zeeny CONSULTING

CORPORATE PROFILE 2026



Strategic intelligence. Lasting impact.

The leading NGO and international development consultancy

A global network of senior NGO experts based in 17 countries

17

Countries in our network

In the name of Allah, the Most Merciful, the Most Compassionate.

Why Zeeny Consulting?



Welcome. I am Abdul Rahman Al Zeeny.

Chief Executive Officer of Zeeny Consulting

We provide integrated solutions grounded in knowledge and global expertise to help nonprofit organisations achieve the greatest possible impact.

By the grace of Allah and through the efforts of a team of specialist experts, we have achieved exceptional results with a number of international organisations.

We specialise in seven key areas. The following pages present what we have achieved in each.



What we do

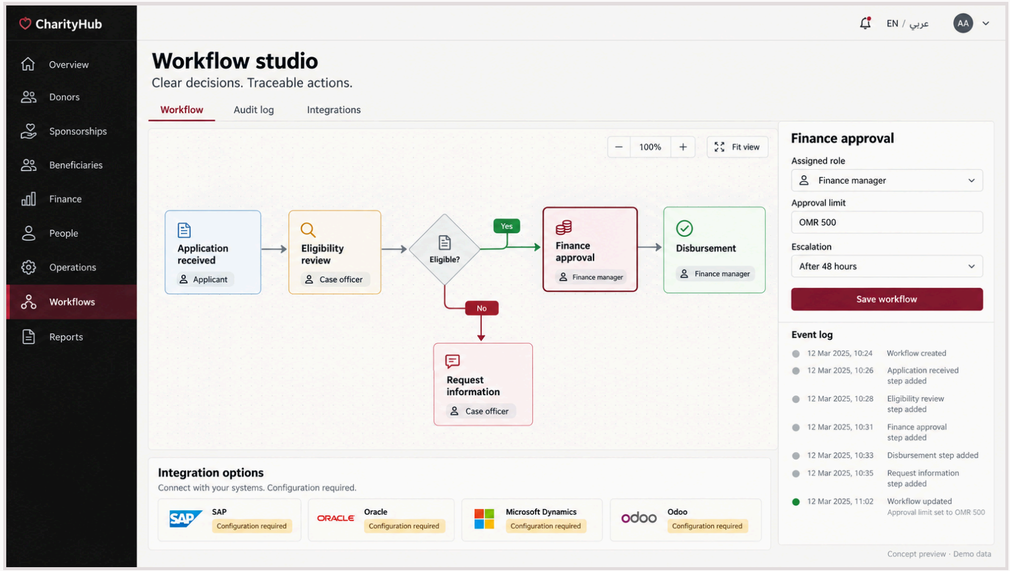
Seven core areas of expertise

- Administrative development for nonprofit organisations
- Governance, compliance and financial auditing
- Digital transformation, automation and workplace digitisation
- Strategic planning and improving overall performance
- Development and relief programmes: maximising field impact
- Communication, relations, media and resource mobilisation
- Risk, crisis and emergency assessment and management

01

Administrative development for nonprofit organisations

We helped develop the internal working environments of a number of Gulf organisations.



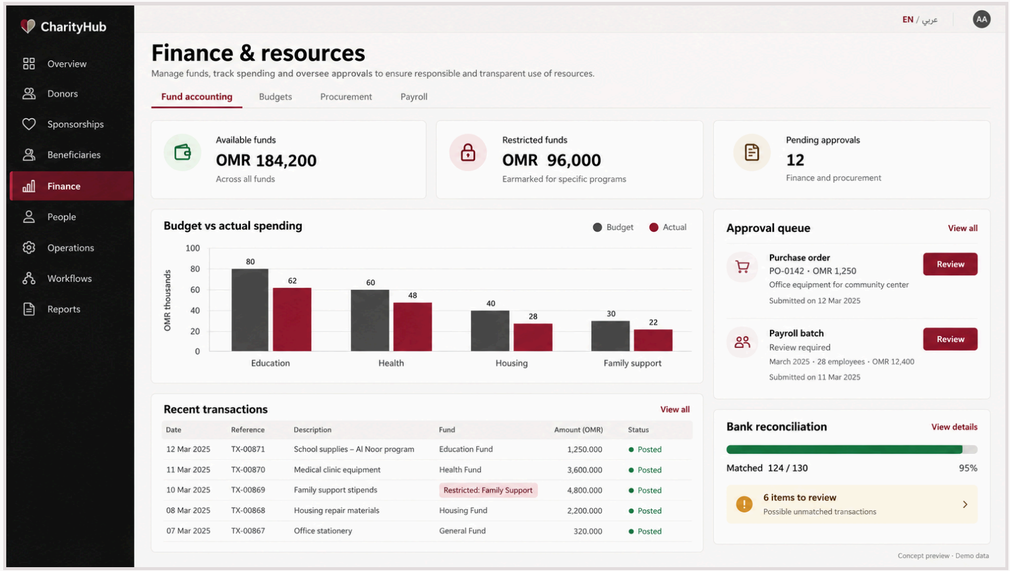
- Aligned the organisation's strategic objectives.
- Developed job descriptions that clarify responsibilities in line with rigorous administrative standards.
- Balanced performance to motivate employees and improve quality and delivery.
- Achieved strategic objectives using clear success criteria for every task.

We set the strategy, mapped every process and its links to each administrative unit, and defined every employee's remit. We established safeguards for successful process completion and trained teams to use technology to control performance and address potential failures before they occur.

02

Governance, compliance and financial auditing

We supported 5 humanitarian organisations, working with global audit firms to apply rigorous standards and ensure governance, compliance and transparency in Qatar's charitable sector.

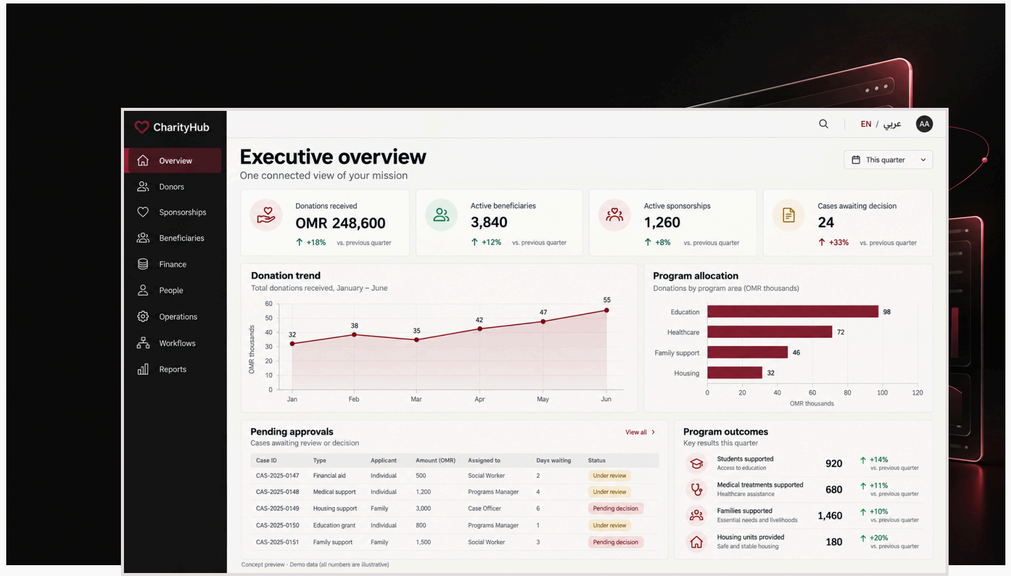


- Developed comprehensive guidelines to mitigate donation risks in line with Financial Action Task Force standards.
- Helped establish a governance function and implement compliance, reporting policy and financial oversight.
- Trained employees in a risk-based approach and provided risk-control tools.
- Empowered the internal auditor reporting to the board of directors and activated reporting.
- Ensured annual financial reports and policies were published transparently and in compliance with requirements.
- Worked with regulators to ensure compliance with local and international laws.

03

Digital transformation of systems and the workplace

We implemented modern digital systems in 3 nonprofit organisations, reducing waste and operating costs by 35%, increasing response speed by 55% and accelerating annual growth by 30%.

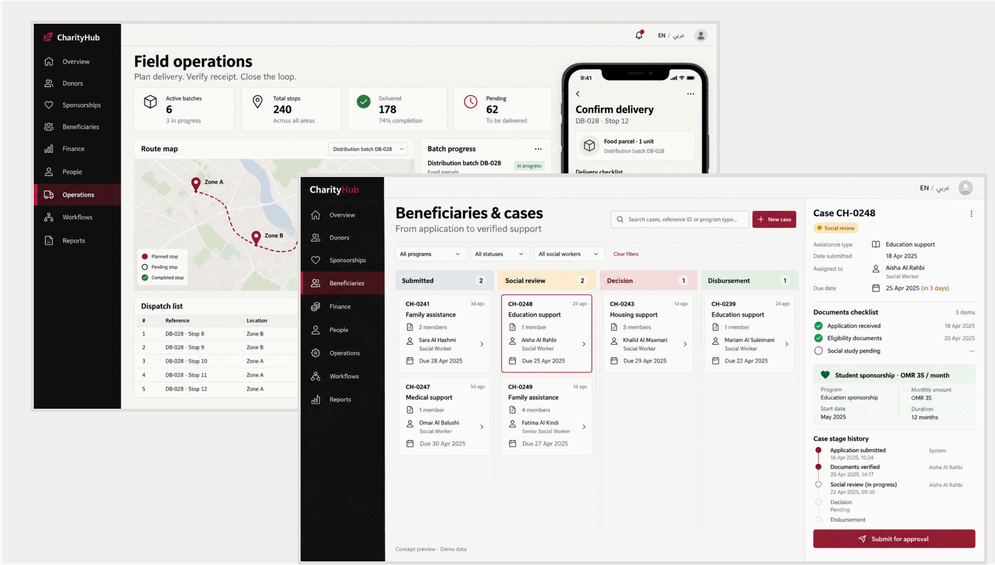


- Built enterprise resource planning (ERP) systems around each organisation's needs and requirements.
- Digitally integrated inventory, procurement, human resources, finance and client systems.
- Implemented unified databases, contributing to outstanding service for donors and beneficiaries.
- Implemented project management software, increasing project completion rates.
- Trained employees to use digital tools for faster, higher-quality delivery.
- Built real-time dashboards for the Chief Executive Officer to monitor organisational performance.

04

Maximising the field impact of development and relief programmes

We focused on relief and development programmes with the greatest impact and funding potential. We consolidated all programmes with unsustainable impact, reducing waste in the field and doubling impact.

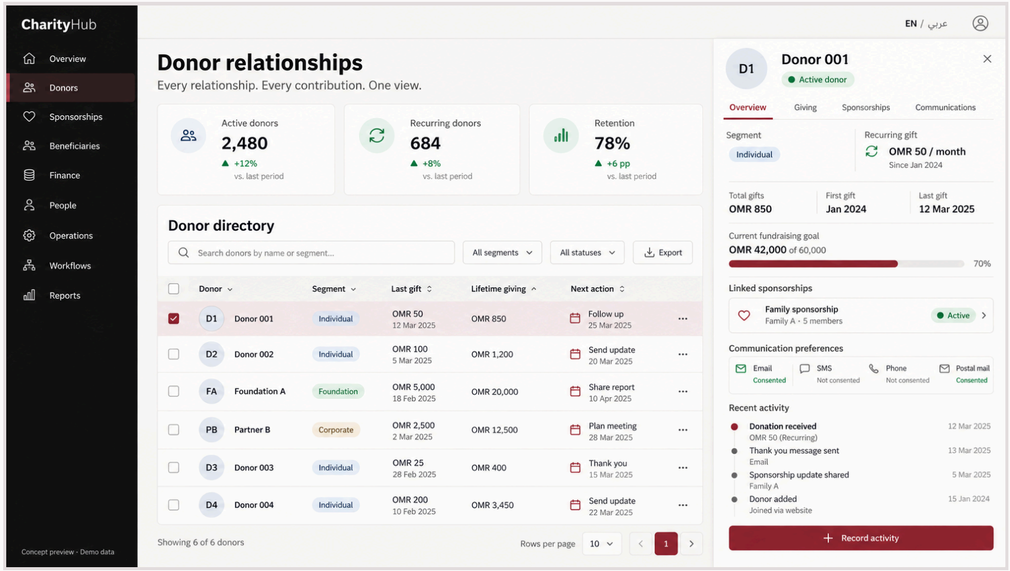


- Enabled joint funding with UN agencies and European humanitarian organisations.
- Secured international funding through excellence in delivering development projects.
- Activated a dedicated disaster and crisis fund, strengthening lifesaving operations.
- Activated the Doha disaster and crisis centre, which made a significant impact during disasters.
- Implemented an expert exchange and humanitarian capacity-building programme with international organisations.
- Launched the first digital education programme for refugee children and the first health insurance programme for refugees.

05

Communication, relations, media and resource mobilisation

We delivered strategic communication campaigns that attracted more than 100 million followers and contributed to raising USD 350 million between 2020 and 2024.



- Developed corporate identity, logos, photography, media coverage and social media platforms.
- Raised the standard of coverage of all field activities and projects to showcase the Red Crescent's work.
- Developed communication plans for community partnerships and placed Qatar Red Crescent at the heart of events.
- Developed marketing activities and advertising for Ramadan and winter fundraising campaigns.
- Developed the website and mobile app, contributing to higher annual revenue.
- Strengthened international partnerships and events, and relations with major donors and supporting institutions.

06

Risk, crisis and emergency assessment and management

Our crisis and disaster management solutions reduced emergency response times by 70% across more than 25 relief projects. We also assessed all sources of risk and provided tools to control them.



70%

Reduction in emergency response times

- Trained employees to assess risks and developed risk-control manuals, policies and procedures.
- Helped organise a disaster-response camp to simulate different disasters and how to respond.
- Tested teams' readiness to launch a relief campaign within just 24 hours.
- Delivered programmes with organisations specialising in camp management, such as the Norwegian Refugee Council.
- Developed search-and-rescue technology tools and increased participation in international exhibitions.
- Achieved a highly secure rating for Qatar's charitable sector from the Financial Action Task Force (FATF).

07

Strategic planning and improving overall performance

We designed and implemented comprehensive development strategies for Qatar Red Crescent and Qatar Charity, increasing objective achievement rates by more than 70% for the first time in their history.



>70%

Increase in objective achievement rates

- Set a five-year organisational strategy aligned with the national strategy.
- Ensured the strategy remained effective through reviews every six months, presented to the board of directors.
- Redefined every employee's job description in line with the new strategy.
- Developed precise performance indicators to distinguish effective employees from those not delivering results.
- Applied balanced scorecards to each department to improve strategic and overall performance.
- Led institutional transformation using the European Foundation for Quality Management (EFQM) Excellence Model.



QATAR CHARITY × UNHCR

Global humanitarian partnerships

Coordinated a global initiative between Qatar Charity and the United Nations High Commissioner for Refugees (UNHCR).



FOR HUMANITY

For Humanity

Launched the global "For Humanity" initiative through collaboration between Qatar Charity and the United Nations.

Supporting Palestinian refugees



Strengthened the partnership between Qatar Red Crescent and UNRWA to support Palestinian refugees.



KPMG

Confidence through compliance

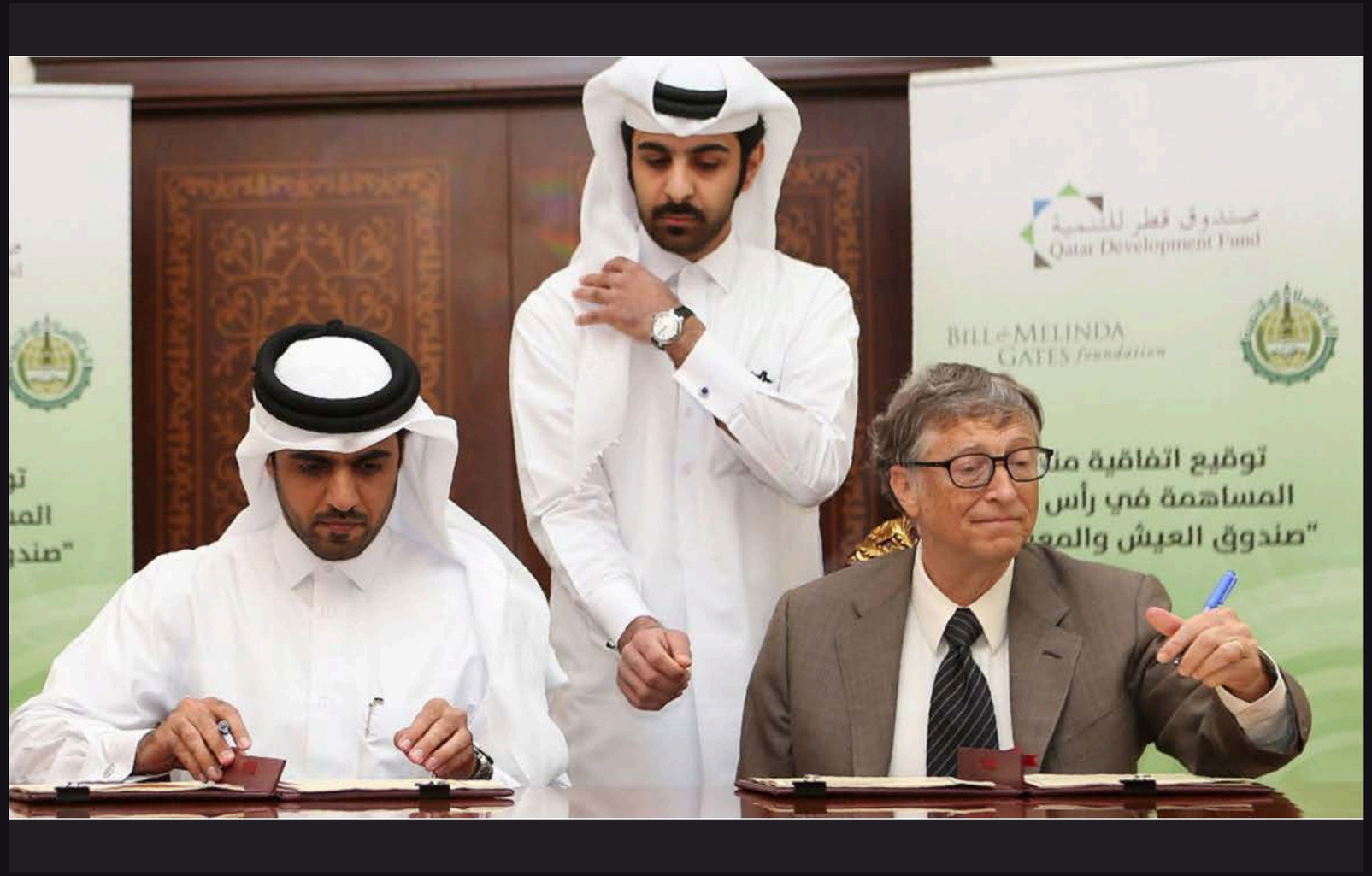
Facilitated cooperation between international audit firms and Qatar's charitable sector, contributing to an improved international financial rating.

Partnerships to end polio





Coordinated the partnership between Qatar Charity and the Bill & Melinda Gates Foundation to combat polio.



QFFD × GATES FOUNDATION × QATAR CHARITY

Collaboration against poverty

Coordinated collaboration between Qatar Fund for Development, the Bill & Melinda Gates Foundation and Qatar Charity to combat poverty.



ORBIS × QATAR CHARITY

Restoring sight. Expanding impact.

Mobilised resources for a USD 10 million eye-care project in collaboration with Orbis and Qatar Charity.

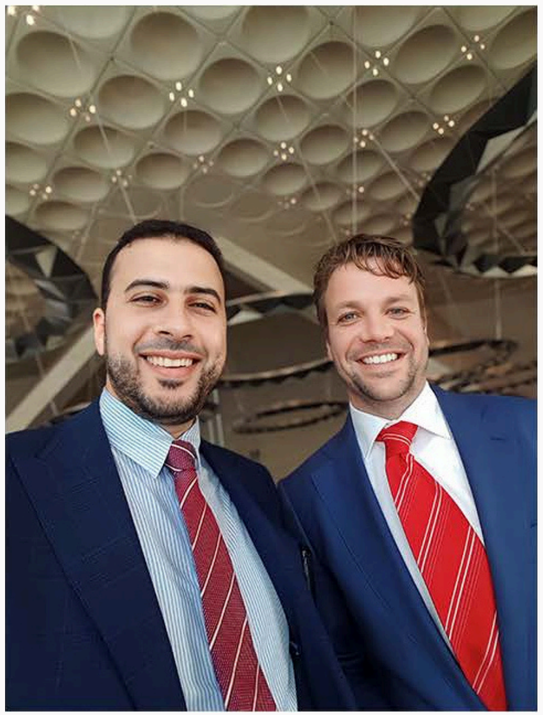
Resources that restore sight



Mobilised resources for a USD 10 million eye-care project in collaboration with Orbis and Qatar Charity.

Diplomacy and institutional relations







Managed a diplomatic crisis caused by the far right in the Netherlands, hosting Rotterdam Mayor Ahmed Aboutaleb and strengthening the work of Qatari organisations in the Netherlands.



NORWEGIAN REFUGEE COUNCIL

Access to education

Coordinated a partnership agreement with the Norwegian Refugee Council to support refugee children's education in challenging areas through e-learning.

Digital learning for refugee children





Launched the first e-learning programme for Syrian refugee children, providing education to more than 10,000 boys and girls in Reyhanli, Hatay, Türkiye.

Humanitarian action: East and West





Organised the International Humanitarian Action Conference between East and West in Doha, with 200 humanitarian organisations, including UN agencies and Islamic cooperation organisations.

Mobilising Zakat for refugees





Coordinated with the UNHCR Regional Representative and the World Zakat Forum to launch the Refugee Zakat Fund, with a budget of up to USD 7.9 billion.

Communication through crisis





Managed communication and public relations throughout a full year of the COVID-19 crisis, coordinating with the relevant Qatari ministries until the official announcement of the end of the pandemic.

Ramadan fundraising campaigns





Wrote and directed cinematic advertisements for fundraising campaigns during the holy month of Ramadan.

From story to production





Wrote and directed cinematic advertisements for fundraising campaigns during the holy month of Ramadan.

Creative direction for humanitarian action





Wrote and directed cinematic advertisements for fundraising campaigns during the holy month of Ramadan.

Academic development





Received certificates in disaster and emergency management, strategic communication and public relations from Georgetown University in Doha, the capital of Qatar.



UNHCR
The UN Refugee Agency

Certificate of Appreciation

This is presented to

Abdul Rahman Magdy Hussein

In Recognition of Outstanding Support of
For Humanity's Initiative to Help IDPs and Refugees Worldwide

Khaled Khalifa
Regional Representative to the GCC Countries
UNHCR

May 26, 2019

N 02162019006

UNHCR

International recognition

Certificate from Mr Khaled Khalifa, UNHCR Regional Representative.



ISO 31000:2018

Risk management expertise

Specialist training certificate in risk assessment in accordance with ISO 31000:2018.

Some of the organisations we have worked with

UNHCR The UN Refugee Agency

Islamic Relief Worldwide

HRF Human Relief Foundation

MAC Muslim Association of Canada

UNDP

الهلال الأحمر القطري Qatar Red Crescent

IFRC

ICRC

NRC NORWEGIAN REFUGEE COUNCIL

HUMAN APPEAL

iHH İNSANİ YARDIM VAKFI

ifaw International Fund for Animal Welfare

قطر الخيرية QATAR CHARITY

Local and international oversight bodies we worked with to develop humanitarian organisations

FATF GAFI

KPMG

Deloitte.

هيئة تنظيم الأعمال الخيرية Regulatory Authority for Charitable Activities State of Qatar • دولة قطر



Any questions?

We welcome your questions.

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