

**Company:** Community Development Authority- Dubai

**Company Description:** CDA was founded by a decree of H.H. Sheikh Mohammed bin Rashid Al Maktoum in July 2008. CDA is responsible for setting up and developing a framework for social development, and aims to achieve the goals outlined in the Dubai Strategic Plans. CDA is in charge for the overall supervision to achieve social sector outputs, and provide the provisions of social services in order to create an integrated

**Nomination Category:** Company / Organization Categories

**Nomination Sub Category:** Corporate Social Responsibility Program of the Year - in the Middle East and Africa

**Nomination Title:** Community Well-being in Action: The CDA CSR Program

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 170 words used.**

**a. Briefly describe the nominated organization – its purpose, history, and operations (up to 200 words)**

Founded in 2008 by decree of H.H. Sheikh Mohammed bin Rashid Al Maktoum, the Community Development Authority (CDA) is Dubai's official government body tasked with enhancing social development and well-being. Its purpose is to foster a cohesive and inclusive society by shaping policy, delivering services, and launching initiatives that address the needs of all community segments, including People of Determination, the elderly, children, and low-income families.

CDA develops strategic plans, proposes legislation, and regulates licensed institutions across the social sector. It also plays a central role in coordinating government, business, and civil society efforts in areas such as volunteerism, family support, and corporate social responsibility. Through initiatives like the Jood platform, Bayti housing, and Dubai Weddings, CDA offers scalable, sustainable, and high-impact solutions to pressing social challenges. Aligned with Dubai's strategic priorities, the CDA's operations reflect both cultural values and global standards—positioning it as a model for public-sector-driven social innovation in the region.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 244 words used.**

**b. Outline the organization's achievements since the beginning of 2023 (up to 250 words)**

Since January 2023, CDA has expanded its CSR program through five major initiatives that have impacted over 100,000 beneficiaries across Dubai.

Jood Platform, launched in March 2023, became a unified digital gateway for charitable contributions. By the end of 2024, it raised over AED 176 million (2023–2024 total) from 726 contributors, supporting more than 77 community-focused initiatives.

Bayti Initiative focused on sustainable housing solutions. By 2024, it had provided housing for 148 Emirati families and funded maintenance or furnishing of 555 homes supported in 2023 and 314 homes supported in 2024. It achieved a 96.5% satisfaction rate and contributed to improved community stability.

Solidarity Initiative (Tadhamon Campaign) launched in response to Dubai's severe 2024 storm. It collected over AED 27 million (May 2024) and provided immediate relief and shelter to 595 affected families.

Condolence Tents Initiative provided free tents to grieving families—572 tents provided in 2023 and 578 tents provided in 2024—saving the community more than AED 30 million (cumulative savings over 2023–2024), while ensuring dignity and cultural continuity.

Dubai Weddings promoted early marriage and financial responsibility by supporting 344 Emirati couples with low-cost ceremonies, counseling, and benefits. With average wedding costs reaching AED 500,000 (national average wedding cost in 2024), this initiative achieved a 98% satisfaction rate and led to a 10.1% increase in marriage rates (2024 over 2023) among citizens in 2024 over 2023.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 251 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.**

**c. Explain why the achievements you have highlighted are unique or significant (up to 250 words)**

CDA's CSR achievements are exceptional in both their cultural sensitivity and operational innovation, setting new standards for integrated, government-led social impact in the region.

Jood Platform addresses a long-standing challenge in the charitable sector—fragmentation and lack of transparency. As the first unified giving platform of its kind in the UAE, it not only simplifies contributions, but directs funding to underrepresented areas such as culture, sports, and heritage—fields often overlooked in traditional CSR.

Bayti meets the critical need for affordable housing with a scalable, human-centered model. With 869 homes supported in 2023 and 2024 combined, it marks a 74% increase over 2022 and outpaces regional initiatives that typically rely on one-time cash aid.

Solidarity Initiative stood out for its speed and scale. AED 27 million (May 2024) in disaster relief was mobilized within days of the storm—surpassing response times and scope seen in comparable programs across the GCC.

Dubai Weddings tackles the socio-economic burden of marriage. Unlike conventional cash grants, CDA's approach included cultural reform, financial education, and direct support—contributing to a 10.1% rise in marriage rates in just one year.

Condolence Tents addressed a deeply rooted social expectation, offering relief from logistical and financial burdens during mourning. With over 1,100 tents provided and AED 30M in savings, CDA filled a culturally critical yet often neglected gap.

Together, these achievements reflect CDA's unmatched ability to blend tradition, technology, and policy into impactful CSR programming.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 169 words used.**

**d. Reference any attachments of supporting materials (up to 250 words – optional)**

To support this nomination, we have included a comprehensive set of links and documents that validate the scope and impact of CDA's CSR programs:

- CDA Official Website: [www.cda.gov.ae](http://www.cda.gov.ae)
- Jood Platform Website: [www.jood.ae](http://www.jood.ae)
- Bayti Initiative Page: Bayti – Product Details – Jood
- Solidarity Initiative Page: Solidarity Initiative – Jood
- Jood Platform Promotional Video: Jood Platform 2024 Update
- Government Media Coverage of Solidarity: Media Office Tadhamon Campaign Details
- Condolence Tents Coverage: CDA Facebook, Instagram
- Video (Condolence Tents): attached
- Dubai Weddings Government Coverage: Media Office – Dubai Weddings
- News Feature: The National – "Normalising smaller ceremonies": Young Emiratis welcome Dubai wedding programme

These resources provide visual, statistical, and testimonial evidence of CDA's deep social impact, operational efficiency, and leadership in CSR. They validate the claims presented in this nomination and reflect growing public and institutional recognition of CDA's role in strengthening Dubai's social fabric.

**Attachments/Videos/Links:**

[Community Well-being in Action: The CDA CSR Program](#)

[REDACTED FOR PUBLICATION]

