

المودة
almawaddah

جمعية المودة للتنمية الأسرية
Almawaddah Society for Family Development

AlMawaddah
Annual Report
تقرير أداء
المودة

٢٠٢٠م

Family from Formation to Empowerment
www.almawaddah.org.sa

Thank you

79,000 for your efforts and contribution in serving more than AD 2020 families during the year







His Royal Highness

Prince Abdul Majeed bin Abdulaziz Al Saud may God have mercy on him

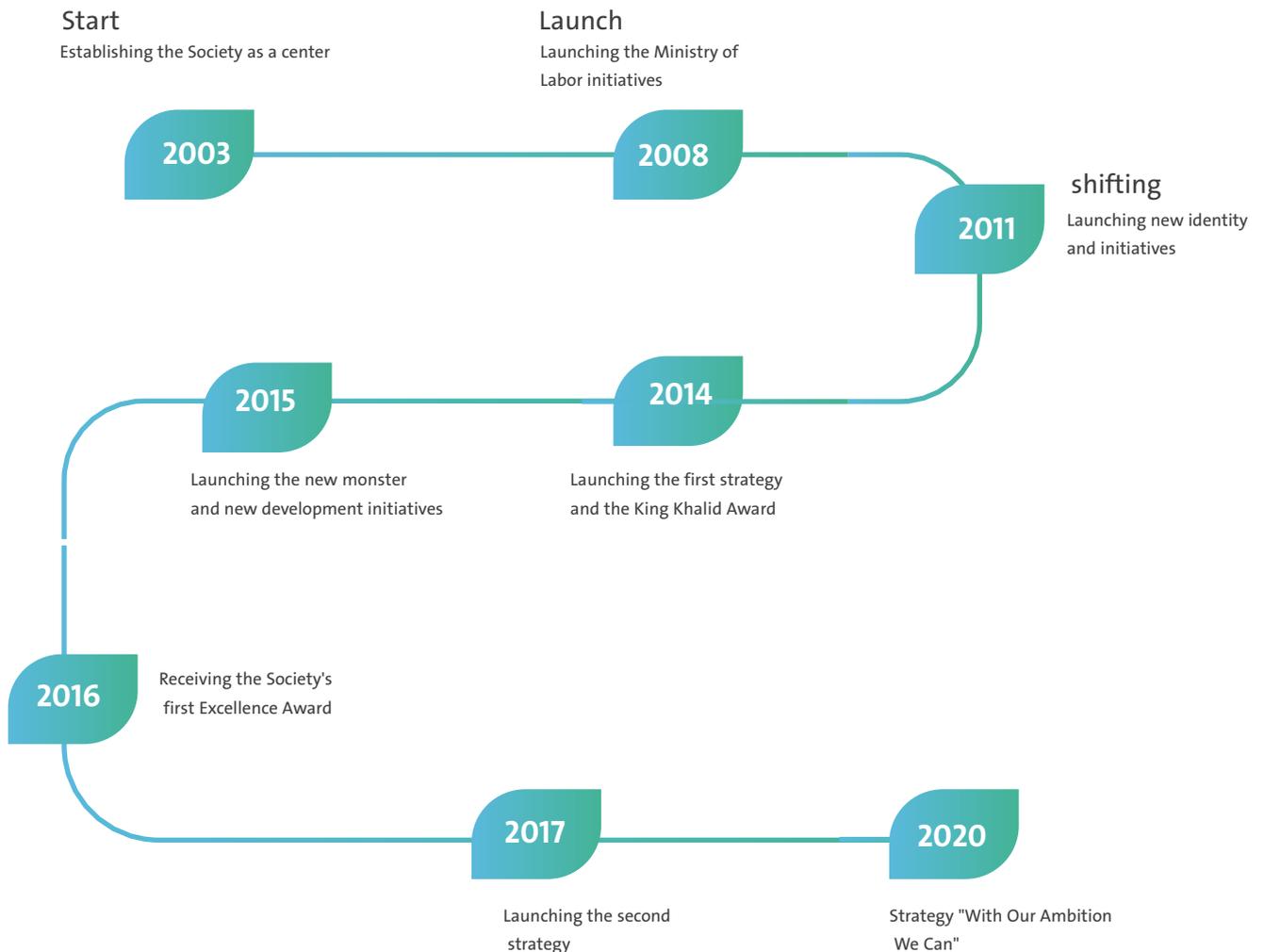
issued a decision to establish the association as a reform
and rehabilitation center in

2003



Our story

Al-Mawaddah Society for Family Development in Makkah Al-Mukarramah Region was established in 2003 and is a non-profit development Society specialized in education, training, counseling, reform and awareness of the family through sustainable development initiatives and seeks to stabilize the family by building a generation of conscious and coherent families capable of facing challenges while being influential in the stability The family and an ambassador for the message of affection, the Society also seeks to create a healthy and safe family environment for children after the separation of parents dominated by mutual respect, as well as seeking to be the first reference for family issues and contribute to offering the best strategic solutions in achieving the goals of the National Transformation Program related to the family and qualifying the best competencies of specialists.



**We dedicate the performance
report to Maqam of:**

**The ore of the Two Holy Mosques
King Salman bin Abdulaziz**



**His Royal Highness Prince
Mohammed bin Salman bin Abdulaziz**



**His Royal Highness
Prince Mishaal bin Majid
Governor of Jeddah**



**His Royal Highness
Prince Badr bin Sultan
Deputy Governor
of Makkah Al-Mukarramah Region**



**His Royal Highness
Prince Khaled Al-Faisal
Governor of
Makkah Al-Mukarramah Region**

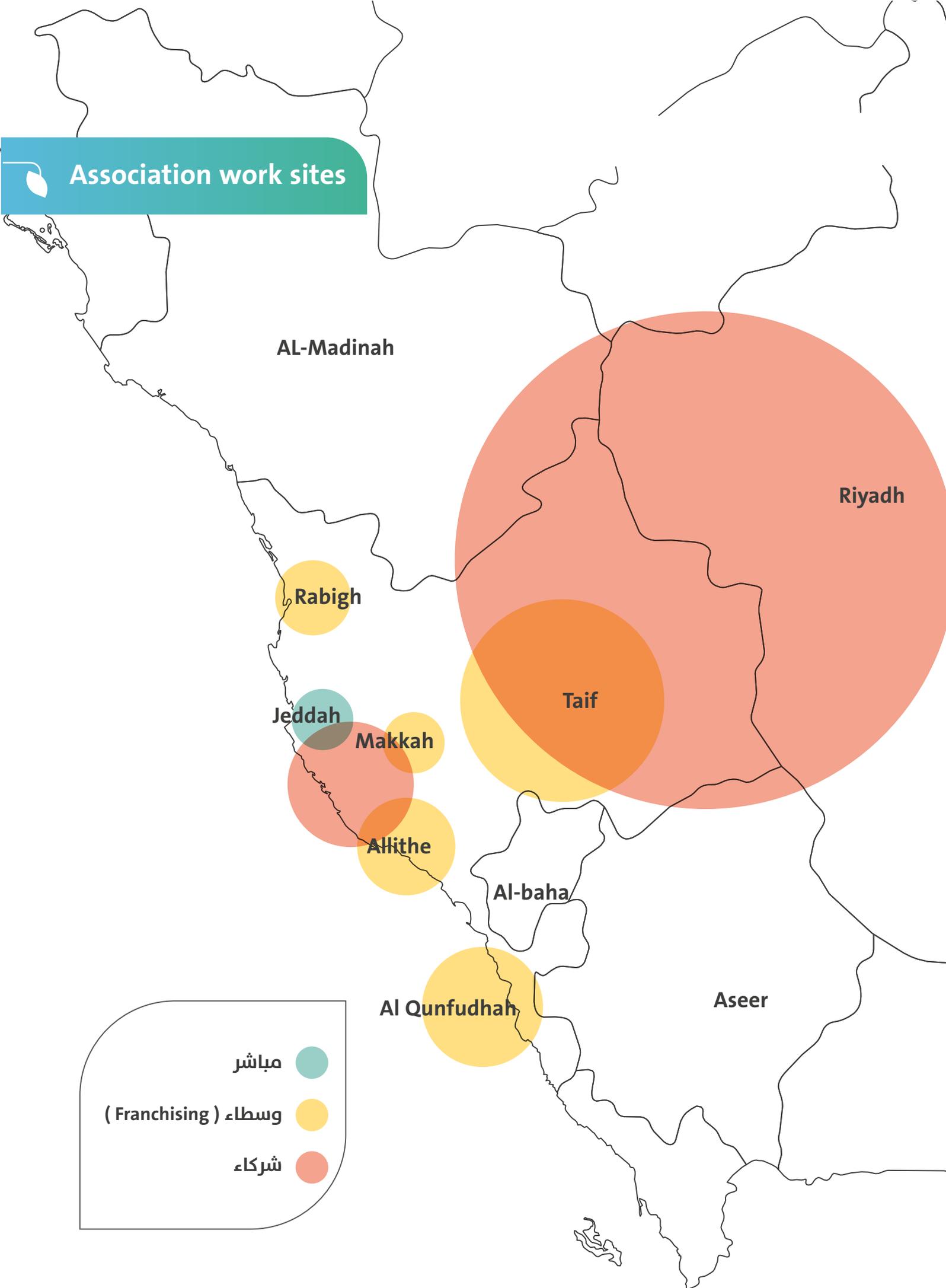


M. Faisal bin Saif Al-Din Al-Samnoudi
Chairman speech

2020 was not an ordinary year, rather it was an exaptational one in every sense of the word because of Covid-19 ramifications that casted its shadows upon the entire world. Although a great number of institutions have been effected by the crisis, Almawaddah Society managed to demonstrate excellence performance socially, institutionally and economically during this year thanks to almighty God and then to the efforts of Almawaddah partners who contributed in creating a positive impact, as well as the enormous support provided by the Ministry of Labor and Social Development whom we appreciate and grateful for, and the General Society extend Its gratitude to Almawaddah employees, board of directors and the executive management

And we are honored to lay in your hand the report of the year 2020.

Association work sites



مباشر (Direct)

وسطاء (Franchising)

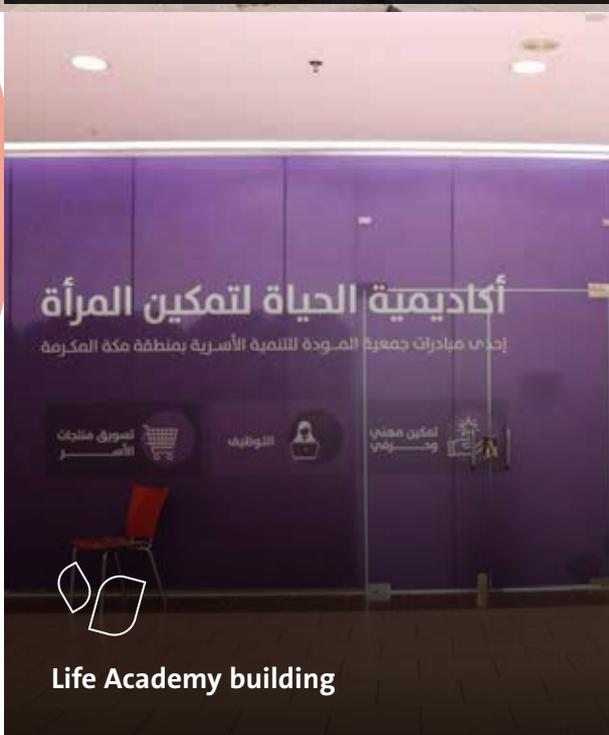
شركاء (Partners)



Family Protection Center building



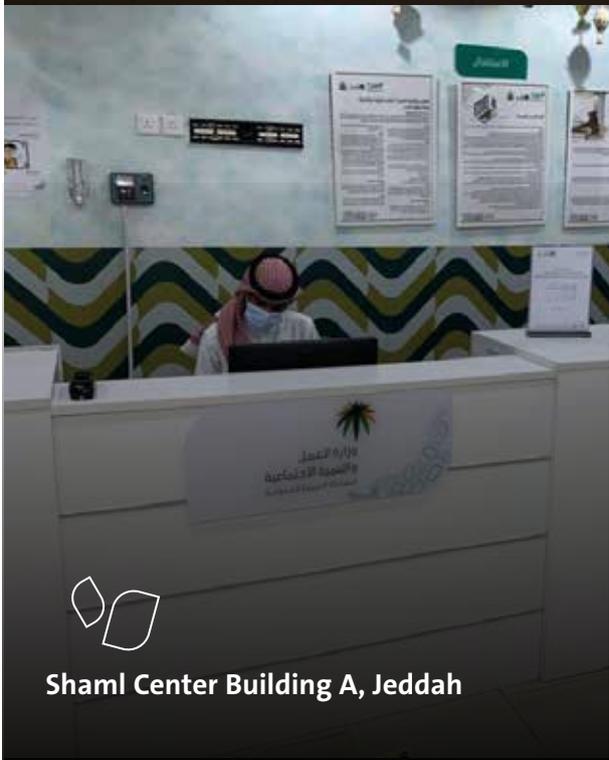
The main building of the association



Life Academy building



Shaml Center Taif



Shaml Center Building A, Jeddah



Shaml Center Makkah



Shaml Center Al Qunfudhah

Board of Directors 2024-2020



Engineer Faisal Al-Samnoudi

Chairman of Board of

Mr. Zuhair Al Marhoumi

Vice Chairman of the Board
of Directors

Engineer Fayez Al-Harbi

Financial Supervisor
Directors

Dr. Abdullah Al-Matbouli

Member of the Board of
Directors

Mr.khalid Qamaa

Member of the Board of Directors

Mr.khalid Al Hamdan

Member of the Board of Directors

Engineer Hisham El-Khuraiji

Member of the Board of Directors

Dr. Faisal Al Mehmadi

Member of the Board of Directors

Mr. Ahmed Al-marbaey

Member of the Board of Directors



Committed to Excellence





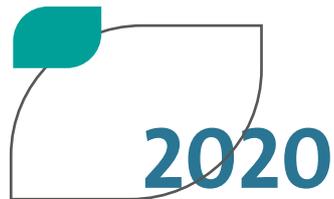
- Digital Excellence Award
- Award for socially pioneering projects



- Sheikh Khalifa Excellence Award
- ranking the society from Great Place To Work as the best work environment in the Kingdom



- Makkah Excellence Award
- King Khalid Council



- Award for Distinguished Institutions in the Field of Arab Family
- Welfare The society is ranked by Great Place To Work at 14th in the Gulf
- 13th in the Middle East

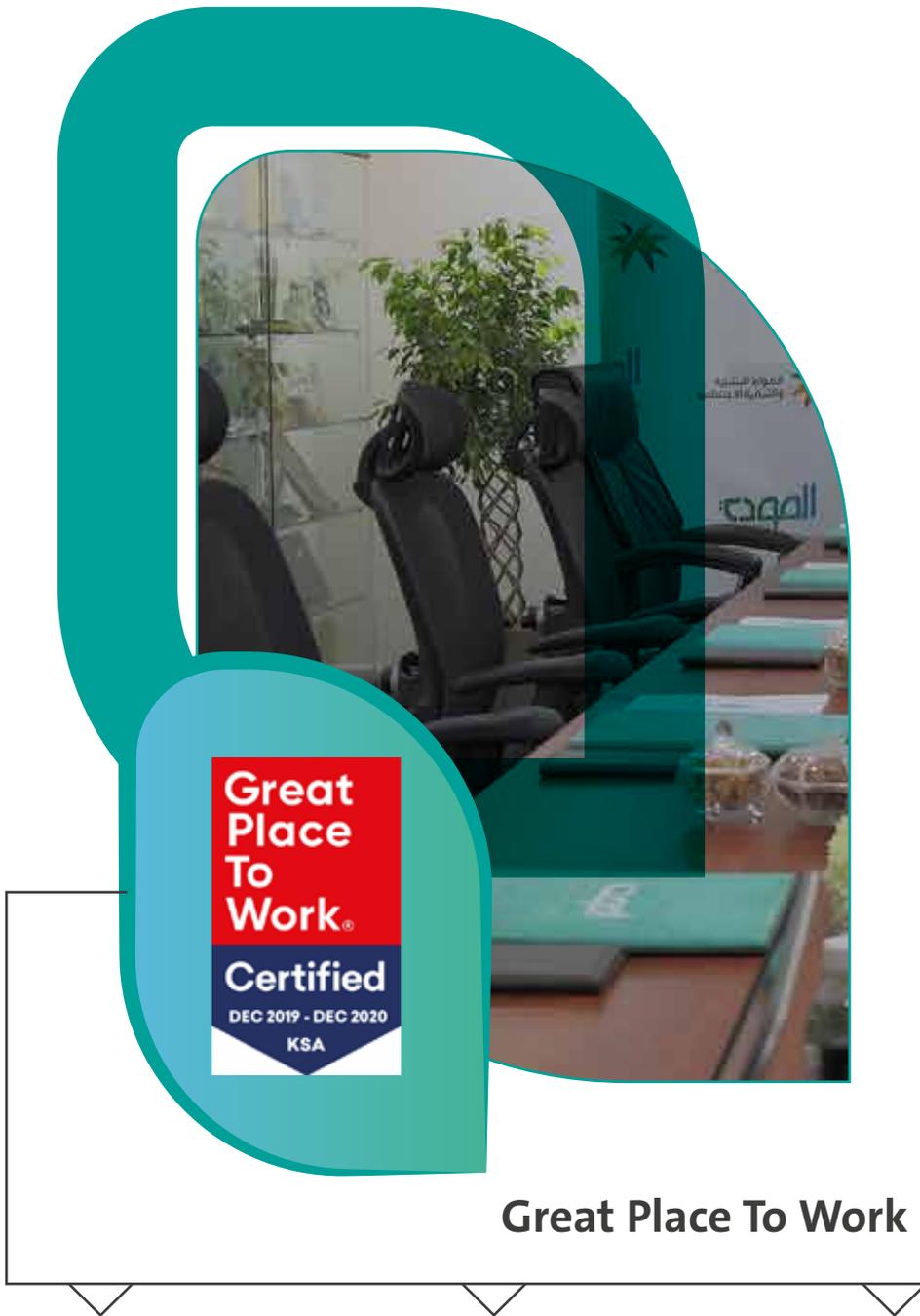


- Jeddah Creativity Award
- Excellence in Philanthropy Award
- Business Leadership Award in the Middle East

 Excellence Award in 2020



**Distinguished institutions award
in the field of Arab family care for the year 2020**



13th place in
the Middle East

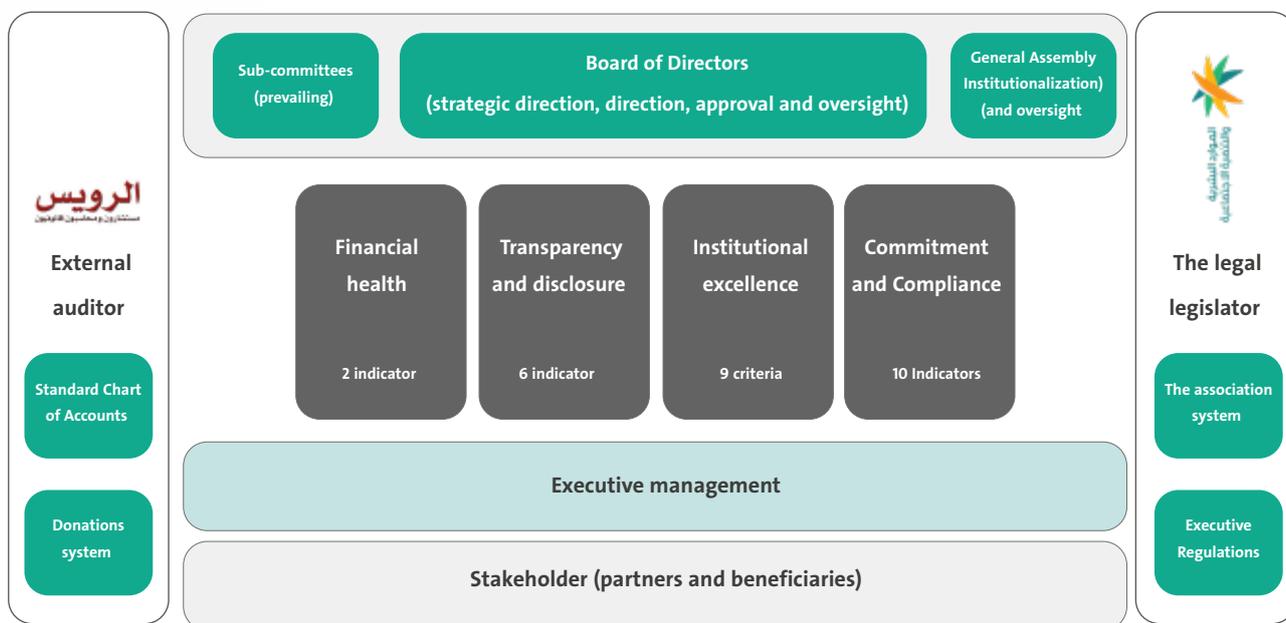


14th
in the Gulf



3rd place in the
Kingdom

Charity Governance



Comparison of the results of measuring governance indicators:



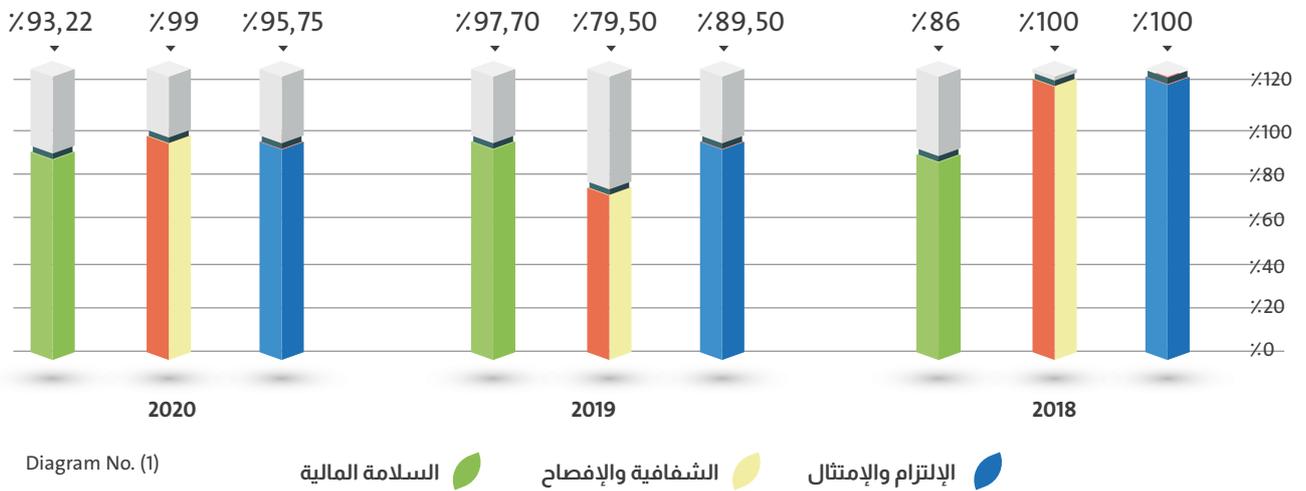
Percentage of implementation of corporate governance 2020 standards for the year

| Sq. | Standard | 2018 | 2019 | 2020 |
|---------------------------|-----------------------------|--------|--------|--------|
| 1 | Commitment and compliance | %100 | %89,50 | %98,75 |
| 2 | Transparency and disclosure | %100 | %79,50 | %99,00 |
| 3 | Financial safety | %86 | %97,70 | %93,22 |
| Average governance rating | | %95,33 | %88,90 | %96,99 |

Table No. (1)

Note: The evaluation for the year 2020 is subjective according to the indicators and evidences issued by the Ministry of Human Resources and Social Development due to the lack of a visit to the audit team from the Ministry

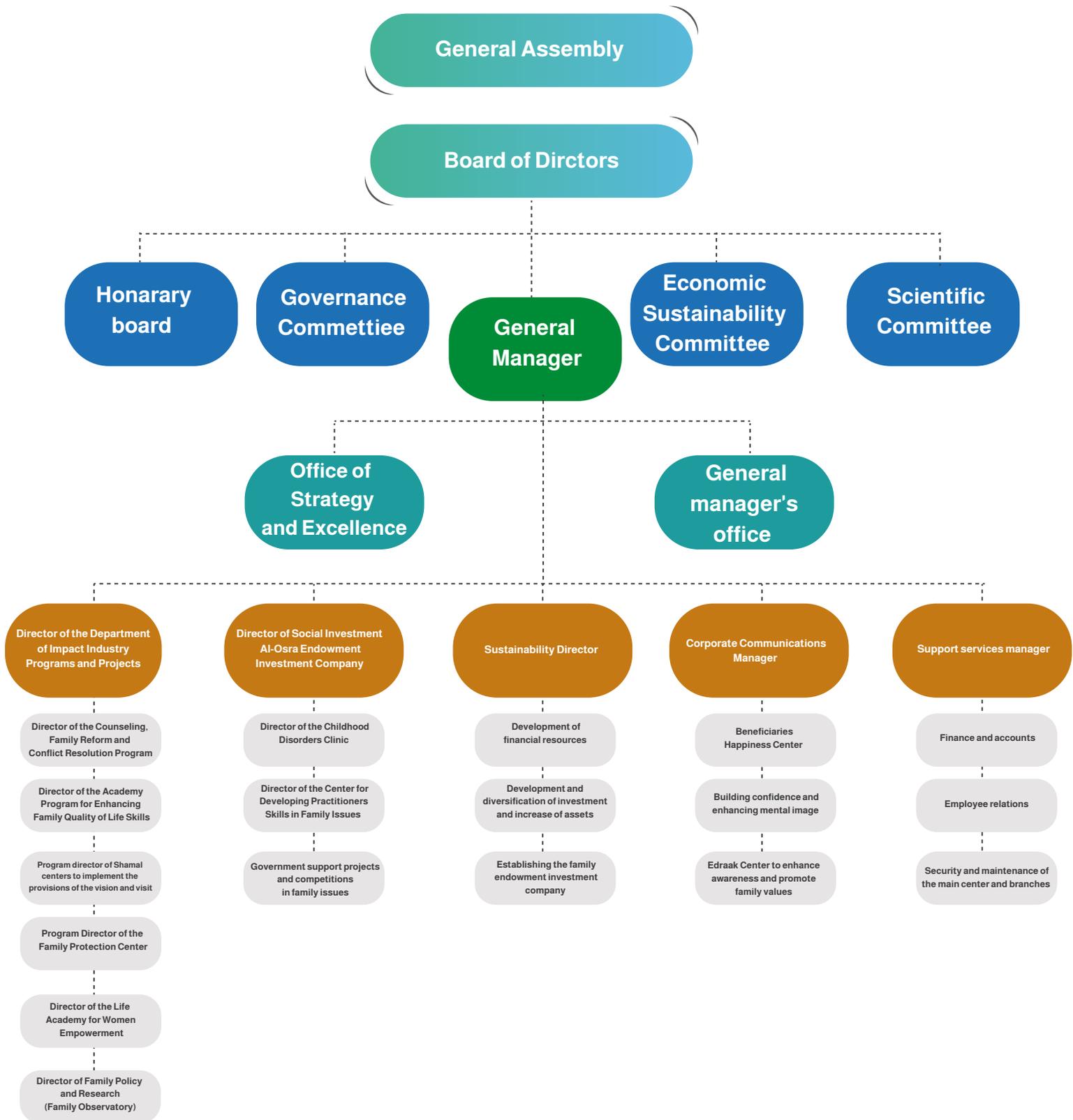
A chart comparing the results of measuring governance indicators



Download the evidence from here



Organizational Structure





Picture that brings together Almadaddah Work Team as they achieve the third place for the best work environment, with a rating from **Great Place To Work**

Inspiration Strategy 2024-2021



Message

Improving the quality of family life other than an innovative integrated system of qualitative and proactive solutions and effective partnerships in an enabling and supportive environment

Area of strategic focus

Area

Beneficiary groups

Impacts to be created

| Impact | | | |
|---|--|---|---|
| <p>Woman</p> <hr/> <p>An empowered woman who is aware of her responsibilities and influential role</p> | <p>Man</p> <hr/> <p>A conscious man who is able to fulfill his responsibilities</p> | <p>Child</p> <hr/> <p>Security and stable psychologically and socially</p> | <p>Young</p> <hr/> <p>A generation aware of its role and responsibilities towards its family and society</p> |

Beneficiaries

Attracting beneficiaries gaining their satisfaction and meeting their needs and desires

| | | | | |
|--|--|--|--|---|
| <p>moral anchor</p> <hr/> <p>Empowering women in their ability to take care of their family</p> | <p>spiritual anchor</p> <hr/> <p>The mental construction of the child</p> | <p>social anchor</p> <hr/> <p>Enhancing the role of youth, both family and socially</p> | <p>social anchor</p> <hr/> <p>Activating the participation of the elderly within their families</p> | <p>social anchor</p> <hr/> <p>Building the capabilities of practitioners according to the approved standards</p> |
|--|--|--|--|---|

Internal operations

Procedures and issues that achieve the most strategic objectives

| | | |
|--|--|---|
| <p>Creating and innovating quality initiatives and services</p> | <p>Foreseeing the future needs and priorities of the family</p> | <p>Sustainability of organizational excellence</p> |
|--|--|---|

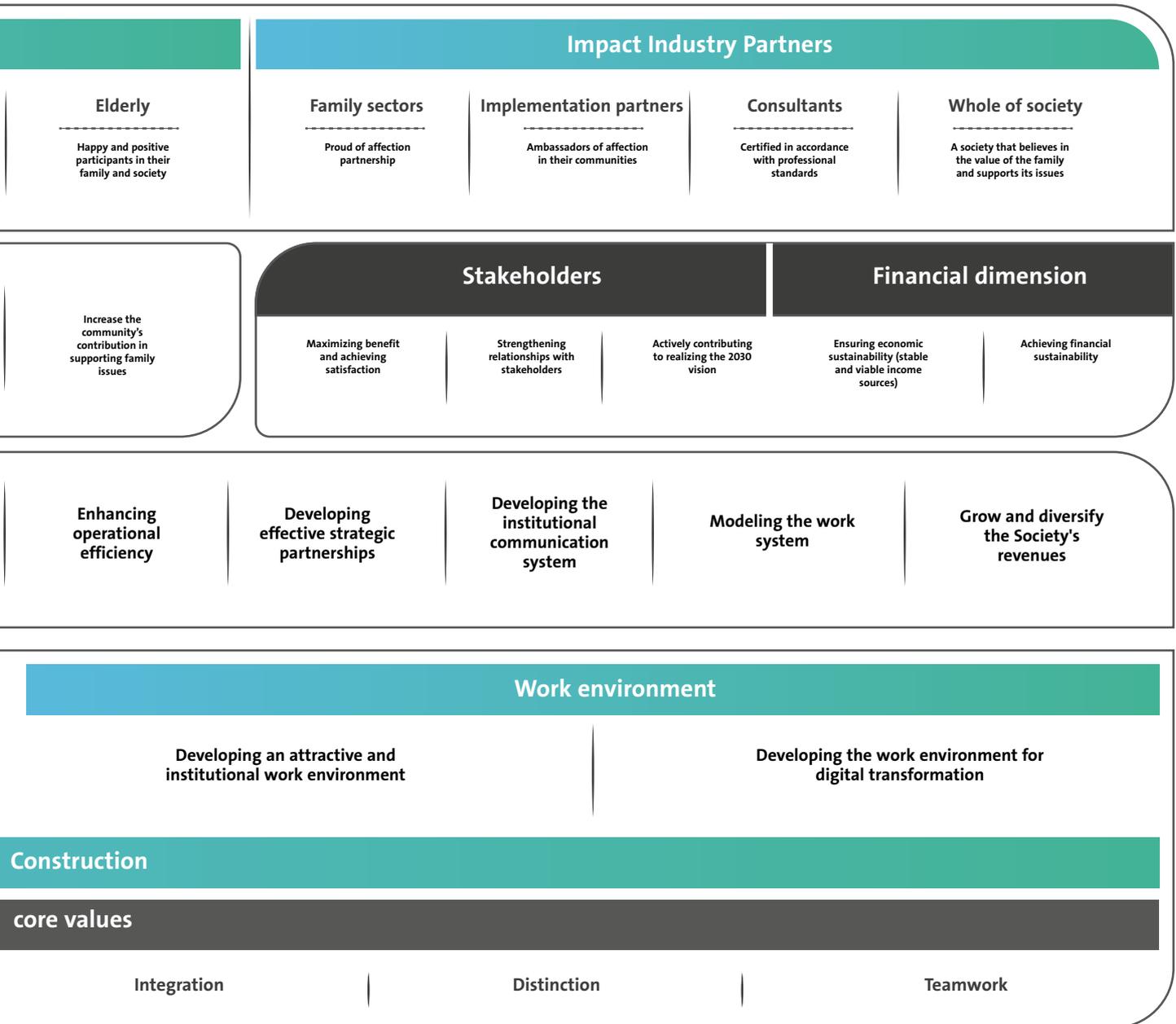
Education and growth

| Knowledge and skill | | | |
|---|-------------------|--|--|
| <p>Building a highly efficient and effective team</p> <hr/> <p>Project management Performance Management data analysis Effective communication</p> | | <p>Building and enabling second grade</p> | <p>Attracting volunteers and investing them</p> |
| <p>Value</p> | | | |
| <p>Enhancing</p> | | | |
| <p>Motivism</p> | <p>Innovation</p> | <p>Privacy</p> | <p>Transparency</p> |



Vision

The inspiring model in building a sustainable and influential family solutions system in society





Our values are in affection



Privacy

We work to ensure complete confidentiality of beneficiaries' data and information



Transparency

We work to disclose the social, institutional and financial performance reports and publish them to the community with clarity and credibility



Reliability

We work to build trust in affection, quality of services and performance, and continuous and effective communication with stakeholders, beneficiaries and society



Innovation

We are applying the method of integration with third sector institutions to serve the largest segment of families in the region and at the level of the Kingdom



Excellence

We are committed to continuing to implement standards of institutional excellence and to provide distinguished services to beneficiaries



Teamwork

We are working to apply the concept of working as one harmonious and understanding team to achieve the desired goals

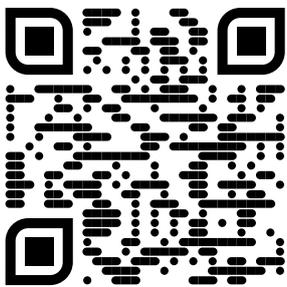


Creativity

We work on presenting creative initiatives and services that provide added-value to the beneficiaries



A picture during the inauguration of His Royal Highness Prince Khaled Al-Faisal, Governor of Makkah Al-Mukarramah and Adviser to the Custodian of the Two Holy Mosques, the thermal map to study the family needs in the region



To go to the map site

Our values are in affection

| | | | |
|---|---|---|---|
|  <p>Woman</p> |  |  |  |
|  <p>Child</p> | <p>Empowering women in their ability to care for their families socially and economically</p> |  | <p>Increasing the contribution of productive families to the economy</p> |
|  <p>Young</p> | <p>Child safety and protection and building their capabilities</p> |   | <p>Increase employment rates</p> |
|  <p>Elderly</p> | <p>Enhancing the role of youth towards the family and society</p> |   | <p>Increase Islamic values</p> |
|  <p>Man</p> | <p>Activating the participation of the elderly within their families</p> |  | <p>Promote the values of positivity and resilience among children</p> |
|  <p>Family</p> | <p>Building the capabilities of practitioners according to the approved standards</p> |  | <p>Promote family participation in preparing for their children's future</p> |
|  <p>Society</p> | <p>Increase the community's contribution to supporting family issues</p> |   | <p>Inculcating national principles and values and promoting patriotism</p> |
|  <p>Society</p> | <p>Strengthening relationships with stakeholders</p> |  | <p>Empowering citizens through a system of social services</p> |
|  <p>Society</p> | <p>Actively contribution to the realization of the 2030 vision</p> |  | <p>Promote values of workmanship and discipline</p> |
|  <p>Society</p> | <p>Achieving economic sustainability</p> |  | <p>Raise the citizen's level of responsibility</p> |
|  <p>Society</p> | <p>Encouraging volunteer work</p> |  | <p>Enabling greater impact for the non-profit sector</p> |



Social rehabilitation

Transferring a segment of the Ministry's beneficiaries from recipients of aid to alternate recipients

Creating an integrated system for family protection

Improving the effectiveness and efficiency of the social services system

Modeling, equipping and supporting social care services provided to the elderly in centers, roles and institutions in partnership with the Ministries of Health and Education and the private and non-profit sectors

Establishment of a Social Specialization Authority

Developing awareness campaigns to protect society from domestic violence

Assigning government services to the non-profit sector

Promote companies' fulfillment of their social responsibilities



Providing free legal advice to widows and divorced women

Establishing conciliation offices in the courts

Establish centers to implement the provisions of the vision and visit

Raise the skill level of Saudis to suit the needs of the labor market

Developing the services of the Family Support and Counseling Center in integration with government agencies and in partnership with the private and non-profit sectors

Governance and classification of non-profit organizations

Integration with the Endowment Authority to enhance the developmental role of the non-profit sector



Promote family care for its members in an environment that respects the role of each individual and meets the needs

Supporting specialized individuals working in the fields of family affairs

Achieving family stability and prosperity by enabling them to plan, make decisions, and take advantage of opportunities for progress and success

Educating the family about the most important issues related to it and ways to treat it

Educating family members about the services provided to them and their fields

Activating volunteer work through partnership with the relevant authorities

Enabling all the parties to carry out their duties towards the family in the Kingdom



Strengthening the status and stability of the family

Contributing to the promotion of Islamic values and national belonging

Participation in consolidating the scientific capabilities and knowledge of family members

Promote national identity, values and family ties in society

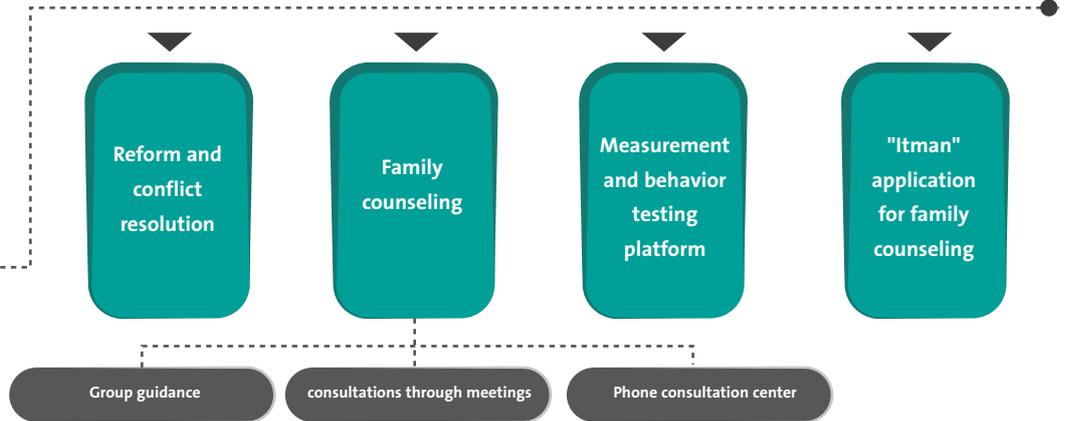
Inculcating the responsibility of the family in society to contribute effectively to development

Enhancing societal awareness of family issues

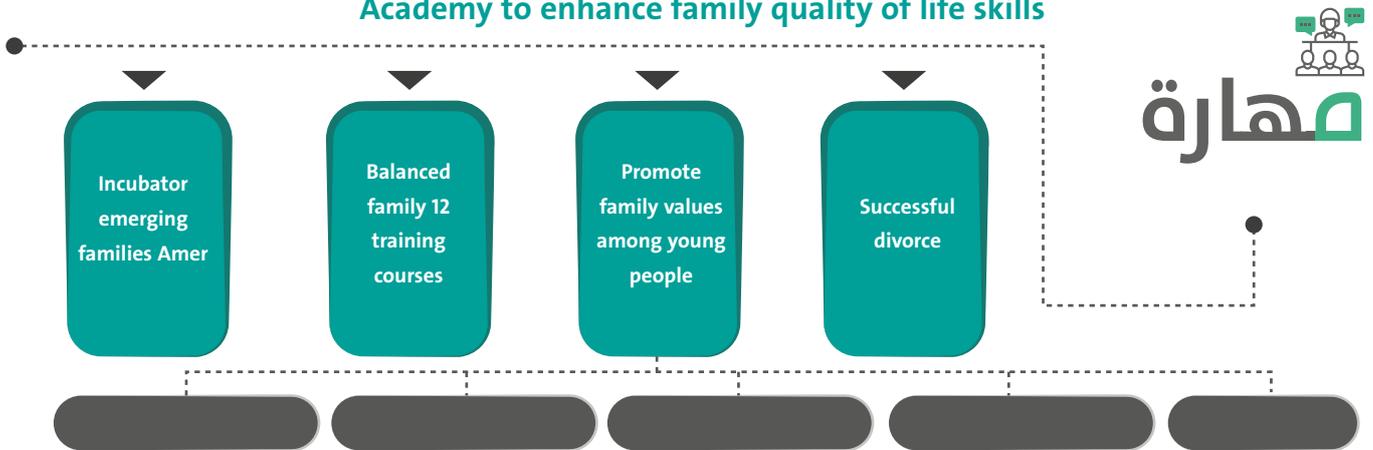
Impact making programs



A program for family counseling and family conflict resolution



Academy to enhance family quality of life skills



Center for Family Protection from Violence

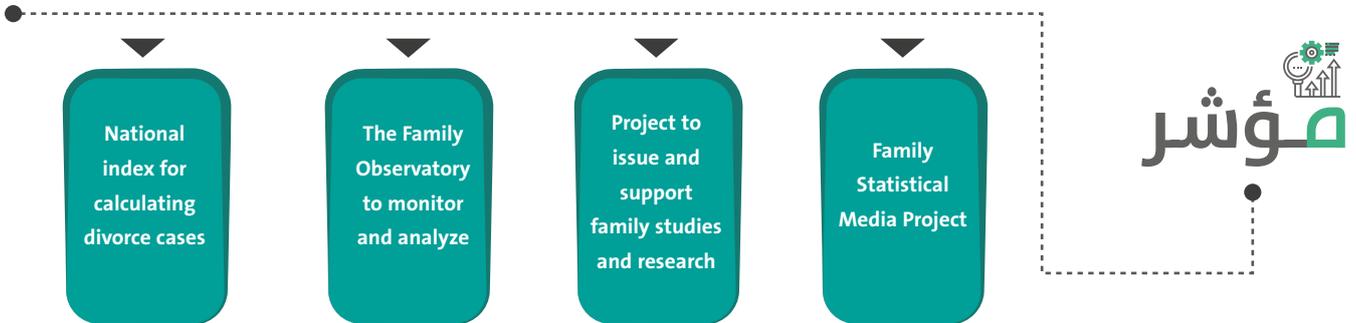




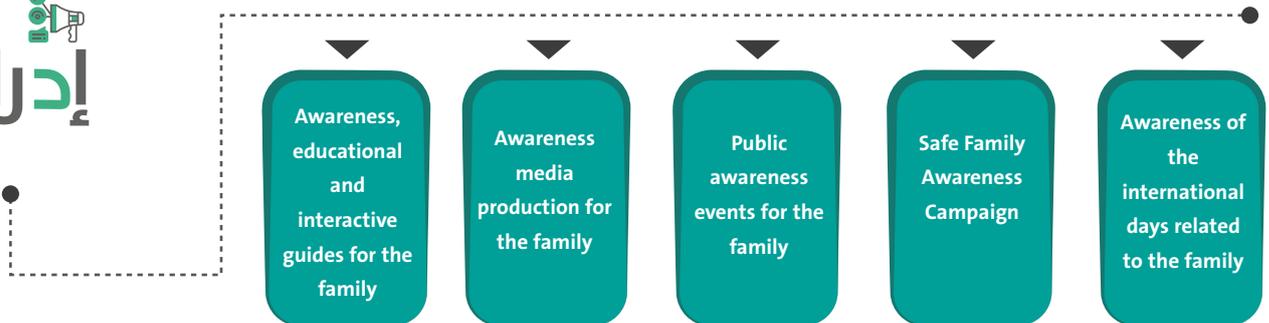
Shaml centers to implement the provisions of the vision and visit



Program for Policy, Research and Family Design

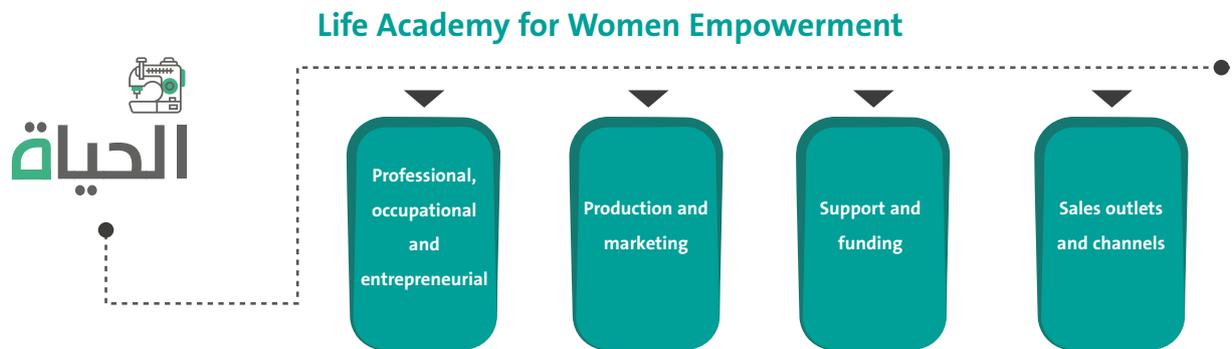


Edraak Center for Awareness and Promotion of Family Values

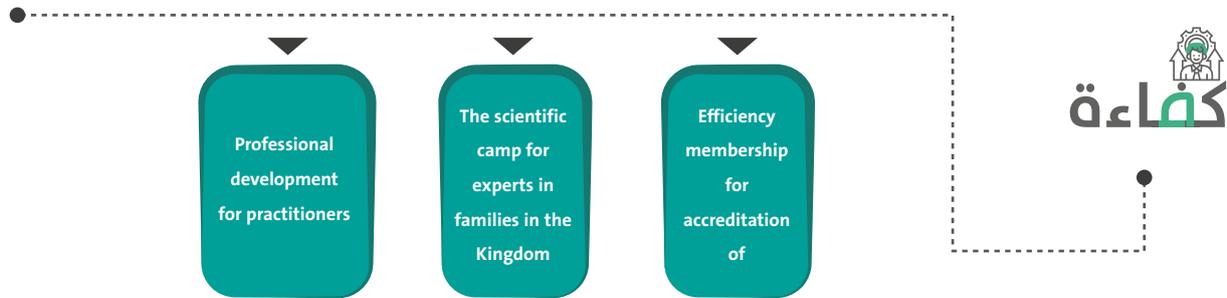




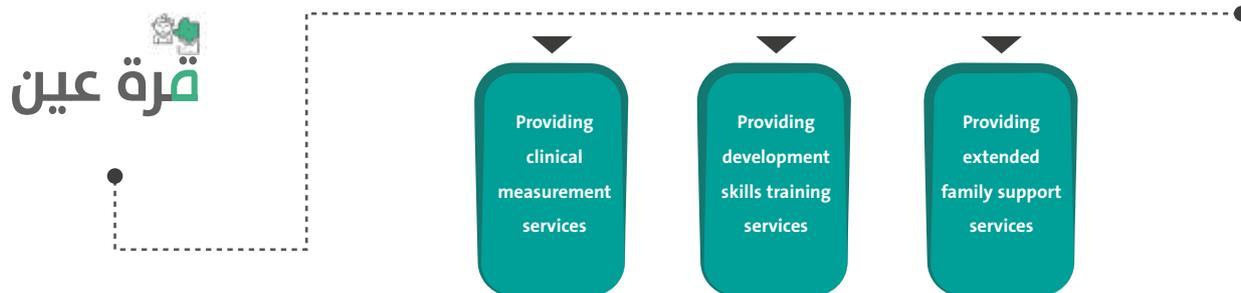
Impact making programs



Kafa'a Center for Professional Development for Professionals



Qurat Ain Clinic for treating childhood disorders



Marefa Center for Excellence and Family Innovation





The total number of beneficiaries since its establishment

468,000+

Families benefit from the Society's services

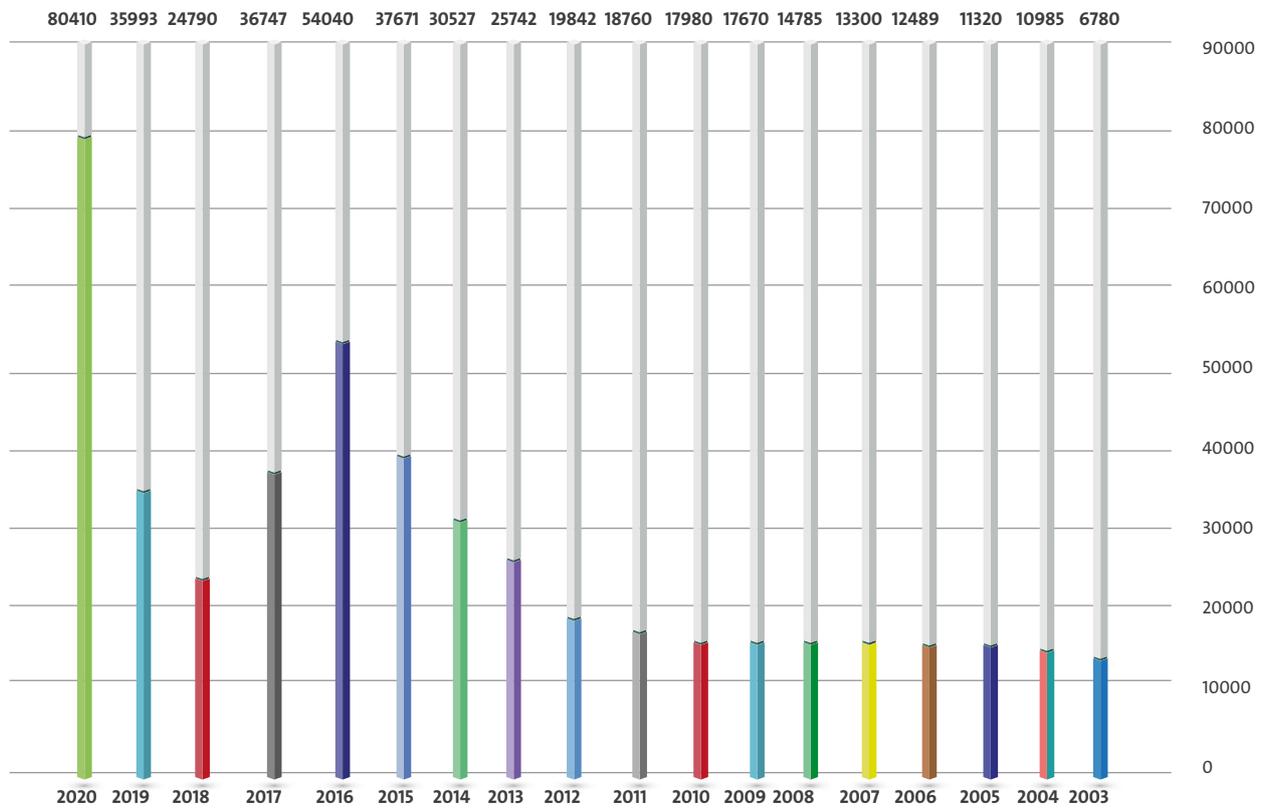
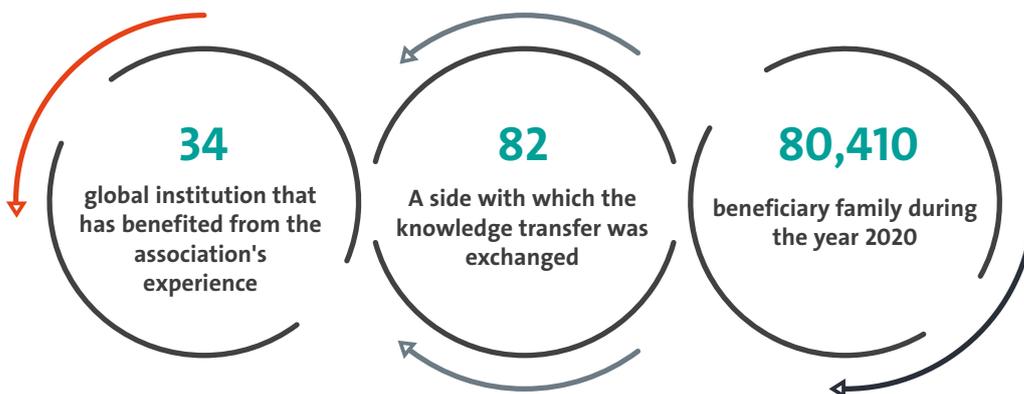


Diagram No. (2)



Strategic Performance Results 2020 - 2017





%91

**Average strategic
performance in 2020 AD**

1-1 Comparing the overall strategic performance

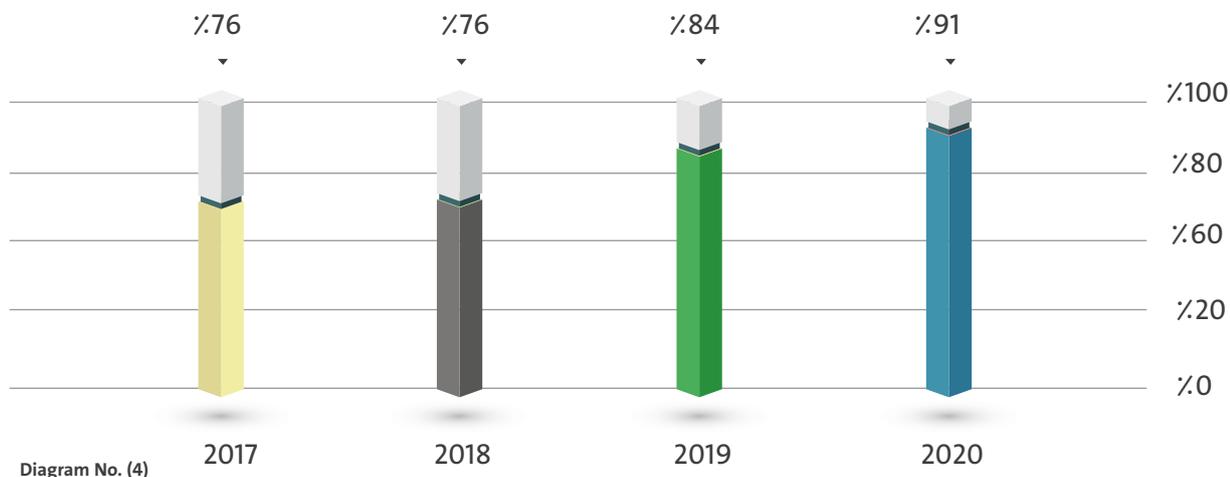


Diagram No. (4)



متوسط الأداء
الاستراتيجي

The above table shows the measurement of the performance results of the strategic plan during the years (2020-2019-2018-2017).

1-2: compare performance according to the percentage of achieving strategic objectives

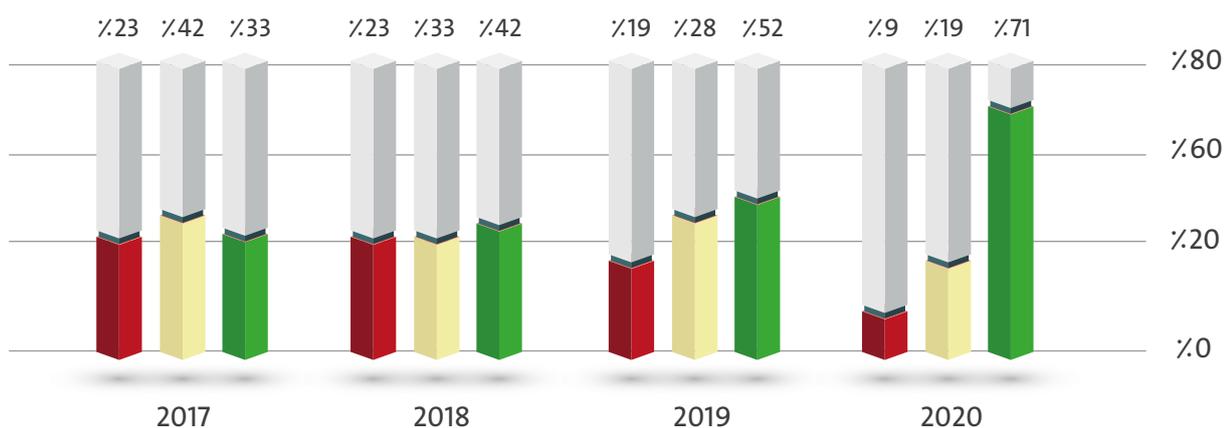


Diagram No. (5)

Danger

Acceptable

Verified



Of the goals have
been achieved

The graphic above shows the measurement of the ratio of the achieved, acceptable and at risk goals to the total goals

Compare performance according to the number of strategic goals achieved

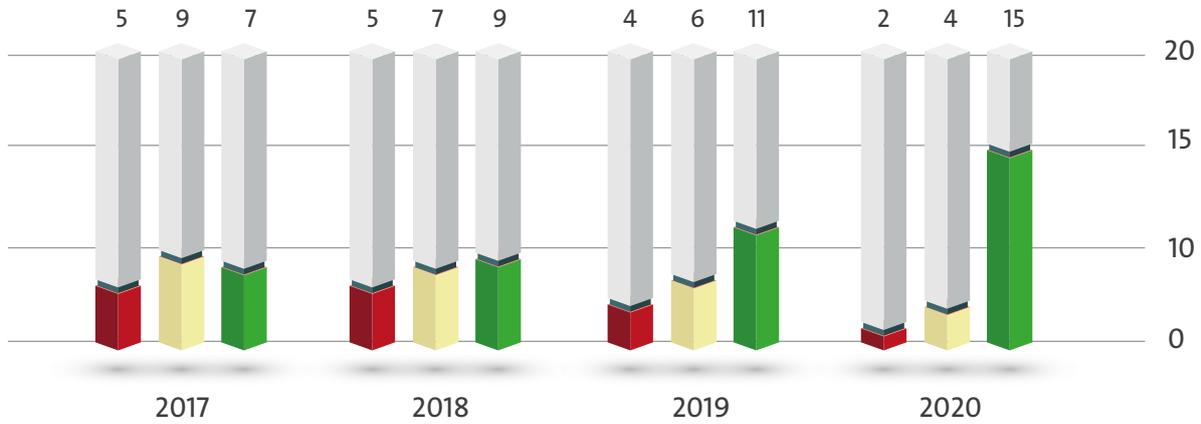


Diagram No. (6)

Danger **Acceptable** **Verified**

19

Strategic objective achieved and accepted

- Achieved goals are those that have been achieved from 90% or more
- Acceptable goals are those that have achieved from 70% to 89%.
- The targets in the danger circle are those that have achieved 69% or less

| الهدف | العدد | العدد المستهدف | النسبة المئوية | الدرجة |
|---|-------|----------------|----------------|--------|----------------|----------------|--------|----------------|----------------|--------|----------------|----------------|--------|
| الإسهام في تحقيق رؤية وإستراتيجية المؤسسة من خلال مبادرات التنمية المستدامة | 8 | 8 | 100% | محقق | 84% | محقق | 84% | محقق | 84% | محقق | 84% | محقق | 84% |
| إعداد بحوث وفرص عمل تعود في صالح القطاع والقطاعات التنموية | 7 | 7 | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% |
| تسمية لوائح الموظفين في مجال التنمية البشرية وفق التصنيف الموحد | 4 | 4 | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% |
| تعليم أكثر من 1000 موظف بعد اعتماد المنهجية | 3 | 3 | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% |
| تحقيق التميز المؤسسي | 5 | 5 | 100% | محقق | 99% | محقق | 99% | محقق | 99% | محقق | 99% | محقق | 99% |
| تسمية مخطط عمل خاصة بالتنمية البشرية | 1 | 1 | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% |
| مساء لوائح إدارية خاصة بالتنمية البشرية | 2 | 2 | 100% | محقق | 95% | محقق | 95% | محقق | 95% | محقق | 95% | محقق | 95% |
| تطوير وتحسين الأشكال والتقارير والإجراءات الإدارية والتنفيذية | 8 | 8 | 100% | محقق | 83% | محقق | 83% | محقق | 83% | محقق | 83% | محقق | 83% |
| مساء لوائح خاصة بالتنمية البشرية | 3 | 3 | 100% | محقق | 93% | محقق | 93% | محقق | 93% | محقق | 93% | محقق | 93% |
| التصميم والتنفيذ للخطط والبرامج | 8 | 8 | 100% | محقق | 94% | محقق | 94% | محقق | 94% | محقق | 94% | محقق | 94% |
| تطوير البحوث وفرص العمل | 1 | 1 | 100% | محقق | 50% | خطير | 50% | خطير | 50% | خطير | 50% | خطير | 50% |
| مساء مبادرات خاصة بالتنمية البشرية | 5 | 5 | 100% | محقق | 74% | محقق | 74% | محقق | 74% | محقق | 74% | محقق | 74% |
| التقارير والبيانات | 1 | 1 | 100% | محقق | 87% | محقق | 87% | محقق | 87% | محقق | 87% | محقق | 87% |
| تقديم مائة مخطط من المبادرات الخاصة بالتنمية البشرية | 2 | 2 | 100% | محقق | 99% | محقق | 99% | محقق | 99% | محقق | 99% | محقق | 99% |
| تطوير برنامج كالتنمية البشرية معقول التكلفة والفعال بين المنظمات ومجهزة تقنيا | 3 | 3 | 100% | محقق | 63% | خطير | 63% | خطير | 63% | خطير | 63% | خطير | 63% |
| تسمية مخطط خاص بالتنمية البشرية معقول التكلفة والفعال بين المنظمات ومجهزة تقنيا | 1 | 1 | 100% | محقق | 45% | خطير | 45% | خطير | 45% | خطير | 45% | خطير | 45% |
| تسمية مخطط خاص بالتنمية البشرية معقول التكلفة والفعال بين المنظمات ومجهزة تقنيا | 2 | 2 | 100% | محقق | 97% | محقق | 97% | محقق | 97% | محقق | 97% | محقق | 97% |
| تقديم مائة مخطط من المبادرات الخاصة بالتنمية البشرية | 1 | 1 | 100% | محقق | 97% | محقق | 97% | محقق | 97% | محقق | 97% | محقق | 97% |
| تقديم مائة مخطط من المبادرات الخاصة بالتنمية البشرية | 2 | 2 | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% |
| مساء مبادرات خاصة بالتنمية البشرية | 8 | 8 | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% |
| التقاء أعضاء المجلس | 1 | 1 | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% | محقق | 100% |
| | 21 | 21 | 91% | محقق | 90% | محقق | 90% | محقق | 90% | محقق | 90% | محقق | 90% |

Table No. (2)

أداء الأهداف السنوي لتقارير عام 2020م

1-3: Comparing performance indicators



| Year | Social performance | Institutional performance | Economic performance | Average performance |
|------|--------------------|---------------------------|----------------------|---------------------|
| 2020 | %91 | %92 | %88 | %90 |
| 2019 | %92 | %91 | %87 | %90 |
| 2018 | %80,62 | %89 | %82,99 | %84,20 |
| 2017 | %79 | %69 | %85 | %77,66 |

Table No. (3)

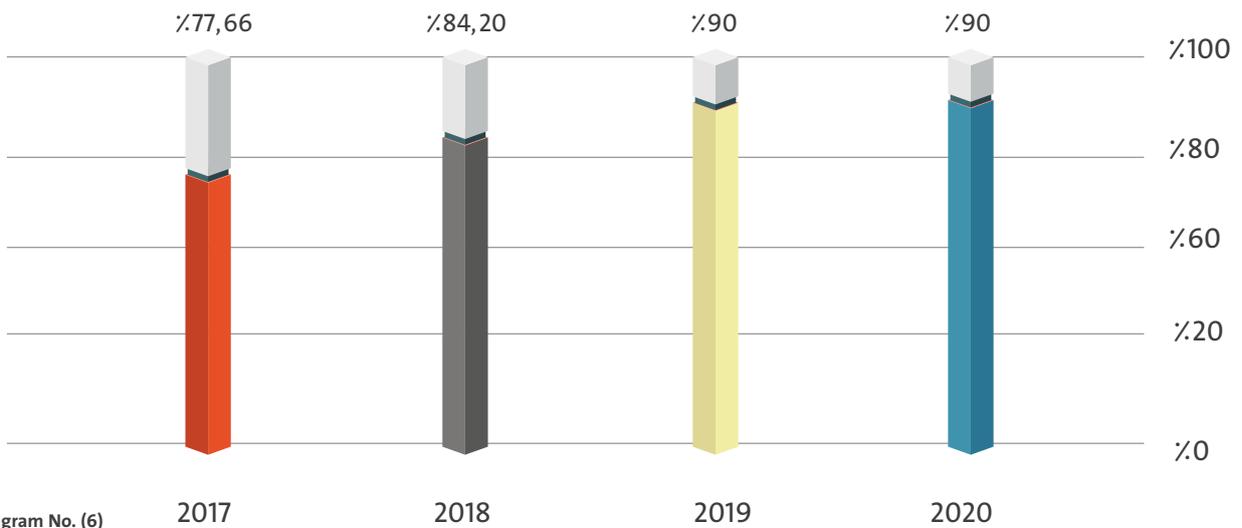


Diagram No. (6)

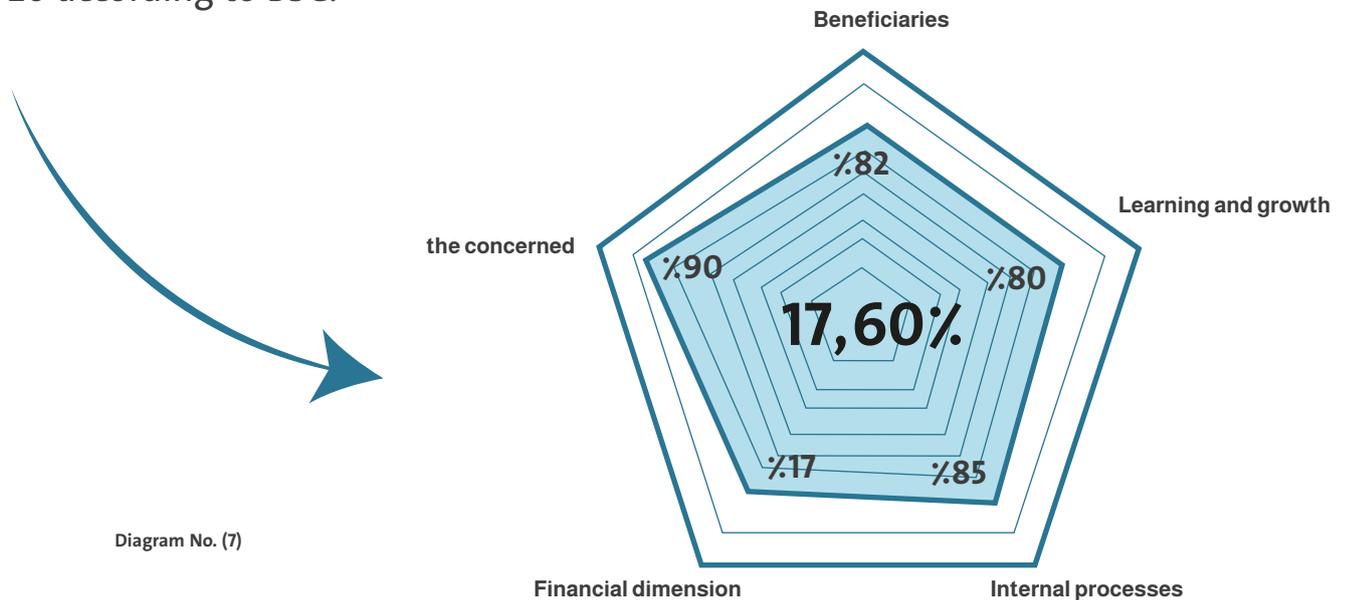


Average percentage of achievement of performance indicators

The above table shows the percentage of achievement of performance indicators and comparison with years (2020 - 2019 - 2018 - 2017)

The strategic gap

Gap between the targeted and achieved of the strategic plan till 2020 according to BSC.



| The dimension | Target | Accomplished | Gap |
|---------------------|--------|--------------|---------------|
| Beneficiaries | 100% | 82% | 18% |
| the concerned | 100% | 90% | 10% |
| Financial dimension | 100% | 77% | 23% |
| Internal processes | 100% | 85% | 16% |
| Learning and growth | 100% | 80% | 21% |
| Average | | | 17,60% |

Table No. (4)

2020 – 2019 – 2018 – 2017 The table represents the years



The strategic gap

The strategic gap is measured through the strategic objectives and what has been achieved according to the Balanced Scorecard dimensions

Al-Mawaddah role in contributing to achieving the sustainable development goals



31,612 wealthy families were served. The program included implementation of vision and visit provisions, and 262 provided 381 Confidential Counseling and Protection 577



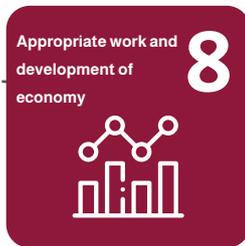
92,74 were built Abilities with family quality of life skills



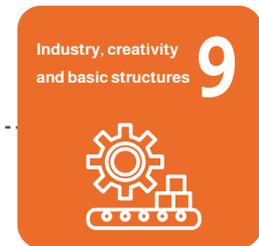
19,827 families were helped in the pandemic by providing for their needs Food, and 7754 women were diverted from need except



50 Household Studies and Research: Building an electronic platform



1 has been qualified There are 354 professional family practitioners



125 strategic partnerships And a support partnership to provide services to the beneficiary families 147 bodies and institutions have benefited from the exchange



**Al-Mawaddah
donations for
the year 2020**

Summary of the 2020 donations

Overall total

90%

Overall performance percentage



80,410

Total number of beneficiaries



143,232

Total number of services

Social performance

91%

Social performance percentage



19,415

Beneficiary of family training



11,809

Beneficiary of family counseling and reform



4,773

Benefiting from the Life Academy for Women Empowerment



5,084

A family benefiting from the work



2,512

Children have benefited from orientation and progression services



919

A specialist benefited from the skills development program

Institutional performance

92%

Institutional performance percentage



%91

Average achievement of the operational plan outputs



%94

Average achievement of a Balanced Scorecard



%89,20

Percentage of employee satisfaction



25

Number of exchange and exhibition visits



48

Number of strategic partnerships and grants



32

Training on securing work for university students

Economic performance

88%

Economic performance percentage



%88,60

Activity expense percentage



%6,2

Percentage of general and administrative expenses



%93,22

Percentage of financial health indicators



%60
Average family stability percentage for beneficiary families



%87,70
Stakeholder satisfaction percentage



54%
The percentage of males

46%
The percentage of females



19,827

Beneficiary of the campaign to help families during the popular campaign



577
Beneficiary of family protection



214
Children have benefited from the Childhood Disorders Clinic



5
Family research and studies



17,792
Beneficiaries of awareness evenings



13,817,924
Views of awareness materials

- Family awareness
- ▶ **7** Evidence of awareness
 - ▶ **231** Infographic
 - ▶ **40** Awareness evening
 - ▶ **20** Awareness video



%97,375

Governance standards



204

Volunteer



%98
Percentage of Complaints closure



%91
Percentage of response across the Beneficiary Happiness Center



Department of political institutions in caring for the family



3rd place at the level of the Kingdom, the best work environment
14th place at the level of the Gulf
13th place at the level of Middle East



%3,9

Annual ownership percentage



%59,2

Percentage of the increase in expenditures for programs and activities compared to last year



127,871

Economic return from volunteering

Total beneficiaries for the year 2020

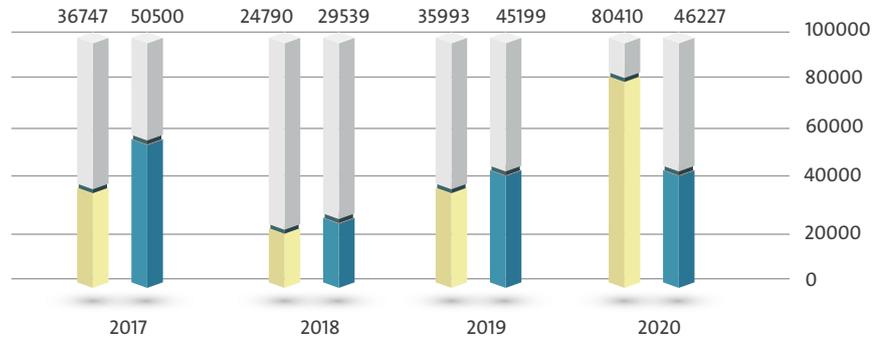
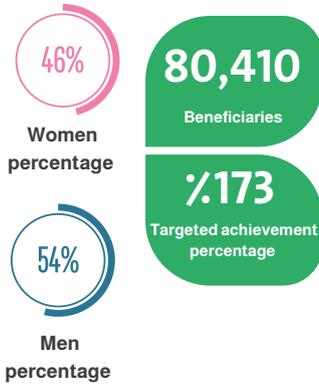


Diagram No. (8)

Targeted

Achieved

Percentage of beneficiaries according to the programs

- Life Quality Skills Enhancement Academy
- Childhood disorders clinics
- Family Protection
- Etamen for family guidance
- Research consultations
- Shaaml
- Al- Hayah Academy for Women Empowerment
- Development of specialists
- Higher Studies Students
- Food baskets

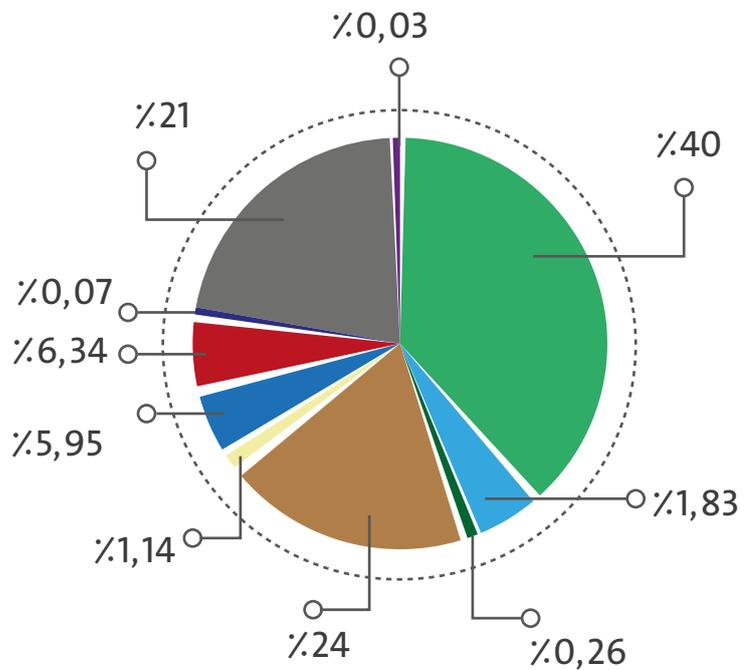


Diagram No. (9)

Total beneficiaries for the year 2020



Coverage and spread to the total number of families



Coverage of the association to the total number of families in KSA



Coverage of the association to the total number of families in the region



Coverage of ability building to the newly married (Quality of marriage)



Number of beneficiaries from those about to marry compared to the total marriage cases in KSA



Number of beneficiaries from those about to marry compared to the total marriage cases in the region



Our influence in decreasing the divorce cases



Contribution of the association in decreasing divorce in KSA through reconciliation



Contribution of the association in decreasing divorce in the region through reconciliation



The coverage treating the family cases in the Courts



Influence of Mawaddah on decreasing the family cases in the courts in KSA



Influence of Mawaddah on decreasing the family cases in the courts in the region



%60

**average rate of reform and
dispute resolution**



program **ITMAN**
for family counseling and the conflict resolution



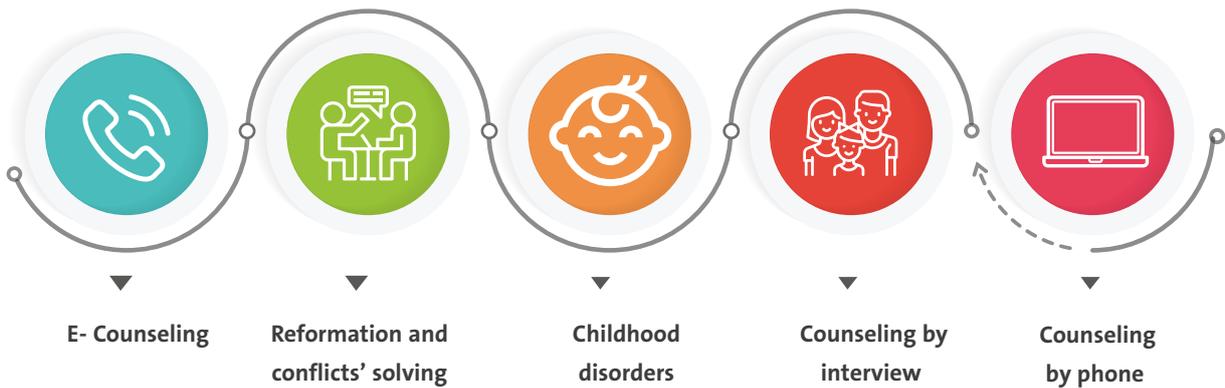
Total beneficiaries for the year 2020



ITMAN

for family counseling and the conflict resolution

Based on studies and analysis of family problems that the association conducts periodically and the rise in divorce rates in Makkah Al-Mukarramah region, and the association's keenness to contribute to helping spouses to strengthen family relations with children and in the family surroundings and treat their problems, and a desire to reach all beneficiaries in their places of privacy and professionalism, so The association has provided a number of channels to provide its consulting services through the advisory phone via the unified telephone number for telephone consultations 920001421, and the service is provided at a rate of 8 hours per day for 5 days a week in two periods, the morning period from the hour to the noon hour dedicated to responding to women's counseling and the evening period of the hour From 5 pm to 9 pm for all callers, it is expected that (8640) telephone consultation and counseling services will be provided in the interview in all branches of the association and the establishment of a consulting corner in commercial malls and a visiting advisor at the headquarters of the partner agencies requesting the service. And an application for family counseling service, which will be answered within 48 hours, and it is expected to provide (30) (20) Consulting and the service is provided by a group of counselors who specialize in the family, psychological, marital, social and educational fields Coaching



20,290

Advising services

11,809

Beneficiaries

1-1 The Impact of the Program

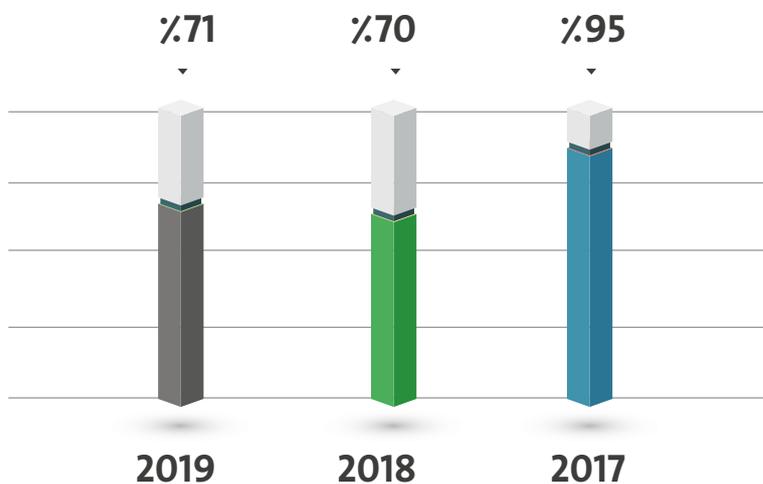
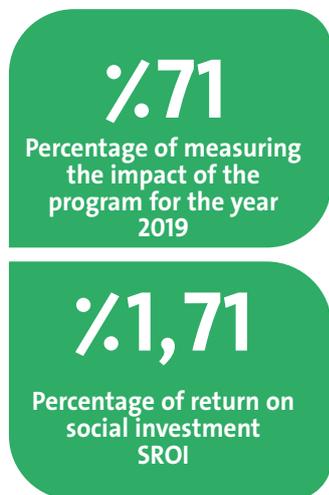


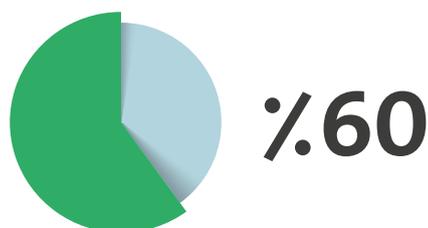
Diagram No. (10)

1-2 results

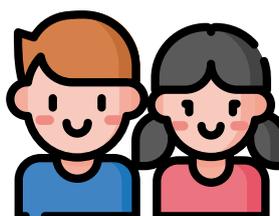


Diagram No. (11)

Average percentage of beneficiaries' satisfaction



Average Percentage of family reform and conflict resolution



1-3 Outputs

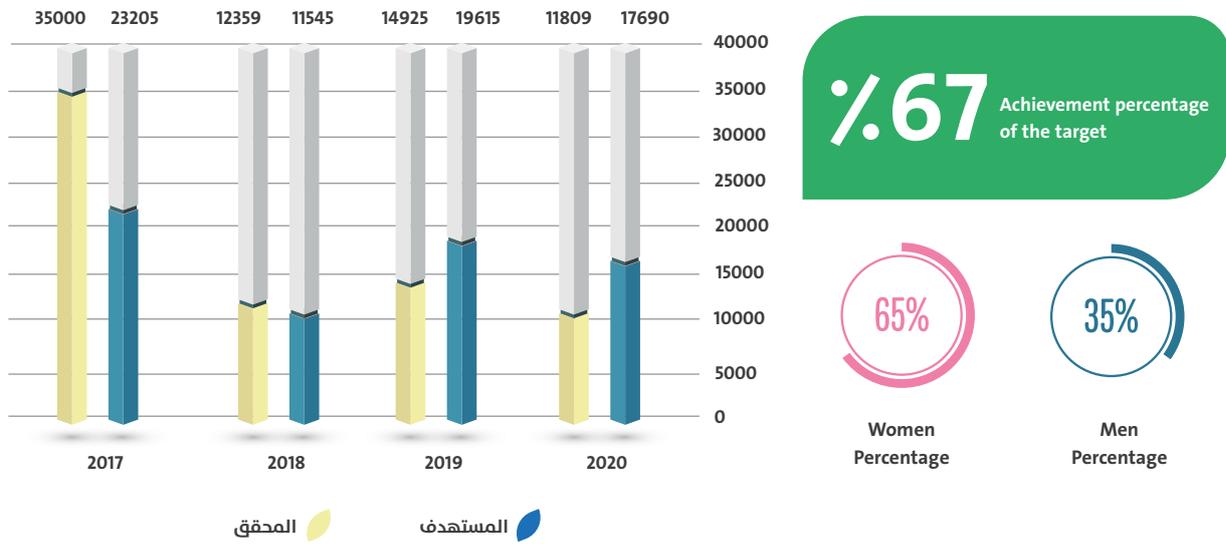


Diagram No. (12)

1-4 Percentage of service performance

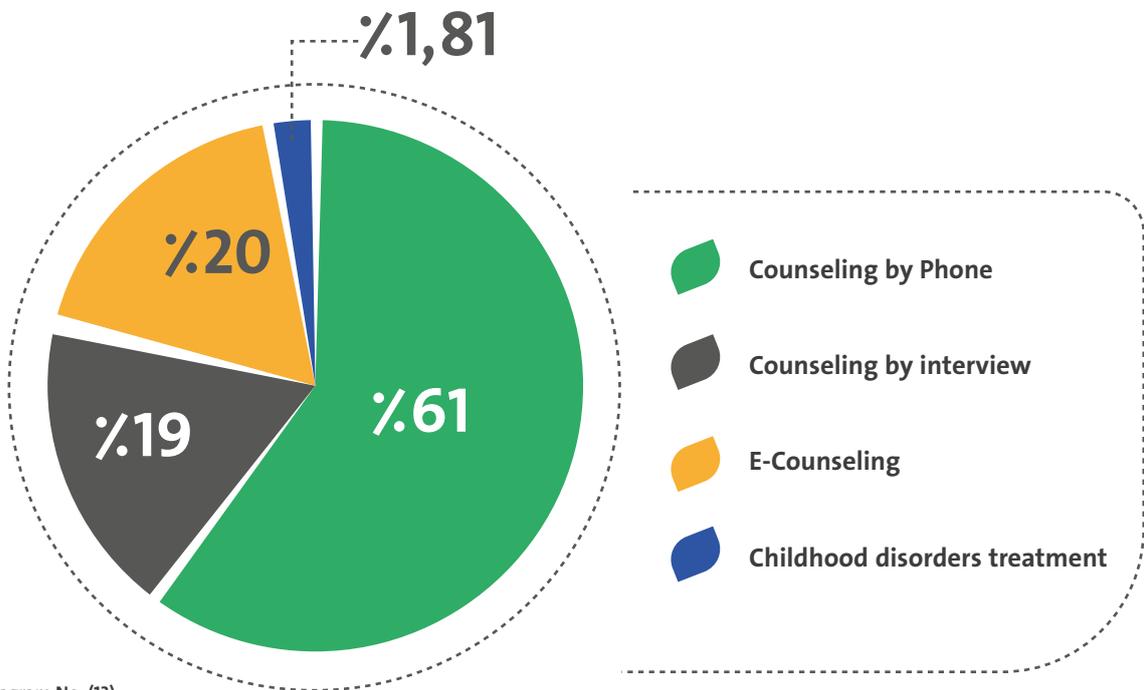


Diagram No. (13)

1-5 : Classification of beneficiaries according to gender:

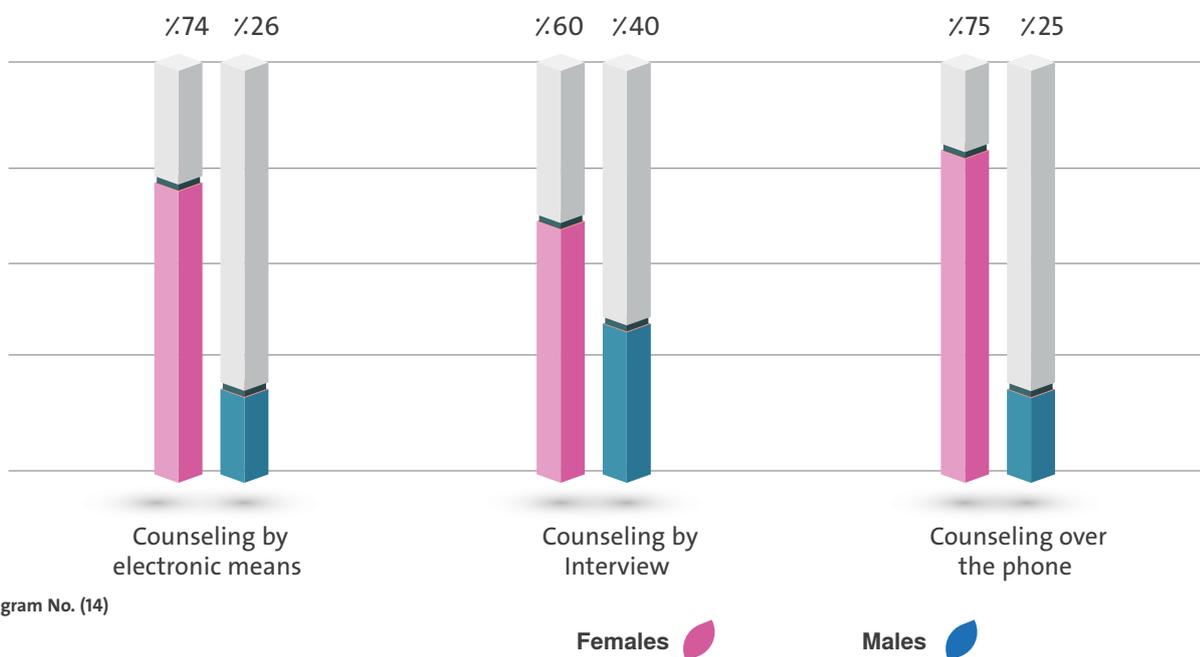


Diagram No. (14)

1-6 : Malls Advisory Corner

Beneficiaries

50



Mall activities were suspended due to the pandemic

1-7 : Family reform in the Society

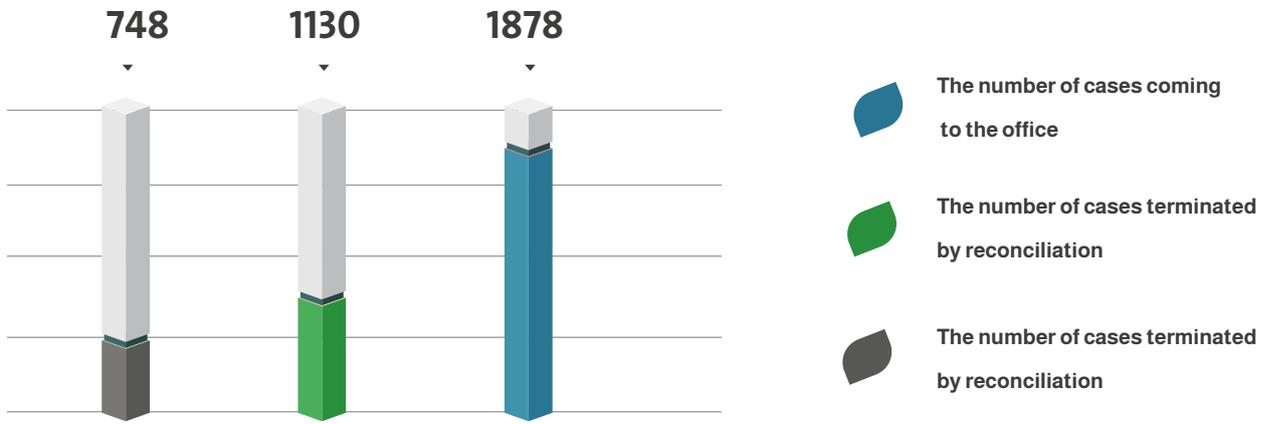


Diagram No. (15)

1-8 : Classification of the incoming problems Classification of problems according to the type of service provided

Diagram showing the type of counseling according to the classification of family problems

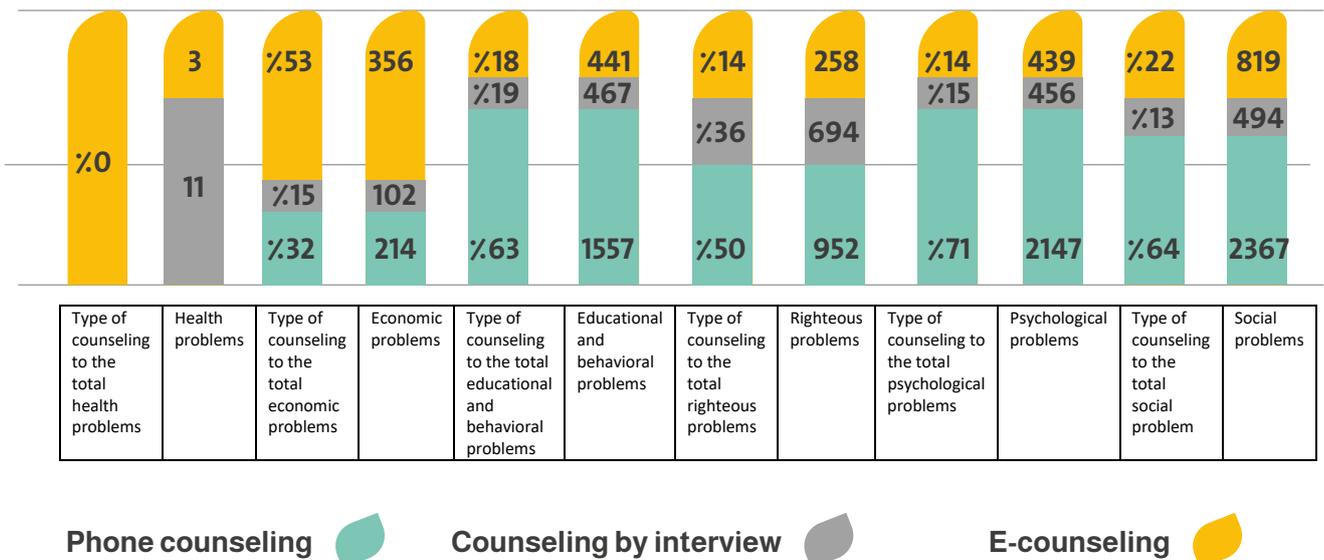


Diagram No. (16)

1-8-1 : Social problems

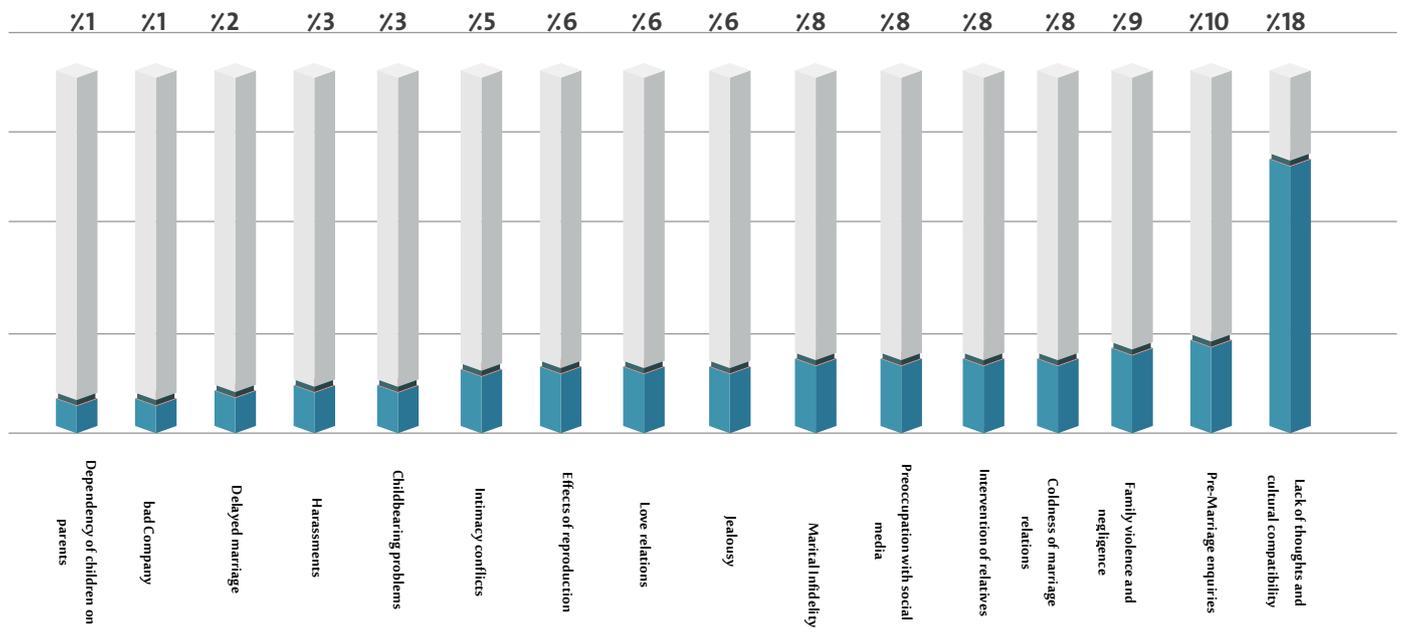


Diagram No. (17)

1-8-2 : Psychological problems

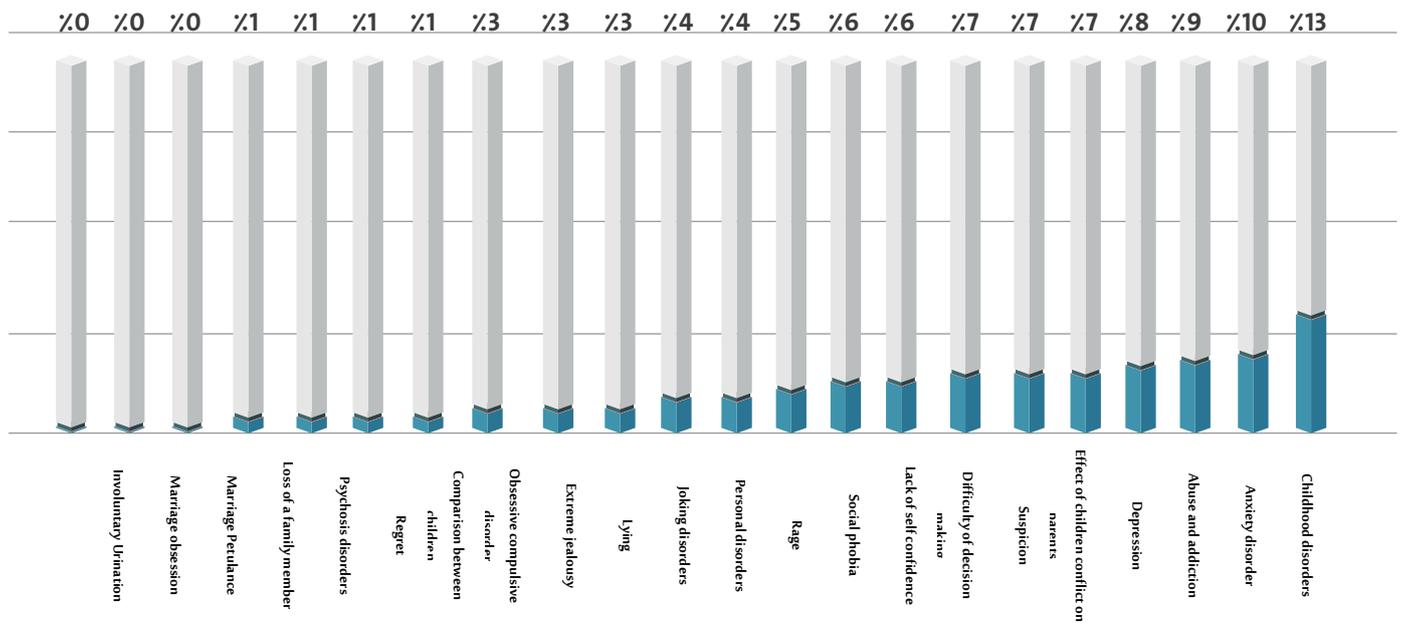


Diagram No. (18)

1-8-3: Human rights problems

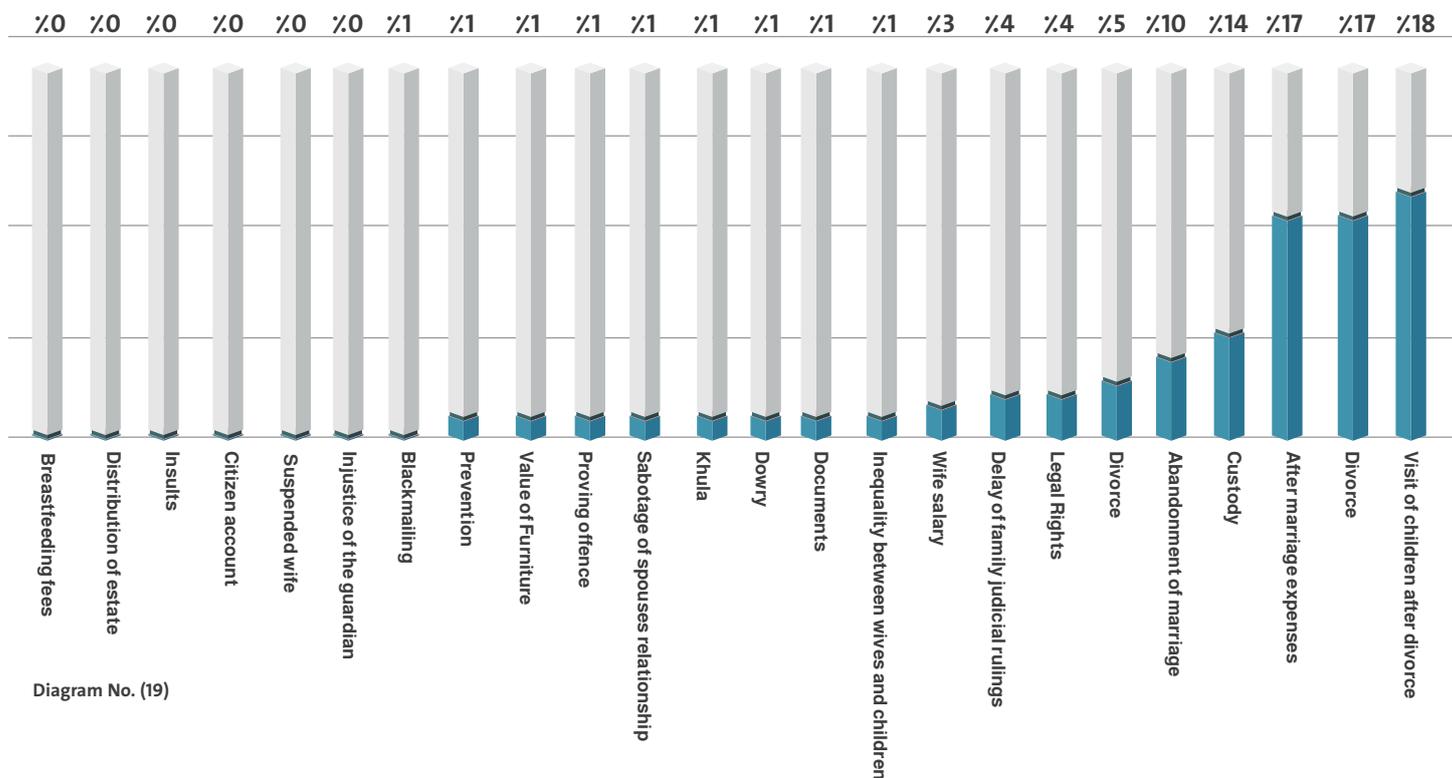


Diagram No. (19)

1-8-4: Educational and behavioral problems

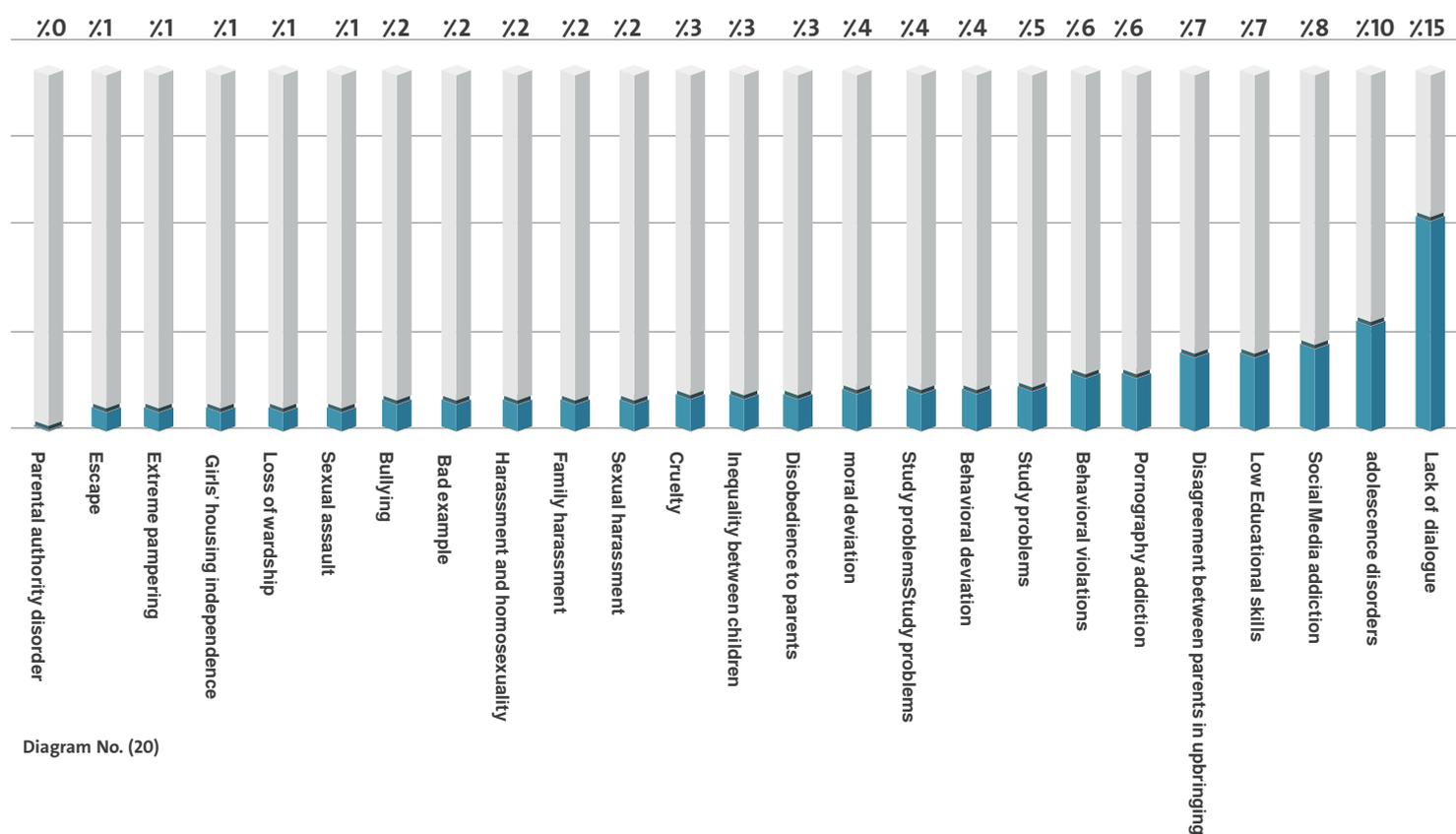


Diagram No. (20)

1-8-5: Economic problems

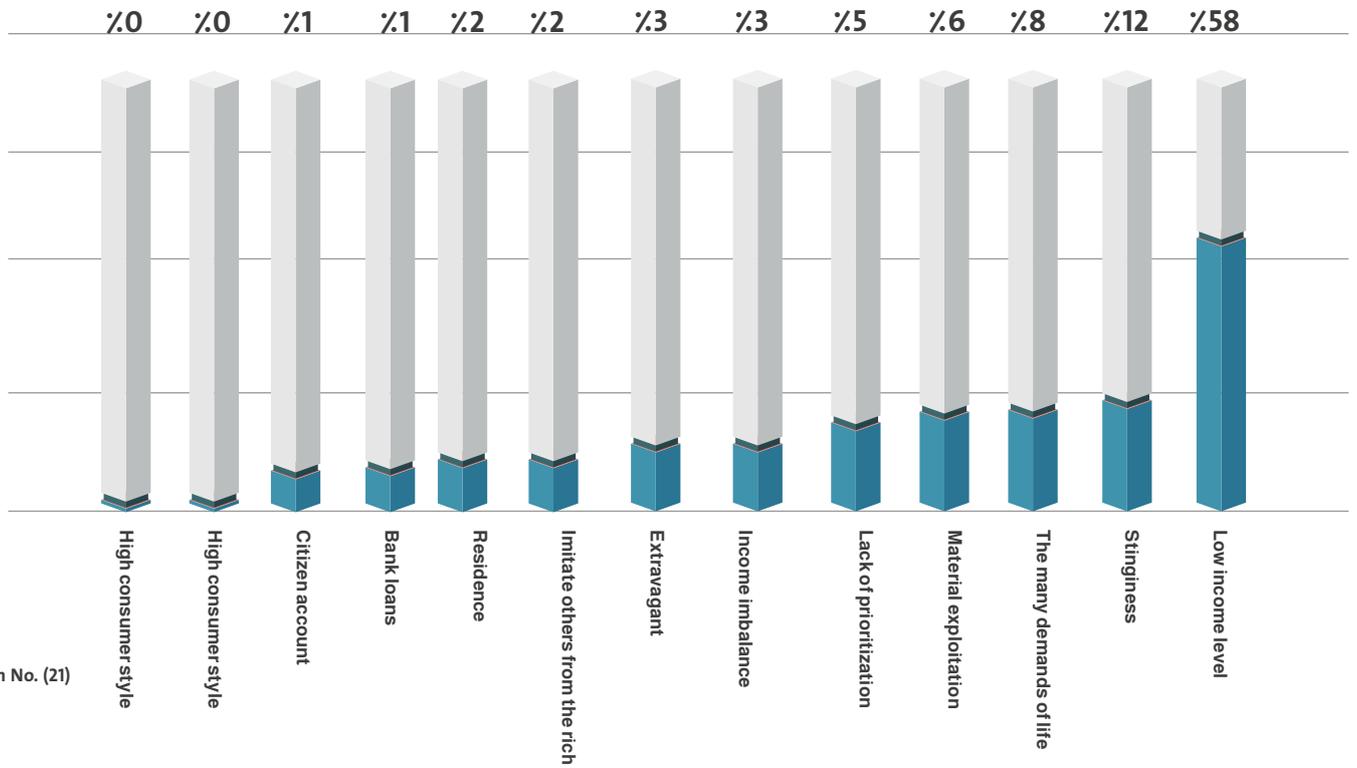


Diagram No. (21)

1-8-6: Health problems

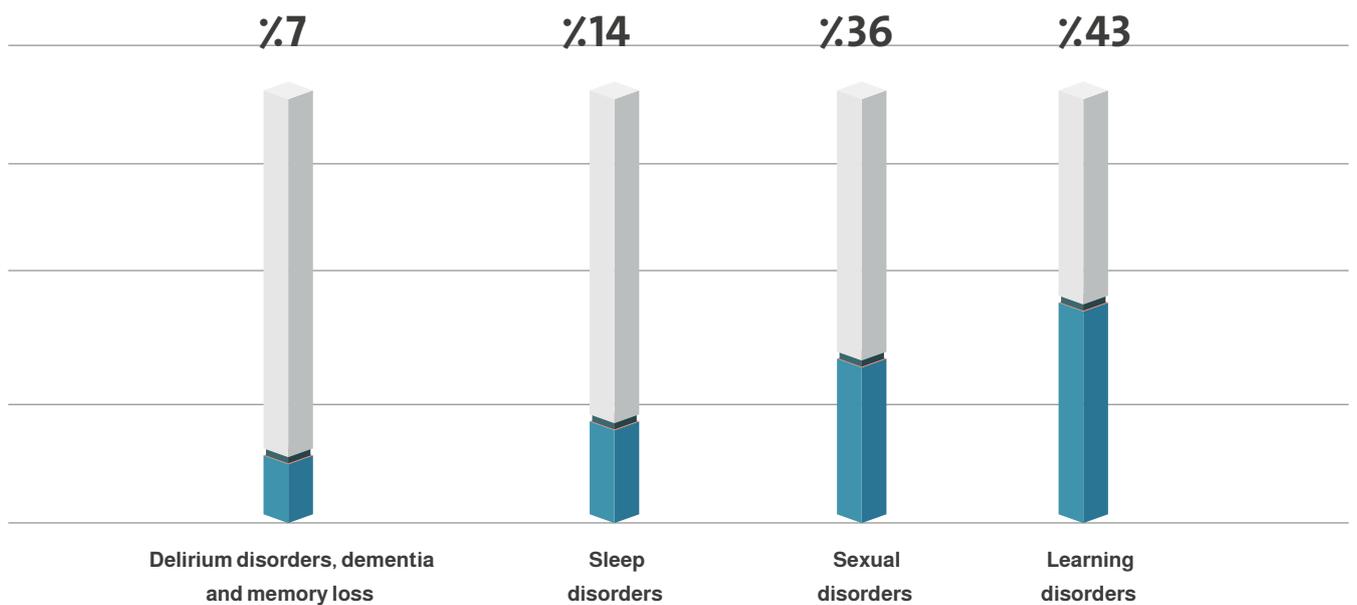


Diagram No. (22)

1-8-7: Classifying family problems received by reconciliation offices

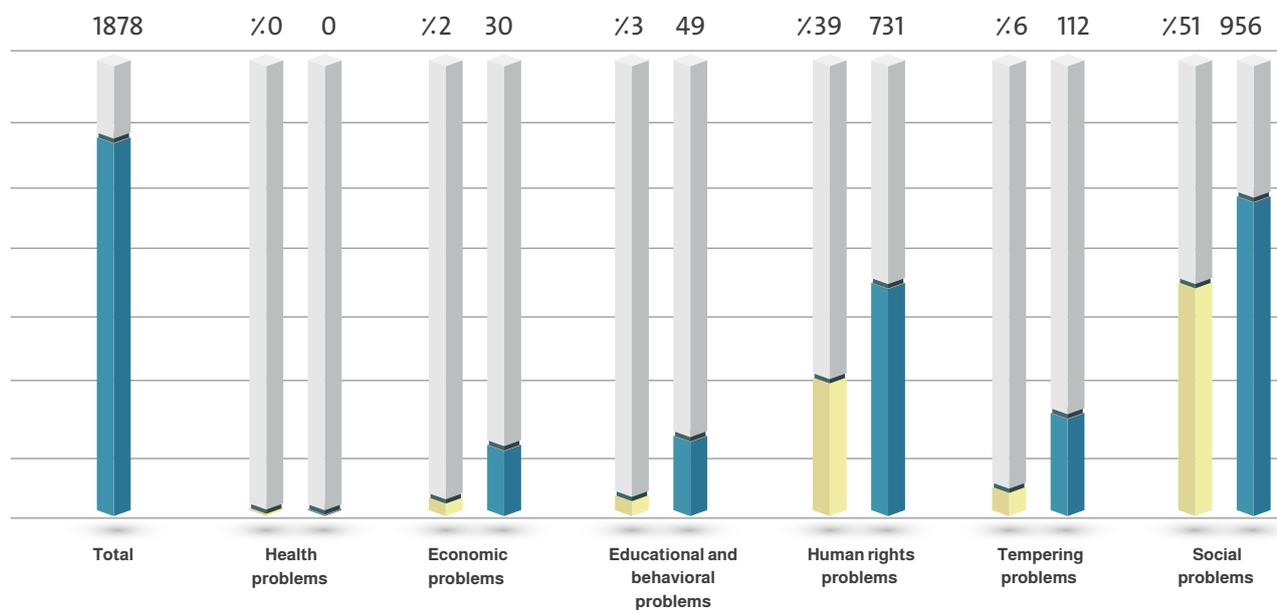


Diagram No. (23)

النسبة

العدد



program **MAHARAH**
for family counseling and the conflict resolution





MAHARAH

program to enhance the quality of family life skills

The program of enhancing family quality of life skills aims to contribute to achieving family happiness as one of the most important components of the quality of life program, which is not complete until the psychological and community health of the individual and the family is complete, by strengthening family ties and providing the family with success factors that contribute to achieving balance and family and financial stability and enhancing values Family among children, teaching parents the skills of solving family problems, planning and effective communication to achieve family cohesion that contributes to providing a safe and stable environment for children. The program also aims to develop the skills of marital readiness, choosing a life partner, and acquiring positive skills and personal responsibility to build a stable and influential family capable of facing challenges. And societal variables.



19,870

Training services

19,415

male and female beneficiaries

1620

Training Hours

270

Training Courses

%.24

beneficiary by the partnerships

2-1: Impact of the program

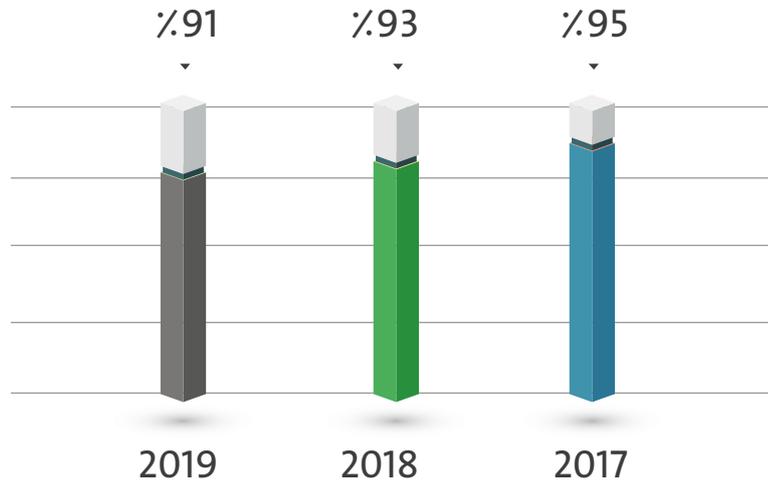
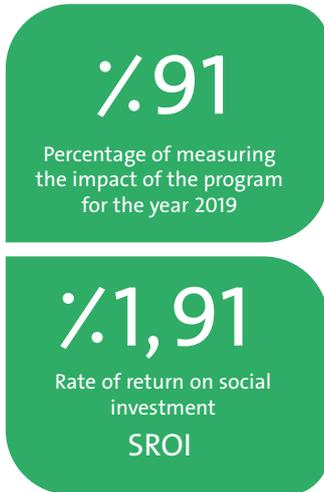


Diagram No. (24)

2-2: results

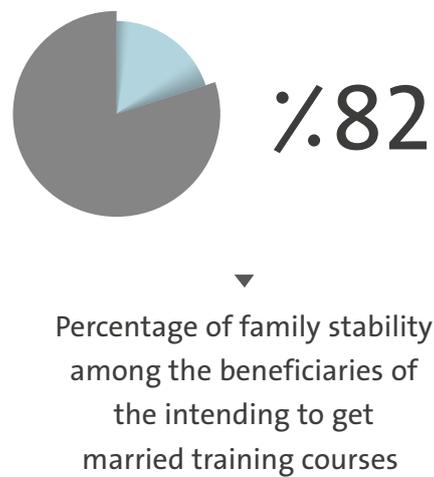
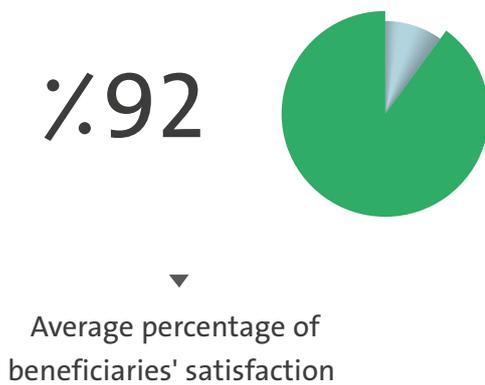


Diagram No. (25)

2-3: Outputs

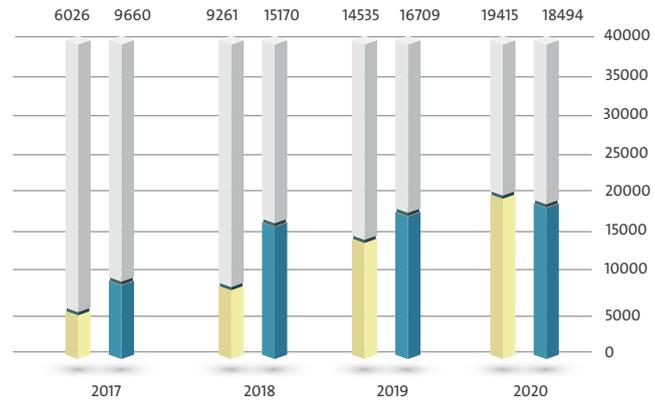
104,97%
Achievement percentage
of the target



Women
percentage



Men
percentage

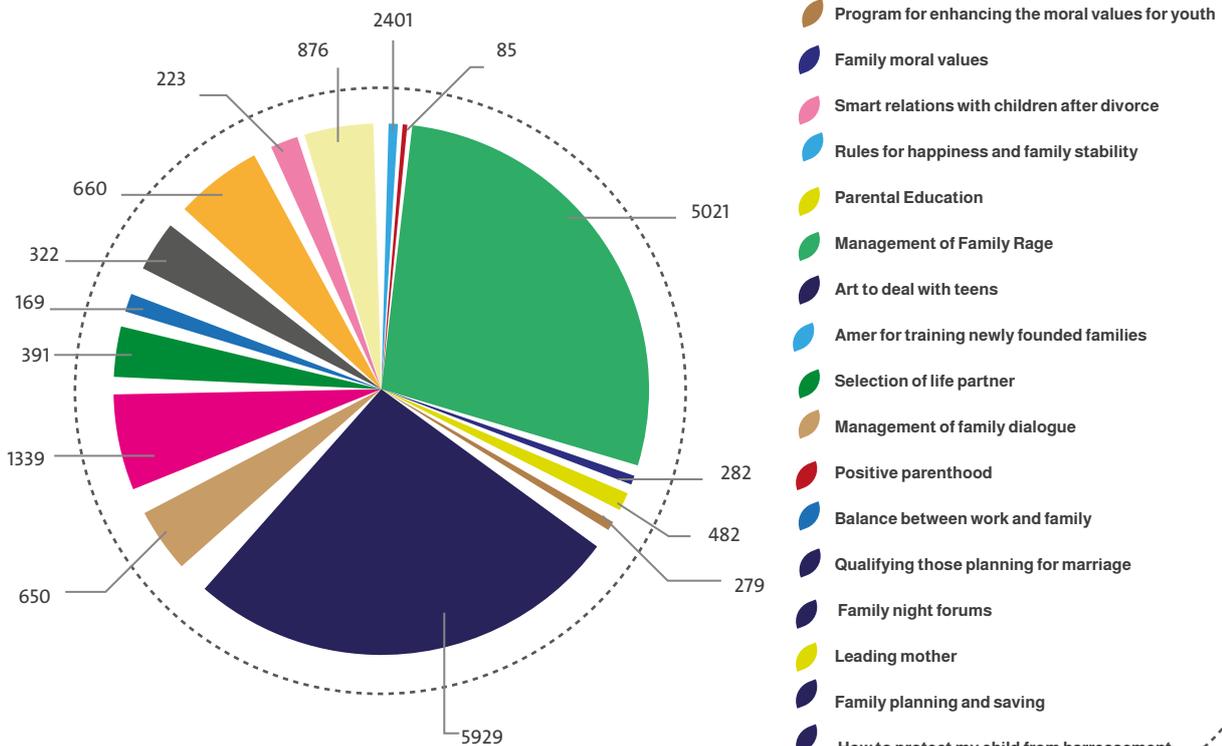


شكل رقم 26

Targeted

Achieved

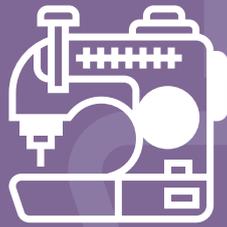
3-3: Training programs performance



شكل رقم 27

It's the electronic training initiative empowered by Al-Mawaddah Association for Family development in partnership with Mohamed and Abdullah Ibrahim Al-Sebiey Charity Association for qualifying those who are about to marry through online means and empowering them through a number of aspects. This is achieved through providing them with the knowledge and skills to establish a family with sufficient amount of self, social and cultural consciousness in order to take part in establishing stable society besides the creation of generation of conscious families in addition to setting empowered social structure that has the complete understanding about marriage, and how to build successful relationships, the way to financially plan to marriage. This is in addition to the family financial management and savings. They need to understand the nature of relation, how to build them besides understanding the nature of sexual relation between the husband and wife, how to upbringing the children, understanding the other's personality and psychological status and how to deal with him. They are educated also about family skills that enhance their participations in the society in a way that participates in establishing stable family since its inception until reaching a stable, happy and empowered family.





program **AI HAYAT**

program to to empower women





أكاديمية الحياة لتمكين المرأة
Al hayat Academy for Women's Empowerment

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



88

Course

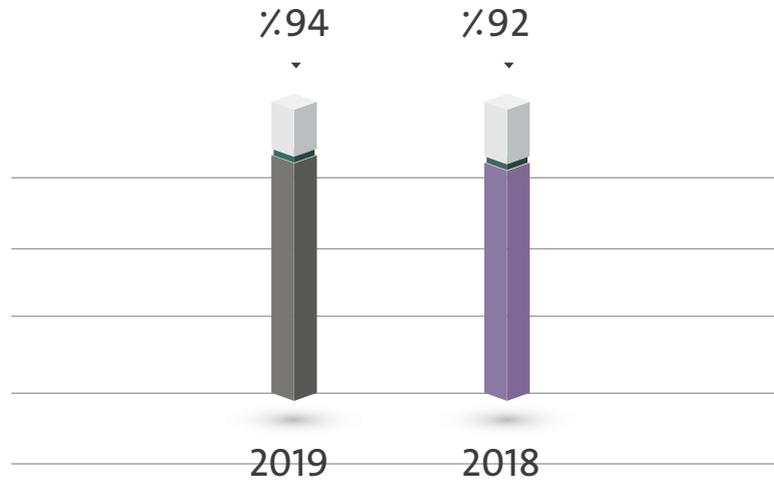
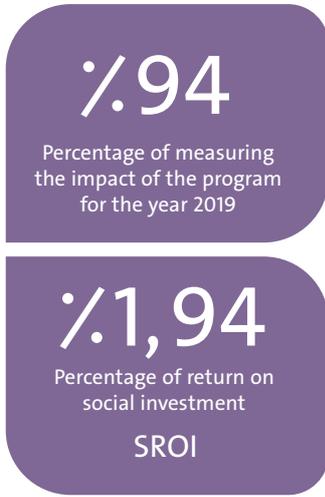
4,773

Beneficiary

1,369

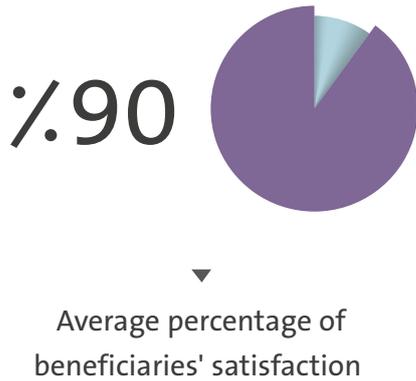
Training hours

3-1: Impact of the program



2017 so there was no impact measurement for the year ,2018 Note: The Academy was established in the year

3-2: Results



Women
Empowered school canteen management skills

3-3: Outputs

%203 Achievement percentage of the target

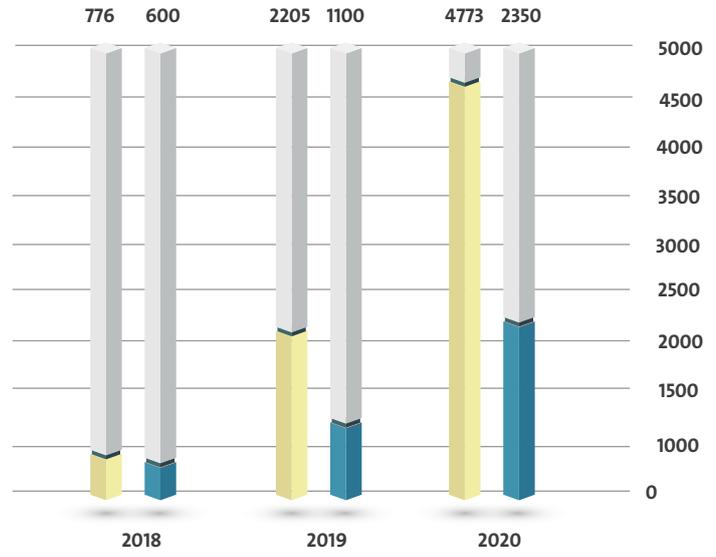


Diagram No. (30)

Targeted 

Achieved 



His Excellency the Deputy Minister of Human Resource and Social Development, Eng. Majid bin Abdul Rahim Al-Ghanmi, inaugurated the exhibition of transferred families from needed to productive, which was held by the AlMawaddah Society for Family Development in Makkah Al-Mukarramah region through the Life Academy initiative for the empowerment of women.





50

freelance documents
It was handed over to the
ladies who were trained and
rehabilitated at the Hayat
Academy



مؤسسة الحياة الخيرية



مؤسسة ابو غزالة الخيرية



شركة تمر



مؤسسة صالح بن حمزة
الصيرفي الخيرية



مؤسسة سالم بن محفوظ
الأهلية

919

Professionals have been trained



program **KFA'A**

program to rehabilitate and develop specialists





KFA'A

program to rehabilitate and develop specialists

According to the goal of the National Transformation Program in the rehabilitation of specialists, the program of rehabilitation and development of specialists came with the aim of pumping new blood and rehabilitating the best competencies of specialists in family affairs, through the preparation of the family reformer, the family mentor, the family trainer, the family researcher, the psychologist, the child behavior modification specialist and families according to the professional and ethical standards approved by the association



4-1: Results



4-3: Outputs

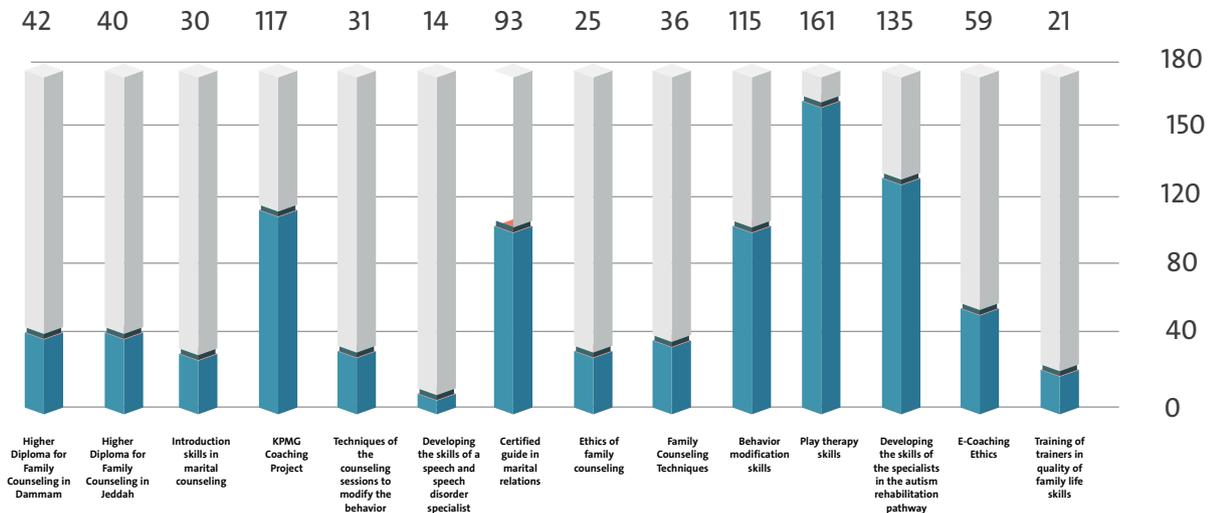


Diagram No. (31)

1-2-4: Training program for 120 Trainer



Design nomination criteria and interview work

Before and after exams

Training

120 Counseling Trainer were qualified as part of the 5000 guides qualification project kingdom-wide in cooperation with Ministry of Human Resources and KPMG Company

4-2-2: دبلوم الإرشاد الأسري

82

Male and female beneficiary of a family

40

Male and female student in Jeddah

42

A male and female student in the eastern region, in cooperation with the Weam Association



3-2-4: Comparison of achievement from goal

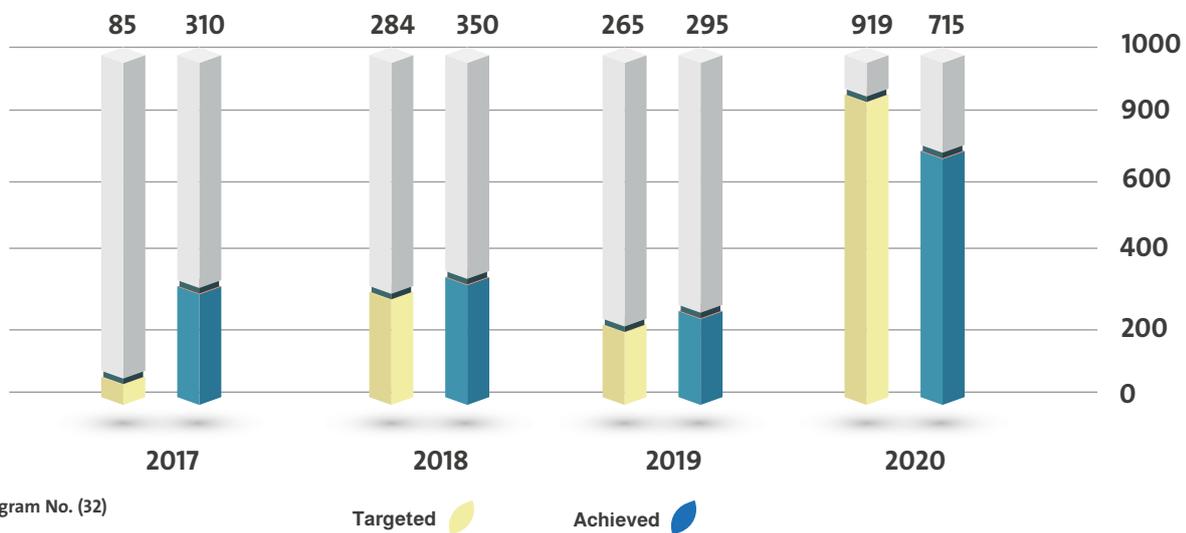


Diagram No. (32)



Women Percentage



Men Percentage

128%

Achievement percentage of the target

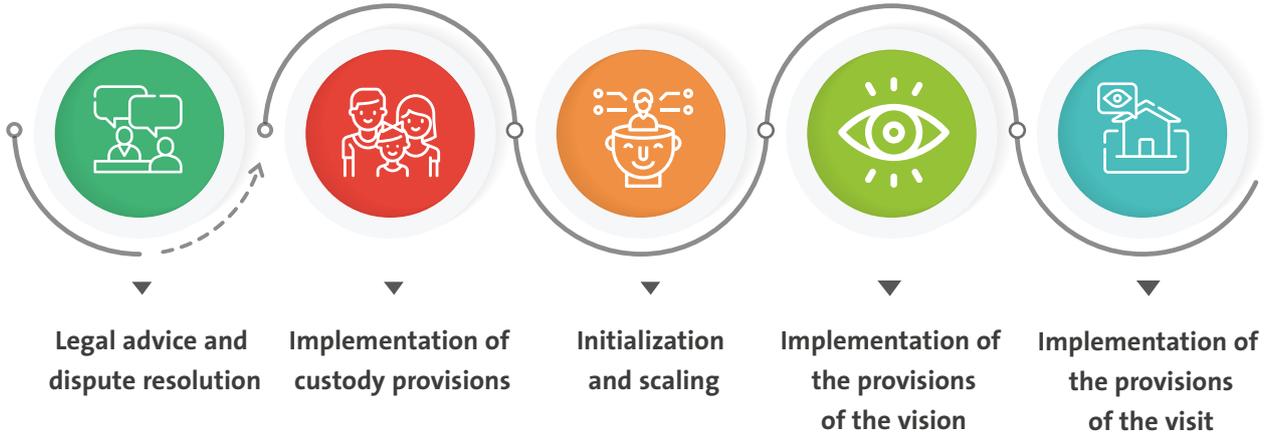


program **SHAML**

program to implement the provisions of the vision and visit



انطلقت المبادرة لإيجاد بيئة مكانية آمنة ومستقرة لأبناء الأسر المنفصلة والمتنازعة في الحضانة لتنفيذ أحكام الرؤية والزيارة الصادرة بالشراكة مع وزارة العدل عبر محاكم الأحوال الشخصية ومحاكم التنفيذ ولتكون بيئة بديلة عن بيئة مراكز الشرطة والحقوق المدنية.



Partners



5-1: Impact of the program

%.67

Percentage of measuring the impact of the program 2019 for the year

%.1,67

Percentage of return on social investment

SROI

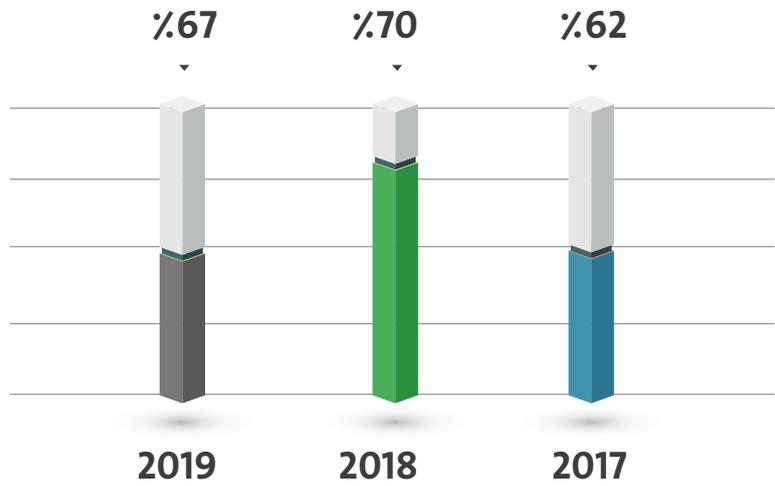
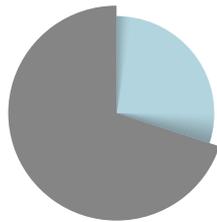


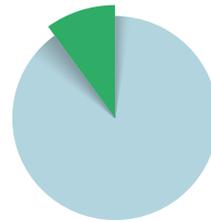
Diagram No. (33)

5-2: Results

%.72



Average percentage of beneficiaries' satisfaction



%.7

Percentage of conflict resolution between separated families

Diagram No. (34)

2,512

Children have benefited from orientation and progression services

5-3: Outputs

5-4-1: مقارنة عدد المستفيدين

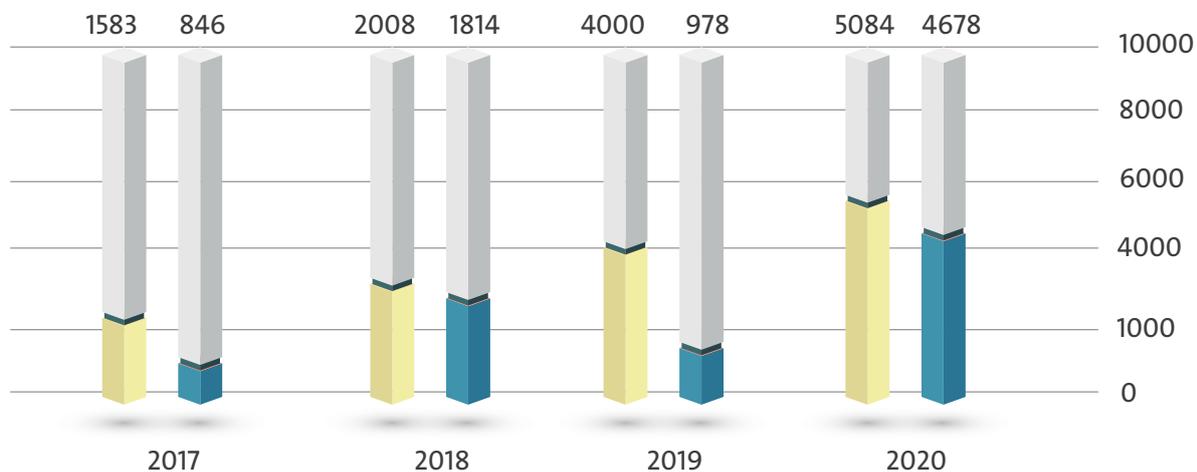


Diagram No. (35)

Targeted

Achieved

2-4-5: Number of beneficiaries according to type of service:

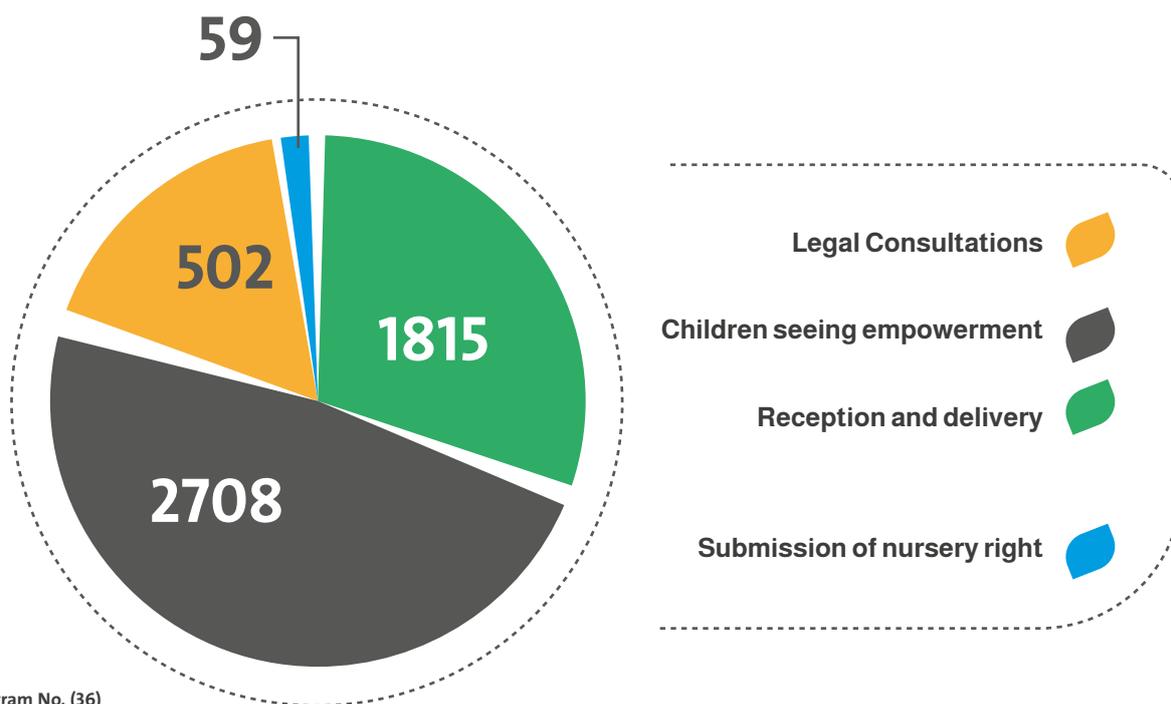
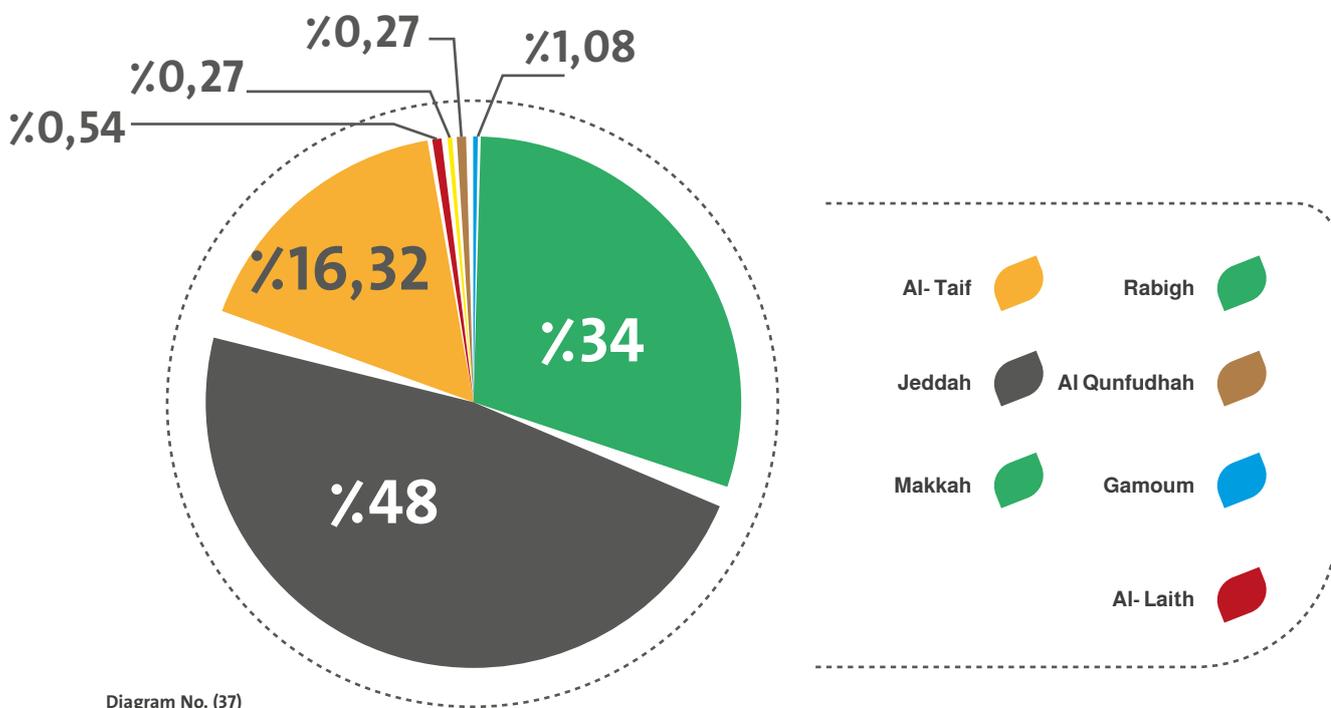


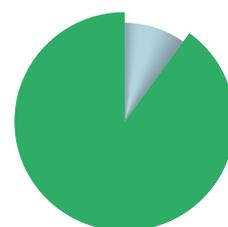
Diagram No. (36)

3-4-5: Geographical distribution of the beneficiaries



5-4-4: تقييم الجودة وفق معايير وزارة الموارد البشرية والتنمية الاجتماعية

متوسط تقييم الجودة وفق معايير وزارة الموارد البشرية والتنمية الاجتماعية



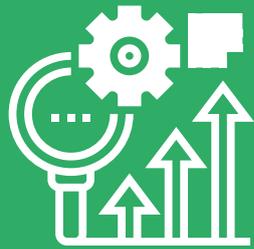
91,20%

5-4-5: Entertainment activities for children of separated families



24

An event in the
Makkah region



program **MUASHIR**

Program for Family Policy Design and Research





MUASHIR

Program for Family Policy Design and Research

6-1: The impact of the program

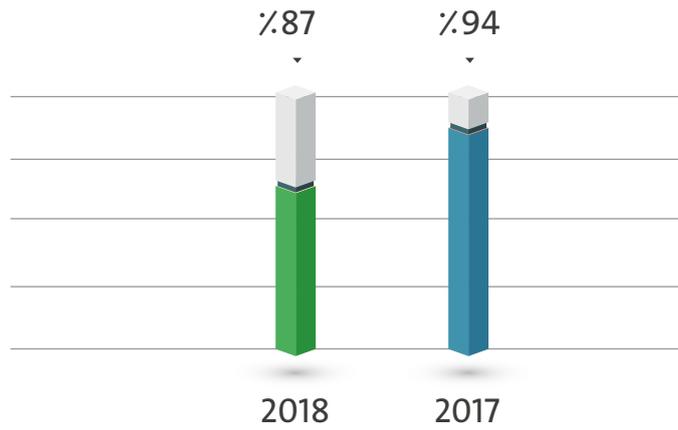


Diagram No. (38)

2-6: Outputs

2-6-1: Development of training packages and curricula



| Partner | Portfolio Address | |
|--|---|---|
| Ministry of Justice | Family Arbitration Skills Portfolio | |
| | Portfolio of patterns of dealers in Shaml centers | |
| | Positive Parenting Portfolio | |
| | Procedural guide portfolio for managing Shaml centers | |
| | Play therapy skills Portfolio | |
| Ministry of Human Resources and Social Development | The national Portfolio for the rehabilitation of those coming to marriage | |
| Abdul Aziz Al-Jomaih Foundation | Family financial planning and savings Portfolio | |
| 2020 Approved portfolio by the operational plan | Life partner choice Portfolio | |
| | The art of dealing with teenagers Portfolio | |
| | Portfolio about how do I protect my child from harassment | |
| | Portfolio about rules of stability and family happiness | |
| | Family Emotion Management Portfolio | |
| | Portfolio of relationship skills with children after the separation | |
| | El Wedad Charitable Society | Rehabilitation of the family to embrace children of unknown parents |

6-3: Family studies



Study title

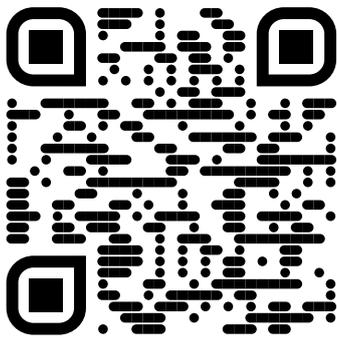
Studying the pscholoical and social motives that may lead to increasing the consumer behavior of the Saudi family

Analysis of the family-related curriculum in Saudi Universities

Report about the marriage and divorce rates in KSA

Studying the social effect of Al- Mawaddah Association AD programs2019

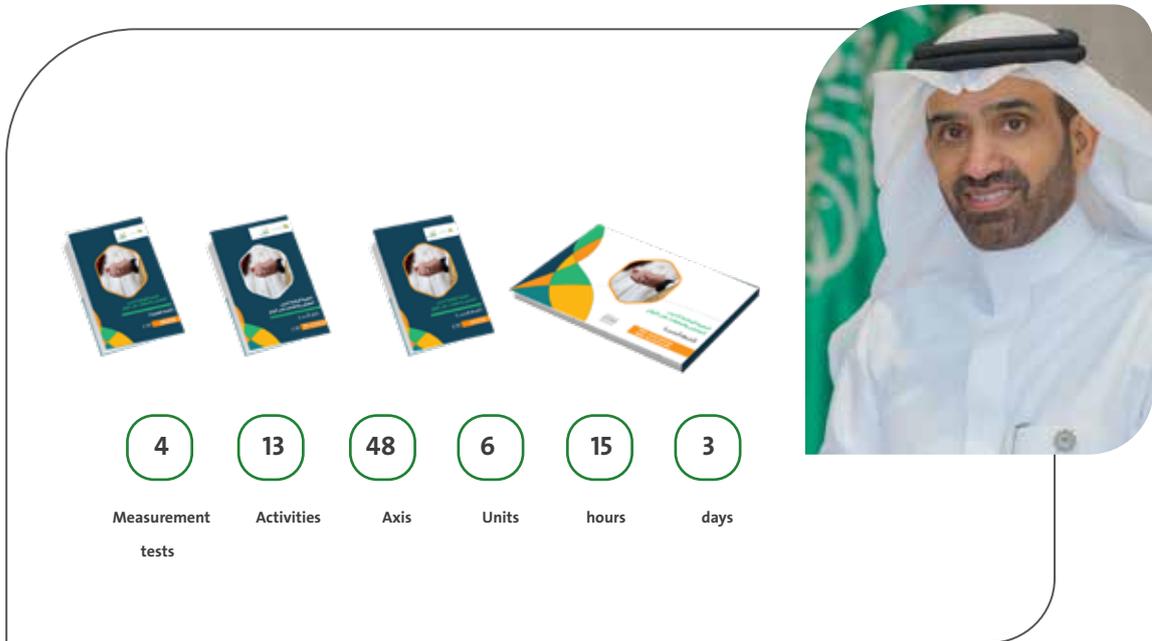
The launch of the thermal map to study the needs of the family in Makkah Al-Mukarramah region His Royal Highness Prince Khaled Al-Faisal inaugurates the thermal map for the project to study the needs of the family in Makkah Al-Mukarramah region



للدخول على موقع الخارطة الحرارية



6-3: Authentication of the developed national portfolio for getting ready for marriage



4
Measurement tests

13
Activities

48
Axis

6
Units

15
hours

3
days

Letter from the Undersecretary for Development to thank for preparing the National Portfolio for preparing the upcoming to marriage



وزارة الموارد البشرية والتنمية الاجتماعية
المملكة العربية السعودية

1441/11/19

His Excellency, the Chairman of the Board of Directors of AlMawaddah Society for Family Development in Makkah Al-Mukarramah Region, may God bless him,

Peace, mercy and blessings of God,

With reference to the Minister's approval of the "Training Portfolio of upcoming to marriage Marriage, which is supervised by the agency and carried out by the association with the participation of more than (50) competent bodies and (100) academics, and (4) family development associations have contributed to its arbitration,

The Community Development Agency is pleased to thank you and the members of the board of directors and workers in the association and all those involved in preparing this portfolio by family development agencies and associations and academics, wishing all success.

Please accept my best regards and appreciation

Deputy Minister for Community Development

Ahmed bin Saleh bin Majid



program **HEMAYA**

Family Protection from Violence Program

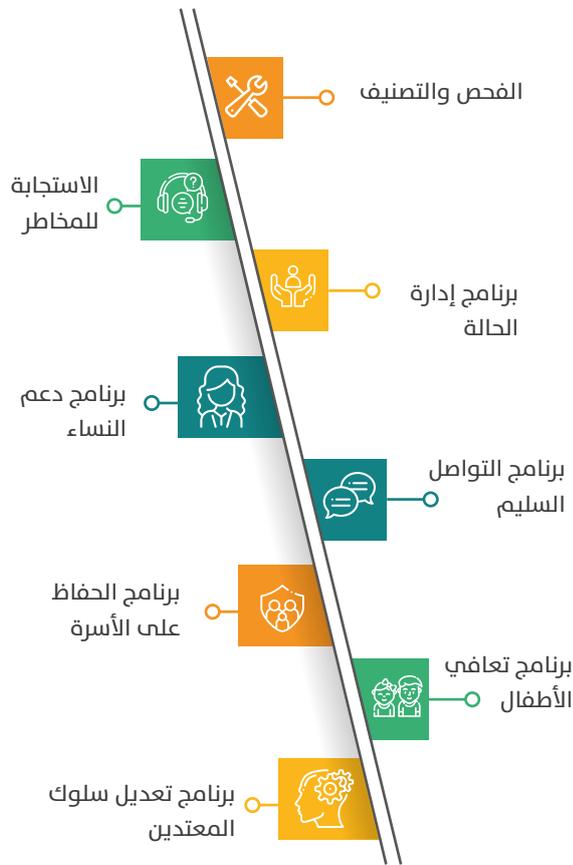




HEMAYA

Family Protection from Violence Program

The program aims to identify and support women who experience violence early before the escalation of the situation, to secure and protect women and children, to provide high and immediate support for critical cases, to provide programs that provide intensive services to women, children, families and abusers, and to ensure that women and children recover from the experience of domestic violence



3-7 Family Protection:

72,20%

نسبة رضا المستفيدين

72,96%

Case suspensions percentage

An indicative table of the numbers of reports and services provided since the start of the implementation of the service by the association)

6-3: Family studies

921

Service

577

Total number of beneficiaries



%10



%40



%50

| Month | Services provided | The number of beneficiaries | Referrals for programs | Reports in progress | Closed Reports | New Reports |
|---------|-------------------|-----------------------------|------------------------|---------------------|----------------|-------------|
| October | 83 | 76 | 23 | 63 | 47 | 110 |
| Nov | 420 | 244 | 34 | 34 | 170 | 340 |
| Dec | 418 | 257 | 19 | 151 | 204 | 313 |
| Total | 921 | 257 | 76 | 384 | 421 | 763 |

The type of violence refers to the total cases of violence

Table No. (5)

Diagram No. (39)

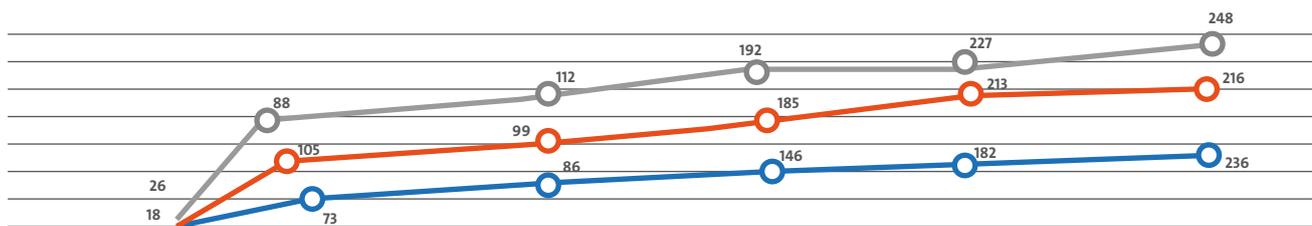
October

Nov

Dec



The type of violence contained in months



ديسمبر
نوفمبر
أكتوبر

| الجنسي | الإهمال | تهديد بالقتل | لفظي | نفسية | جسدي |
|--------|---------|--------------|------|-------|------|
| 26 | 88 | 112 | 192 | 227 | 248 |
| 18 | 105 | 99 | 185 | 213 | 216 |
| 11 | 73 | 86 | 146 | 182 | 236 |

Diagram No. (40)

Number of reports of violence received by months



| الجنسي | الإهمال | تهديد بالقتل | لفظي | نفسية | جسدي |
|--------|---------|--------------|------|-------|------|
| 26 | 88 | 112 | 192 | 227 | 248 |

Diagram No. (41)

9: Scientific participations in the scientific meetings and forums

| # | Participation |
|---|--|
| 1 | “Strategic transformation of Mawaddah in crisis management” |
| 2 | Participation in Family Forum through a research paper entitled |
| 3 | Family development workshops - Opportunities and challenges |
| 4 | Three Diwan meetings for the non-profitable sector |
| 5 | Saudi Family and future view” Conference” |
| 6 | Mawaddah experience in strategic planning and performance management |

Table No. (6)



Family development workshops - Opportunities and challenges



Participation in Family Forum through a research paper entitled



Three Diwan meetings for the non-profitable sector



Saudi Family and future view” Conference



Mawaddah experience in strategic planning and performance management



Strategic transformation of” Mawaddah in crisis management



program **EDRAAK**

The Family Awareness Program





EDRAAK

The Family Awareness Program

The family awareness program carries out many family activities through awareness campaigns, mobile exhibitions and media presence on social media to spread awareness of the importance of the family and how to face challenges and introduce the services and programs of the association through the following means



6-3: Family studies



| الأدلة التوعوية | |
|--|---|
| الجدول اليومي للأسرة | 1 |
| الألعاب والأنشطة الترفيهية للأسرة | 2 |
| 10 سؤال وجواب من واقع الاستشارات الإلكترونية | 3 |
| 15 فكرة لأنشطة تمارسها الأسرة في المنزل خلال العيد | 4 |
| ساعة من المجتمع من ذاكرة مستشار أسري | 5 |
| دليل الأسرة في رمضان | 6 |
| أفكار للأسرة في اليوم الوطني | 7 |

Table No. (8)




261
Awareness infographic




306
Awareness Message




4
Awareness competitions



40
Awareness evening



30
Awareness Podcast Episode



20
Video



| # | Night forum name | Speakers |
|----|---|-----------------------------|
| 1 | Family harmony | Dr. Awad Merdah |
| 2 | Overcoming co-education challenges after divorce | Mr. Bayan Massoud |
| 3 | Making of family success | Mr. Nawaf Al- Qaidy |
| 4 | Positive dialogue skills in solving family problems | Mr. Rady Al- Harby |
| 5 | Management of children temper tantrums | Mrs. Amira Abu Gazia |
| 6 | Family time management | Ms. Mounira Al- Massoud |
| 7 | Family Mental Fitness | Ms. Ashwaq Al- Nahdi |
| 8 | Family planning of economic aspects | Saleh Al- Qurany |
| 9 | Management of psychological Pressures | Prof. Al- Hussein Al- sayed |
| 10 | Family life quality | Prof. Magdy Bokhari |
| 11 | Emotional intelligence in marriage life | Ms. Amna Maslouf |
| 12 | Family psychological health | Prof. Saed Al- Ansary |
| 13 | Successful education within the family | Prof. Hanady Al- Shamrany |
| 14 | Children attitude enhancement skills and techniques | Mr. Bayan Massoud |
| 15 | Children disorders during crisis | Ms. Amira Abu Jazzia |
| 16 | Family problems and solutions | Prof. Fayez Al- Sahly |
| 17 | Positivity in family relation | Mr. Saad Fahid |
| 18 | Family Relations Techniques | Ms. Ashwaq Al- Nahdy |
| 19 | Psychological stability | Handai Al- Shamrani |

| # | Night forum name | Speakers |
|----|---|--|
| 20 | Family positivity | Prof. Anas Zaraa |
| 21 | Family Containment skills | Mr. Mohamed Al- Nashery |
| 22 | Family abuse and its effect on woman and child | Mr. Ali Al-Zahrani |
| 23 | Childhood disorders during crisi time | Ms. Amira Abu Jazia |
| 24 | Our children and e-games addiction | Abdul Aziz Al Hamady Prof. Mohamed Al- Makssawy Prof. Khaled Al- Otiby |
| 25 | Addition and its psychological effect on family | Prof. Asia Ben Mahfouz |
| 26 | How to overcome the family psychological crisi | Prof. Khaled Al- Otieby |
| 27 | Psychological feelings after seperation | Mr. Khaled Sedy |
| 28 | Family and psychological stability | Prof. Nawaf Al- Harethy |
| 29 | Psychological differences between man and woamn in marriage | Mr. Torki Khan |
| 30 | Family financial management | Eng. Helmi Nato |
| 31 | Family leadership | Mr. Mohamed Al- Zahrani |
| 32 | Utism-Child charectristics and his qualification | Prof. Hanan Massoud |
| 33 | How to protect my son from harressement | Mr. Osama Al- Jamee |
| 34 | How to renew the marriage life routine | Pro. Asia ben Mahfouz |
| 35 | How to protect family members of depression | Prof. Mohamed Al- Maksawy |
| 36 | How to protect our children from homosexuality | Mr. Osama Al- Jamee |
| 37 | Effect of social media platforms on marriage life | Prof. Khaled Sedy |

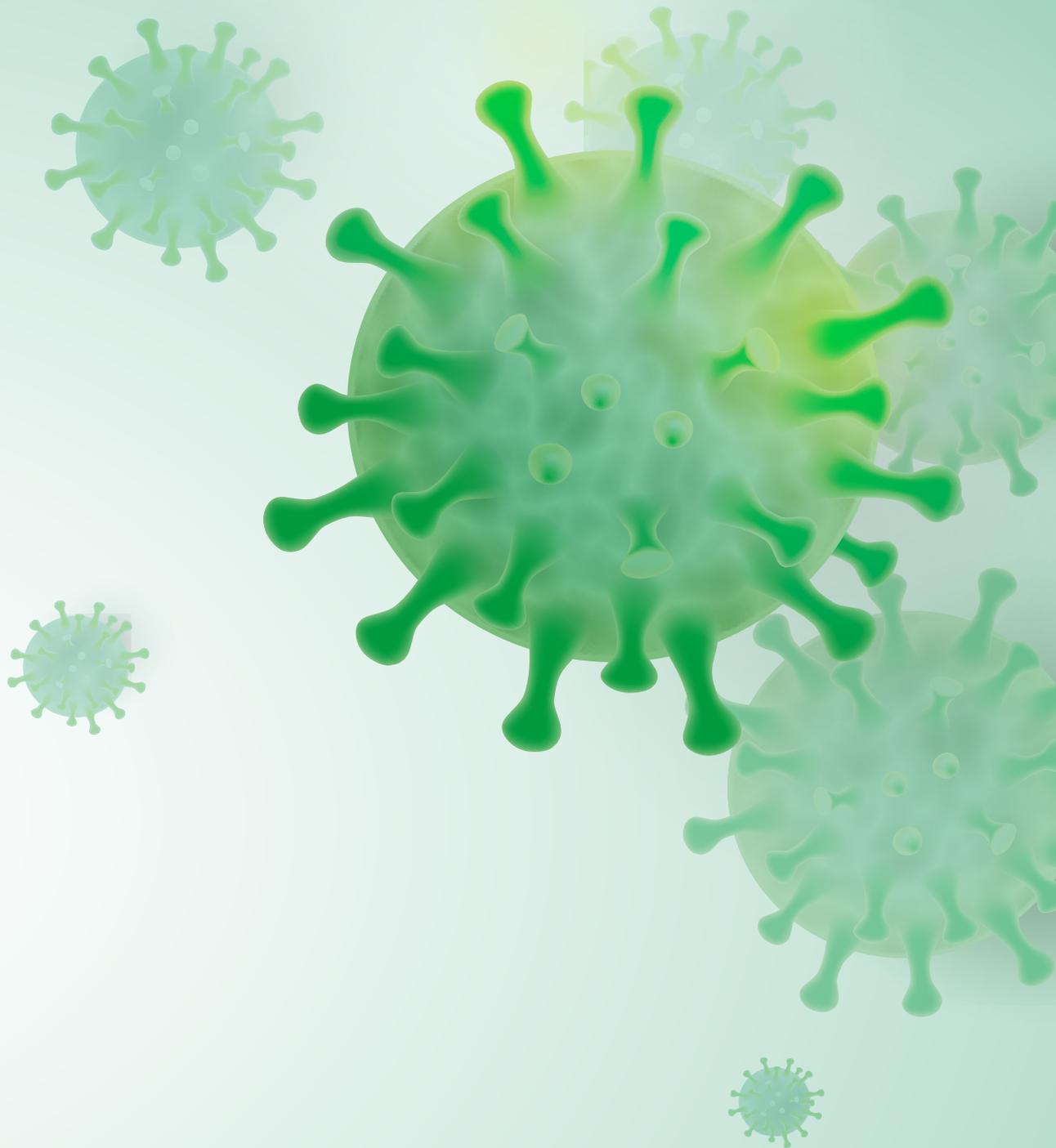
| # | Night forum name | Speakers |
|----|--|---|
| 38 | Enhancement of awareness in dealing with children | Prof. Asia ben Mahfouz Mr. Bayan Massoud Ms. Amira Abu Jazia Mr. Mohamed Al- Lami Ms. Hanan Al- Itan Mr. Mohamed Al- Nashery |
| 39 | Effect of violance against woman on family stability | Mr. Bayan Zahran Prof. Al- Hassan Al- sayed Prof- Hanady Al-Shahrany Mr. Bayan Massoud Mr. Omar Makssoud |
| 40 | Disability between challenge and merger | Prof. Khaled Idris Prof. Nermine Kotb Ms. Maysoon Al- Hafez Mr. Abdul Majed Al- Emary Ms. Amira Abu Jazia |

10-2:Results

13817924

Viewer of the awareness products

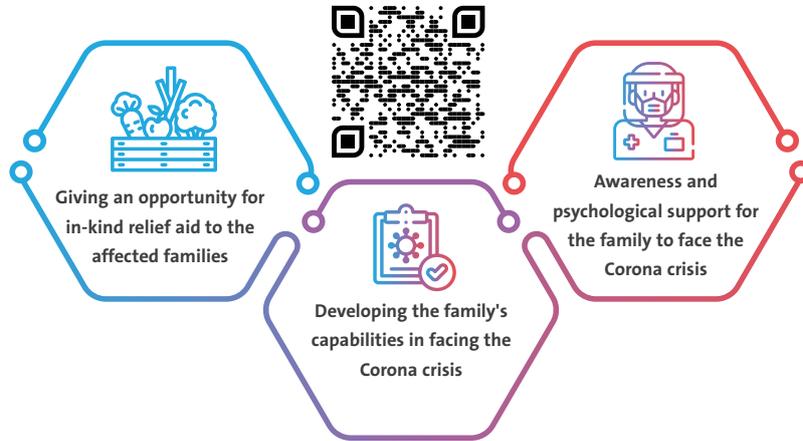




**A campaign to help families affected
by a pandemic**

Covid19-

Campaign to help families affected by the Covid-19 pandemic Campaign initiatives



Campaign to help families affected by the Covid-19 pandemic Campaign initiatives

Prince Mishaal bin Majid honors the association for its efforts in the Corona pandemic



1
The association wins first place in the most active accounts during the period of the Corona crisis



| الجمعية الخيرية | | النسبة المئوية | عدد الحسابات النشطة | عدد المتطوعين |
|-----------------------------|---|----------------|---------------------|---------------|
| جمعية الخيرية (Association) | 1 | 78% | 47,388 | 162 |
| جمعية الخيرية (Association) | 2 | 63% | 212,951 | 51 |
| جمعية الخيرية (Association) | 3 | 62% | 438,780 | 43 |
| جمعية الخيرية (Association) | 4 | 57% | 126,792 | 19 |
| جمعية الخيرية (Association) | 5 | 56% | 20,514 | 22 |



مجلس الجمعيات الأهلية
Council of NGOs



Almawaddah donations during the crisis



Summary of our Programmed Impact

Download the
effect booklet



-8 Measuring the impact of services for the year 2019

The association measures the social impact and return on investment for the society's services according to the SROI methodology. The study included four programs, namely:

- Family training
- Family counseling and reform
- Shaml to implement the provisions of the vision and visit
- Hayat Academy for Women Empowerment

SRL **1,80**

The value of the social return on investment for every riyal

%80,7

The percentage of positive change among the beneficiaries of the society's services in the

1-8: Comparison of impact between programs

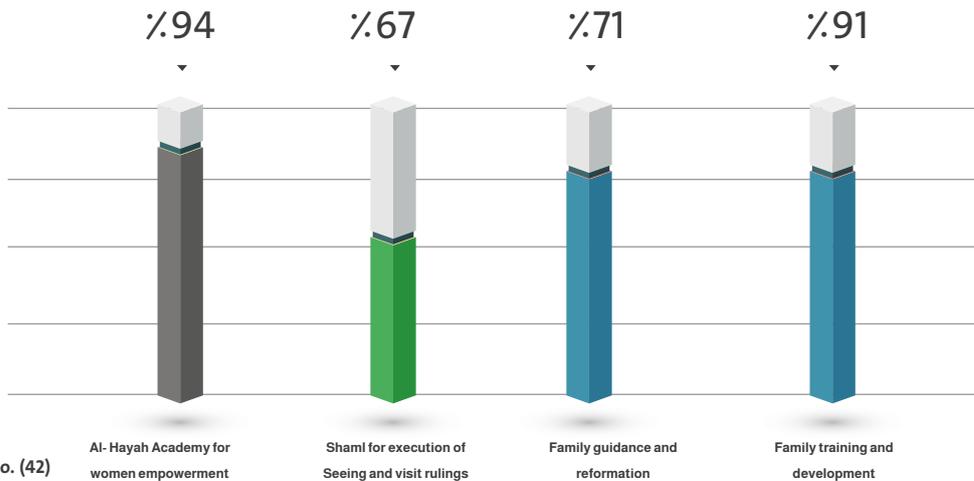


Diagram No. (42)

| Sr. | The Program | Program cost | Sample number | Social Impact Ratio | The value of the return on investment |
|--------------|--|-------------------|---------------|---------------------|---|
| 1 | Family training and development | 1,656,659 | 300 | %91 | 1,71 SAR |
| 2 | Family Counseling and Reform | 1,963,353 | 300 | %71 | 1,67 SAR |
| 3 | Included to implement the provisions of the vision and visit | 5,482,110 | 300 | %67 | 1,67 SAR |
| 4 | Life Academy for Women Empowerment | 1,245,094 | 300 | %94 | 1,94 SAR |
| Total | | 10,347,216 | 1200 | %81 | 1,81 SAR on the association's programs |

Table No. (6)

2-8: Comparison of the overall impact ratio between the years 2019-2018-2017

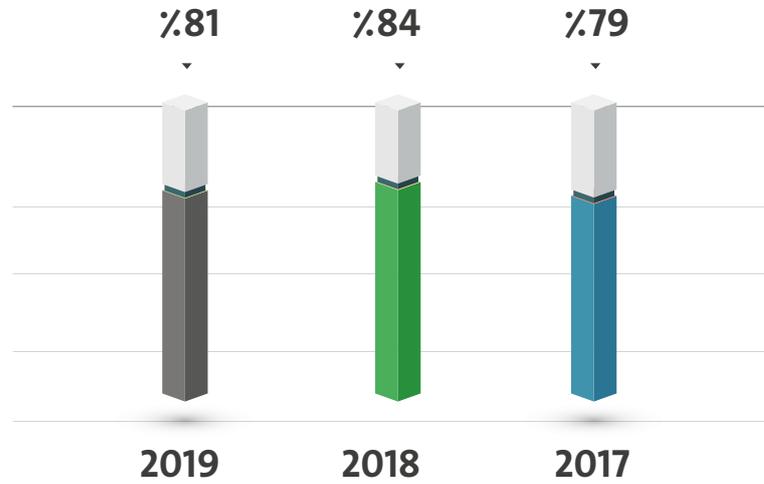
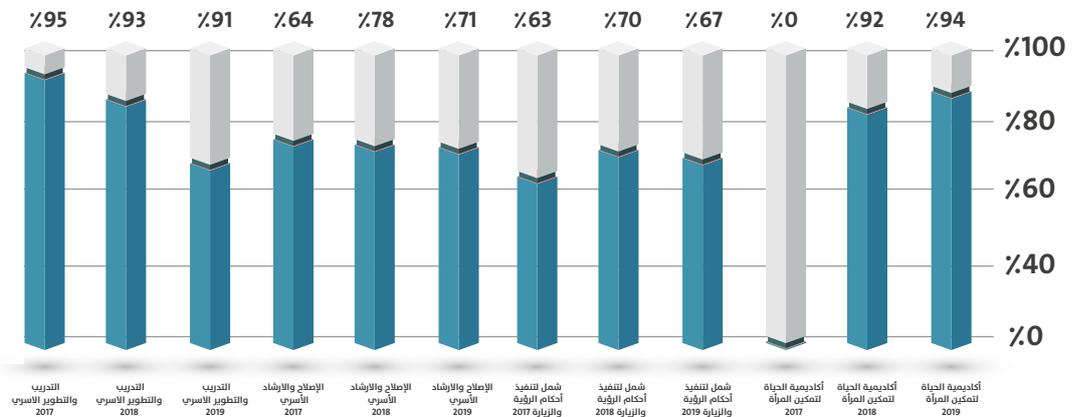


Diagram No. (43)

It is noted that the impact rate in the year 2017 was 79%, and there has been an increase in the percentage in the year 2018 AD, amounting to 84%, an increase of 5% over the previous year. As for the year 2019 AD, the impact rate reached 81%, a decrease of 3% from the previous year, and this decline is considered normal, as the difference in the impact ratio from year to year varies irregularly. There is a defect.

3-8: Comparison of the overall impact ratio between the years 2019-2018-2017 at the program level:



شكل رقم 44



%94

**Average Scorecard Performance
Of balanced Scorecard**

3

Institutional Performance



ماذا قالوا عنا في العام 2020

We thank the employees of AlMawaddah Society, their efforts exerted and their active role in serving and caring for the family in Makkah Al-Mukarramah region

His Royal Highness Prince

Khaled Al-Faisal

Adviser to the Custodian of the Two Holy Mosques, Governor of Makkah Al-Mukarramah Region



I was pleased and honored to visit AlMawaddah Society and the truth is that the programs and successes have been achieved, praise and gratitude be to God. This is thanks to God Almighty and then the hard and institutional work of the working team based on this distinguished association. I ask success from God to all my brothers and sisters who are in charge of this association, and from success to distinction and growth. Dr. Hisham bin Abdulrahman Al-Faleh
Undersecretary of the Ministry of Interior



I would like to congratulate Al-Mawaddah Society for winning the Excellence in Family Welfare Award. As well as obtaining the third place at the level of the Kingdom and the fourteenth place at the level of the Gulf Cooperation Council states as the best work organization, thank you and your workers for their efforts in this regard and look forward to continuing development.
His Royal Highness Prince Badr bin Sultan Al Abdulaziz
Deputy Emir of Makkah Al-Mukarramah Region



I was pleased with what I saw in the Al-Mawaddah Association for Family Development, where I found an honorable and solid building model that has a generous social impact. May God grant you success for everything that is good for the country and its people

Engineer Ahmed bin Saleh Al Majid
Undersecretary of the Ministry of Human Resources and Social Development



I congratulate the achievements of the Al-Mawaddah Association, which reflects the efforts made to develop and achieve the goals of the association, meet the needs of the beneficiary families, and provide services with an impact to contribute to the family's cough

His Excellency Eng. Majid bin Abdul Rahim Al-Ghanmi
Deputy Minister of Human Resources and Social Development for Social Development



I visited the Al-Mawaddah Association, and I found my heart blessed and looked at the statistics and figures, which prove the success of this association and its superiority in its field. May God reward those in charge of it with the best reward and benefit for their efforts

Sheikh Dr.
A'aidh Al Karani



I visited Al-Mawaddah Society for what I saw of work and effort, and I saw the extent of development and institutional work, and I also saw the enthusiasm and sincerity in the faces of the working colleagues, which encourages work and cooperation between the association and the Ministry of Justice. May God reward the workers in this association, and may God reward them

Dr. Hamad bin Abdullah Al-Khudairi
Executing Undersecretary of the Ministry of Justice

1-3: Measuring the results of the Balanced Scorecard B.S.C for the year 2020

%94
Average performance

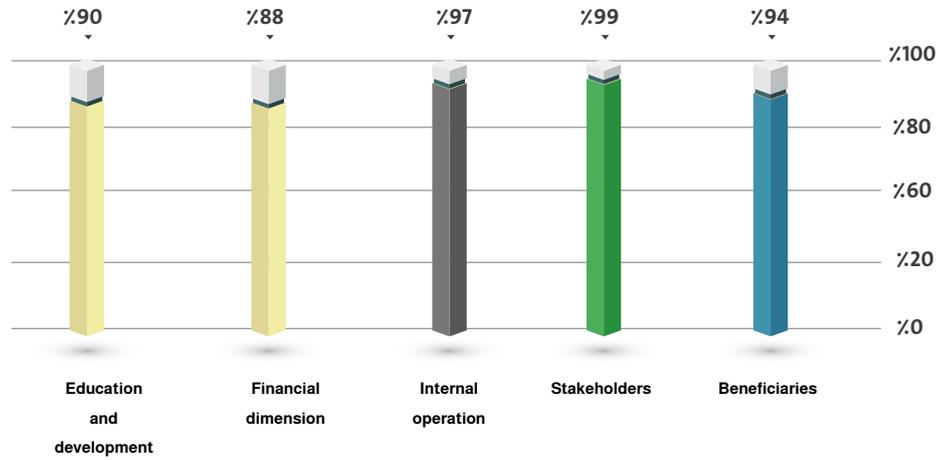


Diagram No. (45)

2-3: Table of comparison within four years

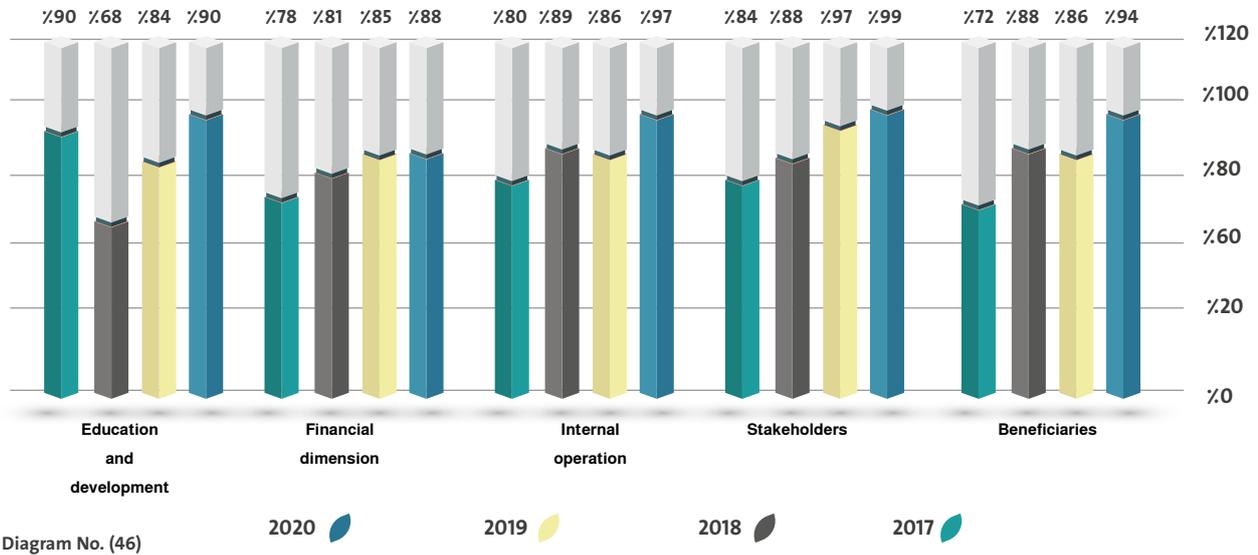


Diagram No. (46)

The results of the BSC Balanced Scorecard are measured according to the results of the performance indicators achieved according to the five axes (beneficiaries - stakeholders - internal processes - financial - learning and growth)

3-3: Results of the operational plan outputs

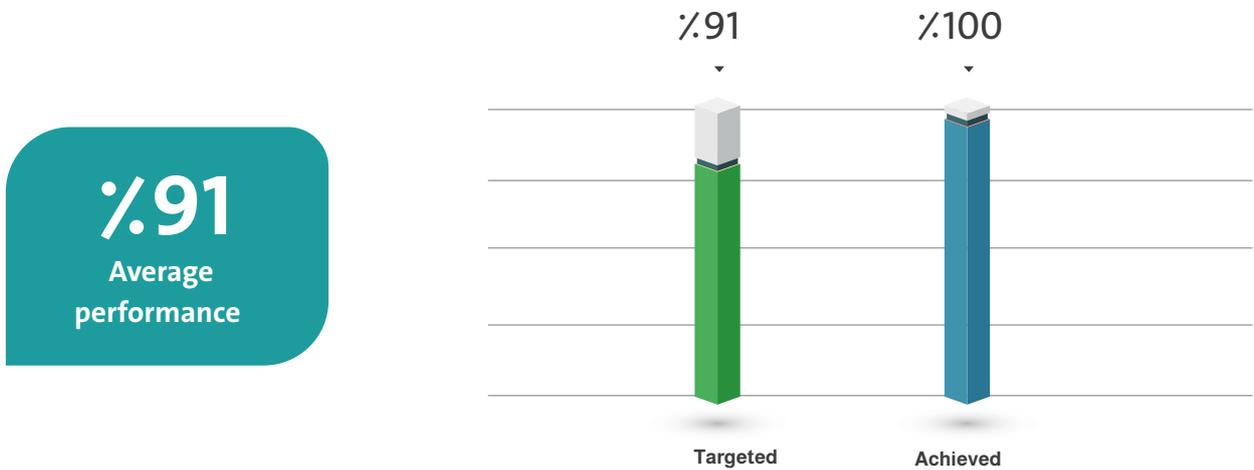


Diagram No. (47)

4-3: Comparison with the Years (2020-2019-2018-2017)



Diagram No. (48)

The outputs of the operational plan are measured based on the activities that have been implemented and the procedures approved in the operational plan.

5-3: Program and management performance in the plan outputs

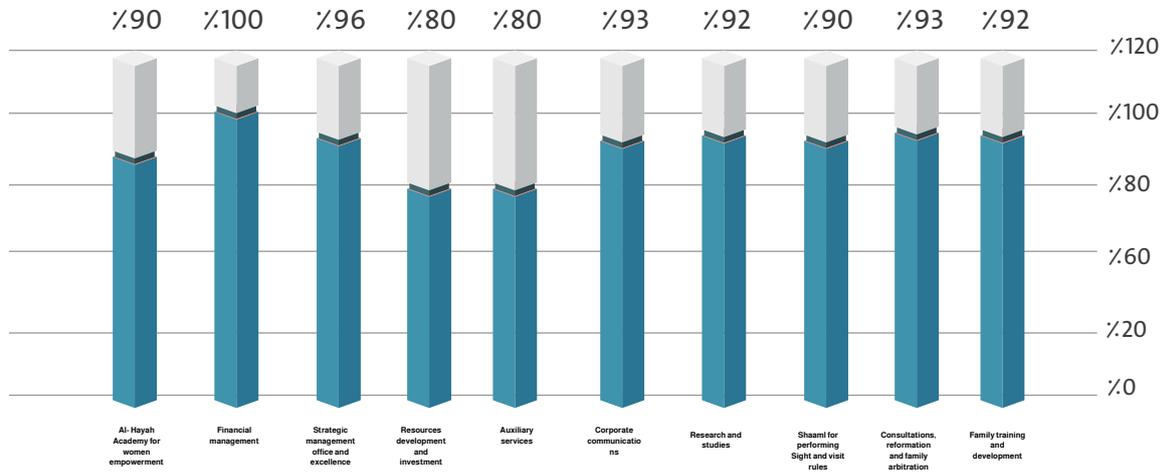


Diagram No. (49)

6-3: Results of realizing improvement opportunities



1-6-3: Management's results in implementing improvement opportunities

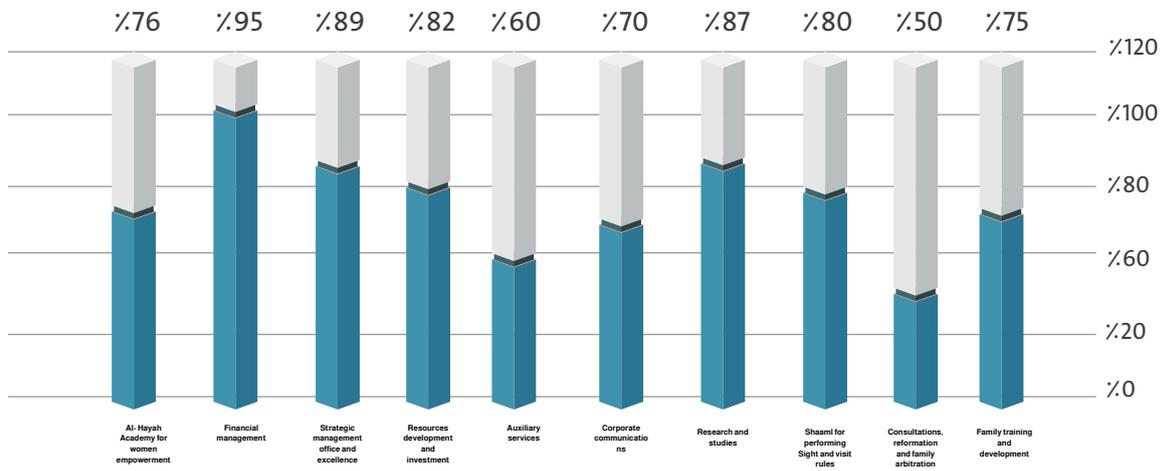


Diagram No. (50)

2-6-3: Comparing the results of implementing improvement opportunities with the years (2020-2019-2018-2017)

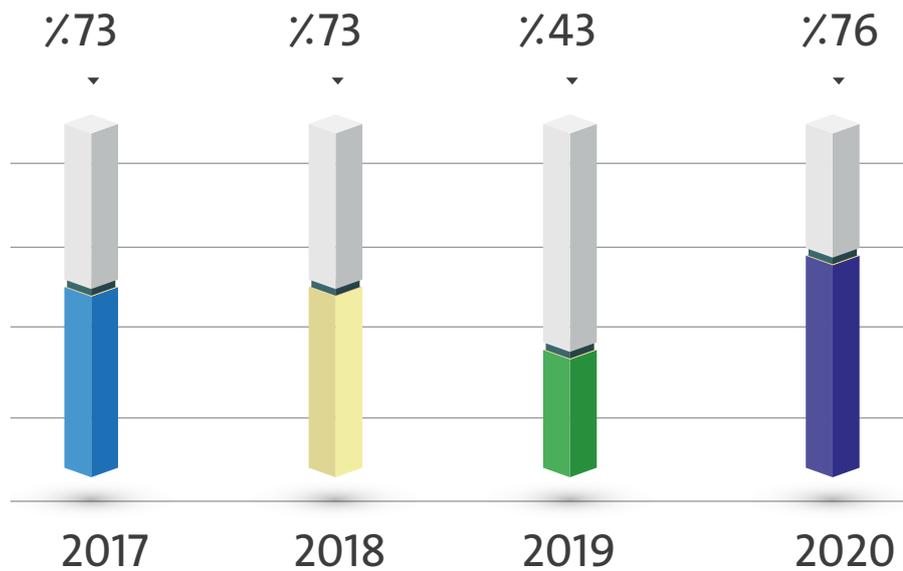


Diagram No. (51)

3-7: - Employees:

1-7-3: Classification of employees

145
Total staff

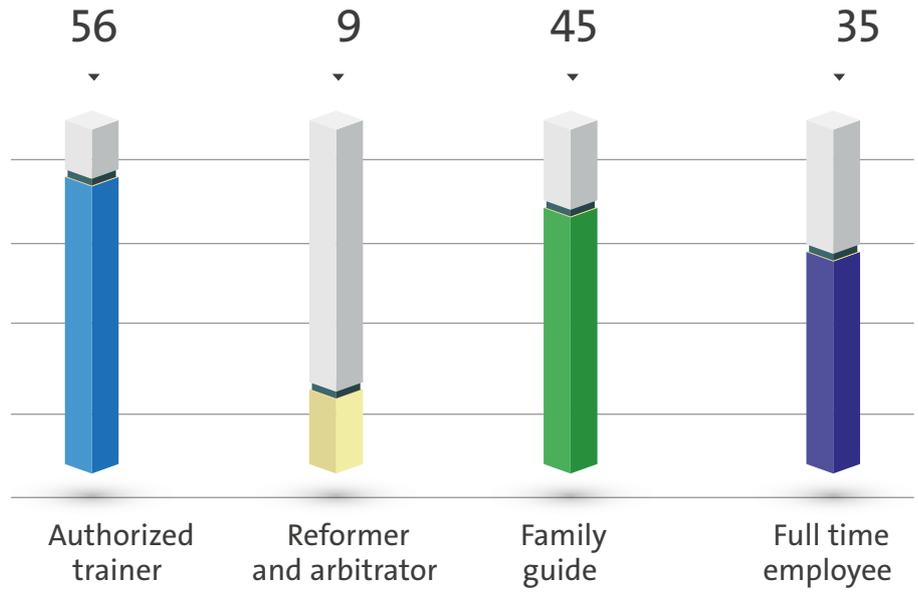


Diagram No. (52)

2-7-3: Classification of workers according to gender

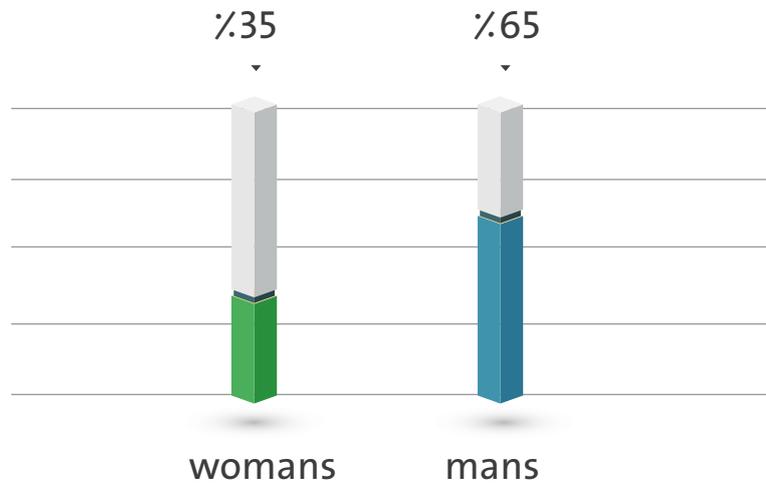


Diagram No. (53)

3-7-3: Localization

%80
The percentage of localization
of jobs in the Society

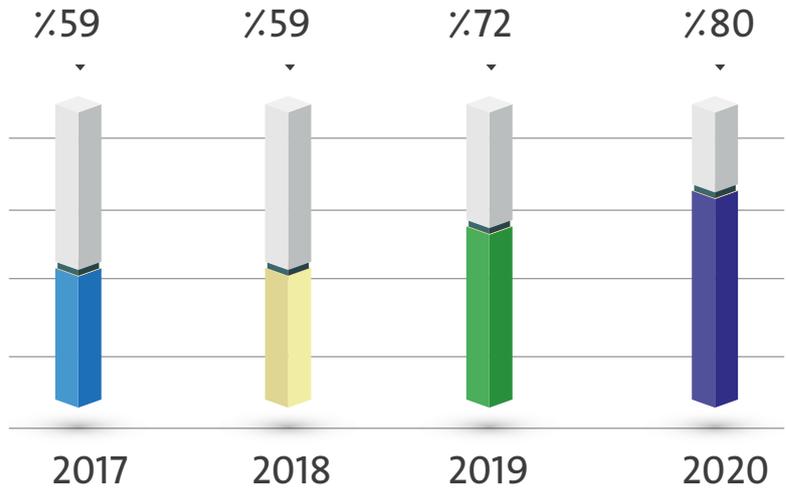


Diagram No. (54)

4-7-3: Job turnover rate

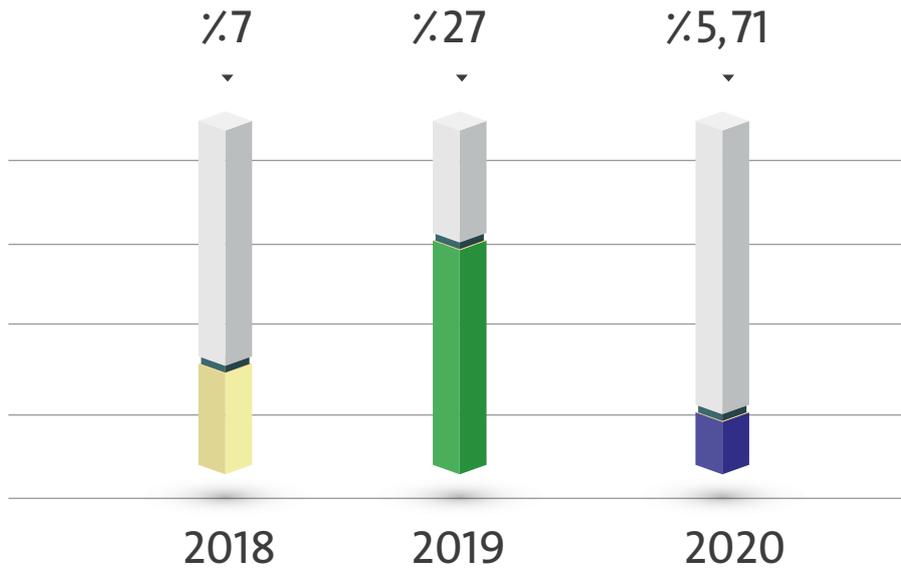
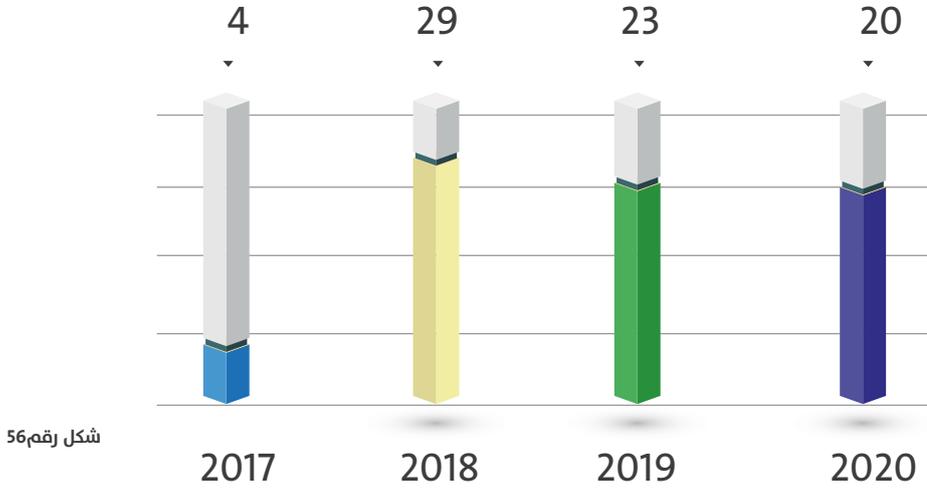


Diagram No. (55)

3-7-5: Classification of workers according to gender



شكل رقم 56



3-8: Staff performance

3-8-1: General Manager Performance

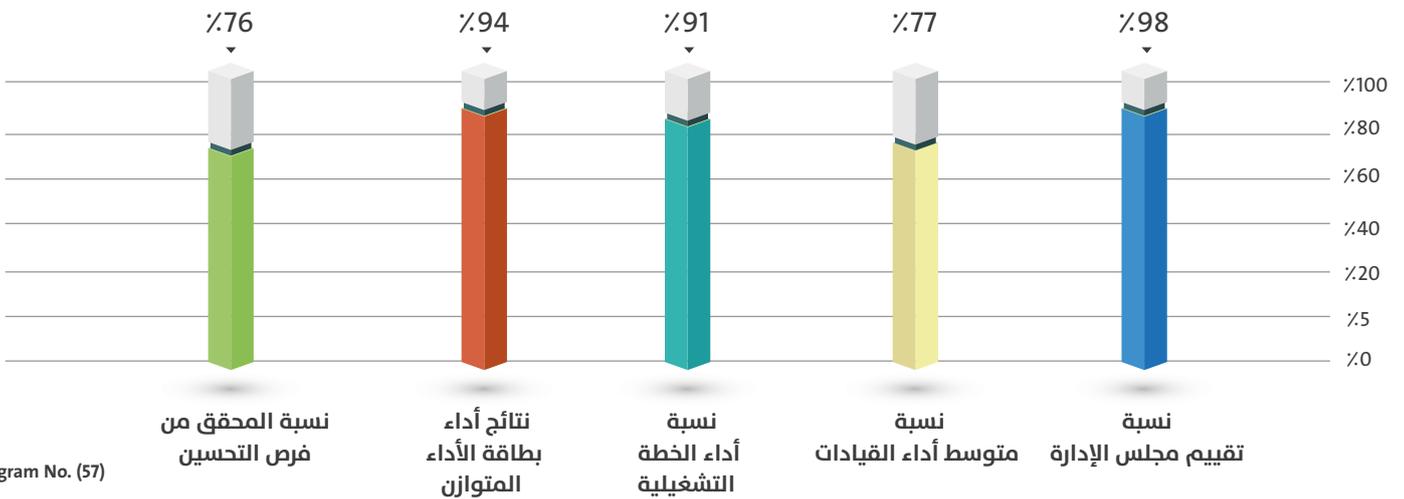


Diagram No. (57)

3-8-2: Evaluate Leadership Performance

%.77
Average leadership
performance evaluation

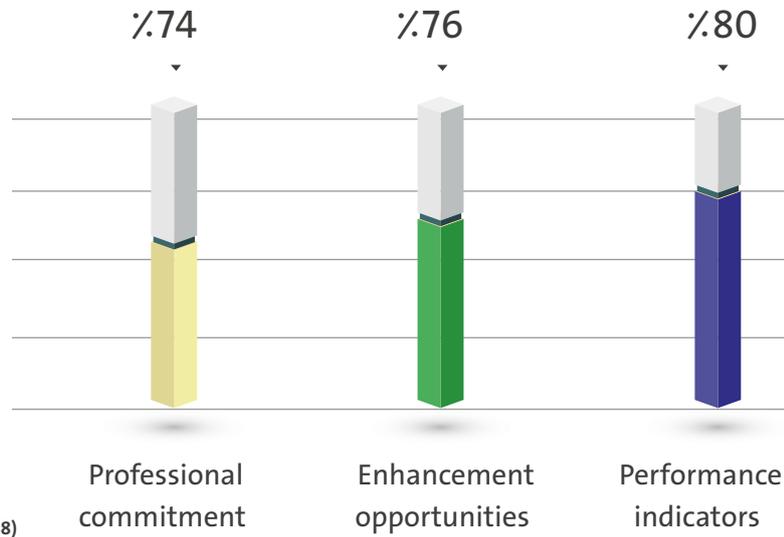


Diagram No. (58)

3-8-3: Evaluate the performance of the work team

%.87
Average team
performance rating



Diagram No. (59)

3-8-4: Measuring employee satisfaction

%89,20

Average team work satisfaction percentage



Diagram No. (60)

3-9: Results of volunteering



127,871 SAR
Total economic return from volunteering

3,741
Volunteering hour

2,11 SAR
To every beneficiary



204
Volunteer

SAR 104,320

volunteering hours 2,229

Volunteers 78

Specialized Volunteering

SAR 23,551

volunteering hours 1,512

volunteers 126

Cooperative volunteering

3-10: Partnerships

48

strategic partnership
and support

| Sq. | Partner | Partnership goal |
|-----|---|--|
| 1 | Endowments of Sheikh Mohammed bin Abdul Aziz Al-Rajhi | Supporting family reform and arbitration offices |
| 2 | Asia endowment | A scientific partnership at the Family Stability Forum |
| 3 | El Wedad Association for Orphans Care | Building curricula and training for beneficiaries |
| 4 | Family Affairs Committee of the Makkah Region Council | Supporting family programs, activities and forums |
| 5 | Charitable Association in Fatima Valley | Implementation of the provisions of the vision and visit services "included" |
| 6 | The Health Cluster in the Makkah Region | To support health and community champions |
| 7 | Al-Qunfudhah Family Development Association | Implementation of the provisions of the vision and visit services "included" |
| 8 | Development Marriage Association in Al-Baha | Training of beneficiaries and developing the skills of specialists |
| 9 | Abu Ghazaleh Charitable Foundation | Professional and professional empowerment of 100 widows and divorced women |
| 10 | Community Jameel Charitable Foundation | Professional and professional empowerment courses for Mabarar Abdul Latif Jameel beneficiaries |
| 11 | KPMG Corporation | To qualify 120 family counselors |
| 12 | Ministry of Human Resources and Social Development | Sponsoring a project to study the governance and classification of family counseling centers and the development and organization of research centers and social studies |
| 13 | Weam Association for Family Development | Implementation of sponsoring a project to study the governance and classification of family counseling centers and the development and organization of research centers and social studies |
| 14 | House of Expertise Center for Research and Social Studies | |
| 15 | The Parks District Center | Implementation of the provisions of the vision and visit services, including family, psychological, educational, and social training and counseling |
| 16 | Ministry of Human Resources and Social Development | Operating family protection centers in Jeddah |
| 17 | Social Development Bank | Financing projects for productive families and benefiting from the programs of the Academy of Life for Women Empowerment |

| Sq. | Partner | Partnership goal |
|--------|--|---|
| 18 | King Abdulaziz University in Jeddah | The field of family research and studies Design and implementation of training and rehabilitation programs The field of social, psychological and educational counseling |
| 19 | Family Development Association "Enmaa" | Providing professional and professional empowerment services for women Family, psychological, educational and social counseling Providing housing support for the most needy groups |
| 20 Sq. | Developmental housing "Ministry of Housing" | Providing family training services |
| 21 | Al Hayat Charitable Foundation | Support partnerships |
| 22 | Group pass | |
| 23 | The General Authority of Endowments | |
| 24 | Mozn Charitable Foundation | |
| 25 | Endowments for Dhahyan | |
| 26 | Sheikh Ali bin Abdullah Al Juffali Charitable Foundation | |
| 27 | Salem bin Mahfouz eligibility | |
| 28 | Hassan Abbas Sharbatly Foundation for Community Service | |
| 29 | Al Rajhi Humanity | |
| 30 | Abdulaziz Aljomaih Charitable Foundation | |
| 31 | Nesma Foundation | |
| 32 | Al Muhaidib for community service | |
| 33 | Ali Juffali Charitable Foundation | |
| 34 | Ahmed bin Mohammed Baghlaf | |

| Sq. | Partner | Partnership goal |
|-----|-------------------------------------|----------------------|
| 35 | Honda Saudia Honda Saudi Arabia | Support partnerships |
| 36 | Absolute Limited | |
| 37 | Almajdouie Motors | |
| 38 | Saeid M Binzagr | |
| 39 | KOJ support service | |
| 40 | Zagzoog for home appliances | |
| 41 | The Juffali Group | |
| 42 | Abdulaziz bin Abdullah Al-Othaim | |
| 43 | printopack | |
| 44 | Vezeeta Saudi Vezeeta | |
| 45 | Avocado application Always brushes! | |
| 46 | Dagl Factory | |
| 47 | My stand-up platform | |
| 48 | National Donation Platform | |

Table No. (9)

3-10-1: Comparison table of partnerships with the years (2020-2019-2018-2017)

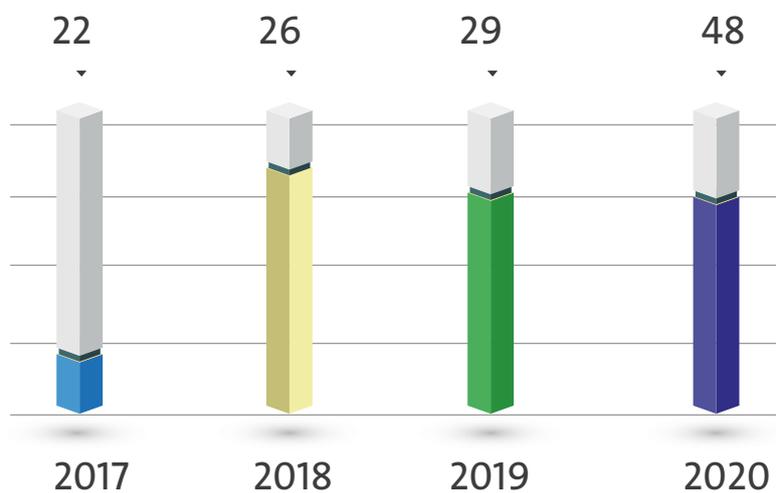


Diagram No. (61)

3-11: Transfer visits and knowledge exchange

25
knowledge
transfer and
exchange



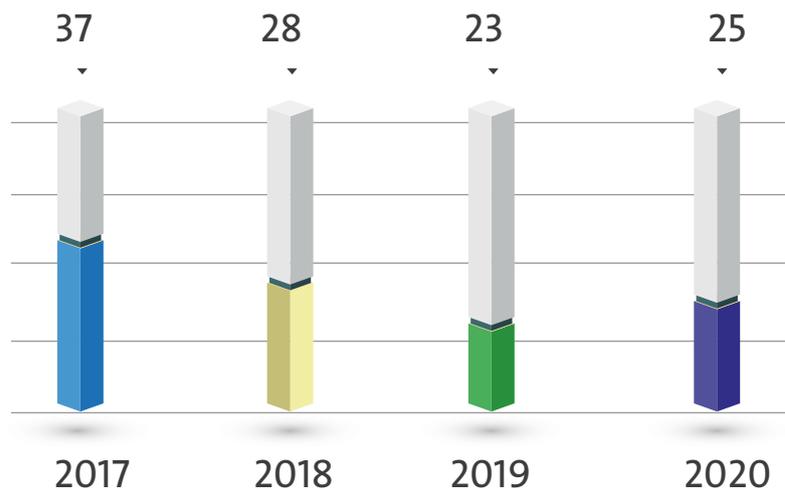
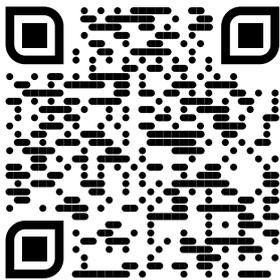
| Sq. | Name of the organization | The Purpose From The Visit |
|-----|--|--|
| 1 | Sawaeed Association in Al Majma'ah | Benefiting from the Association's experiences in the Institutional Excellence Awards |
| 2 | The Third Sector Center for Training (30 leaders) from the General Presidency for the Affairs of the Grand Mosque and the Prophet's Mosque | Getting acquainted with the association's experience in corporate performance and strategic planning |
| 3 | Tafawul Association for Cancer Control | Benefiting from the Association's experiences in the Institutional Excellence Awards |
| 4 | Esaad Association for the Care of Widows and Divorcees | Getting acquainted with the association's initiatives and programs for widows and divorced women |
| 5 | Reef Charitable Society | Learn about the association's experience in financial and administrative sustainability |
| 6 | Brazil delegation | Knowing about the services and initiatives of the association |
| 7 | Family Development Association in Tabuk | Benefiting from the association's expertise in the field of training, counseling and family reform |
| 8 | Al Ber Charity Society in Umm Al-Dum | Take advantage of the regulations, guides and policies implemented by the association |
| 9 | Al-Rahma Committee | Benefiting from the association's experiences in the field of counseling and educating prisoners |
| 10 | Al-Qunfudhah Family Development Association | Knowing about the services and initiatives of the association |
| 11 | Al-Ahsa Family Development Association (Family) | Benefiting from the association's experience in participating in the Excellence Award in charitable work |
| 12 | Ajwaa Association for Weather Sciences and Monologues | Benefiting from the association's experience in institutional performance |
| 13 | Tawafuq Family Reform Association | Benefiting from the association's experience in strategic planning, bylaws and regulations |
| 14 | Family Development Association in Hail Region (Wifaq) | Getting acquainted with the association's experience in social, institutional and economic performance |
| 15 | Committee for Social and Family Development in Makkah Al-Mukarramah | Leveraging protection, counseling and dispute resolution service modeling |
| 16 | Comprehensive rehabilitation center in Jeddah | Support for people of determination and their families |
| 17 | Building Association for Family Counseling | Benefiting from the Association's experiences in the field of family counseling |
| 18 | Committee for Social and Family Development in Makkah Al-Mukarramah | Knowing and benefiting from the association's experiences in providing family counseling services |

| Sq. | Name of the organization | The Purpose From The Visit |
|-----|--|--|
| 19 | Family and Psychological Counseling Association | Utilizing project planning models (logframe) |
| 20 | Family Reform and Development Association | Access and benefit from the services provided by the association |
| 21 | A sponsor to take care of orphans in Makkah Al-Mukarramah region | Benefiting from the association's experience in institutional excellence |
| 22 | Success Syndrome Association | Benefiting from the rules, regulations and policies implemented by the association |
| 23 | Sawaeed Association in Al Majma'ah | Benefiting from the association's experience in performance measurement indicators |
| | | Benchmarking with the Association in the criteria for the results of the Excellence in Charitable Work Award |
| | | Benchmarking with the association in human resource practices and employee motivation |

جدول رقم 10

3-11-1: Comparison table of knowledge exchange visits with the years (2020-2019-2018-2017)

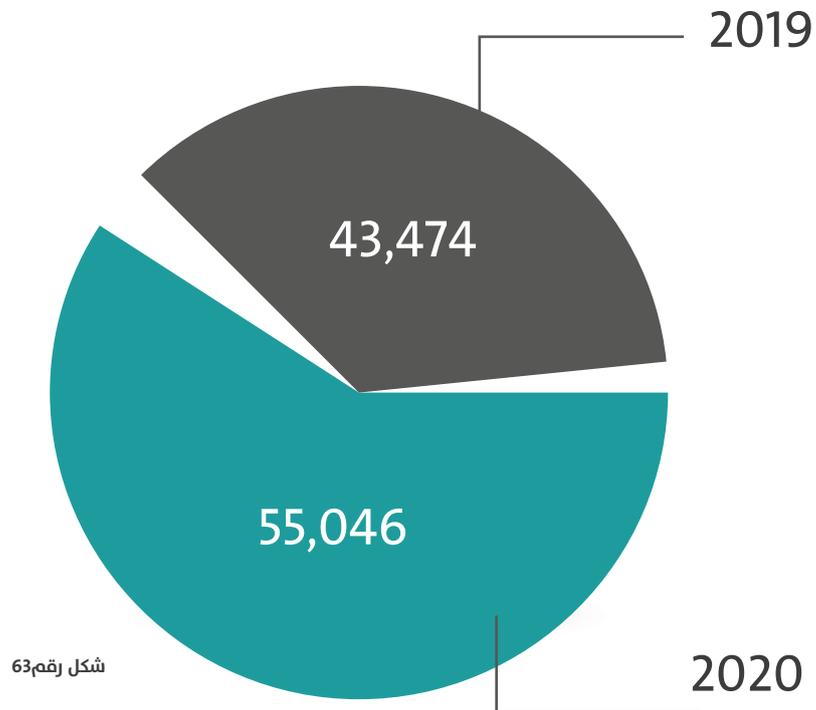
Download the knowledge video



3-11-2: Upload manuals, methodologies and policies through the online portal

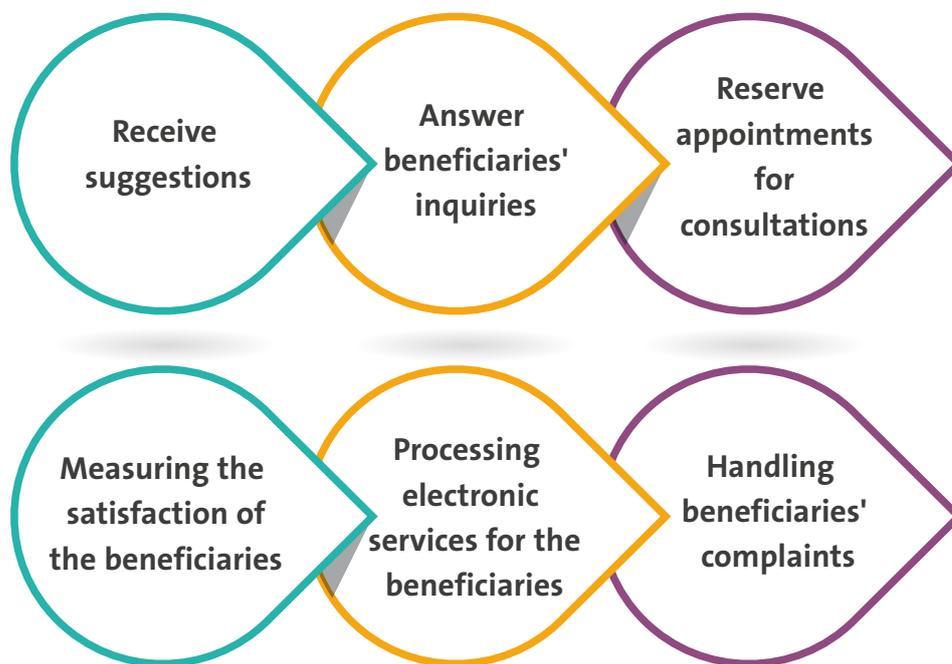


3-11-3: comparison table with last year

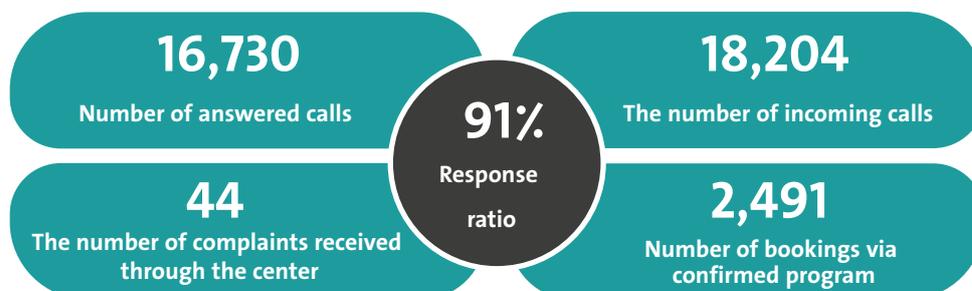


3-12: Beneficiaries Happiness Center

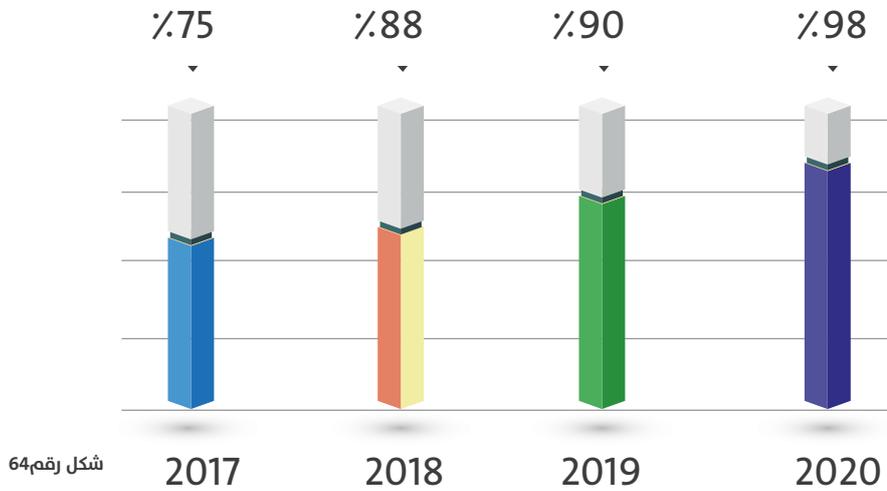
The center provides its services to beneficiaries over a period of 5 days, 13 hours a day, as it provides the following service



3-12-1: Beneficiaries Happiness Center results



3-12-2: Comparison of the response rate with previous years



3-13: Affection and remote work methodology during the COVID-19 pandemic

The Community Communication Services 19-Center in the COVID Coronavirus Pandemic The Al-Mawaddah Association was the community contact center in the Makkah Region, where the association received calls 28,000 more than 12 over the course of hours a day and provided the service employees 13 with

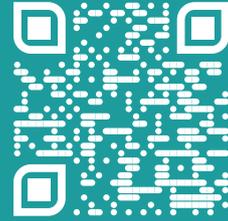
Contact data for charitable societies in the Kingdom

| م | المنطقة | الاسم الاجتماعي الوصفي | رقم التواصل | أوقات التواجد |
|----|-------------------|--|--------------------------|---------------------|
| 1 | منطقة مكة المكرمة | جمعية الهدى بمنطقة مكة المكرمة | 9200015426 | 9 صباحاً - 9 مساءً |
| 2 | المنطقة الشرقية | جمعية تكافل الخيرية لولاية الرياض | 920001737 | 9 صباحاً - 4 مساءً |
| 3 | الرياض | جمعية امر بصدقة القرائن | 920000076 | 9 صباحاً - 2 مساءً |
| 4 | المنطقة الشرقية | مركز الخدمات والمبادرات المجتمعية بالمنطقة | 920025008 9255788529 | 9 صباحاً - 3 مساءً |
| 5 | بازيل | جمعية امر الخيرية بالسعودية | 9173405302 9230918293 | 9 صباحاً - 2 ظهراً |
| 6 | دمشق | جمعية امر بابها | 9172232300 9218449111 | 8 صباحاً - 2 ظهراً |
| 7 | القطيف | مركز الخدمات المجتمعي بالمنطقة | 9201190812 | 9 صباحاً - 4 مساءً |
| 8 | تبوك | جمعية دعم الأسرة بتبوك | 9255975111 | 10 صباحاً - 3 مساءً |
| 9 | بغداد | مركز الدعم المجتمعي بالمنطقة | 929020187 | 8 صباحاً - 8 مساءً |
| 10 | بغداد | الجمعية الخيرية للخدمات الاجتماعية بدمشق | 9173231329 | 9 - 3 مساءً |
| 11 | المنطقة الشرقية | جمعية التنمية للخدمة بالخدمة بدمشق | 920008372 | 9 صباحاً - 4 مساءً |
| 12 | المنطقة الشرقية | جمعية ساند القارية بدمشق | 9202054999 | 8 صباحاً - 2 ظهراً |
| 13 | المنطقة الشرقية | جمعية التنمية الاجتماعية بالقطيف | 9201187059 | 6 - 1 مساءً |

3-13-2: Issuance of the remote work guide



A guide explaining the remote work methodology at the Almawadda Association during the pandemic period



3-13-3: Telework tools



OneDrive
For uploading and saving files



Outlook
Internal and external E-mail management



MENAITECH
MENAITECH Employees' services and needs fulfillment software

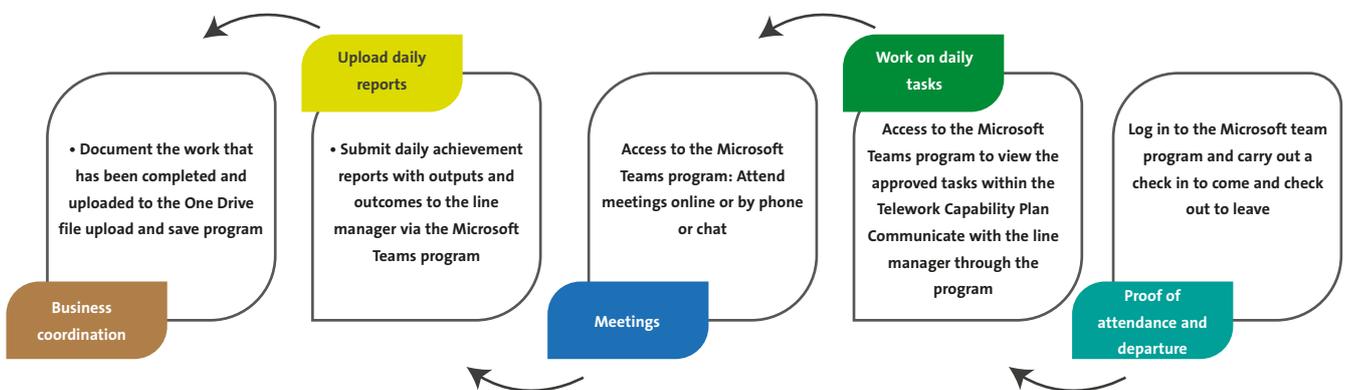


Microsoft Teams
Microsoft Teams Software for tasks' management, voice and visual



Where's my staff
Where's My Staff Attendance and departure remote software

3-13-4: remote work procedures



3-13-5: Telework indicators

علاقات الموظفين

تقرير اثبات الحضور والانصراف يومياً
عدد الموظفين المستفيدين يومياً من معالجة
احتياجاتهم التقنية والفنية
التقرير اليومي للاطمئنان عن الحالة الصحية
للموظفين

البرامج والمشاريع

عدد النشرات التوعوية المنشورة يومياً للأسر عبر
السوشل ميديا والقنوات المعتمدة عن الفايروس
عدد حالات الاستشارات الالكترونية التي تم خدمتها
يومياً
عدد الاستشارات الهاتفية التي تم خدمتها عن بعد
على الرقم 920001421 يومياً Linkus عبر نظام
عدد الاستفسارات اليومية لمستفيدين برنامج شمل
التي تم التجاوب معها عبر الرقم 0568013019
عدد الحالات التي تم تحويل خدمتها إلى المنزل من
مستفيدي شمل يومياً
عدد الحالات التي تم ادخال بياناتها في المنصة من
مستفيدي شمل يومياً
عدد مستفيدي الدورات التدريبية الأسرية والحرفية
عن بعد إلكترونياً أسبوعياً
عدد المناهج التدريبية التي تم انتهاء بناء المحتوى
لها أسبوعياً
عدد المنشورات التسويقية للتبرعات يومياً والتواصل
مع المتبرعين

مركز اسعاد المستفيدين

عدد الاتصالات التي تم الاستجابة لها عبر الهاتف
الموحد للمركز الرقم 920001426 عن بعد عبر نظام
Linkus
عدد حالات التجاوب على استفسارات المستفيدين
في السوشل ميديا
عدد حالات التجاوب على شكاوي المستفيدين عبر
الموقع الالكتروني والسوشل ميديا

All services have also been transferred electronically



خدمات
مركز شمل



مركز اسعاد المستفيدين
920001426



الاستشارات الالكترونية
www.almawaddah.org.sa



خط الاستشارات الأسرية
920001421



طباعة
شهادة



تأهيل المقربين
على الزواج



اختبارات
القياس



التدريب
أونلاين



3-14: Enhance the mental image

48

Press release

12

TV and radio interview



A meeting with the General Director of Al-Mawaddah Association on the Al-Akhbariya channel to talk about the Al-Mawaddah initiative in distributing food baskets



An interview with the Director of Programs and Projects in Al-Mawaddah about the initiatives presented to emerging families on Al-Akhbariya channel



The meeting of the director general of the bloody return, Ahmed Al, and the chalet event, the program "We are all responsible for" the Saudi channel



His Excellency the Deputy Minister inaugurates the exhibition of possible families



لقاء مدير الاتصال المؤسسي أ.سامي القرني عن فوز جمعية المودة بجائزة التميز في رعاية الأسرة العربية في قناة الرسالة



The interview of Mr. Mohamed Al- Emary, Project Manager about "Our shared food" initiative Initiative for the relief of families affected by Covid-19 Pandemic in Al- Resala Channel



The interview of Mr. Faisal Al- Samanoudy about "Our shared Food" Initiative for the relief of families affected by Covid-19 Pandemic in Sahifat Al- Youm Channel



Woman World Day

3-14-1: Alkawaddah in social media



Snapchat



7,675k

Number of followers

website Statistics

469,000

عدد الزوار بدون تكرار



twitter Statistics



2,082,000

النقر على الرابط

50,320

Number of followers

21,000

عدد مرات إعادة التغريد

26,000

عدد مرات الإعجاب



Facebook Statistics



56

مشاهدات الصفحة أسبوعيا

3,692

Number of followers

258

وصول المنشور

3,546

عدد لايكات الصفحة



Linked-in Statistics



4,026

Number of posts

2,572

Number of followers



Instagram Statistics



7,655

Number of Posts

9,627

Number of followers

%113,6+

Engagement percentage
for one week

%40,4+

Reach percentage
for one week



Youtube statistics



14,000

Subscribers

5,240

New subscribers

63,000

Hours of viewership

107,000

Number of views

A background image showing two hands shaking, symbolizing agreement or partnership, overlaid with a teal gradient.

Stakeholders Satisfaction report summary



Scan to download
the full report

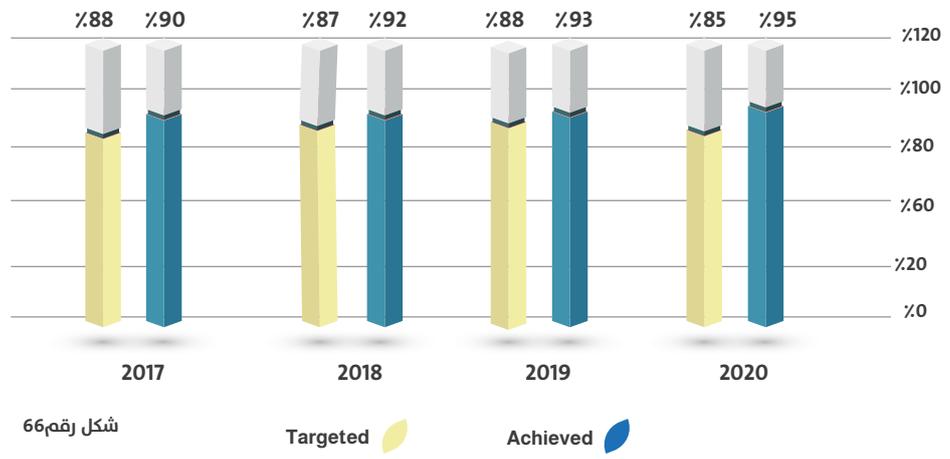
3-15: Results of measuring stakeholder satisfaction

%87,70
Average stakeholder satisfaction for 2020



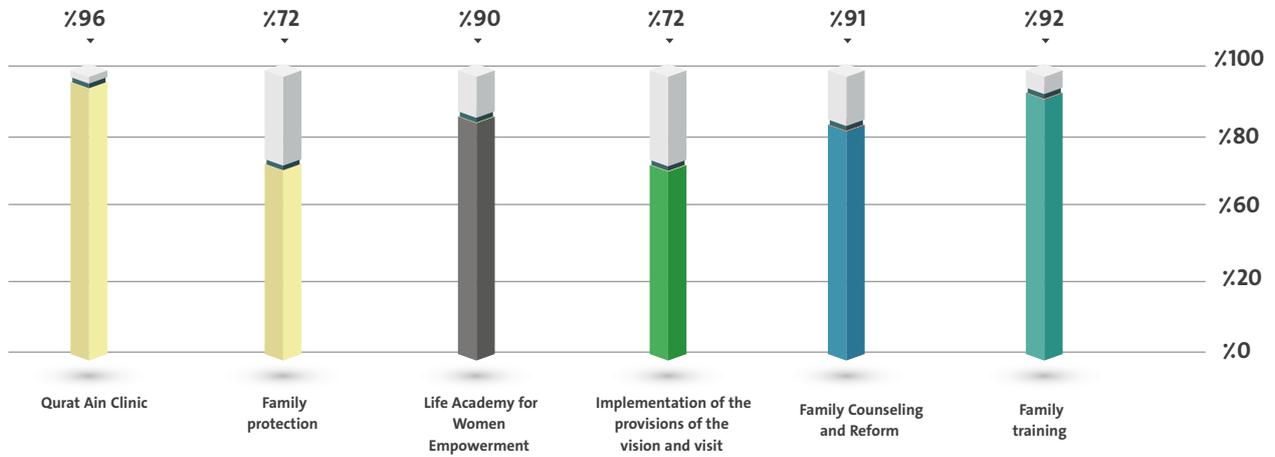
3-15-1: Measuring the beneficiaries' satisfaction

%85,46
Average satisfaction of the beneficiaries



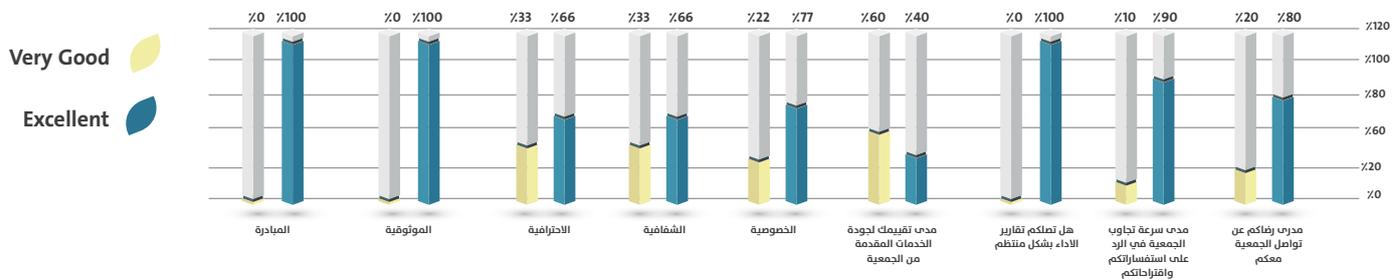
It is noticed that the beneficiaries' satisfaction rate has decreased compared to last year, due to the introduction of new services within the services provided to beneficiaries, such as family protection services and the Karat Ein clinic for treating childhood disorders

3-15-2: Measuring the beneficiaries' satisfaction according to the programs



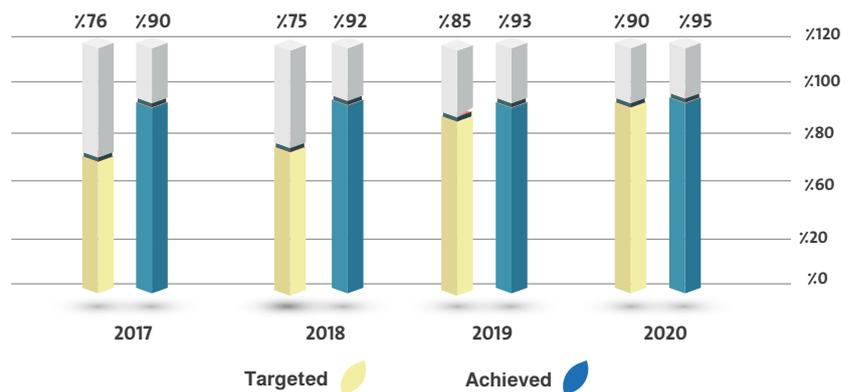
3-15-3: Measuring the satisfaction of members of the association

90% Average satisfaction of members of the



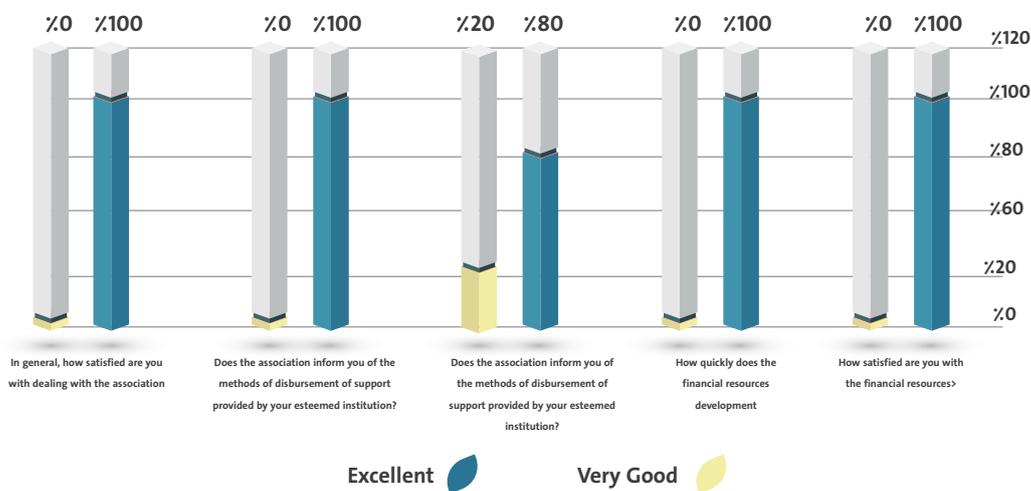
3-15-3-1: Comparison of measuring the satisfaction of members of the association with previous years

It is noticed that the satisfaction of the members of the association has increased compared to the previous year, which indicates the increasing satisfaction of the members with the results of the strategic and operational performance of the association



3-15-4: Measuring donor satisfaction

%98
Average donor satisfaction



3-15-4-1: Comparison of the donor satisfaction measurement with previous years



It is noted that the percentage of donor satisfaction has increased compared to last year, which indicates the increase in donor satisfaction with the results achieved, the positive impact of the association's services, and the speed of response to their requirements.

3-16: Complaints

%98

Percentage of problem solving achievement

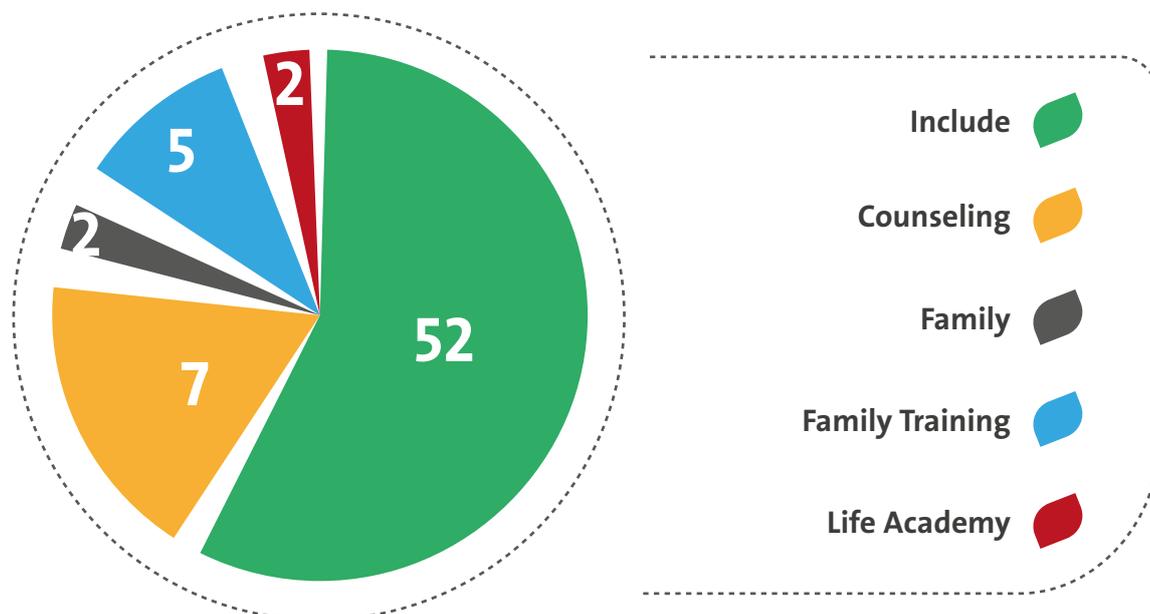
68

Complaints

3-16-1: Classification of complaints according to the type of service

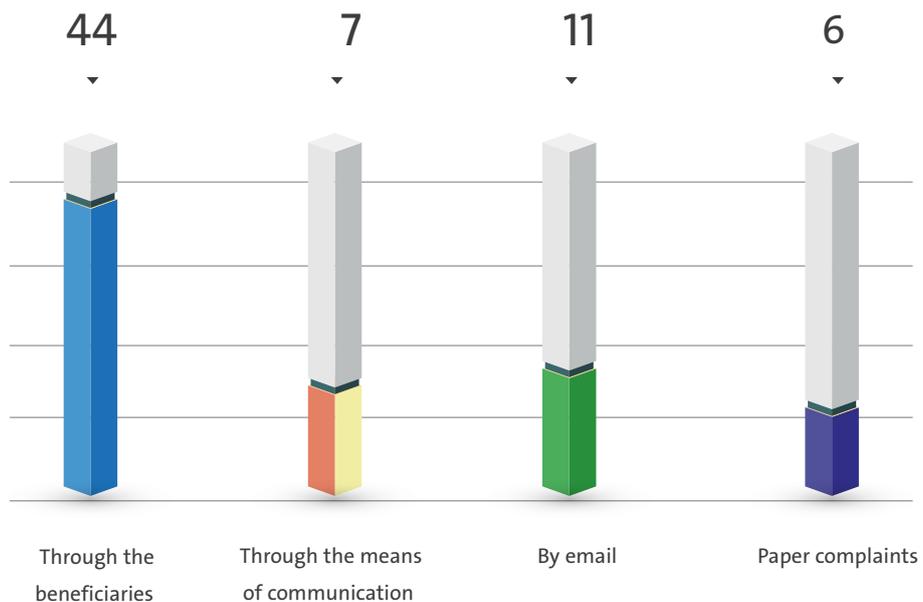
| رقم | The service | Complaints Number |
|-----|--|-------------------|
| 1 | Family training | 5 |
| 2 | Life Academy for Women Empowerment | 2 |
| 3 | Counseling and conflict resolution | 7 |
| 4 | Included to implement the provisions of the vision and visit | 52 |
| 5 | Family protection | 2 |

جدول رقم 11



3-16-2: Classification of complaints according to the method of receiving the complaint

| № | The service | Complaints Number |
|---|---|-------------------|
| 1 | Paper complaints | 6 |
| 2 | Complaints via e-mail to the association | 11 |
| 3 | Complaints via social media and website | 7 |
| 4 | Complaints through the Beneficiaries Happiness Center | 44 |



%0,08
 Ratio of complaints to total
 Number of useful people



4

**Economic
performance**

4-1: Revenue

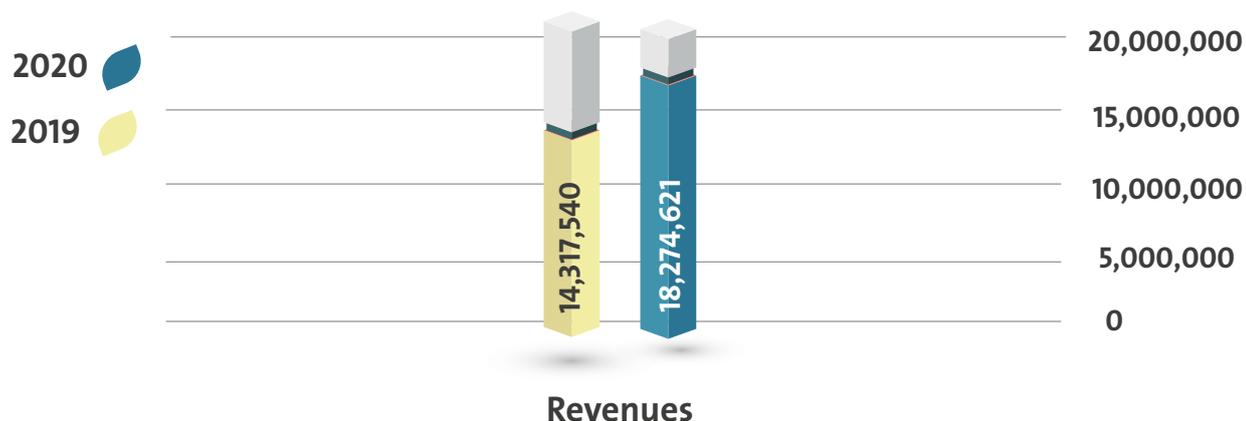
18,274,621

Total revenue

| Sq. | Statement | 2019 | 2020 |
|-----|--|-------------------|-------------------|
| 1 | Public cash donations | 124,756 | 335,709 |
| 2 | Revenue from activities | 721,546 | 1,084,801 |
| 3 | Text message and hallel donations | 25,183 | 21,016 |
| 4 | In-kind donations | 422,075 | 1,874,215 |
| 5 | Ongoing charity donations | 183,045 | 383,775 |
| 6 | Endowment cash donations | 936,324 | 671,557 |
| 7 | Subscription revenue | 26,500 | 35,000 |
| 8 | Zakat | 344,410 | 1,107,557 |
| 9 | Restricted project revenues and support | 2,996,552 | 3,066,513 |
| 10 | Ministry of Human Resources and Social Development | 851,746 | 6,820,757 |
| 11 | Income from endowment investments | 257,831 | 257,219 |
| 12 | Ministry of Justice contracting revenues | 737,342 | 2,356,679 |
| 13 | Human Resources Development Fund | 18,753 | 177,481 |
| 14 | Salaries paid through Kafaat Company | 330,480 | 69,390 |
| 15 | Other income | 0 | 12,951 |
| | Total | 14,317,540 | 18,274,621 |

جدول رقم 13

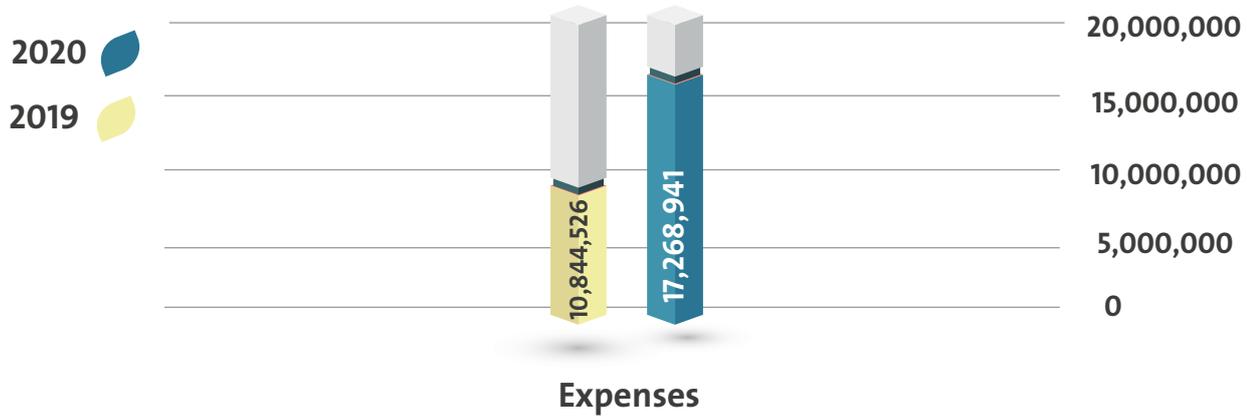
1-4-1: Comparison of revenues



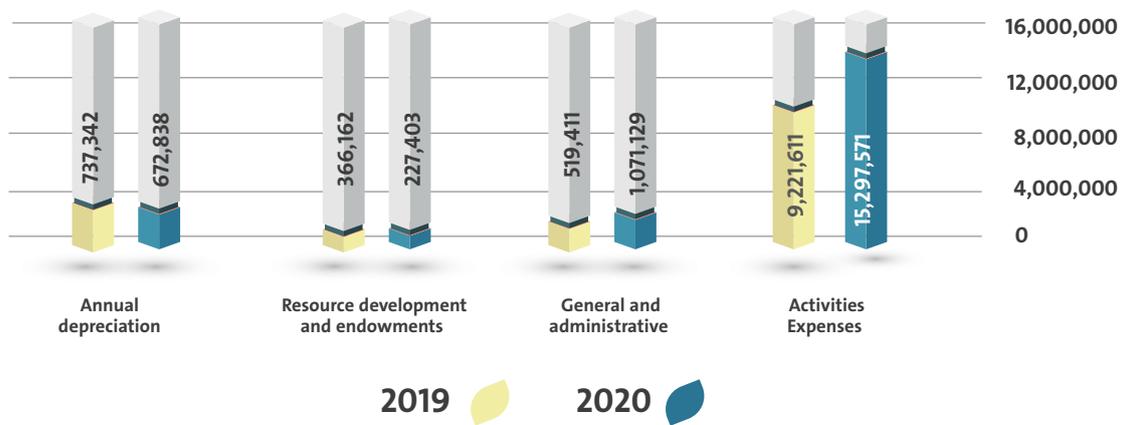
4-2: Revenues

17,268,941

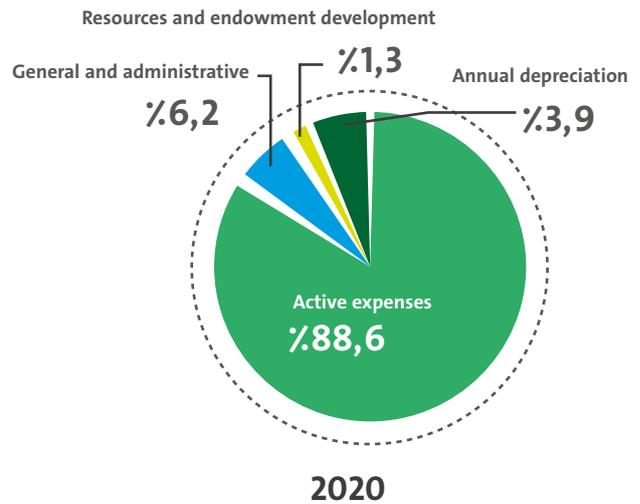
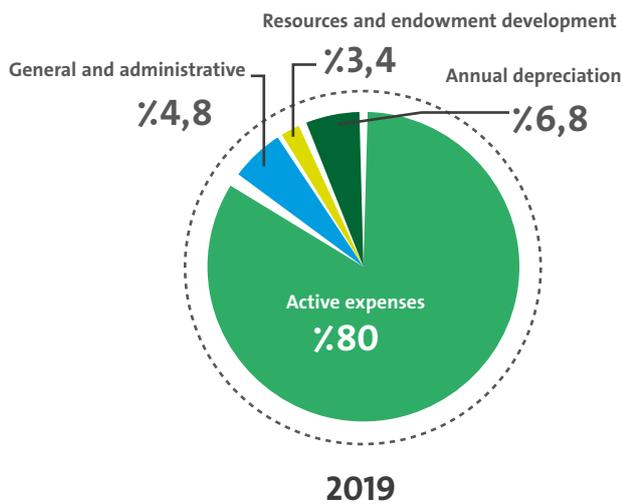
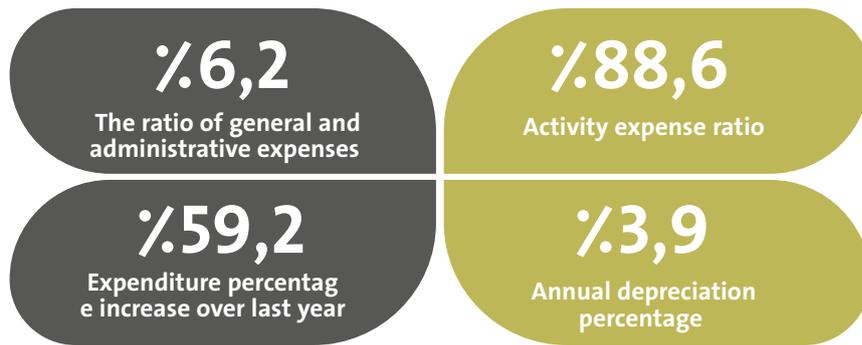
Total Expenses



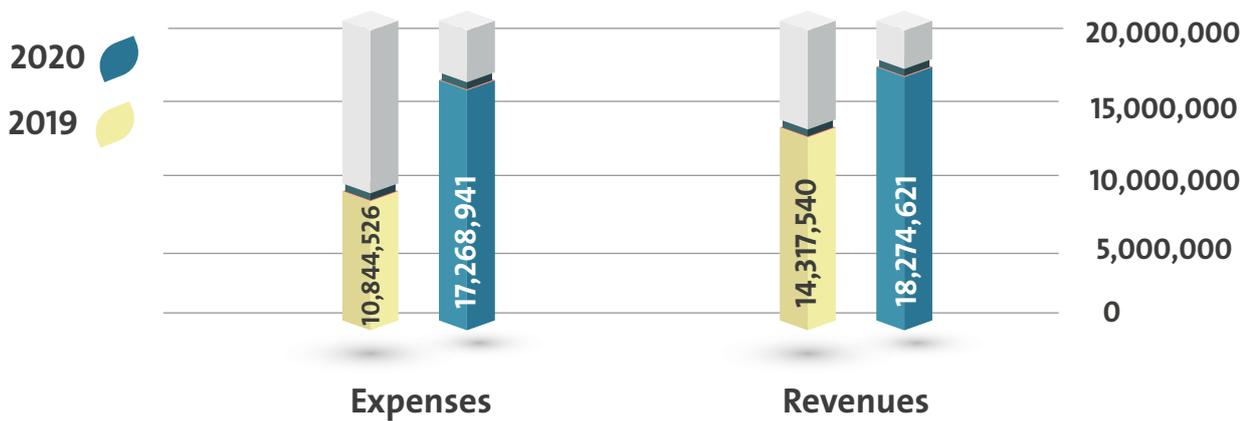
4-2-1: Comparison of expenses



| Sq. | البيان | 2019 | 2020 |
|-----|---|-------------------|-------------------|
| 1 | Activities expenses | 9,221,611 | 15,297,571 |
| 2 | General and administrative | 519,411 | 1,071,129 |
| 3 | Development of resources and endowments | 366,162 | 227,403 |
| 4 | Annual depreciation | 737,342 | 672,838 |
| | Total | 10,844,526 | 17,268,941 |

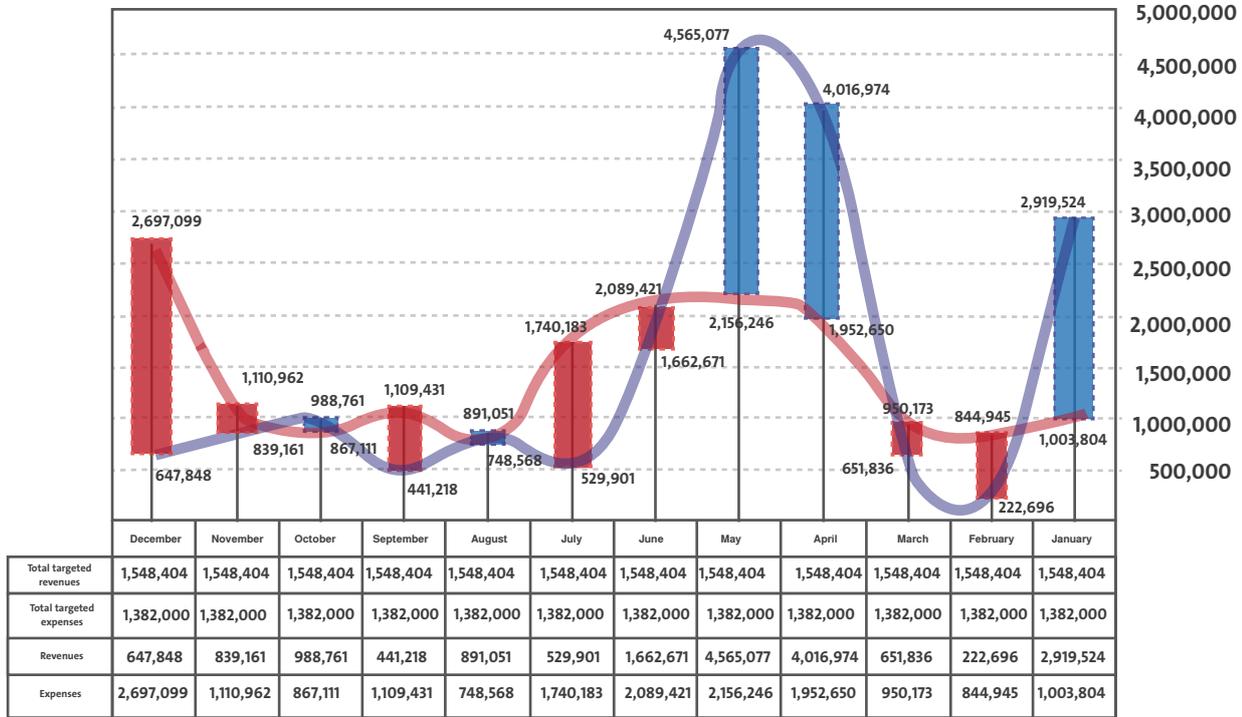


4-2-2: Comparison of expenses and revenues



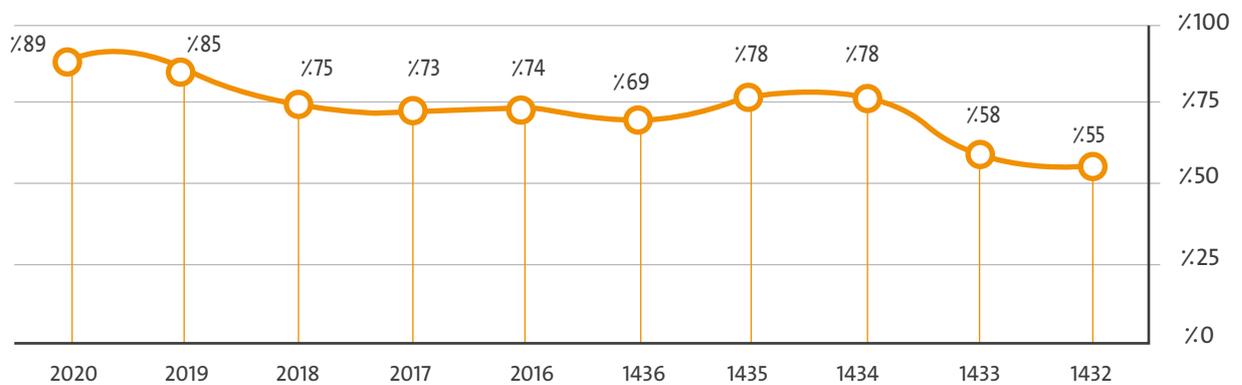
| Sq. | Statement | 2019 | 2020 |
|-----|-----------|------------|------------|
| 1 | Revenues | 14,317,540 | 18,274,621 |
| 2 | Expenses | 10,844,526 | 17,268,941 |
| | الفائض | 3,473,014 | 1,005,680 |

4-2-3: Expense and revenue index during the months of the year 2020

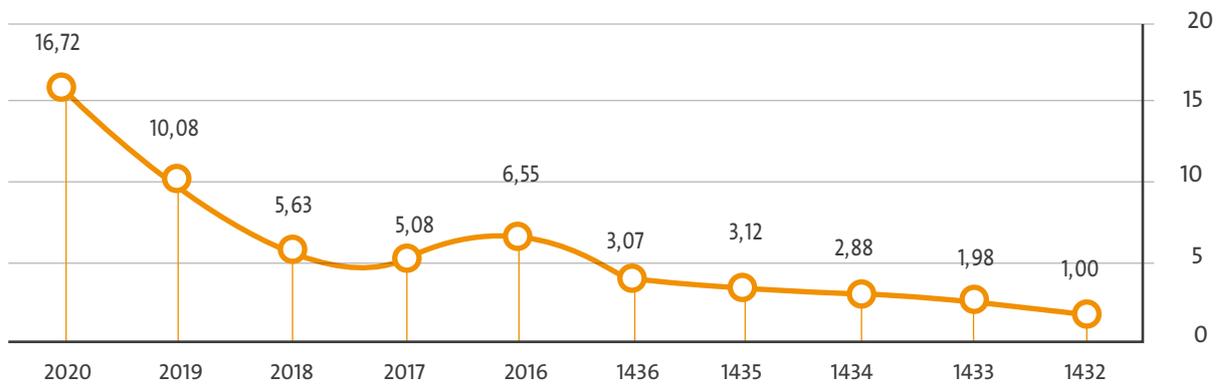


4-2-4: Financial Performance Indicators

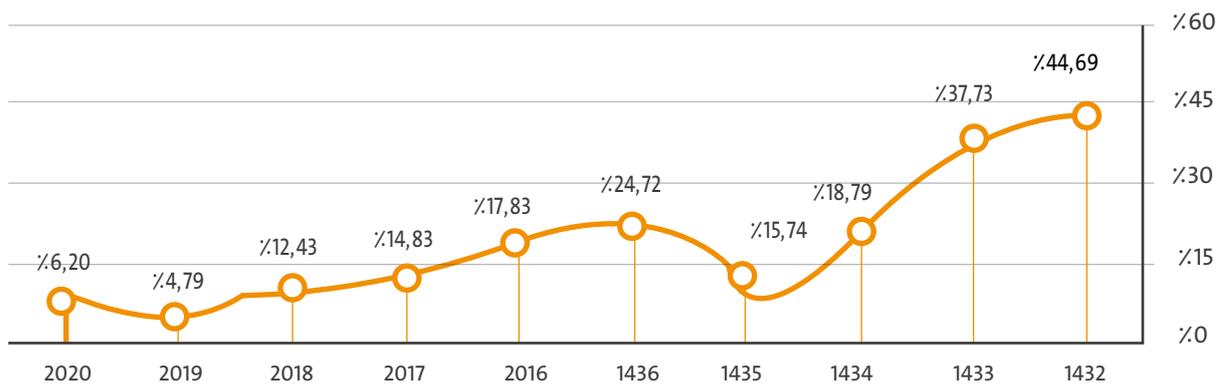
4-2-4-1: Program expenditures index



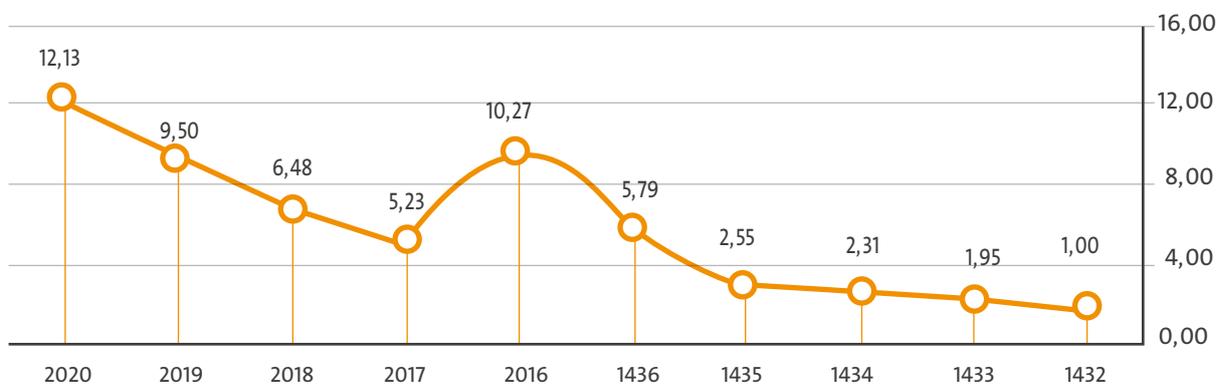
4-2-2-2: Program expenditures growth index



4-2-2-3: General and administrative expenses index

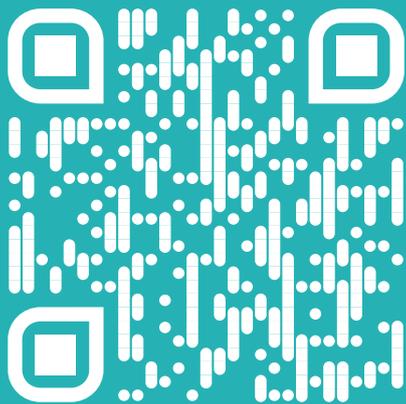


4-2-2-4: Revenue growth index



المودة
almawaddah

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