

# KFH program in Ramadan confirms its leadership in social responsibility



Yousef Al-Ruwaieh



**Kuwait Finance House (KFH) maintains its leadership in social responsibility through its Ramadan program "Increase Good Deeds in Ramadan 6" which is rich in social activities and different youth, sport and awareness initiatives.**

Group Deputy General Manager Public Relations and Media at KFH, Yousef Abdullah Al-Ruwaieh said that KFH's efforts in social responsibility are in line with its strategy to achieve sustainable development, and reflect its keenness to play its national and social role as a leading financial institution in the private sector.

Al-Ruwaieh explained that the exceptional conditions didn't prevent KFH from virtually communicating with customers and engaging with society in Ramadan. He added that KFH was able to adapt its activities to suit the current circumstances, relying on the innovation element by using various e-channels, stressing the keenness to abide by health guidelines as this is key for the health and safety of people.

### Better health, better life

Due to the growing popularity of e-sports, Al-Ruwaieh said that "Increase Good Deeds in Ramadan 6" maintains its sport and social activities which are gaining momentum in society.

He added that KFH has launched an initiative

### The innovative initiative "Better health, better life" promotes sport

that encourages people exercising during the permitted walk hours under the theme "better health, better life". This comes in collaboration with V-thru app using V-FIT feature which enable participants to gain KD 1 for every km of walking. This credit can be donated or used for orders.

### Youth and Sport activities

Seeking to promote sports and support youth activities and develop their talents, Al-Ruwaieh said that KFH sponsors football tournaments organized by Li3ib app and is the strategic partner to "Penalties" program which is shown daily on KTV1.

He added that KFH renewed its strategic partnership with Flare Fitness as part of its keen interest in health and sport activities.

### Communicating with public during exercise hours

Al-Ruwaieh said that KFH is keen on communicating with the public during the permitted partial curfew walking hours in different locations in Kuwait. This included different contests and prizes for all participations.

### Visits to security points

He added that KFH voluntary team organized in Ramadan multiple visits to security points with the aim of communicating, and in appreciation of the dedication of the frontlines heroes while performing their national duty for the sake of serving Kuwait and the safety of its people.

### Food baskets for needy families

He pointed out that KFH participated in a social initiative to distribute food baskets and iftar meals to needy families as part of its Ramadan program and its commitment to social responsibility towards different segments of society.

### Ramadan awareness competitions and segments

He pointed out that KFH is launching a series of awareness segments in various fields giving religious, social and health advice and guidelines as well as awareness messages in cooperation with official institutions and entities, such as Al-Salam Hospital and health and sport specialists. He stressed that the various awareness videos made by KFH are well-received by the public.

### Ramadan Gains with Dr. Al-Tabtabai

KFH launches a host of videos with awareness messages, religious guides and issues relating to Holy Ramadan, including rules and virtues of Ramadan presented by Dr. Sayed Mohammad Al-Sayed Abdul Razzaq Al-Tabtabai, Chairman of Fatwa and Sharia Supervisory Board in KFH.

### The 'Half an Hour' program from KFH

KFH has launched a special program of its Instagram channel which hosts physicals, engineers and specialists to discuss topics ranging from health culture, volunteering, e-teaching, training and others.

### Strategic partnership with Sheikh Fahad Al-Kandari

Al-Ruwaieh added: "in a strategic partnership with KFH, Sheikh Fahad Al-Kandari continues his Ramadan appearances via the daily program 'Wisam Al-Quran' which is broadcast on KTV and his You Tube channel.

### 'KFH Reciters' Quran reciting competition

He pointed out that KFH has launched the 'KFH Reciters' competition for reciting the Holy Quran during the Holy month of Ramadan for the customers of "Baiti" and "Hesabi" online in conformity with the current health guidelines.

### The Holy Quran app gift from KFH

Al-Ruwaieh added that KFH provides the public with a high-quality copy of the Holy Quran app for iPhone and iPad devices with a new page display system, multi-language display support, user choice of screen direction, support for the new manuscript of the Medina with side margins to enhance content aesthetics, multi-page display, possibility of operating another app on the screen, multi-lingual interpretations and translations, night reading and other features.

### Virtual Ghabqa

Al-Ruwaieh said that "Increase Good Deeds in Ramadan 6" program wasn't limited to society, but also included the employees through different social initiatives such as virtual ghabqa with the participation of the executive management. The event aimed to enhance bonding of employees and communicating with them.

### KFH's social media channels hosted series of awareness videos

