

The Reality of Charitable Work in the United Arab Emirates: Areas, Challenges, and Solutions

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Abstract: In this study we aimed to identify the most important areas that need the support of charitable associations in the United Arab Emirates, the most prominent challenges facing charitable work, and the most prominent solutions that can contribute to overcoming these challenges. A number of (12) employees of the Al-Ihsan Charity Association were chosen, and the researcher relied on the qualitative approach based on focus groups. The study found that the most important areas that need the support of charitable associations at present are: patients visiting in hospitals and supporting them, implementing educational, health, social, and economic projects, providing support for youth initiatives and entrepreneurial projects, widows, divorcees, refugees, wives of prisoners, and families with limited income, sponsoring orphans and people of determination (people with special needs) and people searching for work, perpetual charity and water supply. The most prominent challenges facing charitable work in the United Arab Emirates, have been manifested in the inability to prioritize and coordinate efforts, the incapacity to deal with advanced technologies and leverage them, the lack of necessary funding to support charitable organizations and their various activities, in addition to the lack of interaction between society and charitable associations, and a lack of societal awareness about the importance of achieving the principle of social solidarity. As for the key solutions proposed by the study sample to overcome the aforementioned problems, they include increasing spending and seeking investment endowments to support the activities of charitable organizations, as well as providing incentive systems to encourage the private sector to participate in funding charitable work. The study recommended to Develop follow-up and supervision of the work of institutions and charities to improve their performance and increase their ability to influence society, Enhance education and training for workers in charitable associations and institutions to make them more capable of giving in order to achieve goals better, Follow up on beneficiaries of charitable societies and institutions, listen to their opinions, and take them into consideration in development and improvement processes and Providing financial support to charitable societies and institutions from donor institutions and the private sector.

Keywords: Challenges, Charities, Solutions and UAE.

1 Introduction

Awareness of the value of charitable work has increased, and the charitable sector has gained a special place in societies. It has also become an important part of individuals' culture in recent times, with its institutions considered supporters of the comprehensive development process from all its social, humanitarian, and health aspects. Therefore, charitable work has gained its position in development plans and government programs aimed at improving the individual and building the community.

Charitable work is defined as an individual's voluntary contributions through employing their skills and investing their effort in order to provide material or moral benefit to others without financial compensation (Jafour, 2021, p. 1258). This takes place within an organized framework that concerns individuals, institutions, or charitable societies that work hard to provide services to those in need in their daily lives. The services provided may be related to food, health, education, or other services in crises of natural disasters and wars (Shakroud, 2020, p. 359).

Charitable work holds particular importance as an active component in social endeavors to achieve social welfare. As Zenqi (2018, p. 437) pointed out, charitable work contributes to solving the problems faced by society, promoting the principles of solidarity and social cohesion, and enhancing positive social interaction among community members while achieving social and economic development.

In this context, charitable organizations, as one of the institutions playing a role in local development, have been able to provide various services. Saeri et al. (2022, pp. 636-637) explained that charitable organizations engage in activities aimed at addressing

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a wide range of social problems. They strive to enhance charitable work by generating donor interest to encourage more donations through advertising campaigns that motivate contributions, increasing societal awareness of the importance of charitable work, and implementing policies and processes that create the necessary transparency and accountability to build trust and attract donors.

Generally, Charity in the Muslim world faces challenges, including the difficulty of obtaining funding and financial support, in addition to bureaucracy in work systems and the low standards of governance in the work of the charity sector (Al-A'ani, 2022, p. 33). This is in addition to some cultural attitudes and values that do not accept the role played by civil society organizations in fully carrying out charitable work, which reduces individual participation in providing services. Therefore, they also face difficulty in hiring and retaining qualified staff and board members, which makes it difficult to define a clear strategy and manage the process to achieve the service goals of charitable organizations (Van Dyk & Fourie, 2015, p. 7).

These aforementioned obstacles require the development of ways and means to overcome these challenges. As Bosa (2022, p. 561) suggested the possibility of establishing a legal framework and reporting to enhance transparency and accountability among all charitable institutions and society, launching a number of initiatives that encourage donors to provide more support for charitable work, as well as providing freedom to obtain information and providing direct inquiries with charitable institutions to learn about their activities. Lyon et al. (2023, p. 757) added that community members' participation in charitable work can be increased by adopting a democratic approach and explicitly allowing participating stakeholders to determine how to implement initiatives. Charitable organizations also provide opportunities for donors and community members to make a series of amendments to charitable policies to suit their needs.

The United Arab Emirates has been one of the leading countries in the field of charity work since the beginning of its renaissance in the 1970s. It has hosted a large number of institutions with a charitable character. It has also encouraged community members to invest in this sector, setting laws that regulate the work of charitable institutions, supporting projects related to charity work, and enacting legislation that guarantees the rights of individuals in them (Al-Mazroui, 2019, p. 27). The current research, therefore, sheds light on areas of charity work, the challenges facing charity work in the United Arab Emirates and ways to overcome them.

Research Problem:

The humanitarian conditions experienced by many countries in the region have played a significant role in promoting charitable work in a society that has ancient roots in terms of practice but is relatively recent in terms of academic discourse and research interest.

Despite governments' recognition of the importance of charitable work and its role in providing solutions to many societal problems, charitable institutions in the Arab world lack strategic planning. Furthermore, these institutions have not grounded the concept of their establishment and its connection to the societal context. Additionally, issues related to their founding frameworks have made them disconnected from reality, leading to numerous problems (Al-Ani, 2022, p. 33).

In light of the reality of charity work in the United Arab Emirates, it is clear that charity organizations in the UAE do not provide a good communication environment that helps the public communicate with them in the desired manner. They need financial support and the provision of financial allocations to carry out communication activities. As Lotaah (2017, p. 86) added, the administrative bodies in some charitable societies are often characterized by centralization and bureaucracy, which complicates the workflow and prevents society from carrying out its activities and achieving its goals. There is also a weak connection between society and the beneficiaries, which hinders the society's understanding of their needs. In addition, societies face difficulty in attracting new members and a low level of awareness of the developmental role of charitable societies.

Research questions:

This research seeks to answer the following questions:

- What are the most important areas that need support from charities in the UAE at present?
- What are the most prominent challenges facing charitable work in the UAE?
- What are the most prominent solutions that can contribute to overcoming these challenges?

Research Importance:

- **Theoretical Importance:** the current research gains its scientific importance by examining the topic of charitable work and shedding light on the culture of charitable work in the United Arab Emirates, while also addressing the challenges it faces and ways to overcome them. It is expected that this current research will be a valuable scientific addition to the field of knowledge in general and to the Emirati library in particular. It should complement previous studies and research in this vital field, which still requires further field studies.

- **Applied Importance:** the results of the research can benefit decision-makers and officials in contributing to the development of charity work in charitable societies in the United Arab Emirates through precise knowledge of the challenges facing it, laying the foundation for addressing these challenges and proposing ways to overcome them, in addition to proposing a set of recommendations that would raise the level of responsibility among those individuals who have put themselves in this field.

Research Objectives:

The research aims to achieve the following objectives:

- Identify the most important areas that need the support of charitable societies in the United Arab Emirates at present.
- Identify the most prominent challenges facing charity work in the United Arab Emirates.
- Identify the most prominent solutions that can contribute to overcoming these challenges.

Research Limits:

- Objective limits: the thematic limits are limited to addressing areas of charitable work, the challenges such as: (human, financial, and organizational) facing charity work in the United Arab Emirates and they ways to overcome them.
- Human limits: employees of the Al Ihsan Charity Association in the United Arab Emirates
- Spatial limits: Al Ihsan Charity Association in the United Arab Emirates.
- Temporal limits: the application will be in the current year 2023.

Previous Studies:

The study by Burqawi (2014): *The Reality of Charitable Work in Makkah Al-Mukarramah City: An Applied Evaluative Study on Some Workers in Charitable Societies and Institutions*, aimed to identify the reality of charity work in the city of Mecca the most prominent problems facing it, and ways to address these problems. The study used a descriptive-analytical approach and a questionnaire as a study tool, which was distributed randomly to a sample of male and female workers in charitable associations and institutions, with a total of (103) workers. The study reached several results, the most important of which were: that there were differences between males and females in terms of the services provided by charitable institutions attributed to males Saudi. Among the prominent challenges facing charitable work in the city of Mecca are administrative obstacles due to the lack of well-structured plans that serve the interests of the work. There are also financial constraints since the majority of charitable organizations do not diversify their funding sources to increase their financial resources. Furthermore, there are societal barriers stemming from the lack of awareness among most community members regarding the nature of the work of these organizations. The study has suggested the importance of charitable organizations providing data and information to those interested and beneficiaries in the charitable field to enhance their various services and programs, as well as involving both male and female workers in their execution.

The study by Abd Rabbo (2014): *The Administrative Challenges Faced by Charitable Societies and Ways of Confronting Them: An Applied Study on a Sample of Charitable Societies in the Sultanate of Oman*, aimed to identify the administrative challenges facing charitable associations in Oman and ways to address them. The study sample included 209 employees and (15) managers from charitable associations. The study used the social research method and used questionnaires and open interviews as study tools. The study results showed that charitable associations in Oman face many administrative challenges related to planning and administrative organization, guidance, supervision, recruitment, preparing reports, financing, budgeting, leadership, and decision-making. It is expected that these challenges will have a limited impact on the performance of the associations. The study also reached some proposals that could help to address these challenges, such as making organized efforts at the level of charitable associations, educational institutions, and community institutions to promote the culture of charity, and developing human resources working in charitable associations.

The study by Mustafa (2018): *Marketing Problems Facing Charitable Institutions and Proposed Ways to Confront Them: An Exploratory Study on a Sample of Charitable Institutions in the Arab Republic of Egypt*, aimed to identify the internal and external marketing problems facing charitable organizations that limit the achievement of their goals, and to put forward some objective and practical proposals to address these problems. The study sample included members of the board of directors of (70) charitable organizations in the areas of New Cairo and Nasr City. The study used the descriptive analytical method and used questionnaires and personal interviews. The study found that charitable organizations have a narrow view of marketing and rely on non-specialized staff to handle marketing activities. Additionally, they lack effective communication networks with other sectors, possess inadequate specialized leadership to manage associations, and are influenced by prevailing political trends. Bureaucracy and routine procedures hinder decision-making and actions. As for the key recommendations proposed by the study, they include working on finding investment endowments to cover their activities while streamlining the procedures

related to granting donations and funds to non-profit organizations. The study also suggests appointing monitors to oversee the work, finances, and resources of these organizations and empowering women to participate in the charitable field.

The study by Chatterjee and Rai (2018): Strategic philanthropy and its challenges in India: A multiple case study of grant making organizations, aimed to identify the strategic philanthropy strategies adopted by grantmakers in grantmaking organizations, and to examine the challenges facing philanthropic organizations in strategic decision-making and implementation of philanthropy in India. The study population consisted of all grantmaking organization managers involved in decision-making in India, while the study sample included (9) managers and leaders of philanthropic organizations. The study adopted a qualitative approach and used interviews as a study tool. The study reached several findings, the most important of which are: that most philanthropic organizations adopt a cooperation strategy as an important tool for achieving goals; philanthropic organizations cooperate with a range of educational institutions, multilateral agencies, and governments to implement programs, build capacity, and expand the scope of philanthropy. They also adopt monitoring and evaluation strategies to ensure greater accountability, measure the impact of the grant, provide feedback, and provide technical support to management to develop philanthropy. The study showed that the most prominent challenges facing philanthropy in India were as follows: the lack of donor trust in the credibility of non-profit organizations in India, which works as an obstacle to increasing grants that achieve the organization's goals, trained human resources that manages philanthropic businesses, and clarity of vision and strategies, and keeping pace with technologies and developments in the world of management, which enhances their performance and elevates their programs, are also among the most prominent challenges facing philanthropy. The study recommended several recommendations, the most important of which are: conducting more research on strategic philanthropy in developing countries documenting some of the main challenges facing Grantmakers and grantees in other developing countries and identifying how to better address these challenges.

The study by Peterson et al. (2021): Motives for corporate philanthropy and charitable causes supported, aimed to reveal the motives of corporates and different institutions to engage in charity work and to enhance the theoretical understanding of corporate charity strategies as a means to achieve various business objectives. The study adopted a survey-based analytical approach based on the analysis of data obtained from (256) public and private commercial companies in the United States of America. The study reached several findings, the most important of which are: the existence of many motives that increase corporate charitable giving decisions including increasing corporate good reputation in the market by being a sponsor of charitable work, which improves its overall image among the community, which in turn increases demand and increases its profits, and that corporate taxes exemption, fully or partially, is one of the most important motives that encourage companies to engage in charitable activities and make donations. Moreover, corporations engaging in charitable activities are seen as a means to generate political influence, which protects them from government interventions and increases their control over the business environment. Thus, companies carefully plan their charitable activities as strategies to maximize their benefits. Additionally, the government consistently provides open platforms for inquiries on how to engage in charitable work by employing numerous experts and capable staff to address donors' questions as a facilitative tool for charitable work. The government also launches various promotional campaigns to attract more donations from donor companies as part of fundraising strategies. The study recommended several actions, with the most important being the training of local personnel in volunteer work fields and conducting studies in the realm of volunteer work to achieve some accomplishments in this field.

The study by Lyon et al. (2023): Design Philanthropy: Challenges and Opportunities in the Evolution of Philanthropic Giving, aimed to identify the effective ways that are used to design philanthropy, which increases the chances of its development in developing countries such as Colombia, and to reveal the challenges that face charity work in Colombia. The study population consisted of all supporters in Colombia, while the study sample included (73) experienced charitable supporters in designing philanthropy in their daily practices. The study adopted the mixed method, both quantitative and qualitative, and used interviews, observation, and surveys as a study tool. This study reached several findings including that one of the most important strategies implemented for the development of philanthropy is the existence of mutual trust between charity workers and local governments so that they deal with each other in transparency and clarity, and that the distancing of charitable institutions from political work and not to link their work politically with parties, political organizations, or even governments, and that they represent only civil society and work within the framework of serving non-governmental civil organizations, are among the most important factors that increase the chances of the development of charity work. The study also revealed the existence of many challenges facing charitable organizations, such as administrative obstacles, which were represented in the absence of clear policies governing charity work and the absence of administrative and institutional systems that help attract donors, the existence of many human and financial obstacles, which were represented in the lack of resources that provide the goods and funds necessary to carry out charity activities, and the shortage of trained and specialized competencies, in addition to the increasing need for volunteers to carry out the volunteer activities of these organizations. The study recommended the following, the most important of which is: conducting more future studies that aim to encourage the community to be interested in charity work by raising awareness and launching many advertising campaigns that encourage donations and charity work.

The study by Suleiman (2023): Analysis of the policy of volunteerism and humanitarian work in the United Arab Emirates and its role in promoting sustainable development, aimed to analyze the policies related to volunteering and charitable humanitarian

work in the United Arab Emirates, and their impact on sustainable development through research and evaluation. The government's efforts and activities and consideration of appropriate legislation and strategies to make volunteering and humanitarian work a life practice for the state. The study adopted the descriptive approach by reviewing relevant studies and documents. The results of the study indicated that the United Arab Emirates is one of the leading countries in the field of volunteerism and humanitarian work, as it is the first in the world in providing grants and official aid for more than five consecutive years compared to its gross national income. In its volunteering policies, the UAE relies on exceptional initiatives aimed at promoting volunteer and humanitarian work. On the other hand, the results showed that there is a positive relationship between the policies set by the state to promote volunteer work and the numbers of volunteers and humanitarian volunteer initiatives, which reflects positively on sustainable development and the state's prestigious position among countries. The study recommends the need to enact legislation that preserves the rights of volunteers, and work should be done to prepare training and educational workshops aimed at increasing the number of volunteers.

Social Role Theory:

Social role theory interprets volunteer work by focusing on the role that individuals play in a specific work or activity. It considers the role as one of the elements of social interaction, which is a repeated pattern of acquired actions that an individual performs in a specific position. This highlights the prominent role that volunteers play in activating volunteer activities and enhancing their services to meet the needs of individuals and communities (Al-Rawashdeh et al., 2020, p. 416). Ibn Ouda (2017, p. 279) argues that social role theory is closely related to volunteer work, as its content revolves around the idea that each individual occupies a specific social position on the social ladder. This position imposes on the individual a framework of obligations and rights that regulate their interactions with others. This theory emphasizes that individual volunteering takes various forms, including donating money or sacrificing time, as seen in associations and charitable centers. The role of volunteers is explained based on their motivations for goodness, and this role is fundamentally strengthened by the social position of the volunteer.

2 Methodologies

In order to achieve the study's objectives and answer its questions, the researcher will employ a qualitative methodology. The reason for using this method is emphasized by Cropley (2022, p. 5), who indicated that qualitative research reflects individuals' personal experiences, which illustrate their perspectives on the phenomenon under study. This method is typically employed through various techniques such as personal interviews and discussion groups, among others. Based on this, the researcher will rely on the qualitative methodology due to its suitability for the nature of the current study, which aims to explore the challenges of charitable work through the personal experiences of the sample individuals in their work field.

Population and Sample:

A purpose sample of twelve employees from the Al Ihsan Charity Association were selected. The reason for choosing this association is that it is a pioneer in charitable and humanitarian work in the country. It seeks to provide various forms of financial, material, and healthcare assistance to individuals with limited income levels, as well as assisting in their rehabilitation to become active contributors within Emirati society (Al Ihsan Charity Association, 2023).

Research Tool:

The researcher relied on focus group discussions as the research tool in the current study. Focus group discussions are considered one of the prominent tools used in qualitative research to gain deeper knowledge about the phenomenon under discussion (Baral, Upriety & Lamichhane, 2016, p. 1). In the current study, the researcher will use focus group discussions to explore the opinions of the study sample regarding the challenges facing charitable work in the UAE and the key details they are aware of in this regard based on their work experience at the Al Ihsan Charity Association.

3 Results

Table 1: Demographic Characteristics of the Sample

No.	Age	Gender	Educational Level	The number of years of work within the association
(1)	Older than 35	Male	Diploma	More than 10 years
(2)	Older than 35	Female	High school education	More than 10 years
(3)	From 25-35	Male	Bachelor's	From 3 – 5 years
(4)	From 25-35	Male	Bachelor's	From 3 – 5 years
(5)	Older than 35	Female	High school education	More than 10 years
(6)	Older than 35	Female	Bachelor's	More than 10 years
(7)	From 25-35	Male	Bachelor's	More than 10 years
(8)	Older than 35	Female	High school education	More than 10 years

(9)	From 25-35	Female	Bachelor's	From 3 – 5 years
(10)	Older than 35	Female	Diploma	More than 10 years
(11)	From 25-35	Male	Bachelor's	From 3 – 5 years
(12)	From 25-35	Female	Bachelor's	From 3 – 5 years

Second: The most important areas that charitable organizations currently need support in:

The discussion was opened by the researcher posing the question, and Participant 1 responded by saying, *"From my perspective, visiting and supporting patients in hospitals and donating blood to help the injured are among the most important areas that charitable organizations should pay attention to. This is due to the existence of hospitals that lack essential blood types, as well as the low mental state of many patients, especially those with chronic illnesses."* Participant 5 added, *"I agree with you to a large extent because charitable work can provide psychological and emotional support to individuals suffering from severe conditions such as malignant tumors. I also believe that charitable work can contribute to the development of local communities by implementing educational, healthcare, social, and economic projects and providing necessary support for youth initiatives and entrepreneurial projects."* The researcher noticed that Participant 7 wanted to join the conversation, so she turned to him and said, *"I would like to hear your perspective on this matter."* He enthusiastically replied, *"I think the most prominent areas of charitable work in the UAE involve providing assistance to individuals and communities in need, especially in terms of emergency treatment or support for patients such as those with diabetes, kidney dialysis, or combating certain diseases. Additionally, providing necessary medical aid to patients."* Participant 6 tried to redirect the conversation by saying, *"I believe the most important area at this time is providing assistance to widows, divorced women, abandoned individuals, wives of prisoners, and low-income families."* Participant 9 stated that *"Sponsorship, such as sponsoring orphans, students of knowledge, or people with disabilities, is the category most in need of charitable support."* Participant 2 mentioned that *"Focusing on feeding the poor, stranded individuals, the needy, divorced women, widows, and those with limited income should be a priority for charitable organizations."* Participant 3 emphasized *"the need to support orphans and provide necessary commitments for them, as well as offering financial and in-kind assistance."* Participant 4 elaborated that *"Projects such as water irrigation, well digging, and other ongoing charity projects should receive greater focus."* The researcher tried to engage Participant 8 in the conversation by saying, *"Why don't you share your perspective with us?"* He responded, *"I believe that orphan sponsorship projects are the top priority at the moment."* Participant 11 agreed with the same viewpoint, stating, *"Because sponsoring orphans is one of the main aspects that contribute to their proper upbringing."* After the discussion concluded, Participant 9 clarified, *"The need for support in essential life areas has become an inevitable necessity, such as providing basic necessities for families facing eviction."* Lastly, Participant 12 emphasized *"the importance of well-digging and water irrigation as one of the outlets for Zakat (charitable giving)."*

Third: the prominent challenges facing charitable work in the United Arab Emirates (UAE):

Participant 12 affirmed that *"despite significant efforts in charitable work in the UAE, there are challenges, including the inability to prioritize and coordinate efforts among institutions, relevant entities, and deserving individuals."* Participant 10 further explained that *"despite the tremendous technological advancements within the country, those involved in charitable organizations may struggle to utilize technology to facilitate their work tasks."* Participant 3 expressed another viewpoint, stating that *"charitable work requires the necessary funding to implement projects and charitable programs, which necessitates continuous efforts to attract contributions and donations, as well as providing a legal framework that encourages donations, such as granting tax exemptions or privileges to businesses and large institutions to incentivize their participation in such endeavors."* Additionally, participant 11 emphasized that *"charitable associations and humanitarian institutions require effective management to achieve desired objectives and allocate resources appropriately."* Participant 5 elaborated on the previous points, stating that *"charitable associations need to provide necessary oversight and monitoring to ensure the achievement of their objectives."* Participant 2 entered the discussion, stating, *"There is a genuine gap between charitable associations and donors due to a lack of publicly available information that helps the public fully understand the nature of charitable work activities."* In a related context, participant 9 shared the same perspective, stating that *"the lack of interaction between society and charitable associations has led to individuals' lack of knowledge about the nature of such operations and activities."* Transitioning to another point, participant 4 raised the issue of funding shortages, especially from the private sector, to support the activities carried out by charitable organizations. Participant 7 responded to the discussion, stating that *"charitable institutions in all their forms face real financial challenges that may impact their operations, and it is essential to consider that the beneficiaries of services provided by charitable institutions, in general, and the Al-Ihsan Charitable Association, in particular, are not insignificant in number."* Participant 8 agreed with the previous viewpoints and added another challenge, stating, *"There is a lack of awareness and education about the charitable activities offered by the association. These activities need to be well-marketed to help individuals understand the various charitable areas, whether it is related to feeding the needy, sponsoring orphans, providing clean water, perpetual charitable donations, mosque renovations, or other matters. This marketing should aim to build trust among individuals and donors in the association."* Participant 1 showed interest in

this point and intervened, saying, "Some donors may feel apprehensive that their donations might not be spent in the right place, and this is where marketing comes in to assure that the funds obtained from charity or zakat are spent through legitimate channels." The researcher noticed that Participant 9 did not participate in the discussion, so she tried to stimulate their engagement by asking, "What is your perspective on the issues mentioned and to what extent do you agree or disagree?" The participant responded, saying, "I always believe that the success or failure of any system is linked to its administrative and leadership structure. A successful leader is the one that can plan well for all its activities. Furthermore, the lack of awareness within society regarding the importance of achieving the principle of social solidarity among different segments and individuals of society is a matter that media and religious institutions need to focus on more. This is because the issue of solidarity is one of the fundamental issues upon which the Islamic religion is based".

Fourth: the prominent solutions that can contribute to overcoming these challenges:

Participant 5 started the discussion by stating, "It is necessary to work on increasing expenditure and seeking endowment investment sources to support the association's activities. Financial issues are the most complex in the field of charitable work." Participant 7 joined the conversation, emphasizing the same viewpoint, "The financial aspect can overcome its obstacles through support from the public sector, not just the private sector, such as allocating a portion of taxes to support the association's activities." Participant 4 also supported the idea, saying, "I fully support that idea. The private sector alone cannot fulfill the financial commitments of the association." Participant 1 mentioned that "charitable associations need to leverage technology to support marketing operations and educate individuals about various charitable fields, helping build trust in these institutions as a means to achieve social solidarity, as emphasized by the Prophet Muhammad (peace be upon him)." This prompted Participant 9 to intervene, saying, "I completely agree with that. Technology can be used to raise awareness about the importance of social solidarity and social responsibility towards the neediest individuals who genuinely require assistance." Participant 8 added, "Digital and electronic marketing of the association's activities and mechanisms for identifying social cases that receive assistance can help enhance trust in charitable work." Participant 2 seemed to appreciate this point, stating, "The missing link in this circle is building communication bridges between the donor and the association. Therefore, transparency between the two parties contributes to promoting charitable work." Participant 5 further contributed by stating, "Transparency is a vital aspect that can be achieved through continuous monitoring of the association's activities and the dissemination of statistics and figures about the actual cases that have received assistance." Participant 12 believed that "the solution lies in coordinating efforts among official entities, donors, and beneficiaries. The relevant entities can provide charitable associations with categories that genuinely need support, such as students who cannot afford school expenses or children of divorced parents." However, participant 10 had another related perspective on the importance of "training those involved in charitable associations to enable them to deal with digital tools." Lastly, participant 11 emphasized that "the administrative and leadership element plays a vital role in supporting charitable activities."

4 Discussions

The most important areas in need of support from charitable organizations currently, the participants emphasized that there are several areas in need of support, including visiting patients in hospitals and supporting them, implementing educational, health, social, and economic projects, providing the necessary support for youth initiatives and entrepreneurial projects, providing assistance to widows, divorcees, abandoned women, wives of prisoners and low-income families, sponsoring orphans, people with disabilities and job seekers, ongoing charities and providing water. The most prominent challenges facing charity work in the UAE included the inability to prioritize and coordinate efforts, the inability to deal with advanced technologies and benefit from them, lack of necessary funding to support charity work and its various activities, which was emphasized by Hafiz (2015), Ali (2014) and Al Anei (2022). In addition to the lack of interaction between society and charitable organizations, which was also emphasized by Hafiz (2015), who reported that charitable institutions in the UAE do not provide a good communication environment to help audiences communicate with them as required. It also included the lack of community awareness of the importance of achieving the principle of social solidarity, which was also emphasized by Johnson & Rahim (2018), who reported weak awareness and education about charitable activities, representing an obstacle to fully benefiting from charitable organizations. Inability to market and promote charitable activities in a way that individuals are informed about the institution's charitable works and areas of spending. As for the most prominent solutions proposed by sample individuals to overcome the aforementioned problems, they included increasing the volume of spending and searching for investment endowment sources to support the association's activity. Providing incentive systems to encourage the private sector to participate in financing charity work. In this regard, Peterson et al. (2021) emphasized the many motivations that increase corporate charitable giving decisions, most importantly increasing the good reputation of companies in the market by being a sponsor of charitable works. Emphasis was also placed on the importance of marketing to inform individuals about the major services provided, the need to coordinate between relevant official

bodies, donors, and beneficiaries, and support transparency and continuous supervision, which was also emphasized by Bosa (2022), who pointed to the need to prepare reports to enhance transparency and accountability among all charitable institutions and the community. In addition to emphasizing the importance of providing adequate training to help those in charge of these associations achieve the greatest possible benefit from the technical element.

Regarding the Role theory, it takes into account the interaction of the charitable organization with the beneficiaries and their families and the mutual relationship between them, as many of their problems stem from their inability to perform their social roles successfully, and the complex nature of life and the many needs of the beneficiaries and their families make them play more than one role in society, which imposes a necessity on them. Adaptation and fitting into these roles, and this is where the social role theory comes to achieve this interaction.

5 Conclusions

Charitable work in the United Arab Emirates faces many administrative, human, financial, and technical challenges that can affect the quality of services provided. Therefore, it was necessary to work on reaching effective solutions to these problems. One of the most prominent solutions is working to provide financing alternatives other than donations, and the need to incorporate the technical element in many fields of work. It also stresses the need to emphasize the element of coordination and joint cooperation between all relevant authorities to ensure support reaches those entitled to it. The researcher recommends the need for further future studies and research with the aim of exploring international experiences in the field of charity work management and how to apply best practices at the level of the UAE.

6 Recommendations

- Developing follow-up and supervision of the work of institutions and charities to improve their performance and increase their ability to influence society.
- Enhancing education and training for workers in charitable associations and institutions to make them more capable of giving in order to achieve goals better.
- Follow up on beneficiaries of charitable societies and institutions, listen to their opinions, and take them into consideration in development and improvement processes.
- Providing financial support to charitable societies and institutions from donor institutions and the private sector.

Conflicts of Interest Statement

The authors certify that they have NO affiliations with or involvement in any organization or entity with any financial interest (such as honoraria; educational grants; participation in speakers' bureaus; membership, employment, consultancies, stock ownership, or other equity interest; and expert testimony or patent-licensing arrangements), or non-financial interest (such as personal or professional relationships, affiliations, knowledge or beliefs) in the subject matter or materials discussed in this manuscript.

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