



هيئة المساهمات المجتمعية - معاً
Authority of Social Contribution - Ma'an



IMPACT 2023 REPORT

maan.gov.ae



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CREATING COLLABORATIVE COMMUNITIES TO DRIVE SOCIAL IMPACT



The Authority of Social Contribution - Ma'an continues its journey to create a sustainable positive social impact on community members. Since its establishment in 2019 under the umbrella of the Department of Community Development - Abu Dhabi, the Authority has been dedicated to building an integrated system that supports social development goals, in line with our vision to provide a decent life for all members of society.

In line with our leadership's directives, the Authority of Social Contribution is advancing the process of sustainable social development and amplifying the role of individuals and institutions in enhancing quality of life, which solidifies Abu Dhabi's reputation as a preferred global destination for living and working.

As the official government channel for receiving social contributions in Abu Dhabi, Ma'an distinguished itself last year by creating innovative solutions for various challenges. It also strengthened the system of partnerships with the government, private, and third sectors, as well as with members of society, embodying the highest ideals of community cohesion and solidarity. This approach helped direct projects toward priority topics. These achievements by Authority of Social Contribution - Ma'an mark the beginning of a promising journey that empowers an effective social network. This journey adopts the best international practices to address social priorities while preserving national values and identity, transforming these efforts into opportunities that enhance the quality of life for community members.

In conclusion, I would like to thank the team at the Authority of Social Contribution - Ma'an, and all partners from various sectors. The complementarity of our roles and our dedication to working as one team is the secret behind our success and excellence. As we advance our societies and bring about positive and tangible social transformation, let us remember that this journey is not complete without generosity and determination.

Thank you,

HIS EXCELLENCY DR. MUGHEER KHAMIS AL KHAILI
Chairman of Department of Community Development

Reflecting on the progress and achievements of the Authority of Social Contribution – Ma'an over the past year, I am filled with immense pride and gratitude. Our journey has been driven forward by collaboration and unwavering dedication to achieving long lasting positive social impact for the Abu Dhabi community.

The invaluable contributions and participation from our community have been the keystone of our success. Our growth and achievements would not be possible without the dedication of our partners and community members, who share our vision of a more prosperous future for the emirate of Abu Dhabi. The achievements outlined in this report are the result of the collective efforts of the Authority and in raising and transparently deploying funds to develop innovative solutions that address social priorities that matter to the community.

Our dedication to community development is the backbone of our goals and we continue to build a collaborative and cohesive community through addressing social priorities that matter to Abu Dhabi community .

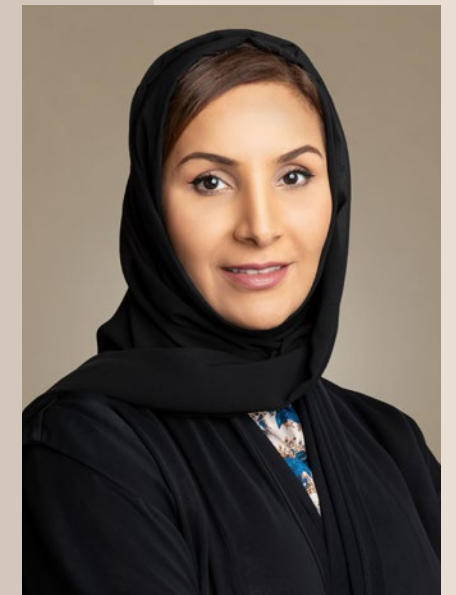
By elevating our initiatives and expanding our partnerships, we have nurtured a more vibrant and impactful ecosystem.

In line with the Government of Abu Dhabi's ongoing commitment to sustainable social development, the Authority of Social Contribution – Ma'an continues to tackle social priorities in the health, education, social, infrastructure and environment sectors. The report is testament to our utmost commitment to achieving tangible outcomes in the city and improving the wellbeing and quality of life of the community members in Abu Dhabi.

Every participation from the community of Abu Dhabi, no matter how big or small, has played a significant role in achieving the outstanding results showcased in this Impact Report. Together, we can achieve greater results by developing a collaborative community and building a brighter future for our city.

Thank you,

HER EXCELLENCY SALAMA ALAMEEMI
Director General of the Authority of Social Contribution – Ma'an



MA'AN AT A GLANCE

Founded in February 2019 by the Department of Community Development (DCD), Abu Dhabi; the Authority of Social Contribution – Ma'an, acts as a catalyst that leverages the Abu Dhabi community to collaborate, underpinned by greater social cohesiveness, and to take joint responsibility for addressing social priorities and challenges.

As the Government of Abu Dhabi's official channel to receive contributions to address social priorities, Ma'an funnels these contributions to causes across the entire Abu Dhabi community in sectors including health, education, environment, social and infrastructure. It is based on a partnership model with public, private and third sector entities.

Ma'an provides resources and support to seed and grow community-based organizations, raise and allocate funds towards community-based groups and social initiatives, and promote community engagement and a culture of volunteering.

SINCE ITS ESTABLISHMENT, MA'AN HAS:

- Improved the wellbeing of **over 800,000 individual beneficiaries**, including many social groups identified as the focus of national priorities, such as People of Determination, elders, lower-income people, and others.
- Collaborated with **more than 80 entities** from the public, private and third sectors to co-create opportunities for social contribution and impact.
- Collected **over AED 500million** and allocated **over AED 300million** in support of collaborative projects with clear social impact objectives.
- Supported and co-created **118 projects and 147 services** working across different policy areas such as health, education, environment, and social sector.
- **Supported 104** social entrepreneurs and non-profit organizations and **certified 76** social enterprises.
- Pioneered the innovative use of outcome based contractual agreements in the region to foster cross-sector collaboration to address some of the most complex social priorities. And thus launched 14 outcome-based contractual agreements- social impact bonds and social contracts- worth **more than AED 47 million** in collaboration with 21 partners from the private, public and the third sector
- Mobilized and activated members of the Abu Dhabi community to contribute via volunteering by recruiting **more than 11,000 volunteers** to contribute **over 100,000 volunteering hours** in volunteer-led or volunteer-assisted services in opportunities co-created with partners.
- Generated economic value through the Gross Value Added of volunteering – **more than AED 7million.**

VISION

Creating collaborative communities to drive social impact.

MISSION

We mobilise the Abu Dhabi community to create a culture of participation and contribution to build a cohesive society. We nurture collaborative communities with common values and passion for positive change. We unite individuals and organisations to create collective impacts that resonate across Abu Dhabi.

VALUES

Sustainable social development is at the core of our values. We embrace a culture of giving where every contribution counts. We encourage social innovation, fostering new ideas for impactful solutions to Abu Dhabi's social challenges. Our purpose-led approach prioritizes integrity and tangible social impact.

MA'AN'S ACHIEVEMENTS IN 2023

Before discussing Ma'an's impact over the past few years, here is a quick snapshot of some of our most recent achievements. Each of Ma'an's functions, as described below, demonstrates how we have operated in accordance with our Mandate to enable, activate and co-create different types of achievements through collaboration and partnership with the community and with public, private and third sector partners.

Ma'an's functions, while each delivering to its objectives, also operate across functional boundaries in order to enhance our efficiency and effectiveness. Outreach and partnership building, for example, cross-cut all of our functions so that we are targeting the most appropriate partners and beneficiaries for impact for each of our mechanisms for change. We optimize our uniqueness as Abu Dhabi's official channel to receive contributions to address social priorities and deploy these strategically to social and community programs implemented either in collaboration with or with financial backing provided to public, private or third sector partners.

Some of the projects supported by Ma'an's Social Investment Fund also created opportunities for the deployment of Ma'an's growing community of volunteers, widened the support for third sector entities incubated or accelerated by Ma'an, and leveraged additional resources to support the emerging innovations around contracting for outcomes.

Contributions received by Ma'an were also used to support the growth of the Third Sector, enabling these mission-led entities serve priority population groups directly.

In other words, strategic deployment of funds collected enabled Ma'an to multiply and diversify the impact we help achieve directly and indirectly.

HIGHLIGHTS



FUNDRAISE
42,303,022 AED



ALLOCATION
91,072,312 AED



SUPPORTED PROJECTS
57 PROJECT



BENEFICIARIES
430,459



VOLUNTEERS
3497



SOCIAL CERTIFICATE
42 CERTIFIED SOCIAL ENTERPRISES



INCUBATORS
23 INCUBATED STARTUPS



PARTNERS
35

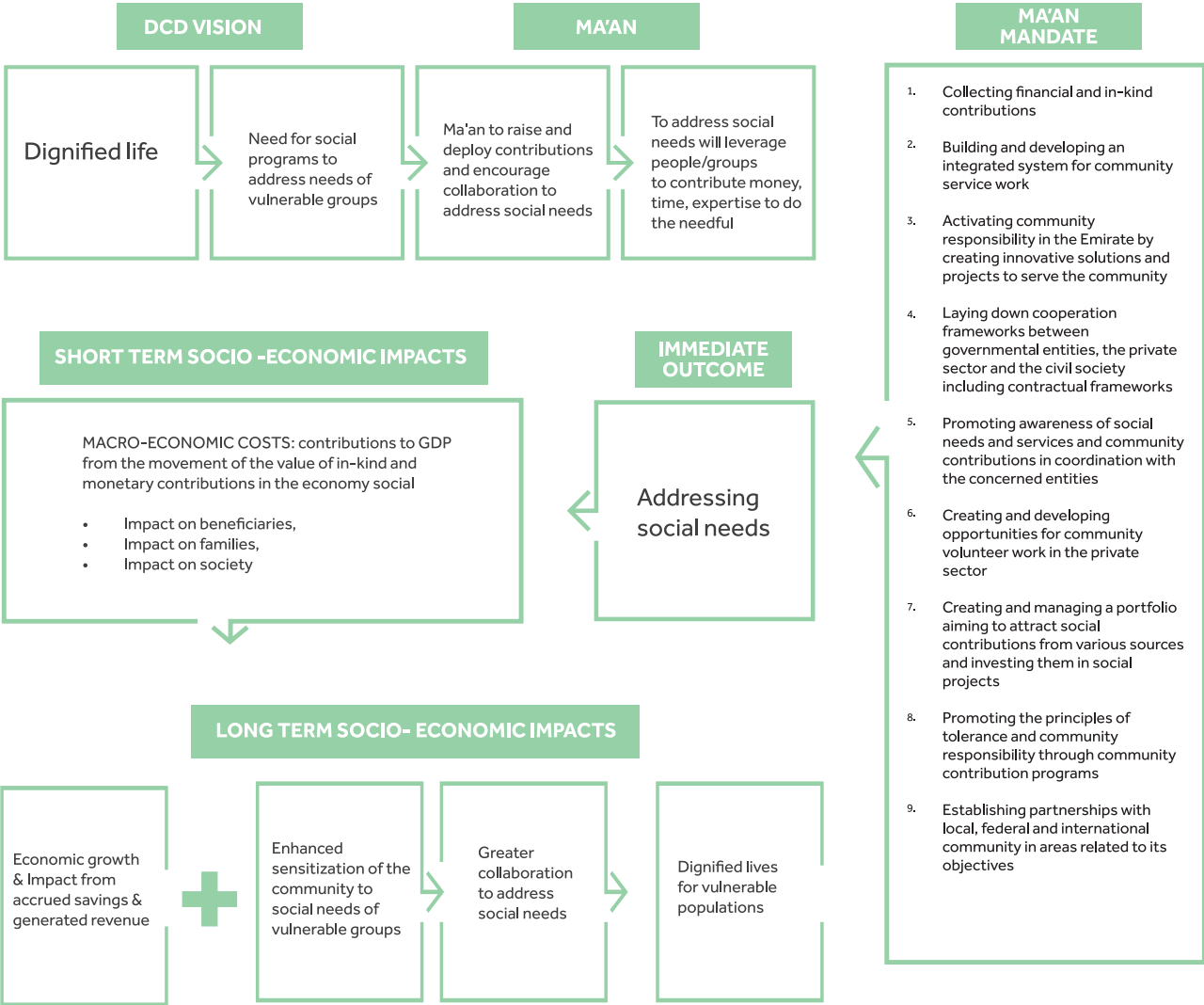
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MA'AN'S PATHWAYS TO IMPACT



3.1 MA'AN'S PATHWAYS TO IMPACT

There is no one way of measuring impact just as there is no singular definition of it. Definitions and evidence must be sensitive to context, and appropriate to organisational objectives. Ma'an's impact can be best seen to include its impact on community mobilization as well as the 'social impact' and 'economic impact' of its activities.



Not all aspects of our impact are easily measurable. Moreover, the long term nature of impact also means that direct measurement is not always possible. Instead, proxy measurement is often used as plausible indicators of longer-term impact. For example, growing volunteering opportunities remains an important indicator of our achievement in its own right, but is also a springboard for achieving impact such as enhancing Gross Value Added to the economy, building societal capacity and social cohesion.

Our pathways to impact are always underpinned by our commitment to collaborate, and to mobilize and activate different segments of the Abu Dhabi community to participate and contribute and to innovate in our operational model, activities and offerings.

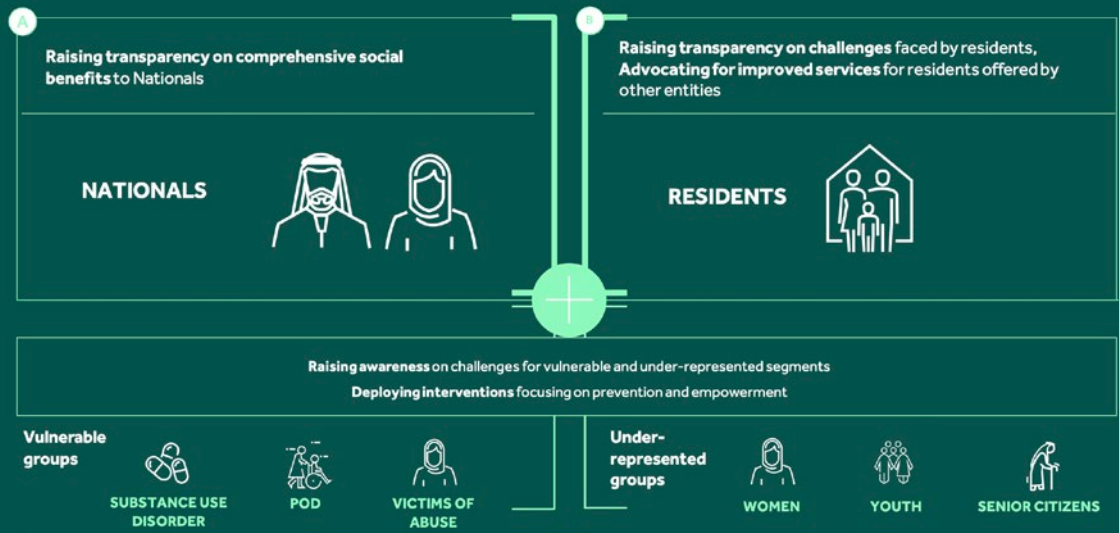
3.1 IMPACT AS PART OF THE WIDER SOCIAL SECTOR ECOSYSTEM

Over and above our organizational objectives, Ma'an is guided by the social priorities and priority groups set out by the Department of Community Development.

DIGNIFIED LIFE FOR ALL



SOCIAL SECTOR COVERAGE WILL EXPAND TO SERVE, SUPPORT AND ADVOCATE FOR ALL CITIZENS AND RESIDENTS OF ABU DHABI



Ma'an works closely with others to help mobilize resources and efforts efficiently and effectively to optimize impact.



3.2 DIRECT AND INDIRECT IMPACT

Ma'an contributes to both direct and indirect impact. Action by Ma'an – for example, in supporting third sector entities – achieves direct impact in terms of the growth and sustainability of these entities. In addition, this support enables the third sector entities to provide services to the beneficiaries they work with. In other words, Ma'an's direct support of third sector entities contributes towards indirect impact through the work delivered through these entities to the beneficiaries they serve, for example in improving the beneficiaries' wellbeing.

EXAMPLE

The Juvenile Care Program was launched in March 2023, in partnership with Abu Dhabi Police and Maker Space, socially focused operator. This program, which is ongoing and will complete in March 2026, provides hands on activities to juveniles through optimizing their growth and rehabilitation timeline in Abu Dhabi.

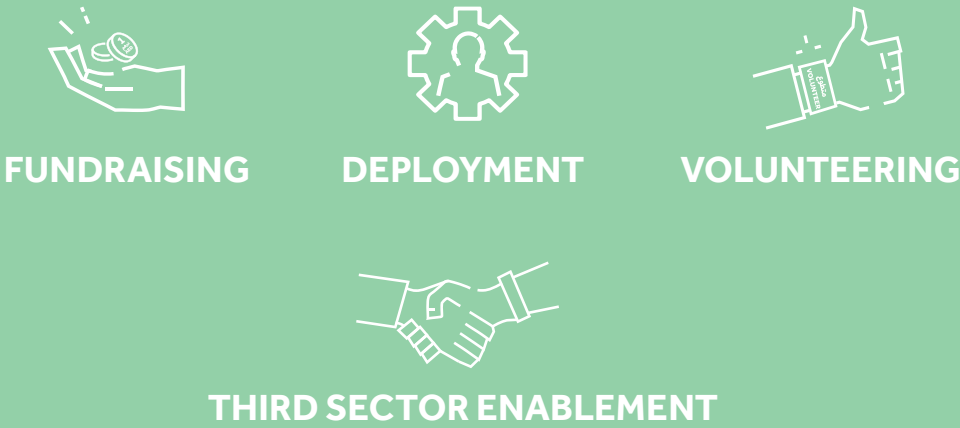
A 561,600 AED deployment of financial contributions collected by Ma'an directly supported the project delivery partners to be able to turn the project into reality. In turn, the project delivery partners are supporting 940 juveniles, providing them with hands on activities to help these juveniles develop a positive mindset and ambitions that will prevent their relapse. Through positive activities, juveniles eliminate bad habits and become more involved and of value to society.

3.3 HOW MA'AN IS ORGANIZED TO ACHIEVE IMPACT

At Ma'an, we focus on the meaningful contribution that Ma'an demonstrably makes to social and economic impact through direct action as well as through enabling others to act.

Our vision is translated into action through five pillars of activity where Ma'an leads initiatives or partners with third sector organizations, government entities, the private sector, and people in our community.

MA'AN FOCUS AREAS



MA'AN'S PILLARS OF ACTIVITIES



These pillars operationalize Ma'an's mandate's tools for mobilizing the various segments of Abu Dhabi community to create a culture of participation and contribution.

3.4 OPTIMIZING IMPACT AND EFFICIENCY THROUGH INTERNAL SYNERGIES

By creating internal synergies and working collaboratively with external partners Ma'an optimizes impact and efficiency.

MA'AN CROSS-PILLAR SYNERGIES

EXAMPLE

To ensure the sustainability of the social enterprises incubated, Ma'an's Social Incubation and Contracting (SIC) function adopted a number of key elements into their approach:

FOCUSING ON SOCIAL PRIORITIES AND GROUPS

The aligned partnership approach of social sector entities towards addressing DCD priority themes and groups equally underpins SIC's approach towards growing the social sector. To date, each of the cohorts of social enterprises incubated and accelerated has been themed to align with DCD's social themes and national priorities¹.

CREATING A VIRTUOUS CYCLE

Ma'an's unique structure helps to create synergies across its various pillars, enabling close coordination and the amplification of impact.

SIC contributes towards the growth and upscaling of social enterprises. These form a pool of potential providers from which Ma'an's social contracting function may draw upon. This alignment is enabled by the fact that pillars of Ma'an are working to the same social priorities.

For example, a social enterprise incubated as part of SIC's third cohort – Tanfees Ltd – was subsequently appointed the service provider in the Bedayat Social Impact Bond launched by Ma'an's Social Impact Contracting function.

THE BEDAYAT SOCIAL IMPACT BOND

The Bedayat programme was launched in 2022, in partnership with the Abu Dhabi Early Children Authority, Al Dar Properties and Tanfees Ltd. This aims to develop comprehensive family support services in Abu Dhabi to guide divorced parents of children aged between 0 and 8 years, who are experiencing difficulties coping with their parents' separation and new family arrangements. The programme is designed to equip mothers and fathers with practical strategies to support the social and emotional development of their children and promote positive child well-being.

The programme – which completes in 2024 – enables the children to have safe, stable and happy lives. Working with 36 families, the programme achieves enhanced mental and social wellbeing outcomes for the children, as well as improved family cohesion outcomes.



¹ For a complete list of all the entities incubated by SIC to date, please refer to Appendix 1.

04 MA'AN'S ENABLERS FOR IMPACT



4.MA'AN'S ENABLERS FOR IMPACT

Ma'an mobilizes contributions to society through direct action and through enabling others to contribute. At the organizational level, our Outreach Management team raises awareness of Ma'an, sharing ideas, and connecting individuals to opportunities to get involved through Ma'an. This is done through a multi-pronged approach to make sure that the right messages get to the right audiences and partners.

In complement, we build and grow partnerships so that these combine our strengths, purpose and commitment for creating sustainable social impact. We provide a platform for collaboration, innovation, and social impact; helping our partners from different sectors drive their social purpose.

For example, Ma'an refined its Corporate Social Responsibility (CSR) model to further enable businesses across Abu Dhabi to utilise our initiatives and programmes, co-created with partners, as a channel to maximise CSR budgets and actively give back to the local community. This helps corporate simplify and achieve their social goals associated with their responsibility contribution and Sustainability Development Goals, allowing more budget and time to be dedicated directly to the social programmes, which increases the social impact made by the corporation.

Corporates can choose from a range of programmes and initiatives, tailored to benefit a key social priority in Abu Dhabi, such as projects aimed at creating an inclusive and cohesive society in Abu Dhabi, building integrated communities and ensuring a decent standard of living for all community members.

As the diagram below illustrates, our outreach and partnership functions help us to engage effectively with a wide range of stakeholders, including private corporations, high net worth individuals, members of the community, and more. This helps leverage contributions that support collaboration and innovation to create sustainable solutions for key social priorities in Abu Dhabi.

OUR EFFORTS IN COMMUNICATION AND COMMUNITY PARTNERSHIP

PARTNERSHIPS AND COMMUNICATION

250 INVITED TO THE AUTHORITY'S ANNUAL CEREMONY	2200 CONTRIBUTORS	66 YEAR TO DATE TOTAL NUMBER OF PARTNERS	46 MEETINGS WITH COMPANIES
346 COMPANIES CONTACTED	44 COMMUNICATIONS WITH WEALTHY PEOPLE	13 PARTNERSHIPS IN YEAR 2023	

ADVERTISING CAMPAIGNS

920,755 NUMBER OF FINANCIAL TRANSFERS (ATM, ADPAY, CONTRIBUTIONS PLATFORM)	732 CONTRIBUTION VIA THE WEBSITE	419,000 VISITS TO THE WEBSITE	286,000 VISITOR ON THE WEBSITE
9 CAMPAIGNS			

MEDIA AND PUBLIC RELATIONS

10 AUDIO-VISUAL MEANS OF COMMUNICATION	137 PRINT NEWS	644 ONLINE NEWS	\$6,938,878 AVE TOTAL MARKETING VALUE
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SOCIAL MEDIA

+ 7.8m IMPRESSIONS	+13.4% PERCENTAGE INCREASE IN FOLLOWERS FROM 2023	788 TOTAL NUMBER OF POSTS ON SOCIAL MEDIA	+ 240,800 SHARING
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EVENTS

1,987 TOTAL NUMBER OF ATTENDEES FOR THE EVENTS	12 ORGANISED EVENTS	37 TOTAL EVENTS
	25 AWARENESS SESSIONS ESTABLISHED	

WE ADDITIONALLY DEPLOY MECHANISMS FOR CHANGE IN TARGETED WAYS TO MOBILIZE AND ACTIVATE INDIVIDUALS, COMMUNITIES, THE PUBLIC SECTOR, THE PRIVATE SECTOR, AND THE THIRD SECTOR THROUGH:

- Encouraging financial and in-kind contributions and deploying them for impact.
- Encouraging community volunteering and creating volunteering opportunities for impact.
- Supporting third sector growth, particularly encouraging social entrepreneurialism.
- Directly paying for desired outcomes.

4.1 AMPLIFYING IMPACT

Each of these is an outcome in itself, but the value of the different types of contribution creates greater impact due to a multiplier effect estimated to comprise up to 10% of the Gross Domestic Product in many economies².

The multiplier generates economic and social impact in several ways, as described below:

PROVISIONS FOR BENEFICIARIES OR SERVICE USERS:

1. The entities supported (e.g. third sector organizations) through the contributions are better able to provide support and services for the community which would otherwise be lacking, or be a public expense.
2. In some cases this expansion of preventative support helps reduce the need for crisis intervention which always incurs more significant public spending.
3. As the wellbeing of beneficiaries of supported entities improves, there is greater social resilience and labour market productivity³.

² Citi GPS (2021) Philanthropy and the Global Economy. Opportunities in a World of Transition, Citigroup: New York City, United States of America

³ See, for example, the evaluations by the United Kingdom Department for Work and Pensions, including the Work and Health Programme Evaluation

IMPACTS ON THOSE WHO CONTRIBUTE FINANCIALLY AND IN-KIND

- At the individual level, volunteering develops skills and social networks and contributes towards better labour market outcomes and career progression.
- For private sector contributors, contributing through Corporate Social Responsibility helps improve the brand value of private corporations, as well as helping them meet Environmental, Social and Corporate Governance (ESG) standards.

BENEFITS TO BROADER SOCIETY

- Direct cash giving generates shared economic value by driving up spending, and encourages further economic activity.
- Supported entities, such as third sector organizations, can also generate employment.
- Impact-driven forms of giving can consciously grow community networks and improve social cohesion.

Our impact report provides concrete examples of these different types of multiplier effect in action.



4.2 FROM SIMPLY GIVING TO STRATEGIC CONTRIBUTION

As the official body for collecting, mobilizing and deploying financial and in-kind contributions, Ma'an adds value through transforming the simple act of giving into strategic contribution. This enables contributors to have more strategic and longer-term impact.

The table below illustrates Ma'an's impact in encouraging transitioning from simple giving towards strategic contribution.

SIMPLE GIVING	STRATEGIC CONTRIBUTION
Focuses on the effects of the problem	Addresses the root causes of the problem
Short-term fixes	Longer-term solutions
Reactive, responds to requests	Proactive, builds on best practice, identifies and fills gaps
May create dependent communities	Creates empowered, activated communities
Unfocused, hard to say no	Focused, increasingly expert
Funding one or two organizations	A portfolio of strategic interventions for sustainable transformation
Understanding of impact is limited	Measurement of outcomes, evaluation of impact, lessons learned and shared
Provides for those meant to benefit	Actively engages, empowers and builds capacity of the communities meant to benefit
Has no end	Designed to be sustainable, to create a shift in the system, beyond dependency

THE FOLLOWING CHAPTERS WILL PRESENT MA'AN'S IMPACT THROUGH EACH OF THE FOUR ENABLING MECHANISMS OF:

- Encouraging financial and in-kind contributions and deploying them for impact.
- Encouraging community volunteering and creating volunteering opportunities for impact.
- Supporting third sector growth, particularly encouraging social entrepreneurialism.
- Paying directly for desired outcomes.



05

ENCOURAGING FINANCIAL CONTRIBUTIONS AND DEPLOYING THEM FOR IMPACT



5. ENCOURAGING FINANCIAL CONTRIBUTIONS AND DEPLOYING THEM FOR IMPACT

The impact of financial contributions collected and deployed through Ma'an can be understood at two levels: the "adding to" and "substitution" impact of deployed contributions (input) on existing resources" as well as the direct impact of the initiative and interventions supported through the deployed contributions (outcome).

'Adding to' refers to extending the reach of existing public spending for community services, and 'substitution' refers to the shifting of some existing public spending to enable re-deployment of budgets. This widens the pool of entities and programmes supported.

By 'outcome', this refers to the effects of initiatives and interventions supported by the financial contributions. This may be in relation to the impact on the wellbeing of beneficiaries served by the entities receiving financial support through Ma'an, or the cost-avoidance to the public purse.

In order to efficiently facilitate the process of accepting and directing the contributions received, Ma'an has launched an application that will allow public and private sector and individuals to assign their contributions to a programme or initiative of their choice without paying any administrative fees to the authority.

100% of the contributions received by Ma'an go towards the social programmes and initiatives as agreed with the contributor. Committed to actualising these social programmes, Ma'an issues a report annually on our website that highlights all the programmes and initiatives launched in the year and underlines the impact it has made on the beneficiaries as well as its continued efforts to empower the growth and development of the Third Sector. This demonstrates Ma'an's commitment to transparency and accountability.

5.1 CONTRIBUTORS AND CONTRIBUTIONS

THERE ARE A NUMBER OF INDICATORS THAT CONVEY THE STORY OF MA'AN'S GROWING SUCCESS IN MOBILIZING FINANCIAL CONTRIBUTIONS:

The evidence for growth in the numbers of contributors, the types of contributors, and amounts contributed, may be regarded as indicators of Ma'an's direct efforts in growing the appetite for impact-driven financial contribution.

The evidence on new contributors may be interpreted as an indicator of Ma'an's growing reach and reputation.

The evidence on repeat contributions may be interpreted as an indicator of contributors' satisfaction with previous experiences of contributing through Ma'an.

Across all these indicators, Ma'an has achieved demonstrable success.

As Figures 01 and 02 demonstrate, Ma'an increased the number of contributors and the amount of contributions. Since 2021⁴, the number of High Net Worth Individuals (HNWI) contributing more than doubled, while the amount contributed went up even more significantly by six-fold, from 2.3million AED in 2021 to 16.4million AED in 2023.

More remarkably, the number of corporate contributors over the same period tripled, while the amount contributed increased at a much greater rate, from 1.6million AED in 2021 to 34.2million AED in 2023.

Contribution-per-capita has also been going up over time.

These impressive rates of increase need to be interpreted realistically. As Ma'an continues to mature, there will be a saturation effect – a natural 'ceiling' – in the rate of increase in contributors and contribution in the future.

⁴ Ma'an was established in 2019 and many of the relevant metrics would have been zero, thus rendering 2019 unsuitable to be considered the base year. 2020 is an outlier due to the COVID-19 pandemic. Hence 2021 has been used as the basis for comparisons.

% INCREASE IN NEW & REPEAT CONTRIBUTORS & CONTRIBUTIONS

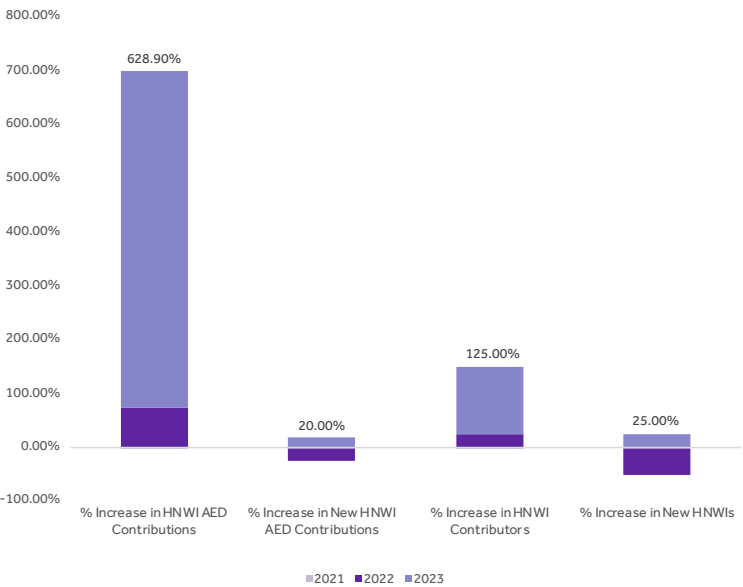


Figure 01: %Increase in New & Repeat Contributors & Contributions

CORPORATE AED CONTRIBUTION



Figure02: Corporate Contributors and their Contributions

At the same time, Ma'an continues to attract new contributors while successfully retaining existing contributors. The retention of existing contributors is being noteworthy across the different segments of contributors.

HNWI CONTRIBUTORS -REPEAT MIX %

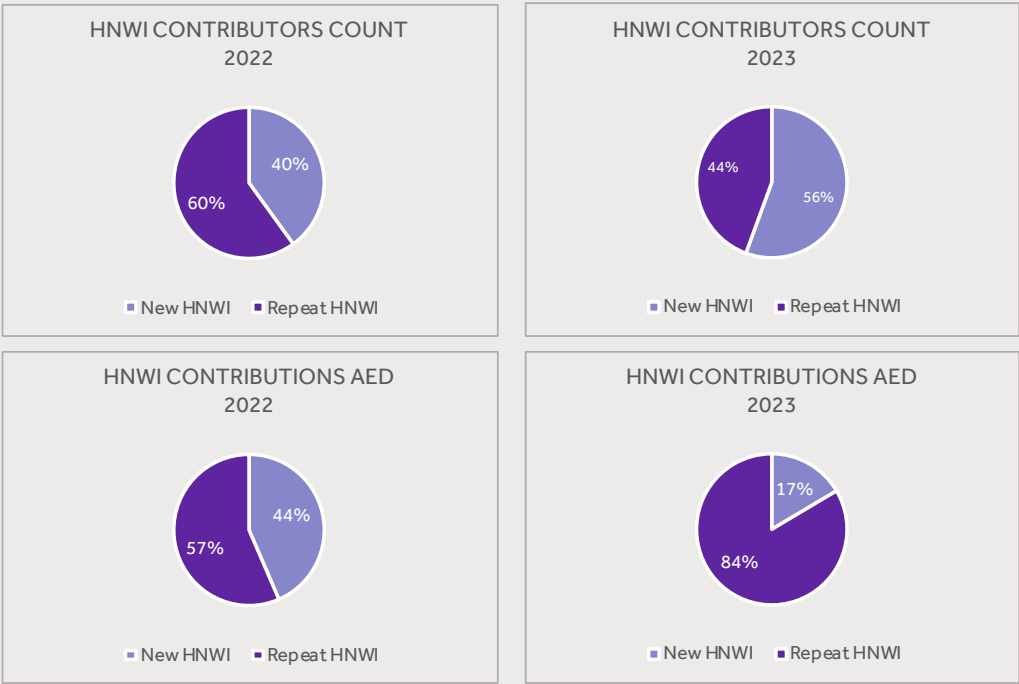


Figure 03: HNWI Contributors -Repeat Mix %

CORPORATE CONTRIBUTORS -REPEAT MIX %

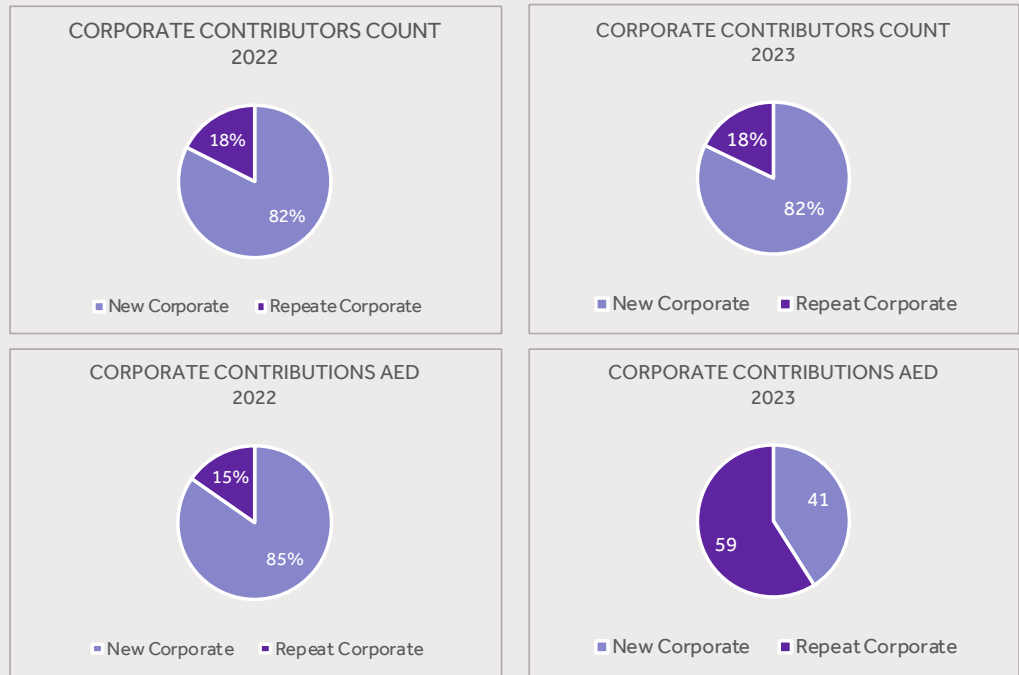


Figure 04: Corporate Contributors -Repeat Mix %

5.2 DEPLOYMENT

Ma'an has widened the pool and diversity of financial contributors, and has increased the supply of financial contributions that goes towards social causes. This complements and enhances public expenditure.

SOCIAL INVESTMENT FUND ACHIEVEMENT FROM 2020-2023

Ma'an has successfully allocated **AED 322.9 Million from 2020-2023**, with funding directed to various sectors and areas covering a wide range of social priorities and segments of Abu Dhabi Community.

SUPPORTED 118 PROJECTS IN VARIOUS SECTORS		ENHANCED THE LIFE OF 745,791 INDIVIDUALS IN ABU DHABI COMMUNITY		IN COLLABORATION WITH 77 ENTITIES FROM GOVERNMENT, PRIVATE AND THIRD SECTOR	
2020	27	2020	454,623	GOVERNMENT	20
2021	9	2021	7,491	PRIVATE	10
2022	25	2022	122,618	THIRD SECTOR	47
2023 (SIF ALLOCATION)	57	2023	161,059	ENTITIES COLLABORATED WITH PER TYPE	
SIF PROJECTS	19	TOTAL SUPPORTED BENEFICIARIES PER YEAR			
SOCIAL CONTRACTING PROJECTS	8				
COMMUNITY ENGAGEMENT PROJECTS	21				
GRANTS PROGRAM	4				
2023 (RESTRICTED FUNDS)	5				

This increased deployment has been taking place in the context of growing demand for Ma'an's financial support. As Figure 05 illustrates, the numbers of applications for financial support has been increasingly steadily from 14 in 2021 to 88 in 2022, and 122 in 2023. This demand has been originating from across the public, private and third sectors; suggesting that there is unmet need for impact-led funding for community services. There is further potential for expanding service provision across the different social themes and groups. Ma'an's financial support is likely to be critical to facilitating such service expansion.

This form of service expansion is grounded on transparency in the use of resources and accountability in terms of social impact generated. Ma'an's role as the conduit for collecting and deploying contributions is distinguished by a policy of not deducting any fees from the contributions received. Every dirham contributed goes directly towards funding social causes and projects, ensuring that contributions makes optimal impact through initiatives in education, healthcare, environment and social well-being. The strategic deployment prioritises projects that empower the youth, strengthen families, support vulnerable communities, and foster a more inclusive and vibrant Abu Dhabi.



APPLICATIONS “FIT” FOR GRANTS

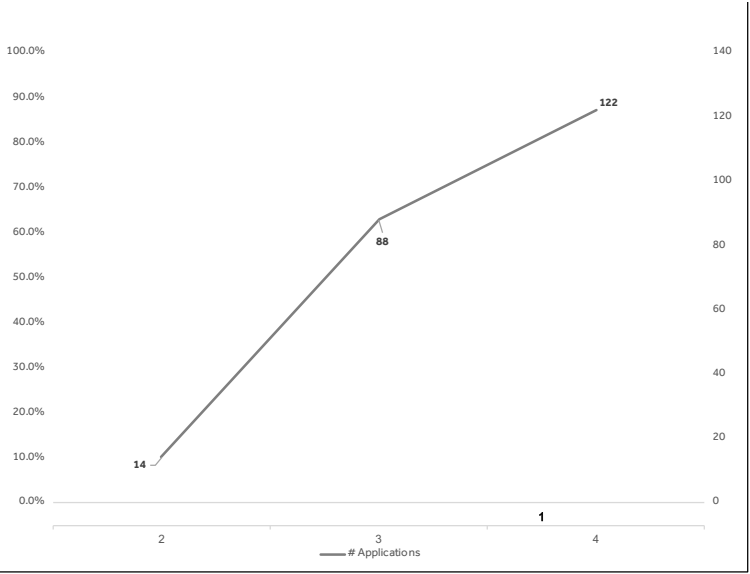


Figure 05: Applications and approval rates for financial support over time

Deployment by Ma’an, in terms of amounts deployed and destinations for deployment, point clearly to the enlargement of the pool of resources available for community services delivered through the public, private and third sectors. This expands the scope for impact.

What is notable from Figure 06 below is the consistently high level of financial support, as a proportion of overall financial deployment, directed towards third sector entities. Such deployment consistently accounted for around half to over two-thirds of overall resources, signalling Ma’an’s unwavering commitment towards supporting the growth of the third sector in Abu Dhabi⁵.

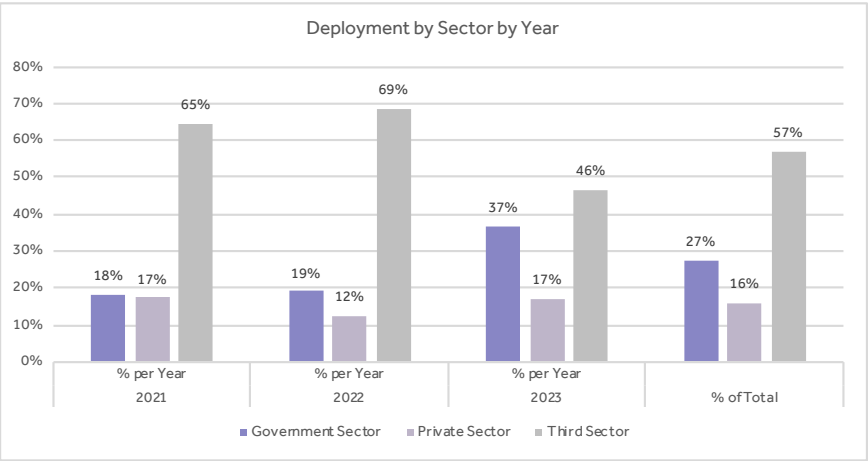


Figure 06: Trends in deployment by sector

IN DEPLOYING THIS ADDITIONAL SOURCE OF FINANCING TOWARDS SOCIAL CAUSES, MA’AN CAN BE SEEN TO DIRECT RESOURCES STRATEGICALLY IN TWO KEY WAYS:

- Supporting the development of a diverse and sustainable third sector that contributes towards social and economic impact.
 - Supporting cross-sector collaborations to tackle complex social problems.
- The collaborative approach creates more opportunities for contribution and for impact.

As illustrated in Figure 07 below, the role of Ma’an’s contribution towards expenditure on community services is especially noteworthy, demonstrating the largest proportionate increase in deployment of financial contributions over time. The proportionate increase in funding directed towards third sector entities is also noteworthy especially since support to this sector has generally accounted for the bulk of overall financial deployment. In other words, Ma’an has not only placed significant emphasis on supporting the third sector, this focus has grown over time.

At the same time, Ma’an’s deployment of resources is rooted in transparency, not only in terms of how resources are used, but also in terms of how delivery partners are selected. This ensures that delivery is of high quality and will make an impact on intended beneficiaries.

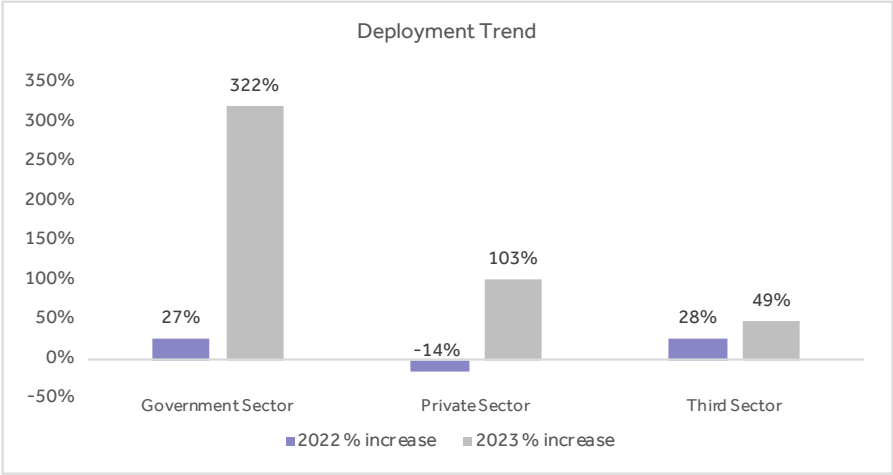


Figure 07: Proportionate increase in deployment of financial contributions by sector over time

⁵ A full list of all the entities supported through financial contributions by Ma’an, including third sector entities, is illustrated in Appendix 2.

THE SECTIONS THAT FOLLOW PROVIDE EXAMPLES OF THE DIFFERENT STRATEGIC APPROACHES FOR DEPLOYMENT OF FINANCIAL CONTRIBUTIONS COLLECTED BY MA'AN.

An example of resourcing third sector entities

ESTABLISHING HANDMADE CARPET MARKETPLACE TO SUPPORT WOMEN



PROJECT BRIEF

The sections that follow provide examples of the different strategic approaches for deployment of financial contributions collected by Ma'an.

WHAT MAKES THE PROJECT SIGNIFICANT?

Your support fuels the creation of a self-sustaining brand, not only benefiting the women involved but also enriching national products and Emirati investments. This initiative is a testament to the empowerment of women and the broader prosperity it brings to the people of the UAE, linking a narrative of skill development, happiness, and sustainable growth.

FUND

2,000,000 AED

BENEFICIARIES

40 Women

COMMUNITY BENEFIT

- Empowering Women
- Support National Production
- Positive Impact On Emirati Investments

SOCIAL PRIORITY

- Family Prosperity
- Social Inclusion & Empowerment
- Active & Responsible Community

PROJECT PARTNERS



An example of resourcing cross-sector collaborations

COMMUNITY PARKS



PROJECT BRIEF

Introducing the concept of community participation in urban development through a joint program by Ma'an & Abu Dhabi Municipalities to develop community parks.

WHAT MAKES THE PROJECT SIGNIFICANT?

This project will be providing a recreational facilities that will engage and serve the community members, services within specific areas to all members of the community through the development of parks and recreational facilities.

FUND

8,500,000 AED

COMMUNITY PROJECT

9 Community Parks

COMMUNITY BENEFIT

- Recreational facilities for community members
- Engage the community members and facilitate their physical and mental needs through creating the community parks where they can have many activities and amenities to keep visitors of all ages active and engaged for an entire day.

SOCIAL PRIORITY

- Social Inclusion & Empowerment
- Active & Responsible Community
- Sports

PROJECT PARTNERS



Ma'an and the Department of Municipalities and Transport signed an agreement to enhance community engagement in Abu Dhabi. The collaboration supports the establishment of several parks in various locations across Abu Dhabi and Al Ain, along with multiple integrated transportation projects. These initiatives are part of joint efforts to engage the community in supporting social priorities.

Ma'an leveraged social contributions to promote the development of nine community parks in various locations in Abu Dhabi, including Al Falah, Musaffah and Al Shamkha, with an estimated value of AED 14.5 million. This initiative aims to enhance inclusiveness in these parks, improve wellbeing by providing recreational spaces and facilities for all members of society, and contribute to enhancing community experiences, group activities, stimulating the values of cohesion and cooperation.

This partnership exemplifies Ma'an's continuous efforts in fostering an environment that promotes active lifestyles, strengthens social bonds, and reinforces cohesion. Furthermore, it bolsters social wellbeing by constructing vital infrastructure that facilitates social engagement and encourages proactive involvement in society, ultimately ensuring sustainable delivery of essential services.

Driving contributions enables Ma'an to empower the Third Sector to deliver important initiatives, such as infrastructure projects, that improve the lives of Abu Dhabi residents and foster a collaborative community.

5.3 BENEFICIARIES

The direct beneficiaries are the entities and projects receiving financial support, while the indirect beneficiaries are those benefiting from the initiatives and interventions delivered by these entities and projects.

DIRECT BENEFICIARIES

A total of 224 entities have received financial support through Ma'an since 2021. Of these, a significant proportion are third sector entities, while the remainder goes towards supporting public sector entities (often in collaboration with other partners, including those from the private and third sectors).

The amount of contributions deployed, and the number of entities supported, have both increased steadily over time. These are signs that the demand for impact-based funding is significant and growing in Abu Dhabi.

The distribution of funding recipients further demonstrates that there is significant demand across key public policy sectors, and that Ma'an's role in collating and deploying additional financial contributions has helped expand the overall capacity of the public sector and socially-minded organizations to deliver more social good.

For example, Figure 08 below shows that the entities supported operate quite evenly over a number of key policy sectors such as education and health. This reflects the enduring importance of these policy themes in Abu Dhabi.

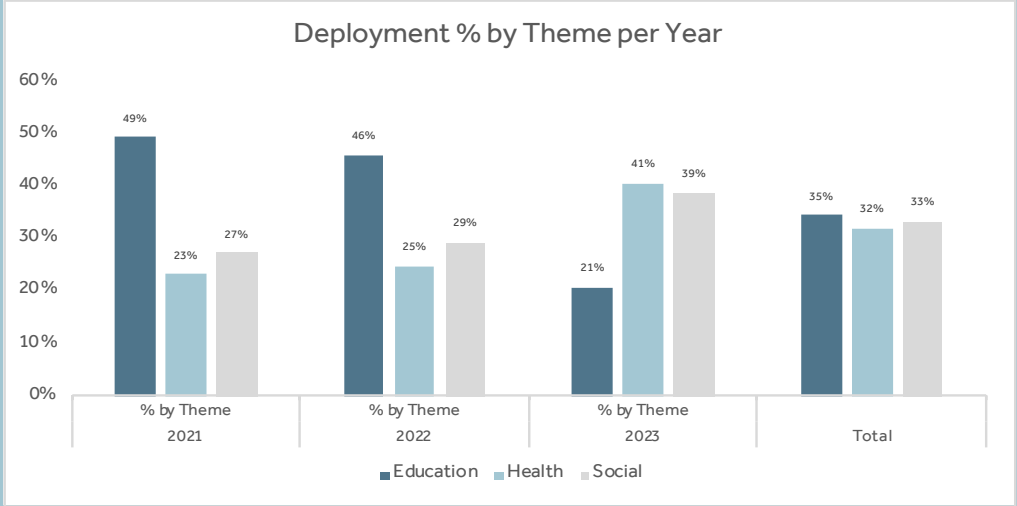


Figure 08 Proportionate increase in deployment of financial contributions by sector over time

INDIRECT BENEFICIARIES

Looking at the 2023 data only, clearly shows the indirect impact of funds deployed. By supporting 57 projects, MA'AN indirectly impacted the lives of over 161,000 individuals across different vulnerable population groups in different ways.



MAIN BENEFICIARIES HIGHLIGHTS



1000
WORKERS



1,840
EX OFFENDERS

164
INDIVIDUALS
WITH HIGH
DEBT

ELEVATED THE
WELL-BEING OF
161,065
INDIVIDUALS IN
2023, IN ABU DHABI



1,840
INDIVIDUALS
WITH CHRONIC
ILLNESS



200
ORPHANS



34,304
PODs



175
WOMEN



11,823
YOUTH

As Ma'an's operational model aligns with the social priorities and priority groups set out by the DCD, Ma'an has facilitated an extension of the reach and depth of community services to improve the wellbeing outcomes across these prioritized groups and themes.

More specifically, Ma'an has directed financial support towards entities and projects in the health sector, the education sector, and the environment and infrastructure sectors. These contribute towards policy sector-specific outcomes, such as improved mental-wellbeing, health condition-specific improvements (e.g. cancer and renal care), improved educational access, improved educational attainment, enhanced financial literacy, enhanced environmental quality, as well as improved environmental sustainability.

Case study on wellbeing impacts

FURNISHING THE HOMES OF LOW-INCOME FAMILIES IN AL WATHBA



PROJECT BRIEF

The aim of the project is to furnish the homes of 60 families of low-income citizens to support family stability in the North Al Wathba area.

WHAT MAKES THE PROJECT SIGNIFICANT?

Providing furniture to low-income families improves their living conditions by offering essential items such as beds, sofas, tables, and chairs. This contributes to a more comfortable and functional home environment.

FUND

3,000,000AED

COMMUNITY PROJECT

9 Community Parks

COMMUNITY BENEFIT

- Improved Living Conditions
- Enhanced Health and Well-being
- Increased Stability and Security

SOCIAL PRIORITY

- Social Inclusion & Empowerment
- Active & Responsible Community

PROJECT PARTNERS



Case study on educational impacts

FINANCIAL LITERACY PROGRAM



PROJECT BRIEF

The program seeks to improve the financial literacy of the Abu Dhabi community and attain a budget for individuals that aligns with their living standards, free of charges.

WHAT MAKES THE PROJECT SIGNIFICANT?

The program can contribute to increased financial literacy by providing educational resources and workshops. This empowers individuals to make informed financial decisions, manage their money effectively, and plan for the future.

FUND

994,600 AED

COMMUNITY PROJECT

450 Individuals

COMMUNITY BENEFIT

- Improved financial culture within the community leads to better financial management at the individual level. This, in turn, contributes to economic stability for residents and the community.
- Establish sustainable services for financial literacy in AD running by 3rd sector.
- Approximately 450 individuals from various target groups within the communities benefit annually from participating in the program.

SOCIAL PRIORITY

- Social Inclusion & Empowerment
- Active & Responsible Community

PROJECT PARTNERS



Case study on health impacts

INCLUSIVE COMMUNITY SPORTS FOR PODS



PROJECT BRIEF

This program aims to secure an inclusive environment with the necessary accessibility arrangements such as inclusive trainings for PODs, accessible equipment, accessible sports venue, to encourage and ensure the participation of people of determination and their families in a community sport events on an equal basis as others.

WHAT MAKES THE PROJECT SIGNIFICANT?

- Aims to increase the social participation of POD and their families and hence improve their quality of life.
- Aims to increase the social participation of POD and their families and hence improve their quality of life.

FUND

2,500,000 AED

COMMUNITY PROJECT

1,000 POD's

COMMUNITY BENEFIT

- Creating an inclusive environment for people of determination and their families.
- Establish sustainable services for financial literacy in AD running by 3rd sector.

SOCIAL PRIORITY

- Social Inclusion & Empowerment
- Active & Responsible Community

PROJECT PARTNERS



Case study on environmental impacts

FOR OUR EMIRATES WE PLANT PROGRAM



PROJECT BRIEF

For Our Emirates We Plant aims to plant 5,000 trees in Abu Dhabi. These indigenous tree saplings, when fully grown, will effectively help to sequester carbon dioxide from the atmosphere while ensuring that they are helping to combat desertification, which is a serious issue in this region.

WHAT MAKES THE PROJECT SIGNIFICANT?

Providing furniture to low-income families improves their living conditions by offering essential items such as beds, sofas, tables, and chairs. This contributes to a more comfortable and functional home environment.

FUND

335,980 AED

BENEFICIARIES

90,000 Individuals

COMMUNITY BENEFIT

- Improve environmental literacy rate in the country,
- Help achieve the international and local sustainability goals
- Help elevate the biodiversity and micro-habitats in the country.
- Help UAE achieve Net Zero goals.

SOCIAL PRIORITY

- Social Inclusion & Empowerment
- Active & Responsible Community

PROJECT PARTNERS



5.4 VALUE

In financial terms, the 313.1 million AED in contributions collected and deployed by Ma'an between 2020 and 2023 is a tangible contribution to the overall public expenditure for community services in Abu Dhabi. In addition to the quantifiable amount of financial resources going towards impact-focused community services, supporting preventative interventions may lead to a cost avoidance effect on the public sector in the long term.

For example, MAAN's deployment of AED 4.6 million to repatriate 86 patients who could not otherwise afford to return home, prevented AED 34.5 million of public expenditure for one year of unnecessary institutional care for these patients.

Case study on cost avoidance impacts

MOBILE DENTAL CLINIC



PROJECT BRIEF

Mobile Dental Unit that provides free, comprehensive dental treatment and emergency care to blue collar workers in communities facing common barriers to oral healthcare.

WHAT MAKES THE PROJECT SIGNIFICANT?

By supporting this program, an oral health dental campaign will be funded and supported to serve the blue-collar workers.

FUND

335,980 AED

BENEFICIARIES

90,000 Individuals

COMMUNITY BENEFIT

- Targeting patients who live in rural areas where they don't have easy access to dental treatments.
- Delivering dental services to people in need.
- Educating every individual regarding the importance of oral health.

SOCIAL PRIORITY

- Social Inclusion & Empowerment

PROJECT PARTNERS



It is likely that these examples are an under-estimation of the economic impact of Ma'an financial support since many of the entities and projects supported focus on early intervention or prevention. These help to avoid the crisis management of social issues which almost always costs significantly more to the public purse.

06

ENCOURAGING VOLUNTEERISM AND CREATING VOLUNTEERING OPPORTUNITIES FOR IMPACT



6. ENCOURAGING VOLUNTEERISM AND CREATING VOLUNTEERING OPPORTUNITIES FOR IMPACT

Ma'an plays a vital role in mobilizing the Abu Dhabi community to create a culture of participation and contribution to build a cohesive society. Volunteering has been shown to lead to alliances and increased cross-group understanding and interaction. Over time, these support the building of interpersonal and intergroup trust, which is a key ingredient in social cohesion.

Ma'an has focused in increasing the number and diversity of community and corporate volunteers, retaining them through sustaining their interests in giving back for social good by offering volunteering opportunities that appeal to different motivations.

In these areas, Ma'an has performed strongly over the years. It is apparent that there has been a considerable increase in the numbers of volunteers, hours spent volunteering, and volunteering opportunities.

The figures 09 and 10 of the next pages demonstrate that the number of volunteers increased eight-fold between 2021 and 2023, rising from 365 to 3,538 over the period. Additionally, volunteering hours increased at a higher rate of, from 5,010 hours in 2021 to 71,364 hours in 2023 (as Figures xx and xx illustrate). What this means is that Ma'an has not only been attracting more volunteers over time, but have succeeded in encouraging each volunteer, on average, to dedicate more time to volunteering. These are indicators that Ma'an has been successful in activating members of the community to be motivated to want to give back to society.

Over this period, there has been a shift in Ma'an's strategy towards volunteering. In 2021, volunteering was encouraged through Ma'an programmes with volunteers recruited and managed by Ma'an. This shifted in 2022 to be more consistent with the vision of Ma'an being an enabler and facilitator for contribution. Ma'an's role transitioned to the active creation of volunteering opportunities through proactive engagement with public, private and third sector partners as well as with local communities. This activates a wider set of players to co-create opportunities for community participation. In parallel, Ma'an retains responsibility for recruiting and supplying volunteers to these partner entities. In other words, we have moved from Ma'an-led programmes to community-led programmes supported by Ma'an.

This shift is reflected in the changes in volunteering opportunities over the past few years with an increase of 24% from 2022 to 2023.

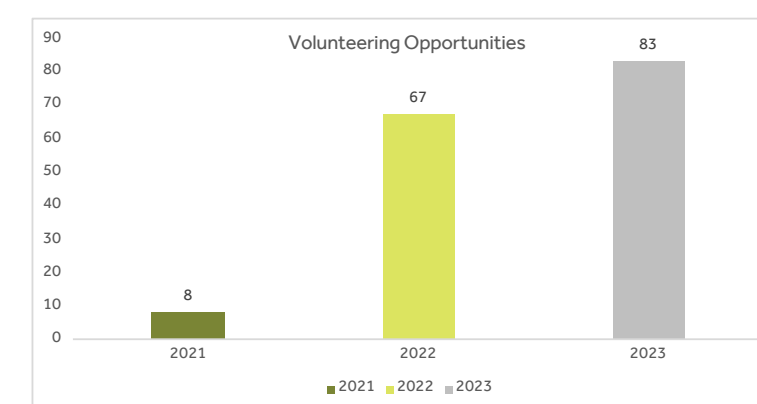


Figure09: Volunteering Opportunities



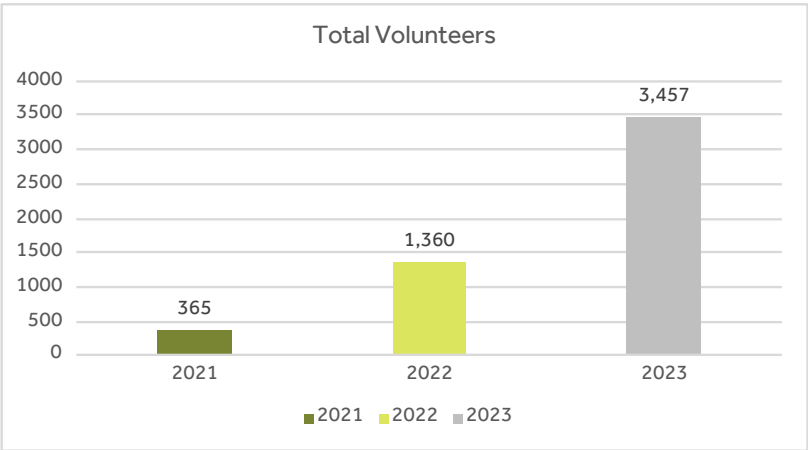


Figure 10: Volunteer numbers over time

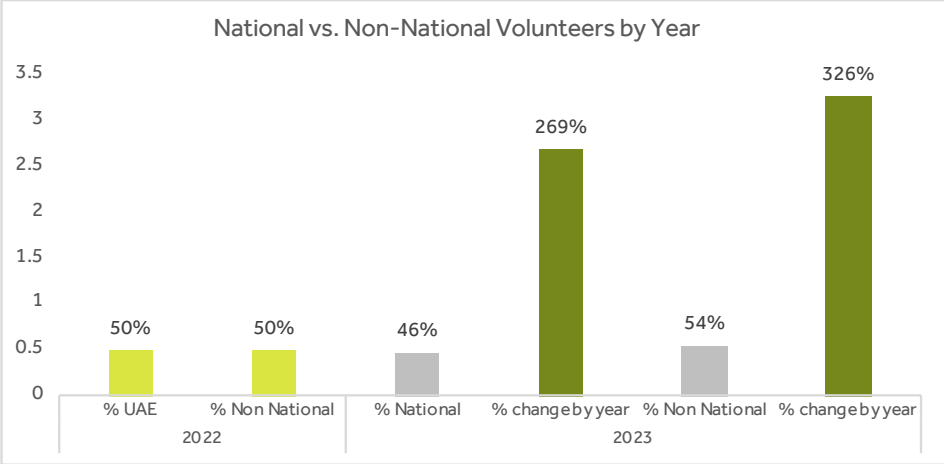


Figure 12: Volunteers by Nationality by Year

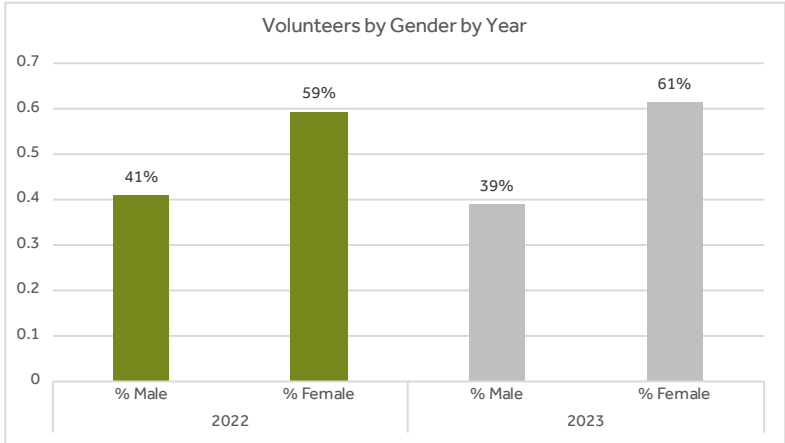


Figure 11: Percent change in volunteers by gender over time

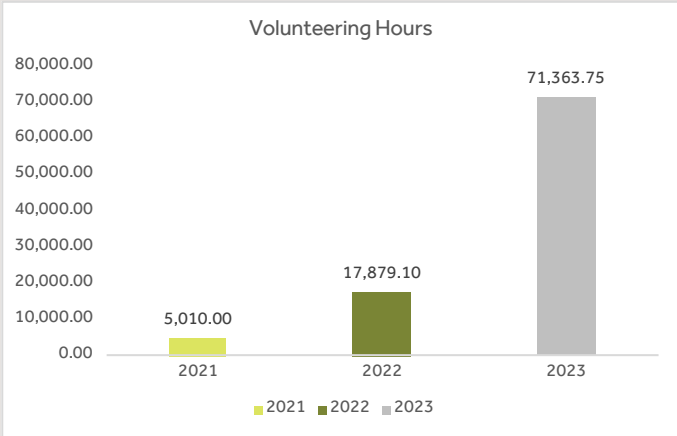


Figure 13: Volunteering hours over time



Alongside the growth in the 'supply' of volunteers and volunteering opportunities, there has been a parallel growth in the demand for volunteers. This demand originates from across the public, private and third sectors. This is to be expected, given Ma'an's shift in approach towards enabling partners to co-create opportunities for volunteering. This suggest that there is further potential for the growth of volunteer-led or volunteer-assisted services in Abu Dhabi.

Ma'an has therefore supported a growing culture of "community contribution for community benefit".

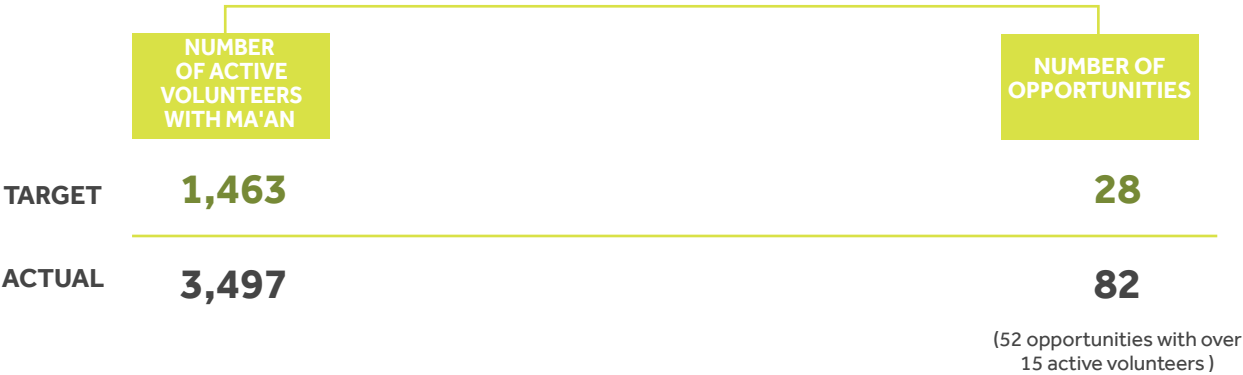
6.1 BENEFICIARIES

The beneficiaries of volunteering can be the individuals and the organizations that have received volunteering support.

At the organizational level more generally, the direct beneficiaries are mainly private sector and government entities that require volunteer support. Ma'an's leadership has enabled growing numbers of public and private sector entities to engage in the growing culture of community mobilization for community benefit, in cross-sector partnerships. This builds the capacity for doing good and achieving social impact across the Abu Dhabi ecosystem. Community volunteering and activation has proportionately more direct beneficiaries being third sector entities, which is to be expected due to the grassroots and more 'bottom-up' approach adopted.

VOLUNTEERING SECTOR KPI'S FOR 2023

VOLUNTEERING ENABLEMENT'S REQUESTS



Total Volunteering Hours	Number of Beneficiaries	Beneficiaries Group Served	Volunteering Economic Value
70,996.75	499,875	6	5,583,830



People of Determination



Low-income Families & Workers



Society



Children & Youth



Low-income Families & Workers



Seniors

STAKEHOLDER ENGAGEMENT – VOLUNTEERING ENABLEMENT REQUESTS

A TOTAL OF 35 STAKEHOLDERS

GOVERNMENT 15	PRIVATE 19	THIRD 1
1. Environment Agency Abu Dhabi 2. Department of Municipalities and Transport 3. Abu Dhabi Early Childhood Authority 4. Al Ain City Municipality 5. Zayed Higher Organization Industry 6. Abu Dhabi Sports Council 7. Umm Al Emarat Park - Medeor Hospital 8. Al Ain City Municipality 9. Department of Culture and Tourism 10. Al Ain Zoo 11. Family Development Foundation 12. Khalifa Bin Zayed Al Awal School (KBZA) 13. The Supreme Council for National Security 14. Ministry of Industry and Advanced Technology 15. Abu Dhabi Agriculture (ADAFSA)	1. Itihad Investment 2. The London Institute of Banking and Finance 3. Abu Dhabi Global Market Academy 4. Al Jubail Island Investment Company 5. Al Jazira Club 6. Hazza Bin Zayed Stadium 7. Jubail Park 8. Burjeel Medical City 9. Adore Ophthalmology 10. Livehealthy 11. Green Samha- PR Facility Management 12. Al Ain Equestrian, Shooting & Golf Club 13. Baker and Hughs 14. NMC Hospital 15. Sheikh Shakhboub Medical City 16. Dental Experts Center 17. Total Energies 18. Linkviva 19. Miral	1. World Wide Fund for Nature

Entities that supported Ma'an activities Volunteer enablement request

COMMUNITY VOLUNTEERING AND ACTIVATION PROGRAM

A TOTAL OF 20 OPERATORS AND 5 SPONSORED ENTITIES

PRIVATE 15	THIRD 8	ACADEMIA 2
1. Regional Sports - Coach Assistants 2. Dental Expert 3. Scholarship Consultancy 4. ReLoop 5. Haraka UAE 6. Tamkeen 7. Gracia 8. Indian Social Center 9. Microchipped FZE 10. The Climate Tribe 11. Appolonia (Abu Dhabi / Al Ain) 12. La Dolce Vita- Al Ain 13. Dhabian	1. The Butterfly 2. Uhibbook Publishing 3. Emirates Association For Accountants And Auditors 4. Bi Aldima Nirwik Ya Watan 5. Food Engineer 6. Emirates Environment Group 7. Rabdan Volunteering Group 8. Emirates Nature Association	1. Khalifa Bin Zayed Al Awal School 2. Al Nahda School

Sponsored Operators

In addition to the public, private and third sector entities directly benefiting from Ma'an's enablement of volunteering, the growth in volunteer numbers and volunteering hours has enabled support to be provided to a steadily growing number of beneficiaries accessing and attending such volunteer-assisted services. Volunteering can therefore be understood as an extension of service provision through civic engagement and activation.

The following are a few examples of the direct and indirect beneficiaries of Ma'an's enablement of volunteering in partnership with entities from different sector, showing the breadth and depth of our growing reach.

EXAMPLES OF VOLUNTEER ENABLEMENT WITH THE PRIVATE SECTOR

From Food to Food



Name Of The Program

Refarm

Name of Entity

Reloop

Type

Private Sector

To overcome the problem of high food waste and high carbon emissions in the Emirate of Abu Dhabi, Reloop has developed a program called Refarm. This program runs in a school where Reloop will train volunteers to gather all the food waste from the school, and converted into soil which can then be used to develop food garden in the school. The produced of the food garden will then be donated to low-income workers on a regular basis.

Volunteers

80

Type

General

Beneficiaries

6350

Type

Students, teachers & staff, parents and low-income workers

Priority Area

Active & Responsible Community

Estimated Timeline

October 2023– January 2024

FitFam



Name Of The Program

FitFam

Name of Entity

Regional Sports

Type

Private Sector

A social inclusion program targeting and enabling People of Determination to support and address their health and wellbeing through football training with the support of volunteers.

Volunteers

80

Type

General

Beneficiaries

20

Type

Students, teachers & staff, parents and low-income workers

Priority Area

Inclusion and Empowerment

Estimated Timeline

March 2023 - December 2023

EXAMPLES OF VOLUNTEER ENABLEMENT WITH SOCIAL ENTERPRISES

The Butterfly Volunteering



Name Of The Program

The Butterfly Volunteering

Name of Entity

The Butterfly Foundation

Type

Social Enterprise

Advocacy support groups led by trained volunteers to create a positive impact on PODs and their families. The solution provides:

- Individual support for health and rehabilitation, education, outreach, social protection, and social life, culture, and sports.
- Support groups for families, siblings, and caregivers of PODs

Employment support including provision of training for corporates, participating in career fairs, and POD empowerment.

Priority Area

Family Prosperity

Estimated Timeline

September 2023 – February 2024

Volunteers

120

Type

General

Beneficiaries

500

Type

PODs, Family Members, service providers

Installation of the Food Engineer Towers in Abu Dhabi



Name Of The Program

Installation of the Food Engineer Towers in Abu Dhabi

Name of Entity

The Food Engineer

Type

Social Enterprise

Installation of Aeroponic Towers in 4 Schools in Abu Dhabi and onboard teacher and student volunteers to teach their fellow students on how to grow and harvest vegetables and take the produce home, as well as teach them on the importance of reducing food waste.

Priority Area

Family Prosperity

Estimated Timeline

June 2023 – December 2023

Volunteers

80

Type

General (40 PODs from ZHO)

Beneficiaries

400

Type

Students, teachers & staff, parents

EXAMPLES OF VOLUNTEER ENABLEMENT WITH THE PRIVATE SECTOR

Ramadan Ma'an



Name Of The Program

Ramadan Ma'an

Name of Entity

Bi AlDima Nirwik Ya Watan

Type

Volunteer Group

Promote awareness among low-income drivers in Abu Dhabi (Khalifa City and Mussafah) and Al Ain (Industrial Area) about the importance of safe driving, obeying speed limits, and adhering to traffic rules during the rush before Iftar. In addition, the initiative hosts iftar for orphans and People of Determination in Al Ain.

Priority Area

Active And Responsible Community

Estimated Timeline

March 2023 – April 2023 (Ramadan)

Volunteers

457

Type

General

Beneficiaries

29,820

Type

Society

Volunteers

- 55 Senior Volunteers
- 350 Non-Emirati Volunteers
- 52 Young Volunteers

6 2

6 3

Convoy of Hope



Name Of The Program

Convoy of Hope

Name of Entity

Rabdan

Type

Volunteer Group

Program enabling volunteers to visit and interact with long-term patients in hospitals to reduce their psychological pressure by accompanying them on visits and hosting workshops and activities.

Priority Area

Active And Responsible Community

Estimated Timeline

November 2023 - December 2023

Volunteers

100

Type

General

Beneficiaries

1,500

Type

Senior Citizens and Residents

EXAMPLES OF VOLUNTEER ENABLEMENT WITH NON-PROFIT ENTITIES

COP28 Climate Series



Name Of The Program

COP28 Climate Series

Name of Entity

World Wildlife Fund (WWF)

Type

Non-profit

A multifaceted approach to drive tangible change by engaging volunteers in different environmental initiatives by conducting masterclasses, expert-led workshops, and coordinating COP28 activation sessions.

Priority Area

Active And Responsible Community

Estimated Timeline

October 2023 – February 2024

Volunteers

150

Type

General

Beneficiaries

1,500

Type

General

Installation of the Food Engineer Towers in Abu Dhabi



Name Of The Program

For Our Emirates We Plant

Name of Entity

Emirates Environment Group

Type

Not for Profit

The aim of the program is to plant 5,000 trees in the emirate of Al Dhafra. These indigenous tree saplings, when fully grown, will effectively help to sequester carbon dioxide from the atmosphere while ensuring that we are helping to combat desertification, which is a serious issue in this region.

Priority Area

Active And Responsible Community

Estimated Timeline

December 2023

Volunteers

1,500

Type

General (40 PODs from ZHO)

Beneficiaries

90,000

Type

Society

While volunteers are often perceived as 'giving', they also benefit from having volunteered. At the individual level, volunteers often develop skills and social networks. Surveys of volunteers involved in the Abu Dhabi Book Fair, the Art Therapy Conference, and Abu Dhabi Moments, are just a few of the many examples showing high levels of volunteer satisfaction, with very high levels of willingness to continue volunteering and even to recommend friends and family to participate in volunteering.

In addition, qualitative feedback from volunteers indicates a range of positive benefits beyond satisfaction. For example, volunteers talked about "deepening their understanding of other cultures and nationalities", "making new friends" and "widening their social networks". These are all excellent foundations for developing better social cohesion. Those who engage in volunteering with family members also spoke of the pleasures of "strengthening family bonds" and "spending quality time as a family". This contributes towards family cohesion, which is fundamental to community cohesion.

At the organizational level, entities engaging in corporate volunteerism often benefit from improved staff motivation and satisfaction, greater staff retention rates and the acquisition of skills that could accelerate career progression.



6.2 VALUE

Ma'an's encouragement of volunteerism and the active creation of volunteering opportunities has an overarching economic benefit.

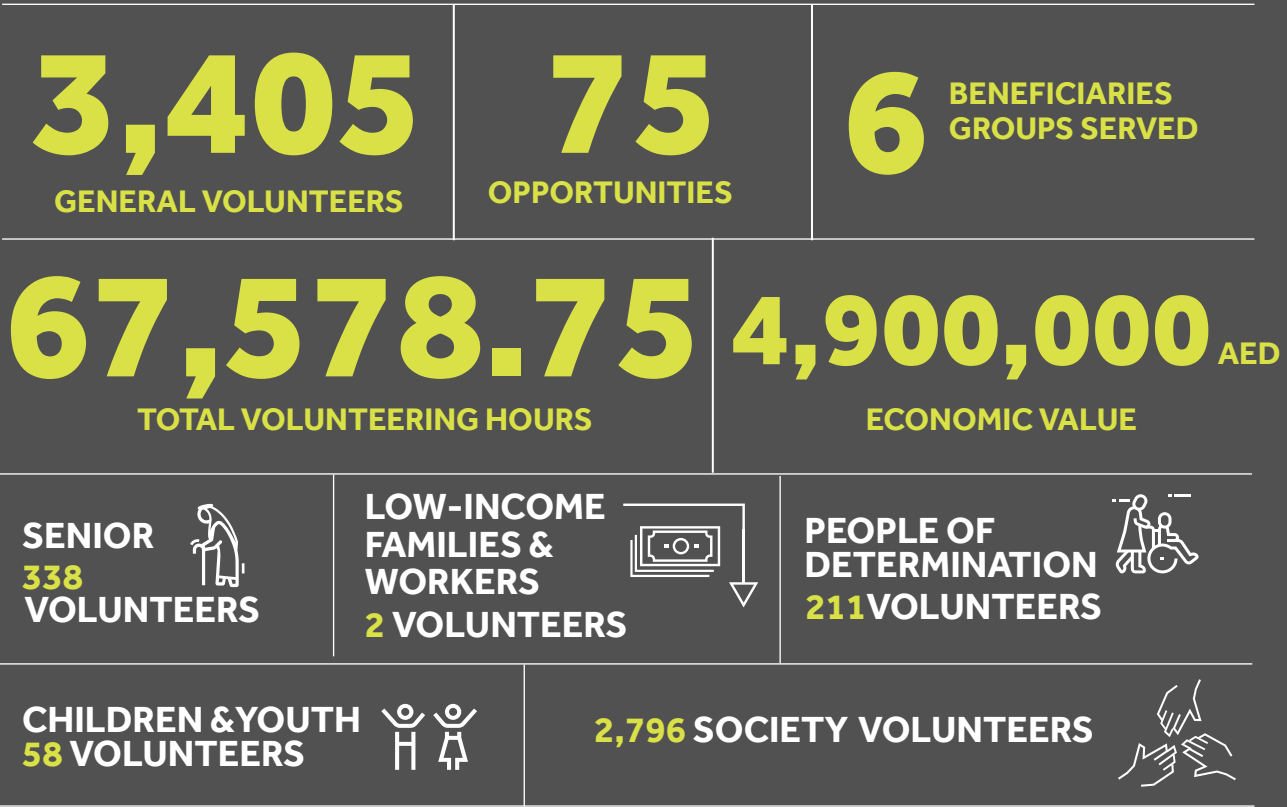
GENERAL AND SPECIALIZED VOLUNTEERS WITHIN MA'AN

MA'AN ENABLES 2 TYPES OF VOLUNTEERS

SPECIALISED VOLUNTEERS



GENERAL VOLUNTEERS



Based on methodology and assumptions agreed with the DCD, the economic value of volunteering enabled by Ma'an is AED 5.6million for 2023 and AED 1.7million for 2022 (the first year for which these calculations were done). This comprises of AED 4.9million from general volunteers and AED 601,800 from specialized volunteers in 2023; and AED 1.2million from general volunteers and AED 452,100 from specialized volunteers in 2022.

At the same time, the economic benefit is an under-estimation of the overall impact of volunteering facilitated by Ma'an. It does not include the wider and often less tangible benefits arising from volunteering, for instance, improvements in quality in life, community cohesion or social capital.

ABU DHABI MOMENTS – A COMMUNITY ENGAGEMENT EVENT

Abu Dhabi Moments leveraged internal synergies within Ma'an to produce a dynamic and community centric initiative designed to foster engagement, promote local collaboration, strengthen community bonds and enhance the quality of life within our community. It is noteworthy in terms of diversity and volume of volunteering opportunities created and the level of volunteers engaged. Over 600 volunteers from more than 10 nationalities contributed more than 9000 hours equivalent to AED 664,488 of Gross Value Added to make this event a success in all three regions of Abu Dhabi where it was held: Abu Dhabi, Al Ain and Al Dhafra.

As an example of Ma'an's optimization of the ways for achieving impact through collaboration and activation, the design and execution of Abu Dhabi Moments was underpinned by strong outreach and partnership, resulting in significant numbers of partners participating as well as those supporting. Furthermore, it also allowed Ma'an to engage the community and partners in fundraising efforts for social causes.

The ambitions behind Abu Dhabi Moments demonstrates that innovations in the ways we facilitate engagement, underpinned by our commitment to partnership and collaboration, can generate multiple outcomes for individuals and communities, as well as public, private, and third sector entities.

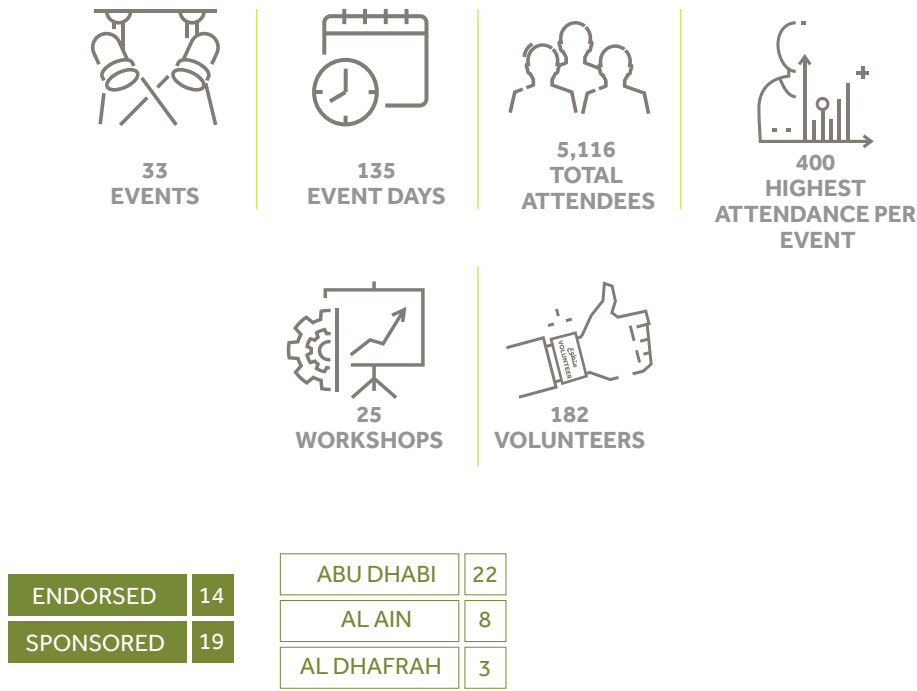
ABU DHABI MOMENTS 2023 OUTCOME



PARTICIPATING ENTITIES

COMPANY NAME	TYPE OF CONTRIBUTION
ADAFSA	Workshops + Lectures
Appolonia World	Workshops + Giveaways + Dental Checkups
EEG	Lectures
Volt Fitness	Sports Activation + Sessions
Family Development Foundation	Lectures
Majid	Entertainment Mascots
Miral	Lectures
Special Olympics	Zumba Session
Ewaa	Snake & Ladder Activation + Giveaways

ABU DHABI MOMENTS 2023 COMMUNITY EVENTS OUTCOME



07

SUPPORTING THIRD SECTOR GROWTH AND ENCOURAGING SOCIAL ENTREPRENEURSHIP



7. SUPPORTING THIRD SECTOR GROWTH AND ENCOURAGING SOCIAL ENTREPRENEURSHIP

Growing and diversifying the Third Sector is a means of growing social service provision while presenting new opportunities for economic diversification.
A thriving Third Sector leads to stronger economic and social resilience.



- Measuring progress in the third sector is aligned with the 185 indicators set in Abu Dhabi’s foundational and thematic documents.
- All indicators have been mapped and categorized between impact outcome and output indicators, in relation with the third sector strategy.

7.1 THE IMPORTANCE OF SOCIAL ENTERPRISES

In addition to Ma’an’s support through the deployment of financial and in-kind contributions towards Third Sector entities (described in the preceding chapters), Ma’an is also the public sector ‘owner’ of the social incubator, social certification, and the incentive programmes within Abu Dhabi.

This focus on social entrepreneurialism is strategic. Social enterprises bridge the social development agenda and the economic development agenda. Twice every year, Ma’an incubates the most promising startups and provides them with the training, resources, and opportunities to grow and make an impact. The selected teams will be offered learning and development, mentorship and coaching, as well as networking and funding opportunities. It’s a unique chance for entrepreneurs to develop their innovative ideas for social impact into a sustainable social enterprise. As of 2023, Ma’an incubated 82 startups and launched 8 cohorts focusing on social challenges such as people of determination, mental wellbeing, financial literacy, family cohesion, and environment.

Ma’an Certificate of Social Enterprises is UAE’s first recognition scheme for organizations with a mission to address social challenges. This certificate was launched with the aim of raising awareness and recognizing the organizations creating social impact in the Emirate of Abu Dhabi.

The social enterprises obtain our certificate to differentiate themselves from regular businesses and give private businesses and governments the confidence in their social mission. Obtaining the Certificate also gives social enterprises access to a set of financial and non-financial incentives to thrive in the region.

Having the Certificate of Social Enterprises allows a social enterprise to be part of a large network of social investors and innovators to collaborate and grow their businesses.

As of 2023, Ma'an has certified 76 social enterprises that focuses on environment, people of determination, senior citizens, financial literacy, wellbeing, and social cohesion.

There has been a steady increase in the numbers of incubated and accelerated entities, cumulatively, which is not surprising as Ma'an has a constant rolling programme producing successive cohorts of incubated/accelerated entities. The entities incubated in each cohort, together with the relevant themes, are illustrated below.

Applications for incubation and acceleration show that interest has been increasing and outstripping the approval/acceptance rates. For the first Cohort, there were 110 applicants from which 10 were selected (9.1 % acceptance rate). By Cohort 8, there were 227 applicants from which 12 were selected (5.28 % acceptance rate). This suggests that Abu Dhabi has an emerging community of social entrepreneurs with a wide range of innovative ideas that could help tackle some of the social priorities identified by the Government. Ma'an has also become increasingly effective in encouraging expressions of interest through learning from the experience of each cohort and making improvements in subsequent ones.

While maintaining momentum in incubating new start-ups, Ma'an continues to monitor the sustainability of these incubated entities. Half of the incubated entities continue to exist three years after the completion of incubation.

Feedback from each cohort of supported entities suggests that Ma'an's supported has strengthened their resilience as businesses. This is likely to mean that they are more likely to be sustainable into the future. For example, all the social enterprises from Cohort 7 indicated that they were stronger businesses coming out of the Ma'an Social Incubation programme.

FEEDBACK: RESPONSE AND LEADS GENERATED DURING ADSW



7.2 BENEFICIARIES

SOCIAL ENTREPRENEURSHIP PRODUCES SOCIAL AND ECONOMIC IMPACT IN THREE WAYS:

- Through offering services or goods for the socially disadvantaged groups.
- Through their activities in the field of environmental protection.
- Through creating employment, as well as through employing persons who may be more disadvantaged in terms of labour market engagement (e.g. people of determination).

This means that while the direct beneficiaries of Ma'an's incubation support are the social enterprises receiving direct incubation support from Ma'an, the indirect beneficiaries are those supported by the services and economic activity generated by these social enterprises (i.e. service users, employees). The programmes offered by Ma'an Social Entrepreneurship function enable social enterprises that offer services and conduct economic activities to serve the community.

As of 2023, Ma'an has incubated 84 start-ups and certified 76 social enterprises. These entities have benefited from AED 22.1 million of grants and seed funding provided, in addition to the comprehensive package of incubation support.

Feedback shows that the entities are overwhelmingly positive about various aspects of the support provided by Ma'an. Qualitative feedback from participants in Cohort 7 are provided below as illustration.

OVERALL PROGRAM RATINGS



Rating on the holistic Program Experience



Net Promoter Score
(How inclined would you be to recommend Ma'an Program to other Startups in your network)

These start-ups and social enterprises have successfully delivered services and support to at least 119,000 beneficiaries. As each incubation cohort has been designed to align with social themes and groups that are national priorities, this means that Ma'an has directly grown the number of social enterprises that are equipped to support members of the Abu Dhabi community, in order to achieve impact that contributes towards national priorities.

By the end of each incubation programme, measurable impact can be demonstrated in terms of direct service provision to different beneficiary groups, as well as revenue generation. For example, the readiness of social enterprises completing Cohort 6 incubation is provided below as an illustration.



Ed-tech

skillplay

Skillplay helps students learn future skills, earn internships, certifications and exciting prizes by playing a daily 1-minute game.

GEEK EXPRESS

Geek Express is the first MENA-focused, online technology school that prepares MENA kids for the future job market.

PLAYBOOK

Playbook is a global edutainment platform for women with a mission to bridge the global gender gap.

La Talli

La Talli is a platform that displays products of independent designers that reflect the heritage, culture, traditions, and art of UAE

كلمة

Kamkalima is an e-learning environment that improves literacy across the Arab world.

tutoruu

Tutoruu is a tutoring network that connects high-achieving undergraduate students with struggling peers.

reedz

Reedz is a mobile app offering 20-min Arabic audiobook summaries of the best-selling books

Financial Literacy

edfundo

Edfundo is the world's first Financial Intelligence Hub for kids and teens.

SQUIRREL

A financial literacy platform for students that gamifies the money management and financial decision-making.

cashee

Cashee empowers and educates teens on how to manage their money now, so they grow to become financially responsible adults.

Lune

Lune is a Fin-tech Startup partnering with banks and companies to improve their customers' financial literacy.

7.3 VALUE

As of December 2023, the entities supported by Social Entrepreneurship Division has generated revenues of around AED 146 million. Collectively, they employ 554 employees.

08

DIRECTLY PAYING FOR OUTCOMES



8. DIRECTLY PAYING FOR OUTCOMES ENTREPRENEURIALISM

The public sector in Abu Dhabi is a significant ‘purchaser’ and is using contracting as a lever to improve lives. As payment is only made when desired outcomes have been achieved, the public sector only pays for success. The public sector uses contracting to encourage and incentivize private and third sector entities to collaborate and innovate, in order to tackle complex social problems. The pay-for-outcomes approach enhances accountability and explicitly links public expenditure to outcomes.

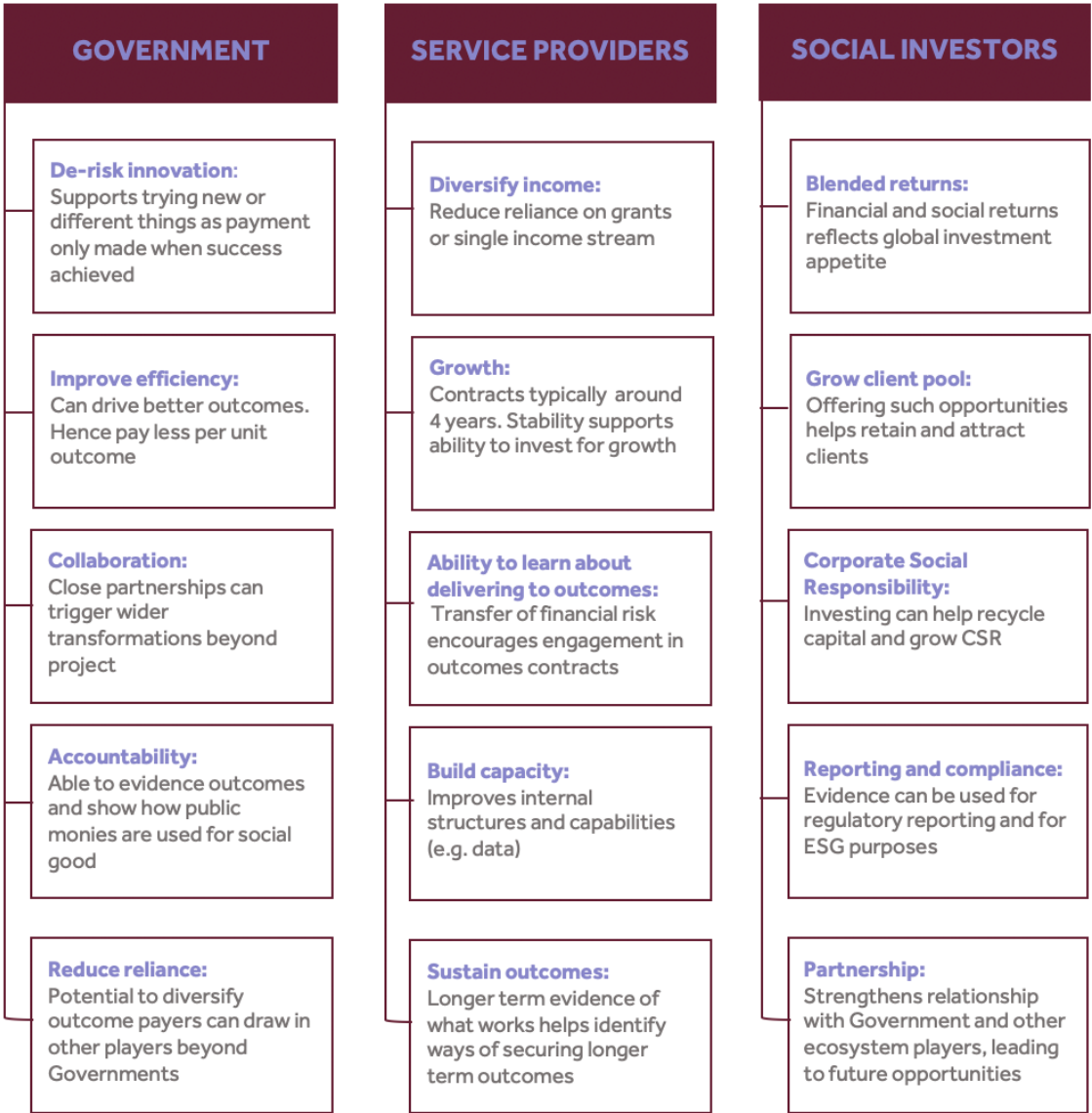
Pioneering the innovative use of the pay-for-outcomes approach to contribute to solutions of complex social issues in the region, Ma’an has initiated 3 Social Impact Bonds (SIBs) and 11 Social Impact Contracts. They involved budgets of AED 47,390,864, all externally leveraged. These contracts have cumulatively mobilized 9 partners from the public sector, 6 partners from the private sector, and 6 from the third sector, all working in close partnerships.

The contracts have been designed to target specific social groups and issues of national priority. Collectively, the social contracts have ultimately benefited more than 10,993 service users and the numbers are expected to increase over the year as social contract projects run over a course of few years. While the numbers may appear small, it is important to note that social contracting is only used to target very complex social issues. Therefore, the emphasis is not necessarily on the size of cohorts.

8.1 BENEFICIARIES

Over and above these service beneficiaries, the impact of social contracting can also be felt across the partners involved in the contracts.

As the key intermediary and knowledge holder for Social Impact Contracting in Abu Dhabi, Ma’an coordinates cross-sector collaboration that achieves improved outcomes for service beneficiaries, as well as additional benefits for the various partners, as illustrated in the diagram below.



8.2 VALUE

Social Impact Contracts generate monetizable returns to the wider system. Evidence from the United Kingdom – the most mature Social Impact Contracting ecosystem in the world – reported that every £1 spent by the government resulted in a further £10 created in social, economic and fiscal value, of which £3 represents direct savings to, or costs avoided by, government.

Ma'an social contracting is likely to generate economic and fiscal impact. For example, the Tamkeen SIB is specifically designed to get people into employment. The project is towards its final delivery phases, but there is already evidence that all 55 individuals of the cohort have secured employment. This represents tangible positive impact in relation to the welfare benefit that would have been disbursed by the Social Support Authority had these individuals remained unemployed. Over the longer term, the employment of these individuals will continue to generate economic activity.

This was not the first time that Ma'an has engaged with partners to target excluded groups to support them into training and employment in order to improve social inclusion and economic productivity. In April 2020, Ma'an launched, Atmah, the first Gulf SIB, in collaboration with DCD, Aldar Properties, Aldar Education and Zayed Higher Organisation for People of Determination (ZHO). Atmah aimed to help a cohort of 25 students with cognitive impairments gain sustainable employment through education, vocational training and employment support.

DESPITE BEING LAUNCHED DURING THE ONSET OF THE COVID-19 PANDEMIC, THE PROGRAMME ACHIEVED NOTABLE SUCCESS:

- About 30% of the POD students were employed and have remained in employment.
- Nearly half of the POD students completed a traineeship at a workplace.
- All POD students completed the six-month training curriculum being tested through the programme.

Over and above the training and employment outcomes, POD students, their families and Atmah trainers observed that the programme generated additional outcomes such as improved aspirations and motivation, self-confidence, independence, social and communication skills and language skills.

Some families also reported improvements in family life because of improved behaviour, mood and relationships. Employers that hosted traineeships as part of the programme observed that working alongside POD had contributed to more inclusive attitudes (a key barrier to inclusion) and more inclusive policies and systems, laying the groundwork to start mainstreaming within all human resources (HR) policies.

09 PARTNERS



9. PARTNERS

- DEPARTMENT OF HEALTH
- DEPARTMENT OF ECONOMIC DEVELOPMENT
- DEPARTMENT OF EDUCATION AND KNOWLEDGE
- DEPARTMENT OF MUNICIPALITIES AND TRANSPORT – ABU DHABI MUNICIPALITY
- DEPARTMENT OF MUNICIPALITIES AND TRANSPORT – AL AIN MUNICIPALITY
- DEPARTMENT OF CULTURE & TOURISM
- ABU DHABI SOCIAL SUPPORT AUTHORITY
- ZAYED HIGHER ORGANIZATION FOR PEOPLE OF DETERMINATION
- ABU DHABI POLICE
- FAMILY DEVELOPMENT FOUNDATION
- ABU DHABI HOUSING AUTHORITY
- FAMILY CARE AUTHORITY
- ABU DHABI GLOBAL MARKET
- ADGM ACADEMY
- EMIRATES FOUNDATION
- EARLY CHILDHOOD AUTHORITY
- ABU DHABI MOBILITY
- SEHA – ABU DHABI HEALTH SERVICE CO.
- ABU DHABI RESIDENTS OFFICE
- STATISTICS CENTRE - ABU DHABI
- FARAJ FUND
- KHALIFA BIN ZAYED AL NAHYAN FOUNDATION
- ABU DHABI DISTRIBUTION COMPANY

- ABU DHABI ISLAMIC BANK
- ABU DHABI COMMERCIAL BANK
- ETISALAT &
- UAE SPECIAL OLYMPIC
- LONDON INSTITUTE OF BANKING AND FINANCE
- UNITED ARAB EMIRATES UNIVERSITY
- ABU DHABI SPORT COUNCIL
- UAE FOOTBALL FEDERATION
- RED CRESENT
- AL DAR
- ABU DHABI UNIVERSITY
- ENVIRONMENT AGENCY – ABU DHABI



CONCLUSIONS



CONCLUSIONS

This Impact Report is a timely stock-take on the formative years of Ma'an as we moved from early establishment towards growing maturity.

Ma'an is a catalyst that leverages the Abu Dhabi community to collaborate and to adopt collective responsibility for addressing social priorities and challenges. Our approach towards collective impact means that everything we do is always underpinned by our commitment to collaboration, and to mobilize and activate different segments of the Abu Dhabi community to participate and contribute, while encouraging innovation in how we address the social priorities.

As this Impact Report has demonstrated, Ma'an mobilizes contributions to society through direct action and through enabling others to contribute in many different ways. Ma'an's impact can therefore be seen to comprise impact on community mobilization as well as social and economic impact.

OUR CONTRIBUTION TO IMPACT IS BOTH DIRECT AND INDIRECT. WE DEPLOY EFFECTIVE MECHANISMS FOR CHANGE THAT MOBILIZE AND ACTIVATE INDIVIDUALS, COMMUNITIES, THE PUBLIC SECTOR, THE PRIVATE SECTOR, AND THE THIRD SECTOR:

- Through encouraging financial and in-kind contributions and deploying them for impact.
- Through encouraging community volunteering and creating volunteering opportunities for impact.
- Through supporting third sector growth, particularly encouraging social entrepreneurialism.
- Through directly paying for desired outcomes. As this Impact Report has demonstrated, Ma'an mobilizes contributions to society through direct action and through enabling others to contribute in many different ways. Ma'an's impact can therefore be seen to comprise impact on community mobilization as well as social and economic impact.

Everything we do is underpinned by partnership. Our approach has shifted towards more concerted enablement of others to act and to contribute. This is in line with our vision of growing culture of community contribution for community benefit, so that impact is everyone's responsibility.

Our stewardship of this ecosystem change aims to transform simple giving into strategic contribution that can more effectively secure the long-term well-being and prosperity of Abu Dhabi. This sustainable model of social and economic development ensures that the whole is bigger than the sum of its parts.

APPENDIX 1

LIST OF INCUBATED ENTITIES

COHORT 1: PEOPLE OF DETERMINATION

People of Determination



Online platform serving as an umbrella for all things inclusion-related in the UAE



Assistive technology empowering People of Determination to use tablets, computers and smartphones with adapted hardware and accessories



Social venture offering People of Determination an opportunity to attend recreational activities with a (trained) 'buddy' who shares similar interests



HEROES OF HOPE

Social enterprise delivering equal opportunities for People of Determination, including recreational activities, work opportunities, and sporting events



Mobile app that enables communication from text to sign language and vice versa



Advocacy agency to bring support and empowerment in the hands of People of Determination in Abu Dhabi

COHORT 2: MENTAL HEALTH



10

STARTUPS



17

PARTICIPANTS

9

SESSIONS



13

FACILITATORS



4.7/5
AVG. RATING ON CONTENT



4.7/5
AVG. RATING ON EXPERIENCE

COHORT 3: FAMILY COHESION

PROGRAM OVERVIEW



120+
MENTORSHIP
SESSIONS



4.7/5
AVG. RATING ON CONTENT



20+
MENTORS



4.7/5
AVG. RATING ON CONTENT



PROGRAM IMPACT



20+
MENTORS



4
STARTUPS GENERATING
REVENUE



11
COUNTRIES
TANGIBLY IMPACTED



30+
BONDING SESSIONS



100+
FITNESS SESSIONS



100+
RELATIONSHIP
COUNSELING



COHORT 4: ENVIRONMENTAL IMPACT

PROGRAM OVERVIEW



150+
MENTORSHIP
SESSIONS



4.7/5
AVG. RATING ON CONTENT



25+
MENTORS



4.7/5
AVG. RATING ON CONTENT



PROGRAM IMPACT



700+
BENEFICIARIES
IMPACTED



60+
DEALS NEGOTIATED



50+
MVPs ADJUSTED



100+
FITNESS SESSIONS



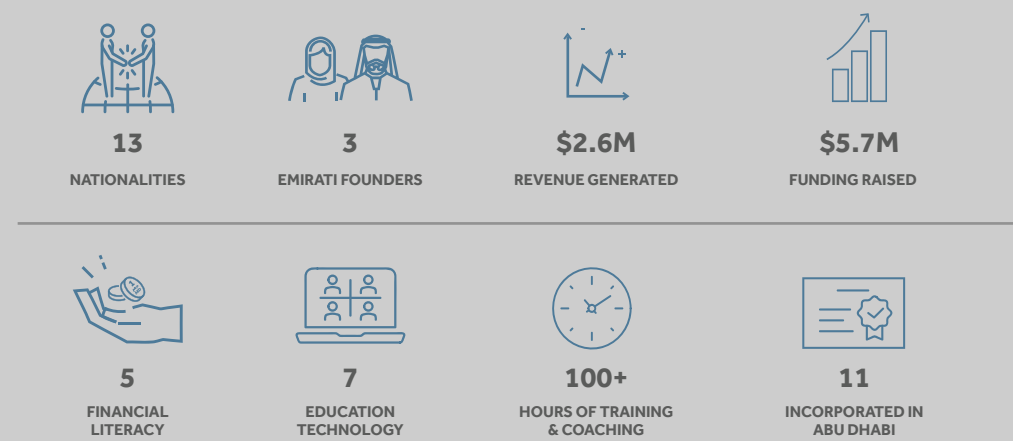
4.7/5
AVG MENTOR RATING

COHORT 5: ELDERLY

PHASE ONE Sept-Nov 2021 - Supported Ma'an team in recruitment of the cohort five programme - Aided in selection process of the cohort five	PHASE TWO Nov-Feb 2022 - Developed relevant action-oriented training program for 12 startups (later became 9) - Supported the startups in developing product, business and financial model	PHASE THREE Mar-June 2022 - Coached 9 startups throughout Phase 3 - Provided MVP development advise - Provided business development advise - Provided financial plan advise	PHASE FOUR July-Aug 2022 - Supported implementation discussions - Support edfundraising discussions with potential investors - Supported marketing exposure discussions with potential networking partners - Developed final mgt report, including recommendations for moving forward
OUTCOME ▼ - Selection of 12 startups - Applications of over 150 startups	OUTCOME ▼ - Trained entrepreneurs - Executable plan for phase 3	OUTCOME ▼ - Developed MVP's - Obtained initial customer validation	OUTCOME ▼ - MVP's tested - Discussed Customer/investor deals - Final Management report

COHORT 6: FINANCIAL LITERACY AND EDTECH

HIGHLIGHTS OF 12 STARTUPS



COHORT 7: SUSTAINABLE CITIES AND COMMUNITIES



COHORT 8: CLIMATE ACTION FOR THE FUTURE

FINAL COHORT | 12 STARTUPS



PRE-PROGRAM STATS

\$6.97M

Funding Raised

\$4.27M

Revenue Generated

APPENDIX 2

LIST OF ENTITIES RECEIVING FINANCIAL CONTRIBUTIONS COLLECTED BY MA'AN

2023 SUPPORTED PROJECTS

SOCIAL SECTOR

1. SUPPORTING LOW-INCOME FAMILIES WITH URGENT CASES
2. TOGETHER FOR EVERY ORPHAN
3. SUSTAINABLE INITIATIVE FOR ELDERLY THROUGH BUILDING CONSTRUCTING COMMERCIAL STORES
4. ACTIVATING HUMANITARIAN CARE SERVICES FOR LOCAL ELDERLY
5. INCLUSIVE MOBILITY FOR POD BY CREATING CUSTOMIZED TAXIS
6. REDUCING WATER AND ELECTRICITY BILLS FOR LOW-INCOME FAMILIES
7. FURNISHING THE HOMES OF LOW-INCOME FAMILIES –IN NORTH AL WATHBA.
8. JUVENILE CARE PROGRAM
9. ENABLING EMIRATI CRAFTSWOMAN IN THE FIELD OF EMIRATI TRADITIONAL CRAFTS
10. ESTABLISH UAE DEAF ASSOCIATION BUILDING IN AL WATHBA.
11. DEVELOP SUSTAINABLE POULTRY FARMS FOR LOW-INCOME FAMILIES
12. WEDDING COUNSELING PROGRAM TO ENHANCE FAMILY STABILITY & MENTAL WELLBEING
13. ESTABLISHING HANDMADE CARPET MARKETPLACE TO SUPPORT WOMEN
14. INMATES' HUMANITARIAN CASES
15. SUPPORT AND EQUIP PEOPLE OF DETERMINATION WITH THE RIGHT TOOLS
16. SOCIAL INCLUSION PROGRAM FOR PEOPLE OF DETERMINATION
17. SENIORS SUPPORT STORY
18. YOUTH OF DETERMINATION ENABLEMENT & EMPLOYMENT
19. ADVOCACY SUPPORT PROGRAM FOR PODS AND THEIR FAMILIES
20. RAMADAN MA'AN
21. JOURNEY OF GENERATION FOR ELDERLY
22. SCHOLARSHIP CONSULTANCY TO SUPPORT YOUTH IN EMPLOYMENT
23. BUILD SUSTAINABLE ENTREPRENEURIAL OPPORTUNITIES FOR WOMEN & YOUTH
24. SENIORS HAPPINESS PROGRAM
25. AD MOMENTS
26. INNOVATIVE SOLUTIONS FOR STARTUPS AND SOCIAL ENTERPRISES
27. COMMUNITY ANIMAL CARE PROGRAM
28. THE INTELLIGENT STUTTERING COMMUNITY

ENVIRONMENT & INFRASTRUCTURE SECTORS

1. COMMUNITY PARKS
2. ESTABLISH BUS SHELTERS IN DIFFERENT AREAS IN ABU DHABI
3. DEVELOPING REST AREAS FOR DELIVERY MOTORCYCLES
4. ABU DHABI KEEPER INITIATIVE FOR CLEAN UP PROGRAM
5. COMMUNITY CLEANUP
6. COP28 CLIMATE SERIES
7. FOR OUR EMIRATES WE PLANT PROGRAM

HEALTH SECTOR

1. MOBILE DENTAL CLINIC FOR BLUE COLLAR WORKERS
2. COVERING HEALTH INSURANCE COST FOR PODS AND ORPHANS
3. KEEP SMILING FOR CLEFT LIP PATIENTS
4. DIALYSIS CENTER, AFFORDABLE TREATMENTS FOR LOW-INCOME FAMILIES
5. I DESERVE A LIFE TO SUPPORT CANCER PATIENTS
6. REDUCING PSYCHOLOGICAL PRESSURE FOR PATIENTS
7. DENTAL SCREENING AND PREVENTIVE SERVICES TO CHILDREN WITH SPECIAL NEEDS.
8. ACTIVE PARKS, UTILIZING OUTDOOR SPACES IN THE EMIRATE OF ABU DHABI
9. ESTABLISHMENT OF AN EXPERIMENTAL RESEARCH CENTER
10. INCLUSIVE COMMUNITY SPORTS FOR PEOPLE OF DETERMINATION
11. WELLNESS PROGRAM AT UNIVERSITIES TO EMPOWER MENTAL WELLBEING
12. COUNSELING AND SUPPORT PROGRAMS FOR DIVORCED PARENTS

EDUCATION SECTOR

1. SOCIAL SCHOOLS FOR LOW-INCOME STUDENTS
2. PROVIDE EDUCATIONAL FEES & SECURE SUSTAINABLE TRANSPORTATION
3. FINANCIAL LITERACY PROGRAM
4. PAYING TUITION FEES FOR STUDENTS WITH FINANCIAL DIFFICULTIES
5. INSTALLATION OF AEROPONIC TOWERS OF SCHOOLS IN ABU DHABI
6. HEALTHY SCHOOL LEADERS PROGRAM
7. MY MONEY & MY INVESTMENT FOR STUDENTS
8. COMMUNITY FOOD WASTE RESCUE PROGRAM FOR SCHOOL STUDENTS
9. SUSTAINABLE URBAN FARMS FOR SCHOOL STUDENTS
10. PROVIDING LAPTOPS FOR STUDENTS FROM LOW-INCOME FAMILIES

SUPPORTED PROJECTS IN 2022

COMPLETED PROJECTS DURING 2023

- 1. ASSISTING THE HEAVILY INDEBTED INMATES-FARAJ FUND
- 2. COVERING PHARMACEUTICALS COSTS FOR INDIVIDUALS AFFECTED BY COVID.
- 3. IMPROVING THE MENTAL STATE DURING THE PANDEMIC VIA ESTIJABA CALL CENTER FOR PATIENTS-2
- 4. SUPPORTING THE CONTINUATION OF EDUCATION OF UNIVERSITY STUDENTS AFFECTED BY COVID-19 BY COVERING TUITION FEES -2
- 5. PROVIDING EDUCATIONAL OPPORTUNITIES FOR LOW-INCOME HIGHFLIER STUDENTS THROUGH SCHOLARSHIPS-1
- 6. PROVIDING EDUCATIONAL OPPORTUNITIES FOR LOW-INCOME HIGHFLIER STUDENTS THROUGH SCHOLARSHIPS-2
- 7. PROVIDE LEARNING OPPORTUNITIES FOR PEOPLE OF DETERMINATION THROUGH EDUCATIONAL GRANTS
- 8. ECONOMIC SUPPORT FOR LOW-INCOME PEOPLE THROUGH THE INSTALLATION OF LOW-CONSUMPTION ELECTRONIC DEVICES
- 9. SUPPORTING THE ENTREPRENEURIAL COMMUNITIES AFFECTED BY THE COVID-19 PANDEMIC
- 10. COVERING COVID EXPENSES IN COOPERATION WITH KHALIFA HUMANITARIAN CITY
- 11. SUPPORT FOR TUITION FEES FOR PEOPLE OF DETERMINATION STUDENTS – ZAH RAT AL LOTUS AUTISM CENTER
- 12. COVERING TUITION FEES FOR STUDENTS WITH FAMILY ISSUES - ABU DHABI AUTHORITY FOR FAMILY SUPPORT
- 13. FINANCIAL SUPPORT FOR NON-PROFITS AND SOCIAL INSTITUTIONS THAT PROVIDE SERVICES AND PRODUCTS IN ABU DHABI-1
- 14. COVERING TUITION FEES FOR EMIRATI STUDENTS
- 15. ENHANCE THE STRATEGIC PARTNERSHIP OF THE SOCIAL SECTOR FOR SUPPORTING SOCIAL SECTOR PROGRAMS
- 16. FUNDING AWARENESS CAMPAIGNS TO ENSURE CHILDREN'S SAFETY IN CARS
- 17. LEADERS OF CHANGE FOR AWARENESS OF ENVIRONMENT

ONGOING PROJECTS

- 1. PROVIDE TEMPORARY DECENT HOMES FOR EMIRATI FAMILIES
- 2. ESTABLISHING NON-PROFIT ORGANIZATIONS THAT SPECIALIZE IN INTERACTIVE SOLUTIONS FOR PEOPLE OF DETERMINATION
- 3. SUSTAINABLE STUDENT SUPPORT
- 4. ESTABLISHING A LABORATORY FOR SCIENTIFIC AND EXPERIMENTAL RESEARCH
- 5. ENHANCING THE ENVIRONMENTAL AND NATURAL QUALITY OF LIFE IN ABU DHABI BY DEVELOPING AL BATEHA RESERVE
- 6. EDUCATIONAL GRANTS FOR STUDENTS FOR HIGHFLIER RESIDENTS - ABU DHABI RESIDENTS OFFICE
- 7. ESTABLISHING ENTERTAINMENT FACILITIES AND COMMUNITY PARKS
- 8. HALFWAY HOUSES INITIATIVE



LET'S MAKE AN IMPACT



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