



NAWAF AL KHAIR WAL ATA'A TRUCK CAMPAIGN

For Relief Operations in Syria & Yemen

1443 AH – 2021 AD





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Developed and implemented by:

Kuwait Center for Documentation of Humanitarian Action «Fanar»



fannarkwt

22640404 - 94770552 info@fannarkwt.com



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General supervision

Dr. Nabil Hamad Al Aoun

Chairman of the Board of Directors of AL SALAM Charitable and Humanitarian Society

Editorial Board

Dhari Hamad Al Bejan

Director-General of AL SALAM Charitable and Humanitarian Society

Chairman of the editorial board

Dr. Khaled Yousef Al Shatti

Head of Kuwait Center for Documentation of Humanitarian Action «Fanar»

Executive Director

Mokhtar Abdulrahman Abuelela

Managing Editor

Basem Mhammad Ali Abdulrahman

Follow-up and Coordination

Mahmoud Abdulazim Aser

Designed and produced by

Sabah Ahmed

Supervised by

Dr. Hasan Ali Assi

Translated by

Simon Akram AlAbbas

NAWAF AL KHAIR WAL ATA'A TRUCK CAMPAIGN

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IN THE NAME OF ALLAH THE MERCIFUL



HIS HIGHNESS THE EMIR OF KUWAIT
SHEIKH NAWAF AL-AHMAD AL-JABER AL-SABAH
MAY ALLAH PROTECT HIM

NAWAF AL KHAIR WAL ATA'A TRUCK CAMPAIGN

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HIS HIGHNESS KUWAITI CROWN PRINCE
SHEIKH MASHAAL AL-AHMAD AL-JABER AL-SABAH
MAY ALLAH PROTECT HIM

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Dedicated to



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- Our father His Highness Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah, our precious Emir, may Allah protect him and prolong his life and allow to enjoy health and well-being.
- His Highness Kuwaiti Crown Prince Sheikh Mashaal Al-Ahmad Al-Jaber Al-Sabah, may Allah protect him.
- People of Kuwait who have been benevolent since long time ago and wouldn't hesitate to provide relief and aid to the needy, thus their work has become a global example to be followed.
- Our partner in the benevolence from the Gulf States who contributed to the success of the campaign as a token of brotherly Arab solidarity.
- Our brothers in Syria and Yemen deprived of their ways and means due to the continuous wars and conflicts, leaving them injured, displaced or refugees.

To all of them

We dedicate this humble work as a gratitude and embodiment of all meaning of compassion and humanity that Kuwait, the Center of humanitarian action, has always stood for.

Acknowledgements

We, AL SALAM Charitable and Humanitarian Society, extend our thanks to His Highness Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah - Emir of Kuwait – for his high patronage of the Campaign. Our thanks go also to the Amiri Diwan for facilitating our humanitarian mission and campaign, «Nawaf Al Khair wal Ata»a Truck Campaign», and for the generous auspices of His Highness – may Allah protect him – of the first humanitarian relief campaign implemented by the Society on behalf of his highness.

We also thank those who contributed to the campaign, particularly the esteemed benefactors, donors, supporters and sponsors, who contributed to the success of this blessed campaign.

We pledge to continue the campaign in the coming years to be always remembered as a humanitarian action of the State, Emir and people of Kuwait at the local, regional and international levels.

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Introduction

On January 2021 ,15 AD, AL SALAM Charitable and Humanitarian Society considered that humanitarian donorship of Kuwait should continue unabated following the good path. The Society launched «Nawaf Al Khair wal Ata»a Truck Campaign» for Relief Operations in Syria & Yemen, encouraged by the new era under the leadership of His Highness the Emir of Kuwait, Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah - may Allah protect him – and as a continuation of «Humanity Trucks» and «Sabah Al-Ahmad Humanitarian Trucks» campaigns launched by the Society from 2016 to 2020. By God's grace, and thanks to the efforts of the honourable benefactors and the members of the Society, the campaigns have achieved impressive results for the first time in the course of charity in Kuwait by gathering about 396 trucks, estimated at KWD 12 million (40\$ million), benefiting more than 6 million displaced, homeless people and refugees in Syria and Yemen.

In previous campaigns, the project concept was to park a number of trucks in populated areas in Kuwait to receive new and second-hand in-kind contributions. However, due to Novel Coronavirus Pandemic «COVID19-», the Society decided that donations should be cash donations this time, whether online, or by Knet or bank cheques in order to maintain social distancing and in accordance with health regulations.

After collecting the amount allocated for each truck depending on its contents, funds are transferred directly to purchase stuff, loading them onto the truck and sending them immediately to camps sheltering our Syrian and Yemeni brothers.

The Society provided a distinguished service to the contributors, individuals or groups, such as companies, Diwaniyas, families and traders, by letting them to choose the donated contents of the truck, give the truck the name the donor wishes and document that in audio and video as testimony to the donorship of the State and people of Kuwait.

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On February 2021 ,20 AD, thankfully «Nawaf Al Khair wal Ata»a» Truck Campaign distinctively concluded as it began, to complement the success of previous campaigns. By God's grace, and thanks to the honourable benefactors from Kuwait and Gulf States, AL SALAM Charitable and Humanitarian Society managed to make the campaign work. It gathered 313 trucks, estimated at KWD 1.349.847, providing various relief assistance, whether food, medical or health assistance, heating materials and clothes for more than 9 million beneficiaries living in 2800 camps in Syria and Yemen.

What is reassuring the future of charitable work in Kuwait is the considerable response of Kuwaiti benefactors to the campaign, in spite of Corona pandemic and its adverse social and economic impact, demonstrating, not surprisingly, the magnanimity of people of Kuwait and their tendency toward charitable work under any circumstances.

Throughout «Nawaf Al Khair wal Ata»a» Truck Campaign, the Society observed the strenuous efforts of the volunteer teams participating in supporting the campaign. Their number exceeded 155 groups and more than 30 VIPs, social media, radio, television and the press celebrities as well as diwanis» goers.

Finally, we profoundly thank all the honourable benefactors who donated the money to support «Nawaf Al Khair wal Ata»a Trucks» for their voluntary contributions. We pray to Allah to reward them well for their unlimited donation in support of the campaign, which is a pillar of charitable work experience in Kuwait, in order to promote this world pilot experience.

Chairman of the Board of Directors of AL SALAM
Charitable and Humanitarian Society

Dr. Nabil Hamad Al Aoun





General Introduction to Kuwait

In the past, Kuwait was known as «Kazma», as known in the history of the Arabs a long time ago. Later, it was known as «Al Qurain» as the diminutive form of «AL-Quaren» that is a semicircular high hill of rock and mud.

The dwellers of the place built «Al Kout», a fort to store weapons and supplies. Given the small size of «Al Kout», it was named Kuwait. Since the turn of the 16th century, specifically in 1613 AD, Kuwait was inhabited by a group of families and tribes that built stone houses in the place. They became of high stature among neighboring tribes and regions. In 1718, the families and tribes chose a dignitary to become their ruler and see to their welfare. He was Sheikh Sabah bin Jaber who made every effort with the people of Kuwait to defend the country, ensuring their security and providing for financial resources and needs.

He was succeeded by his son, Abdullah Bin Sabah. After him, sons of the dignified Al-Sabah Family continue to rule Kuwait successively, generation after generation. They work with the people of Kuwait to develop and preserve the country to this day. Sixteen members of the dignified Al-Sabah Family have ruled Kuwait, where they have contributed to humanitarian action and patronized charities. This is borne out by honoring Emir of Kuwait, the late Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah, may Allah be merciful to him, with the title «The Leader of Humanitarian Action» by the United Nations, and choosing Kuwait as a global center for humanitarian action. He was succeeded by his brother, Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah - may Allah protect him – to resume the benevolence process in the State of Kuwait, kindly patronizing our campaign.





Kuwait.. The Center of Humanitarian Action

And the late Emir of Kuwait, Sheikh Sabah Al-Ahmad, may Allah be merciful to him, is The Leader of Humanitarian Action

Since its founding in the early 17th century, specifically in 1613 AD, Kuwait has been known for its charitable work, humanitarian initiative and voluntary contribution in and outside the country. Thankfully, such qualities still exist to this day.

Over its four-century history, Kuwait, through its rulers and people, performs humanitarian and voluntary actions, giving the greatest examples of giving and benevolence.

Throughout time, rulers of Kuwait have contributed to charitable and humanitarian action, and they have encouraged people to charity and giving. Kuwait witnessed the rule of Sheikh (Jaber Al Aish) who established an arbor next to his house to cook rice and distribute it to the poor free. His grandson, Sheikh Abdullah Bin Sabah Bin Jaber, was a benefactor who helped his people and the neighboring tribes affected by «AL Hailak Crisis» that struck the Arab peninsula from 1868 to 1871. Kuwait also witnessed the rule of Sheikh Salem Al-Mubarak who was known as «Jaber Al Atharat» by the people of Kuwait for his humanitarian action for his people. Later, came Sheikh Jaber Al-Ahmad Al-Jaber Al-Sabah who was known as «Jaber Al Khair». Today, Kuwait demonstrates its approach to humanitarian and voluntary giving through its strategic plan for a new vision of Kuwait 2035. It considers humanitarian action as one of the main pillars of its policy, goals and plans and builds on being selected by the United Nations as a global center for humanitarian action and naming the late Emir, Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah - may Allah be merciful to him – as The Leader of Humanitarian Action.

Today, His Highness the Emir of the State of Kuwait, Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah - may Allah protect him – resumes the course of humanitarian and charitable action that characterized the rulers of Kuwait over time, following the path of goodness and giving. The people of Kuwait have always been known for their love for charitable work, benevolence and charity to the poor and needy persons inside and outside Kuwait over its four-century history to become a Capital and Center of Humanitarian Action.





The Beginning

Before the foundation of AL SALAM Charitable and Humanitarian Society, the administrators had an idea to visit Kyrgyz Republic in 2010. Immediately after that visit, they founded a charitable and humanitarian foundation called «AL SALAM Charitable Foundation» as a humanitarian organization working in Kyrgyzstan in 2010. It was accredited as an official local humanitarian foundation by Kyrgyz government.

In 2014, after four years of giving, the foundation made sure to have an official umbrella in Kuwait with the International Islamic Charitable Organization, provided that it will pursue to establish an official Kuwaiti Charitable Society following the expansion of its activities and work. Their activities were not limited to Kyrgyz Republic, but rather they expanded to include the local activity inside Kuwait and more than 10 countries around the world.





The Foundation

AL SALAM Charitable and Humanitarian Society was officially proclaimed by the Ministry of Social Affairs and Labor pursuant to Ministerial Decision No. (37/A) of 2016, issued on 2016/03/22, in accordance with the provisions of Act No. 24 of 1962 of the Ministry of Social Affairs and Labor. The Society carries out its activities in the area of charity and public welfare.

One of the most important key goals of the Society is to provide aid, assistance and support for the poor and needy in the poor and affected countries through implementing charitable and relief projects around the world.

General Goals

1

Striving to assist the needy, including the afflicted affected by disaster.

2

Seeking to implement humanitarian and charitable projects in all regions, inside and outside the country.

3

Making efforts to pay attention to persons with special needs, including education, health, and rehabilitation and so on.

4

Taking care of families in need to ensure that they play their role in building future generations.

5

Earning the trust of the contributors and supporters of the Society.

6

Inculcation of spirit of volunteerism and love of humanitarian and charitable action.

7

Empowerment of poor and bereaved families through sustainable development.



Our vision

We, AL SALAM Charitable and Humanitarian Society, look forward to be among the best 5 humanitarian, charitable, developmental, rehabilitative, educational and professional societies in the world.



Our mission

We are a distinguished global humanitarian, charitable, developmental, rehabilitative, educational and professional society, contributing to alleviate the suffering and empower the targeted communities through humanitarian, charitable, developmental and rehabilitative projects and programs, global partnerships and strategies, and human specialized competencies.



Our programmes

Our humanitarian, charitable, relief, developmental and rehabilitative programmes are: humanitarian, educational, health, social, cultural, productive, relief, developmental, rehabilitative, professional and agricultural programmes.



Our values

Humanity, transparency, development, rehabilitation, accountability, communication, empowerment and sustainability.

Awards



As a result of the considerable efforts made by AL SALAM Charitable and Humanitarian Society in charitable and humanitarian action locally and abroad, the Society has won many awards and certificates of appreciation at the local, regional and international levels, which we review as follows:

1. Best Charitable Society Award in Kyrgyz Republic in the years (– 2016 – 2015 2020 – 2019 – 2018 – 2017).
2. An Honorary Doctorate was awarded to Dr. Nabil Al Aoun, Chairman of the Board of Directors of the Society from Kyrgyzstan University.
3. An Honorary Doctorate was awarded to Dr. Khaled Al Fraij, Vice Chairman of the Board of Directors of the Society from Kyrgyzstan University.
4. Dr. Nabil Al Aoun was awarded Human Footprint Award in Kuwait in 2019.

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5. Social Responsibility Award from Regional Network for Social Responsibility in 2018.
6. Honoring AL SALAM Society by the Ministry of Foreign Affairs of Uzbekistan in 2019.
7. Humanitarian Diplomacy Award from Regional Network for Social Responsibility in 2020.
8. Arab First Place Award in Arab Federation for Voluntary Activities Competition, as the best initiative for its outstanding projects on 2020/09/17.
9. Excellence Award in Caring for Orphans for 2020 from Regional Network for Social Responsibility.
10. Donor 2020 Award for Urgent Response and development requirements for 2020 from Regional Network for Social Responsibility.
11. Dr. Nabil Al Aoun was awarded the title of Special International Envoy for Humanitarian Diplomacy from International Center for Humanitarian Diplomacy in Regional Network for Social Responsibility in 2021. The Society also received Certificates of Appreciation and Honor Shield from humanitarian societies in many countries.
12. The accession of AL SALAM Society to two United Nations organizations under membership number 764369. They are:
 - Non-governmental organizations (NGO).
 - United Nations Office for South-South Cooperation (UNOSSC).



Phase I

Humanitarian Trucks Campaign





Humanitarian Trucks Campaign

Due to its belief in the importance of innovation and creativity in charitable work and harnessing new technologies and modern means of communication, AL SALAM Charitable and Humanitarian Society came up with a distinct and unique charitable and relief project, a series of humanitarian trucks campaigns. Later, their name was changed to «Sabah Al-Ahmad Humanitarian Trucks», and then «Nawaf Al Khair wal Ata»a Trucks». These relief campaigns are for the benefit of our brothers in Syria and Yemen.

The project concept started in 2016, and it still exists, thanks to God Almighty. The idea was based on distributing a group of large trucks in various parts of Kuwait, particularly Adailiya, AL SALAM Charitable and Humanitarian Society's headquarters, to collect all new and second-hand in-kind donations and stuff from the generous benefactors of the people of Kuwait, or cash donation through official channels of the Society, to buy relief and aid items and loading them onto trucks.

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Relief Campaigns for Syria and Yemen

When the pandemic of the Novel Corona Virus “Covid 19” struck the whole world, the Society committed itself to complete its innovative project, but in accordance with the health requirements recommended by the health authorities in the State of Kuwait. As of 2021, the project was limited to financial donation only, online or via Knet or bank cheques at the Society's headquarters, and not receiving any cash or in-kind items from the donors. During the receipt and entry of donations, and to realize the principle of promptness and urgent response to our brothers living in camps in Syria and Yemen, the amounts are transferred on a rolling basis to purchase items, loading them onto truck to be headed immediately to the camps sheltering our Syrian and Yemeni brothers.



Relief items loaded onto the trucks are of various kinds, including (foodstuff, dates, flour, clothes and shoes, blankets and sheets, wood and coal for heating, hygiene detergent).

From 2016 to 2021, the Society managed to gather 709 large trucks. The capacity of each truck is 24 tons of relief aid, valued at between 10,000\$ and 150,000\$, depending on the campaign and the kind of relief items. The total value of the trucks is approximately KWD 13.5 million (45\$ million), benefited more than 21 million persons.

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Country	implementation date	Number of trucks	Average value of the truck	Total value of the trucks	Number of beneficiaries
2016					
Syria	October 2016	7	KWD 48000	KWD 336000	280000
2017					
Syria	February 2017	12	KWD 48000	KWD 624000	520000
Syria & Yemen	Novemeber 2017	26		KWD 1248000	1040000
Overall total	46		KWD 2208000	1840000	

The Humanitarian Trucks Campaign was launched between 2018 and 2017. It was the beginning of the Truck Campaigns Project and called «Humanity Trucks». Considering their beginnings, they had a wide resonance. They drew great attention and received a positive response from the honourable benefactors and donors of the people of Kuwait, whether individuals, companies, cooperative societies or Kuwaiti families, who gave money and in-kind aid as best as they can to be delivered to their brothers in Syria and Yemen.





Phase 2

Sabah Al-Ahmad Humanitarian Trucks Campaign

Sabah Al-Ahmad Humanitarian Trucks Campaign

The considerable success of the Humanitarian Trucks campaign in 2016 and 2017 was so significant that drawing attention to AL SALAM Charitable and Humanitarian Society implementing such a great charity project. Consequently, the campaign received attention of His Highness, the late Emir, «The Humanitarian Leader», Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah, - may Allah be merciful to him and may his soul rest in peace – making all segments of society compete to support it.

Out of the Society's sense of national responsibility, and in appreciation of His Highness the late Emir, the name of the campaign was changed to Sabah Al-Ahmad Humanitarian Trucks Campaign in 2018.

When the Society called upon the honourable benefactors and donors to support the new campaign that included a certain number of trucks with in-kind donations of food and medical items, blankets and equipment, to be directed to help our brothers in Syria and Yemen, the Society staff were surprised that the number of trucks was higher than expected. Therefore, the Society extended the presence of empty trucks in a number of regions in Kuwait to meet the desire of the honourable donors and benefactors, and to reach the nearest point in their areas of residence.

Whenever the campaign is organized, more than 50 trucks are gathered. However, Sabah Al-Ahmad Humanitarian Trucks achieved a new record in the number of trucks. Many public figures in Kuwait, including ministers, parliamentarians, Speaker of the Kuwaiti National Assembly and important figures, were keen to support them.

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In 2019, the project suspended due to circumstances related to the cessation of work of AL SALAM Charitable and Humanitarian Society. Then, it got back again with a new form and brilliance. The work of «Sabah Al-Ahmad Humanitarian Campaign» went on under that name until 2020, the last year of humanitarian campaigns in the name of Sheikh Sabah Al-Ahmad - may Allah be merciful to him – as he died on 2020/09/29.

The campaign managed to gather 350 trucks, the average cost of each truck was about KWD 280000, with a total value of KWD 9800000, benefited 10500000 persons.

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Country	Implementation date	Number of trucks	Average value of the truck	Total value of the trucks	Number of beneficiaries
2018					
Syria & Yemen	February 2018	40	KWD 28000	KWD 1120000	1200000
Syria & Yemen	October 2018	105		KWD 2940000	3150000
2020					
Syria & Yemen	February 2020	205	KWD 28000	KWD 5740000	6150000
Overall total	350		KWD 9800000	10500000	



Phase 3

Nawaf Al Khair wal Ata'a Truck Campaign





Concept

As a continuation of the charity course that was launched by the humanitarian truck campaigns, encouraged by the new era that began with the rule of His Highness the Emir, Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah - may Allah protect him -, the Society changed the name of the Humanitarian Trucks campaign to «Nawaf Al Khair wal Ata» a Truck Campaign», after the name was graciously approved by the Amiri Diwan.

This unique campaign has been implemented differently in a different health atmosphere. In spite of the difficult health conditions, related to the spread of Novel Coronavirus “Covid 19” globally, resulting in general suspension of most activities and facilities around the world, AL SALAM Charitable and Humanitarian Society insisted on completing its innovative project which had its own mark in accordance with the health requirements recommended by health authorities in Kuwait.

The project was limited to receipt of cash donations only –without in-kind donations - provided that the donation is made (online) or via Knet or bank cheques at the Society’s headquarters, and not receiving any cash or in-kind items from donors. After collecting the full amount allocated to each truck, it is transferred directly to purchase the items and load them onto truck to be headed immediately to the camps sheltering our Syrian and Yemeni brothers.

Relief items loaded onto the trucks are of various kinds, including (foodstuff, dates, flour, clothes and shoes, blankets and sheets, wood and coal for heating, hygiene detergent). The value of each truck ranges from KWD 3700 to KWD 18500.



Naming



When AL SALAM Charitable and Humanitarian Society decided to change the name of the humanitarian truck campaigns for the second time since the launch of the first humanitarian truck campaign in 2017, it chose a new name for it. The new name was «Nawaf Al Khair wal Ata'a Truck Campaign», as its inauguration coincided with the beginning of the new era with His Highness the Emir Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah - may God protect him - assuming the reins of government in Kuwait. The campaign was named after His Highness the Emir for several reasons we summarize as follows:

1. «Nawaf Al Khair wal Ata'a Campaign» was the first charity campaign after His Highness the Emir after assuming the presidency of the state and the reins of ruling the country.
2. The campaign bore the name of the State and people of Kuwait as a global center for humanitarian action.
3. The campaign coincided with Kuwait's celebrations of its national holidays for the sixtieth anniversary of the National Independence Day and the thirtieth anniversary of Kuwait Liberation Day. It was a good occasion to donate to the campaign that bears the name of the Emir of Kuwait.
4. Our brothers in Syria and Yemen, refugees or internally displaced persons, live under extremely harsh economic and social conditions, necessitating continued support and assistance to them.
5. The campaign took place in exceptional global health and economic circumstances, which prompted the Society to consider activating voluntary, social and economic activities through a project giving hope and optimism, after the suspension of most activities around the world because of Corona pandemic.
6. The campaign took place early in the new year, with great hope and optimism about the effectiveness of medical vaccines against the Novel Coronavirus (Covid 19), making it a good omen for the end of the epidemic soon, God willing.

Goals

- 1** Placing emphasis on the humanitarian role played by the State of Kuwait as a global center for humanitarian action.
- 2** Providing an opportunity for Kuwaiti benefactors and donors to support the first humanitarian and charitable campaign bearing the name of His Highness the Emir, coincided with the celebration of Kuwait's National Holidays.
- 3** Providing humanitarian assistance to the refugees and internally displaced persons of fraternal Syrian and Yemeni peoples.
- 4** Developing charitable work in Kuwait, and launching new charitable projects.
- 5** Maintaining a good tradition of the people of Kuwait, through joining hands and rush to provide aid and assistance to all in need, and benevolence, with which they have been brought up since ancient times.

Campaign was implemented during the period from 01/15 to 2021/02/20





Donation Mechanism

Due to the circumstances of the Novel coronavirus pandemic, and in accordance with the requirements and instructions of the health authorities in Kuwait, the campaign was implemented based on social distancing to help preventing the spread of the virus, alongside the continuation of all work and activities undertaken by AL SALAM Charitable and Humanitarian Society.

The Society considered that the donation should be just financially, (online or via Knet or bank cheques at the Society's headquarters), and no cash or in-kind items were received from the donors. After collecting the full amount allocated to each truck, ranging from KWD 3700 to KWD 18500, depending on the contents of the truck, it is transferred directly to purchase the items and load them onto truck to be headed immediately to the camps sheltering our Syrian and Yemeni brothers.

The Society dedicated this online link <https://trucks.alsalamkwt.org/ar> to donate to the campaign.



Kinds of Trucks



The relief items provided by «Nawaf Al Khair wal Ata»a Truck» Campaign varied and were arranged to meet all the human needs of the beneficiaries. It included foodstuffs, dates, heating materials, health care supplies, sanitizers, clothing and shoes.

The campaign divided these items into 8 main divisions, which are trucks, so that it is easier for the donor to choose the items he wishes to donate. Otherwise, the benefactor donates to the campaign, and then authorizes AL SALAM Charitable and Humanitarian Society to choose the appropriate items to be donated, as the Society interacts directly with the beneficiaries and realizes their needs, and knows the missing items that needed to be provided.



Types of the Trucks

Contents of the Truck	Items & Quantity	Cost
Flour	24 tons of flour	KWD 3700
Blanket & Sheet	Blankets, sheets, quilts and mattresses	KWD 7400
Basic foodstuffs	Rice, flour, sugar, oil, pasta, noodles, salt, tomato paste	KWD 8300
Wood & coal for heating	Wood, coal, solar energy system, tents, sponge, felt to insulate the tents	KWD 8700
Hygiene Detergents	Clothes soap, hand soap, dish soap, shampoo, baby and adult diapers, lady napkins, tissue, masks, sanitizers, Clorox, water tube	KWD 8800
Dates	24 tons of different dates	KWD 10700
Foodstuffs of high nutritional value	Lentil, broad bean, bean, gram flour, tuna, mortadella, peas, ghee, bulgur, olives, halva, sweets and cakes for children and adults, mixed spices, tea, milk	KWD 13700
Clothes and shoes	Winter and summer clothes for men, women and children	KWD 18500



A Truck bearing the Name of the Donor

As we mentioned above, AL SALAM Charitable and Humanitarian Society divided Nawaf Al Khair wal Ata'a Trucks into 8 main divisions, namely flour truck, blankets and sheets truck, basic foodstuffs truck, wood and coal for heating truck, hygiene detergents truck, dates truck, high-value foodstuffs truck, clothes and shoes truck.

A donor or a group of donors can choose the type of items in a truck, and call it the name they wish. A significant segment of honourable benefactors and donors was so satisfied, especially when the donations were documented by audio and video for each donor separately.

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Purchase of Foodstuffs and Relief

Launching Nawaf Al Khair wal Ata'a Trucks Campaign relied on fund-raising in the host country of AL SALAM Charitable and Humanitarian Society (Kuwait). However, the same project is being implemented in two other countries, namely Syria and Yemen. The two countries are witnessing a fierce war, accompanied by extremely difficult humanitarian conditions due to the hostilities, and the displacement of a large number of people, whether internally or in neighboring countries. Hence, the Society made sure to implement the campaign according to the circumstances of each country. In Syria, relief items and foodstuffs are purchased from Syria or Turkey that comprises within its border camps a large number of Syrian refugees. In Yemen, such items are purchased either from inside Yemen or from the Kingdom of Saudi Arabia.

Delivery of Assistance

AL SALAM Charitable and Humanitarian Society makes sure to run first-hand its activities through their administrators and staff. Kuwaiti persons in the Society's field offices carry out on-site visits to the refugee camps to identify their needs and escort aid trucks. Aid components and items are purchased from Turkey and inside Syria, or from Yemen and Saudi Arabia, to be delivered to Syrian refugees and displaced persons, or displaced and affected Yemenis. In a distribution, Nawaf Al Khair wal Ata'a Trucks Campaign relied on a group of local partners of charities accredited by the Kuwaiti Ministry of Foreign Affairs, namely:

- In Syria: TUBA Society, Gheras Humanitarian Society, IHH Humanitarian Relief Foundation in Turkey, Turkish Red Crescent.
- In Yemen: ALNOOR Charity.



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Achievements

Within 35 days – the life of Nawaf Al Khair wal Ata'a Trucks Campaign, which started on 2021/01/15 and ended on 2021/02/20 AD - the campaign managed to gather 313 trucks valued at KWD 4.5\$) 1,349,847 million), benefited 2,800 camps sheltering more than 9 million people.

Country	implementation date	Number of trucks	Average value of the truck	Total value of the trucks	Number of beneficiaries
2021					
Syria	January 2021	200	KWD 4500	KWD 862522	6000000 beneficiaries (1800 camps)
Yemen	January 2021	113		KWD 487325	3390000 beneficiaries (1000 camps)
Overall total	313			KWD 1349847	9390000 beneficiaries





Meals of High Nutritional Value

Nawaf Al Khair wal Ataya Trucks Campaign did not adopt providing the traditional relief items, containing basic foodstuffs that needed to be prepared and cooked, which may not be available to some beneficiaries, given that most of them live in makeshift camps, from which they may be displaced at any time depending on the conditions of war and conflicts.

Hence, AL SALAM Charitable and Humanitarian Society has seen fit to introduce new foodstuffs of high nutritional value and easy to be prepared. At the same time, they are inexpensive so that the campaign can buy as many of this kind of meals as possible for the benefit of a large number of beneficiaries.

The Society introduced instant and ready-to-eat cold meals that need heating only imported from the Republic of South Africa, as a new kind of instant and ready-to-eat meals of high nutritional value.

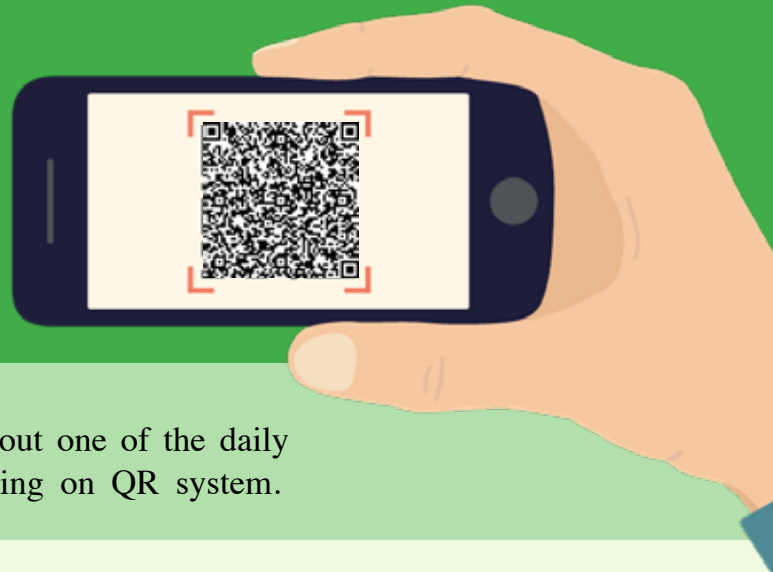
The number of ready-to-eat meals provided by the campaign reached 108,000 meals, divided into 3 meals (breakfast, lunch, and dinner).

Due to the great success of these meals in the campaign, and the satisfaction among the beneficiaries, the Society considers increasing this kind of meals during the upcoming relief campaigns.





Audio-Visual Documentation



You can view a documentary video about one of the daily distributions to refugee camps by scanning on QR system.

In its concern for the transparency and documentation of charitable action in accordance with established procedures to foster confidence of benefactors and donors, AL SALAM Charitable and Humanitarian Society did not adopt the traditional report presented to the donor at the end of each campaign as a routine work of documentation. Rather, they considered introducing a new form of documentation, regardless of its difficulty, since the operations of the campaign and delivery of assistance take place outside Kuwait in an environment where photographic and visual documentation mechanisms and equipment may not be available. Not to mention the security conditions that may sometimes be dangerous in conflict areas, whether in Yemen, Syria or countries of asylum.

The Society has documented each donation and each of the campaign trucks with an audio-visual brief video, which numbered more than 50 documentary videos daily.

The Society also made a comprehensive video about the campaign from beginning to end so that these documentaries would archive the generosity of the State and people of Kuwait.

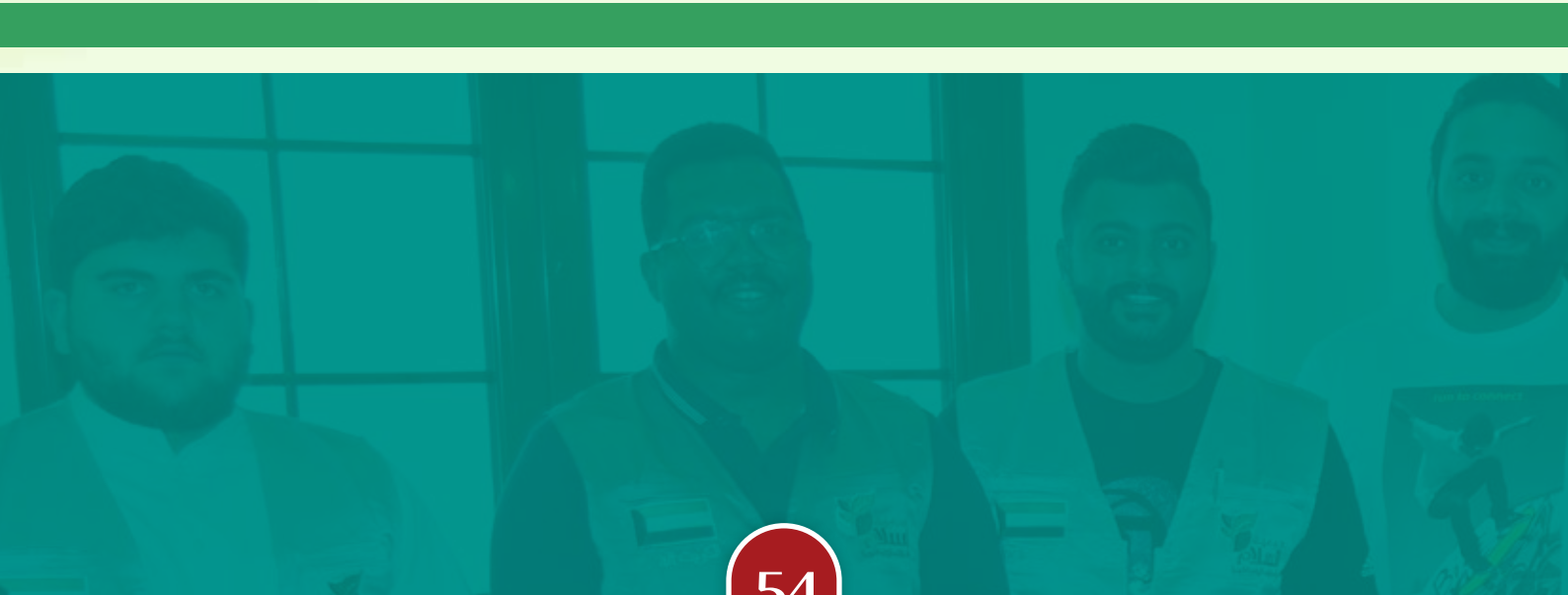
Teamwork

Nawaf Al Khair wal Ata'a Trucks Campaign involved work teams, figures and celebrities of various categories, both employees of AL SALAM Charitable and Humanitarian Society and volunteer teams from outside the Society, as well as volunteers and media professionals as sponsors.

The work teams involved in the campaign can be divided into the following:

The Society Officials and Employees:

A large number of officials and employees of AL SALAM Charitable and Humanitarian Society were involved in supporting Nawaf Al Khair wal Ata'a Trucks Campaign. Over 35 days, the campaign period, they made every effort for their success, implementing the action plan, and overcome the obstacles hindering the completion of the project on the ground, so that the campaign proceeds as planned. The work teams involved in the campaign did not have any difficulties, which contributed to achieve the desired goals from the very beginning of the campaign, by God's grace.



NAWAF AL KHAIR WAL ATA'A TRUCK CAMPAIGN

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Volunteer teams

Many volunteer teams, which numbered 48, were involved in Nawaf Al Khair wal Ata'a Trucks Campaign. Each team included from 15 to 30 members. It was Coordinated with the supervisor of each group to organize work and prevent overlap, so that the work proceeds as planned by AL SALAM Charitable and Humanitarian Society.

The good coordination among these groups, and their concern for preventing overlap, probably was one of the fundamental causes for the success of the campaign and the positive response of the honourable benefactors and donors to it.



The Society Officials and Employees involved in the Campaign

1.	Dr. Nabil Hamad Al Aoun	Chairman of the Board of Directors
2.	Dhari Hamad Al Bejan	Director-General
3.	Talal Abdullah Al Houti	Deputy General Director for Technical Affairs
4.	Adel Ahmad Issa Al Aoun	Deputy General Director for Growth & Development
5.	Hamad Nabil Hamad Al Aoun	Deputy General Director
6.	Abdullah Bader Masoud Al Sehan	Director of the Department of Administrative and Financial Affairs
7.	Houssa Mohammad Abdul Razaq Al Buti	Chairperson, Women's Committee
8.	Dr. Khaled Al Abed Al Hadi	Medical Consultant
9.	Asmaa Jasem Mohammad Al Aoun	Advertising Director
10.	Khaled Nema Daoud	Public Relations Director
11.	Abdul Rahman Mohammad Mahmoud Al Jamous	Director of the Director General's Office
12.	Saed Nema Daoud	Deputy Director of Project Management
13.	Ayman Ahmed Al Saeed Mohammad Yousef	Financial Controller
14.	Fuad Mohammad Saed Al Alawi	Head of the Administration Section
15.	Hasan Mohammad Ali Farhan	Head of Media Department
16.	Saed Mubarak Fahd Msekan Al Rashidi	Head of IT Department
17.	Abdullah Ihsan Ali Al Saleh	Head of Public Relations Department
18.	Alawi Mohammad Saed Al Alawi	Head of Project Management Department
19.	Dana Nabil Hamad Al Aoun	Head of the Women's Volunteer Teams
20.	Mohammad Jabri Mohammad Saleh	Head of the follow-up department
21.	Abdullah Ibrahim Shami	Local Project Supervisor
22.	Abdul Rahman Hisham Hamad Al Aoun	Management Officer of Volunteer teams
23.	Sheikh Mohammad Basha	Administrative Officer
24.	Abdul Rahman Mohammad Jabri	Administrative Officer
25.	Fayza Athib Raddad	General Supervisor
26.	Ahmad Fathi Shalabi	Accountant
27.	Amro Hamdan Mustafa	Accountant
28.	Nafea Mohammad Salem Kaeti	Administrative Officer

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The Society Officials and Employees involved in the Campaign

29.	Mohammad Saeed Mohammad Al Hussain	Receptionist
30.	Mohammad Ahmed Al Sabban	Bank Representative
31.	Abdul Aziz Mohammad Jabri	Bank Representative
32.	Omar Nayef Khaled Ali	Representative
33.	Walid Nema Daoud	Collector
34.	Hussain Nema Daoud	Collector
35.	Sabah Mattar Sa'afaq Mattar	Collector
36.	Ibrahim Mohammad Diko	Driver
37.	Mohammad Afdal Sheikh	Network and Hardware Technician
38.	Mustafa Abdu Mohammad	Designer
39.	Abdullah Hasan Sayed Ahmed	Photographer
40.	Farida Rida Kazem Yousef	Receptionist
41.	Rehab Jaber Hussain Ali	Design and Montage
42.	Othman Saeed Hussain	Receptionist
43.	Basel Abdullah Hamdan Al Reshedi	Receptionist
44.	Mohammad Ali Al Haddi	Administrative Secretary
45.	Ibrahim Nema Daoud	Administrative Officer
46.	Ashraf Jalal Al Deen Mohammad	Technical Officer
47.	Masoud Bader Masoud Al Sehan	Receptionist
48.	Sheikha Khaled Naser Al Freij	Administrative Officer
49.	Ali Mohammad Ali Bin Yahya	Administrative Officer
50.	Abdul Rahman Eid Abdul Rahman Haza'a	Administrative Officer
51.	Fatima Ali Mohammad	Receptionist
52.	Sumaia Ahmed Ahmed Ibrahim	Head of Humble Families Department
53.	Tariq Mahmoud Yousef Al Buti	Administrative Officer
54.	Lulua Nabil Al Aoun	Field Officer
55.	Fajer Nabil Al Aoun	Volunteer Observer

Names of Volunteer teams

1.	Animal Alkhair Team	Aghareed Al Saed
2.	Nokhbat Alkuwait	Sheikh Um Rakan
3.	Al Abdul Hadi Initiative	Al Abdul hadi
4.	Shurka'a Alkhair	Al Anoud Al Azemi
5.	Eial Aldiyra Volunteer Team	Anfal Al dhafiri
6.	6ebeya	Anwar Al Jassar
7.	Alnoor	Anwar Al kendari
8.	Altayben Team for Heritage	Iman Al Sharah
9.	Thawi Alhemam Volunteer Team	Aseel Al Shumari
10.	Abdul Aziz Abdullah Al Daham Al Harbi - May Allah be merciful to him-	Badrya Al Adwani
11.	Abna2alkout	Budoor Al Kheli
12.	Sons and grandsons of Muhammad Al-Buti	Hussa Al Buti
13.	Beran bilwalden	Hanan Al Majadi
14.	Al Sanousi Family	Khaled Al Sanousi
15.	Othman Abdul Wahab Al Othman & his wife Norya Abdullah Al Mudairs	Khaled Al Othman
16.	Sokour Sabah Kuwait Rescue Team	Khalefa Al Rashed
17.	To those we've lost	Reem Al doub
18.	Foreigners in Kuwait's service Volunteer team	Zainab Ibrahim
19.	Green hands Environmental Team (Green Caravan)	Dr. Samia Mohammad Al Sedan
20.	Ghita'a Alrahma Volunteer Team	Suad Al Khudhari
21.	Sayf Mjarab	Sumaia Al Kundari
22.	Sayf Mjarab2	Sayf Mjarab2
23.	Shammar	Shammar
24.	Human Gathering Volunteer Team	Sabeha Khaza'al

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Names of Volunteer teams

25.	Methl Alghaith nafa'an	Aysa Al Damkhi
26.	Proud to be Kuwaiti	Abdullah Jasem Shahabi
27.	Filial Piety1	Abdul Rahman Al Jabri
28.	Filial Piety2	Abdul Rahman Al Jabri
29.	Abdul Aziz Abdullah Al Daham Al Harbi - May Allah be merciful to him-	Abdul Aziz Abdullah Al Daham
30.	Izhelha Tean initiative	Al Harbi
31.	Nasaem Khair	Abdullah Al Shami
32.	Philanthropist 81	Ghanima Al Hafez
33.	Kuwait Group	Philanthropist 81
34.	Volunteer Trainers	Fotooh Al Kharaz
35.	Fakher alwtan	Laila Ahmed Al Hawal
36.	KGU Team	Majeda Jasem Al Rujaib
37.	Sons of Yemen volunteer	Mohammad Al Adwani
38.	Mohammad Abdul Kareem Al Sharhan	Mohammad Saad Jalmoud
39.	Al Murra Family	Mohammad Abdul Kareem
40.	Dasman Volunteer Team	Mohammad Abdullah Al Meri
41.	Barayeh	Msaed Al Hameed
42.	Almusareon lelkhairat	Msaed Al Randi
43.	First step disease prevention team	Manal Al Hamdan
44.	Al maha Volunteer Team	Muna Allahu
45.	Beyaz Eller	Maha Al kallaf
46.	Kun Khairan	Hiba Al sa'adoun
47.	Wabelwaldain ihsanan	Haya Haged Al Azemi
48.	Dowa alyada Volunteer Center	Wael Al Khamis



Social Media Celebrities

Many social media celebrities in Kuwait were also involved in Nawaf Al Khair wal Ata'a Trucks Campaign. As these figures have a strong impact over social media, especially on their followers of young people and different age groups, they stimulate them to support the campaign and socially interact with it, and encourage the public to be involved not only through financial donations, but also through media support by sharing activities and means of communication with the campaign.

The number of social media celebrities, artists, athletes and media professionals involved in the campaign reached about 50 personalities. It was coordinated with them to market the campaign in a way that suits various social media. Their names are as follows:





Osama Alqassar



Chef Sleiman Alqassar



Saad Alfaraj (Actor)



Chef Ghada AlMsallam



Abdul Wahab Alissa



Walid Aljaseem



Dr. Mohammad Alsafi



Hamed Zaid (Poetw)



Ahmed Alzamel



Chef Mohammad Alkalha



Fahed Alrahmani



Bent Alhashimi



Dhari Masha'al Alblehes



Bader Almtawa'a



Bou saed Aljmeli



Masha'al Hayef Abu Noura

Social Media Celebrities



Jasem Alnabhan (Actor)



Anwar Alkhrafi



Captain Feras Malallah



Mohammad sari Almtiri



Chef Sheikha Almhammad



Somood



Saood Aledi



Chef bou Badea



Mohammed Al-Ajemi (Actor)



Prof. Mohammad Alsaddani



Mohammad Alhamli (Director)



Chef Nansy



Captain Fahed Al Ansari



Bibi Al Khudari (Journalist)



Ibrahim Alharbi (Actor)



Dr. Naser Almjebel



Shaikhatq8



Mohamed Gaber (Actor)



Ahmed Afahed (Journalist)



Samah (Actress)



Abdelaziz El Moslem (Actor)



Abdullah Almainoni



Talal Abheri



Seta Almekhyal



Yousef alshatti (Poet)



Sayed Nawaf Alrefae



Chef Omar Alkundari



Ali bougaith



Dr. Anwar Alibrahim



Nabil Shuaib (Singer)



Hasan Al Ballam (Actor)



Dr. Rashed Alhelfi

Sponsors





دولة الكويت
 State Of Kuwait

وزارة الشؤون الاجتماعيّة
 Ministry Of Social Affairs



NAWAF AL KHAIR WAL ATA'A TRUCK CAMPAIGN
For Relief Operations in Syria & Yemen



Sponsors





Site visits

The officials of AL SALAM Charitable and Humanitarian Society made sure to visit the fields of operation to receive a first-hand assessment of the progress of work, and the mechanism for distributing aid and relief items in Nawaf Al Khair wal Ata'a Campaign. These regular visits aim at recognizing the beneficiaries' needs and their response to it, so that the purchased items can be modified according to the needs of each camp in the area of refuge or displacement. Most of the requirements centered on the foodstuff, but due to the Coronavirus pandemic, there was an urgent need for sanitizers and personal hygiene materials.

For example, some camps in certain areas do not experience cold and frost. They do not need heating materials, but instead they need more foodstuff. These needs can only be recognized through site visits by the Society officials to inspect the conditions of the displaced persons and refugees and identify the most important needs to provide them. Therefore, a number of senior officials and board members of the Society visited the fields of operation during the distribution of aid and relief and food items. They were directly familiar with these operations while accompanying them, receiving high praise from the beneficiaries. They also made sure to take notes to make use of them in the campaign operations, which were characterized by flexibility and timely adjustment as needed, thus creating high satisfaction among the beneficiaries, who in turn commended the campaign and the efforts made in it.



Short Ad Film and Documentaries

Despite lack of time and the exceptional circumstances associated with Nawaf Al Khair wal Ata'a Trucks Campaign related to Coronavirus pandemic and the associated health requirements, AL SALAM Charitable and Humanitarian Society managed to market the campaign and publicize it in the media, thanks to the cooperation of the local media, including radio, television, press, electronic newspapers and social media. The various aspects of the campaign were promptly covered. The coverage was professional in terms of organization and publication, which contributed to the success of the campaign and achieving its desired goals.

Prior to the launch of the campaign, a distinguished Ad film was produced and directed by director Mohamed El Hemali, broadcast on various visual and electronic media.

AL SALAM Charitable and Humanitarian Society also produced daily documentaries about the distribution campaigns in the Syrian and Yemeni camps. They were sent on a daily basis to the donors in order to promote confidence and transparency as key priorities of the Society.



Media Campaign

Many radio and TV interviews about the campaign were broadcast on social media, press and cooperative societies. Various news and press encounters with the Society's officials were also published, during which they talked about the campaign and how to participate and contribute to it, which had a great impact in conveying the message of AL SALAM Charitable and Humanitarian Society about Nawaf Al Khair wal Ataa'a Trucks Campaign that became famous and successful in a short time. A large number of philanthropists considered it as a short successful campaign.



Thanks

AL SALAM Charitable and Humanitarian Society expresses its thanks and appreciation to all those who contributed to Nawaf Al Khair wal Ata'a Trucks Campaign, notably His Highness the Emir of Kuwait, Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah - may Allah protect him - and the Amiri Diwan, and the honourable benefactors and donors for their generous contributions. This had a good impact not only on the success of the campaign and achieving its expected goals, it has made a new achievement that stood in favor of the Society and the State of Kuwait. Contributions exceeded all expectations and went beyond the goals by more than %300. The campaign was expected to gather 110 trucks, the donor support, however, exceeded what was hoped, gathering 313 trucks in 35 days, may Allah reward them well for their donations.

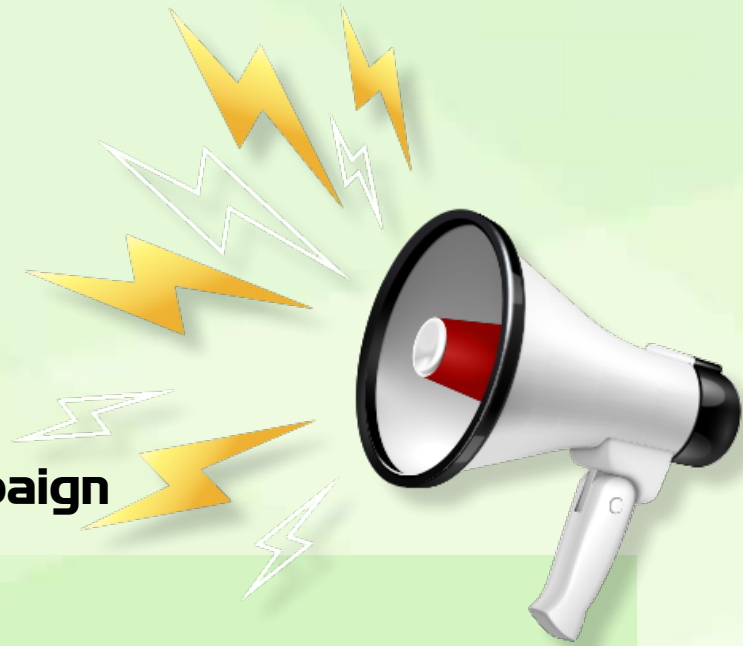
We thank all the volunteer teams, social media celebrities, and the Society's officials and employees who worked hard in the campaign. They spared no effort or professional and public information support to the campaign, making a good impression on the public.

Our thanks go also to all the supporters and sponsors, including media organizations, companies and cultural institutions, for their tireless efforts to convey the message of the Society and the goal of its campaign.

Thanks and appreciation to all of them, for the efforts made in their respective areas, may Allah reward them well.

Wait

for Our Upcoming Campaign



After the success of Nawaf Al Khair wal Ata'a Trucks Campaign, we, AL SALAM Charitable and Humanitarian Society, promise our honorable benefactors to always live up to their expectations, to complete the journey of their unlimited giving that demonstrates the will of State and people of Kuwait to do good, by continuing the campaign next time.

NAWAF AL KHAIR WAL ATA'A TRUCK CAMPAIGN

For Relief Operations in Syria & Yemen



جمعية السلام
للأعمال الإنسانية والخيرية

قريباً

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Contact us at:



www.alsalamkwt.org



info@alsalamkwt.org



alsalamkwt



@alsalamkwt



009651858555



0096550305024



0096550448284

Bank accounts

Kuwait Finance House 011010670549

Boubyan Bank 0377009001

Warba Bank 1152732035



Conclusion

At the conclusion of this documentary on Nawaf Al Khair wal Ata'a Trucks Campaign, we hope that we have succeeded in carrying out this distinguished humanitarian project to provide relief to our brother refugees in Syria and Yemen, benefiting more than 2,800 camps.

We pray to Allah, the Exalted, the Majestic to accept this great relief and humanitarian action from everyone, and may reward well all the workers, supporters, participants, donors and sponsors.

We also pray to get together in the upcoming humanitarian relief campaigns to contribute to helping the needy and the afflicted persons.

We also thank Kuwait Center for Documentation of Humanitarian Action - Fanar - for this outstanding documentation of this humanitarian charitable campaign.

Peace and Allah's mercy and blessings be upon you.



Done by Gods grace

The Book

«Nawaf Al Khair wal Ata'a Trucks» is a campaign carried out by AL SALAM Charitable and Humanitarian Society to provide relief to our brothers, the refugees, in Syria and Yemen during the period from 15 January to 20 February 2021.

This campaign is one of a series of humanitarian relief campaigns (Humanitarian Trucks, Sabah Al-Ahmad Humanitarian Trucks). It is a distinctive and pioneer project in terms of concept and goals. It was created in 2016 and implemented by the Society over the past years to complete the series of previous humanitarian campaigns.

By the God's grace, and thanks to the benefactors from Kuwait and the Gulf States, the Society managed to gather 313 trucks, costing KWD 1349847 million, in this campaign, to provide relief aid and assistance that benefited more than 9 million persons living in 2800 camps in Syria and Yemen.

