

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

2020 IMPACT REPORT



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MESSAGE FROM OUR LEADERSHIP



As a government entity that is driven by social impact, we at the Authority of Social Contribution – Ma'an – are extremely proud to have played a central role in making Abu Dhabi a much better city to work and live in than ever before.

The world that Ma'an truly envisions is one of collaborative communities, and we witnessed this many times throughout 2020 as businesses and members of society came together to make a real tangible difference to people's everyday lives through our 14 innovative programmes.

Our forward-thinking approach and resounding efforts have helped establish 30 social start-ups in our Social Incubator while more than 6,000 volunteers have given up their time and energy to support their fellow citizens and bring a smile to their faces during a very testing year.

As Abu Dhabi continues strengthening its position as one of the world's best residential destinations, it is fundamental we not only continue addressing the most pressing social challenges but also build and strengthen our communities to help Abu Dhabi flourish for the next 50 years of our shared national journey.

Her Excellency Salama Al Ameemi
Director General of Ma'an

“In response to the unprecedented challenges we have witnessed in 2020, we at the Department of Community Development have worked long and hard to foster a sense of real community across the Emirate, closely engaging with our strategic partners, and endeavoring to provide innovative solutions to our most pressing social challenges.

“Abu Dhabi is united in its commitment to effect real, positive change for the wellbeing and greater good of its citizens and our wise leadership has set the agenda when it comes to how we respond to challenges, and of course, overcome them.

We must always strive to provide solutions from a holistic perspective and pull together to create a society that is true to our Emirati traditions and create collaborative initiatives that brings communities together.”

His Excellency Dr. Mugheer Al Khaili

Chairman of the Department of
Community Development



MESSAGE FROM OUR LEADERSHIP

A YEAR OF BUILDING COLLABORATIVE COMMUNITIES —

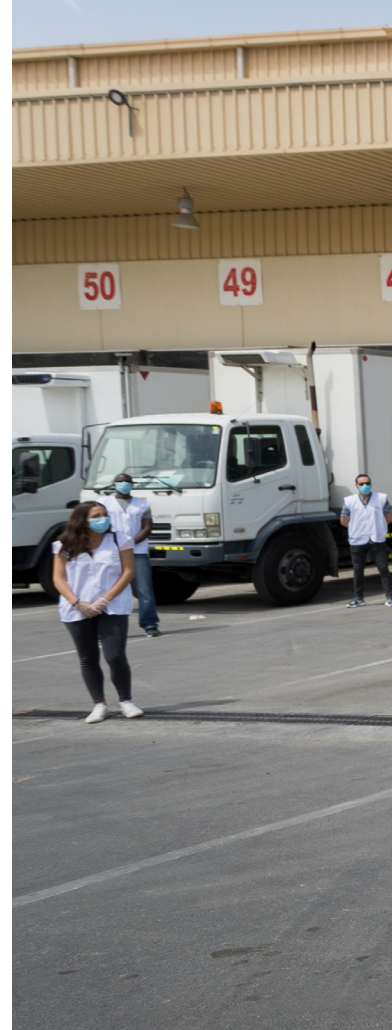
When the world looks back on 2020, it will remember the historic global challenges brought on by the COVID-19 pandemic. When Ma'an looks back on 2020, we will see great community resilience amidst the challenge.

We will remember diverse groups coming together in collaboration and an outpouring of support for frontline workers, vulnerable neighbors and friends. We will remember Abu Dhabi's comprehensive response to this crisis.

In 2020, Ma'an mobilised our vision to build collaborative communities. We contributed to the wider pandemic response through our *Together We Are Good* programme and spent the year investing in the building blocks of social progress and community impact. We launched new social innovations, piloted new community programmes, and enabled new spaces to address key social challenges. We did this through our five pillars, which represent levers of unique skills and expertise. Our pillars work together, allowing us to reach new heights.

At every turn, our conviction in our vision became even more steadfast. We believe that when we listen to and work with communities, they will soar. And now, we continue to accelerate our commitment to enhancing collaboration and partnership across Abu Dhabi.

Our organisation was one year old when COVID-19 struck. As we look back at the past year, we are humbled by the way our Emirate came together. The crisis showed us what we knew all along:





that our community is even more giving, innovative, and generous when we work together than if we aim to tackle social problems alone. As we look forward to 2021, we do so with this spirit of generosity and a reinvigorated commitment to impact.

Join us as we relive our collective impact in 2020 and look ahead to our shared purpose in 2021.





OUR COVID-19 RESPONSE

BUILDING RESILIENCE AMIDST CHALLENGE

Undoubtedly, 2020 was one of the most challenging years the global community has ever faced. Around the world, we experienced a pandemic that claimed lives, kept us away from our loved ones in different cities and countries, and put community needs squarely at the forefront.

During this unprecedented year, it was a critical priority for Abu Dhabi's government to respond to the COVID-19 pandemic through unity. The government immediately put new solutions into place to keep communities safe, resource allocation, safety protocols and measures, sanitisation, health care readiness, and supporting our lifesaving healthcare workers, making

Abu Dhabi's response one of the most effective in the world.

At Ma'an, we mobilised all parts of our organisation to launch *Together We Are Good*: a community response to bring organisations, companies, and individuals together for collective action. This was a first-of-its-kind initiative in Abu Dhabi.

We set out to **inspire, engage** and **serve** the Emirate during the COVID-19 response. The following pages highlight our key collective achievements.





OUR COVID-19 RESPONSE

INSPIRE: TOGETHER WE ARE GOOD
AIMED TO ENGAGE THE COMMUNITY
AND ABU DHABI'S GENEROUS
DONORS IN NEW WAYS.

COVID-19 generated an unprecedented response by individuals and communities. Generous contributions, in-kind contributions, and volunteering multiplied across the Emirate as part of this programme. At Ma'an, we harnessed the giving traditions among the community to channel contributions to those who needed it most, helping each contribution to go further, faster.



1
BILLION
AED
IN FINANCIAL
AND IN-KIND
CONTRIBUTIONS



109
NATIONALITIES
ENGAGED



OUR COVID-19 RESPONSE

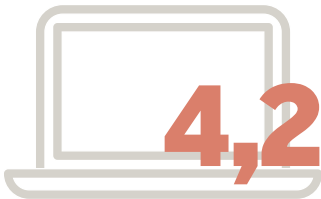
ENGAGE: TOGETHER WE ARE GOOD
WORKED TO DEPLOY A PROACTIVE,
FLEXIBLE APPROACH TO RESPOND
TO AN EMERGING CRISIS.

In response to an unfolding crisis, we aim to provide support where it is most needed. For example, as part of the *Together We Are Good* campaign, *Together We Share* allowed people across Abu Dhabi to contribute, including via SMS, meals to workers during Ramadan.

Together, we helped provide 27 million meals to 340,000 workers in 35 complexes.



27 MILLION MEALS
PROVIDED



4,200 LAPTOPS
PROVIDED




32,400 FOOD
BASKETS
DELIVERED





I volunteered in 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, a resident of the Emirate originally from Serbia



400,000
COMMUNITY
MEMBERS
SUPPORTED

While we are still experiencing the effects of COVID-19 worldwide, we in Abu Dhabi are stronger by coming together than if each of us dealt with the pandemic alone. We saw volunteers sharing their time to help their community members. Contributors got involved in innovative ways, from providing hotel rooms free-of-charge for health workers to use between busy shifts at the hospital to donating through our new online fundraising portal. The groundswell of support from our community allowed Abu Dhabi to approach the pandemic as one, and to emerge stronger.

We are humbled by the trust afforded to us by our Emirate's leadership, partners and communities, and it's very important for us to maintain this trust throughout everything we do.





OUR COVID-19 RESPONSE

SERVE: TOGETHER WE ARE GOOD AIMED TO BRING A COMMUNITY-FOCUSED LENS TO THE COVID-19 RESPONSE.

The campaign centered on our community, highlighting the humanity and prioritising the wellbeing of Abu Dhabi's residents. Everyone had a role to play. Together, we united to come through this and support one another. Our yoga and wellbeing sessions with frontline healthcare communities brought this people-focus to life.

OUR COVID-19 RESPONSE FOCUSED ON THE FOLLOWING AREAS:



HEALTH

EDUCATION



FOOD DISTRIBUTION

**BASIC
NEEDS**



We will continue to work with and for communities, including through the ongoing work of our Social Investment Fund and digital fundraising platform. Building on our 2020 milestones and the impact of Together We Are Good, our Fund will continue to innovate and pool resources to maximise investments and contributions as well as serve as the backbone for effective and sustainable funding for social progress and social impact across the Emirates in the longer term.

COLLABORATING WITH PURPOSE

MISSION & VISION

Ma'an was established in February 2019 with the aim of bringing together the government, the private sector, and civil society to support a culture of social contribution and participation.

We deliver solutions for social challenges with five main pillars of work. Our goal is to build Abu Dhabi's third sector: a rich and vibrant civil society that lies between the public sector and the private sector. We believe that by developing flourishing nonprofit organisations, foundations, and social enterprises, we can better solve social challenges in Abu Dhabi. We do this by driving social innovation and bringing global best practices to the UAE.

A thriving third sector unlocks potential for new and innovative partnerships, strategic philanthropy, and solutions that leverage resources, skillsets and expertise across all sectors to maximise efficacy and effectiveness for long-term sustainable change.

Operating under Abu Dhabi's Department of Community Development, Ma'an serves as a bridge between individuals in the community and the government's approach to addressing social challenges. Taken together, our collective action and voices can help us make greater progress.

VISION

CREATING
COLLABORATIVE
COMMUNITIES.

MISSION

TO SUPPORT THE GROWTH
OF THE COMMUNITY THROUGH
DEVELOPING SOCIAL
INNOVATION SOLUTIONS,
ENCOURAGING A CULTURE OF
GIVING AND PARTICIPATION IN
CIVIL SOCIETY.





COLLABORATING WITH PURPOSE

OUR APPROACH

INTRODUCTION TO THE PILLARS OF MA'AN

To support our vision and mission, Ma'an operates through five pillars that represent levers that can be unlocked to drive social change. They work together under one approach, each providing unique opportunities to tackle social challenges, whether through partnerships, meaningful volunteer and community engagement, or new ways of channeling resources to where they are needed most.

Together, the pillars provide holistic solutions to our challenges and foster collaboration, innovation, and investment in Abu Dhabi's community.



SOCIAL INCUBATOR & ACCELERATOR

Investing in social entrepreneurship to create new solutions for the future

SOCIAL CONTRACTING

Impacting our society through innovative partnerships as a force for good

COMMUNITY ENGAGEMENT

Facilitating participation from across the community through new volunteer opportunities and partnerships

SOCIAL INVESTMENT FUND

Mobilising new contributions for sustainable and long-term impact, leading to a social return on investment

OUTREACH MANAGEMENT

Raising awareness, sharing ideas, and connecting individuals to opportunities to get involved



A culture of giving is deeply rooted in people of the UAE. Throughout our history as a country we have always worked together in the common interest of our people.



COLLABORATING WITH PURPOSE

OUR BUILDING BLOCKS FOR PROGRESS

MA'AN SEEKS TO BUILD A THIRD SECTOR IN ABU DHABI. OUR APPROACH IS EFFECTIVE BECAUSE WE INVEST IN BUILDING BLOCKS FOR LASTING PROGRESS AND SUSTAINABLE CHANGE – PARTNERSHIPS, INNOVATION AND IMPACT



PARTNERSHIPS

Partnerships are at the heart of everything we do. We know that solving social challenges cannot fall to one individual or organisation – this mission must be truly collaborative and bring together all of us.

This is why we build meaningful partnerships with government agencies, the private sector, and innovators and foundations across Abu Dhabi.

INNOVATION

We know that without injecting fresh thinking and searching for new solutions to our social challenges, they will continue. This is why at Ma'an, we prize innovation above all else.

Several of our initiatives are the first of their kind in Abu Dhabi, showing that with new innovation and fresh thinking, we can create multiplied impact for communities.

IMPACT

Through every decision, Ma'an seeks to be a force for good, generating positive impact among the people, families, and communities.

In 2020, we began to measure our social impact in a holistic way to understand what works, how to improve, and where to invest for long-term and sustainable social innovation and third sector growth.

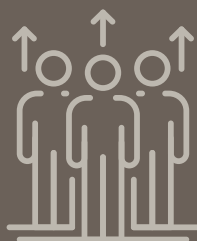
A FOCUS ON IMPACT

2020 HIGHLIGHTS

IN 2020, OUR RESULTS CONTRIBUTED TO OUR BOLD VISION OF CREATING COLLABORATIVE COMMUNITIES. SOME OF OUR KEY RESULTS:

INTRODUCED 3 KEY NEW PLATFORMS

to facilitate social innovation and philanthropic activities in Abu Dhabi, engaging 2,500+ community members.



ACCELERATION PROGRAMME



GRANTS PROGRAMME



DIGITAL CONTRIBUTION PLATFORM

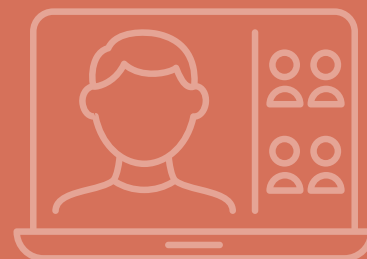


FORGED 70+ NEW PARTNERSHIPS

across the public, private, and third sectors to leverage the resources, skills, and expertise of all actors in order to maximise efficiency and effectiveness in our work.

HOSTED 98 COMMUNITY WORKSHOPS

volunteer trainings and knowledge sharing sessions, directly engaging with 2,900+ community members and stakeholders.

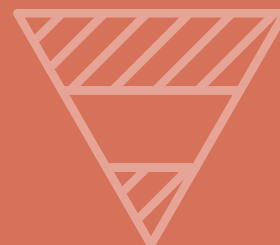


LAUNCHED THE FIRST EVER SOCIAL IMPACT BOND

in the UAE, with successful completion of 6 months out of a 12-month programme equipping people of determination with skills for employment.

ADDRESSED 10 SOCIAL PRIORITIES

Together, our 2020 portfolio of programmes addressed 10 social priorities identified by Abu Dhabi government, placing people and communities at the heart of sustainable development.



INCUBATOR & ACCELERATOR

BUILDING A PIPELINE OF INNOVATIVE IDEAS

To create lasting economic growth and social impact in Abu Dhabi, the opportunities must be multifold and they must be ongoing. This is why creating a pipeline of innovators is crucial. With our Incubator & Accelerator programmes, we identify and empower these innovators, and help them become Impact Makers.

Our programmes promote social entrepreneurship to develop local solutions to social, cultural, or environmental challenges.

The Incubator and Accelerator enhance innovative solutions from within the community, and Ma'an provides the right platform to bring these ideas to fruition. Helping social entrepreneurship thrive will create job opportunities, contribute to the economy, and promote sustainable change.

MA'AN'S INCUBATOR AND ACCELERATOR EMPOWERS PEOPLE WITH CREATIVE IDEAS TO FORM FULLY-FLEDGED NON-GOVERNMENT ORGANISATIONS AND SOCIAL ENTERPRISES. BY CULTIVATING A STRONG THIRD SECTOR, WE CAN CREATE JOB OPPORTUNITIES THAT BOOST THE ECONOMY AND ENHANCE OUR COMMUNITIES.



30 SOCIAL
ENTERPRISES
LAUNCHED



6 MILLION
AED
FUNDING
PROVIDED
BY MA'AN



4 INCUBATOR
CYCLES LAUNCHED
FOCUSES INCLUDE
PEOPLE OF DETERMINATION
MENTAL WELLBEING
FAMILY COHESION
ENVIRONMENT



7 APPS
LAUNCHED



OVER
800 APPLICATIONS
RECEIVED, FROM OVER

21+

NATIONALITIES



APPLICATIONS
FROM OVER

5+

CONTINENTS



MORE THAN

15,000

PEOPLE
POSITIVELY AFFECTED

IMPACT MAKER SPOTLIGHT

CYCLE THEME:
MENTAL WELLBEING

1

HOLD MY UMBRELLA



A NEW TOOL FOR CAREGIVERS

"We are there to guide and help caregivers. Once a patient is diagnosed with a mental illness everyone feels lost, the patients themselves and their family. So our project is to provide them with a toolkit, a platform where they can use it as a guide to what the diagnosis is, how to take care of them, and what they should expect. It's to support the caregivers in providing the right management and treatment for the loved ones."

"The umbrella represents a shield; the way you shield your loved ones. You are protecting them."





IMPACT MAKER SPOTLIGHT

CYCLE THEME:
FAMILY COHESION

2

STORICALLY



HELPING FAMILIES COME TOGETHER & TELL THEIR STORIES

Storically is a digital programme that brings new meaning to the phrase “immersed in a book.” By pushing the boundaries of personalised-books, this new platform helps people connect to their family in a meaningful way. Families can come together and build their own family stories.

Together, they create a book that they can all share and pass down to future generations.

Provides story templates that can be personalised by selecting a character, adding in a name and other details.

Enables people to share their personal stories, their history, and identity through books and e-books.

IMPACT MAKER SPOTLIGHT

CYCLE THEME:
MENTAL WELLBEING

HIMMA SOCIAL INITIATIVE

MENTORING GIRLS AGES 9-13 AND THEIR MOTHERS.

The Himma Social Initiative provides after school workshops to help young girls ages 9-13 realise their potential through building self-esteem, raising awareness about mental wellbeing, and developing their competencies and skills.

Since launching just last year, Himma has already served over 150 families. It has collaborated successfully with government entities like the Social Care and Minors Foundation as well as schools such as Rawafed Private school, The Pearl Academy, and Yas Academy.

Himma will continue to engage schools in Abu Dhabi and around the UAE, as well as organisations dedicated to mothers and children.



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

تناقش #HimmaSpeaks:

- القلق
- ضغط الأقران
- الكتابة

عبر أصوات وتجارب الفتيات لتحسين
الصحة النفسية في المجتمع



IMPACT MAKER SPOTLIGHT

CYCLE THEME:
MENTAL WELLBEING

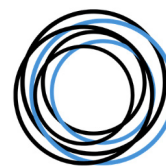
4 BETTER TOGETHER

CARING FOR PEOPLE WITH MENTAL ILLNESS

Better Together supports people with mental illnesses when they leave the hospital to ensure they feel supported when they re-enter the community.

Better Together creates individualised plans for people returning home and their caregivers, providing extra help beyond what a family may be able to provide.

The collaborative approach includes strategies for mental and physical health, developing daily living skills, and access to training, education and leisure activities. The initiative helps caregivers understand mental illness and develop shared recovery goals that reduce symptoms and improve daily life.



Better Together
CONNECTING COMMUNITIES

SOCIAL CONTRACTING

EFFECTIVE PARTNERSHIPS FOR SOCIAL GOOD

The Social Contracting pillar allows Ma'an to facilitate the most effective partnerships and solutions to meet our society's needs. Our approach is informed by a new financial model known as 'pay for success' financing. When Ma'an contracts with an organisation to deliver public services, those contracts are linked to measurable social outcomes. We call these investments Social Impact Bonds. With a built-in emphasis on community impact, Ma'an establishes contracts with partners that advance our long-term goals of connecting and improving lives across the city. The range of initiatives we contract engages many different stakeholders for holistic outcomes.

Ma'an's Social Contracting pillar works by contracting solutions that work, and investing government funding into proven methods with outcomes.

HOW SOCIAL CONTRACTING WORKS

MA'AN BRINGS TOGETHER THREE TYPES OF PARTNERS:



A GOVERNMENT ENTITY THAT IDENTIFIES THE SOCIAL PRIORITY



A TRUSTED ORGANISATION WITH ISSUE-AREA EXPERTISE



A PRIVATE SECTOR INVESTOR THAT HAS A STAKE IN SOCIAL PROGRESS

Together, they work hand-in-hand to make progress, and only the ideas that rise to the top become permanent. Each partner brings something valuable to the table, and everyone benefits from innovation.



EACH PARTNER BRINGS
SOMETHING VALUABLE
TO THE TABLE, AND
EVERYONE BENEFITS
FROM INNOVATION.



SOCIAL CONTRACTING

WHAT IS A SOCIAL IMPACT BOND?

FIRST INTRODUCED IN THE UK IN 2010, AND USED BY 30 COUNTRIES WORLDWIDE, A SOCIAL IMPACT BOND IS A PROVEN TOOL TO ENHANCE INNOVATION IN PUBLIC SERVICE DELIVERY.

ABOUT OUR ATMAH PROGRAMME

In 2020, Ma'an piloted ATMAH, the **first Social Impact Bond in the Gulf** and the first Social Bond in the world specifically intended to increase employment opportunities for people of determination in Abu Dhabi. In 2020, we served 25 students who participated in our first cohort through 6 months of educational learning and 6 months of practical internships, working towards the goal of a permanent job after 15 months.





Social Impact Bonds are a game-changer for how we think about the delivery of social programmes, putting a relentless focus on specific and measurable outcomes for the people of Abu Dhabi.

HE Salama Al Ameemi
Director General of Ma'an



MEET ATMAH PARTICIPANT BASMA EL GHASSIN

Basma was already a successful competitor in the Special Olympics when she came to ATMAH.

Through specialised English classes and courses exposing her to different opportunities, Basma's participation in the first cohort of ATMAH is leading to a brighter future for her career. She has interviewed with Al Dar Properties and plans to pursue a career as a secretary in the interior design field.

Basma says: "I can read better now because of the English classes. ATMAH helped me and other students think in a different way. It helped us become more social, independent, and confident, ATMAH gave us a voice."

COMMUNITY ENGAGEMENT

MAKING CONNECTIONS THROUGH COLLABORATION

The entire community can play an active role in strengthening our society and making a difference in the lives of our neighbors. Our Community Engagement pillar helps to promote a culture of volunteering and participation. Ma'an identifies gaps in social services, and then works with partners to create volunteering opportunities that directly address those needs and priorities. Partners include local businesses and organisations who connect their employees to impactful programmes, creating powerful new experiences to serve the community.

Through our Community Engagement pillar, Ma'an helps design meaningful volunteer opportunities that are directed towards programmes that provide tangible social impact.

During the COVID-19 pandemic, many of our community engagement programmes shifted online, so we were able to keep these connections alive during a tough year.



It has been a difficult time for all with the recent health and economic challenges and we still need to foster engagement and understanding across the whole community. For senior citizens, this can be extremely tough and having been isolated for so long can sometimes have consequences that can affect their health and wellbeing.

HE Salama Al Ameemi
Director General of Ma'an

JOURNEY OF GENERATIONS

Journey of Generations is a programme that improves the wellbeing of senior citizens by connecting them with younger members of the community. During the COVID-19 pandemic, the programme pivoted to a virtual operation, using video conferencing to continue connecting the community members. Journey of Generations is currently operated and expanded by the Al Mubarakah Foundation, a third sector entity.



FITFAM

Launched in 2019, FitFam is a community-based programme designed for the improved health and inclusion of people of determination. Created in cooperation with Special Olympics UAE and the Zayed Higher Organization for People of Determination, FitFam will deliver physical fitness activities and health education to young people of determination across Abu Dhabi, beginning initially with football sessions held by qualified Special Olympics UAE coaches and volunteers.

88%

OF MA'AN VOLUNTEERS SURVEYED
REPORT POSITIVE EXPERIENCE

89%

OF FRONTLINE WORKERS SURVEYED
REPORT INCREASED MENTAL WELLBEING
(CALMNESS AND RELAXATION) FOLLOWING
YOGA AND MINDFULNESS SESSIONS

91%

OF INDIVIDUALS AND FAMILIES SURVEYED
REPORT BEING EXTREMELY SATISFIED OR
SATISFIED WITH FOOD BASKETS RECEIVED
DURING COVID-19



COMMUNITY ENGAGEMENT

COMMUNITY VOLUNTEER PROGRAMME

One of the most direct ways for community members to get involved and make an impact is volunteering. Ma'an has established a new volunteer programme that coordinates opportunities to contribute personal skills and time to various activities.

As part of the programme's rollout, Ma'an has started with a government employee initiative. Employees will be able to select missions throughout the year from a "Mission Basket." The missions are prompts for personal behavioral changes that benefit the community, such as reducing energy consumption.



Volunteering to help out your community benefits the society and makes you feel great about yourself. When looking for a volunteering opportunity, we often don't realise we can start right at home. And in doing so encourage others to join in as well. We are asking you to become an agent of change and to team up with a member of your family to support your community. This programme aims to address key social priorities as identified by the Abu Dhabi Department of Community Development and encourage a culture of volunteering and participation within the community, family, and workplace.

- Ma'an promotional video

BUILDING THE VOLUNTEER CULTURE IN ABU DHABI

In 2020, our volunteers participated in several new initiatives. 88% of those surveyed said that their experience was above or matched their expectations. Volunteering is an important way to give back to the community and work hand-in-hand for social progress.

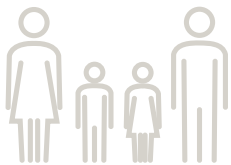
SOCIAL INVESTMENT FUND

SUSTAINABLE INVESTMENT FOR COMMON GOOD

The Social Investment Fund is Abu Dhabi's official government channel through which companies and residents in Abu Dhabi can give to communities in need. The Fund is the first-of-its-kind impact fundraising platform in the UAE where individuals can contribute directly to social causes. The Fund's investment decisions are aligned with the United Nations' Social Development Goals and the priorities of the Department of Community Development in Abu Dhabi.

The fund provides financing for social impact projects across Abu Dhabi, ranging from employment and education to health, family, and basic needs. Abu Dhabi's generous contributors can choose the causes they wish to support and know that their contribution will go to the right place at the right time, leading to maximum impact. A percentage of all contributions will be invested in the Ma'an Endowment Portfolio, providing annual returns to reinvest and bring to life a broad range of sustainable social impact programmes.

Ma'an's Social Investment Fund channels investments where they are needed most, maximising every contribution and making giving more sustainable.



**FAMILY AND
COMMUNITY**



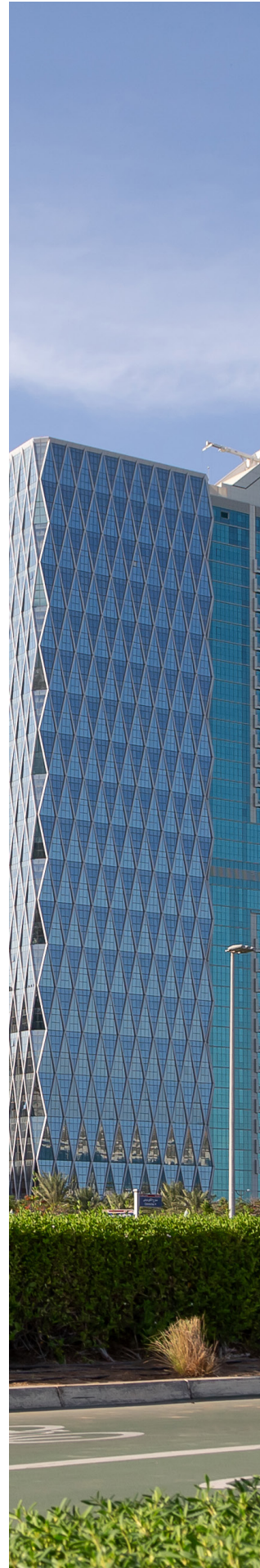
**EMPLOYMENT AND
EDUCATION**



ENVIRONMENT



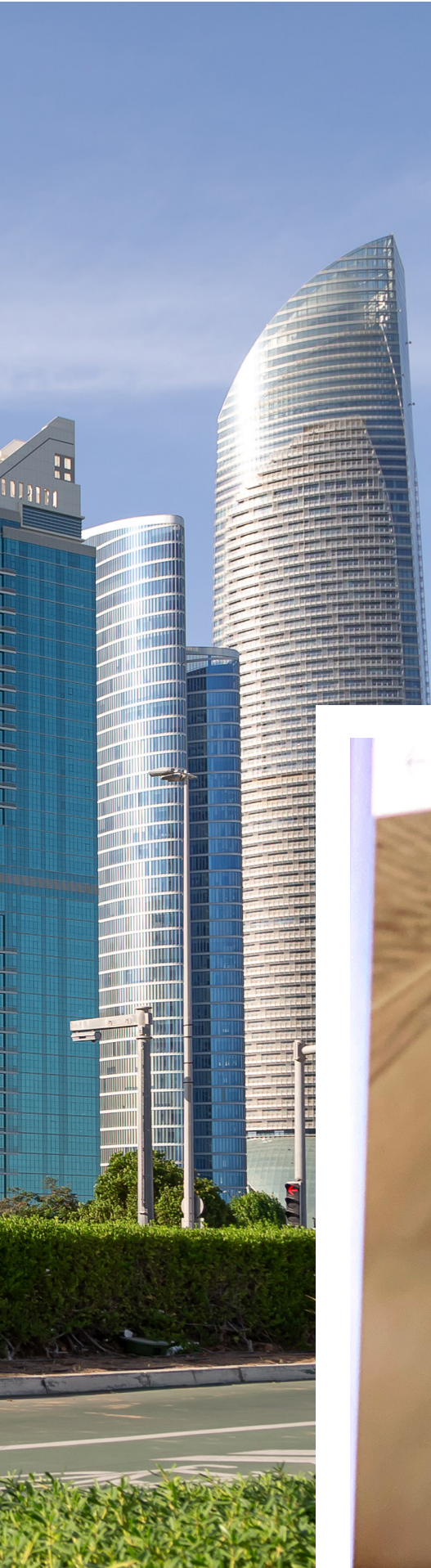
**GOVERNANCE AND
PARTNERSHIPS**



THE MA'AN CONTRIBUTION PLATFORM

Ma'an recently launched the first digital fundraising platform that makes giving easy for contributors, and offers multiple options for gifts to be channeled to select causes and programmes. Below are a few featured fundraising initiatives from our Social Investment Fund:

- Orphans Support Programme
- Organs Transplant Support





OUTREACH MANAGEMENT

COLLABORATING FOR SOCIAL IMPACT

Ma'an envisions thriving communities in which all parts of Abu Dhabi's society work together to identify solutions and improve the society. By raising awareness of how we can all contribute, Ma'an inspires new forms of collaboration. As we create programmes that yield measurable and sustainable outcomes, we also reach out to companies and individuals who can contribute in new and meaningful ways. Our Outreach Management pillar also aims to raise awareness about social challenges and what we can do about them, leading to a community where people feel educated, empowered, and ready to participate. We all have a share in building a successful future, and with everyone's contributions, we can reach new heights.

Through our Outreach Management pillar, we help boost engagement and a culture of contribution and participation in Abu Dhabi.



THE EXCHANGE

The Exchange is an annual innovation platform that embodies the vision and mission of Ma'an. The programme is designed to inspire, educate, and empower Abu Dhabi's residents to join our collaborative community of people coming together to solve social challenges. Our purpose is to facilitate the exchange of stories and ideas, form new connections, and reach out to various parts of the community to highlight Ma'an's social impact aims and programmes.

Hosted in Yas Mall in 2020, The Exchange brought together 25 partners and 1,500 visitors to create a space where ideas can flourish. We organised over 80 workshops, facilitating opportunities for innovators to connect and discover new ways to achieve their purpose.

BUILDING PARTNERSHIPS

At the heart of Ma'an's work is building partnerships. We know that no social priority can be addressed alone. By bringing together different organisations, companies, and individuals, our impact will be multiplied. In 2020, we built partnerships across sectors, including:



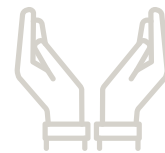
EDUCATION



HEALTHCARE



TECHNOLOGY



HOSPITALITY

OUTREACH MANAGEMENT**PARTNER SPOTLIGHT:
AL DAR PROPERTIES**

Al Dar Properties is the leading real estate developer in Abu Dhabi.

In 2020, Ma'an partnered with Al Dar Properties to launch the region's first ever social impact bond. Al Dar has invested 2 million Dirhams to support people of determination in seeking new jobs and education. This investment is an example of how the public and private sectors can work together to deliver for communities.

The historic partnership between Ma'an and Al Dar Properties makes Abu Dhabi the first in the Gulf Cooperation Council to implement Social Impact Bonds—a major milestone of 2020.



PARTNER SPOTLIGHT: AL MUBARAKAH FOUNDATION

Al Mubarakah Foundation is a leading nonprofit focused on youth.

In 2020, Ma'an partnered with Al Mubarakah Foundation to expand the Journey of Generations programme. The programme connects senior citizens with youth. Our goal is to bridge the gap between generations and create new bonds in the community.





GLOBAL VISION, LOCAL ACTION

OUR IMPACT APPROACH EXTENDS TO OUR PARTNERS, STAKEHOLDERS, AND EVERY COMMUNITY MEMBER THAT SEEKS TO MAKE A POSITIVE CONTRIBUTION.

At Ma'an, we align our work to global best practices to bring innovative, evidenced-informed and impactful initiatives to the Abu Dhabi community. However, we also recognise the innate power of community and seek to understand social challenges directly from the people of Abu Dhabi. Our communities identify the challenges, and together, we find the solutions.



Our work is aligned with the above listed United Nation's Sustainable Development Goals and the social priorities of the Department of Community Development in Abu Dhabi.

THANK YOU TO OUR PARTNERS —

National Emergency Crisis and Disaster
Management Authority

Abu Dhabi Government Media Office

Abu Dhabi Police

Department of Community Development

Department Of Municipal Affairs and Transport -
Municipal Community Center

Department Of Education and Knowledge

Department of Health

Abu Dhabi Digital Authority

Abu Dhabi Early Childhood Authority

Abu Dhabi Public Health Center

Abu Dhabi Media

Abu Dhabi Quality and Conformity Council

Abu Dhabi Ports

Abu Dhabi Global Market (ADGM)

Higher Cooperation For Specialized
Economic Zones

Dar Zayed for Family Care

Family Development Foundation

Abu Dhabi Health Services Co. SEHA

Social Care & Minors Affairs Foundation

Abu Dhabi Social Support Authority

Zayed Higher Organization for People
of Determination

Aldar Properties

Etisalat

Emirates Foundation

Emirates Red Crescent

Etihad Airways

Daman

National Petroleum Construction Company

Emirates Steel

Agthia

National Marine Dredging Company
 Abu Dhabi National Insurance Company
 Mohammed Rasool Khoory & Sons
 Ali & Sons Holding LLC
 Al Fahim Group
 Omair Bin Yousef & Sons LLC
 Al Dhabi Investment PJSC
 Abu Dhabi Islamic Bank (ADIB)
 Abu Dhabi Commercial Bank (ADCB)
 Standard Chartered Bank
 Gulf Capital
 Executive Suites Abu Dhabi
 Millennium Hotels and Resorts
 City Seasons Al Hamra Abu Dhabi
 Park Rotana Abu Dhabi
 Royal Rose Abu Dhabi
 Holiday Inn Abu Dhabi Downtown
 Crown Plaza Abu Dhabi
 Shangri-La Hotel, Qaryat al Beri - Abu Dhabi
 Novo Nordisk Pharma Gulf FZ-LLC
 McKinsey and Company
 Fine Hygienic Holding
 Khalifa Bin Zayed Al Nahyan Foundation
 Al Ain Co-Op
 Al Mubarakah Foundation
 UAE Banks Federation
 Auriga International Management Consultancy
 Al Watania Al Motamizah General Trading
 The London Institute Of Banking & Finance
 FGF Car Recovery

Iron Station Establishment
 NRTC Group
 Khaled Khwaiter General Trading
 Khalifa University
 Lulu Hypermarket
 Multi Fix
 Sustainable Square
 Special Olympics UAE
 Tasleem
 Tawasul Transport Company
 Bin Suhail International Gen Trading

New Cleaning Est. NCE
 Black Diamond Laundry
 Arabian Company
 Hygiene Link International General Trading LLC
 Paper Link Paper Converting Industry
 Super Care Detergents LLC
 Super Plastplastic Factory LLC

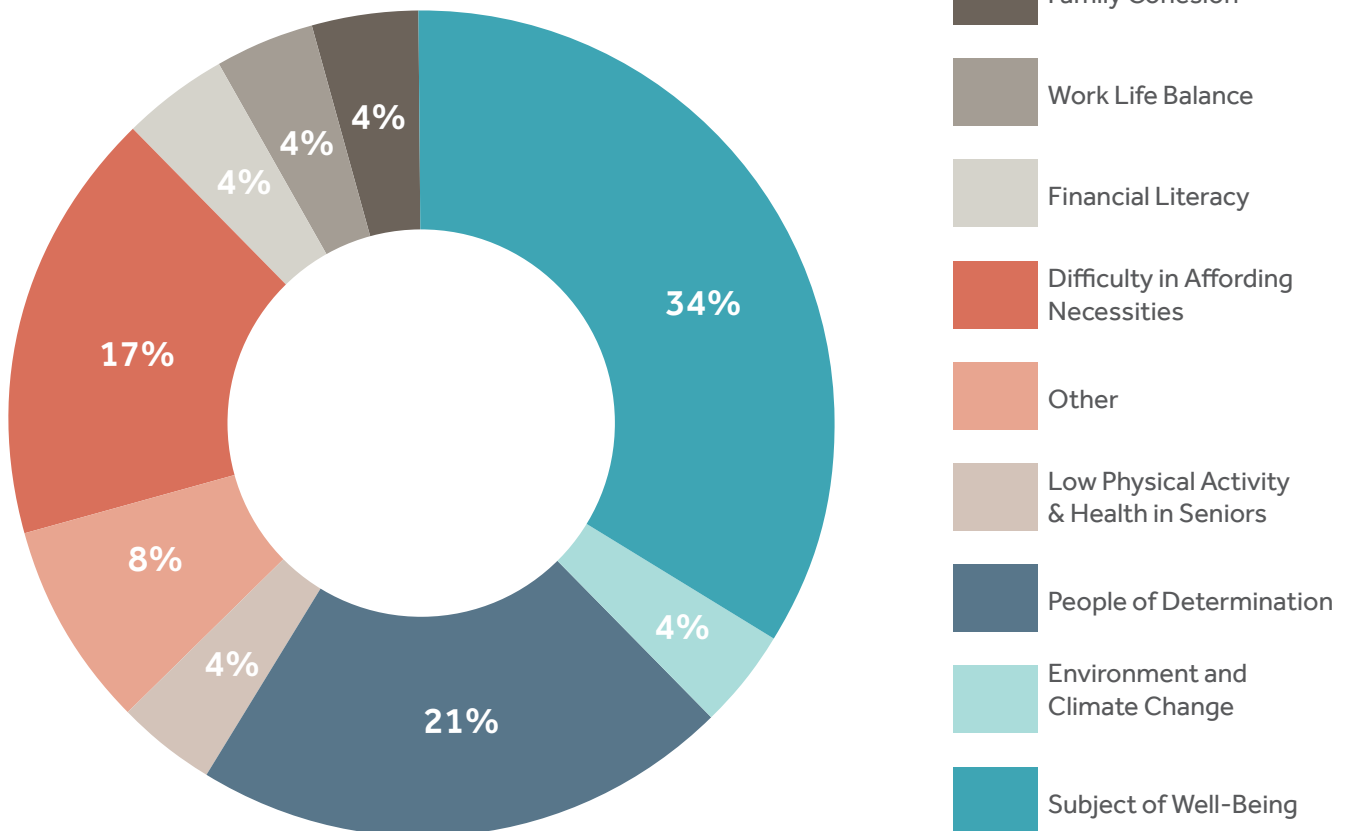
OUR YEAR IN CHARTS

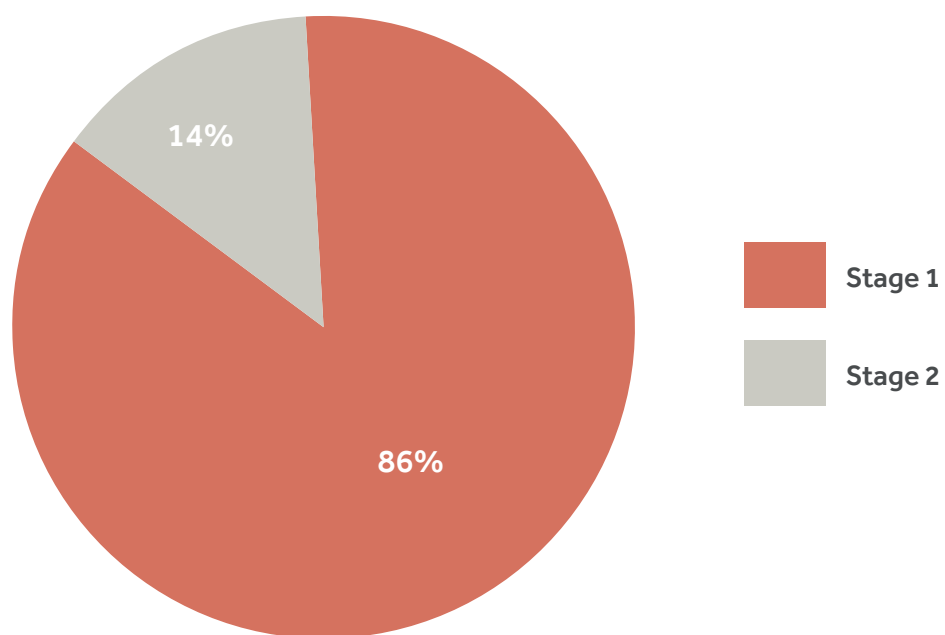
Through every decision, Ma'an seeks to be a force for good, generating positive impact among the people, families, and communities we serve.

In 2020, we began to measure our social impact in a holistic way to understand what works, how to improve, and where to invest for long-term and sustainable social innovation and third sector growth.



SOCIAL SECTOR ALIGNMENT

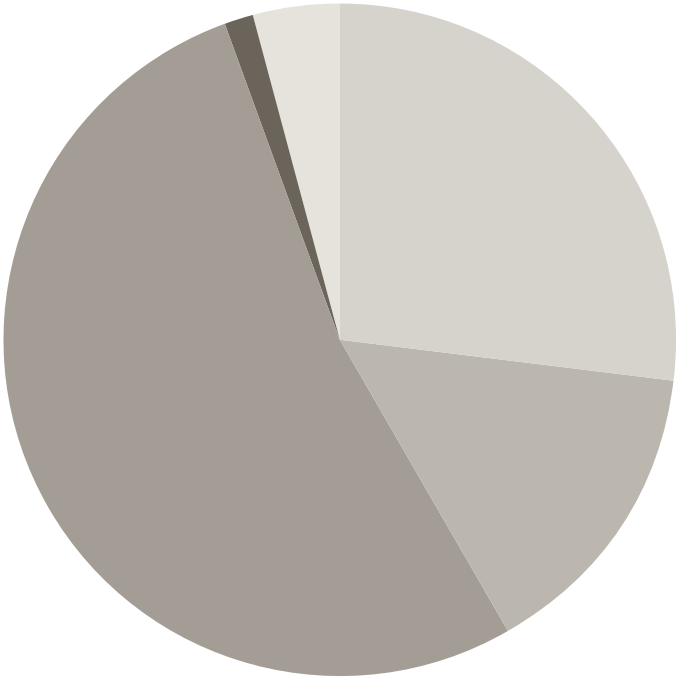






OUR YEAR IN NUMBERS

PUBLIC-PRIVATE PARTNERSHIPS

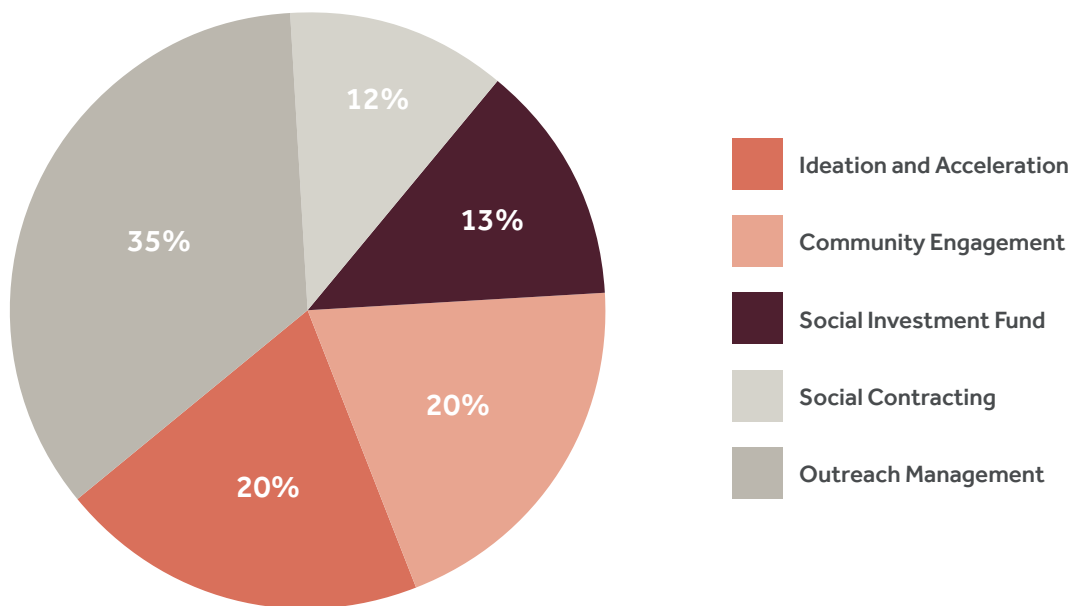


3	Academic Institutes
1	Third Sector
39	Private Sector Partners
11	Semi - Government Partners
20	Government Partners

Total 74



PILLAR ACTIVATION



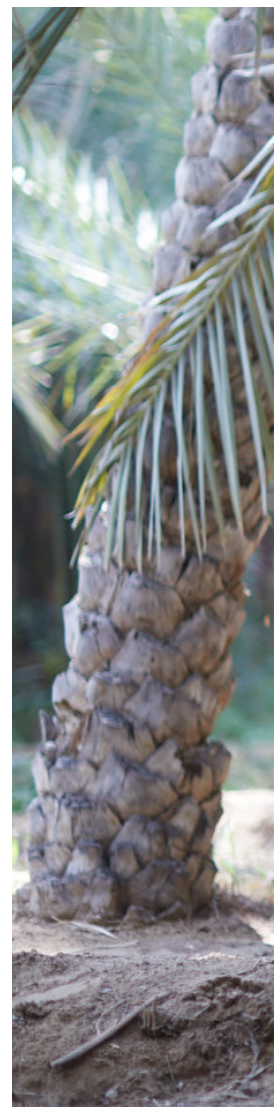


WHAT COMES NEXT

JOIN OUR COLLABORATIVE COMMUNITY

From all of us at Ma'an, thank you to our contributors, volunteers, partners, and supporters for a momentous year in 2020. Through the extraordinary difficulties, Abu Dhabi's unified spirit emerged. We are endlessly grateful for this outpouring of community support.

As we look ahead, we have a renewed sense of purpose in Ma'an's mission: supporting the growth of the community through social innovation solutions and encouraging a culture of participation. We know that when we work together, the collective strength of our efforts will be greater than the work of any of us alone. Together, we can overcome any social challenge.



In 2021, we will continue to build on our strong foundation of partnerships and community engagement. We will host the fourth cohort of our Impact Makers programme, focusing on new solutions for environmental protection. We will continue to build our new fundraising platform, invest in our 25 ATMAH students through their graduation, and grow our Ghaya, our new financial literacy programme. Amidst all of these initiatives, our core priority remains the same: investing in thriving, collaborative communities in Abu Dhabi.

We invite you to join our mission. Whether you have a new idea to support social progress, would like to volunteer your time to help your neighbors, or you represent an organisation wanting to join our mission, we welcome your contribution.

**[READ OUR TOGETHER WE ARE GOOD
REPORT HERE >](#)**





[READ OUR 100 DAYS OUTCOME REPORT >](#)





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

GET INVOLVED _____

-  Ma'an Abu Dhabi
-  @MaanAbuDhabi
-  fundraise.maan.gov.ae
-  partnerships@maan.gov.ae

maan.gov.ae