

Annual Report

20 |
20 | #HealthyActiveCommunity



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Opening Letter from the President



The Saudi Sports for All Federation is privileged to have a massive responsibility: bringing health and wellness to the forefront of Saudi society. Our mandate, to have 40% of all people in Saudi active by 2030, is something we strive towards daily. The Sports for All team continues to push boundaries with solution-oriented activations and public information campaigns meant to stimulate adoption and increase of physical activity and mass participation, and to catalyze dialogue in the public realms.

We are in cities, in towns, online, and now, with the activation of our latest digital pillar the Sports for All mobile app, we are in your hands. Take the first step and join the Federation in invigorating Saudi Arabia with nationwide wellness and a passion for movement.

Join us in celebrating the country's potential.

Your Brother,
Khaled bin Alwaleed

Letter from the Managing Director

One of the biggest lessons we all learned in 2020 was the importance of community. Whether remotely or in-person, the support of our families, friends, colleagues and wider networks has been so important during the past year.

At the Saudi Sports for All Federation, we made it our mission to play an active role in providing this support. We stepped up our efforts to create a healthier and happier society through physical activity, launching numerous programs and initiatives for people of all ages, abilities and backgrounds – both during lockdown, and in public as restrictions started to ease.

With the support from the Ministry of Sports – and with a set of values that include diversity, commitment, determination, inspiration, and empowerment – we have helped to support all members of society in the Kingdom in innovative and exciting ways to fulfill Saudi Vision 2030's Quality of Life Program objectives.

And with our valued partners, and incredible public sector support, we believe 2021 will bring even more success as we continue to build healthy habits, sustainable lifestyles, and a vibrant active community across the Kingdom of Saudi Arabia.

Sincerely,

Shaima Saleh Alhusseini



Vision

To create a healthier and happier society through physical activity

Mission

Building a healthy and vibrant community by inspiring all members of society to be physically active. We deliver this by creating inclusive recreational and sustainable program

Values



Determination



Diversity



Empowerment



Inspiration



Commitment

Highlights of 2020



Highlights of 2020

DELIVERING A VARIETY OF VIRTUAL AND ONGROUND PROGRAM



350K+

Total number of participants in virtual and on ground programs

CHANGING ATTITUDES AND BEHAVIOURS THROUGH NATIONWIDE CAMPAIGNS



52M+

Total reach

670%+

Growth in Instagram followers

DEVELOPING PARTNERSHIPS WITH KEY LOCAL AND INTERNATIONAL ORGANISATIONS



10+

Ongoing partnerships with local and international entities

DELIVERING NATIONAL COMMUNITY LEAGUES FOR ALL AGES



1300+

Registered teams

25,000+

Registered players

DEVELOPING INNOVATIVE DIGITAL SOLUTIONS



11M+

Views on website

CONTINUOUSLY SUPPORTING COMMUNITY SPORTS GROUPS (CSG)

2880+

People registered in CSGs

45%

of CSGs are open to females

10

Programs supported through RFS

DELIVERING FIRST FEMALE FOOTBALL LEAGUE IN THE KINGDOM



24

Teams registered from 3 regions

WE DEVELOPED A NEW STRATEGY THAT IS PARTICIPANT-FOCUSED FOR THE NEXT 5 YEARS

U18



Youth

Ensure that youth meet the World Health Organization's recommendation of 60 mins of daily physical activity by providing quality programs inside and outside schools.

18-25



Young Adults

Provide engaging opportunities inside and outside of universities and promote the social aspect of physical activity

26-50



Adults

Incentivize physical activity at work and support community and home programs

50+



Older Adults

Promote the health benefits of physical activity and provide suitable programs

Youth and Community Programs

WE OFFERED A VARIETY OF PROGRAMS THAT CATER FOR ALL SEGMENTS OF THE SOCIETY

Youth and Community Programs



1. VIRTUAL PROGRAMS

- A. Move to Game
- B. Step Together 1
- C. Step Together 2
- D. Women's Fitness Festival
- E. Kid's Summer Camps
- F. Step Together 3

2. ON GROUND PROGRAM

- A. Aseer Waterfront Sports Community Program
- B. Kids Adventure Day at Ha'il Season
- C. Sandclash Crossfit Competition and Festival
- D. Friends of Jeddah Park
- E. Get Active Weekly Event Series
- F. Girls National Sports Days
- G. Expat Youth Swimming Program

3. LEAGUES

- A. Neighborhoods League Of Football
- B. Women's Community Football League
- C. Expat Cricket Program
- D. National Day Tournament

4. CONTINUED SUPPORT-COMMUNITY SPORTS GROUPS

OVERVIEW

Jointly launched by the Sports for All Federation and the Saudi Arabian Federation for Electronic and Intellectual Sports (SAFEIS) in April 2020, the innovative virtual program merged a love of gaming and physical activity.

Top participants were awarded prizes based on their performance on weekly challenges and participation in various activities such as the Billion Steps Challenge.

The program also saw the participation of federations and community sports groups who crafted unique fitness contests to increase program offerings.

The success of the program saw its extension into 2021, with on-ground activations hosted in December.

IMPACT



151K+

Participants



50+

Community sports groups and 14 federations involved



10bn+

Steps completed so far

Date: July 17th - 26th

OVERVIEW

The first event in the walk-run series allowed participants to walk or run anywhere and anytime over the course of 10 days. The virtual event saw participants competing in a full or half marathon, with a 10K challenge dedicated to children under 15.

Participants were allowed to use any digital fitness tracker that they prefer, and then upload data and screenshots daily to the platform to register ongoing progress with results posted on a public leaderboard.



IMPACT

**2626**

Total participants

**32%**

Of participants were females

**40**Community sports
groups participated**40**Nationalities were
represented overall**44,850**

KM total distance covered

Date: Sep 13th – Oct 13th

OVERVIEW

SFA teamed up with Nike for the follow-up to its successful Step Together programs. The second virtual walk-run event took over a month, with four weekly challenges.

The four week challenges combined to a total of 90 KM, celebrating Saudi Arabia's 90th National Day through community health and wellness.

IMPACT



1300+

Total participants



11

Community sports groups participated



40+

Nationalities represented



25%

Participants were females

1D

WOMEN'S FITNESS FESTIVAL

Date: June 11th - 13th

Youth and
Community
Programs

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SPORTS
FOR ALL

OVERVIEW

The virtual three-day festival saw workout sessions by top regional female trainers, healthy cooking demonstrations by well-known chefs, and thought leadership discussions.

The online event was streamed both via YouTube and on the festival's dedicated website from June 11-13th, with panelists spread across three primary topics: Sport and Fitness, Mothers in Sport, and Breaking the Barriers in Female Sports.

IMPACT

▶ 4414

Total Viewers



Date: August 9th - 20th

OVERVIEW

In collaboration with Moonfame, SFA launched the virtual Summer Camp series for children between the ages of five and 12. The YouTube series was comprised of 10 pre-recorded episodes of approximately 20 minutes each dedicated to fun, easy, and engaging workouts that children can do at home.

IMPACT

 **562**
Total viewers

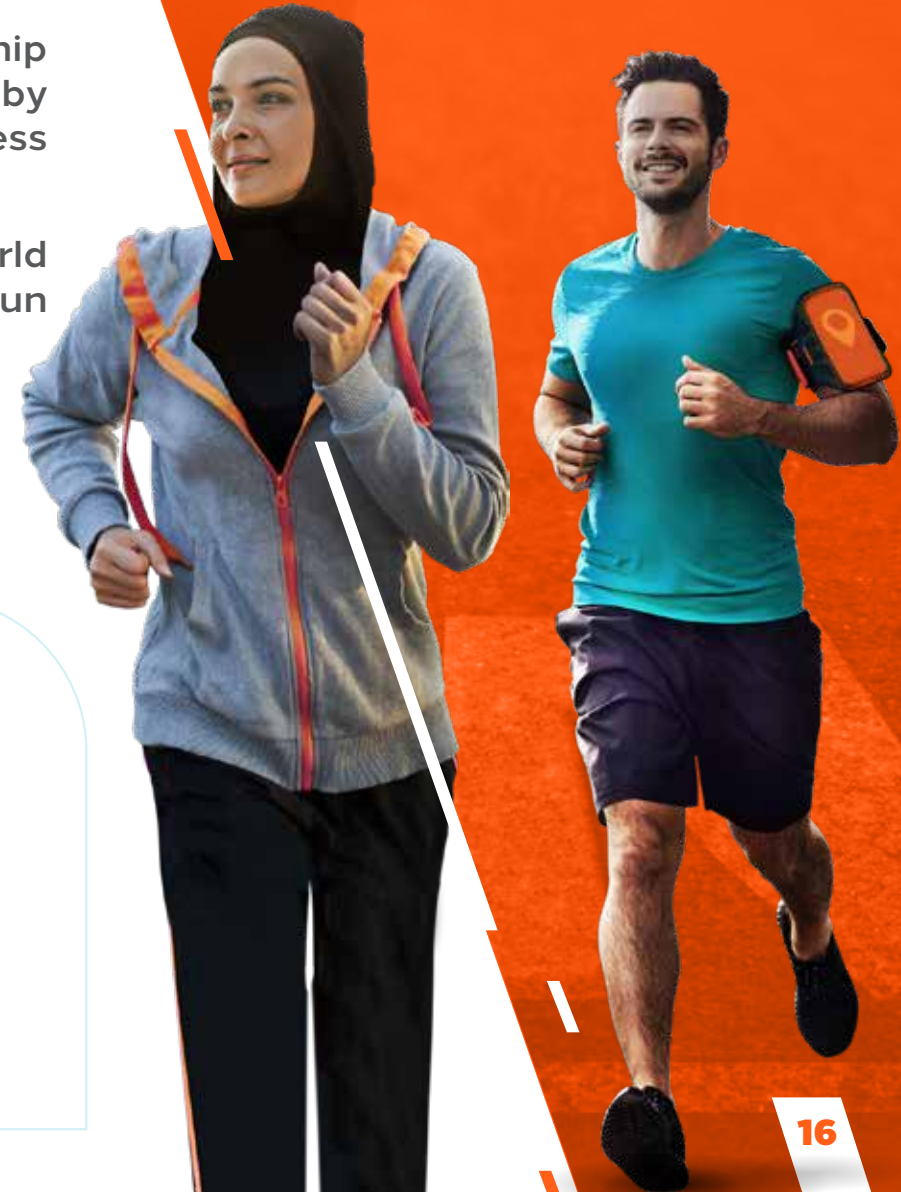


Date: November 3rd - 14th

OVERVIEW

The third edition of Step Together was launched in partnership with global healthcare company Novo Nordisk and supported by the Royal Danish Embassy in Saudi Arabia to raise awareness about Diabetes.

The virtual event took place across 11 days, ending on World Diabetes Day November 14. Adults were challenged to walk or run 21.1km, while children were challenged to walk or run 14km.



IMPACT



1.2k+
Participants



More than
25K
km
covered

ASEER WATERFRONT ACTIVATION

2A

Date: Jan 2nd - 19th

OVERVIEW

SFA kicked off the sports and activities program in the newly developed Aseer Waterfront district. Twenty-five activities were on offer including archery, weightlifting, and martial arts, as well as fencing, tennis, basketball, volleyball, football, cycling, equestrian activities and kids' fun sports games.

The program, which ran for 17 days, is the first time an event of this kind was held in Aseer and appealed to a large and varied demographic.

IMPACT



42k+

Participants



11%

Participants were female

2B

KIDS ADVENTURE DAY HA'IL SEASON

Date: Feb 6th - 8th

Youth and
Community
Programs

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للجميع

SPORTS
FOR ALL

OVERVIEW

The three-day event was organized in collaboration with Ha'il Season in Prince Saud bin Abdulmohsen Park. With the support of community sports groups and various sports federations, the SFA curated more than 45 different activities to engage the whole family. Activities included judo, archery, games, and much more.

IMPACT



6338

Total participants



64%

Participants were female



SANDCLASH CROSSFIT COMPETITION AND FESTIVAL

2C

Date: Feb 21st - 22nd

OVERVIEW

The SFA sponsored the CrossFit competition in Riyadh and registration was open to all GCC and MENA athletes, with substantial prizes on offer.

Due to SandClash's popularity in its pilot year, the 2020 finals were expanded to include larger individual and team entries, with women allowed to compete in the event for the first time.



IMPACT

 **160+**
Participants

 **35%**
Of participants were females

Date: October 16th - 17th

OVERVIEW

The event, a knowledge-sharing initiative, marked the first tie-up between the SFA and the Friends of Jeddah park. Over the course of the two days, bags of athletic gear were presented to children, helping encourage adoption of an active lifestyle.

Each package included a sport string bag, a basketball, a soccer ball, a water bottle, a jump rope, a cap, and a mask.

IMPACT



500

Kids were provided
with athletic gear



30

Volunteers supported the
distribution of the bags



GET ACTIVE WEEKLY EVENT SERIES

2E

OVERVIEW

The SFA hosted the weekly Get Active event series in Jeddah every Tuesday at the King Abdullah Sports City. The event was open to everyone, free of charge, and had a multitude of experiences onsite to engage all age groups.

Activities were curated in collaboration with local community sports groups, encouraging participants to join these groups.

IMPACT



4400+

Participants

GIRLS NATIONAL SPORTS DAYS

Date: February - March 2020

OVERVIEW

The program was implemented across five different cities—Riyadh, Abha, Alkhobar, Jeddah, and the Northern Province—to boost physical literacy amongst female youth.

Master trainers were brought in to public and educational facilities were utilized throughout the program, where a large number of female PE teachers were trained.

IMPACT

 **19K+**
Total participants

 **499**
Schools participated

 **1780+**
PE teachers trained

EXPAT YOUTH SWIMMING PROGRAM

OVERVIEW

SFA joined forces with the Manta Rays swim team to host a swimming program for young expatriates in Riyadh on September 25, October 23, and November 27.

The participants, representing 16 different nationalities, were all aged seven to 18 years old, and competed in a variety of races across the three sessions.

A significant number of volunteers were trained by the international federation FINA to deliver similar events in the future.



IMPACT



125

Participants



154

Adult volunteers were activated

3A

NEIGHBORHOODS LEAGUE OF FOOTBALL

Youth and Community Programs

الرياضة للجميع SPORTS FOR ALL

Date: September - December 2020

OVERVIEW

The SFA supported the NLF association to deliver the largest amateur football league in the region for males aged 16-35. The league format included a team phase and a knockout phase, where the local champions competed at the national championship.

IMPACT



675+

Teams participated



19,500+

Players



WOMEN'S COMMUNITY FOOTBALL LEAGUE

3B

Date: November 17th - December 17th

OVERVIEW

The first female community football league in the Kingdom kicked off in Riyadh, Dammam, and Jeddah with all-female organizational and technical teams. Players aged 17 years and older were able to register as teams or as individuals, where players who were not yet part of an official team were grouped into newly formed teams. The games were played in 9v9 format in each city, with a final Champion's Cup knockout tournament.

The SFA also worked to develop and enhance the infrastructure for women in sports, offering training opportunities for local referees.

IMPACT



24

Teams participated



607

Players participated

EXPAT CRICKET PROGRAM

Date: January 2020

Youth and
Community
Programs

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للجميع

SPORTS
FOR ALL

OVERVIEW

The SFA partnered up with Ministry of Human Resource and Social Development and local cricket associations to host several cricket programs that include the MBS Cricket League, the Cricket Schools Program, and the Cricket Expat Program. In its quest to activate all residents in the Kingdom, the programs sought to offer more opportunities for expat laborers to participate.

IMPACT



3350+

Participants



251+

Participating teams



CONTINUED SUPPORT— COMMUNITY SPORTS GROUPS

The SFA continued to support community sports groups by assisting with logistics and permits for facilities. The Federation has worked to further boost and facilitate this support through the Federation's digitization strategy. This year we have:

- Developed a new digital platform to simplify the registration process for community sports groups.



NATIONAL DAY TOURNAMENT

3D



OVERVIEW

As part of the NLF program, the SFA created two amateur football tournaments—one for males aged 16 and younger and the other for those aged 35 and older. These tournaments offered opportunities for these age groups to participate in one of the most popular sports in the kingdom.

IMPACT

16 and younger
tournament



214

Teams participated



1472

Players participated

35 and older
tournament



203

Teams participated



669

Players participated

Marketing, Communications and Digital Transformation

MARKETING, COMMUNICATIONS AND DIGITAL TRANSFORMATION

Digital and
Communications
Programs

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للجميع



SPORTS
FOR ALL



1. WEBSITE AND MOBILE APPLICATION

#حركتك_صدقتك

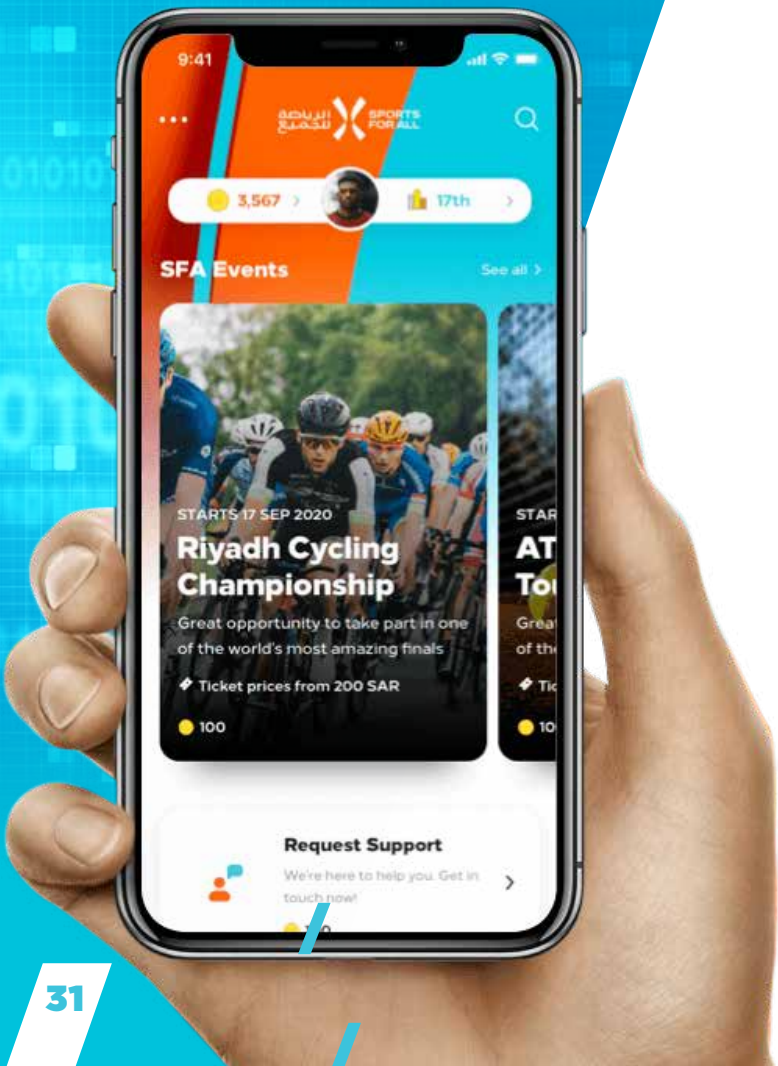
2. CAMPAIGNS

- A. Baytak Nadeek
- B. Move to Donate
- C. Mashina La Qidam



3. SOCIAL MEDIA

Website & Mobile Application



Healthy Living Portal

Launched in March 2020

A rich database of material focusing on making wellness accessible to all, the Healthy Living portal takes a holistic approach that addresses physical fitness and activities, conscientious nutrition choices and information, general well-being tactics and advice, and more suggestions on how to live a healthy and active lifestyle.

Request for Support (RFS)

Launched in March 2020

The RFS portal was activated to facilitate community sports group successes and contribute to the local sports economy allowing startups and SMEs to enjoy smoother event planning processes. Areas of support include assistance in securing permits, booking facilities, and marketing support.

SFA Application

Launched in July 2020

The SFA launched its first mobile application in beta version across Android and iOS platforms. It enabled users to create and manage community sports groups (CSGs), create events, invite audiences to encourage mass participation, and discover other CSGs with useful search and filtration options.

- **Launch of SFA Rewards (November 2020):** With gamification at its core, SFA Rewards allows users to collect points by performing various activities on the SFA app. The more points earned, the higher the user ranks on the program's leaderboards, with a wide range of prizes.

BAYTAK NADEEK

Launched in March 2020

2A

The SFA's aim for the Baytak Nadeek campaign ('Your Home, Your Gym'), was twofold: to encourage people to get active and keep fit during the period of homebound safety, as well as to connect with people across Saudi Arabia in an effort to unify and motivate everyone in the country. Baytak Nadeek saw daily interactions with community sports groups and individuals across the Kingdom online. Phases of the campaign included:

- The introduction of five official Baytak Nadeek trainers to coach people online under the campaign hashtag.
- The SFA collaborated with the Saudi Universities Sports Federation (SUSF) to launch the Baytak Nadeek challenge for university students across the country.
- Developed to increase employee health, wellness and satisfaction metrics, an internal incentivization program around the campaign was created for SFA team members
- A corporate challenge that saw the participation of 14 forward-thinking public and private sector entities.

IMPACT



52mn+

Total Reach



3.8mn+

Total Impressions



2B

MOVE TO DONATE

Launched in April 2020

Digital and
Communications
Programs

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The social impact activation sought to compel people to adopt healthy living while being mindful of the tenets of Ramadan: health, supporting those in need, and community values. Pledges to workout from home made on the SFA website were translated to donations to the Saudi Food Bank that were delivered throughout the holy month.

IMPACT



5.5k+

Total Participants



We are Moving Forward

Launched in September 2020

2C

The SFA conceptualized the We're Moving Forward (#مشينا_لقدام) campaign in honor of the Saudi National Day and sought to activate to at least 7,055 people, representing the 7,055 kilometres that make up the country's land and sea borders. The campaign invited people to share their activity on social media using the campaign's hashtag.

IMPACT

 **8k+**
Participants

IMPACT



15K

App Downloads



11.5m

Website Pageviews



4m

Website Sessions



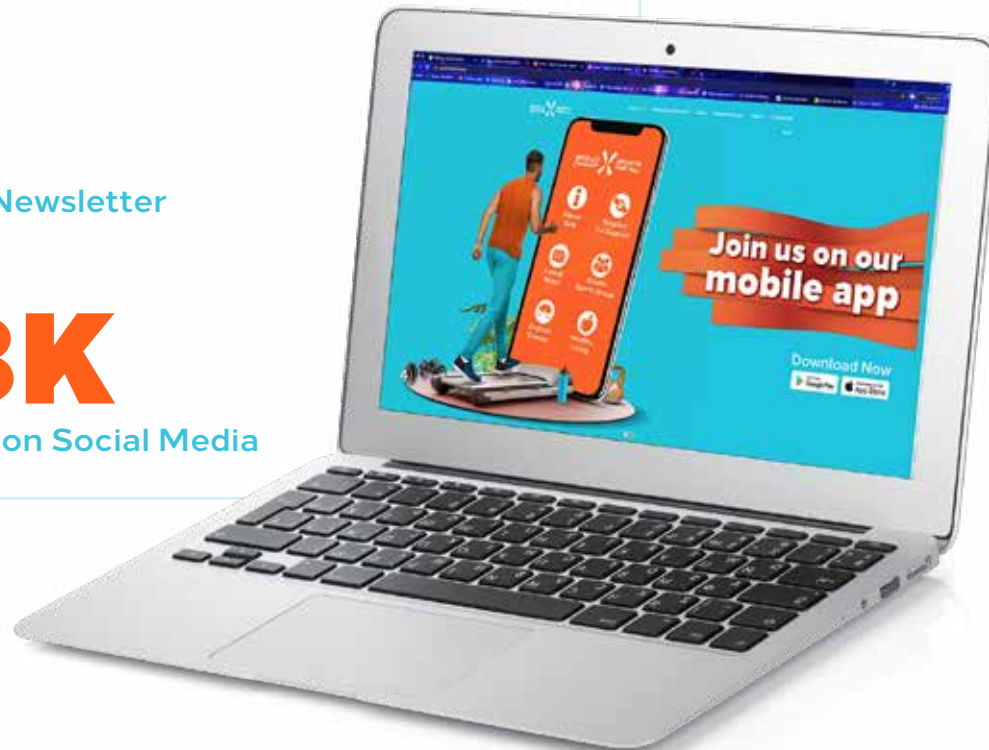
9K

Subscribers to Newsletter



75.8K

Total Followers on Social Media



Global and Local Partnerships



OUR PARTNERS

Global
and Local
Partnerships

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FOR ALL



Jawazat, SAFEIS and Novo Nordisk

General Directorate of Passports (Jawazat)



**Signed
January 2020**

The SFA signed a partnership with Jawazat to develop sports programs and build the capacity of trainers in the Passport Institute. The agreement also enabled the SFA to host sports activations and events at Jawazat facilities.

Saudi Federation for Electronic and Intellectual sports (SAFEIS)



**Signed
June 2020**

The SFA and SAFIES partnered up to launch the Move to Game initiative, which merges gaming and physical fitness with a series of online and offline challenges, designed to engage and encourage gamers and non-gamers alike.

Novo Nordisk



**Signed
October 2020**

Novo Nordisk signed a partnership with the SFA to sponsor the third edition of the Step Together virtual marathon. The partnership sought to draw attention to key issues related to diabetes, promote health advocacy efforts, and encourage sustainable action for prevention and management of the disease.

World Health Organization (WHO)

Global
and Local
Partnerships

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للجميع

SPORTS
FOR ALL

The SFA and WHO have signed a collaborative agreement that addresses several strategic areas. The collaboration outlines that the SFA will host global events in the Kingdom, including the Riyadh edition of Walk the Talk. WHO will also provide technical assistance on the Federation's strategy, aligning it with the global action plan of physical activity.



PepsiCo and the SFA signed an agreement to endorse SFA's program of sports activities through an integrated, impactful marketing and communications campaign. This endorsement is centered on "Harek", with four key pillars – Endorse, Promote, Enable, and Activate – at the core of the partnership.



Ministry of Municipal Rural Affairs & Housing

Under the agreement, SFA and Ministry of Municipal Rural Affairs & Housing will collaborate to activate parks and public spaces in three cities by introducing a range of multi-sport and running and walking programs, equipment rentals, and community academies to impact long-term behavior and entrench positive attitudes toward sport and family physical activity.



MAJID ALFUTTAIM

Global
and Local
Partnerships

الرياضة
للجميع

SPORTS
FOR ALL

Under the terms of the MoU, the Federation will activate community sport programs at future Majid Al Futtaim malls, while the retailer will provide consultancy on how to ensure SFA facilities are aligned with international standard green building requirements.



Together Towards A #HealthyActiveCommunity