

TOGETHER معاً
WE ARE نحن
GOOD بخير



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

MORE THAN

10
DAYS
OF REAL
COMMUNITY
SPIRIT



MORE THAN

10

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COMMUNITY

SPIRIT





As a government entity, the Department of Community Development recognises that sustainable communities are crucial to the future strength and prosperity of Abu Dhabi, and it is our sole vision to provide a dignified life for residents and citizens.

FOREWORD

**His Excellency Dr. Mugheer Khamis Al Khaili,
Chairman of the Department of Community
Development**

Since its launch in 2019, the Authority of Social Contribution – Ma'an has achieved a number of accomplishments and its 'Together We Are Good' programme is another milestone that has made a huge difference to people's lives during the recent health and economic challenges.

Formulated as a rapid response by Ma'an to assist the national efforts to help affected citizens and residents led by the government and in line with Ma'an's founding mandate of innovation to meet pressing social challenges, the Abu Dhabi community has responded magnificently to the challenges so far and represents a proud moment for the whole of Abu Dhabi.

Its success is a testament to every single member of Abu Dhabi's society including the government entities and private sector organisations, who all stepped forward and offered their assistance for this programme, reflecting our traditional Emirati values of generosity and kindness.

I would like to express my gratitude to everyone in Abu Dhabi for their selfless community spirit and sense of public duty in making 'Together We Are Good' a resounding success.



**Her Excellency Salama Al Ameemi,
Director General of the Authority of Social
Contribution – Ma'an**

For many people including myself, Abu Dhabi is a place I hold very dear to my heart. It is a tolerant and welcoming city that is very diverse and has enabled me to witness different cultures and traditions first hand. It also has a tremendous community, who are committed to supporting each other and meeting social challenges head on, which is what we set out to achieve with the 'Together We Are Good' programme.

Created to provide much needed support to every member of the community from all walks of life and channel the community's philanthropic efforts single point of focus during these unprecedented times, the programme is Ma'an's Social Investment Fund Project, that has been central to the Abu Dhabi Government's efforts in improving the quality of life for a wide array of residents.

In its first 24 hours, the programme received more than AED 45 million in financial donations and with each passing day that figure has increased.

more than
**AED 45
million**
donated in the first
24 hours of launch

OUR SHARED STORY OF SUCCESS



The funds received, along with the thousands of in-kind contributions including equipment, buildings, services and the time and expertise of volunteers, have been put towards four support areas: Education, Medical, Food Supplies and Basic Living Needs, in alignment with the social priorities of the Government of Abu Dhabi.

Thanks to the community's efforts and our cooperation with a wide range of private and public sector organisation in Abu Dhabi. We have fed people, provided essential medicines, and secured distance learning equipment for our children. You will be able to find more information about the range of beneficiaries and contributors in these pages. Having reached the 100-day milestone, the journey so far has been remarkable, and I am truly humbled by the generosity of Abu Dhabi's public.

Your generosity reflects the true spirit of giving – a principle that has symbolised His Highness Sheikh Zayed, the UAE's Founding Father, in shaping the country, and today by His Highness Sheikh Mohammed Bin Zayed, whose support and guidance for the community during the recent situation continues to be inspirational. More importantly, the 'Together We Are Good' programme has set a new standard of community response for any future challenges that may await.

"On behalf of Ma'an, I would like to express my sincere gratitude to Abu Dhabi's wonderful community for being involved in the 'Together We Are Good' programme. Your support, time and contributions have been invaluable, and today's successes would not have been possible with you all, especially the support from our government."

THE TRUE SPIRIT OF GIVING: OUR GENEROUS COMMUNITY

More than 30,000 contributions were received from across the entire Abu Dhabi community, including government entities and private organisations, coming forward to support the 'Together We Are Good' programme.

This exemplary display of true giving and social cohesion included funding contributions as well as in-kind goods and services to ensure that Abu Dhabi's residents were fully supported in these challenging times.

The contributors include private and public sector organisations, Abu Dhabi's business leaders, a retired UAE soldier, a 16-year-old Emirati boy and an Abu Dhabi resident who has lived in the UAE for over 20 years, among thousands of others.

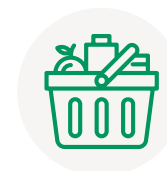
'Together We Are Good' was created by Ma'an to support citizens and residents affected by the current health and economic challenges, with contributions to cover Educational, Medical, Food Supplies and Basic Needs support for more than 400,000 people in Abu Dhabi.



Educational



Medical



Food Supplies



Basic Needs





In-kind contribution highlights:

38 villas

Her Highness Sheikha Dr. Moza bint Tahoun bin Mohammed Al Nahyan contributed the use of 38 villas in a compound by medical workers, supported by donations to furnish the villas as well as cleaning and other living needs support from a range of private organisations.

60 hotel rooms

Millennium Hotels contributed 60 hotel rooms to front-line medical staff at Sheikh Khalifa Medical City following their shift.

An illustrated children's e-book about the impact of COVID-19, written by **H.H. Sheikha Shamma bint Sultan bin Khalifa Al Nahyan**.

500,000

litres of water contributed by **Agthia Group** to workers across Abu Dhabi.

4,000

electronic learning devices contributed from **25 government entities** including tablets and laptops to help private school children continue their learning at home.

15,000

N95 protective masks were donated by **Standard Chartered**.

Some key examples of community unity from individual contributors:

AED 20 million

from businessman Dr. Abdulkader Sankari and his sons

AED 10 million

from Muhammad Abd al-Rahman Al-Bahr

AED 5 million

from Naji Hasan Al Harthi

AED 2 million

from Salem Hamad Al-Shuaibi

AED 1 million

from Al Dar employees and other employee contributions

AED 1 million

from H.E. Ahmed Juma Al Zaabi

Monthly salary

from Ali Hussein Al Ahbabi, a retired Emirati soldier who served in the UAE Armed Forces and contributed his monthly military pension.

AED 2,000

from Khadija Abdulla Mohammed participated of her monthly salary.

AED 1,000

from Hamad Yahya Al Hashimi 8 years and Meshaal Mubarak Al Rashedi 7 years, participated with their savings.



Contributed
45 boxes of masks
127 sterilizers, and
30 boxes of gloves

-Noura Al Mazrouei



Contributed an electric medical
bed for a cancer patient

Ahmed Ali Al-Hajj,
Palestinian Nationality



Emirati student in the eleventh
grade, contributed an amount of
15,000 DHS From his
saving account
with which he intended to
start his business after
graduating high school

-Abdulla Al Jahmani



Provided delivery support
for contributions received

- Tasleem Company



Contributed half a ton
of Huwa-San
TR50 for Abu Dhabi
Civil Defence workers

-Walid AlShukaily



An artists' collective that
contributed a prize of
10,000 AED
from the sale of
their artworks

- Alia Art Centre



An Indian national, who has
resided in Abu Dhabi for 20 years
wanted to contribute an amount
of **500 DHS**
to the city he calls home

-Parsad



Contributed **7,980**
boxes of milk

-Abu Dhabi Holding Co



A lifelong resident in UAE,
contributed **1000 DHS**
from her monthly salary

- Lamees Al Matar
(Syrian Nationality)



Contributed with the purchase
of two cars - a 1999 Nissan Safari
and 2007 Infiniti

-Ali Mahfouz Al Dhahouri
(Senior Citizen)



Contributed free transport
services to move **8 Electric**
golf vehicles
from Qasr Al
Sarab Hotel

-FGF Towing & Recovery



contributed a free laundry and
ironing service for the
Department of Health's
medical staff

-Black Diamond Laundry



Contributed
13.5 tons of vegetables

-Saif Habrout Al Ketbi
(Emirati farmer)



Contributed
100,000 medical and
preventive equipment items
to the National Emergency
Crisis and Disaster
Management Authority

-Muhammad Salem Al Jabri



Contributed
Food Supplies
to support frontline
medical staff

-Abdullah Muhammad Al-Hammadi
(Senior Citizen)



Provided **6,410** blankets to
workers in residential
complexes across
the Emirate
of Abu Dhabi

- Etihad Airways



PARTNERING SUCCESS

The incredible achievements of 'Together We Are Good' would not have been possible without the strategic partnerships formed with a variety of organisations in Abu Dhabi.

Given the size and magnitude of 'Together We Are Good' and what it meant to residents and citizens, collaboration was fundamental to making a positive and lasting difference.

Some of our valued Abu Dhabi Government partners include:



Fortunately, Abu Dhabi has a rich history of giving back in times of need. Organisations, big or small, regularly step forward to support humanitarian aid projects and offer a helping hand in any way they can. 'Together We Are Good' was no different. At such a critical time, government companies became part of this unique programme, with the partnerships adding great value in more ways than one. It brought additional resources as well as vital expertise, allowing Ma'an to provide invaluable support more swiftly to those in need.

On a daily basis, everyone worked to achieve the same goal to provide food support, educational assistance, medical aid and basic needs. It was challenging but a rewarding experience.

Together, with our partners' support, we have touched the lives of thousands of people across Abu Dhabi for the better and we could not be more prouder.

BENEFITTING FROM THE COMMUNITY'S KINDNESS

Through the four key pillars of the programme's support: Education and Medical support, Food Supplies, and Basic Needs, over 400,000 people across the Emirate of Abu Dhabi benefitted from the programme.

over
400,000
people benefitted from the campaign

The four support areas were identified by Ma'an according to the support requirements of citizens and residents affected by the recent difficulties. As part of Ma'an's collaborations with organisations and thanks to contributions from a wide array of the Emirates's people, 'Together We Are Good' has helped feed millions of people, continue thousands of childrens' educations, provide vital healthcare support to hundreds of Abu Dhabi citizens and residents, as well as assist them with their basic needs such as flights home and mental wellbeing programmes.

Food Supplies

over

27 million nutritious meals provided to workers



more than

20,000

high quality food baskets distributed to over 40,000 people

more than

100,000

meals in collaboration with Etihad Airways for people in quarantine

Education

over

4,000



tablets or laptops donated
by 24 government entities

over

8,000



students supported financially
to help pay school fees



Medical

400



frontline medical workers
benefitted from a range of mental
wellbeing programmes

1,744



frontline medical workers were
provided with accomodation



COMMUNITY SPIRIT IN ACTION

Central to our achievements has been our outstanding team of volunteers. Over 6,000 people of different ages and nationalities, gave up their time, energy and expertise, connecting them with new people for a good cause, broadening their knowledge and more importantly, creating a new paradigm of community response in the face of future challenges.

The volunteers supported across the programme's four support areas.

over

6,000

volunteers supported our community campaign



"God has blessed us with good health, and so I was happy to have the opportunity to give back to our country. There is beauty in the sense of togetherness and community when the volunteers came together to deliver the baskets and to see the blessings around you. We are all part of a wide community, and it was important to be active in our society and participate first-hand in making a positive change."

– Mariam Al Tameemi, programme volunteer who helped in delivering food supplies.

"The Authority of Social Contribution – Ma'an is, simply, from the community for the community. As the youth, we are here to offer our support in these times. It's the least we can do to offer our thanks to the UAE, thanks to everything it has done for us."

– Mubarak Al Ahababi, programme volunteer, who assisted with packaging and delivering food supplies.

"I am volunteering for Ma'an's food support scheme because I wanted to give something back to the UAE community. I love to volunteer because it makes me feel good helping people in need."

– Jelena Mladenov, programme volunteer, who assisted with packaging food supplies.

WHAT IS MA'AN & HOW CAN YOU SUPPORT THE COMMUNITY?

WHAT IS MA'AN

Ma'an aims to develop a powerful desire to contribute into a strategic approach to making change.

The Authority of Social Contribution - Ma'an; is a newly-established government authority that nurtures a culture of collaboration between the public sector, the private sector, and civil society. We believe that by working together, we can create innovative solutions to social challenges.

Ma'an nurtures the development of our community by directing funding, participation, and collaboration towards social challenges.

Through our five pillars, we help community to actively contribute towards the common good:

- Social Investment Fund
- Social Incubator Program
- Community Engagement
- Social Impact Bonds
- Outreach Management



**“Giving is at
the heart of
our society.”**

Ma'an is part of Abu Dhabi's development accelerator initiative 'Ghadan 21' and was established under the directive of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of UAE and His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the Armed Forces.

VISION

To create collaborative communities.

MISSION

To support the growth of the community by developing social innovation solutions, encouraging a culture of giving and participation in civil society.

HOW DO I MAKE A DIFFERENCE TO MY COMMUNITY?

If you wish to support Ma'an and in creating collaborative communities and providing innovative solutions to address the most pressing social challenges facing our society, you can find out how you can make a difference by visiting www.togetherwearegood.ae.

OUR CONTRIBUTORS

INDIVIDUALS

H.H Sheikh Fatima bint Mubarak
 H.H Sheikh Tahnoon Bin Mohammed Al Nahyan
 H.H Sheikh Saif Bin Mohammed al Nahyan
 Dr.Abdul Qader Sankari
 H.H Sheikh Salama Bint Hamdan Al Nahyan
 H.H Sheikh Sultan bin Hamdan Al Nahyan
 H.E Sheikh Mohammed Bin Butti Al Hamed
 Sultan Rashid Saeed Al Dhaheri
 Mohammed Abdul Rahman Al Bahar
 Sheikh Mohammed Bin Sultan Bin Suroor Al Dhaheri
 H.E Dr. Manaa Saeed Ahmed Al Otaiba
 Naje Hassan Al Harthi
 Abdulla Nasser Al Mansouri
 Yousef Mohammed Rasoul Al Khouri
 Qassem Abdul Rahman Al Shurafi
 Abdul Jaleel Al Blooki
 Al Humaila Al Mazrouei
 H.E Saqer Saif Al Muhairbi
 Salem Hamad Al Shuaibi
 Saleh Mohammed Al Habaib Al Amri
 H.E Ahmed Jumaa Al Zaabi
 Mohammed Nasser Mathkar Al Hajeri
 Sheikh Hamad Sultan Al Darmaki
 Saeed Abdulla Nasser Al Jenaibi
 Mohammed Habroosh Al Swaidi



Ahmed Saif Al Nasri
 Ibrahim Mohammed Abdulla Al Mazrouei
 H.E Sheikha Lubna Khaled Sultan al Qassemi
 H.E Khalil Mohammed Sharif Foulathi
 H.E Mohammed Haji Abdulla Hussain Al Khouri
 Abdulla Hassan Hamarain Al Dhaheri
 Ali Obaid Bakheet Belrasheed Al Ketbi
 Sheikh Khaliefa Rashed Hamad Al Shamsi
 H.E Obaid Saif Al Nasri
 Sfayan Eidha Huraiz Tannaf Al Menhali
 Saif Mubarak Saif Al Reiami
 H.E Khaliefa Jumaa Al Naboodah
 H.E Mohammed Nukhaira Al Dhaheri
 Mudhaffar Mohammed Bin Khamooshah Al Amri
 Khaliefa Ahmed Saif Jabr Al Suwaidi
 Ahmed Mahmoud Al Blooshi
 Balvinder Sahni
 Mohammed Salem Kardoos Obaid Al Amri
 H.E Hilal Hamad Thabet Al Kuwaiti
 Hamad Rashed Al Neyadi

Hilal Mubarak Eissa Al Mansouri
 Salem Abdulla Al Hosani
 Dr.Mohammed Ahmed Manasra
 H.E Jassem Buatabah Al Zaabi
 H.E Dr. Ali Bin Harmal Al Dhaheri
 H.E Mohammed Mubarak Bin Fadhel Al Mazrouei
 H.E Dr.Ahmed Mubarak Al Mazrouei
 H.E Khalfan San Al Ketbi
 Ahmed Matar Majed Taresh Al Kheyli
 Mohammed Bin Hammad Al Shamsi
 Salem Thaaloub Salem Al Derei
 Mubarak Rashed Khamees Mukhaizen Al Mansouri
 Rashed Khamees Mukhizen Al Mansouri
 Mohammed Mohammed ali Bin Fadhel al Hameli
 Saeed Habroosh Mohammed Habroosh Al Suwaidi
 Dr. Qassem Al Oum Zarzour
 Ahmed Mubarak Al Kendi
 Hassan Al Alkeem Al Zaabi
 H.E Khaldoon Khaliefa Al Mubarak
 H.E Abdul Hameed Saeed

CORPORATIONS

Abu Dhabi Chamber
 Abu Dhabi Islamic Bank
 Abu Dhabi National Insurance Company - ADNOC
 Al Ain Co-Op Society
 Al Dhabi Investments
 Al Fahim Group
 Ali & Sons Group
 Arco Design (Mohammed Ali Baslaib)
 Emirates Steel Compant Employees
 National Constructions Petroleum Company Employees
 National Marine Dredging Company
 Omair Bin Yousef Group
 Tiger Holding
 Subhi Atatrah & Sons



More than

100 DAYS

SINCE

TOGETHER

WE ARE

**Thanks to all
our contributors**

GOOD WAS

CREATED

TOGETHER معاً
WE ARE نحن
GOOD بخير

Contact

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