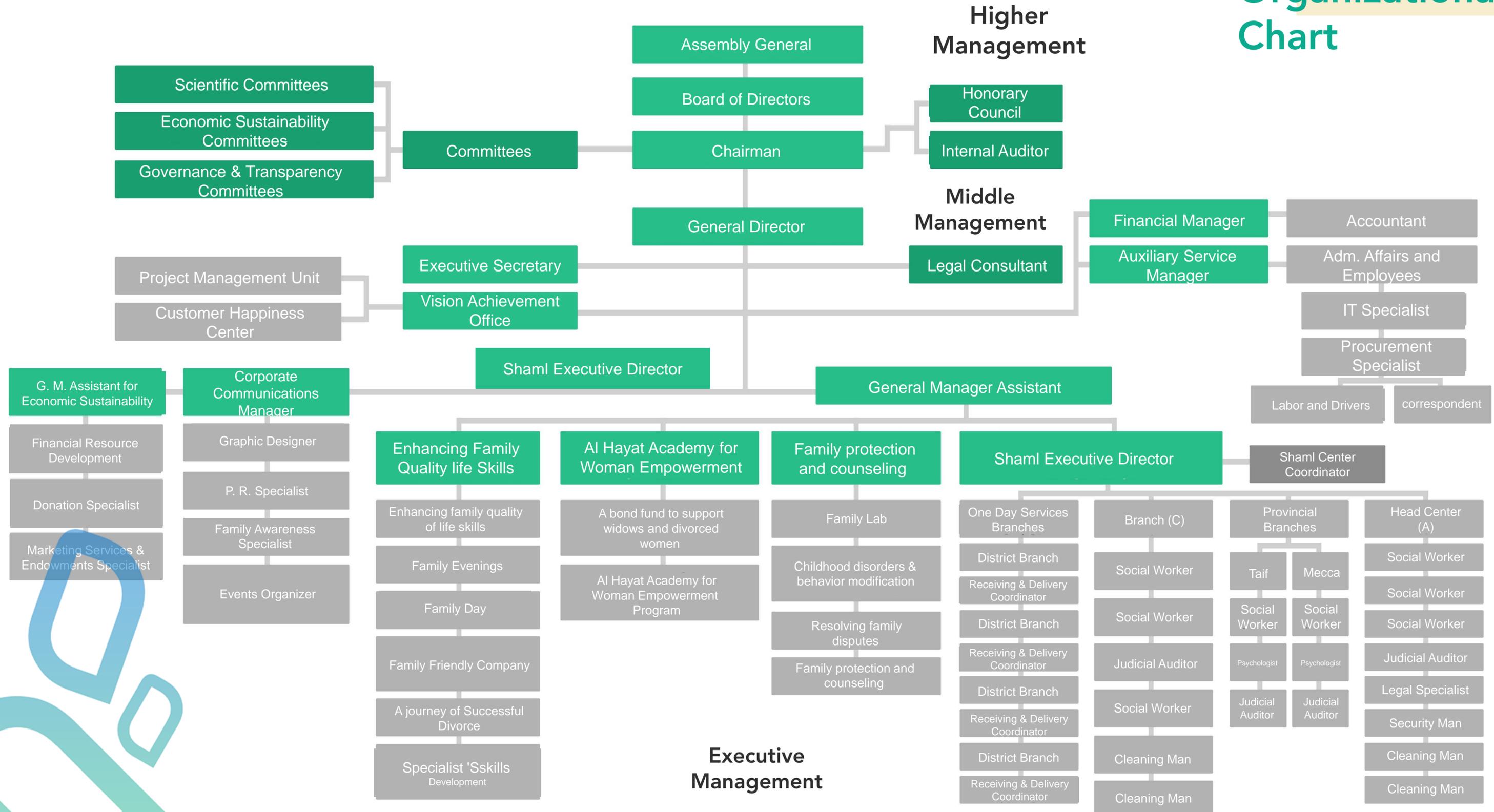
Faisal Salim AL- Mahmady
Board Member



Fawzan Abbas Abdul Jawad
Board Member



Organizational Chart



Team Work

Aesha Ali Shoak
Director of Haiah Academy for
Women Empowerment



Samira Zeid Al- Nahary
Family consultations Coordinator



**Mohanad Nabih Mohamed
Barroud**
Financial Accountant



Abdul Rahman Ahmed Zein
Small and Large benefactors
specialist



Abdullah Hassan Al- Fify
Training and qualification Specialist



Mohamed Mabghor Al- Nashry
Protection and guidance program
Manager & Conflict resolution



Prof. Ibrahim Galain Ibrahim
Head of life quality skills program,
research and family development



Mohamed Darwish Al- Emary
Separated Parental Care Program
Manager (Shaml)



Sami Abdul Rahman Al- Qarny
Corporate Communications Manager



Omar Amin Maqsoud
Operations Manager in Shaml



Mohamed Ali Al- Radi
General Manager



Walid Mohamed Al- Battah
Executive Secretary



Walid AbdulKader Al- Ramly
Projects Management and excellence
manager



Essam Ahmed Al- Abd
Financial Manager



Nabil Mohamed Al- Basisy
HR and Support services Manager



Team Work

Ahmed Abdullah Al- Shehry
Social Affairs specialist



Anas Haitham BAbdullah
Shaml Centers coordinator for executing the sight, visit and custody



Walid Ahmed Asaad
IT Specialist



Elias Al- Masry
Front Office specialist



Ahmed Turki Abed Al- Refaai
Front Office specialist



Fathy Soliman Al- Mahy
Administrative Affairs Specialist



Meteib Al- Meteib
Front Office specialist



Arwa Habashy Al- Ansari
Family training and development specialist



Abdul Salam Kotchiry
Hospitality officer



Mohamed Al- Barakaty
Front Office specialist



Shouq Mohamed Al- Harby
Professional Training specialist



Sediq Shenikal
Association Diver



Naif Saleh Al- Ebbeily
Front Office specialist



Ghadir Abdul Rahman Al- Ansary
Family training and development specialist



Anas Saad Al- Qorashy
Family training and development specialist



Team Work

Ahmed Mohamed Zein
Al- Mawaddah Office specialist in personal affairs



Ghada Al- Mashaal
Beneficiaries Happiness Center Specialist



Abdullah AL- Zebiany
Guidance, reformation and family arbitration
Secretary



Nadiah Mohamed Loqman
Graphic Designer



Rahf Khershan
Beneficiaries Happiness Center Specialist



Strategic plan for Almadawdah society for family development 2016 – 2020

Mission	We are committed to enable, guide and give the awareness to the family through sustainable development initiatives that contribute in strengthening the family ties and stability	Vision	To become an international model in achieving the family happiness and stability
Work scopes	Preventive	Curing	Developing



Family Stability Strategy 2017 - 2020

15 % The first reference to the family issues and taking part in setting the best strategic solutions in achieving the national transformation program goals in relation to family and qualifying the best capabilities of specialists	5 % Stable families Families effective in the stability of family and an ambassador of Mawaddah mission	20 % Separated families Healthy and safe Family environment for children after divorce filled with mutual respect and enhancing their family values and creative capabilities	25 % Unstable families A family unable to face its challenges. It has disorders or obstacles and is unable to solve its problems due to lack of communication, interaction and appreciation between the parents or with the children	35 % Preparing a generation of aware families through developing their family culture, life skills and enhancing their participation in the society
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Financial Dimension Guaranteeing the sustainability of financial resources ready for increase	Stakeholders Maximizing the benefit and achievement of satisfaction				
Developing stable income sources for achieving the economic sustainability	Maximizing effect on the beneficiaries and achieving stakeholders satisfaction	Building a system for results measurements in order to reach the highest corporate excellence standards	Developing the capabilities of specialists in the family development field according to the approved standards	Preparing researches and studies that take part in building the family regulations and laws	Participation in Family empowerment and guidance through sustainable development initiatives

Building marketing products for the junior donors	Development of researches and studies	Continuous development of processes and services	Building the association's perception	Development and application of the regulations, laws in addition to the administrative and financial procedures	Building effective strategic partnerships
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	Work environment			Skills and knowledge			
Electronic program that achieves bonding and integration between the service with easiness in providing the service to the beneficiaries	Work environment that encourages creativity and innovation	Second row of leaders able to achieve the goals	Remote Team Work qualified to screen the phenomena related to family and building scientific report	Sustainability	Corporate excellence	Analysis and research skills	Building partnerships
Formation database of specialist researchers and contracting with them according to the researches approved rules	Education platform for training to achieve international reach in Arabic and in English	An integrated team work with Experience in providing service	Building a measurement system to reach the corporate excellence	Marketing	Performance management	Building and managing the teams	Continuous improvement

Professionalism	Initiation	Reliability	Transparency	Privacy
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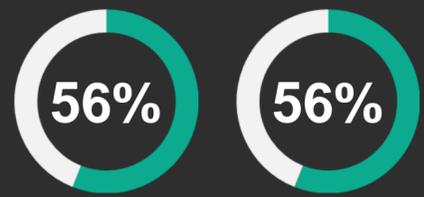
Beneficiaries
Attraction of beneficiaries, achieving their satisfaction and meeting their needs

Internal processes
The procedures and processes that best achieve the satisfaction of the beneficiaries, stakeholders and financial sustainability

Education and development
Corporate, administrative and organizational culture, training and education rates for employees

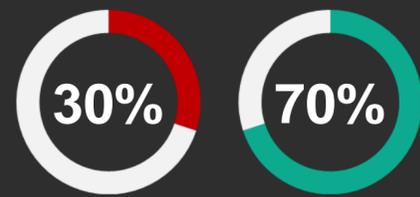
Family needs counter 2019 - 2020

Successful Separation



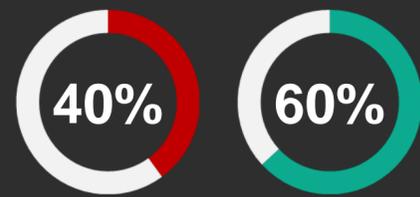
They had a conflict over the children
Average approval of the term: Both of us bear the responsibility of our children

Upbringing Children



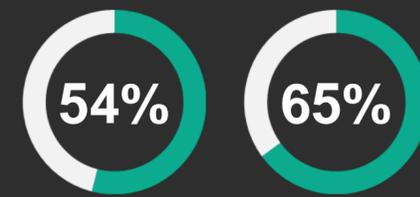
They painfully beat their children within the past thirty days
Average term approval: I help my kids play sports

Family Planning



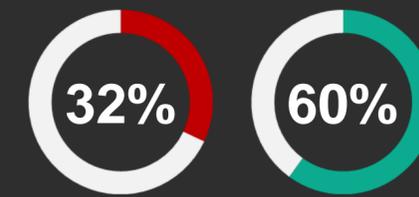
They had to borrow, at least once, to pay the house bills
Average term approval on: My family has a clear plan for monthly expenses

Family Relation



They exchanged dialogue and quiet discussion four times or less during the past six months!
Average term approval on: I spend enough time with my life partner to work on joint activities

Getting Ready for Marriage



They did not read any educational material about marriage
Average approval phrase: I am irritable

Prominent Needs Indices



Main types of interventions

• **Successful Divorce Program:** A comprehensive program that takes the absolute or the absolute on a multi-stage journey to reach the stage of stability

• **Children's activities guide:** A platform that shows the extracurricular activities available in which children can be registered outside school times

• **Balanced Family Program:**

- The Awareness Hub: A media campaign to raise awareness of financial planning.
- The Power Hub: Provide an online application specializing in family financial planning.
- Opportunity Hub: Providing couple's financial advice services

- Effectively stimulating and renewing love
- The marital relationship scale

- Wife selection Guide (for men) and Fiancée assessment guide (for women)
- Marketing campaign for those who are planning to get married.

Initiatives Ideas

Impact Map



Are the governmental and social entities in addition to individuals specialized in the family affairs

Concerned authorities



Aware family able to solve its problems and find different solutions, enjoying attitudinal maturity, social indulgence and participates in social development

Stable families



Family consisting of parents and sons, and separated due to conflicts which effects last after separation

Separated families



Is a family unable to face the challenges and has fluctuations or constraints that endanger its stability and is unable to solve its problems due to its weakness in communication, interaction and appreciation with the parents or with the sons

Unstable families



Males and females getting ready to marriage in addition to emerging families in the first six years of marriage till the maturity phase and family stability

Emerging Families

Impact

The first reference for the family case and participation in setting the best strategic solutions in achieving the goals of the national transfer program in the family with qualifying the best qualifications of specialists0

%15

Impact

Influencer families in the stability of family and ambassador for the message of Alkawaddah

%5

Impact

Healthy and safe family life after the separation of parents full of mutual respect and boosts in the families and stimulates their creative capabilities

%20

Impact

Aware and cohesive family able to face challenges

%25

Impact

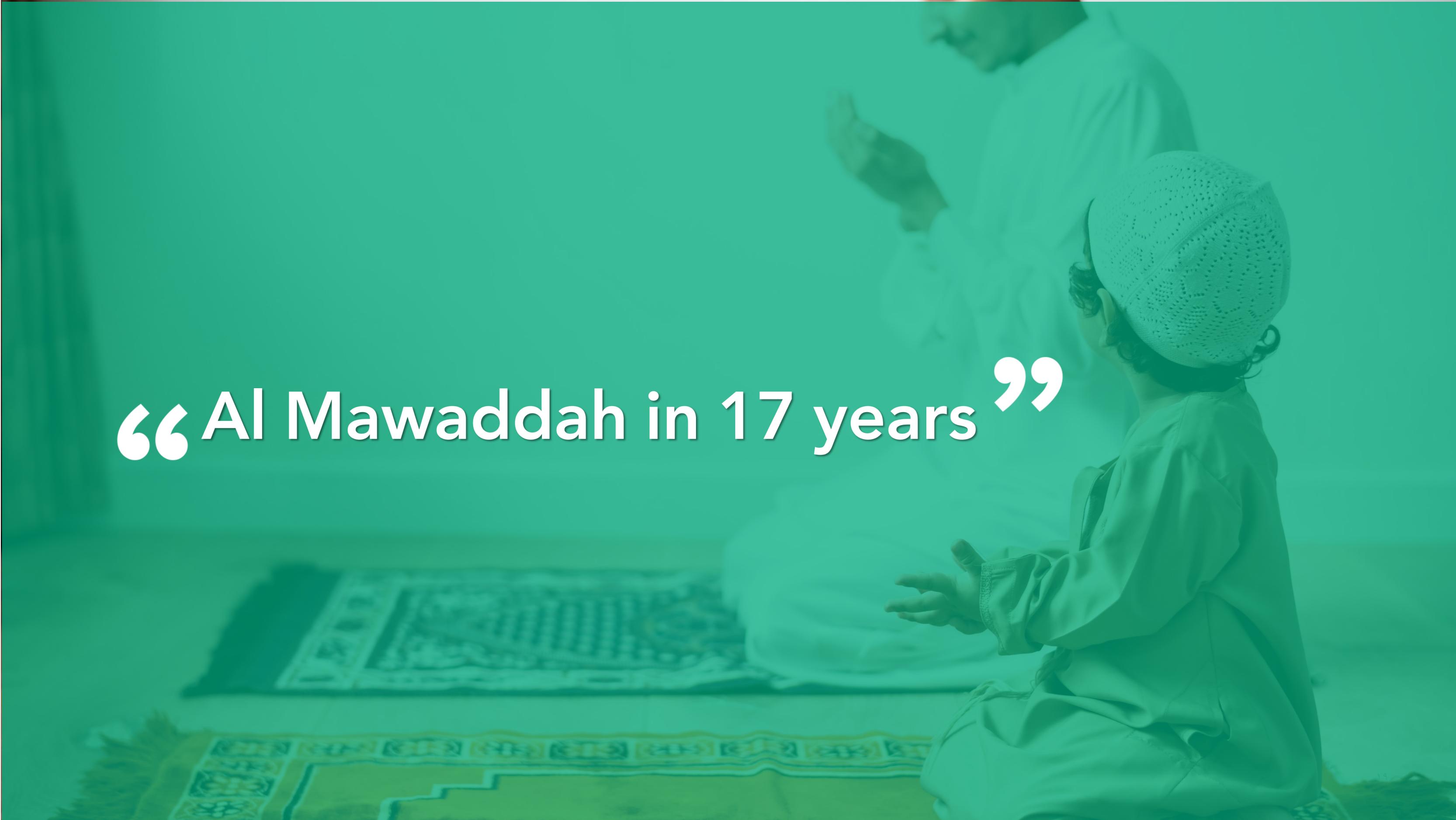
Preparing a generation of aware families through developing their family culture, life skills and enhancing their participation in the society

%35

Society's Initiatives & Program

Participation in Family Empowerment, Guidance & Awareness

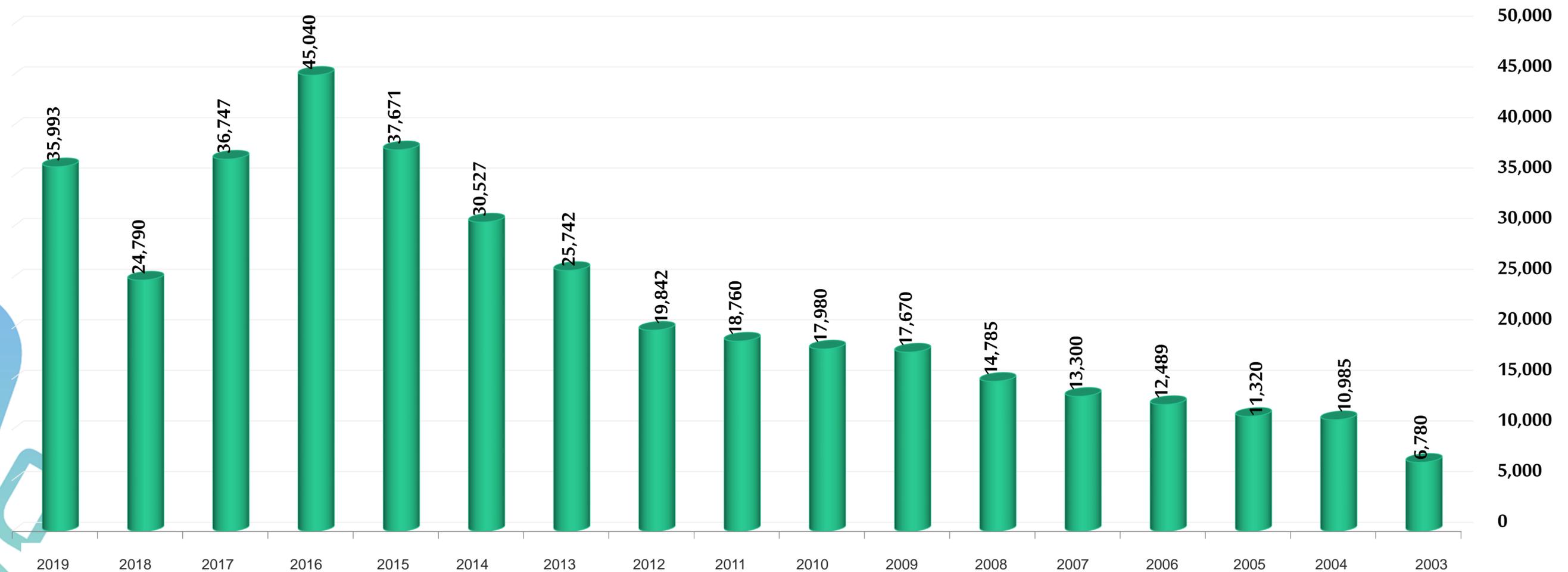
Developing	Curative		Preventive		Hubs
Concerned Authorities & Specialists	Separated Families	Unstable Families	Stable Families	New Families	Target Segments
Specialists qualification & Development program	Shaml program for performing the sight and visit regulations	Protection, guidance & Conflict Resolution program	Al-Hayah Academy Program for Women Empowerment	Life Quality Skills Enhancement	Programs
<p>Family guidance Diploma</p> <p>Family guidance preparation</p> <p>Preparation of family reformer and family arbitrator</p> <p>Trainer authenticated in enhancing the life quality skills</p> <p>Qualification of researchers and specialists</p>	<p>Sight and visit judgments execution</p> <p>Transfer of nursing rights</p> <p>Legal consultations for separated families</p> <p>Judicial documentation</p>	<p>Phone guidance</p> <p>Interview guidance</p> <p>Electronic guidance</p> <p>Conflicts resolution</p> <p>Reformation and arbitration</p>	<p>Fashion design</p> <p>Sewing basics</p> <p>Bed sheets sewing</p> <p>Abaya sewing</p> <p>Decoupage</p> <p>Soap industry</p> <p>Clothes imprint</p> <p>Jewelry making</p> <p>Prayer beads making</p> <p>flower bouquets</p> <p>Gifts innovations</p> <p>Photoshop</p> <p>Commercial prints</p> <p>Info-graphic designs for unprofessional</p> <p>Mobile maintenance</p> <p>Professional photography</p>	<p>Selection of life partner</p> <p>Qualifying those getting ready for marriage</p> <p>Family dialogue management</p> <p>Family rage management</p> <p>Balance between work and family</p> <p>Parental education</p> <p>Positive fatherhood</p> <p>Enhancement of parental relationship towards children</p> <p>Building of leader mother</p> <p>Family planning</p> <p>Family budget management</p> <p>Successful divorce</p> <p>Empowerment pioneers</p> <p>Divorced women</p>	Services



“Al Mawaddah in 17 years”

Al- Mawaddah in
17 years

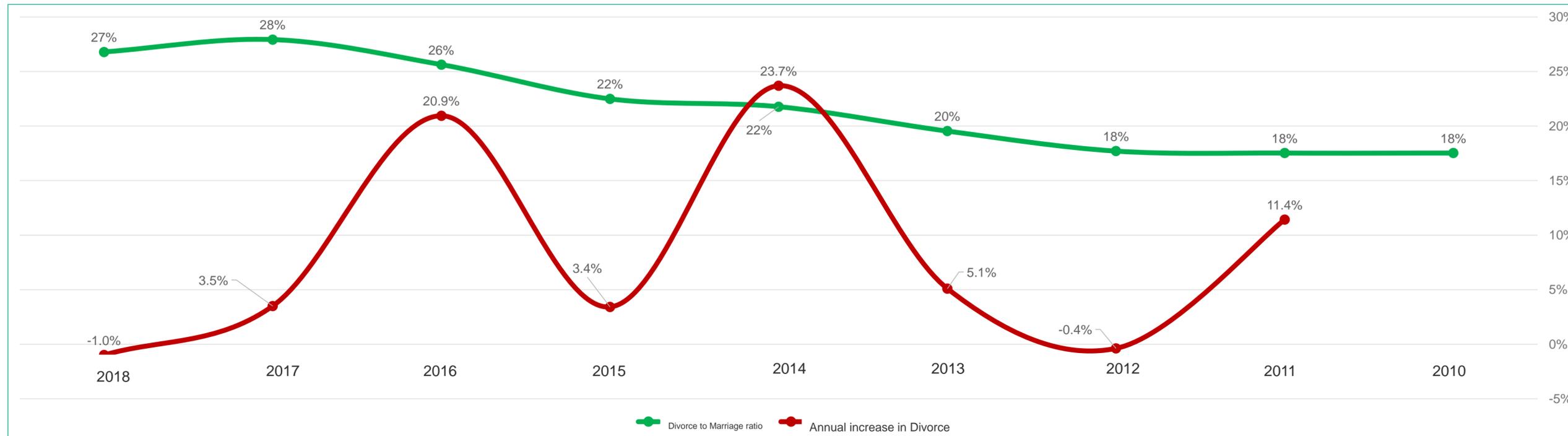
“ 380,421
Total number of beneficiaries ”



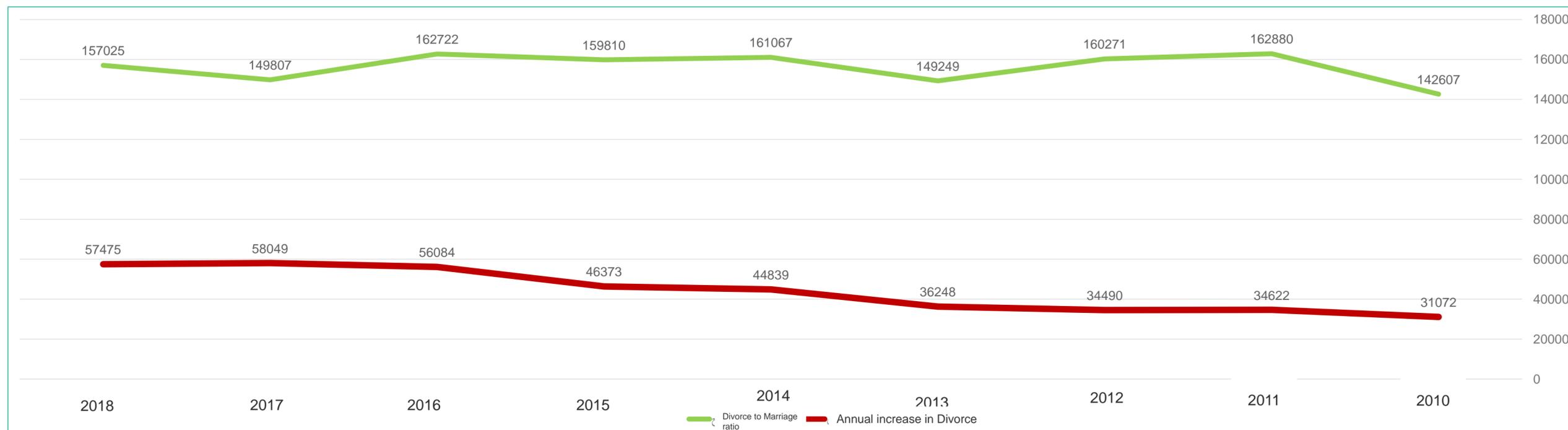


“Case and Effect”

Marriage and divorce in KSA



Divorce to marriage ratio 9 years



Number of divorces and marriages 9 years

Source: General Authority for Statistics, Ministry of Justice

“-16”

Average decrease in family problems
in the courts in Makkah during 4 years

“-12,67”

Average decrease in divorce cases
in Makkah during 4 years

“150k”

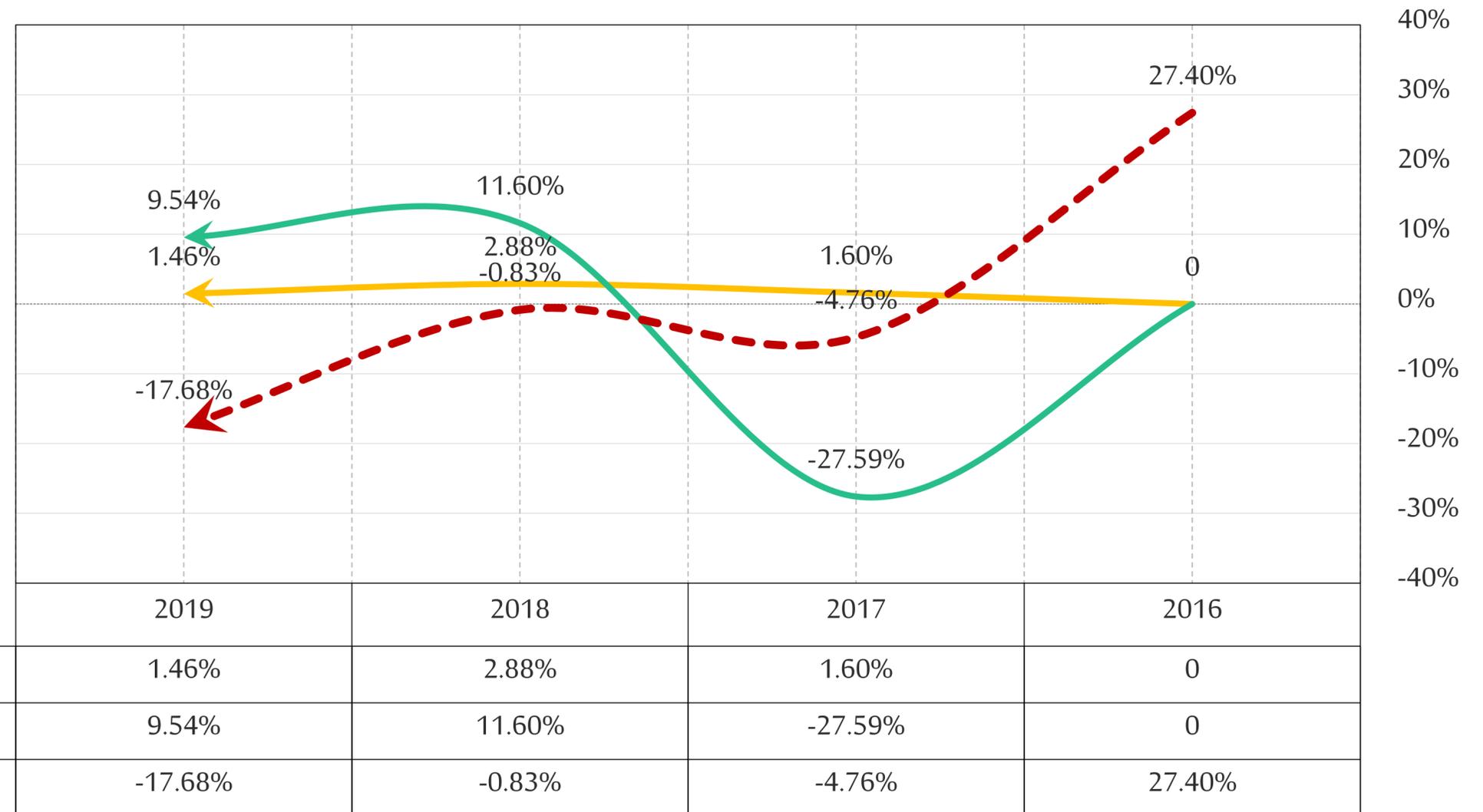
150 thousand the number of beneficiary families
Through the association during 4 years

“%1,98”

Average growth of househod
Divorce rate in Makkah during 4 years

Family Cases Index Makkah Al-Mukarramah region 2016 - 2019

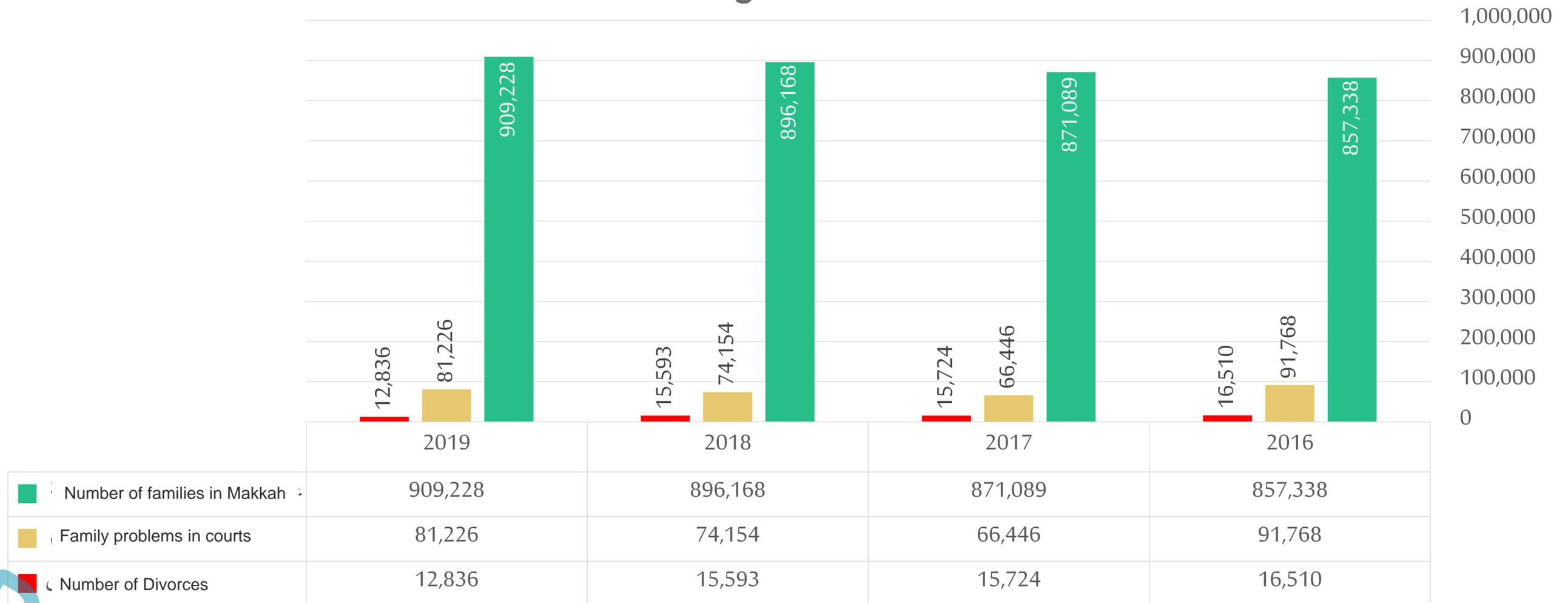
1- Decrease and increase percentage



Source: General Authority for Statistics, Ministry of Justice

Family Cases Index Makkah region 2016 - 2019

2- The number of divorces and problems to the number of families in the region



Source: General Authority for Statistics, Ministry of Justice

Family Cases Index Makkah region 2016 - 2019

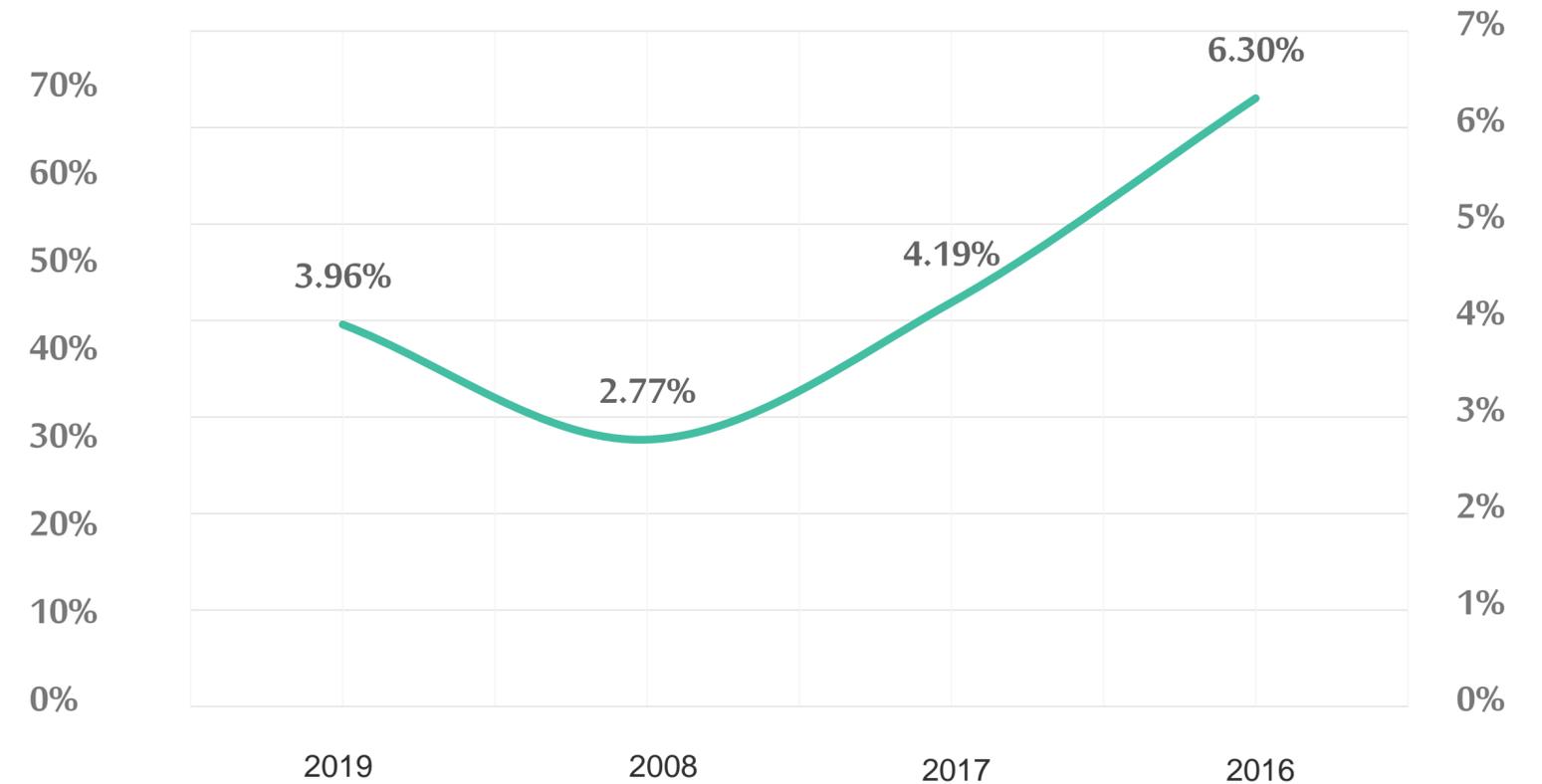
4- The percentage of beneficiaries of the association to the total number of family problems in the region



47.88%

The average number of families benefiting from the association from the total number of problems received by the Personal Affairs Courts

3- The percentage of the association's beneficiaries to the total number of families in the region

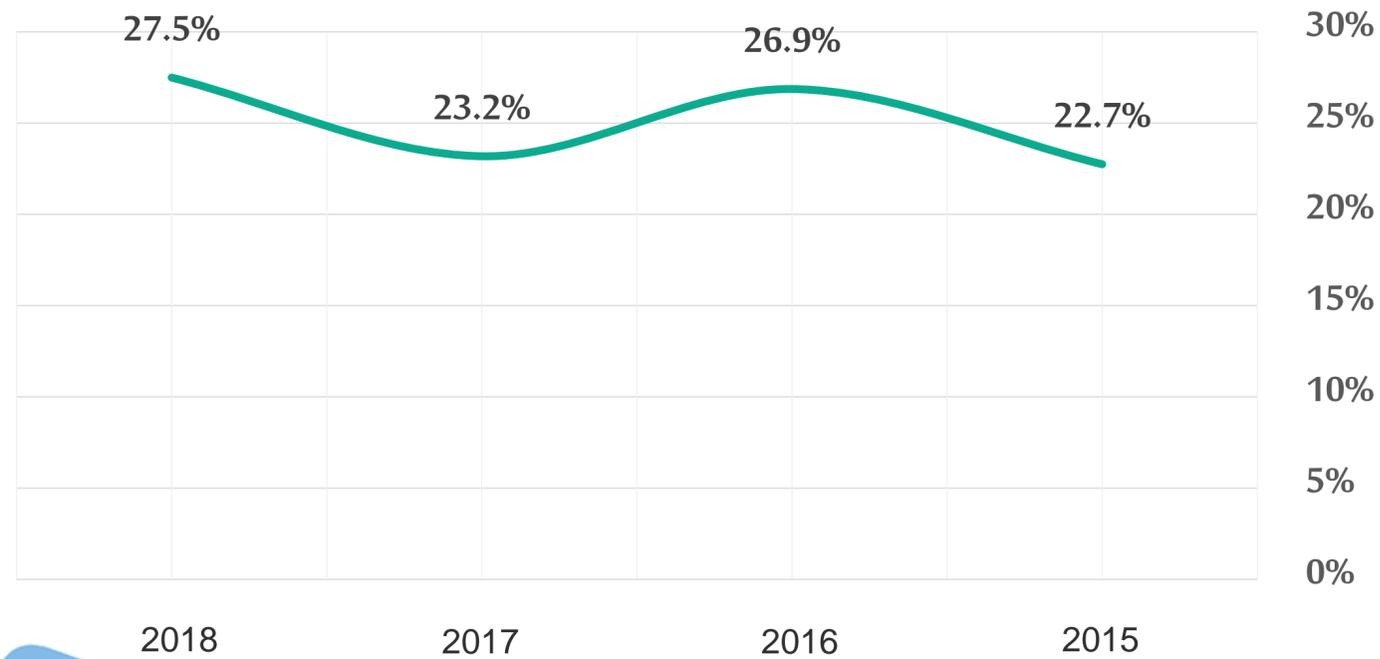


4.3%

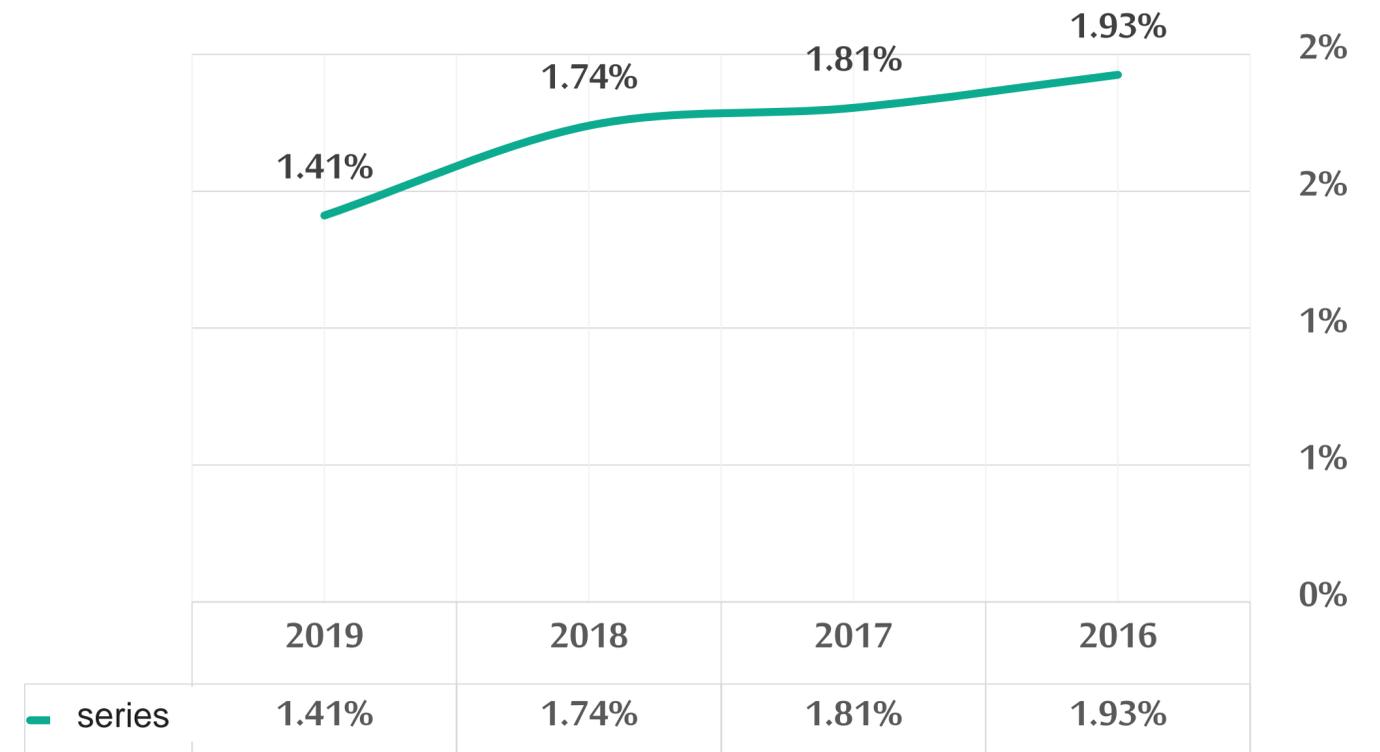
Average number of families benefiting from the association to the total number of families in the region

Family Cases Index Makkah region 2016 - 2019

6- Average divorce to marriage



5 -Average divorce to number of families in area



25%

Average divorce to marriage

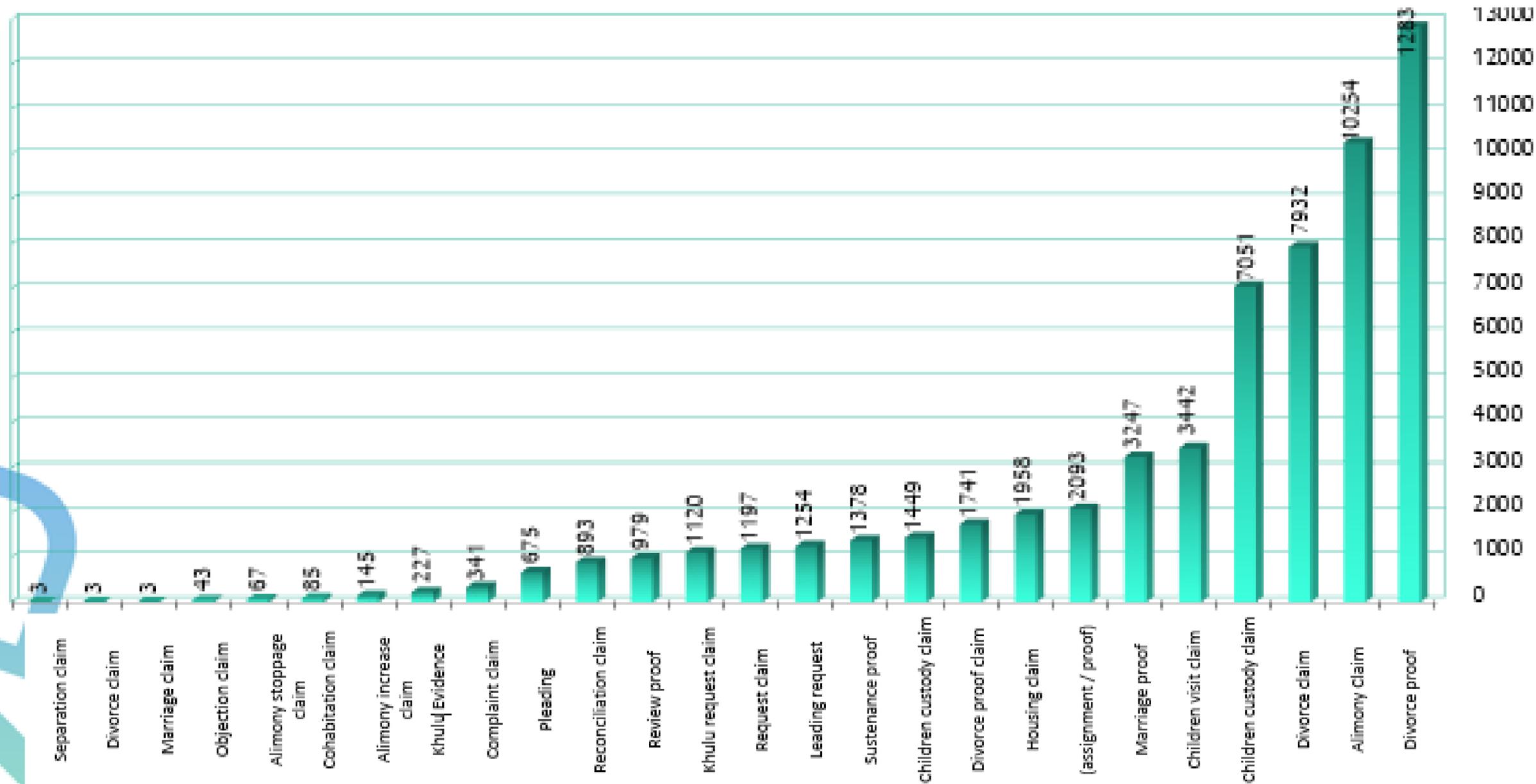
1.7%

Average divorce to number of families in area

“380,421”

Total number of beneficiaries

Types of family problems in the region's courts 2019



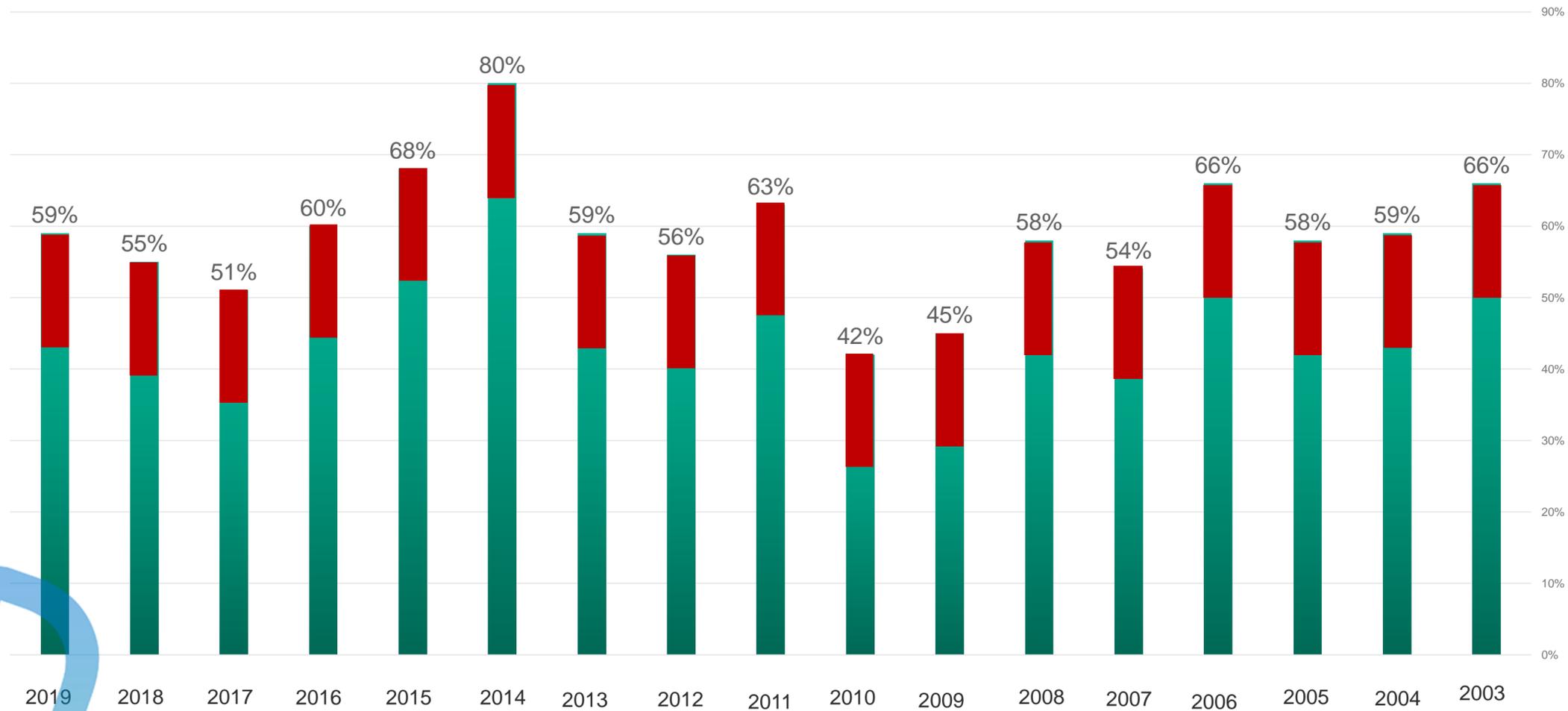
21%
Divorce

16%
Alimony Claim

13%
Divorce

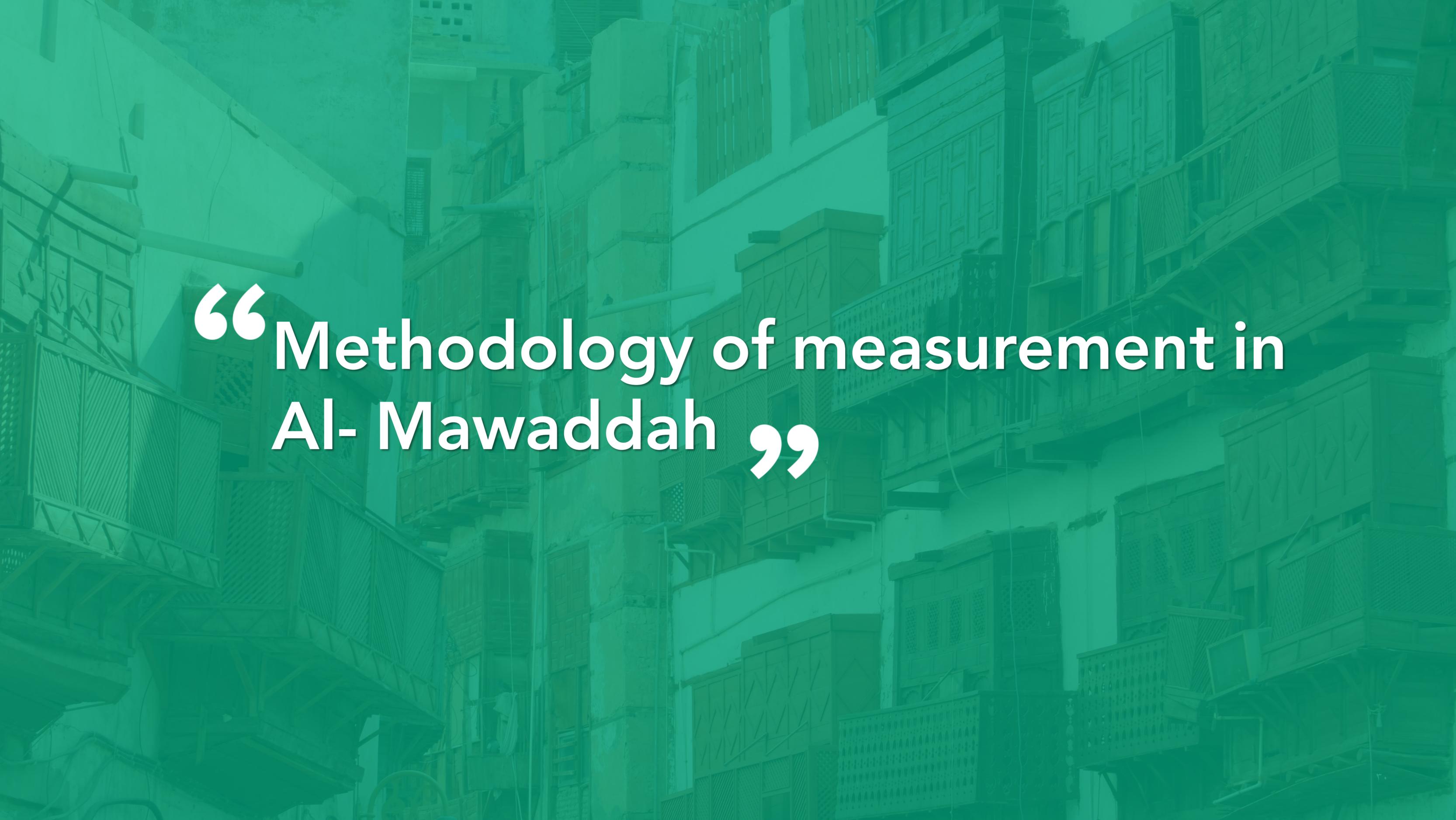
11%
Children custody

Conflict resolution and reconciliation Index for 17 years

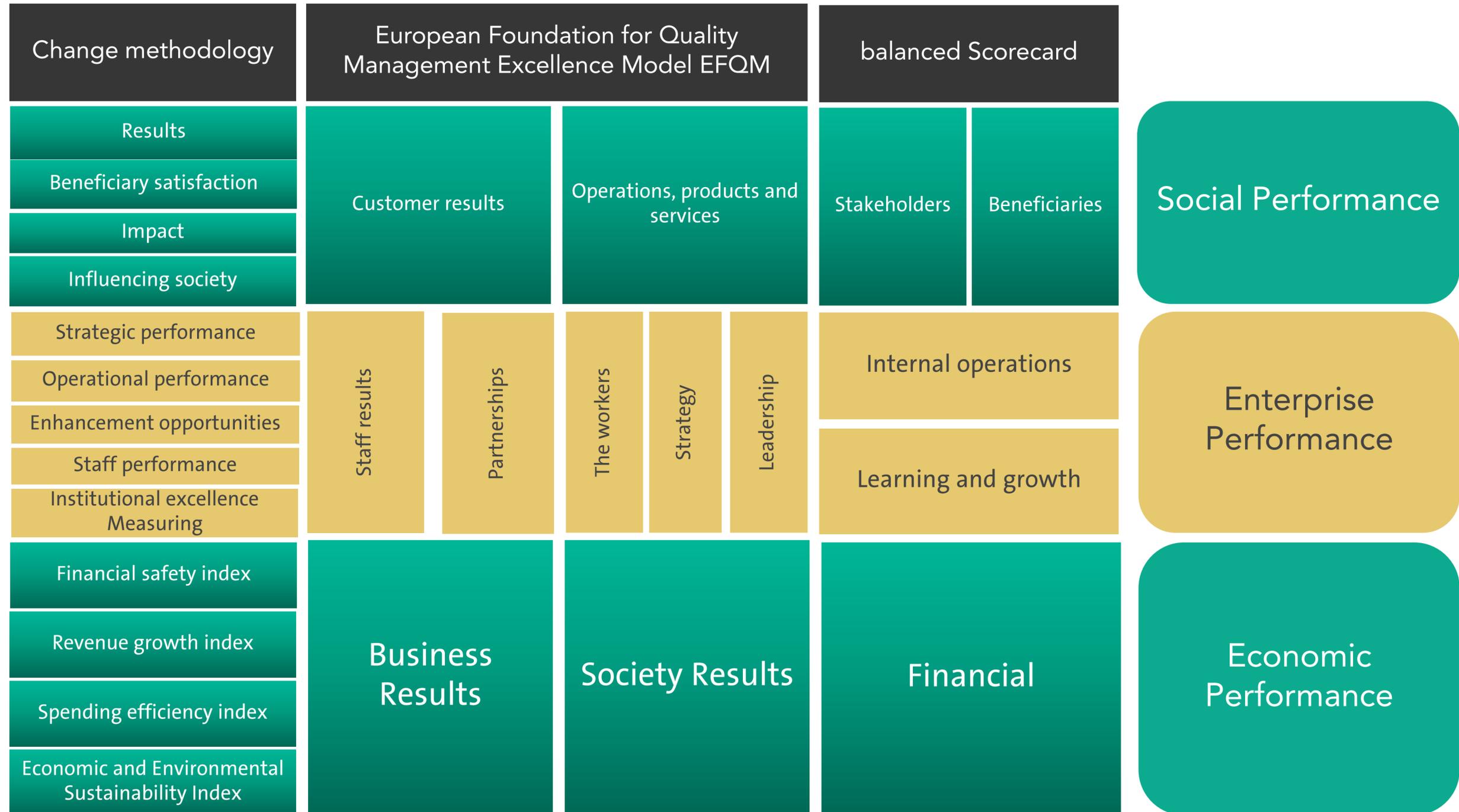


59%

Average dispute resolution,
while the global standard
Average is 40%



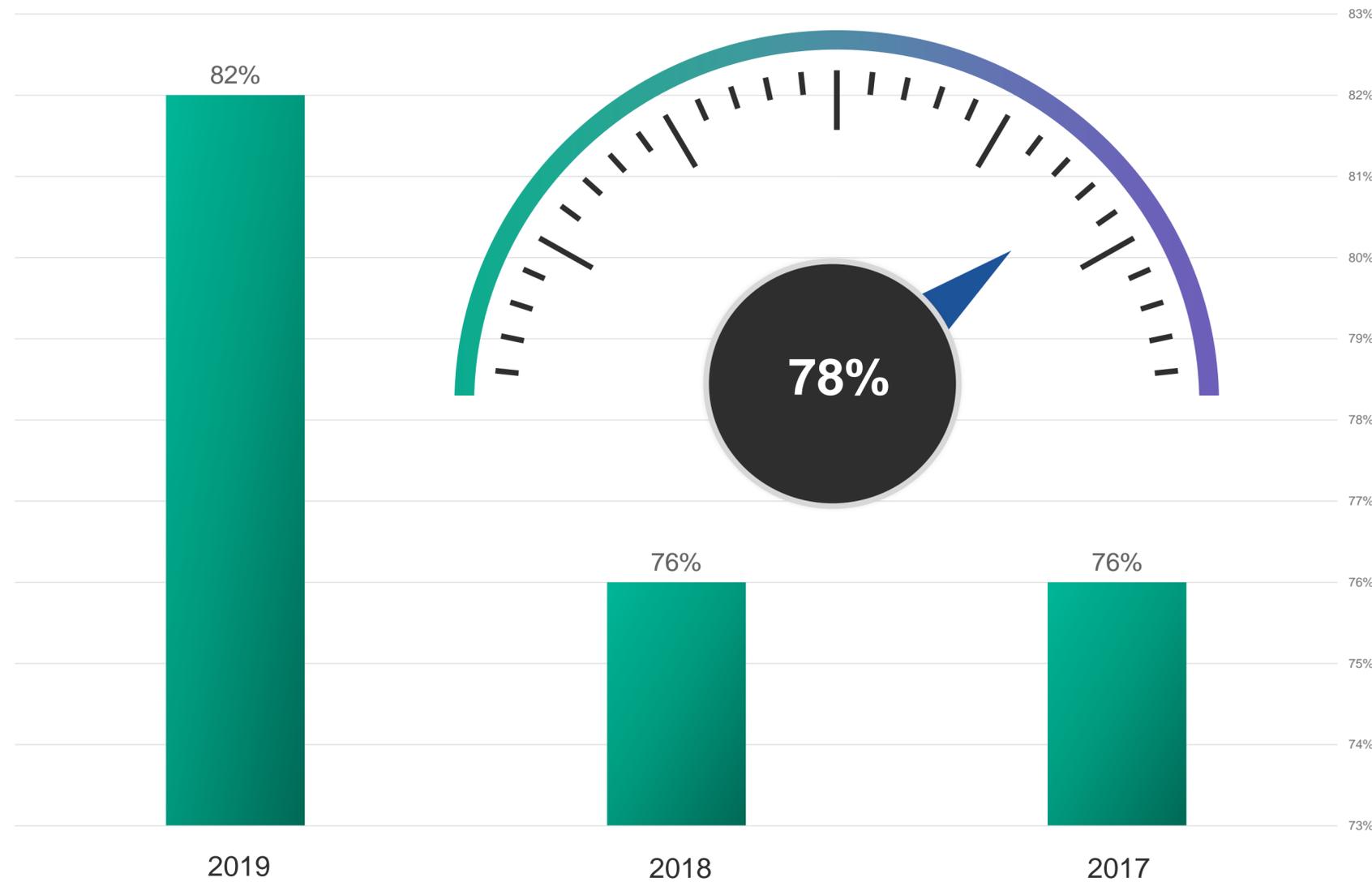
**“Methodology of measurement in
Al- Mawaddah ”**





**“ Strategic Performance
2016-2019 ”**

Summary of strategic performance According to the strategic goals



78%

Average Strategic
Performance



Measuring achievement of strategic goals and performance indicators

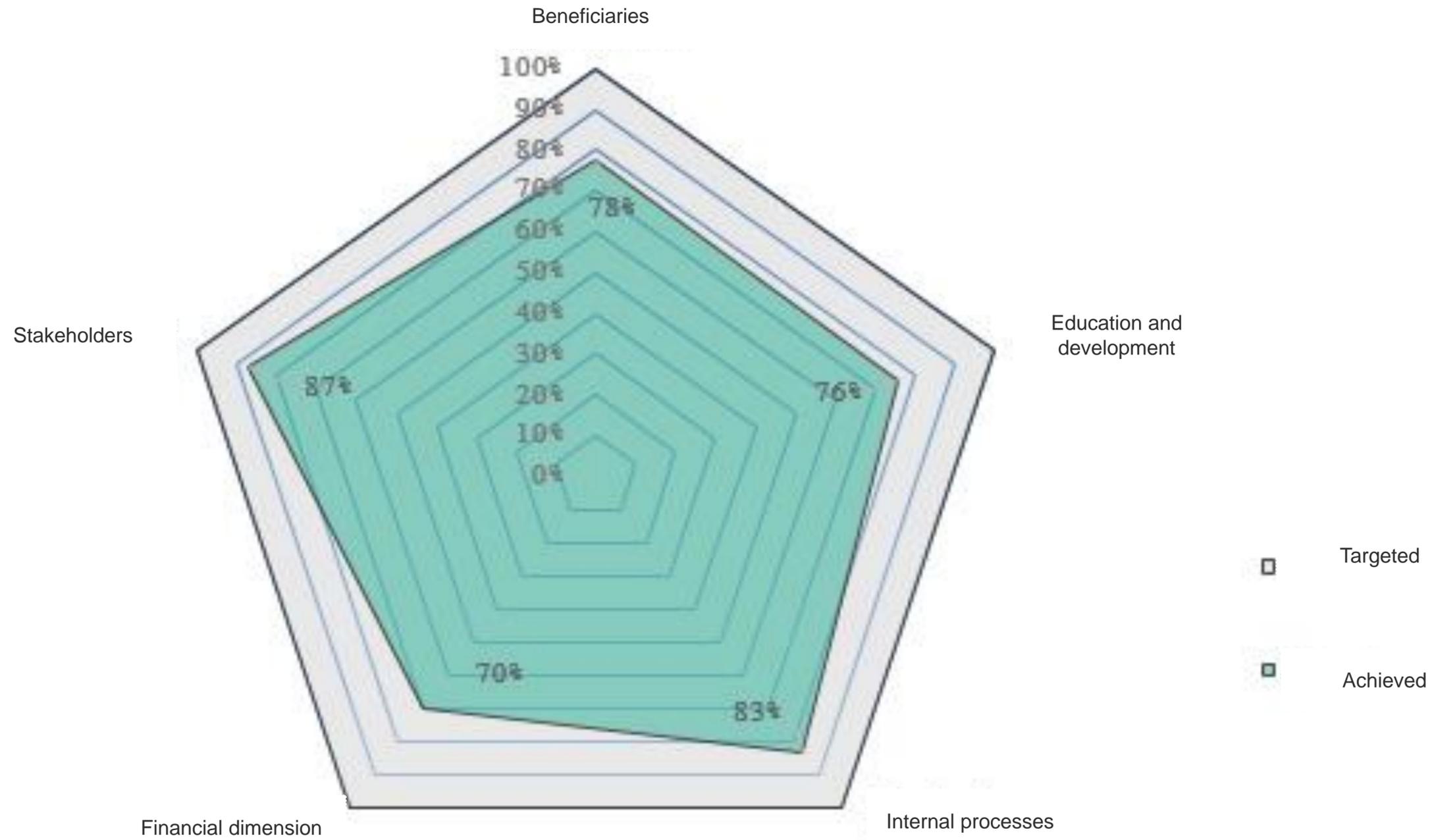
Achievement percentage

Achievement average	2019	2018	2017	Strategic goal	#
90%	100%	100%	70%	Create a database of researchers specialized in the family and contract with them according to the list of approved researchers	14
56%	48%	21%	98%	Developing an electronic program that achieves coherence and complementarity between services and the ease of providing them to the beneficiaries and working remotely	15
19%	45%	11%	0%	A self-teaching platform for family training that achieves global reach in Arabic and English	16
90%	96%	74%	100%	A stimulating work environment that encourages innovation and creativity	17
87%	84%	78%	100%	Integrated team with experience in providing services	18
71%	100%	75%	38%	Building a second row of leaders able to achieve goals	19
83%	100%	100%	50%	Building a system for measuring results to achieve organizational excellence	20
100%	100%	100%	100%	Value Building	21

Achievement percentage

Achievement average	2019	2018	2017	Strategic goal	#
79%	79%	80%	77%	Contribute to enabling, guiding and educating the family through sustainable development initiatives	1
86%	91%	97%	70%	Preparing research and studies that contribute to building family legislation and regulations	2
67%	79%	68%	55%	Developing the capabilities of specialists in the field of family development according to the approved standards	3
23%	25%	23%	21%	Maximizing impact on beneficiaries and achieving stakeholder satisfaction	4
88%	90%	87%	86%	Achieving organizational excellence	5
61%	88%	44%	50%	Developing stable sources of income to reach economic sustainability	6
76%	76%	74%	77%	Building effective strategic partnerships	7
99%	100%	100%	98%	Development and application of administrative and financial systems, regulations and procedures	8
99%	100%	99%	99%	Building the association brand image	9
91%	94%	94%	86%	Continuous improvement of operations and services	10
82%	75%	100%	71%	Research and studies development	11
72%	56%	90%	70%	Building marketing products for donors	12
81%	94%	77%	72%	Skills and knowledge	13

The strategic gap According to BSC.



“ 2019 Performance Summary ”

Effect

Results

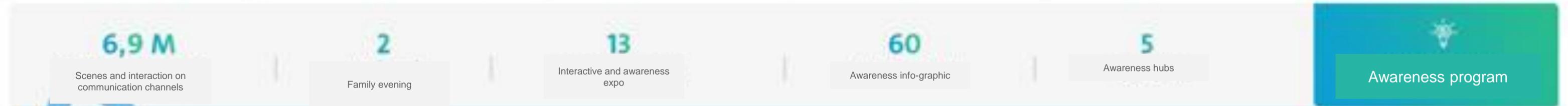
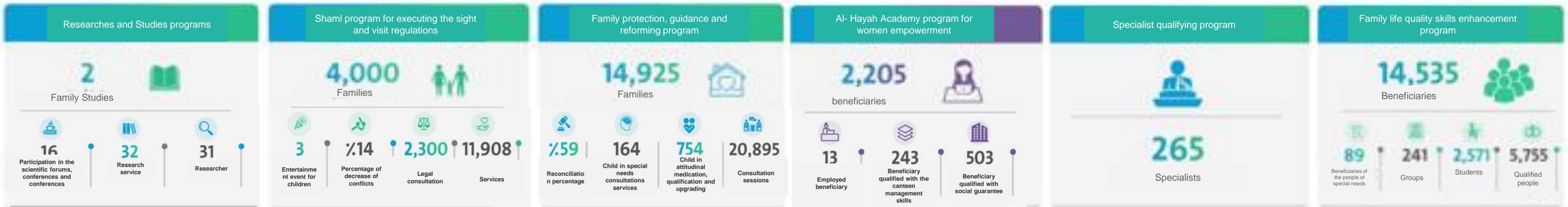
Outputs

Mawaddah bestowal for the year 2019 G

Services **75,807**
Total number of services

Families **35,993**
Total number of benefitting families

General performance



Awareness program



Corporate performance



Economic performance

Employees satisfaction



90%

Association members satisfaction



85%

Donors satisfaction



86%

Beneficiaries satisfaction



88.77%

Stakeholders satisfaction percentage



88%

Stakeholders Assessment

Beneficiaries care center response rate

1,467
Clinic booking
Childhood disturbance
cure

5,610
Family
consultations
bookings

7,077
Total bookings

2,177
Number of un-handled
calls

20,851
Number of handled
calls

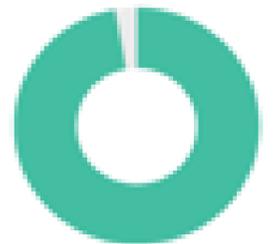
23,028
Total incoming calls



70
Number of
complaints

Complaints and suggestions handling

95%
Complaints handling
percentage



Number of development opportunities for the year 2020G:

49
New Development opportunity
from Sheikh Khalifa Excellence
Prize



Development opportunities assessment results:

101
Development
opportunity



43%
Achievement percentage

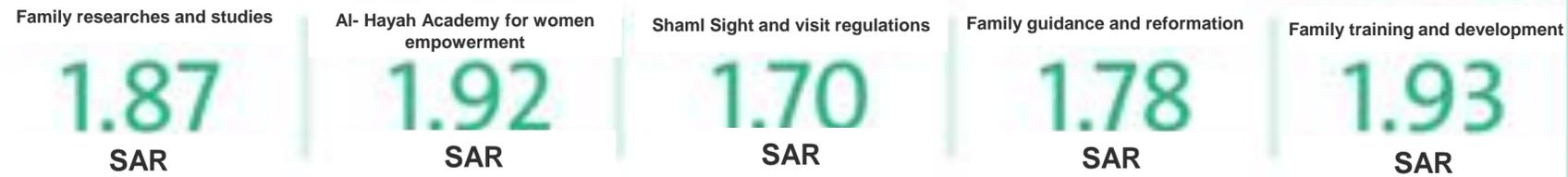


Quality indicators assessment results:

86%	External and internal development opportunities achievement percentage
100%	Time for complaints handling
94%	Operational plan procedures execution percentage
96%	Services compliance to the corporate excellences percentage

Social Effect Assessment study results

Social Return on Investment



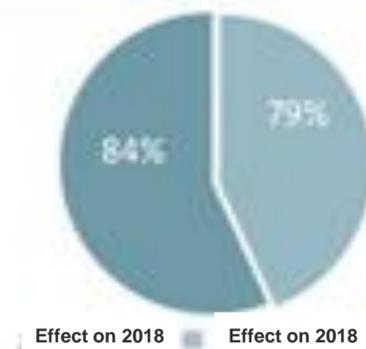
Positive change percentage for those benefitting from the association services in 2018 G

84%

Comparison of effect:



Comparison with 2017:



Study Society



Aim of the study

Identifying the positive effect on the beneficiaries from Mawaddah services

Discovering the gaps in services for enhancement and development

Comparison of total revenue:



Comparison of total effect:



Study methodology



Study tools



Effect and positive change





“ Social Performance 2019 ”

Social performance indicators measurements

Achievement %	Achieved	Planned	Indicator	#
40%	2	5	The number of family studies	18
100%	12	12	The number of bodies to which studies and research were sent	19
100%	1	1	The number of entities for which family studies have been implemented	20
53%	32	60	Number of research extension services for graduate students	21
93%	75	80	The number of family library visitors	22
51.67%	31	60	The number of specialists whose capacities have been developed	23
94.29%	33	35	Number of effective partnerships	24
72.73%	4000	5500	The number of volunteer hours practiced by specialists within the association	25
51.11%	46	90	The number of field trainees of the graduate student	26
100%	93%	85%	The percentage of positive change in the behavior of the beneficiaries of family education and training programs	27
91.76%	78%	85%	The percentage of positive change in the behavior of the beneficiaries of the family counseling and reform programs	28
100%	70%	70%	The percentage of positive change in the behavior of those who benefit from parental care services	29
100%	87%	85%	The percentage of positive change in the behavior of the beneficiaries of the family research and development services	30
100%	92%	80%	The percentage of positive change in the behavior of the beneficiaries of the Academy	31
40%	2	5	The number of family studies	32

32

Performance indicator



Achievement %	Achieved	Planned	Indicator	#
96%	14535	15110	Number of beneficiaries of programs to enhance quality of life skills	1
100%	2205	1100	Number of women benefiting from the Life Academy programs for women empowerment	2
100%	14925	19615	Number of beneficiaries of protection, guidance and conflict resolution programs and services	3
89.83%	265	295	Number of beneficiaries of programs development, services and specialists	4
100%	4000	978	Number of beneficiaries from the programs and manager of parental care services	5
100%	690000	202000	Number of beneficiaries of family awareness programs and services	6
98.78%	14925	15110	Number of family education and training services provided to beneficiary families	7
200%	2205	1100	Number of life academy services to empower women provided to beneficiaries	8
84.57%	20895	24708	Number of family counseling and reformation services provided to beneficiary families	9
89.83%	265	295	Number of program development services and professionals provided to beneficiary families	10
100%	11908	10800	The number of parental care services provided to beneficiary families	11
56%	14%	25%	The rate of reduction of conflicts and disputes between families benefiting from the Manager of Parental Care Services Program	12
251%	754	300	The number of children who have been provided with preparation, progression and trauma therapy services through games	13
78.67%	59%	75%	The percentage of reconciliation cases among beneficiaries in the family counseling and reform programs	14
95%	95%	96%	The percentage of family stability among beneficiaries of family education and training programs	15
0	0	80%	Awareness rate of beneficiaries of the family awareness program (Waeey)	16
100%	13	13	Number of beneficiaries of Life Academy for women empowerment the women who were employed	17

Average Performance 92%



Total number of beneficiaries

35,993



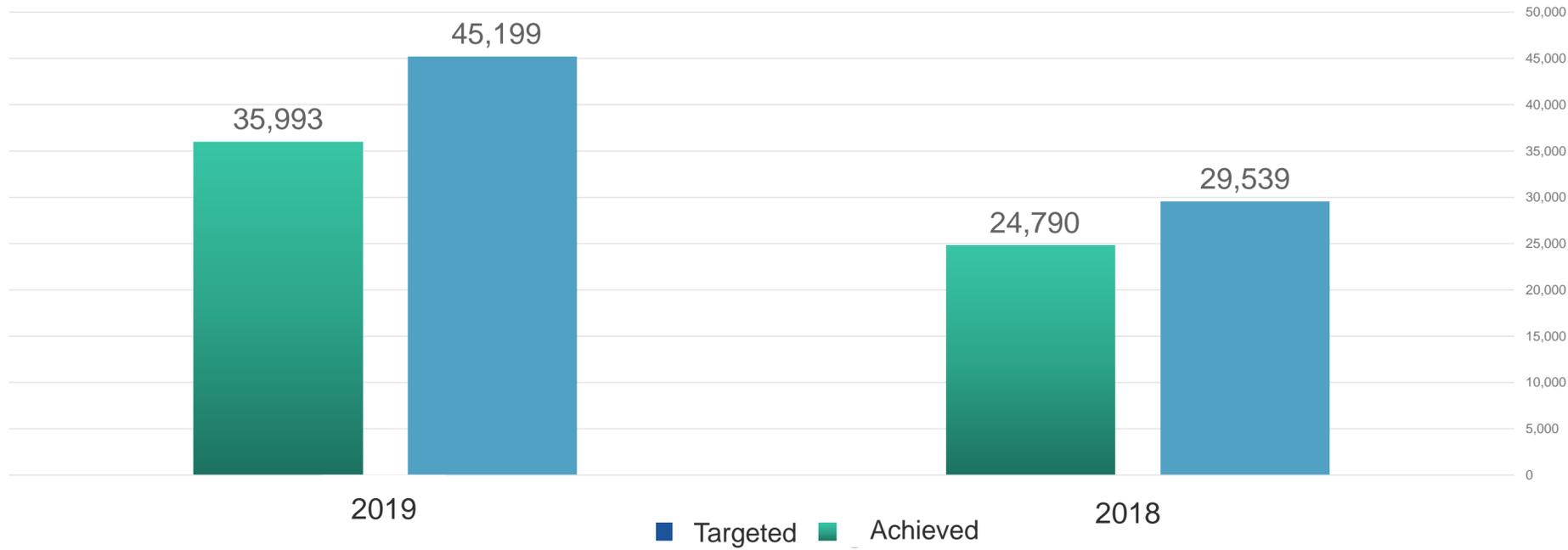
48%

1036
Child



52%

2579
A young man and girl
From 13 to 22 years old



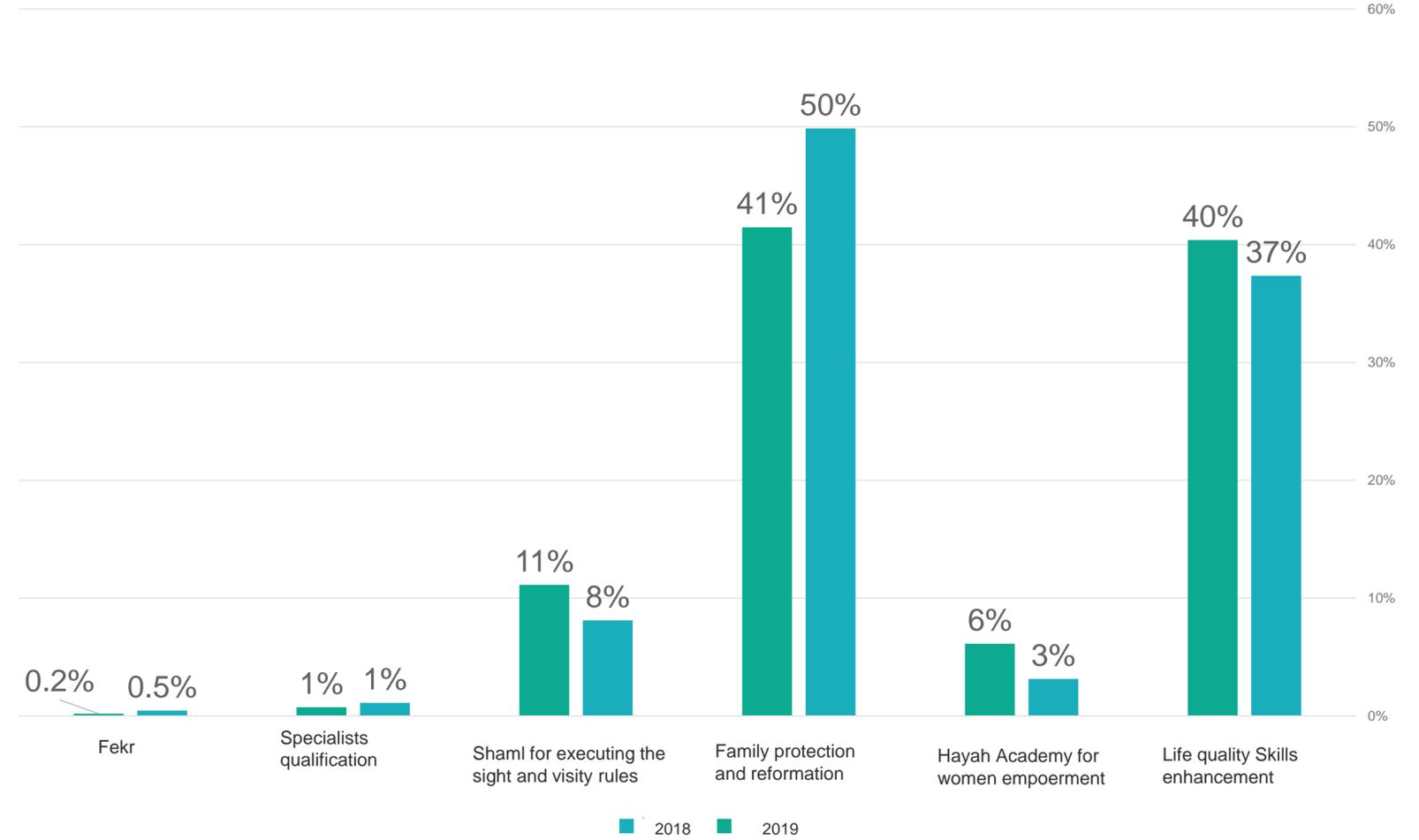
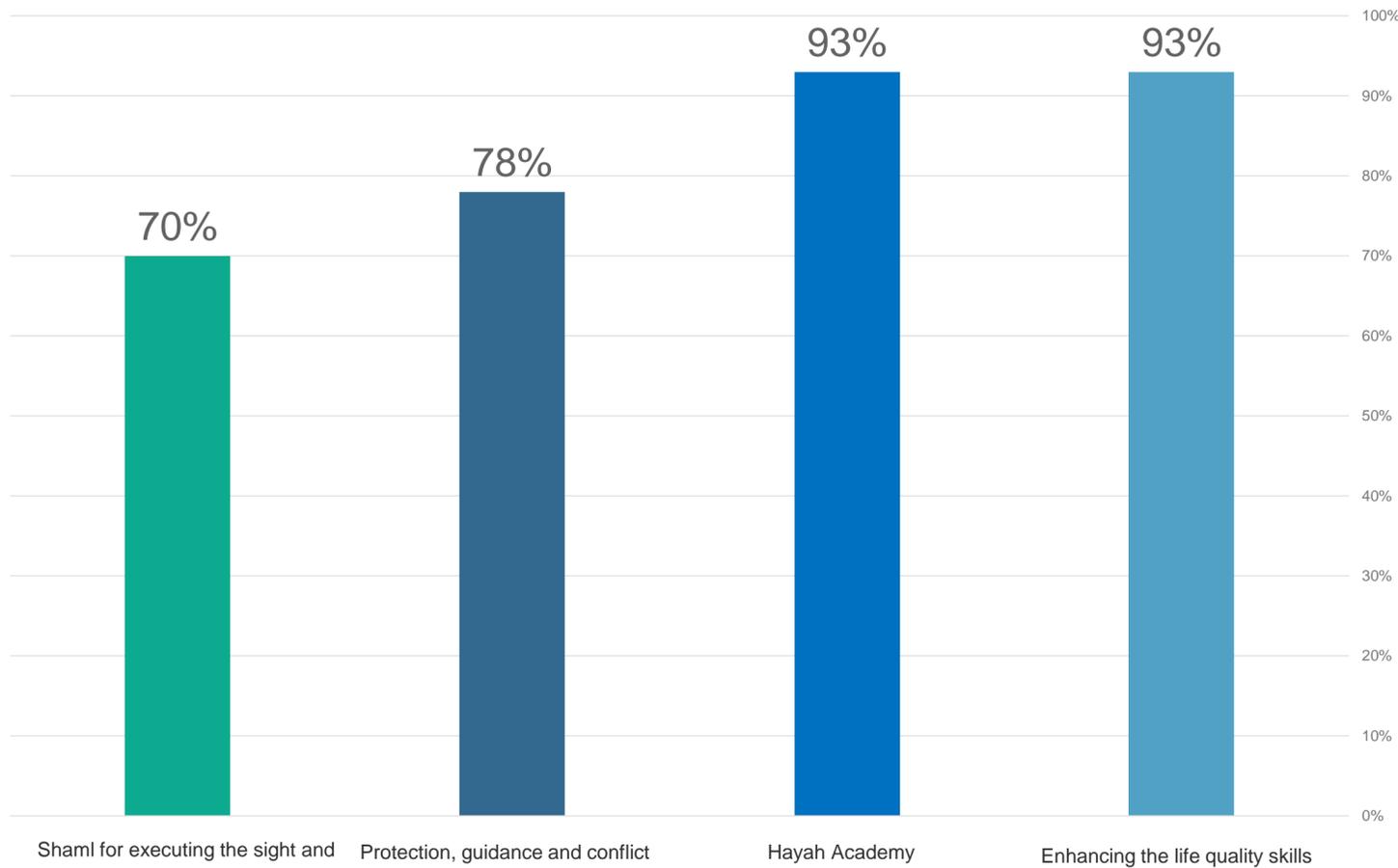
45%
The percentage of increase over last year



The percentage of achievement of the targeted

Program effect percentage

Number of beneficiaries according to the program



Average program effect percentage

84%

A photograph of a smiling family of three, a man and two children, dressed in traditional Arab clothing. The man is in the center, wearing a white thobe and a red and white checkered ghutra. The child on the left is wearing a brown thobe and a red and white checkered ghutra. The child on the right is wearing a white thobe and a white ghutra. The background is a solid light blue color.

**“ Family Life Quality Skills Enhancement
Program Performance 2019 ”**

About the program

Successful separation	Children upbringing	Planning and saving	Family relations	Getting ready for marriage
<ul style="list-style-type: none"> • Successful divorce • Positive parenthood after separation • Pioneers after divorce 	<ul style="list-style-type: none"> • Parenting education from 1 day - 12 years • Wharf to enhance parenting relationship skills among 13-21 year old youth • Leading mother • Adolescent dealing skills 	<ul style="list-style-type: none"> • Family planning • Family budget management 	<ul style="list-style-type: none"> • Family dialogue • Family stability secrets • Psychology of men and women • Family anger management • Work-family balance 	<ul style="list-style-type: none"> • Life partner Selection • Rehabilitation of those who are about to get married

The family life quality enhancement program aims at contributing to achieving family happiness as one of the most important components of the quality of life program, which is only completed by the completion of mental and societal health of the individual and the family, by strengthening family ties and marrying the family with success factors that contribute to achieving family and financial stability and stability and enhancing values Family with children, clothe parents with skills for family problems, planning and effective communication to achieve family bonding that contributes to providing a safe and stable environment for children. The program also aims to develop marital readiness skills and choose the neighborhood partner The acquisition of positive skills and personal responsibility for building a stable family, influencing a continent to face societal challenges and changes.

4,037
Training Hours

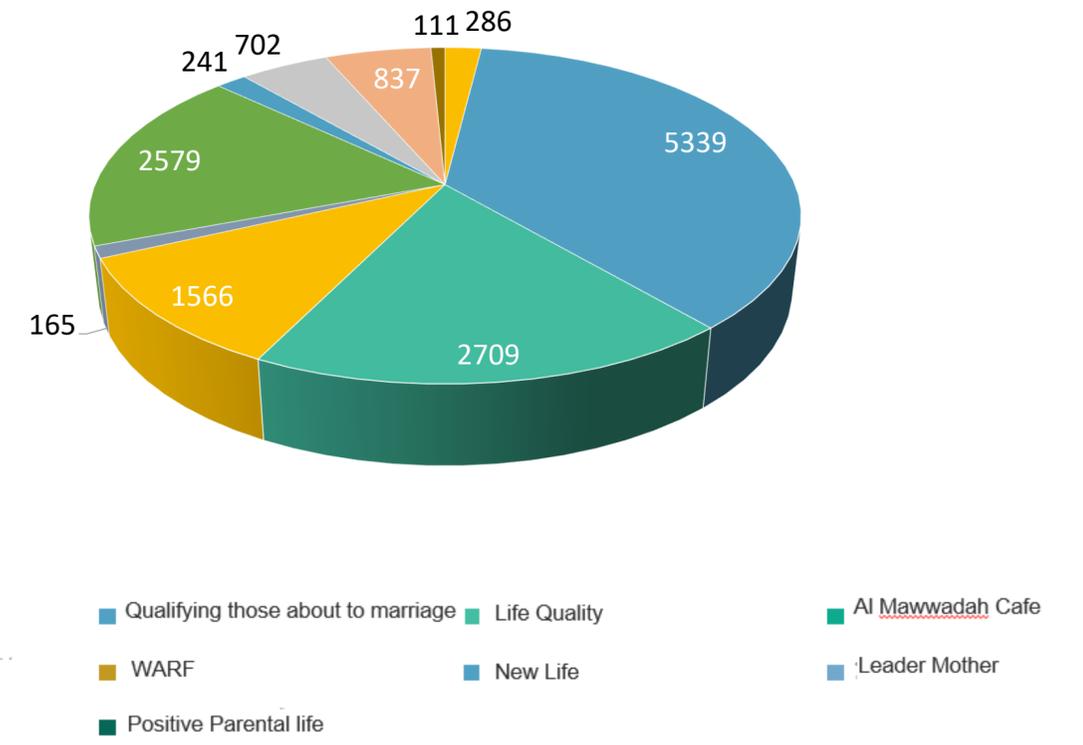
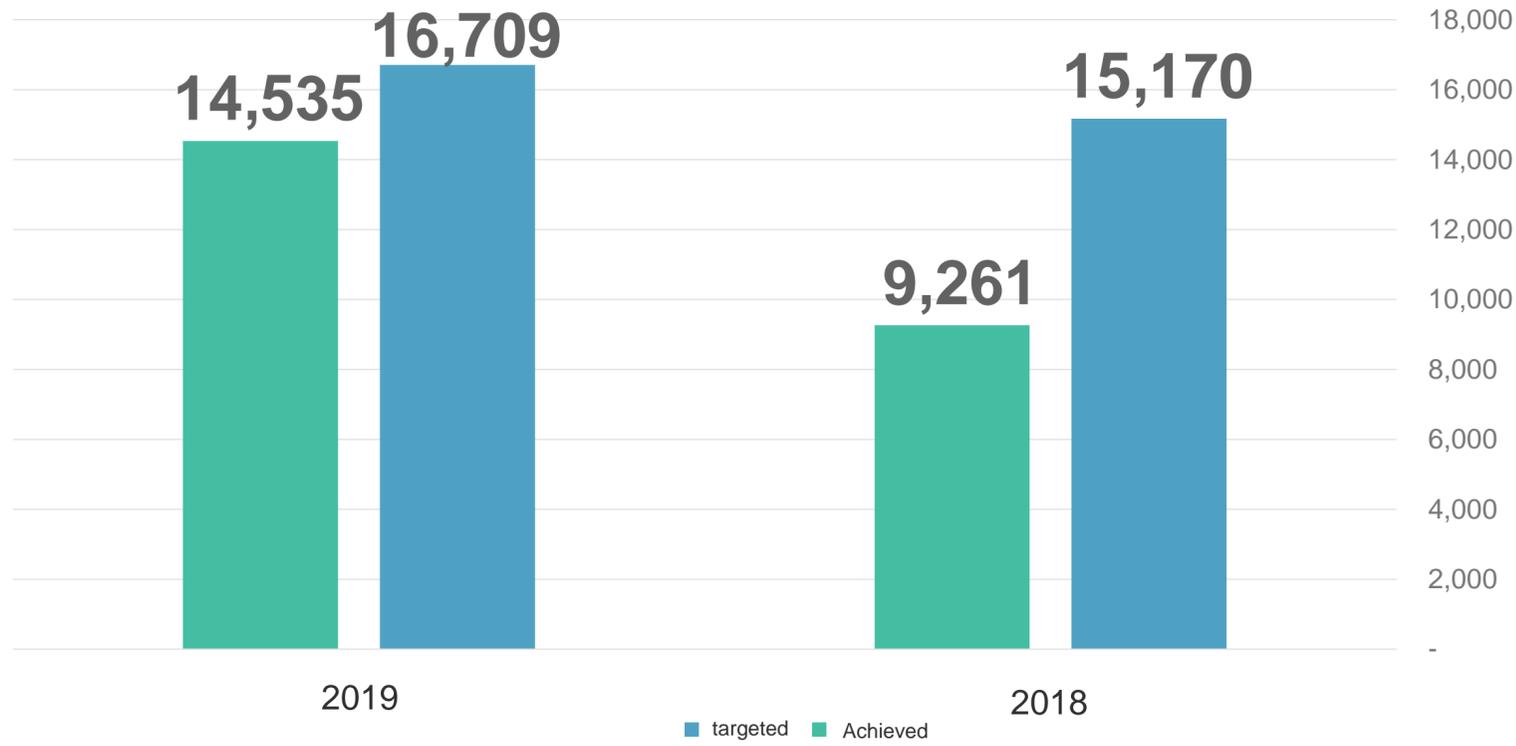
888
Training Course

14,535
Male and female beneficiaries



Program Partners

Outputs



57%
Increase percentage compared to last year

Achievement Percentage



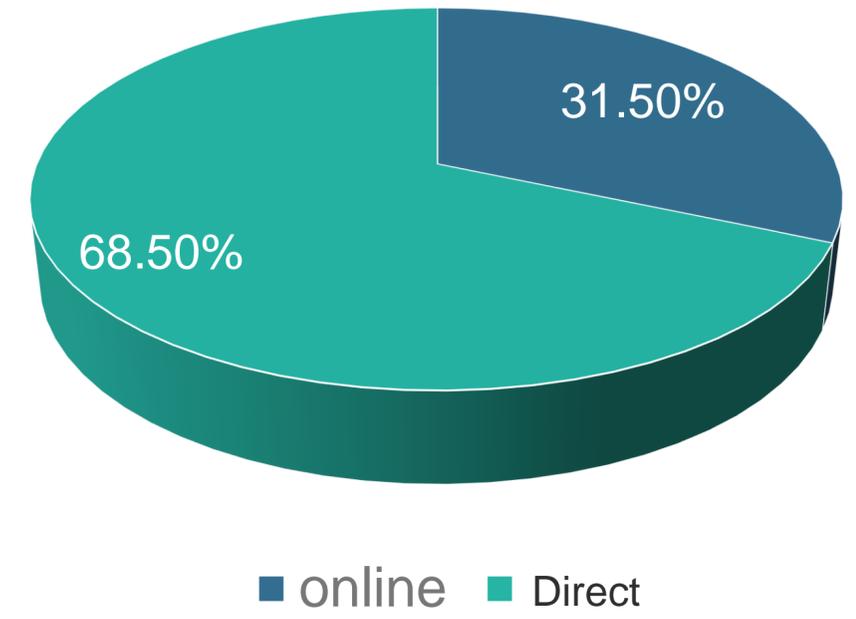
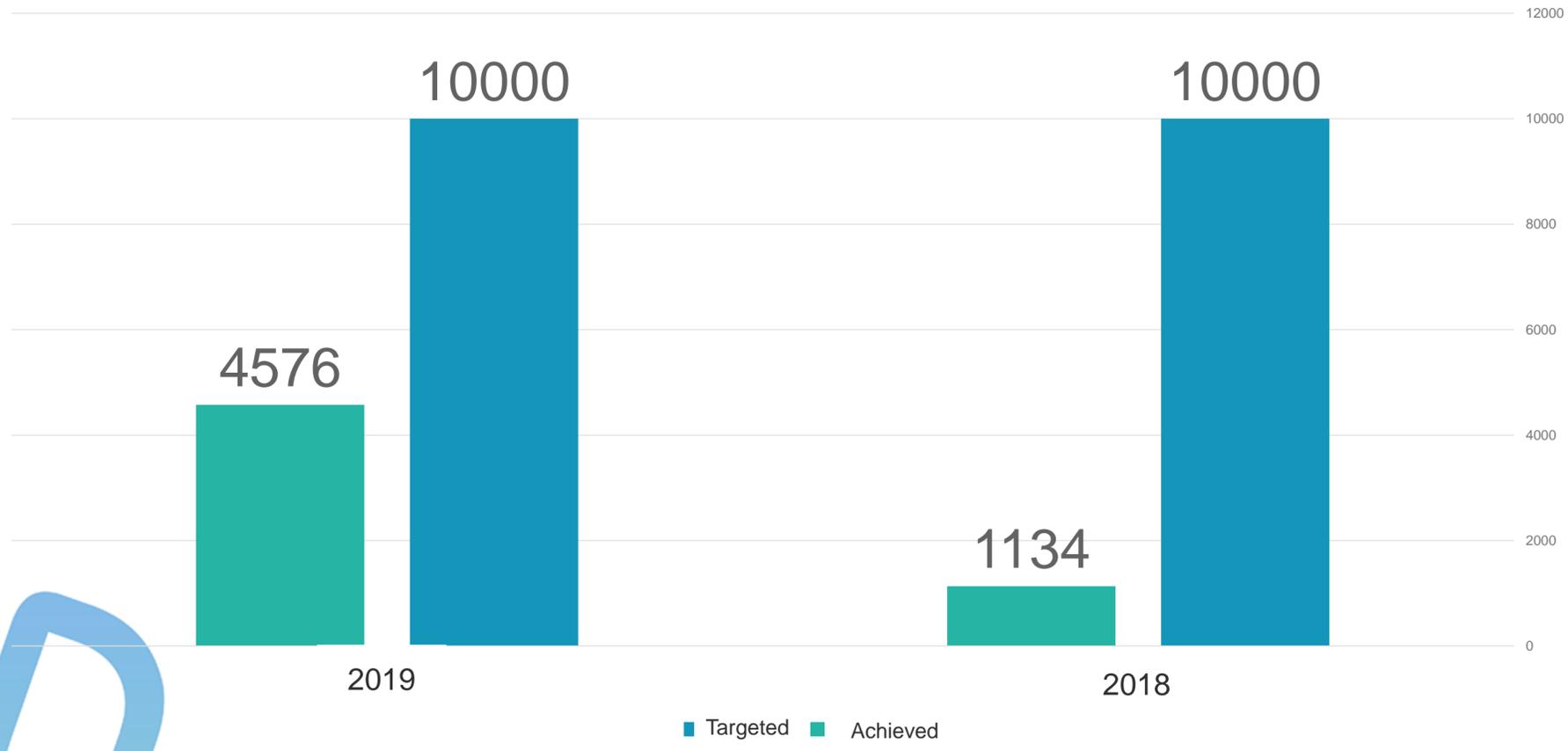
43%



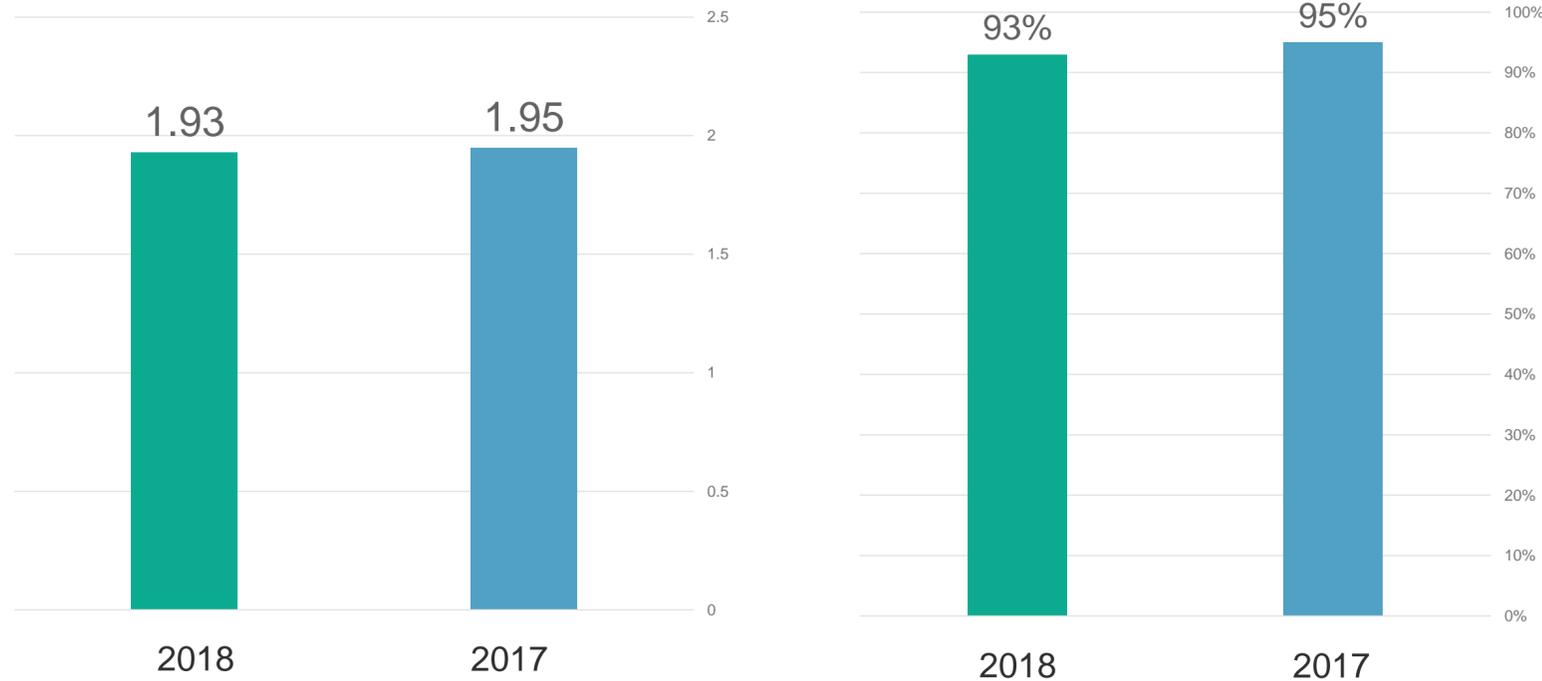
57%



Training through Amer platform



Effect



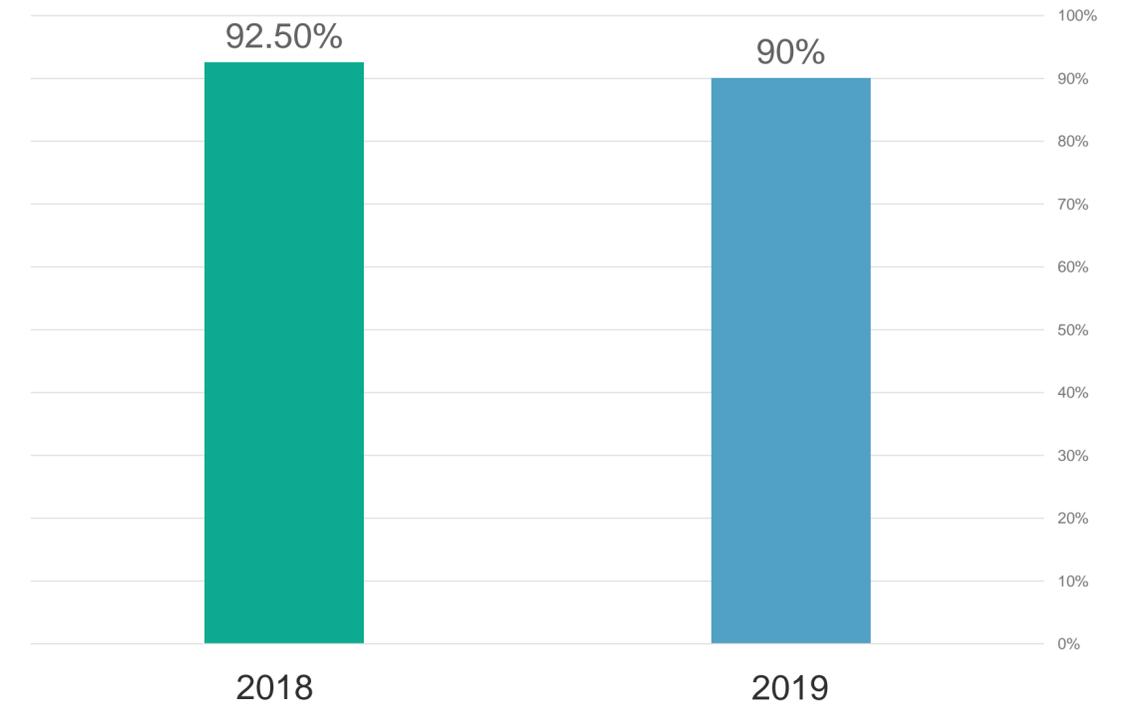
S.R 1.93

The rate of return on social investment

93%

The ratio of measuring the impact of the program
For the year 2018

Results



92.5%

Beneficiaies satisfaction rate

A woman wearing a black hijab is seated at a desk in a computer lab, looking at a monitor. The room contains several other computer workstations with monitors and keyboards. The image has a blue tint.

“

“Al- Hayah” Academy for Women
Empowerment Program
Performance 2019 ”

About the program

Projects support

After training in the academy, the micro projects are funded for the trainees through the partners

Products Marketing

Marketing the products of families trained in the academy through the electronic marketing platform and through general electronic sales platforms

Employment

In partnership with the Social Security and the Education for Employment Foundation, women's capabilities are built to qualify them for the job market and to employ them according to their capabilities

Professional Training

18 vocational and professional training programs that suit the requirements of the labor market

The Life Academy Empowerment Women Program aims to empower widowed and divorced girls and women and families benefiting from social security and orphans and transform them from the need for production, through developing their talents and empowering them with the necessary skills for life, as the program targets separate groups, widows and social security beneficiaries.

1,055

Training Hour

77

Training Course

2,205

Female beneficiaries



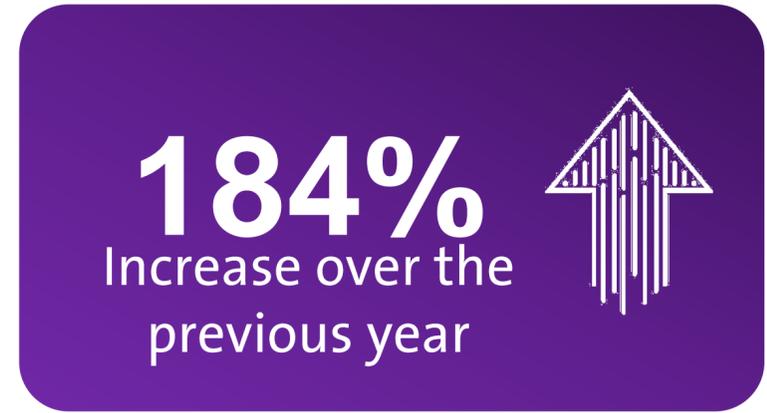
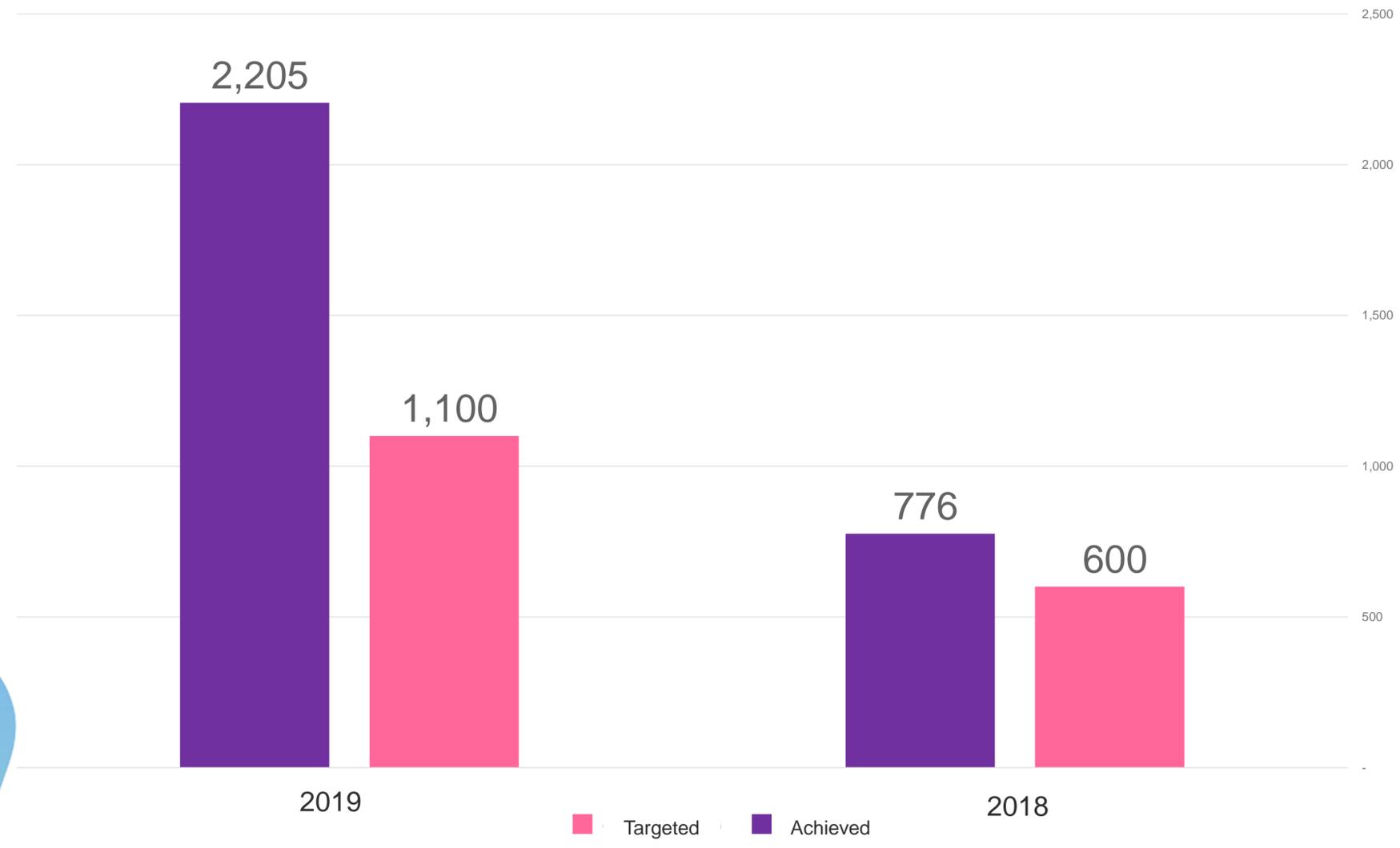
مؤسسة حياة الخيرية
Hayat Charitable Foundation



مؤسسة صالح حمزة سرافي
SALEH HAMZA SERAFI FOUNDATION

Programs Partners

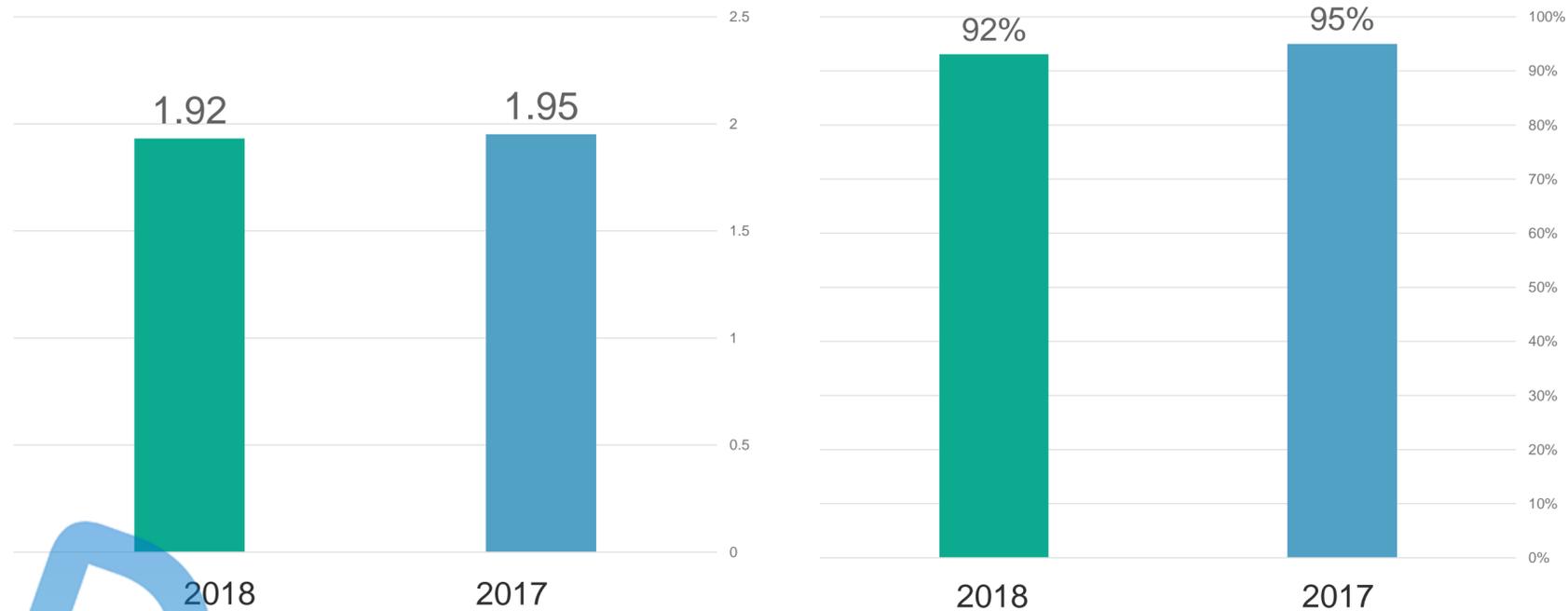
Outputs



Achievement percentage from the targeted



Effect



1.92 S.R.

The rate of return on social investment

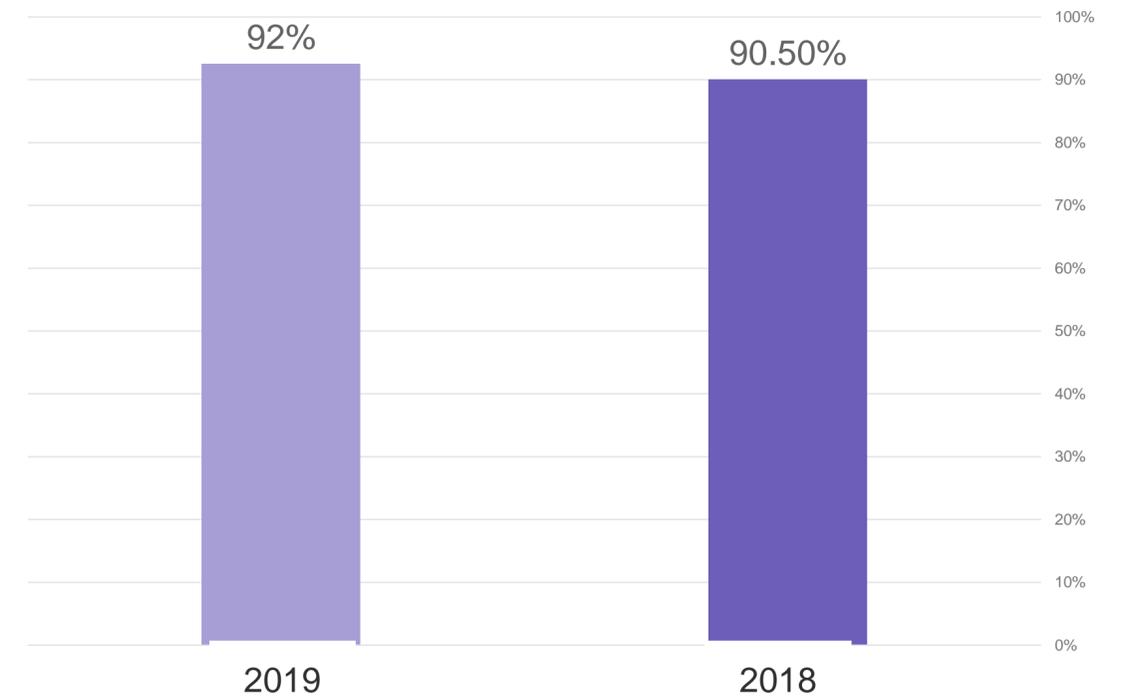
92%

The ratio of measuring the impact of the program
For the year 201

Results

Employed
Beneficiaries

50



Beneficiaries satisfaction
percentage

92%

A photograph of two men in traditional Saudi attire, including ghutras and agal, looking at a document together. The image is overlaid with a semi-transparent blue filter. The text is centered over the image.

**“ Family Protection and guidance
program performance 2019 ”**

About the program

Reformation and conflict resolution

- Family reformation
- Family arbitration
- Dispute Resolution

E- Guidance

- Educational Counsltations
- Social counseling
- Psychological counseling
- Marital counseling
- Family financial planning advice

Face-to-face guidance

- Family counseling
- Measurement tests
- Psychological support
- Legal advice
- Initialize and include
- Treating childhood disorders

Phone Guidance

- Educational advice
- Social counseling
- Psychological counseling
- Marital counseling

The Family Protection and Guidance Program to assist (emerging families, unstable families, separate families, stable families) The program works on two preventive and therapeutic tracks to contribute to reducing the percentage of social, psychological, educational, behavioral problems, childhood disorders and family violence, and strengthening family relations, and through the Childhood Disorders Clinic and the branches of the association for counseling in return The visiting counselor and the counseling corner at the malls. The service is provided by a group of family counselors and consultants who specialize in the family, educational and psychological fields.

440

Beneficiary from the advisory corner at the malls

15,348

Consultation session

14,925

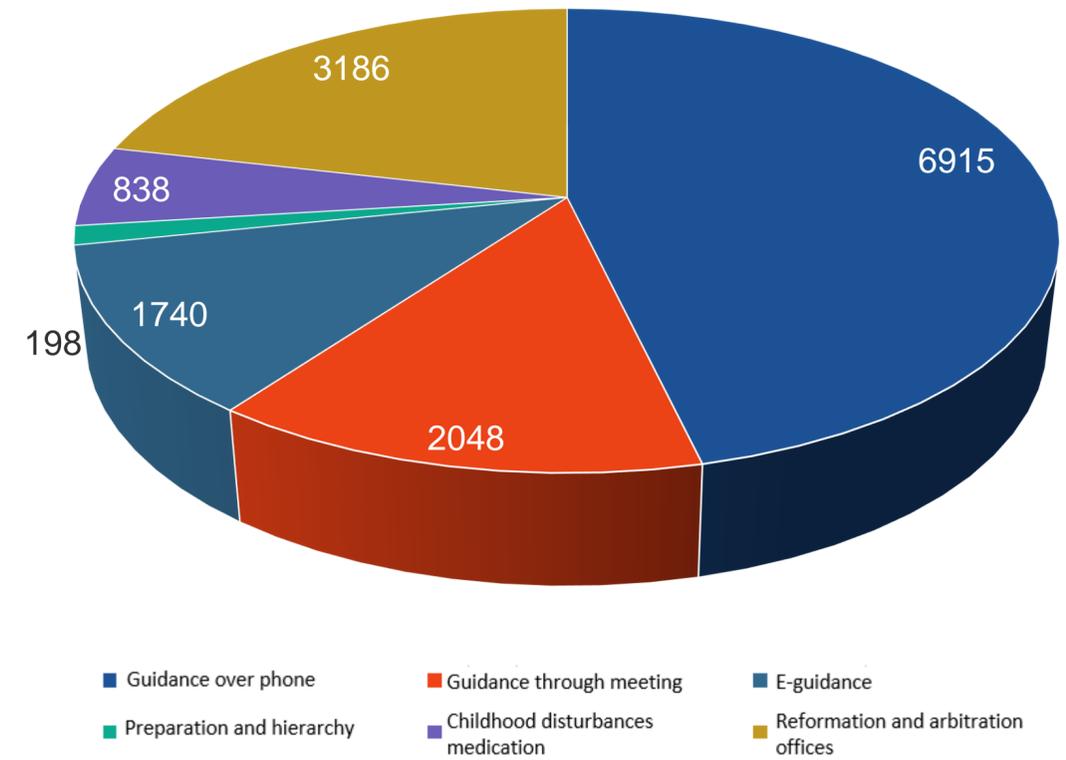
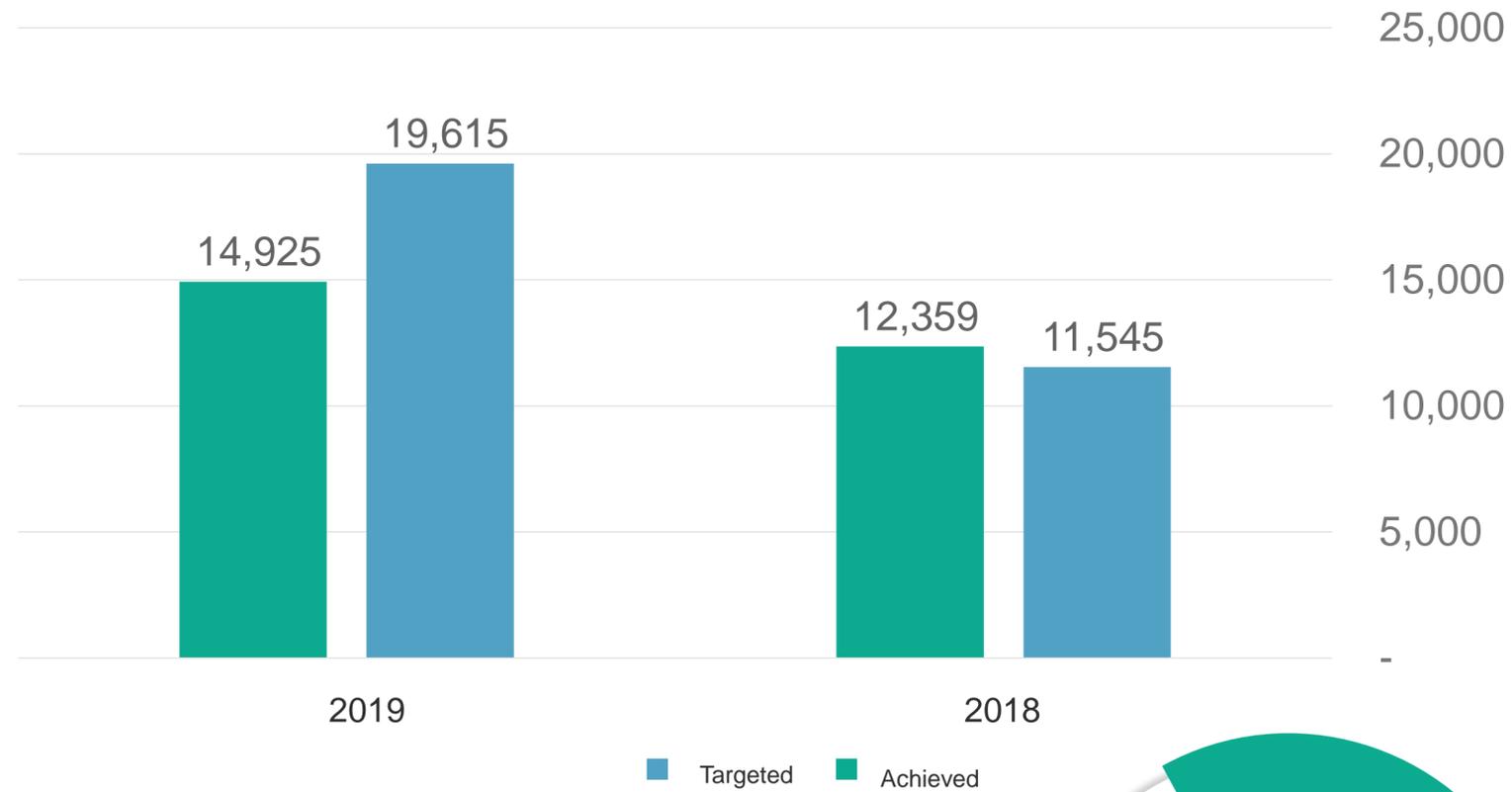
Male and female beneficiaries



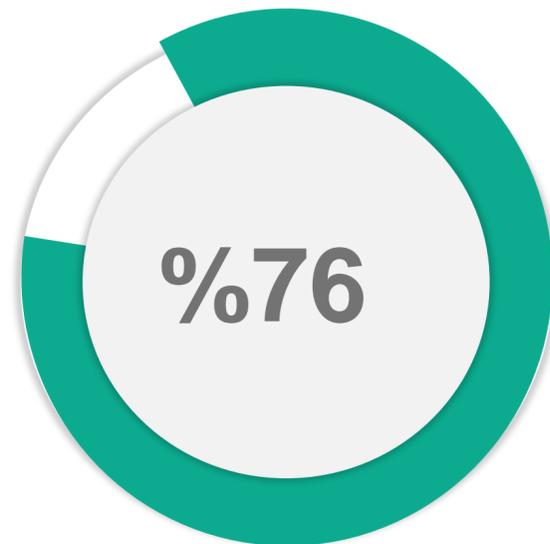
أوقاف الشيخ محمد بن عبد العزيز الراجحي
لمدارس تحفيظ القرآن الكريم

Program Partners

Outputs



21%
Increase over past year



Achievement from the targeted

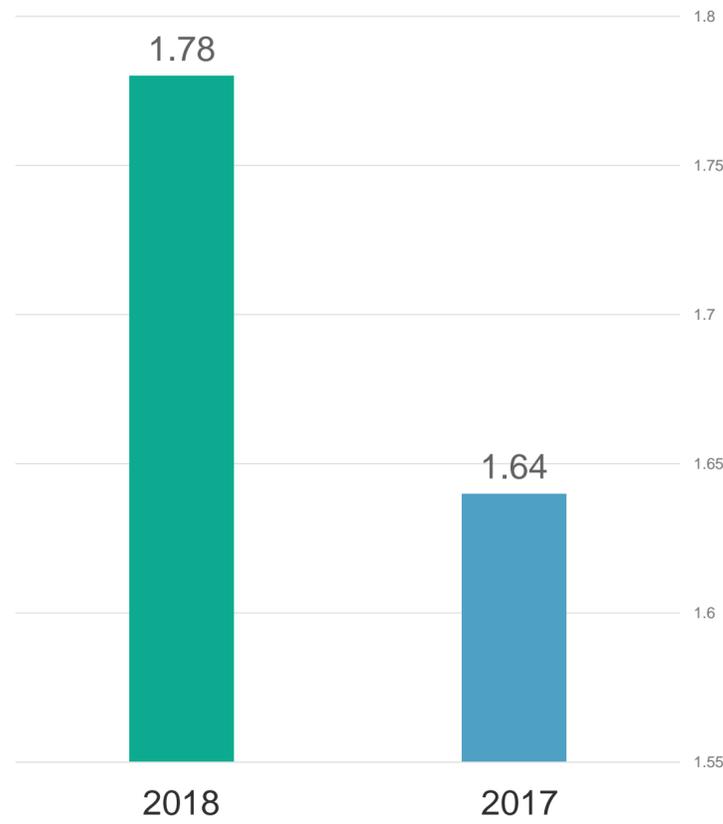


48%

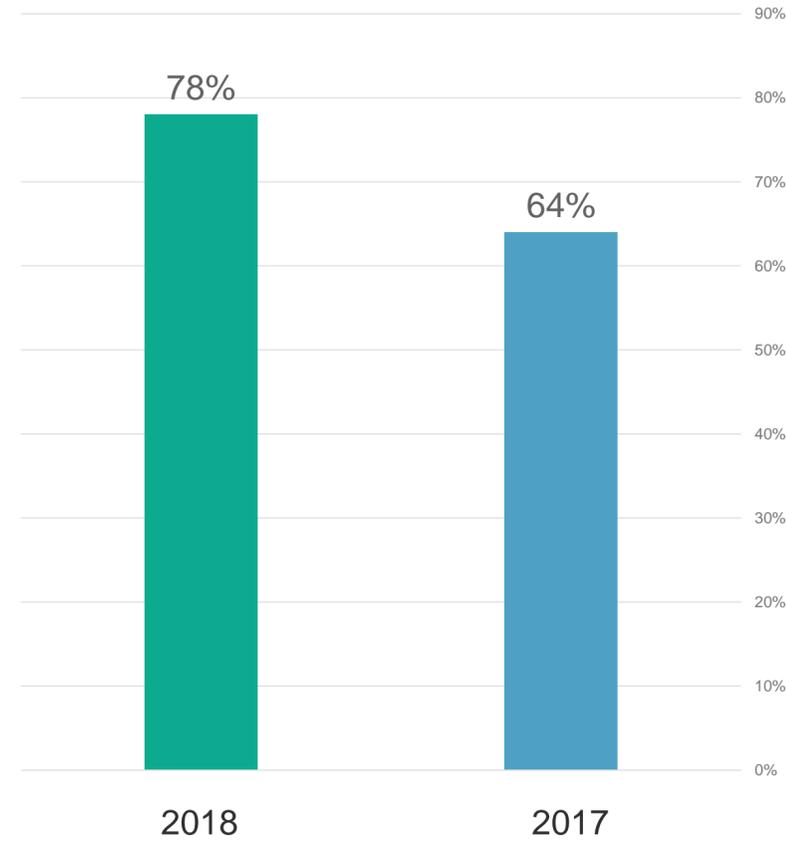


52%

Effect



1.78 S.R.
social investment Rate on Investment



78%
measuring the impact of the program
For the year 2018

Results

59%
Average cases of conciliation

838
children benefited from the training
and development services

198
children benefited from childhood
disorders treatment services

93.50%
Beneficiaries satisfaction rate

Consultation corner at Malls and with partners



Male and female beneficiaries from the malls **440**

38 Prisoners counseling

83 Consultation for employees of government sectors

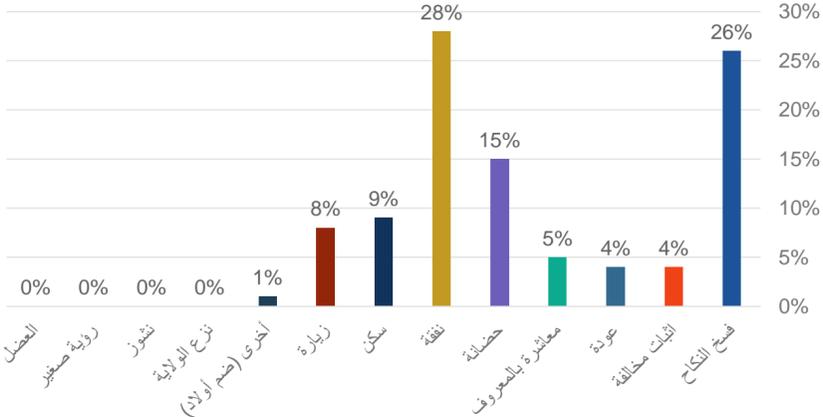


Consultation for beneficiaries of Hemaiah Society **21**

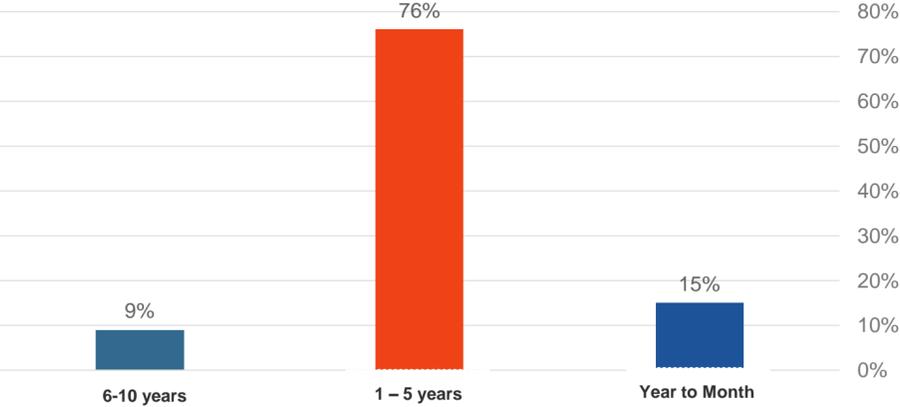


Categorization of consultants

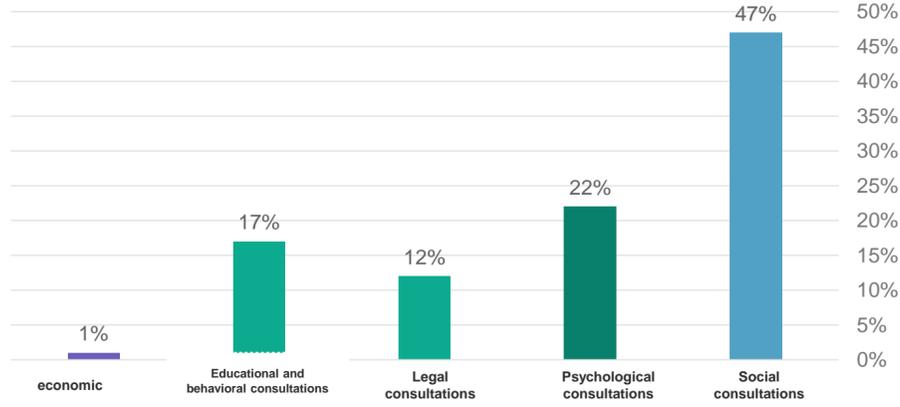
The most prominent issues coming to our offices for personal status



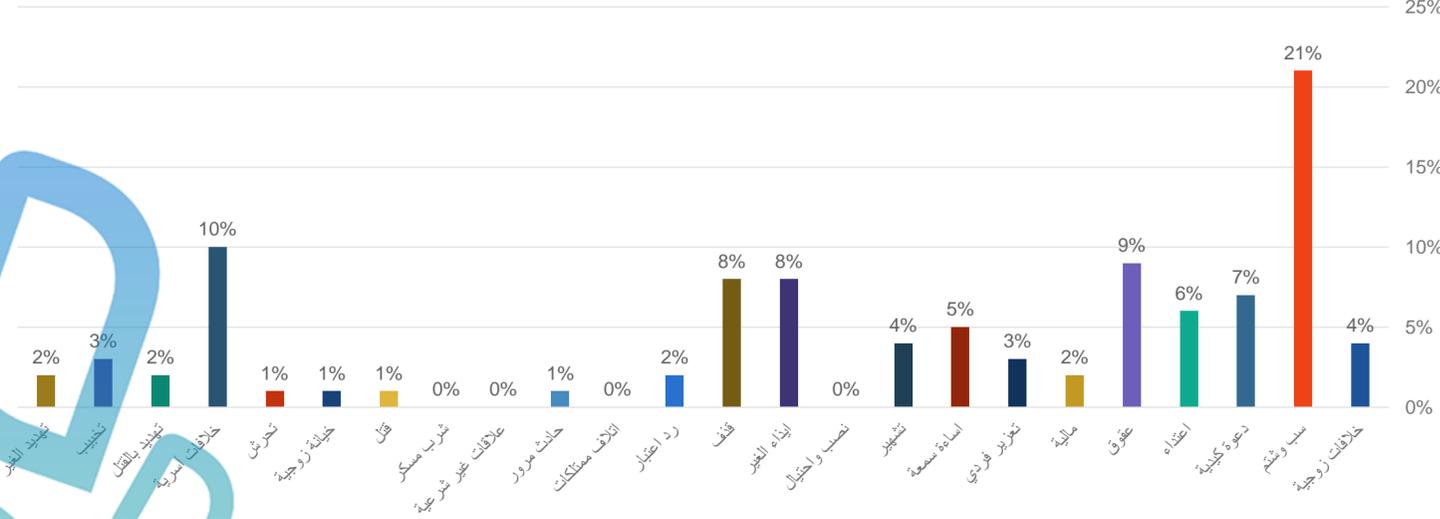
Sorting by age of the problem by the Guiding phone



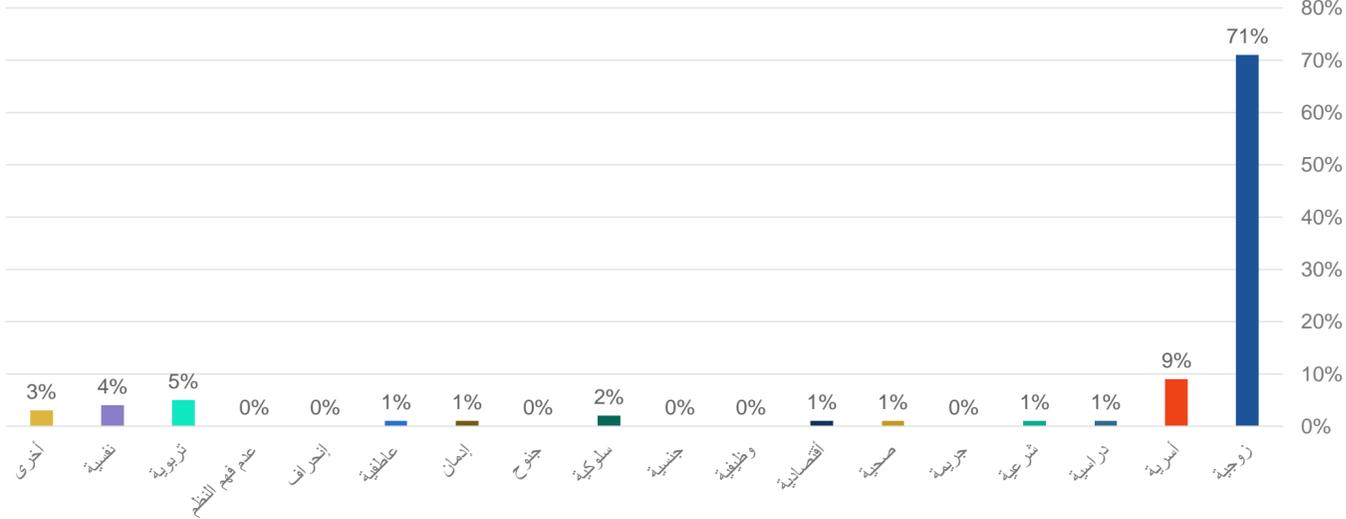
The most prominent issues mentioned in the association's headquarter



The most prominent cases received by our offices at the criminal court



Sorting by type of consultation



Specialization	Name	#
Master of psychological guidance and counseling	Majdi Najmuddin Bukhari	15
Bachelor + Family Guidance Diploma.	Dhaif Allah Bin Khalaf Al-Awfi	16
Bachelor + Family Guidance Diploma.	Abdul Razzaq Mesfer Al-Abdali	17
Master in family orientation and reformation	Ahmed Mefreh Abdullah Al-Ghamdi	18
Master of psychological guidance and counseling	Yousef Mohammed Fares Al-Zahrani	19
Master of psychological guidance and counseling	Saed Habashi Al Ansari	20
Master of psychological guidance and counseling	Khaled Mohammed Abdullah Al-Abdali	21
Master of psychological guidance and counseling	Ali Abdul Rahman Ahmed Banqeeb	22
Master of psychological guidance and counseling	Fahd Abed Obaidullah Al-Thaqafi	23
Master of Social Service	Ayed bin Falah Al-Otaibi	24
Master of psychological guidance and counseling	Ali Suleiman Al-Zahrani	25
Bachelor of Sharia	Mohammed Saad al-Juhani	26
Master of Orientation and Family Reformation	Khalid bin Hanoud Al-Zahrani	27
Master of psychological guidance and counseling	Saad Abdullah Ali Al-Zahrani	28

Specialization	Name	#
Sociology PhD	Mohammed Abdul Majeed Ali Abu Al-Hamayel	1
Bachelor of Islamic Studies	Abdullah bin Saeed bin Hamed Al-Sheikhi	2
Higher diploma, family counseling	Jamil bin Abdul Razzaq Al-Sindi	3
Bachelor of Islamic Studies	Mohammed Abdullah Rizk Al- Jamie Al- Selmi	4
MA in family guidance and reformation	Hassan bin Ali Abdullah Al-Shehri	5
Bachelor of religious Fundamentals	Muhammad bin Ali bin Abdo Hamdi	6
Ph.D. in jurisprudence	Fouad bin Mahmoud Set	7
Bachelor of Sharia Sciences	Mohammed Hassan Awaid Al-Harhi	8
Master of psychological guidance and counseling	Mosaid Saeed Ali Al-Ghamdi	9
Master of psychological guidance and counseling	Saleh Ali Al-Qarni	10
Master of psychological guidance and counseling	Mohammed bin Omair Al-Qarni	11
Master of psychological guidance and counseling	Wael Ali Al-Habashi	12
Bachelor of Sociology + Diploma in Addiction Treatment	Saeed Mohammed Al-Sheikhi	13
PhD guidance and psychological counseling	Al-Hussein Hassan Mohammed Syed	14

Consultation team

Specialization	Name	#
Master of psychological guidance and counseling	Reem Hadi Abdullah Al-Omari	43
Bachelor + diploma in Special Education.	Amira Abdel-Hakim Abujazia	44
Master of psychological guidance and counseling	Nouf Ateeq Al-Faidi	45
Master of psychological guidance and counseling	Munira Sulaiman Al Masoud	46
Master of psychological guidance and counseling	Amna Farouk Mufti	47
Master of psychological guidance and counseling	Amna Hassan Masoud	48
Master of psychological guidance and counseling	Amira Saif Othman	49
Master + development and treatment of children with toys	Bayan Issam Masoud	50
Master in family orientation and reformation	Ashwaq Amer Nahdi	51
PhD guidance and psychological counseling	Hanan Hamid Hammad Al-Sufiani	52

Specialization	Name	#
Bachelor + Education Diploma	Fatima Abdullah Ahmed Basaad	29
Master in the development and treatment of children with toys	Bayan Issam Abbas Masoud	30
Masters in family orientation and reformation	Ashwaq Amer Salem Al-Nahdi	31
Masters in family orientation and reformation	Mona Saleh Ahmed Baanes	32
Sociology + family counseling diploma	Hanadi Awad Alshamrani	33
PhD psychological mentoring	Doha Saad Hassan al-Hawsawi	34
Sociology PhD	Samah Mohamed Lotfy Mohamed	35
Master of psychological guidance and counseling	Bandari Abdul Aziz Al-Salami	36
Sociology PhD	Safa Abdullah Hamdan Al-Juhani	37
Sociology PhD	Neama Muhammad Maqbool Hakami	38
Bachelor + Family Guidance Diploma	Sarah Ahmed Hamdan Al-Rashid Al-Enzi	39
Bachelor + Family Guidance Diploma	Samah Othman Saeed Al-Ghamdi	40
Bachelor + Family Guidance Diploma	Hanan Ahmed Maatouk Al-Aithan	41
Master of psychological guidance and counseling	Nada Ateeq Ateeq Al-Dhaheeri	42



The consultation team is selected according to 130 employment standard authenticated for the efficiencies that include Knowledge, Skills and Attitude and can be downloaded through the following url:‡

<https://almawaddah.org.sa/rules/57>

A photograph of two men in traditional Saudi attire (ghutra and agal) looking at a tablet. The man on the right is smiling. The image has a blue overlay.

**“ Performance of the specialists
qualification program 2019 ”**

About the program

Researchers

- Family researcher preparation

Specialists

- Play therapy specialist
- Behavior modification skills

Family counselors

Family Counseling Diploma
Qualification of marital counselor
Writing case studies
Certified family guide
Preparing the family arbitrator
Conflict Resolution

Trainers preparing

- Certified trainer in enhancing family quality of life skills
- The certified trainer in training and qualifying the elderly
- The certified trainer for the qualification of marriage couples

160

Training Hours

12

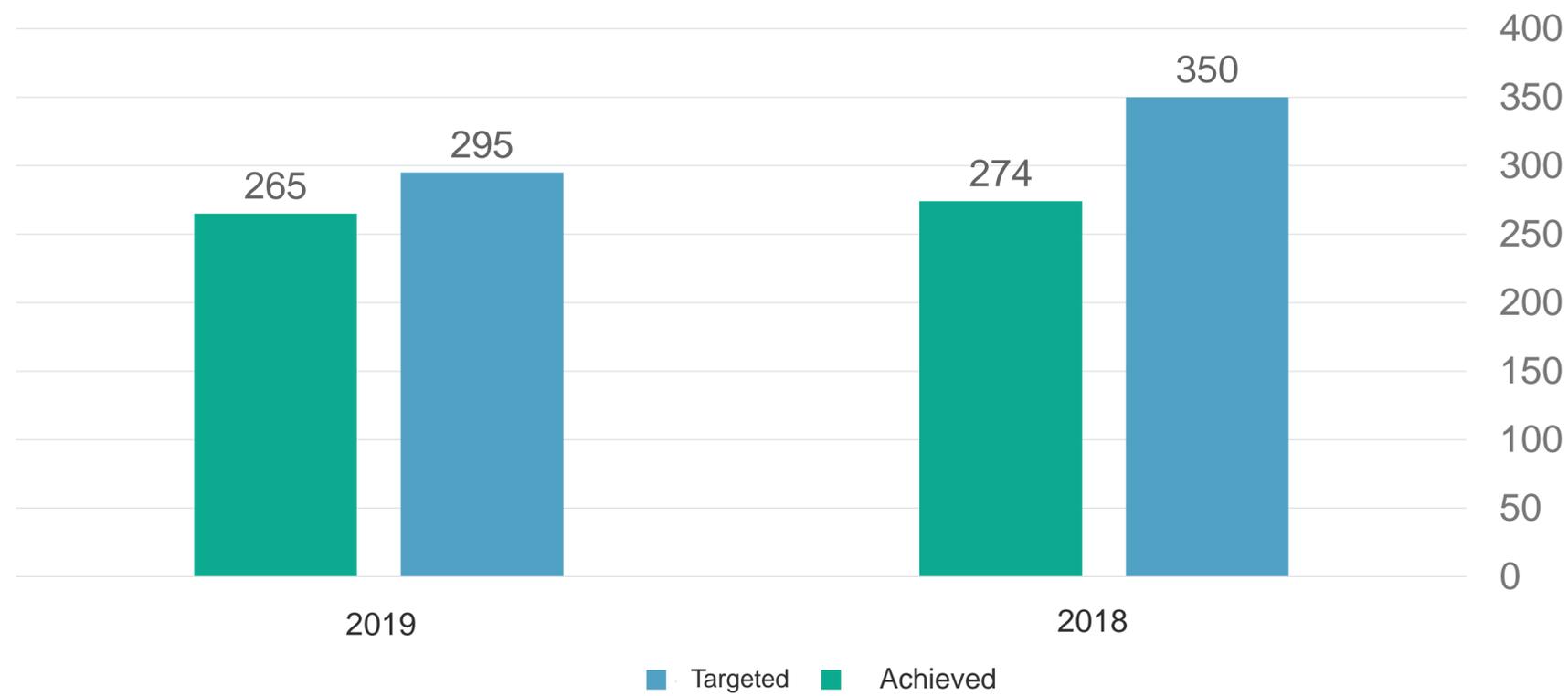
Training Course

265

Male and female specialists

According to the goal of the national transformation program in the qualification of specialists, the qualification and development program for specialists came, and aims to pump new blood and qualify the best talents from specialists in the family matter, by preparing the family reformer, the family counselor, the family coach, the family researcher, the psychologist, a child behavior modification specialist And family according to the professional and ethical standards adopted by the association.

Outputs



The percentage of achievement of the targeted

-3.3%
Decrease from last year



43%

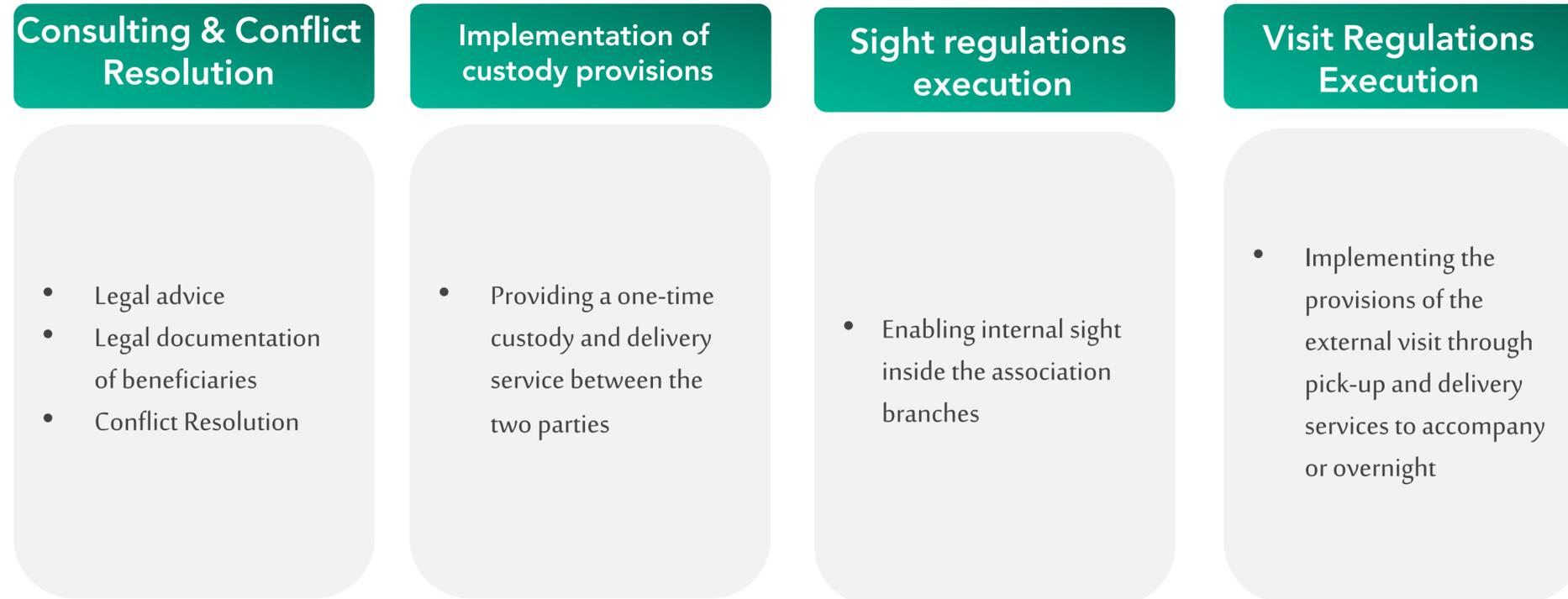


57%



“Shaml Program for parental care performance 2019 ”

About the program



The initiative was launched to create a safe and stable spatial environment for the children of separate and conflicting families in the nursery to implement the provisions of the vision and visit issued in partnership with the Ministry of Justice through personal status courts and implementation courts and to be an alternative environment from the police and civil rights environment.

6
Service provision branches

11,908
Services

4000
Families

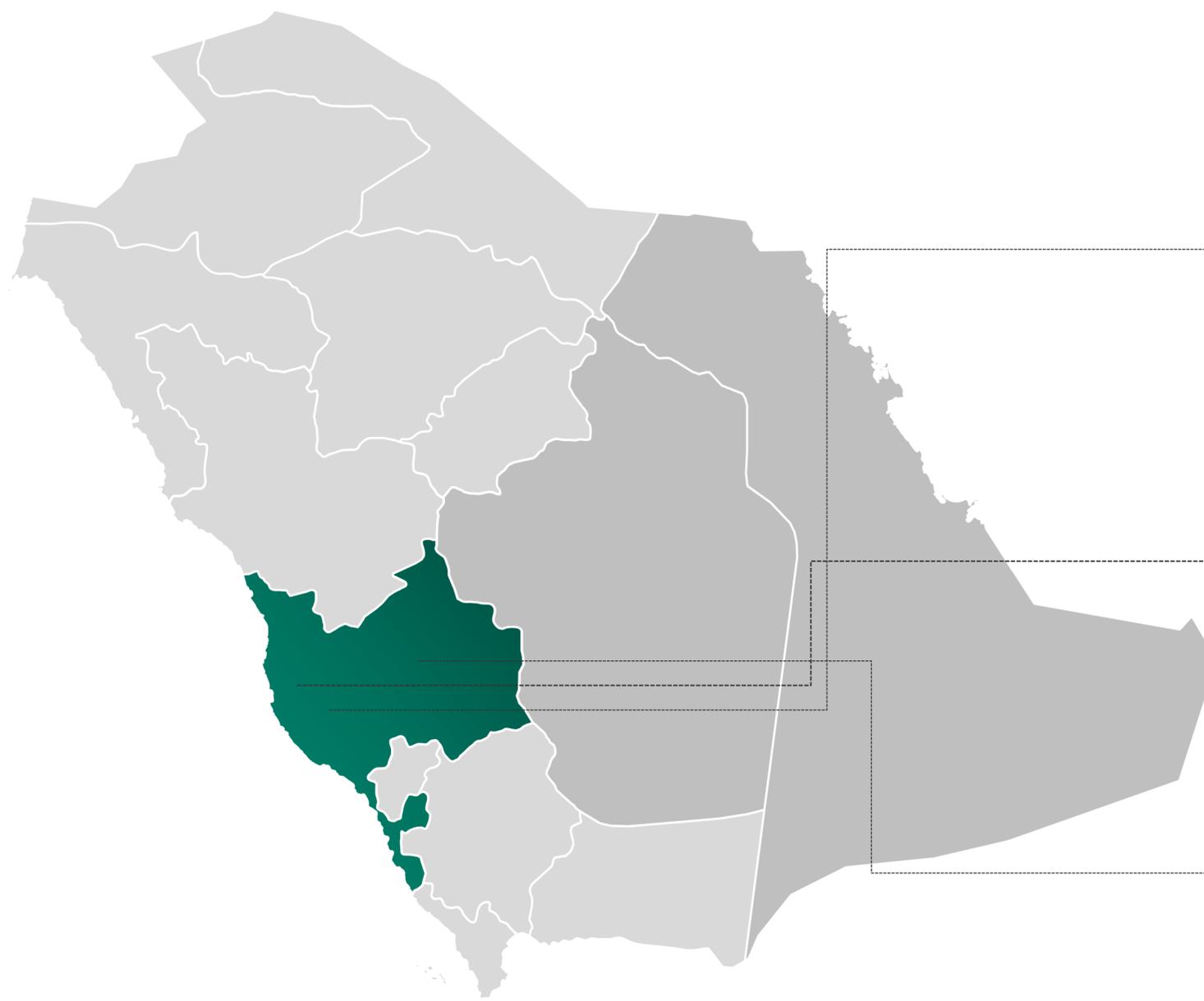
Program Partners



وزارة العدل
SALEH HAMZA SERAFI FOUNDATION



Service Provision branches



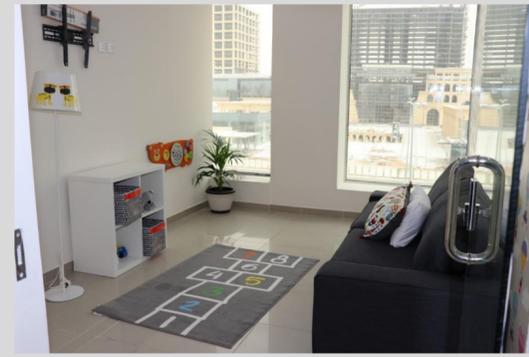
Makkah
2

Jeddah
2

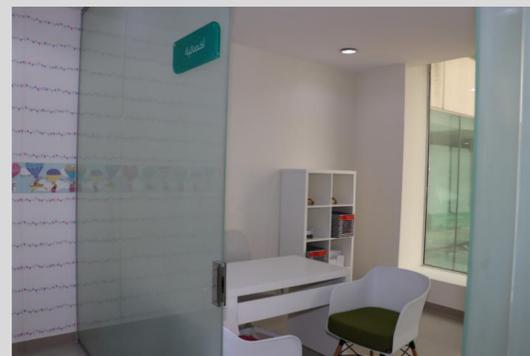
Taief
2



Spatial Environment



Service provision rooms

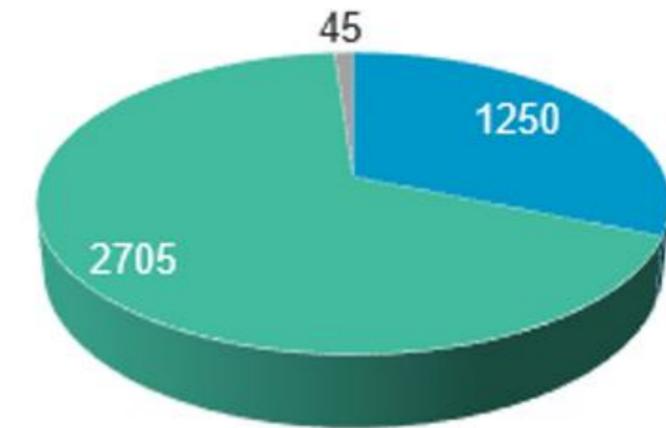
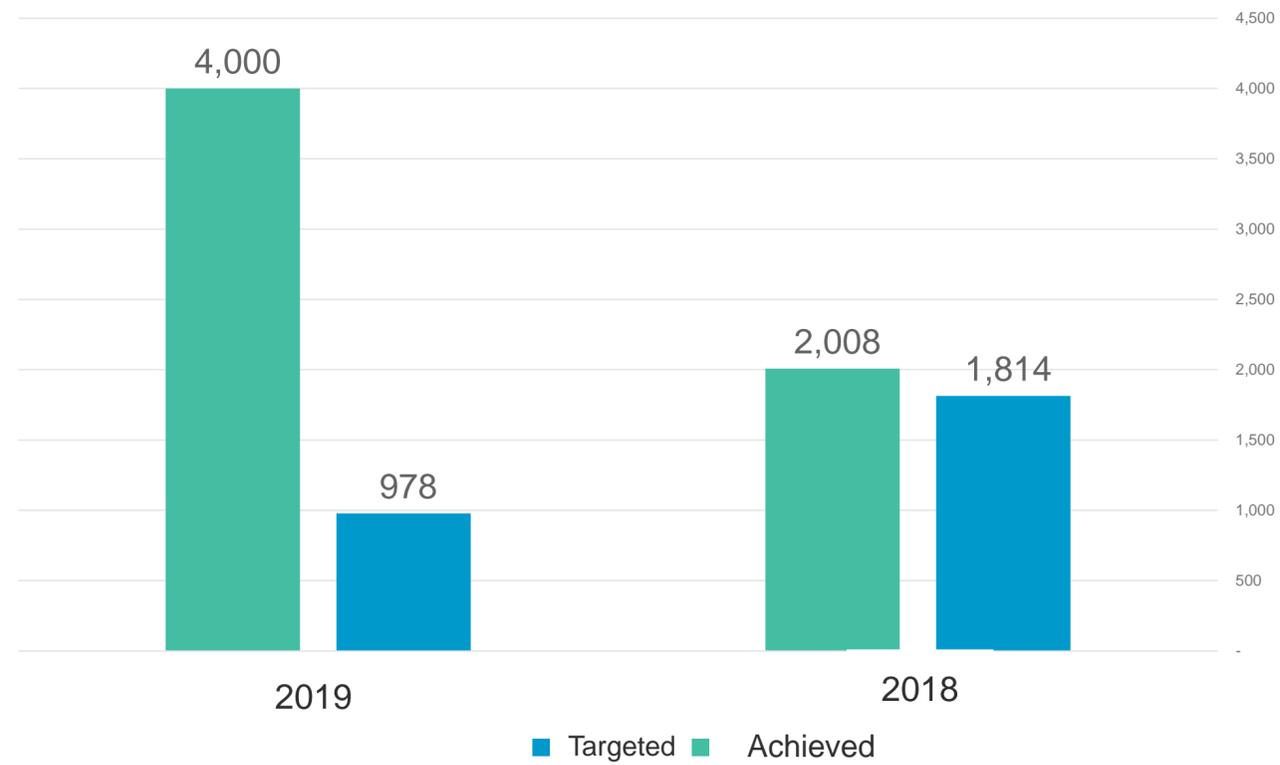


Specialist rooms



Toys rooms

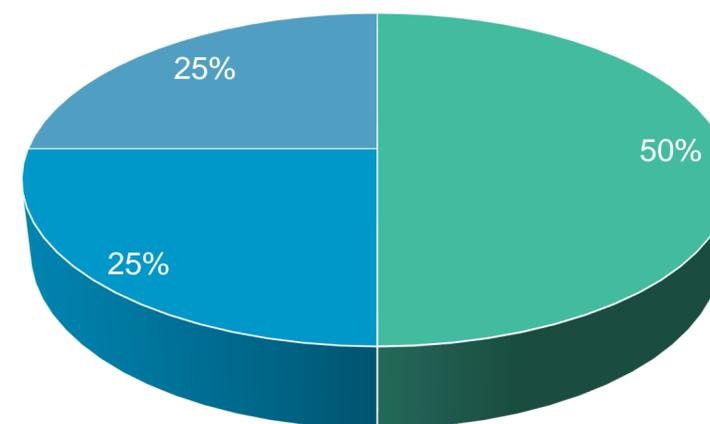
Outputs



Sight Delivery and receiving Custody

199%
Increase over past year

The geographical distribution of the percentages of beneficiaries



Jeddah Makkah Taif

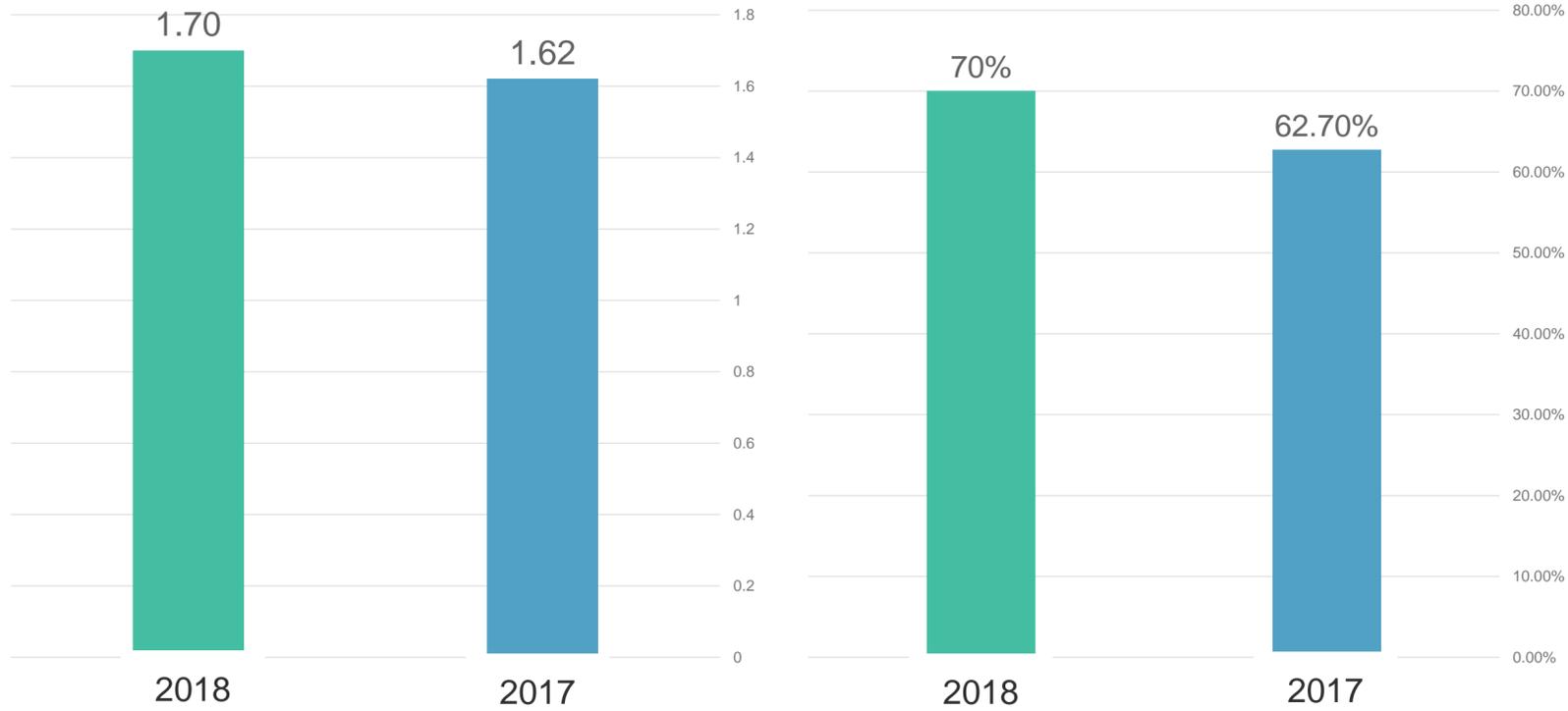


70%



30%

Effect



S.R. 1.70

Social Return on Investment

The percentage of measuring the impact of the program For the year 2018

70%

Results

14%

Percentage of conflict resolution between separated families

Entertainment events for the children



500 +
Children

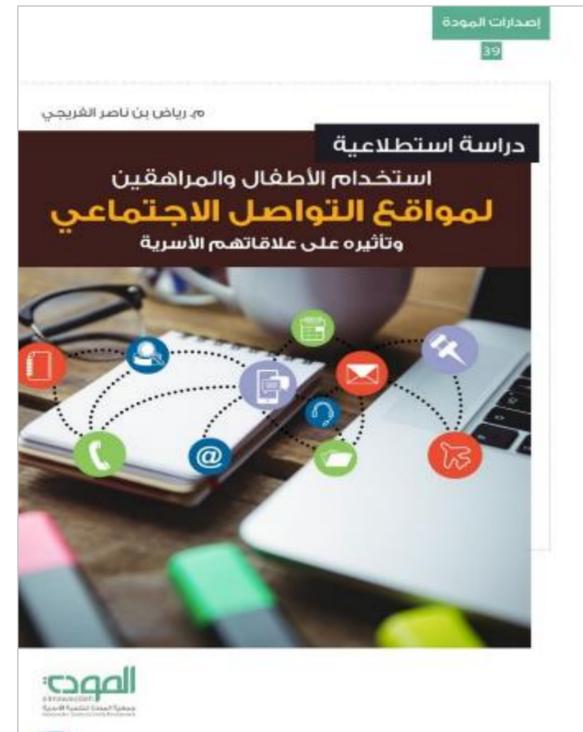


A photograph of two men in traditional Saudi attire, including ghutras and agal, looking at a document. The image is overlaid with a semi-transparent blue filter. The man on the left is wearing glasses and looking towards the right. The man on the right is smiling and looking down at the document. The background is blurred, suggesting an indoor setting.

“

Performance of the research and
studies program 2019 ”

Outputs and Results



3
Family Studies research

3
Strategic partnerships

The purpose of the partnership	Entity	#
Sponsorship a study for measuring the impact of the program for qualifying future husband and wife in the Kingdom	Ministry of Human Resources and Social Development	1
Sponsorship of the study of the national index for calculating cases of divorce	Family Affairs Council	2
Analysis of family curricula in universities and schools	Prince Mishaal bin Majed bin Abdulaziz Center for Social and Human Research	3

وزارة الموارد البشرية والتنمية الاجتماعية



مجلس شؤون الأسرة
FAMILY AFFAIRS COUNCIL

Measurement test **117k**

Number of downloads Studies from the site **30k**

Qualified researchers With Scientific research skills **37**

Research Consultations **32**

Family library Visitors **75**

A photograph of two men in traditional Saudi attire, including ghutras and agal, looking at a tablet. The man on the right is smiling. The image has a blue overlay.

“The performance of the Family Awareness and Education Program 2019”

About the program

Evening Forums

- Monthly awareness evenings
- Diwaniyah Al-Mawaddah

Exhibitions

- A monthly educational exhibition in universities, malls and schools
- Awareness exhibitions accompanying international days

Events

- Annual awareness campaigns

Media

- Awareness guides
- Educational infographics
- Awareness Motion Graphics
- An educational podcast
- An educational radio program

**My Marriage,
A successful
project**

**My life is a
challenge**

Be Together

**My saving is a
culture**

In order to achieve the association's mission to raise the family's awareness through sustainable development initiatives that contribute to strengthening family ties and stability through spreading and communicating initiatives and programs to all groups of society, the awareness program comes to provide many family awareness activities and mass seminars and participation in commercial complexes and public places through awareness campaigns, mobile exhibitions, media presence and employment Cartoon characters to introduce the association's initiatives.

Awareness Programs

6,9 M

Views on social media channels

2

Family Evenings

13

Interactive expos in the international days

60

Awareness Info-graphic

2

Awareness Guide



Child learning skills guide



A family guide to relationships, planning and savings

The rules of family stability and family happiness Evening Forum

How to control screens in the lives of our children Evening Forum



163
Beneficiaries

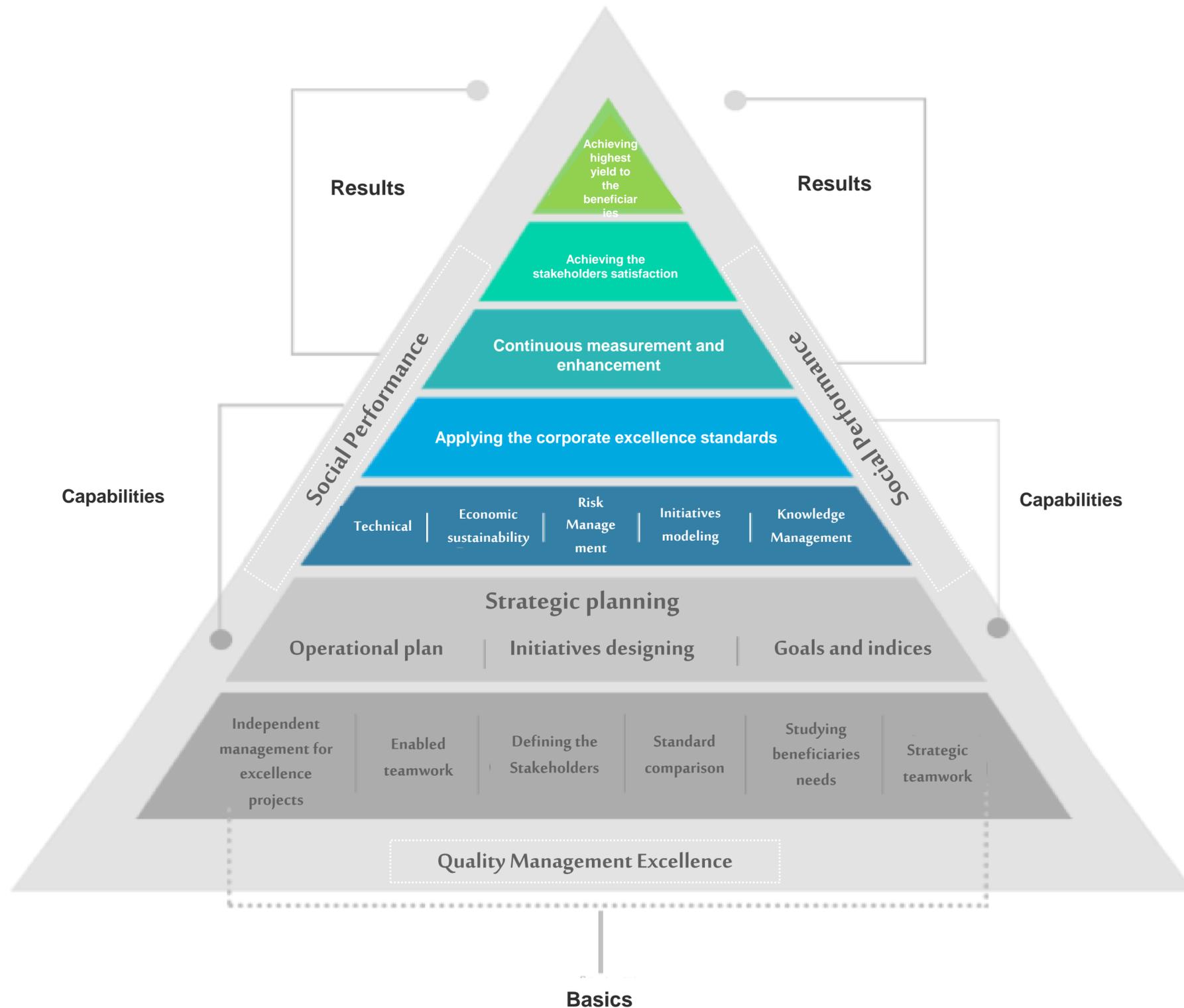
66
Beneficiaries

229
Beneficiaries of evening forums

The background is a solid teal color with a subtle pattern of various business-related icons. These icons include a megaphone, a bar chart, a briefcase, a target, a checklist, puzzle pieces, a globe, a hand holding a trophy, a smartphone, a laptop, a Wi-Fi symbol, a person icon, a target, a checklist, puzzle pieces, a globe, a hand holding a trophy, a smartphone, a laptop, a Wi-Fi symbol, a person icon, a target, a checklist, puzzle pieces, a globe, and a hand holding a trophy. The text is centered and reads:

“ Corporate performance 2019 ”

Corporate performance



It is the reflection of the association's performance in achieving European Foundation for Quality Management Excellence (EFQM) standards and quality management for the purpose of continuous improvement and development of processes and procedures where the association's institutional excellence methodology is based on the following pillars that are demonstrated by the pyramid of excellence within the association:

Corporate Performance Indicators

Achiev. %	Achieved	Target	Indicator	#
%99	270	272	Beneficiary cost rate	15
92%	12	13	Number of service delivery channels	16
%85	30	35	The number of training courses implemented according to the training plan	17
%92	88%	95%	The percentage of improvement in the professional performance of the staff	18
%50	15	30	Number of contracted researchers	19
%80	60%	75%	The percentage of linking services to the unified electronic program	20
%67	60%	90%	Satisfaction with the ease of using the electronic link program	21
%46	4576	10000	Number of beneficiaries from the self-education platform	22
%95	%90	95%	Employees satisfaction percentage	23
%94	16	17	Number of new ideas applied	24
%80	80%	100%	The percentage of completion of the recruitment of Team Works to provide services	25
%100	7	7	Number of qualified second graders	26
%100	90%	90%	The completion percentage of building a system for measuring institutional excellence	27
%100	100%	100%	The percentage of completion of the value building for affection employees	28

Achiev. %	Achieved	Target	Indicator	#
99%	89%	90%	Beneficiary satisfaction rate	1
96%	1.85	1.92	return on social investment value	2
120%	450	375	Degree of conformity to the standards of institutional excellence	3
86%	82%	90%	The percentage of completion of external and internal improvement opportunities	4
100%	1	1	Termof complaints handling	5
94%	90%	95%	completion percentage of the procedures of the operational plan	6
100%	95%	95%	implementation percentage of the recommendations of the General Assembly and the Board of Directors	7
95%	86	90	The degree of conformity of the implementation of the procedures	8
83%	29	35	Number of strategic partnerships	9
100%	29%	29%	Percentage of beneficiaries via partnerships to total beneficiaries	10
100%	10	10	Number of regulations and systems developed and approved	11
100%	100%	100%	Percentage of application of regulations and systems	12
95.5%	86%	90%	Donors and supporters satisfaction rate	13
96%	89%	93%	Point Improvement	14

Performance indicators **28**



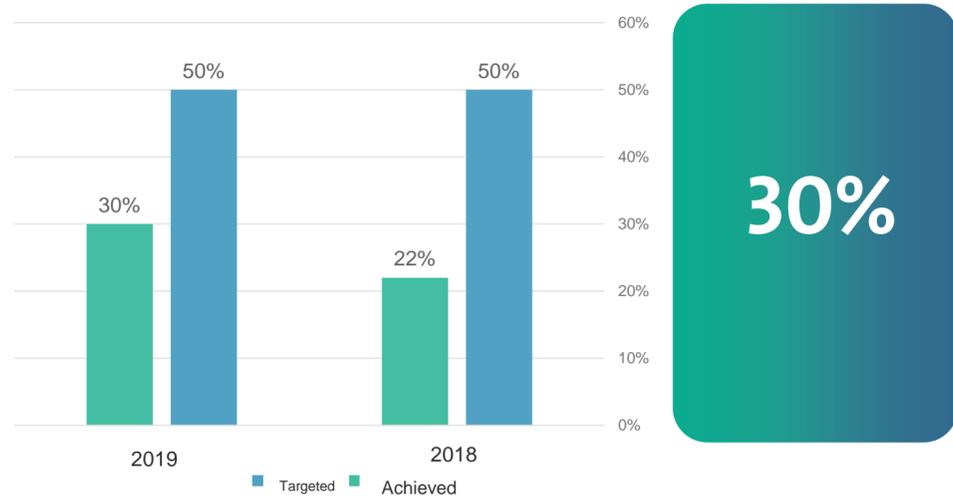
Average Performance **91%**



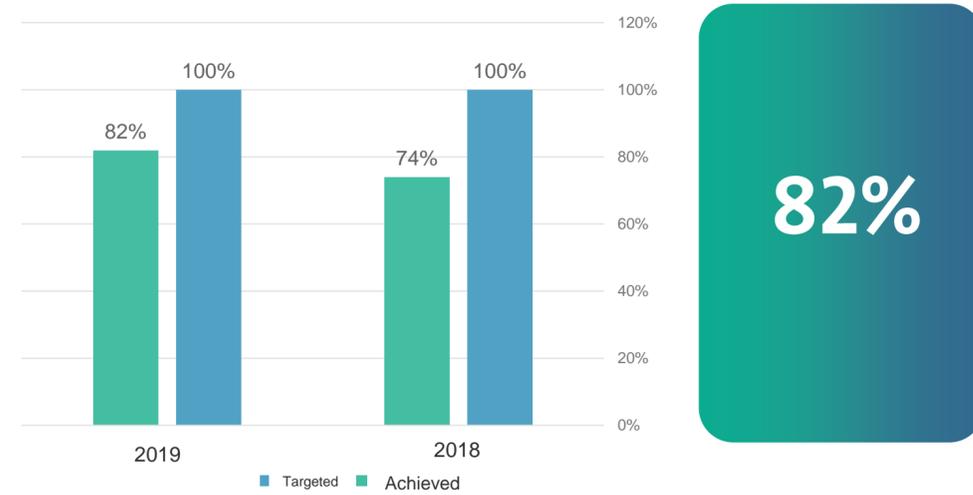
2-1 Leadership

2-1-1 :BoD Performance Measurement

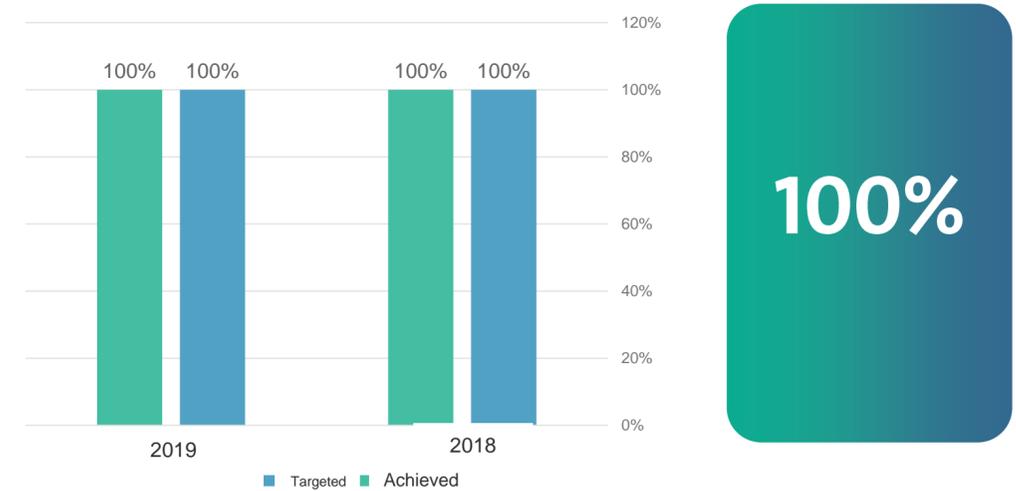
Index of participation in sub-committees



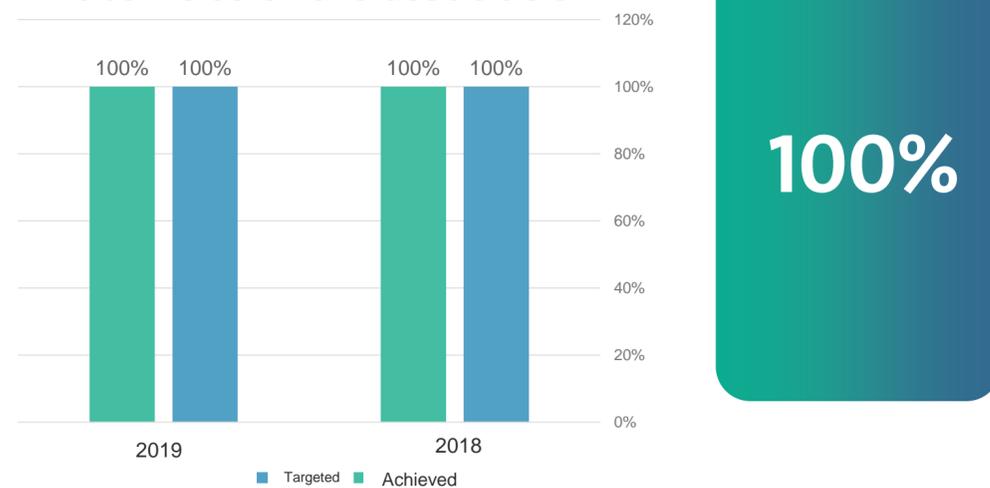
Indicator of commitment to attend meetings



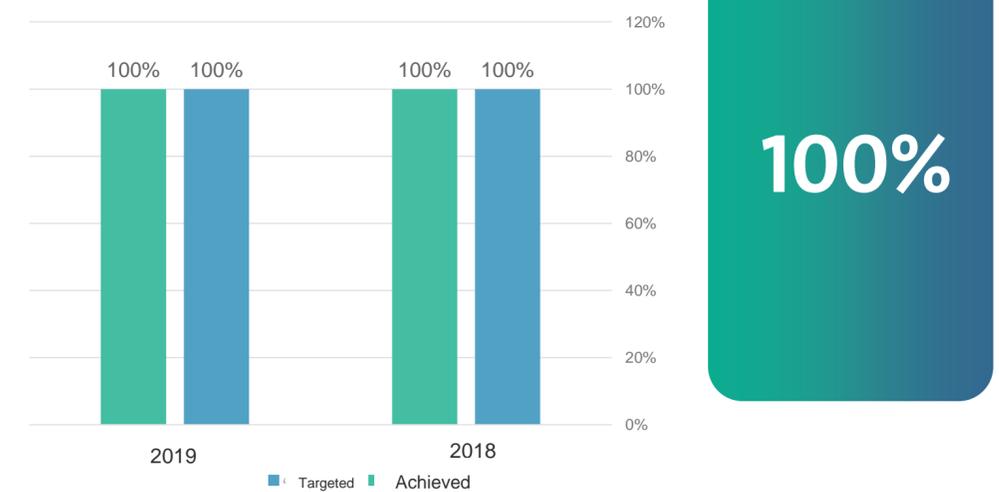
Council's commitment indicator to paying the annual subscription



participation Index in the activities of the association



Effectiveness index in Board meetings

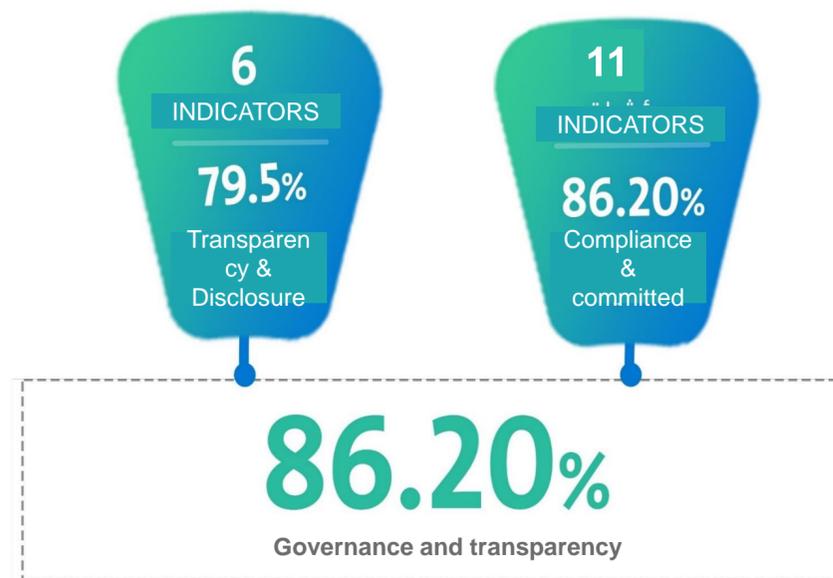


2-1 Leadership

2-1-2 :Governance and transparency

Governance and transparency in the Association 2019

Governance means a mix of policies and structures beside a strategic and operational work frame that aligns between the organizational leadership in the facility and the followed procedures. It helps empowering the leaders in the facility to take effective and responsible decisions.



86.20%

Assessment percentage

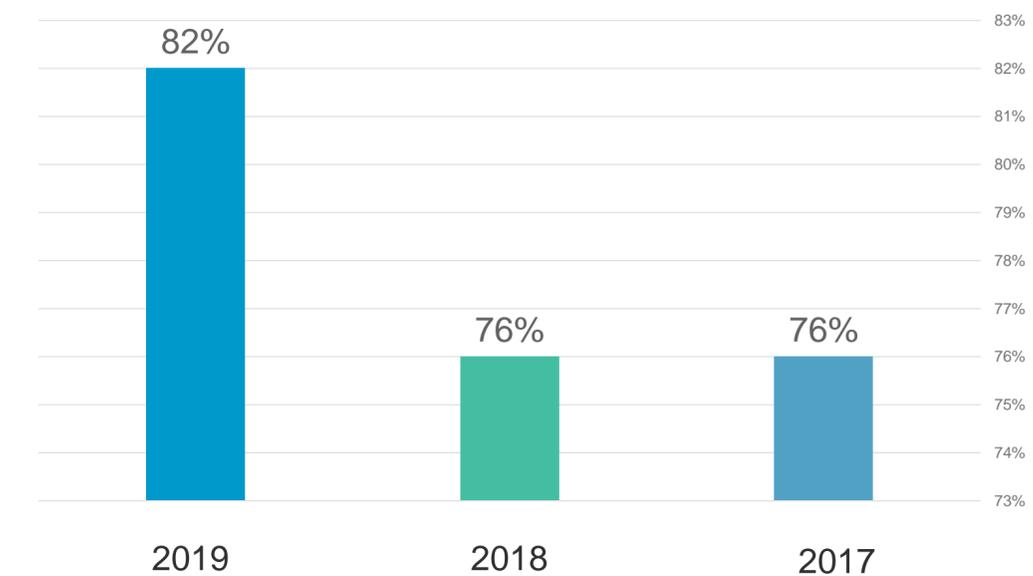
2-2 Strategy

2-2-2 :Measuring achievement of the balanced scorecard BSC

Achievement percentage				After Performance Card	#
Achieve. Average	2019	2018	2017		
80%	85%	83%	72%	Beneficiaries	1
87%	90%	88%	84%	Stakeholders	2
81%	85%	81%	78%	Financial	3
85%	85%	89%	80%	Internal Operations	4
80%	84%	67%	90%	Education and development	5
83%	86%	82%	81%	Achievement percentage	

Average Achievement percentage **83%**

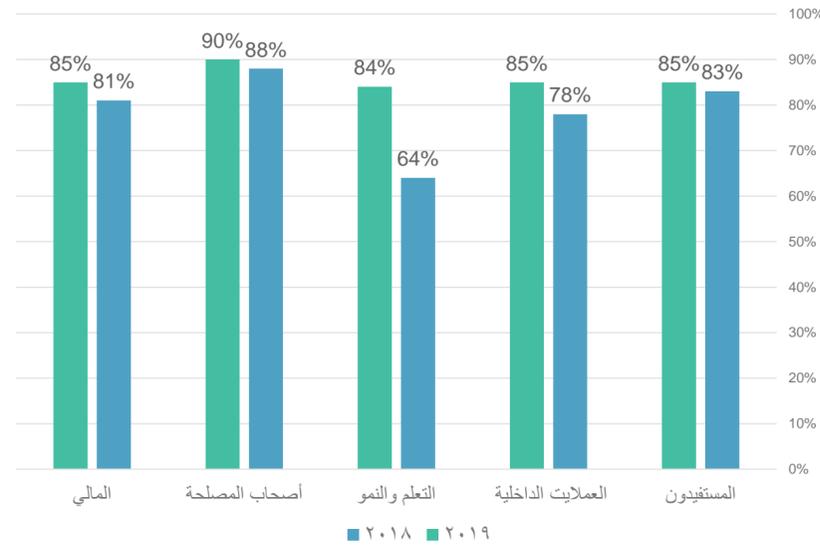
2-2-1 :Summary of strategic performance (2019-2017) according to strategic goals



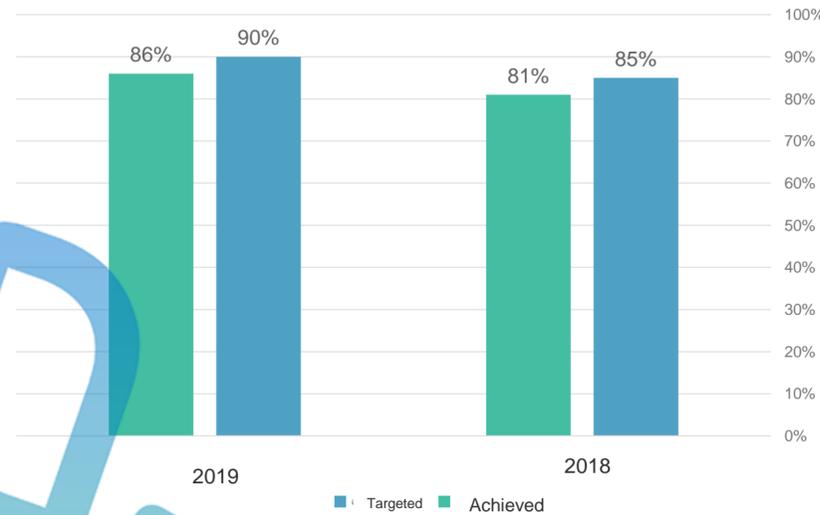
Average Performance percentage **78%**

2-2 Strategy

2-2-5 :Measuring balanced performance card indicators

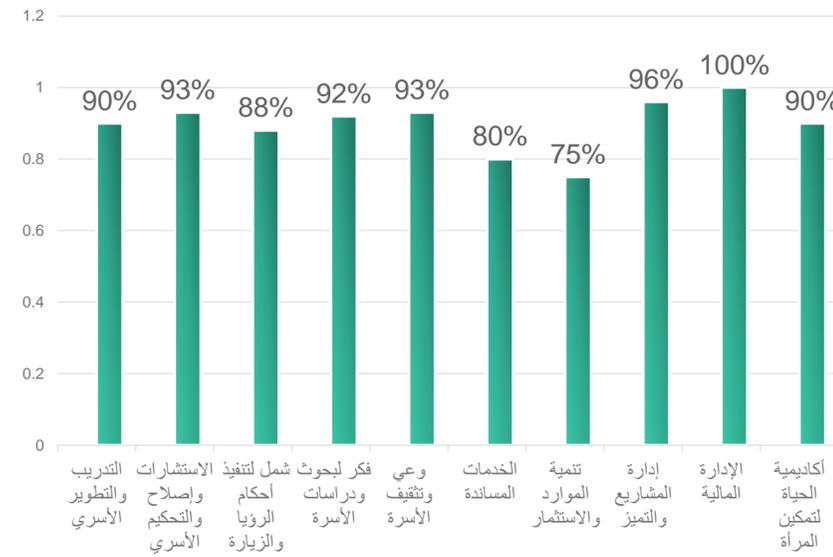


83%
Average Achievement percentage



5%
Increase percentage over the last year

2-2-4 :Measuring the outputs of the operational plan



90%
Performance percentage Average

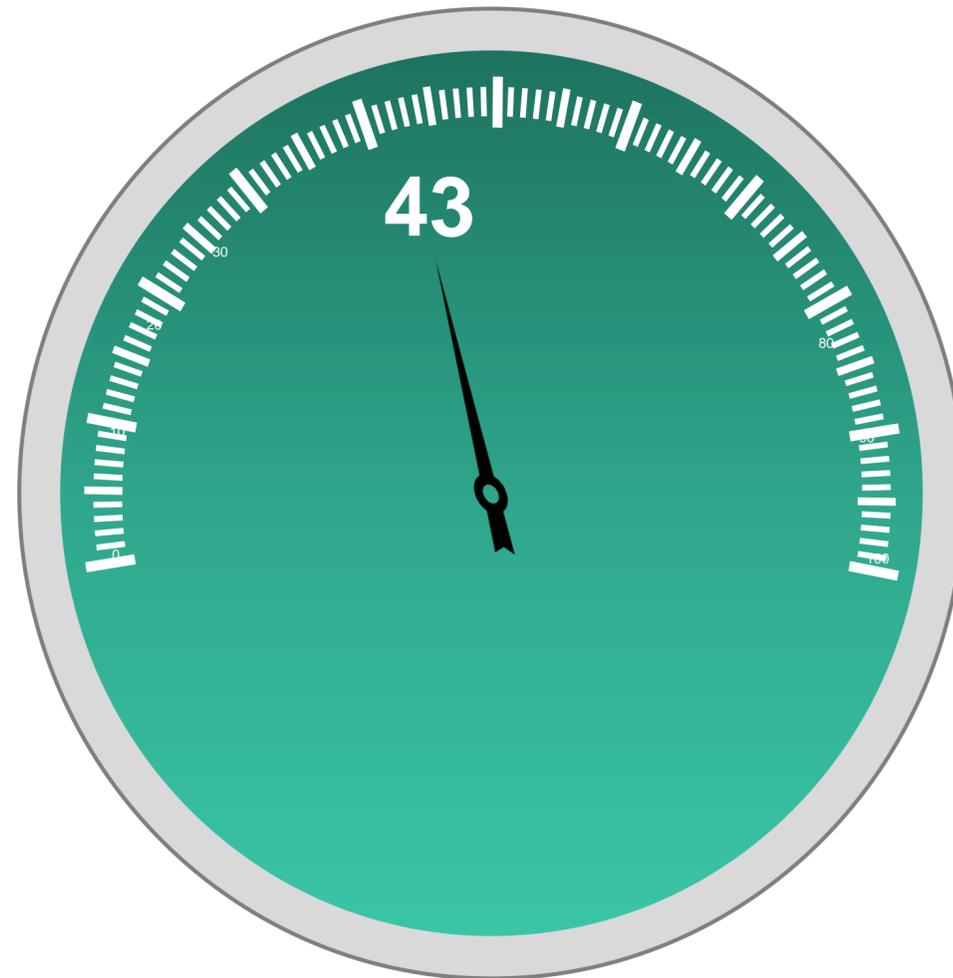


1%
Increase percentage over the last year

The percentage of completion of the procedures of the operational plan is measured according to the procedures and activities approved in the operational plan, and it is measured every quarter for ease of follow-up, evaluation, development, and continuous improvement.

2-2 Strategy

2-2-6 :Measuring achievement of improvement opportunities



43%

Performance percentage average

101

Enhancement Opportunity

49

A new improvement opportunity from the Sheikh Khalifa Award



2-3 Employees



39
Male and female
employee

27

126

Male and female volunteer



72

Male and Female guide

12

72%
Nationalization
Percentage

18

Male and female trainer

12

Family reformer and arbitrator



Team dedication
percentage
97.36%

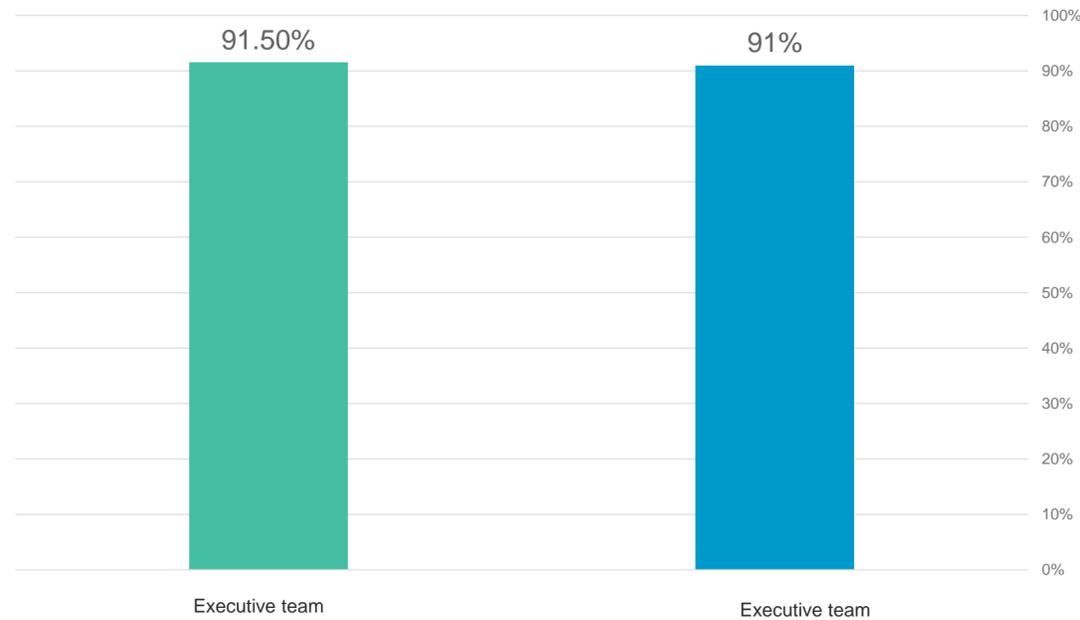
“ The performance of the team is measured according to an evaluation form (360) and based on a set of KPI'S that measure efficiency and effectiveness



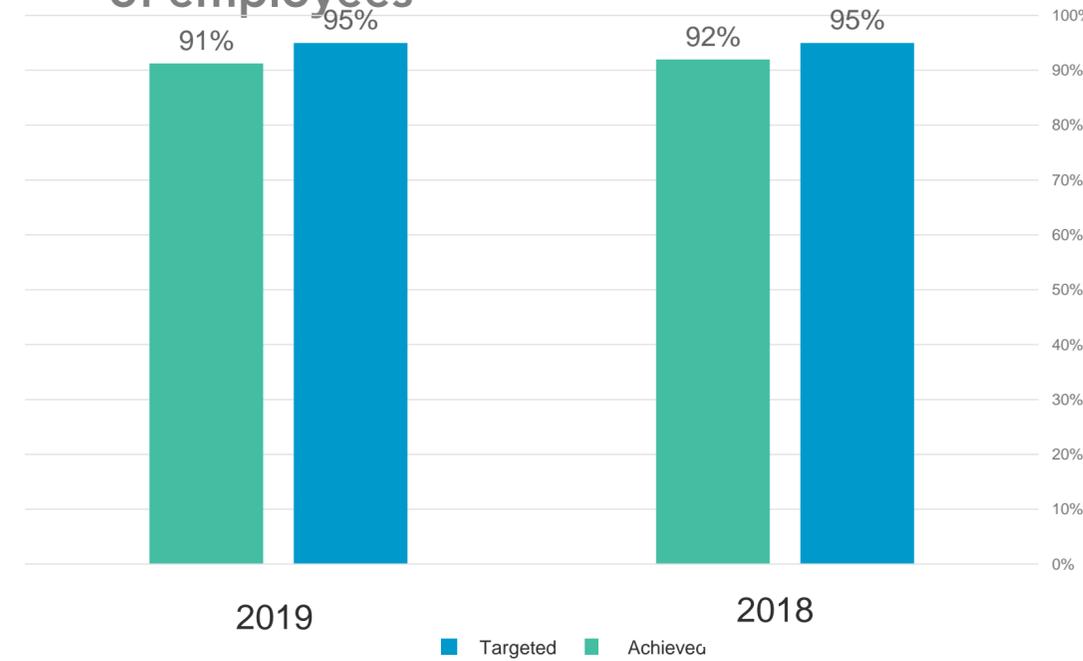
”

2-3 Employees

Detailed measurement of the leadership and the executive team performance of the

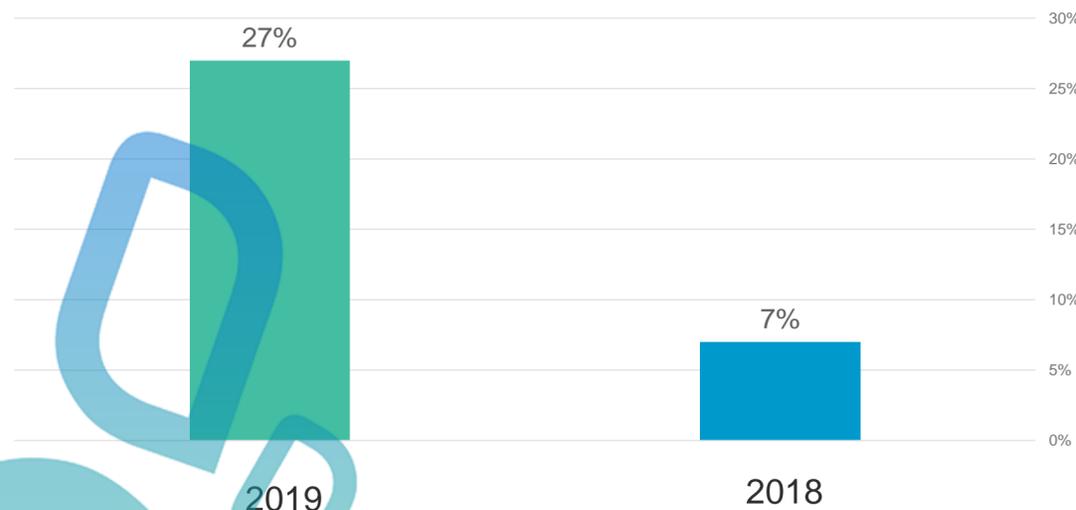


2-3-2: Evaluating the performance of employees

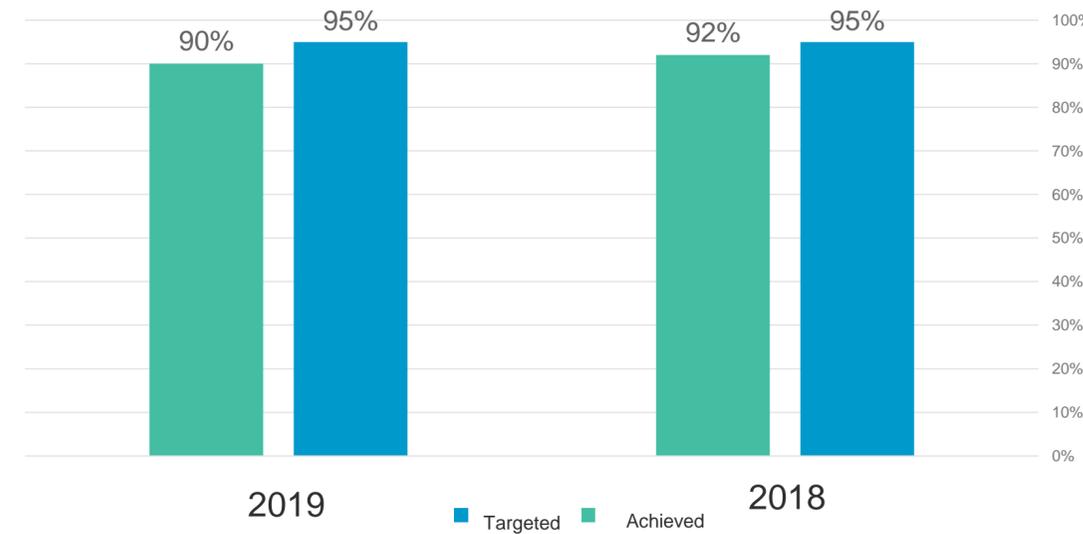


91%
Employees Assessment Average

2-3-4 :Employment turnover



2-3-3:Employees satisfaction



90%
Employees satisfaction Average

2-3 Employees

2-3-5 :Employees skills development

Course Name	#	Course Name	#
Advanced principles in managing charitable work	12	Leadership basics	1
Leadership development in the charitable sector	13	E-marketing and building creative content	2
Social effect management	14	Leadership in the third sector	3
An introduction to building a successful strategic plan	15	Strategic planning for small and medium enterprises	4
PMD for NPOs	16	Introduction to HR strategic planning	5
Leadership skills	17	Community Project Management	6
Professional project management for the non-profit sector	18	Business Development	7
Medication through playing	19	Community Enterprise Industry	8
Development of financial resources in the non-profit sector	20	Event management	9
The third sector and available opportunities	21	Project design	10
Community Enterprise creation	22	Customer service	11

The association develops the capabilities and skills of workers and promotes justice and equality among them. The association is concerned with developing the skills of the Team Work and enabling it with the merit that qualifies the team to provide services to beneficiaries with the highest standards of quality and professionalism, according to a training plan that is built according to the needs of implementing the strategic plan and the executive plan and according to the results of the annual performance evaluation.

520

Training hour

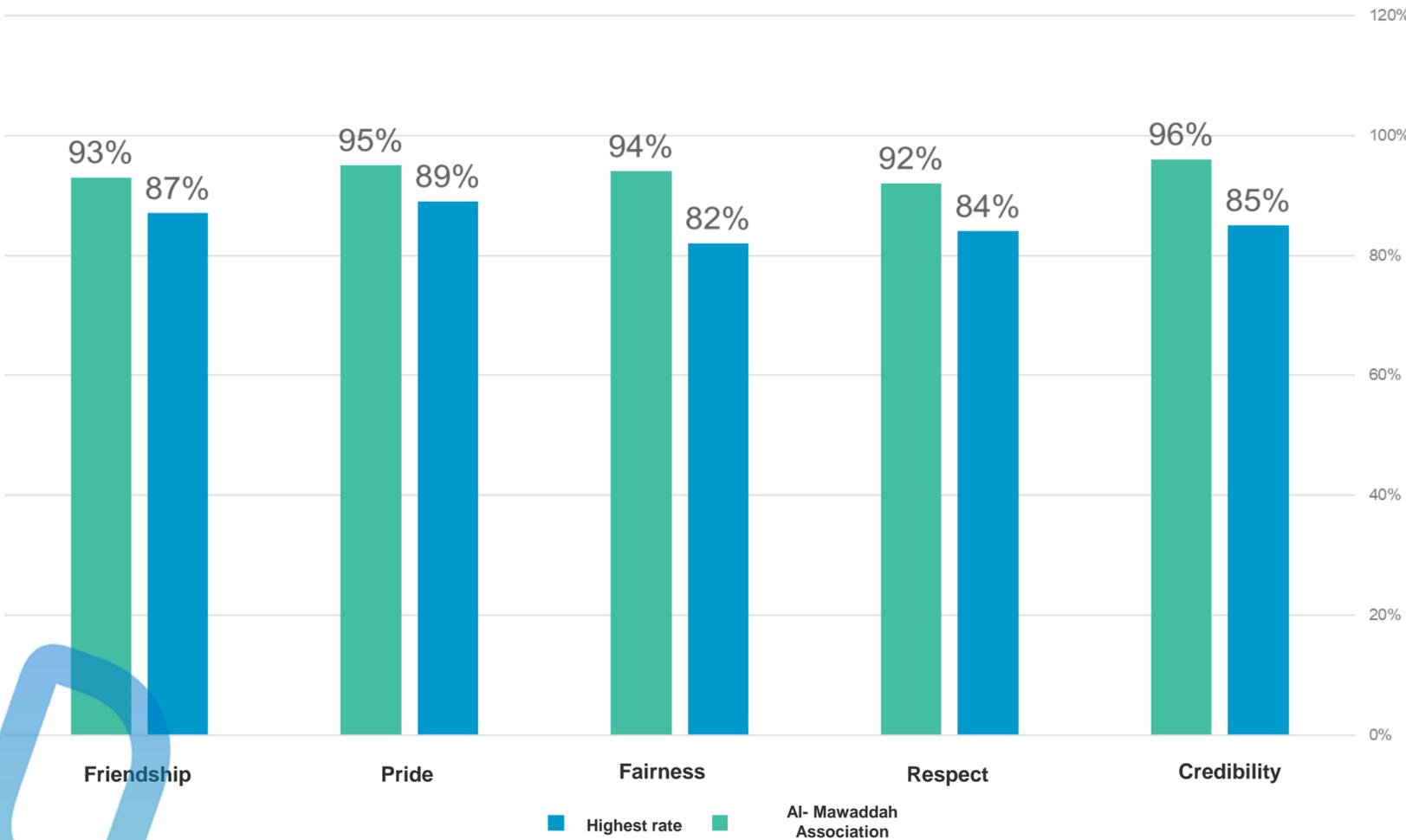
35

Repeated training course



2-3 Employees

2-3-6 :Work environment



In the context of the association's endeavor to provide a positive and stimulating work environment that encourages creativity and innovation, the association has applied the best standards of work environment GREAT PLACE TO WORK

15
Indicators

5
Main standards

94%
Assessment percentage

2-3 Employees

2-3-7 :Volunteering Management

194,645
S.R.

**Total Revenue from
volunteering**

Volunteering in Mawaddah 2019



Scope of volunteering
Makkah Region

612

Financial Return on
each beneficiary

194,645

Financial Return for
volunteering

4,389

Volunteering Hours

126

Number of volunteers

Types of volunteering in the
association

التطوع التعاوني
collaborative volunteering

30
متطوع

Participation in the
presentation of volunteering
services to the society in the
programs execution



التطوع المجتمعي
Social volunteering

53
متطوع



Participation in the
preparation of events

التطوع المتخصص
pro bono

43
متطوع



Consultants, specialists and
specialized trainers

2-4 Partnerships

Partnership target	Partner	#	Partnership target	Partner	#	Partnership target	Partner	#
Implementation of the family counseling diploma	Deanship of Community Service and Continuing Education, King Abdulaziz University	21	Implementation of the family-friendly partnerships initiative	Jeddah Chamber	11	Building training curricula - exchange and knowledge transfer	Itaam Society	1
Providing services for the implementation of the vision and visitation provisions, Branch B	Yusr Women's Center	22	Implementation of the family-friendly partnerships initiative	Abdul Latif Jameel Investment Corporation	12	Training for public security personnel	Security General	2
The scientific partner of the second family forum	Asia Endowment Company	23	Empowering widows and divorced women with social security benefits	Abu-Ghazaleh Charitable Foundation	13	Benefiting from the association's experiences in institutional excellence	Al Birr Association for villages south of Mecca	3
Support to family reform, counseling and arbitration offices in the Personal Status and Implementation Courts	The endowments of Muhammad bin Abdul Aziz Al-Rajhi quality	24	Building a CRM online platform for association services	Endowments of Noura Al-Mallahi	14	Providing training services - family counseling - implementing the provisions of the vision and the visit	Social Development Committee, Southern Housing, Jeddah	4
Economic empowerment of widows, orphans, divorced women and social security beneficiaries	Al Birr Charitable Society in Umm Al Dome	25	Implementation of sight and visit provisions	Family Development Committee of Values	15	Providing services for implementing the sight and visit provisions	Yoursr Women Center	5
Qualification of marriage-seekers - Rehabilitation of inmates and female inmates in prisons	Hasan Abbas Sharbatly Charitable Foundation for Community Service	26	Conducting a study to develop custodial service for children of separate families.	Elm	16	Providing family counseling through the platform	Monterne platform	6
Financial awareness and training	Financial clinic	27	Sponsorship of the study of the national index for calculating cases of divorce	Family Affairs Council	17	Qualifying specialists in family development	One nation center	7
Providing consulting services in organizational excellence	Beautiful Community Charitable Foundation	28	Preparing a study of the national index to calculate divorce cases	Prince Mishaal bin Majed bin Abdulaziz Center for Social and Human Research	18	Donation via the app	Avocado application (Thamarat Al Khair Trading Company)	8
To build the e-platform CRM Assembly Services	Digital Solutions Company Limited	29	Qualifying marriage-seekers - Rehabilitation of inmates and female inmates in prisons	Hasan Abbas Sharbatly Charitable Foundation for Community Service	19	Carrying out a study of family needs in Makkah	Mazn Charity	9
			Holdingeducational awareness programs for the residents of Al-Thager and Al-Fayha neighborhood to enhance family safety	Family Security Initiative partners	20	Providing human services to the association's employees and beneficiaries	Smile of the stars	10

24

Strategic Partnership

5

Support partnership

29

Partnership

2-5 Honoring success partners

350

Number of Attendees



General Director of the Ministry of Human Resources and Social Development branch in Makkah Region
His Excellency Mr. Abdullah Al-Tawi



Chairman
Engineer / Faisal bin Saif Al-Din Al-Samnoudi



His Royal Highness
Prince Faisal bin Muqrin at the opening of the ceremony

2-5 Honoring success partners

Part of the attendees



2-5 Honoring success partners

Honoring Partners



Honoring the Abu Ghazaleh Charitable Foundation



Honoring the endowment of Nora Al-Mallahi



Honoring the director of the branch of the Ministry of Human Resources and Social Development
In Makkah



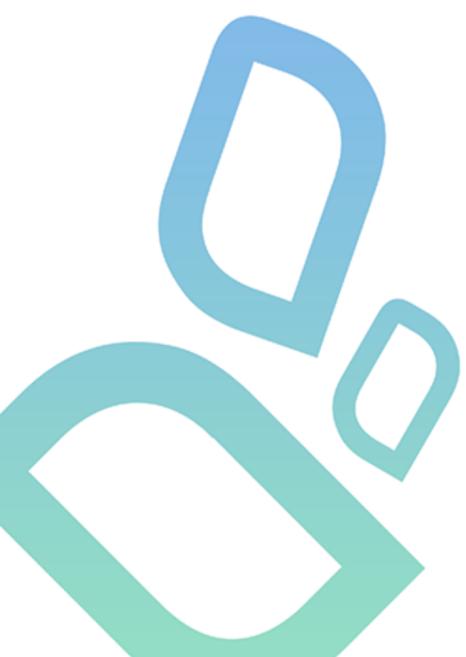
Honoring Nesma Holding Company



Honoring the Al-Muhaidib Foundation for community service



Honoring the Hassan Abbas Sharbatly Foundation for community service



2-5 Honoring success partners

Honoring Partners



Honoring Sheikh Osama El-Sayed



Honoring the Salim Bin Mahfouz National Foundation



Honoring Sheikh Ibrahim Al-Subaie



Honoring Engineer / Anas Al-Serafy



Honoring Sheikh Khalid bin Abdullah Al-Subaie



Honoring Sheikh Ayman Mamoun Tamr



2-6 Knowledge Management

2-6-1 :Knowledge transfer and exchange visits

Purpose of the visit	Entity	#
Learning from regulations and regulations	Kanaf Charitable Society	13
Kenya Delegation	Wefoud Al- Rahim Waqf	14
Check the society's social, institutional and economic performance	Insan Society	15
Benefiting from the association's experiences in applying for the King Khalid Award	Al Birr Charitable Society in Umm Al Dome	16
Learning from the association's experiences in implementing quality standards and institutional excellence	Thaqif Girl Charitable Society in Taif	17
Check the society's experience in social, institutional and economic performance	Ta'alof Association in Unaizah Governorate	18
Check the society's experience in social, institutional and economic performance	Aba'a Society for Orphans Care in Asir Region	19
Check the society's experience in social, institutional and economic performance	Tawad Association for Family Development	20
Check the society's experience in social, institutional and economic performance	Namaa I- Monawara Society	21
Check the association's experience in operating Shamel centers	Family Development Association in Jazan	22
Check the society's experience in social, institutional and economic performance	Safe Childhood Association	23

Purpose of the visit	Entity	#
Rehabilitation of young men and women about to get married	Medkara Social Development Committee	1
Rehabilitation of young men and women about to get married	Al Birr Charitable Society in Sedira	2
Advantage of student guidance service	Imam Al-Shafi'i Schools in Tabuk	3
Check the association's experience in financial resources	Charitable Society fort Quran'an Memorization in Khurma	4
Check the society's experience in family counseling services	Family and Psychological Guidance Association	5
Benefiting from the association's experiences in financial and institutional performance	Ektfa;a Association	6
Advantage of the services of the association directed to widows and divorced women	Tawfiq National Association	7
Check the association's experience in social, institutional and financial performance	Itaam Association	8
Check the association's experience in social performance	Al Birr Association for villages south of Mecca	9
Check the association's experience in operating Shamel centers	Al Birr Association in the Eastern Region	10
Check See the association's experience in training and family counseling	Family Development Association in Makkah, "Raaf"	11
Check the association's experience in operating Shamel centers	Family Development Association in Khamis Mushait	12

Knowledge Transfer and exchange visit

23

Participation in forums, conferences and seminars

18

2-6-3 :Scientific participations

Address

↑

Impact program for the development of women leaders in non-profit organizations	1
A workshop on the prospect of developing services to enhance financial inclusion with the Social Development Bank	2
Youth Program Management Program	3
Meeting of the Scientific Advisory Committee at the Prince Mishaal bin Majed bin Abdulaziz Center for Social and Human Research	4
The second Saudi forum for the Saudi family	5
Workshop of introductory guide to the unified accounts and safety standard	6
Family security forum in Al-Baha	7
World Mental Health Day	8
Integrated protection centers and shelters workshop	9
Workshop to build a family reform portfolio	10
Sustainability Forum in Bahrain “The Experience of Planning and Managing Economic Performance”	11
Meeting of the Specialized Committee for Family Development Associations in Saudi Arabia	12
A workshop for managers of the centers of Shaml in the Kingdom to develop the list of implementation in the centers implementing the provisions of sightand visit	13
Meeting to establish youth units in family development societies	14
Workshop of training needs for reformers in Madinah	15
A workshop on the general framework of family observatory indicators	16
Present the results and impact of the partnership with Kafaat Company on the Tawteen Initiative	17
A workshop to establish a fund to support charities at the Ministry of Labor and Social Development	18

2-6 Knowledge Management

2-6-2 :Through the web portal



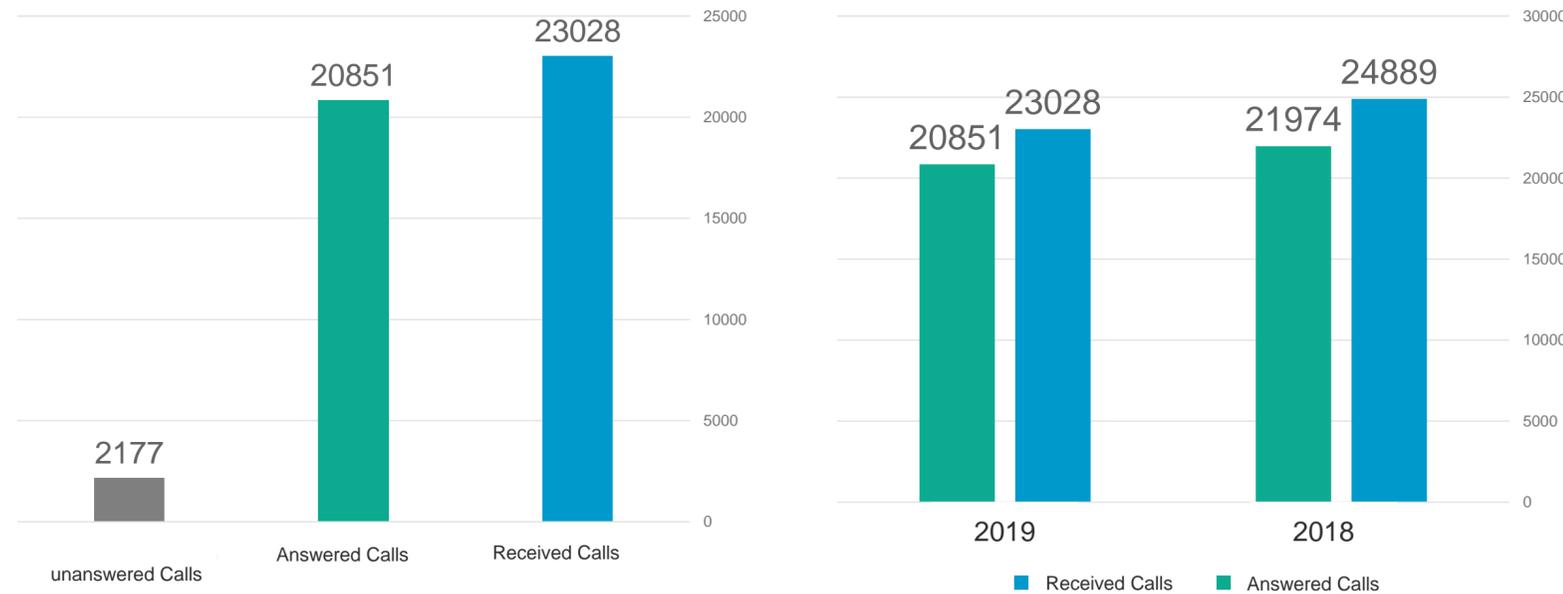
43,474

Number of cognitive evidence downloads

(Regulations, systems, policies, procedures, modeling guides and plans)

2-7 Dealing customers Results

2-7-1: The Beneficiaries Happiness Center



5 days **13** Hours per day
 To communicate and respond to inquiries and resolve complaints of beneficiaries
 And make reservations for consulting by interview
 And a clinic for treating childhood disorders and behavior modification



1,467
 Book a clinic for childhood disorders

5,610
 Family consultations booking

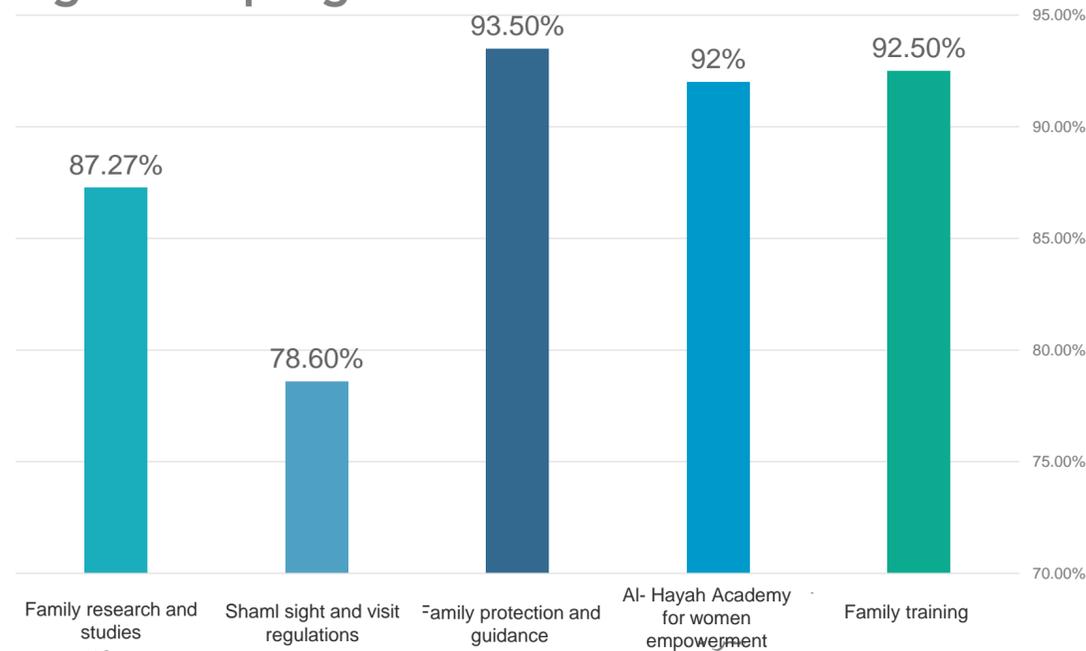
7077
 Booking through confirmed program

90%
 Response rate

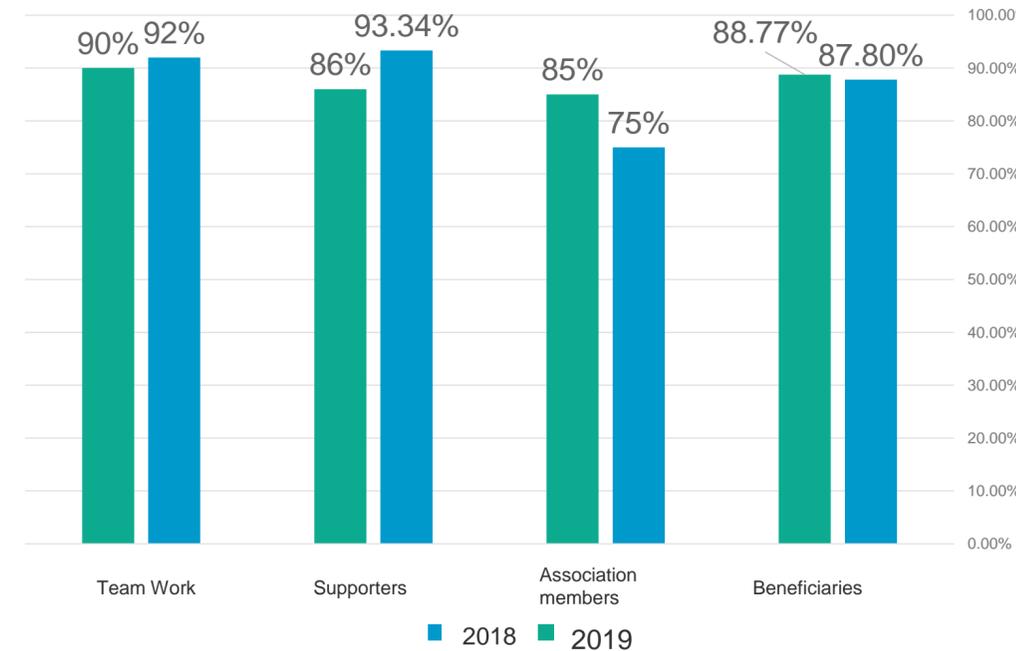
2-7 Dealing customers Results

2-7-1 :Dealing customers Impressions

2-7-1-2 :Measuring stakeholder satisfaction according to the program



2-7-1-1 :Measuring stakeholder satisfaction



88%
Average stakeholder satisfaction rate

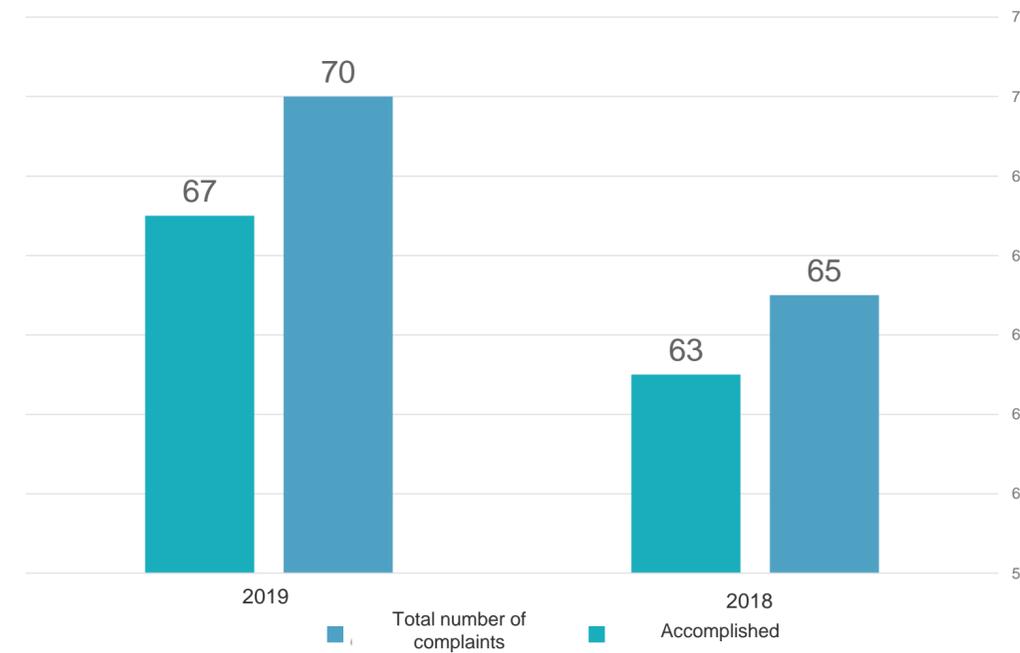
Satisfaction rate according to the measuring instrument

Satisfaction rate	Measuring instrument
88.5%	Paper questionnaire
57.2%	Personal interview for the Shamil Centers beneficiaries
91%	Phone communication

2-7 Dealing customers Results

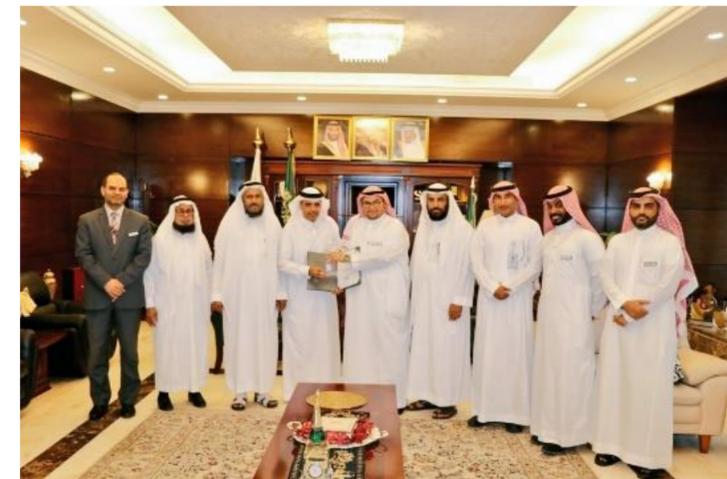
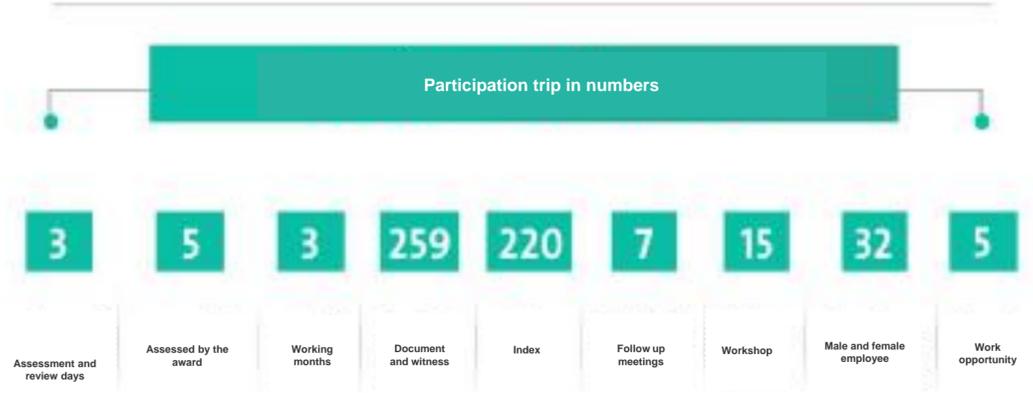
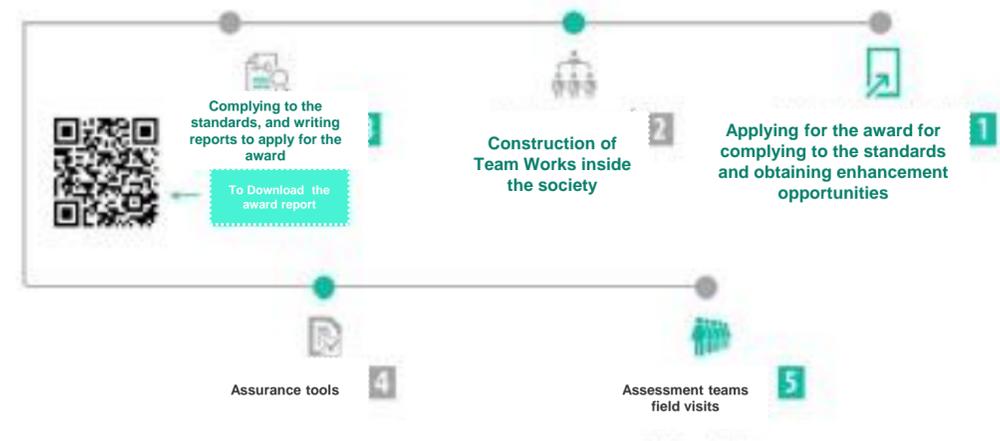
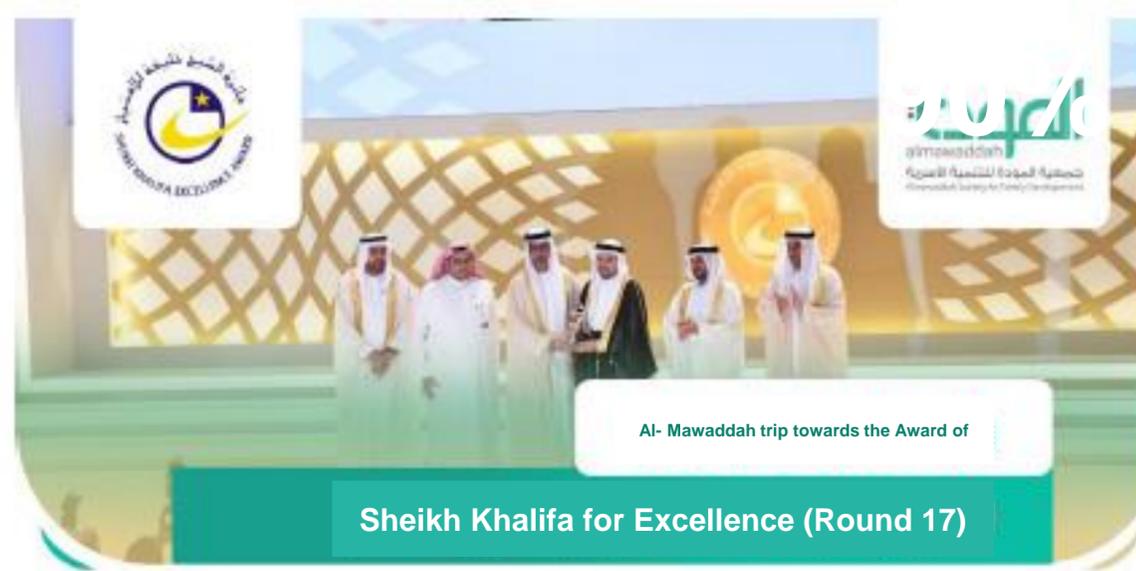
2-7-1 :Customer impressions

2-7-1-3 :Results of complaints processing and suggestions



2-8 Association Results

2-8-1 : Excellence Awards



2-8 Association Results

2-8-2 : Media Coverage



Radio Interviews
Interview **5**



TV Interviews
Interview **1**



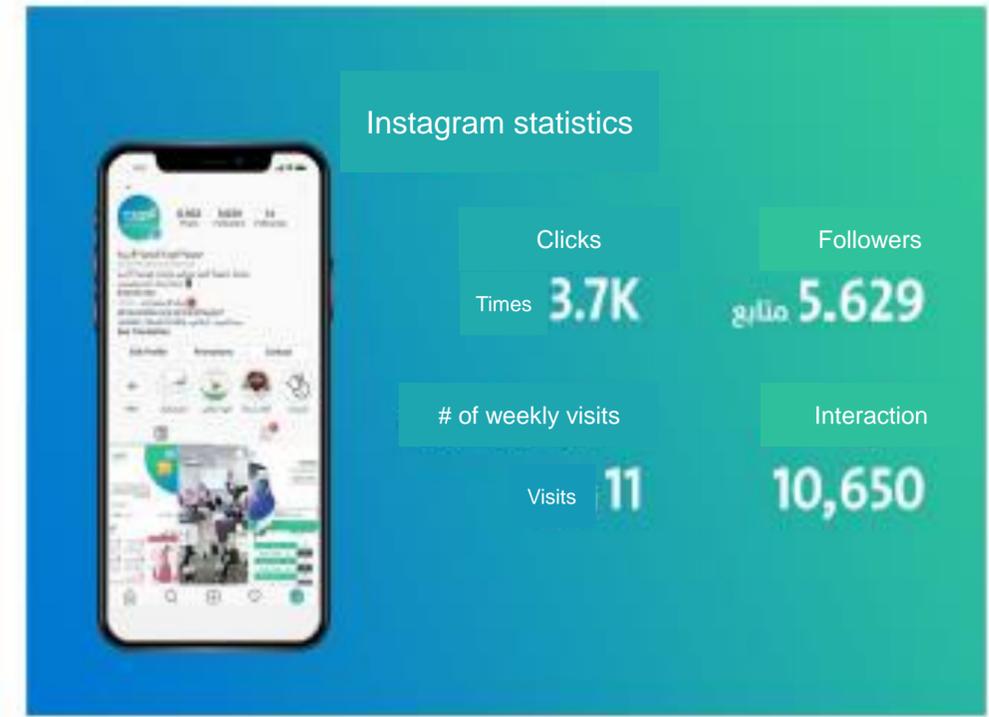
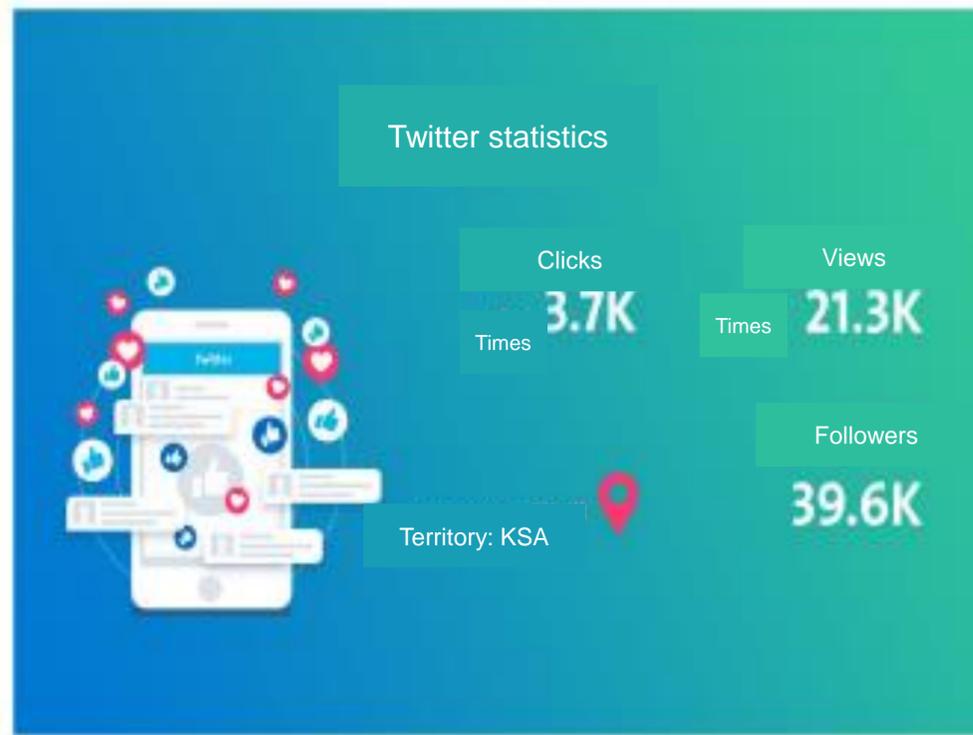
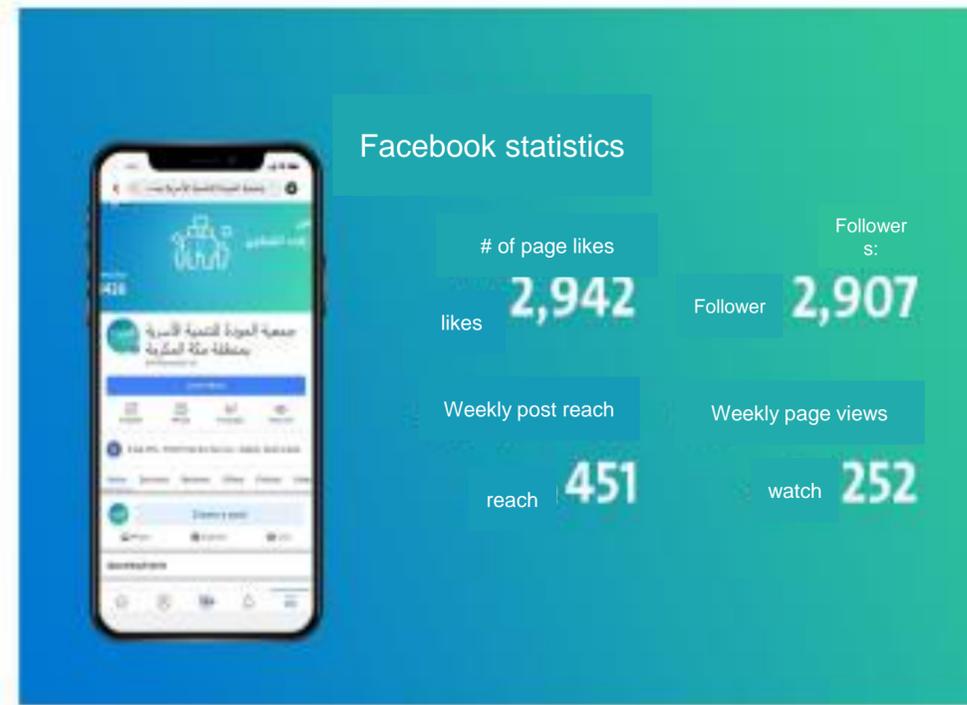
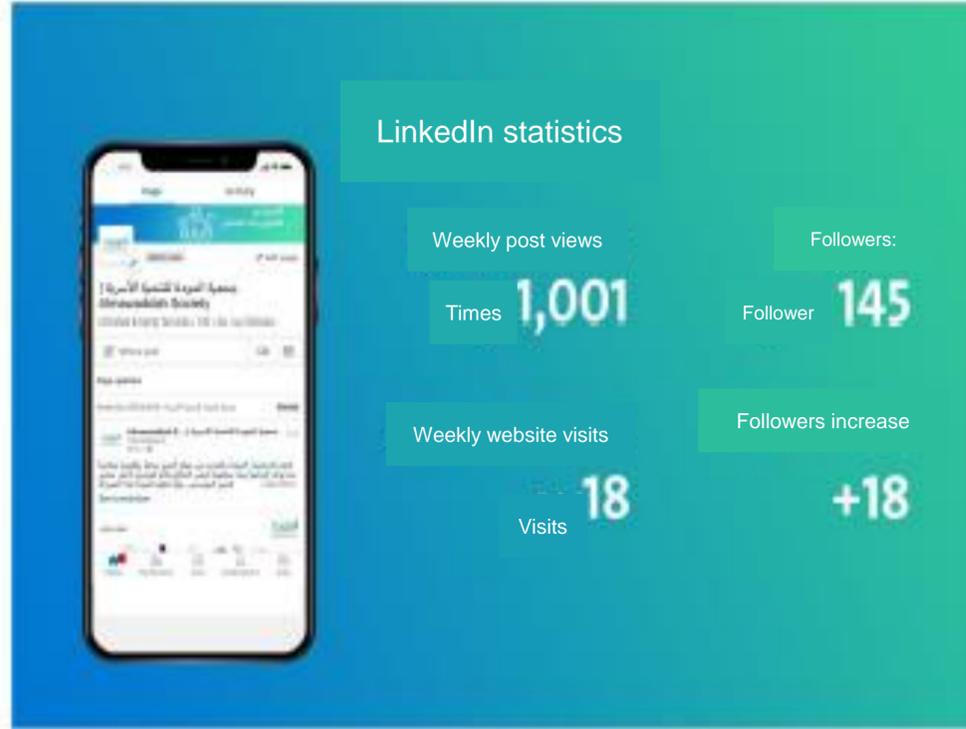
News Releases
News **39**



2-8 Association Results

2-8-3: Reputation and perception

6,9 M
Followers on social media



A hand is shown using a calculator over a background of financial documents, including a pie chart labeled 'Sales' and various bar charts. The scene is overlaid with a semi-transparent teal filter. The text 'Economic performance 2019' is centered in white, enclosed in large quotation marks.

“Economic performance
2019”

Economic Performance indicators

14,317,541
Total Revenues

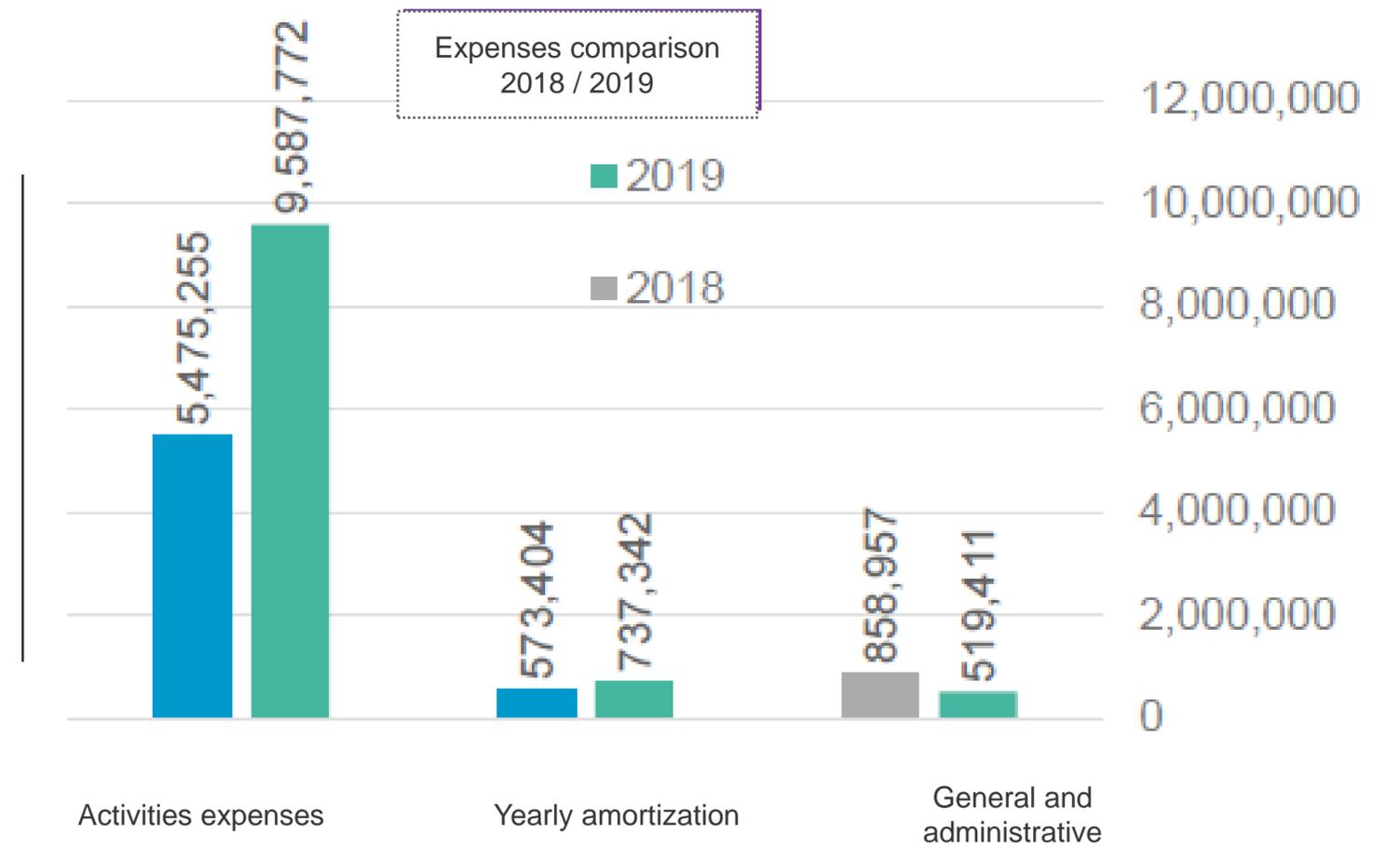
10,844,525
Total expenses

Achievement percentage	Achieved	Target	Indicator	رد
53%	257,831	482,259	Total investment income and endowments	1
100%	1%	1%	Fixed revenue growth rate	2
100%	12%	12%	Percentage of fixed income coverage for operating expenses	3
71%	14,317,541	20,098,796	Total revenue from the targeted	4
100%	4.8%	15%	The percentage of general and administrative expenses	5
100%	88.4%	85%	Operating expenses percentage	6
100%	31	24	Number of new donors and supporters	7
100%	6	6	Number of Al- Mawaddah products	8
66%	4	6	The number of products sold	9
75%	29,816	40,000	Revenue from the sale of products	10
87%	Average achievement percentage			

Note: The reason for the increase in revenues is due to the Ministry of Justice contract to implement the provisions of the vision and visit in Makkah Al-Mukarramah region, which are revenues for accrued expenditures to be disbursed in the year 2020AD.

3-1 Expenses

#	Statement	2019	2018
1	General and Administrative	519,411	858,957
2	Annual Depreciation	737,342	573,404
3	Activities expenses	9,587,772	5,475,255
Total		10,844,525	6,907,616



%88,4

Operating expense
Percentage

%4,8

Percentage of general and
administrative expenses

%57

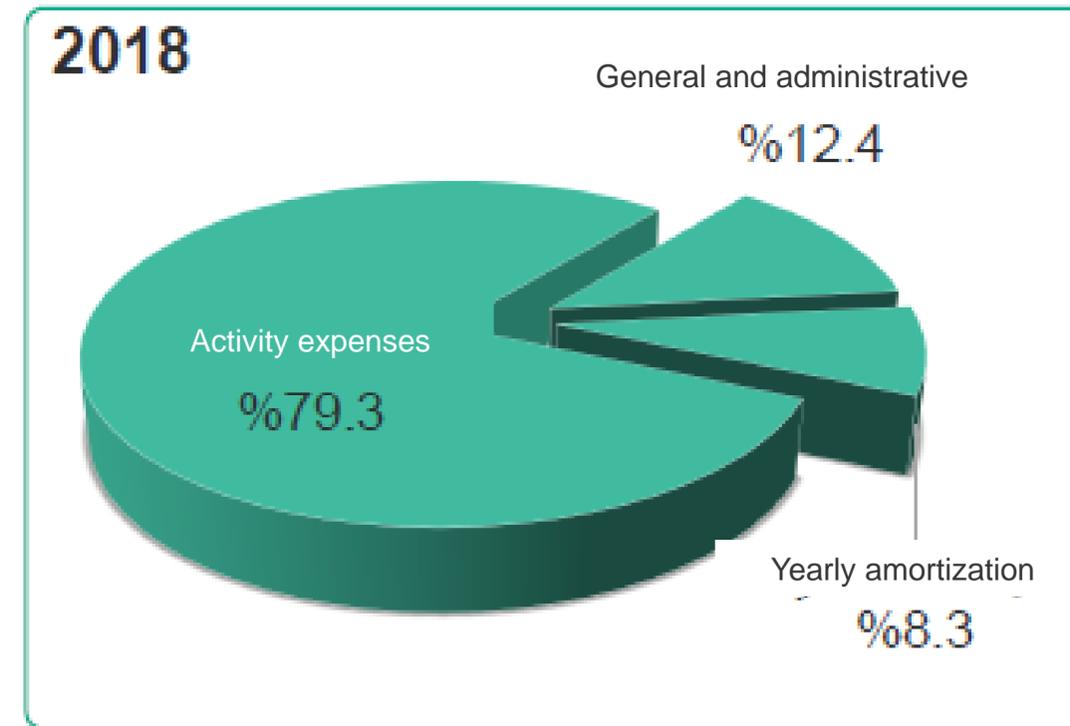
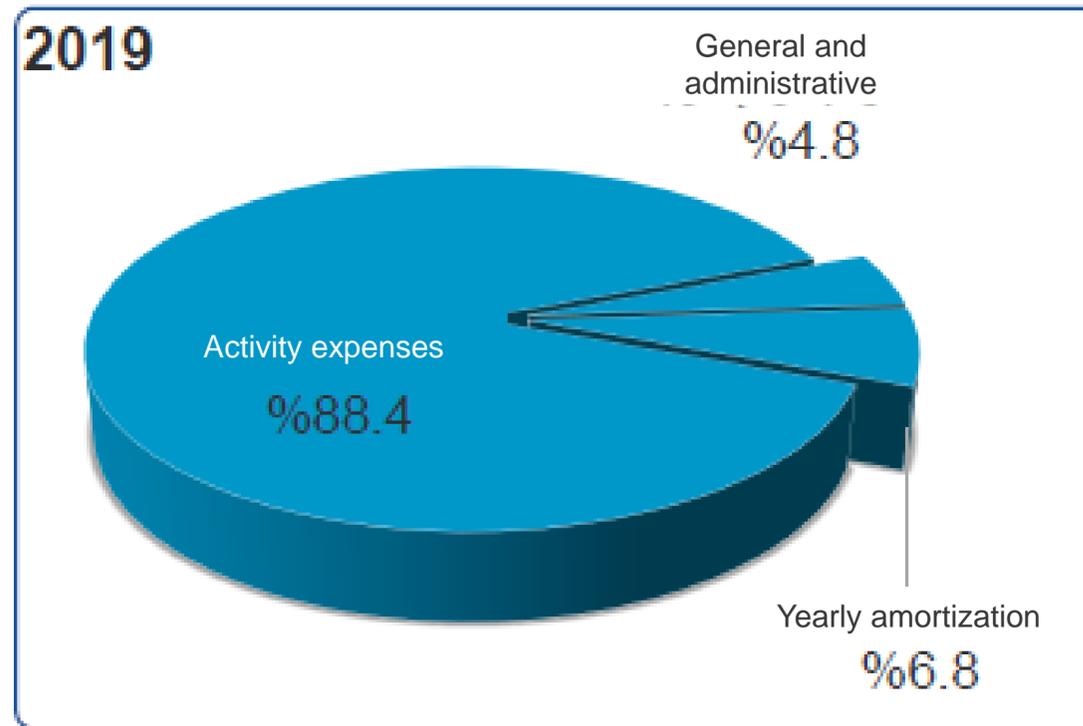
The percentage of increase
in expenses over the past
year

%6,8

Annual depreciation
Percentage

Note: :The reason for the increase in operating expenses is due to the expansion of the association's services and the opening of new branches in: Mecca, Jeddah and Al-Taief

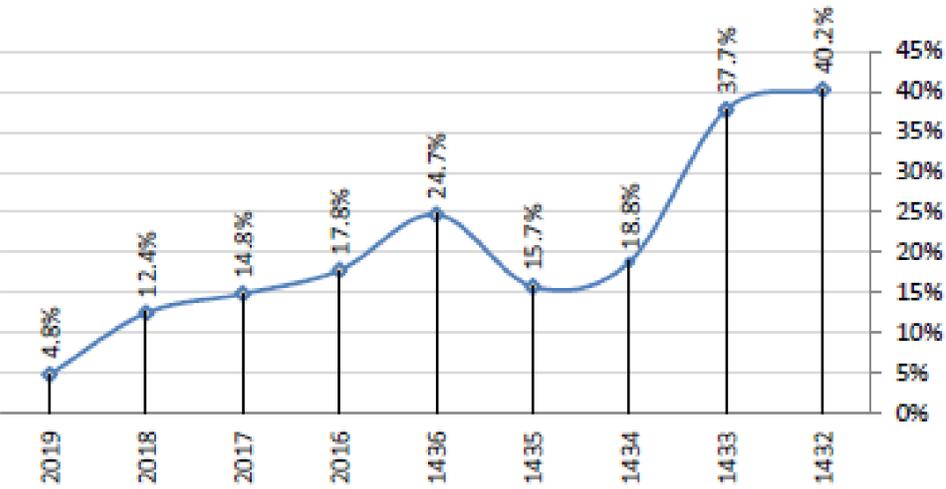
3-1-1 Comparison of general and administrative expenses



Note: The reason for the increase in operating expenses is due to the expansion of the association's services and the opening of new branches in: Mecca, Jeddah and Taif.

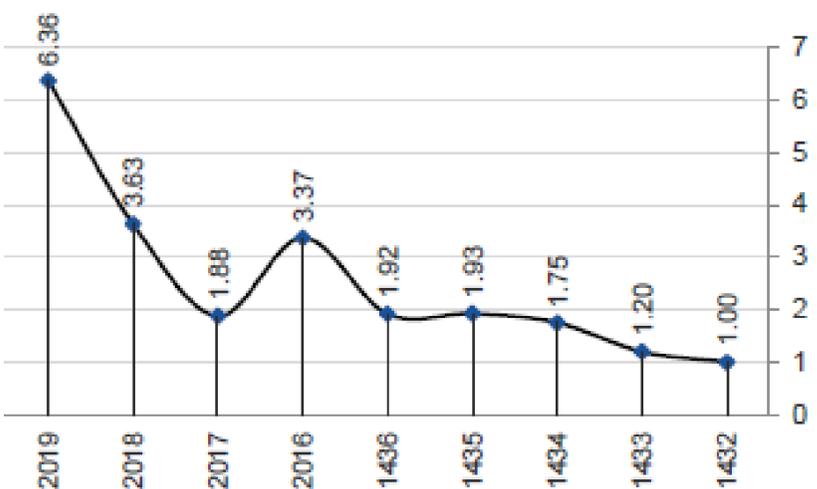
3-1-1 Comparison of general and administrative expenses

General and administrative expenses index



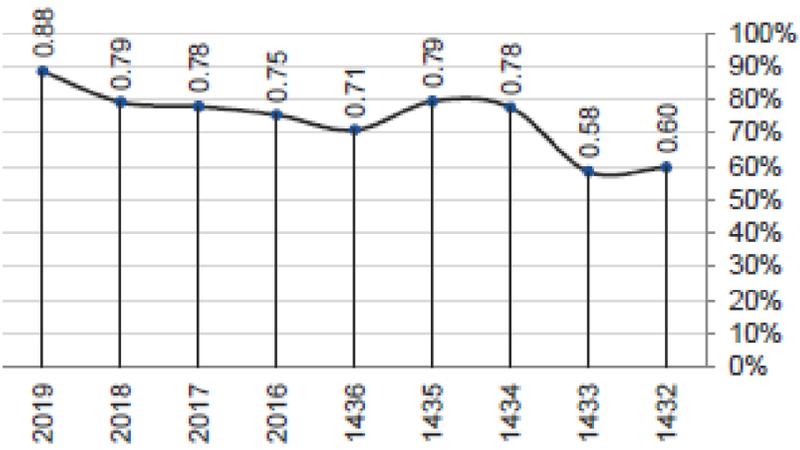
%4,8

Program expenditure growth index



6,30

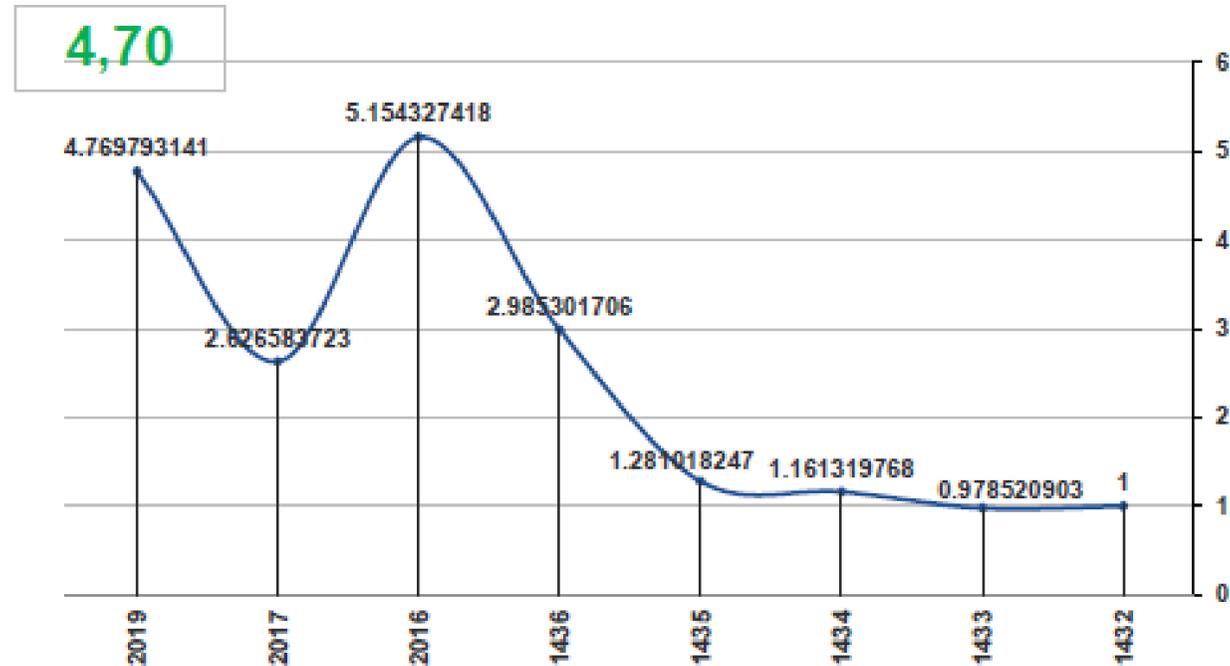
Program expenditure index



0,88

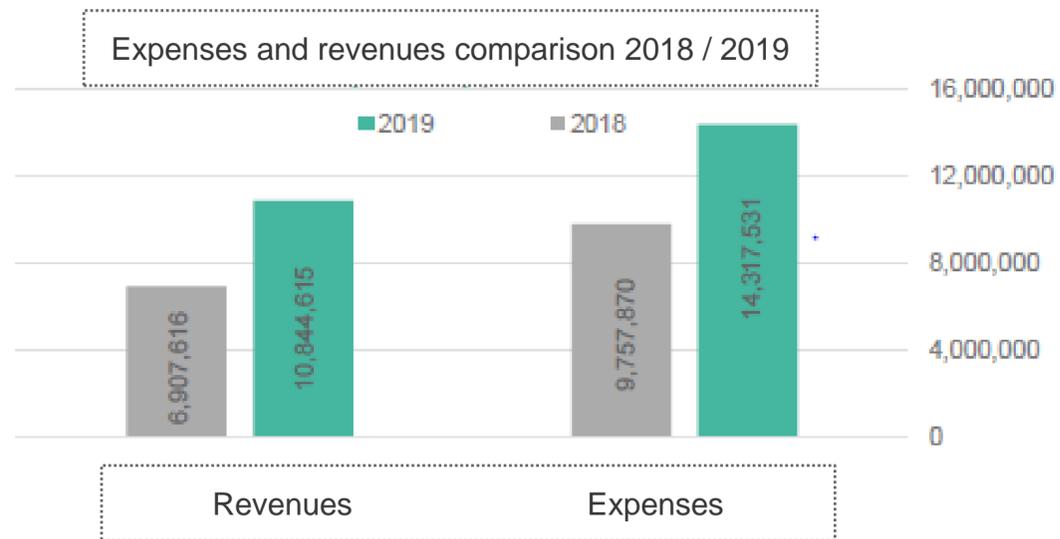
2-3 Revenues

Revenue growth index



2018	2019	Statement	#
3,481,200	851,746	Ministry of Labor and Social Development	1
0	7,078,339	Contracting the Ministry of Justice	2
2,220,266	3327032	Revenue from initiatives support	3
1,323,355	936,324	Waqf	4
687,406	755059.69	Donations and Charity	5
907,819	344,410	Zakat	6
372,790	708,534	Program and project income	7
250,000	0	Awards revenue	8
37,000	26,500	Member subscriptions	9
472,803	257,831	Investment income	10
5,231	31,765	Other	11
9,757,870	14,317,541	Total	

3-2-1 Comparison of expenses and revenues:

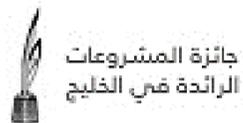
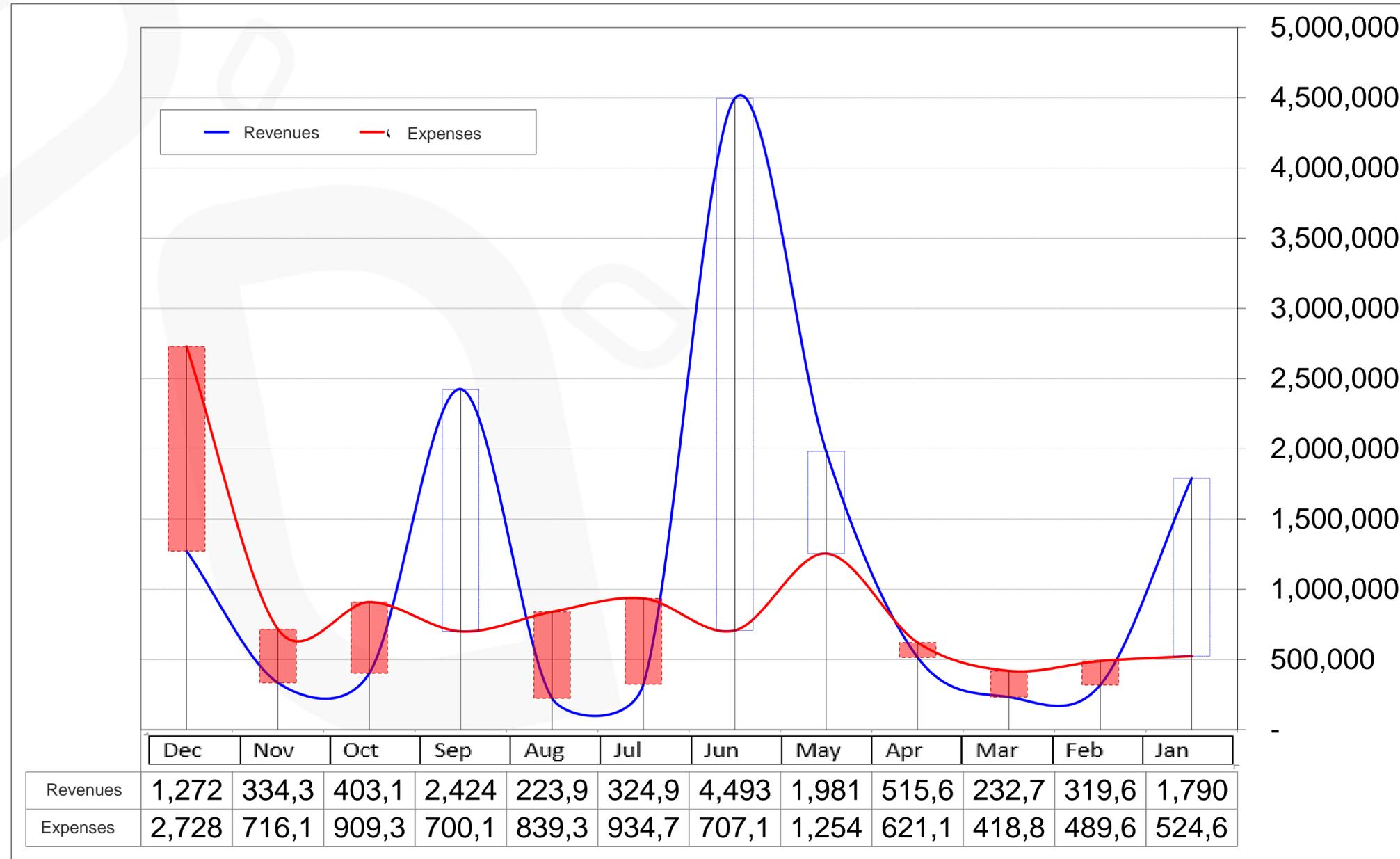


46.7%

The percentage of increase in revenues over the past year

#	Statement	2019	2018
1	Revenues	14,317,531	9,757,870
2	Expenses	10,844,615	6,907,616
Total		2,850,254	3,472,916

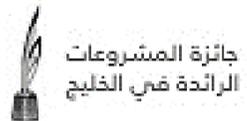
3-3: Income and Expenditure Index throughout 2019



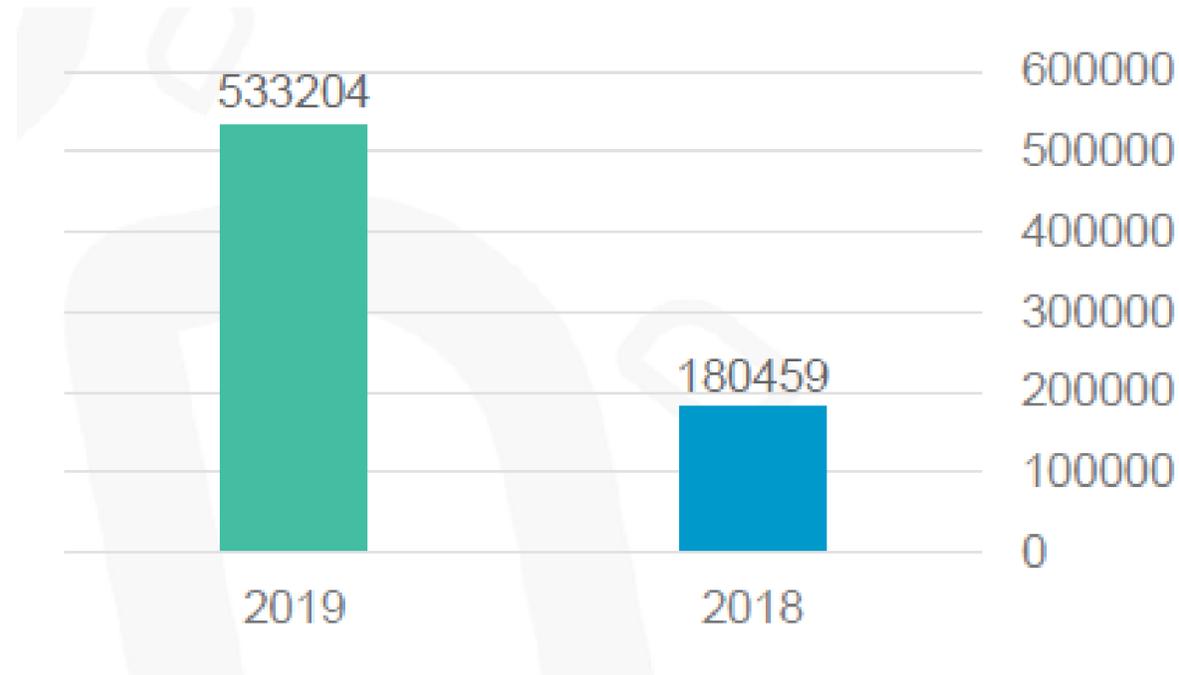
3-4: Financial Integrity Standard

The association achieved **97.70 %** in the financial integrity standard based on criteria from the Ministry of Labor and Social Development.

97.7%
Financial integrity
standard application



5-3 Environment



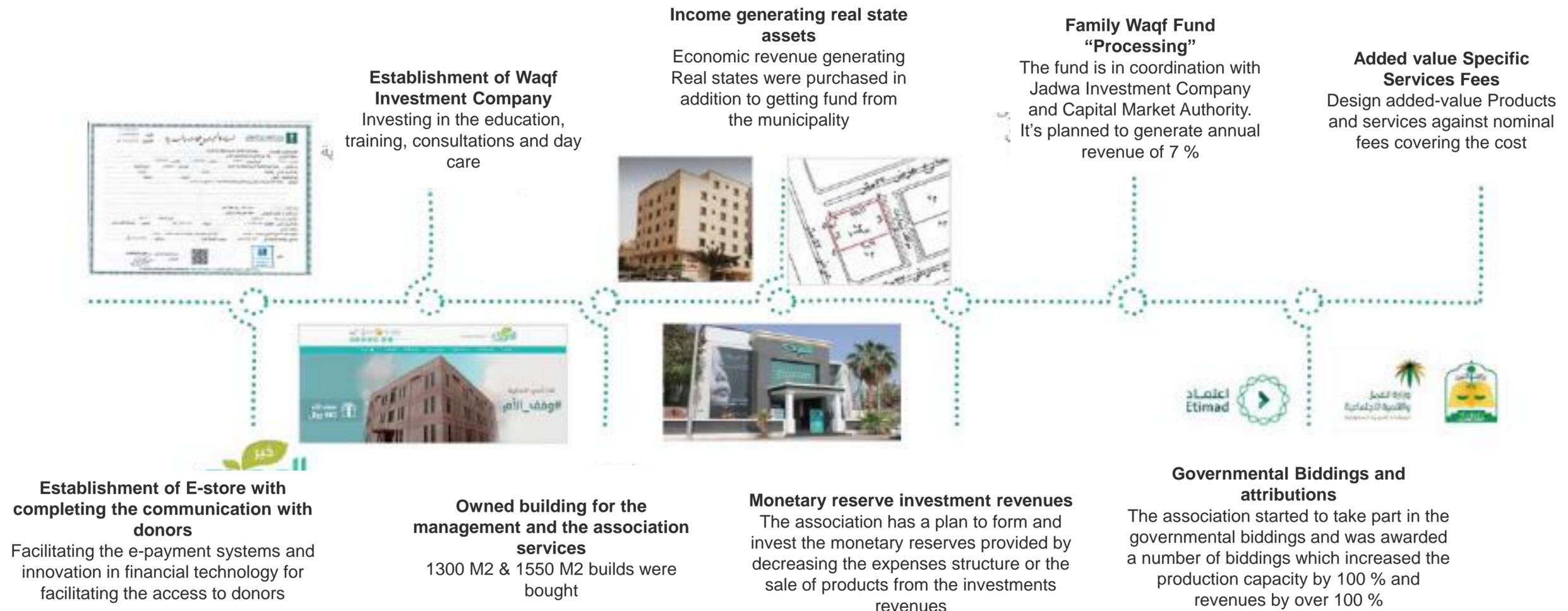
295%

Consumption increase

The rate of energy consumption exceeded the year 2018 due to the operation of the Al-Serafi Mall branch of Shaml centers for the execution of sight and visit regulations. the operation of the headquarters of Al- Hayah Academy for women empowerment and the operation of the maximum capacity of the association building and the operation of services on Friday and Saturday to become the provision of services over 7 days per week at a rate of 85 hours per week with calculation of Energy consumption in the association Waqf building



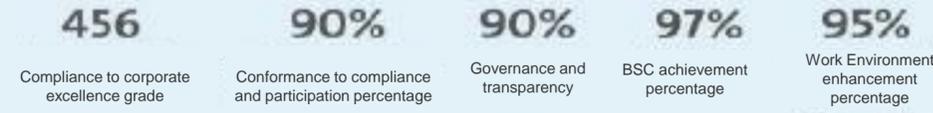
The economic sustainability map of Al-Mawaddah



Economic performance



Corporate performance



Social performance



Performance targets



Family stability



Corporate excellence



Economic sustainability

Thank You

Family from formation to empowerment

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