



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

معاً TOGETHER
نحن WE ARE
بخير GOOD



CAMPAIGN REPORT
2020





We are living in extraordinary times that remind us of our shared humanity, bringing to light more than ever the importance of solidarity. Reflecting this message, *Together We Are Good* has galvanised our community's deep-rooted values of giving and benevolence. We extend our gratitude to all those who contributed to this initiative.

– HH Sheikh Khaled bin Mohamed bin Zayed Al Nahyan

INTRODUCTION

OUR VISION FOR A SHARED FUTURE

Imagine a world like ours that still has its challenges. Perhaps there are students who are unable to go to school or use a laptop for their studies. Community members need help with basic needs, such as finding new job opportunities or a nutritious meal. Health challenges directly impact everyone in the community, and medical services need continued support.

Now, imagine this same world but with one important change: all members of Abu Dhabi's society come together to invest their resources, talent, time, and innovation for community support. Everyone would share the urgent task of creating a stronger community and every individual would bring their most important resource to do so. The challenges on our horizon would still exist, but Abu Dhabi's communities would be better prepared to tackle the pressing health, economic, environmental and social challenges that affect not only our emirate, but the entire globe. The most vulnerable among us would have a chance at a better life with greater opportunities. We would be more resilient. More cohesive and connected.

The world Ma'an envisions is one of collaborative communities. We know that big global challenges won't fade on their own, so we need to be united to solve them. Building thriving communities is more than a future goal to work towards – the global pandemic reminds us that strengthening our community is an urgent priority that simply cannot wait. It's a shared responsibility for each and every one of us.

Ma'an activates all parts of society to strengthen our communities. We are by the community, for the community.

What is a collaborative community? We have only just begun to understand what is truly possible. Join us, and we will build one together.



WHO IS MA'AN?

Established in 2019, The Authority of Social Contribution – Ma'an – brings together the government, the private sector, non-profits, and community members to cultivate a culture of contribution and participation in Abu Dhabi.




MISSION

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

VISION

Creating Collaborative Communities

Ma'an's mission is inspired by the interconnecting water channels that make up the Al Falaj – the ancient irrigation system in Al Ain, Abu Dhabi. The Al Falaj was maintained in small sections by the community working together. Sharing responsibility for this treasure, each individual contributed to a singular outcome and the whole community shared in the wealth brought by the freshwater. This is what we aim to cultivate at Ma'an: a diverse community united around a common purpose.

A black and white portrait of Sheikh Zayed bin Sultan Al Nahyan. He is an elderly man with a full, dark beard and mustache. He is wearing a white ghutra (headscarf) with a black agal (headband). The portrait is a close-up, showing his face from the chest up. He has a slight smile and is looking slightly to the left of the camera.

Wealth is not money.
Wealth lies in men. This
is where true power lies,
the power we value. This
is what has convinced
us to direct all our
resources to building the
individual, and to using
the wealth which God
has provided us in the
service of the nation.

*– His Highness the late
Sheikh Zayed bin Sultan
Al Nahyan*



OUR APPROACH

Community is the cornerstone of all we do, and we prize innovation above all else.
Here is how our approach is unique:

WE ARE COMMITTED TO SOCIAL IMPACT

Our most important metric is how much we improve the lives of our community members. We align our work with frameworks like the United Nations Sustainable Development Goals, bringing best practices to Abu Dhabi based on recognized international benchmarking.

WE INVEST IN THE POWER OF PARTNERSHIPS

We bring together all parts of society. Addressing social needs cannot fall on one sector alone. By uniting partners around a common purpose, we seek to build a thriving third sector.

WE MAXIMIZE EACH CONTRIBUTION

Ma'an is deeply embedded with institutions across Abu Dhabi. We are able to effectively channel contributions to the right place so each one goes farther and faster.

WE MAKE IT EASY TO GET INVOLVED

Anyone can contribute, big or small. Whether you are sending a donation via SMS or volunteering your time, we encourage you to contribute.

WE RAISE GLOBAL STANDARDS THROUGH LOCAL ACTION

We not only strive to support our local communities but also aim to set new international standards for community engagement and social innovation.

OUR WORK IN ACTION

TOGETHER WE ARE GOOD: A FIRST-OF-ITS-KIND RESPONSE IN ABU DHABI

Abu Dhabi is a vibrant emirate that has enjoyed the many benefits of great growth, development and diversity in recent decades. But when the COVID-19 pandemic hit every corner of the world, Abu Dhabi was not immune. We knew it was time to unite.

Empowered by our mandate, and through our Social Investment Fund, Ma'an's flagship program, *Together We Are Good*, was launched in March 2020 as part of the national response to COVID-19. The campaign aimed to inspire, engage and serve Abu Dhabi's communities. Working with partners, the campaign collected financial, in-kind, and volunteer contributions and channeled them to members of the society who needed them most.

Through *Together We Are Good*, individuals from across Abu Dhabi got involved in unprecedented and incredible ways. We came together and responded to the pandemic as one.

We remain deeply grateful for the generous outpouring of support from contributors, partners and the wider community.





CAMPAIGN AT A GLANCE

A SNAPSHOT OF
THE RESULTS



439M+

AED raised in financial contributions



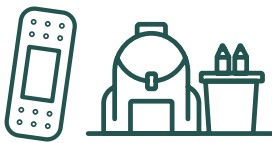
30,000+

contributions (financial and in-kind) from individuals,
government agencies and the private sector



6,500+

volunteers supported the community campaign



400,000+

people served with educational assistance, medical supplies,
food and basic needs

TOTAL ESTIMATED VALUE OF CAMPAIGN: 1 BILLION AED
(INCLUSIVE OF FINANCIAL CONTRIBUTIONS AND ESTIMATED VALUE OF IN-KIND
CONTRIBUTIONS ANNUALLY)



This role that I have played in helping the society overcome the pandemic has merely been a drop in the ocean.

– Hussam Fadul Elhussein, volunteer



I have participated in this campaign as a national duty. We are united.

– Meshal Mubarak Al Rashedi, age 8



TOGETHER
نحن
GOOD
بخير
WE ARE

CAMPAIGN IMPACT

The results of *Together We Are Good* continued and expanded throughout the entirety of the campaign, improving conditions for Abu Dhabi's communities under all four campaign support areas: education, medical, food and basic needs.

The campaign focused on community members most vulnerable to COVID-19: our elderly, our youth, and the essential and frontline health care workers who were integral to our community's safety.

WE MOBILIZED COMMUNITY PARTICIPATION

We reached out to the community, and you responded in ways beyond our imagination. *Together We Are Good* brought together **contributors and volunteers** ranging from **8-65+ years old**, representing **108 nationalities and territories**.

WE RAISED GLOBAL VISIBILITY

Together We Are Good was mentioned in **21 countries**, including the United States, Jordan, Lebanon, and across the GCC region. The community engaged with the campaign on Facebook, Instagram, Twitter, and LinkedIn, leading to over **170 million social media impressions**.

WE BUILT A MORE DIVERSE, MORE COHESIVE COMMUNITY

Together We Are Good served residents of **89 different nationalities** living in Abu Dhabi City, Al Ain City and Al Dhafra City. The campaign was by the community, for the community. Every resident could participate, and we prioritized support for our community's most vulnerable groups.

WE ADAPTED TO EMERGING NEEDS

Our unique positioning as a bridge between the various sectors in Abu Dhabi allowed us to be **flexible** and **adapt** to the ever-changing context of COVID-19. We channeled contributions to the right place at the right time and made quick progress for those who needed it most.

Together We Are Good also prioritized support for individuals with pre-existing health conditions, people of determination, migrant laborers in worker cities, and other groups most affected by the pandemic.

While *Together We Are Good* has ended, the program continues to support those affected by COVID-19 and our most vulnerable community members.

WE LED BY EXAMPLE

The Ma'an team supporting *Together We Are Good* comprised **20+ staff members** including leadership. Our staff contributed **over 15,000 hours** to this campaign, prioritizing accountability, transparency and partnership-building as central tenets of our work.

WE ENHANCED COMMUNITY WELL-BEING

Together We Are Good provided an opportunity for the entire Abu Dhabi Emirate to mobilize around a **positive community-led experience**. Community members got involved, gave back, and worked toward shared goals during a difficult time.

WE LEVERAGED TECHNOLOGY AND INNOVATION

Using crowdsourcing tools, a creative SMS campaign, and social media, *Together We Are Good* harnessed **technology** and **innovation** to mobilize the community and foster unity.

WE BUILT TRUST ACROSS THE EMIRATE

We were established by 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. The **social priority areas** of *Together We Are Good* aligned with Abu Dhabi's Department of Community Development.

ADDRESSING COMMUNITY NEEDS

THE CAMPAIGN'S FOUR SUPPORT AREAS

EDUCATION

Continue children's education and support remote learning



• STUDENTS & YOUTH

- 8,000 student school fees paid
- 4,200 laptops provided to families for distance learning
- 97 school fees paid for students of determination
- 192 schools supported (private and government schools)
- 5 rehabilitation centers supported
- 1 COVID-19 e-book developed for children



I will be sitting my exams soon, which is an important time for students and receiving a laptop that I can use to study every day will help me a lot. I am really thankful to Ma'an as they are helping a lot of people who are in need.

-Eliza Thomas, a student in grade 11



FRONTLINE WORKERS

- 35,535 hotel night stays provided to frontline workers between hospital shifts
- 16,000 COVID-19 tests administered
- 15,000 N95 masks provided
- 1,744 frontline workers directly supported and equipped
- 1,500 high-tech bio-protective hoods provided
- 400 frontline workers supported through emotional and mental health programs (online yoga and mindfulness)



We are extremely grateful and the contributions from companies, businesses and individuals to support during this current period has been fantastic. As a healthcare organization, we are doubling our efforts to give back to the society and the UAE.

- Dr. Shamma Khalifa Al Mazrouei, Chief Operating Officer at Abu Dhabi's Sheikh Khalifa Medical City

MEDICAL

Provide vital health care to Abu Dhabi residents



VULNERABLE PEOPLE WITH MEDICAL CONDITIONS:

- 3,000 people supported with lifesaving medical care and medicines
- 35 pregnant mothers and maternity cases supported



FOOD

Feed the people
of Abu Dhabi



FOOD BASKETS

- 40,000 individuals supported
- 32,400 food baskets delivered
- 13,000 children and youth served
- 1,206 tons of food delivered to individuals including:
 - 170 tons of atta flour
 - 160 tons of rice
 - 138 tons of cooking oil
 - 54 tons of evaporated milk and tea



TOGETHER WE SHARE

- 27 million meals provided to migrant workers and laborers
- 340,000 workers fed with 3 meals a day
- 35 worker complexes served



OTHER VULNERABLE PEOPLE

- 100,000 meals provided to people in quarantine



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, a resident of the emirate originally from Serbia



BASIC NEEDS

Support the
community's
basic needs



BASIC NEEDS

- 500,000 litres of water distributed in worker cities
- 127,000 preventative medical materials and sanitization kits provided to low-income individuals and vulnerable families
- 6,410 blankets distributed in worker cities
- 1,500 people supported with family reunification
- 500kg of disinfectant distributed
- 1 radiology machine granted to hospital serving COVID-19 patients



In this hour of need, I feel it is human to contribute either in cash or in-kind to their capacity to show gratitude to Abu Dhabi which has given many people an opportunity to overcome their difficulties back home and also given them the best life to lead. I am one of them.

- Prasad, an Indian expat who lived in Abu Dhabi for 20 years

OUR MAIN PARTNERS AND CONTRIBUTORS

WORKING TOGETHER FOR MAXIMUM IMPACT

PROGRAM PARTNERS

We are extremely grateful for our partners and collaborators across the public, private, media and third sectors, including:

Abu Dhabi Department of Education and Knowledge
Abu Dhabi Digital Authority
Abu Dhabi Government Media Office
Abu Dhabi Health Service Company
Abu Dhabi Media
Abu Dhabi National Exhibition Company
Abu Dhabi Police
Abu Dhabi Social Support Authority
Abu Dhabi University
Agthia
Department of Community Development
Department of Health
Emirates Foundation
Emirates Red Crescent
Emirates Telecommunication Group Company PJSC

Etihad Airways
Higher Corporation for Specialized Economic Zones
Khalifa Bin Zayed Al Nahyan Foundation
Lulu Hypermarket
National Emergency and Crisis and Disasters Management Authority
National Health Insurance Company
Sheikh Khalifa Speciality Hospital
The Zayed Bin Sultan Al Nahyan Charitable & Humanitarian Foundation
UAE Ministry of Foreign Affairs and International Cooperation
VPS Healthcare
Zayed House For Islamic Culture



DIGNITARY CONTRIBUTORS

H.H Sheikhha Fatima Bint Mubarak
H.H Sheikh Saif Bin Mohammed Al Nahyan
H.H Sheikhha Salama Bint Hamdan Al Nahyan
Anonymous 1 (Emirati Businessman)

Abu Dhabi Islamic Bank
 Abu Dhabi Chamber
 Al Fahim Group
 Al Dhabi Investment
 National Marine Dredging Company
 Sheikh Mohammed Bin Sultan Bin Suroor Al Dhaheri
 Omair Bin Yousef Group
 Abdulla Naser Bin Huwailil Al Mansoori
 Mohammed Rasool Khoory & Sons Group
 Arco Interiors LLC
 Anonymous 2 (Emirati Citizen)
 Tiger Holding
 Anonymous 3 (Emirati Businessman)
 Anonymous 4 (Emirati Citizen)
 Anonymous 5 (Emirati Citizen)
 National Petroleum Construction Company Employees
 Saleh Mohammed Al Hebaib Al Amri
 Anonymous 7 (Emirati Citizen)
 Anonymous 9 (Emirati Citizen)
 Mohammed Nasser Mathkar Al Shafi Al Hajeri
 Al Dar Properties Employees
 Sheikh Hamad Sultan Al Darmaki
 Mohamed Habroosh Mohamed Al Suwaidi
 Eibrahim Mohammed Abdulla Al Mazrouei
 Abdulla Hassan Hamarain Al Dhaheri
 H.E Mohammed Haji Abdulla Hussain Al Khoori & His Brothers
 Hilal Mubarak Eissa Al Mansouri
 Hamad Rashed Al Humaid Al Neyadi
 Mohammed Salem Kardoos Obaid Alameri
 Dr. Mohammad Ahmad Manasra
 Anonymous 13 (Emirati Businessman)
 Safayan Eidha Huraiz Tannaf Al Menhali
 Sheikh Khalifa Rashed Hamad Al Shamsi
 Mudhaffar Mohammed Bin Khamooshah Alameri
 Emirates Steel Company Employees
 Abu Dhabi Commercial Bank-Staff Contribution
 H.E Khalfan Sultan Alketbi
 Anonymous 14 (Emirati Citizen)
 Mohammed Bin Hammad Al Shamsi
 H.E Mubarak Rashed Khamees Mukhaizen Al Mansoori
 Mohamed Mohamed Ali Bin Fadhel Al Hameli
 Dr.Qassem Alom Zarzor
 Khalifa Nasser Al Suwaidi
 Hassan Alalkeem Al Zaabi

H.H Sheikh Tahnoon Bin Mohammed Al Nahyan
H.H Sheikh Suroor Bin Mohamed Al Nahyan
H.H Sheikh Sultan Bin Hamdan Al Nahyan
H.E Sheikhha Lubna Khaled Sultan Al Qassemi

Dr. Abdul Qader Sankari and his Sons
 Abu Dhabi Co- Operative Society
 Mohammed Abdul Rahman Al Bahar
 Al Ain Co-Op Society
 Sultan Rashid Saeed Al Dhaheri
 Naji Hassan Ahmed Alharthi
 Ali & Sons - Ali Khalfan Al Dhaheri
 H.E Dr. Mana Saeed Ahmed Al Otaiba
 Qassim Abdul Rahman Al Shurafi
 Abu Dhabi National Insurance Company - ADNOC
 Salem Hamad Al Shueibi
 H.E Hamad Suhail Bin Owaid Al Khaili
 H.E Saqer Saif Al Muhairbi and his Sons
 Khaled Bakheet Tanaf Al Menhali
 Eisa Saeed Essa Al Khayeli
 Anonymous 6 (Emirati Citizen)
 H.E Ahmed Juma Al Zaabi
 Anonymous 8 (Emirati Businessman)
 Anonymous 10 (Emirati Citizen)
 Khalifa Ahmed Saif Jabr Al Swaidi
 Ahmed Bin Mahmoud Al Blooshi
 Saeed Abdulla Nasser Al Jenaibi
 Ahmed Saif Abdul Rahman Al Nasri
 Balvinder Singh Sahni
 H.E Khalil Mohammed Sharif Foulathi
 Anonymous 11 (Emirati Citizen)
 Ali Obaid Bakheet Belrasheed Al Ketbi
 Anonymous 12 (Emirati Businessman)
 H.E Hilal Hamad Thabet Al Kuwaiti
 Zayed Abdul Aziz Sultan Al Shamsi
 Saif Mubarak Saif Alriyami
 H.E Obaid Saif Al Nasri
 H.E Khalifa Juma Al Nabooda
 H.E Mohammed Nukhaira Al Dhaheri
 Salem Abdulla Salem Al Hosani
 The Zayed Bin Sultan Al Nahyan Charitable and Humanitarian Foundation
 Ahmed Matar Majed Tareh Al Kheyli
 Anonymous 15 (Emirati Businessman)
 Salem Thaaloub Salem Al Derei
 Rashed Khamis Mukhizen Al Mansoori
 Anonymous 16 (Emirati Businessman)
 Saeed Habroosh Mohammed Habroosh Al Suwaidi
 Ahmed Mubarak Al Kindi
 Anonymous 17 (Jordanian Businessman)

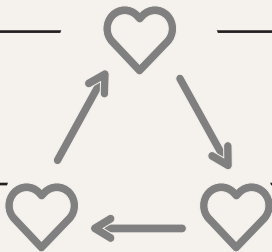
WHAT'S NEXT? OUR PURPOSE MOVING FORWARD

JOIN OUR PURSUIT FOR A BETTER FUTURE

CONTINUE TO SUPPORT COMMUNITY NEEDS THROUGH COVID-19 AND BEYOND



We will continue to support Abu Dhabi's communities beyond the pandemic, remaining flexible and innovative as we address key priorities. We know that emerging challenges like COVID-19 will continue to impact countries around the world, and that's why investing in community strengthening here in Abu Dhabi is more important than ever.



BECOME A BRIDGE FOR ALL SECTORS IN ABU DHABI BY BUILDING MEANINGFUL PARTNERSHIPS

In our first two years, Ma'an has cultivated relationships with businesses, non-profits, local schools, and thousands of citizens. We unite the right partners for the right solutions. We envision an even more connected network across Abu Dhabi, helping partners to come together to address the issues that affect us all.

NURTURE AND GROW A SHARED SENSE OF GENEROSITY IN ABU DHABI



We cannot deny it: we were floored by the level and speed with which we received contributions for our *Together We Are Good* campaign. The generosity we witnessed is evidence that Abu Dhabi's culture of giving is already strong. We intend to cultivate and grow this shared sense of generosity.



WORK ACROSS THE COMMUNITY TO BUILD A THRIVING & SUSTAINABLE THIRD SECTOR

There is untapped potential for a thriving third sector in Abu Dhabi. We can achieve this future vision through accountability and community trust. Innovation is at the heart of our work, so we will explore new financial mechanisms for sustained growth and progress.

Ma'an is continuing on the journey to enhance collaboration across Abu Dhabi, uniting partners and volunteers to ensure that all members of our community can thrive.

As the water channels of the Al Falaj teach us, our community will always be interconnected. What affects the currents of one individual will affect the flow of our entire community. We can find pathways to come together and share in the common experience of improving our society, and if we do this, we will all be stronger.

Building collaborative communities requires participation from all parts of society. The responsibility of creating thriving communities lies with all of us. Join us on our journey.



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Ma'an AUH, @Maanabudhabi



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Make an Impact!



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