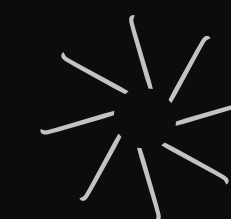
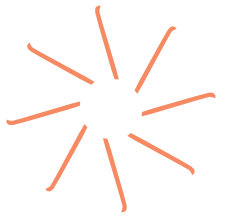


Strategic Plan

2022 - 2025

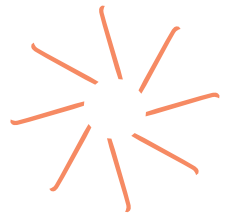
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Introduction

Mawaddah Association launches its strategy and all its activities from a dream of leadership and excellence in maintaining family stability and reducing divorce and its effects in Saudi society. Through the Mawaddah Strategy 2022 - 2025, the association aims to achieve new horizons in realizing this dream, based on the achievements since its establishment in 2010 (1430 AH). It leverages the qualitative opportunities arising from the comprehensive development witnessed by Saudi Arabia across all fields under Vision 2030 and its programs, led by the Custodian of the Two Holy Mosques and His Highness the Crown Prince, to embed the concept of sustainable development, deepen cooperation with decision-makers, meet the requirements of modern charitable and volunteer work in line with the current stage's directions and aspirations, and prepare for the future by implementing new programs and projects and providing high-impact services.



Strategy development phases

1 - Data Collection and Evaluation

Collecting documents and sources related to family affairs in the Kingdom (systems, regulations, local and international agreements, reports). Benchmarking studies in the Gulf region and Arab countries family development and charitable associations. Conducting family-related studies and research. Collecting the association's reports and documents.

2 - Current Situation Analysis

Holding workshops with the employees and board members of Mawaddah Association to identify and analyze contemporary family-related issues. Analyzing the SWOT model provided by internal stakeholders. Studying the opinions of beneficiaries and external stakeholders with the association.

3 - Designing the Strategic Plan

Developing the strategic map in collaboration with practical and scientific experts through the balanced scorecard methodology. Presenting and discussing the strategy with Mawaddah's partners.

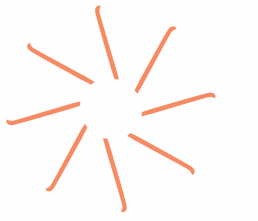
4 - Monitoring the Plan Implementation

Following the monitoring and evaluation methodology included in the operational plan.



Vision of Mawaddah

Empowering families for
a cohesive society.



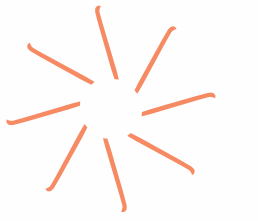
Mission of Mawaddah

Active participation with innovative solutions to empower families and build a vibrant, strong community.



Goals of Mawaddah

- Enhancing Islamic values and national identity.
- Improving the family environment and its surrounding factors.



Values of Mawaddah

Responsibility and initiative

Partnership and integration

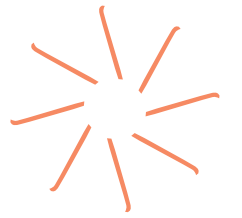
Commitment and transparency

Excellence and quality



Strategic Objectives

- Implement specialized service programs for beneficiaries, both awareness and developmental.
- Conduct research and advisory studies in the association's field of work.
- Achieve financial sustainability.
- Qualify specialized personnel in the association's field of work.
- Expand the association's services qualitatively and geographically.



Project Distribution on Balanced Scorecards

Beneficiaries:

1. Establishing a specialized association for domestic violence
2. Mawaddah Training Center Project
3. Research Center Project

Internal Operations:

4. Procedures Review and Development Project

Financial:

5. Financial Sustainability Project

Learning and Growth:

6. Employee Development Project
7. Partnerships Project (Partner)

Thank you.



mawaddahksa

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