

## **DirectAid is the first organization in Kuwait recognized for excellence (3 Star -2021) from “EFQM”**

Today in (June 8, 2021) DirectAid held a ceremony to announce the assessment outcomes of the institutional excellence from the European Foundation for Quality Management (EFQM). This was in the presence of the ambassador: Nasser Sabih Al-Sabeeh, – undersecretary of the Ministry of Foreign Affairs for Development and International Cooperation and representatives of the Ministry of Social Affairs & Labor in the social development sector and members of International organizations, partners of NGOs, as well as members of the Board of Directors of DirectAid Society. It has been announced (in the praise and thanks of Allah) by the CEO of (EFQM), Mr. Russell Longumire that DirectAid obtained a recognition of excellence 3 star according to (EFQM) standards. Which is the first classification of its kind in the State of Kuwait in terms of performance and quality excellence.

Dr. Abdullah Abdulrahman Alsumait – CEO of DirectAid – stated that, the journey of excellence with EFQM is a robust goal and a long journey that required inspirations from the DirectAid’s leaders at all levels, and we created a committed culture to driving performance. At the same time, maintaining flexibility, adaptability and development in the future. He also mentioned, it was a remarkable journey in which the Board of Directors initially adopted the change scheme in DirectAid. And we had chosen a consulting company to guide improvement and began implementing and measuring best practices as well as training all workers in Kuwait and the field in African countries on working to maintain strengths points and focusing on improvement opportunities.

He continued his release saying that, our journey did not stop at that point, but we continued planning for the continued improving through a set of activities for training several leaders in our society on institutional excellence and development of the comprehensive productivity system and then preparing our profile for excellence. Finally, such efforts led DirectAid to obtain (by the praise of Allah) the certificate of recognition for excellence with 3-star rating from (EFQM) in the last ten days of Ramadan. Honored the ceremony the CEO of (EFQM) Mr. Russell Longmuir, and Ms. Esraa Mobaideen, – director of the (EFQM) in the Middle East.

The (EFQM) model has been trusted by thousands of organizations around the world for more than 30 years, and it has a long experience in supporting organizations in managing change and improving performance. It has also helped more than 50,000 organizations to perform better using its world-leading methodologies and model as well as technology backed by best practices.

DirectAid during the ceremony honored all the institutions that supported in achieving such great success as showed below:

1. UNHCR
2. The Arab Fund for Economic Development
3. The Kuwait Fund for Arab Economic Development
4. International Islamic Charitable Organization
5. Kuwait Red Crescent Society
6. Patients Helping Fund Society
7. Sheikh Abdullah Nouri Charity
8. Mercy International Association