

الرياضة
للجميع



SPORTS
FOR ALL

الاتحاد السعودي للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION

COMMUNITY SPORT GROUPS



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INTRODUCTION



1.1. Purpose

The Community Sports Group (CSG) handbook was designed to serve as a guide for individuals, friends, or families seeking to engage in physical activity within groups in the Kingdom. With Sports for All CSGs, anyone can join or create a sports group in seconds.

This handbook will clarify everything there is pertaining to SFA's CSGs and will provide enough information to become a CSG expert!



1.2. SFA Mandate

Vision

SFA was established as a dynamic and proactive organization to drive community sports in the Kingdom.

Mission

SFA's mission is to build a healthy and vibrant community by inspiring all members of society to be physically active. SFA delivers this by creating inclusive recreational and sustainable programs.

Target

The SFA team continues to push boundaries with solution-oriented activations and public information campaigns meant to stimulate adoption and increase physical activity and mass participation.

Community Sports Groups Focus

One of SFA's pillar initiatives is the development and support of community sports groups (CSGs). CSGs are defined as groups of 3 or more people that engage in physical activity on a regular weekly basis



1.3. CSG Characteristics

Our definition is as wide as possible, in order to include as many different segments as possible.

KEY CHARACTERISTICS OF A CSG

VOLUNTARY GROUP

CSGs are created with the purpose of motivating people to become more physically active by practicing sports regularly in groups on a voluntary basis

INCLUSIVITY

CSGs cater to all age groups, genders, regions, socio-economic levels, and race/ethnicities. Each CSG defines the specific target segment(s) it wants to attract (e.g., all female, older adults, under 12s, etc.)

SPORT PARTICIPATION STIMULATORS

CSGs can be mandated to provide recreational and competitive sport services to their members and the wider community sports ecosystem to further promote sports participation

SOCIALLY RESPONSIBLE ACTORS

CSGs can greatly impact the community in which they are embedded, and can produce positive social benefits and increase social capital by bringing communities together, provide opportunities for physical activity, and promote health



1.4. Types of CSGs

CSGs typically focus on up to 2 sport activities, including:

- **Team Sports** (e.g., Basketball, Football, Volleyball, Tennis, Squash, Cricket, Rugby, etc.)
- **Individual Sports** (e.g., Walking, Running, Cycling, Hiking, Rock Climbing, etc.)

Note: Full list of sports is accessible on the SFA App

Each CSG is responsible in organizing its own activities. Generally, activities can be categorized under 3 main groups:



1. SPORT SESSIONS REQUIRING FACILITIES

These sessions are the typical sessions that happen on a periodic basis and ones that require the use of facilities (e.g., weekly football, basketball, etc.)

2. SPORT SESSIONS NOT REQUIRING FACILITIES

These sessions are the typical sessions that happen on a periodic basis that do not require the use of facilities (e.g., walking, running, cycling in public spaces, public parks, etc.)

3. LARGE SCALE EVENTS/ FRIENDLY COMPETITIONS

These are events that aim to have a larger number of people involved and often require the support or participation of sponsors / SFA / Government entities to help with facility provision, equipment, licenses, etc. (e.g., football tournament, triathlon tournament, large events in public spaces, awareness campaigns, events, etc.)

1.5. Core Values of CSGs

The core values of CSGs are inclusivity, community engagement, commitment, and determination.

CSGs cater to all age groups, genders, regions, and race/ethnicities.

Each CSG group independently defines the specific target segments it wants to attract:

AGE GROUPS

(can be more than one):

- Youth (U18)
- Young Adults (25-18)
- Adults (50-26)
- Older Adults (50+)

GENDERS

- Mixed Group (e.g., Both Male & Female)
- Male only
- Female only

REGION/CITY

(CSGs can be active across different regions/cities)

**WHY SHOULD
YOU START OR
JOIN A CSG?**



2.1 SFA's Role in Advocating for and Empowering CSGs

Registering your CSG under the SFA app will give you and your CSG access to a dynamic ecosystem for community sports. SFA aims to be an advocate for CSGs, empowering them to actively play a role in mass participation, through partnerships, awareness, and a customer-centric mindset.

Below are some key areas that SFA may support CSGs based on the needs of the CSGs and the capacity of the federation

- Facilitate access to facilities by providing CSGs with an in-app platform that will allow them to access details of surrounding domes and to book courts and pitches
- Empower CSGs, through SFA's Marketing and Communications channels, that would push for better CSG awareness, endorsement, and consistency of support
- Reward CSGs for their activations, efforts, and contribution to the community during the SFA Expo Annual Awards Ceremony
- Work closely with the Ministry of Sport and other sport Federations in the Kingdom to support with their grassroots activations and enable an enhanced ecosystem for CSGs
- Upskill the CSG through the provision of sport education grants (CSG Management training, sport coaching training, etc.)



2.2 Major benefits of starting or joining a CSG:

1. EMPOWERING, INSPIRING, AND MOTIVATING INDIVIDUALS

CSGs provide access and opportunities for individuals with different requirements to participate in sports; promoting a healthy and active lifestyle

2. ENABLING HEALTHY AND HAPPIER COMMUNITIES

CSGs are vehicles for bringing people together, providing opportunities for social interaction on a community level, and developing stronger social bonds

3. INCREASED SOCIO-ECONOMIC BENEFITS

CSG-related activities, events, and tournaments (i.e., non-elite mass participation events) provide socio-economic benefits generated from healthier and more active individuals on a national level, as increased physical activity participation levels can prevent and treat numerous noncommunicable diseases, and improve mental health and quality of life of people of all ages; resulting in great social return on investment across health, social, and economic savings



HOW TO BECOME A CSG?



3.1. Registration

Joining a CSG is easy and takes seconds. Whether you are on the SFA website or app, you can sign-up and then click on the tab labeled “Community Sports Groups.” Once you enter, you can either create your own CSG or opt to look at a list of CSGs to join, which is coupled with a filter feature (which shows the type of activity, city, gender, etc.). Once you decide on a CSG, you can then join the group, and earn redeemable points to your account. Within each group, you can see upcoming events that you can join.

ELIGIBILITY CRITERIA

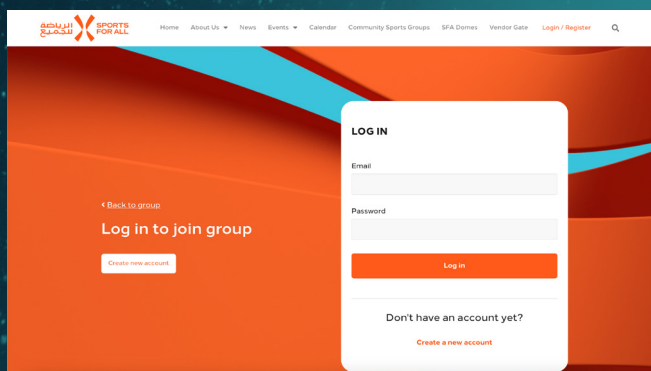
- Anyone is eligible to create a CSG group
- A CSG must have 3+ members to be considered official

STEPS TO JOIN A CSG GROUP AND PARTICIPATE IN ACTIVITIES

1. Go to the SFA Website or App



2. Create an SFA account / Log in | User will be prompted to enter personal information including name, nationality, country of residence, email, mobile number



3. Go to the “Community Sport Groups” tab on the website, or the “Groups” tab on the SFA App

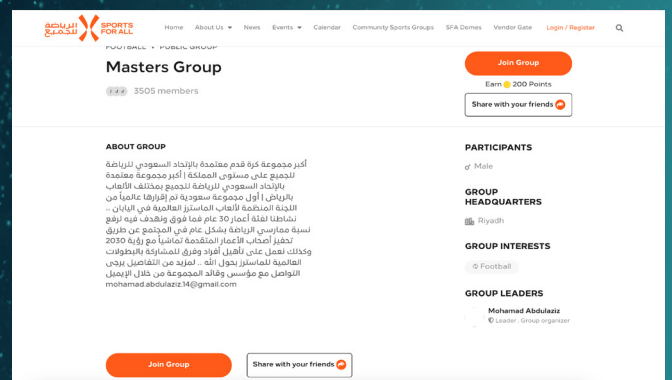
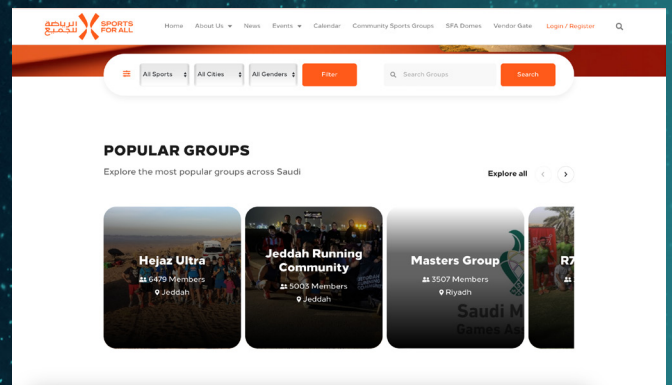
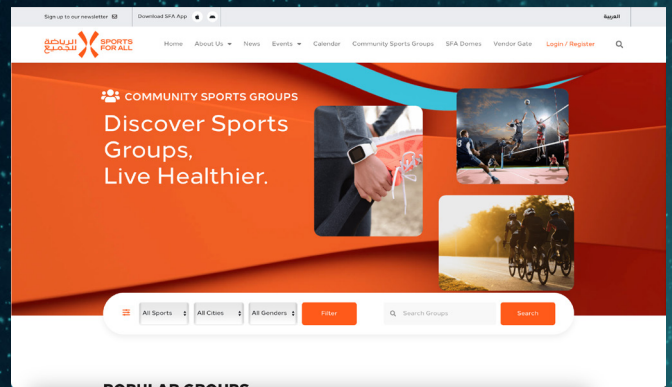
4. Search for CSGs of interests by using the filters (on both website and app) which can filter the groups by sports, city, gender concerned (only on website), and number of members (only on app)

5. Select group of interests and go through the description

6. Click on “Join Group” which will notify the CSG Leader of your desire to join, who will then proceed to either approve or reject your request

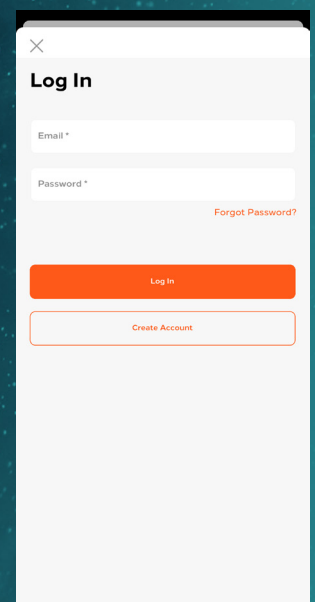
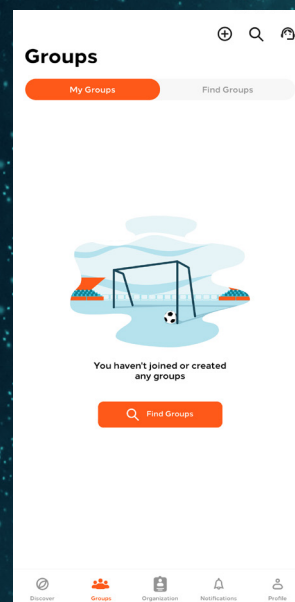
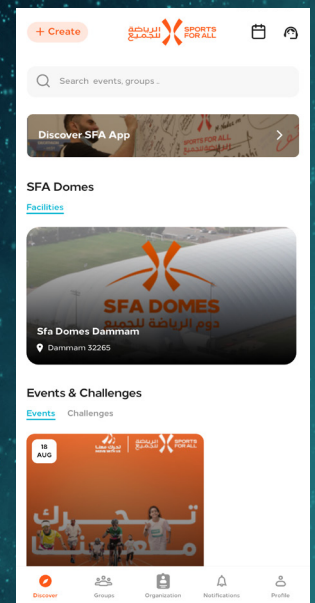
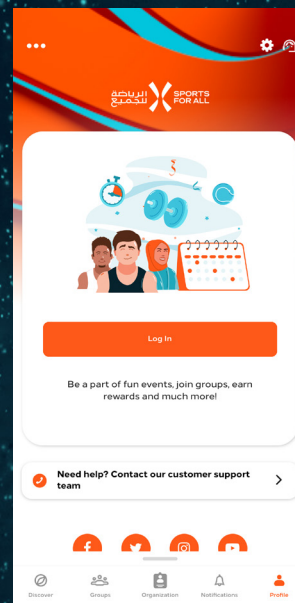
7. Once approved, go to the CSG and look at the upcoming events | Upcoming date, event details, number of attendees and gender focus will be specified in the event body

8. Join the Upcoming CSG Events that interest you



STEPS TO REGISTER A CSG AND CREATE EVENTS (ONLY ACCESSIBLE ON THE SFA APPLICATION)

1. Go to the App
2. Create an SFA account / Log in | User will be prompted to enter personal information including name, nationality, country of residence, email, mobile number
3. Go to the “Groups” tab on the SFA App
4. Click on the (+) button on the upper right corner
5. Fill in the required information | User will be prompted to enter Group Name, Group Description, Gender concerned, Group Headquarters and Group Sports Interests (Up to 3 Sports)
6. Receive group creation approval from SFA after a quick checking procedure (generally 4-1 days maximum)
7. In the group created, select “create event” and specify event title, description, start date, occurrence (e.g. weekly, daily, monthly etc.), location (e.g. pinpointed on a google map), sport concerned, gender focus and expected number of participants



3.2. Setting the objective

Across all CSGs, the major objective and purpose is to motivate people to practice physical activity through involving them in groups. However, each CSG has more specific objectives it wants to achieve depending on the type of activities, segments, and level of physical activity.

Typical objectives CSGs can have been highlighted below:

- 1. Improving health & physical activeness:** Increase physical activity through providing members of the community with the necessary access and opportunity to participate in sports, which will improve general health and wellness through casual and regular CSG activities such as walking, cycling, and other sports.
- 2. Becoming an amateur club:** Target the practice sessions and events towards higher level athletes within community sports to potentially one day become an amateur club
- 3. Creating a like-minded community:** Bring people together with similar interests to create a community that goes beyond sports only
- 4. Raising awareness on social/environmental issues:** Conduct practice sessions and sports events that are related to a specific cause through leveraging the CSG platform, exposure, and influence; CSGs can support a social or environmental initiative through a number of activations, campaigns or events.

Note that those are common CSG objectives and may not be comprehensive, as each CSG will need to determine on its own what it wants to ultimately achieve across its activities



3.3. CSG Planning

Each CSG, depending on the main objective that is set, will need to do the required preparations and planning for the sessions and events that will be held.

KEY CONSIDERATION FOR CSG ACTIVITIES

- 1. Type of activities and program/ curriculum:** What is the nature of the sessions that will be held for the CSG? What will the sessions consist of? (e.g., practice sessions, pick-up games, internal competitions, fundamentals & tactics discussion points, etc.)
- 2. Frequency of meeting:** How many times will the CSG hold sessions and/or events? (e.g., once a week/ twice a week? 2 sessions a month + 1 large event per year? etc.)
- 3. Equipment needed:** Will the sessions require any equipment? (e.g., balls? bicycles? Training materials? Etc.)
- 4. Coaching support needed:** If needed, how many coaches/ sports experts will be needed throughout the year across the different sessions to lead them? (e.g., 1 coach is enough? 2 coaches? 3? etc.)
- 5. Fee Collection:** Will the CSG require to collect small fees from attending members to cover for logistical and other miscellaneous costs incurred by the CSG? If yes, how much?



CSG STRUCTURE



4.1. CSG Structure

The CSG's structure is largely a matter of preference, and practicality. The different positions people can have as part of CSGs are a CSG Leader, CSG Members, an Event Manager, a Treasurer, and a Social Media Manager. New CSGs will more than likely not require having all of these resources in the beginning. (Essential ones for any activities are the CSG Leader, Members, and Event Managers).

As the CSG grows, the CSG will need to have additional resources to support its growth in terms of outreach and financial management. (e.g., Treasurers, Social Media Managers, etc.)



DESCRIPTION OF ROLES

1. CSG Leader

The CSG leader is the person responsible for the creation of the CSG. CSG leaders are expected to be responsible for organizing the CSG activities and events. Typically, CSG leaders have advanced knowledge and expertise on the sport(s) their CSG is focused on and understand the types of activities and events that are suitable.

- Establishes objectives for the CSG
- Leads the organization for both recurrent CSG sessions and large-scale events
- Communicates with other CSG members on a regular basis

2. Coaches

The coaching role is often taken up by the CSG Leader, especially in smaller CSGs. However, when the CSG grows significantly, finding members to volunteer as coaches will be crucial. Coaches are expected to lead the CSG sessions held and ensure everyone is performing well and enjoying their time.

- Leads CSG sessions and/or events held by the CSG

3. Event Manager

The Event Manager is an active member of the CSG group who will be working closely with the CSG leader to prepare for CSG sessions and events. This would include logistical support, coordination support, and communication with facilities and potential sponsors.

- Supports with logistics for sessions & events
- Supports with regular communication & engagement with CSG members (through the SFA App or other communication applications)

4. Treasurer

Usually applicable for more advanced CSGs that have a commercial record and inflow/outflow of cash. The treasurer will be supporting the CSG Leader by overseeing the CSG's finances and bookkeeping activities. (e.g., collection of fees from CSG members if applicable, sponsorship fees collected, etc.)

- Oversees CSG finances, collects dues, and receives other forms of pay (e.g., proceeds from events, sessions, sponsors, etc.)
- Assists the CSG leader and Event Manager in preparing event budget



5. Member

CSG members participate in:

1. Attends CSG sessions and events held
2. Acts as ambassadors and promoters of CSG activities and benefits of sports
3. Actively engages with the CSG and its members
4. Supports other new CSG members to adapt and actively engage with the CGS and its members as well as blend in with the community.

6. Social Media Manager

- Responsible in managing the CSG's social media presence
- Documents CSG activities and events on a regular basis (e.g., videos, events, etc.)
- Replies to all messages received by potential new members and external parties/sponsors



HOW SFA CAN SUPPORT



5.1. Request for Support Service

CSG leaders can request support from SFA through the “RFS” functionality embedded in the SFA App where leaders provide details on the event they are planning to hold and explain the potential type of support they need from SFA.

DETAILED STEPS TO REQUEST SUPPORT FROM SFA

1. Go the SFA App

2. Go to the “Discover” tab

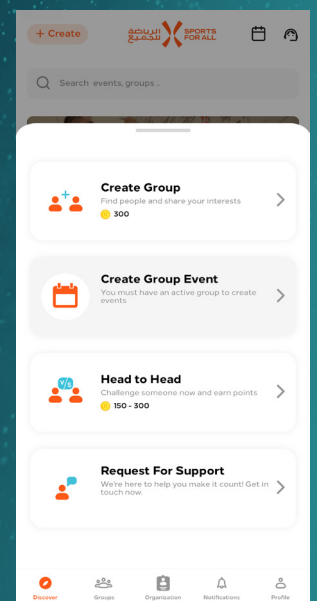
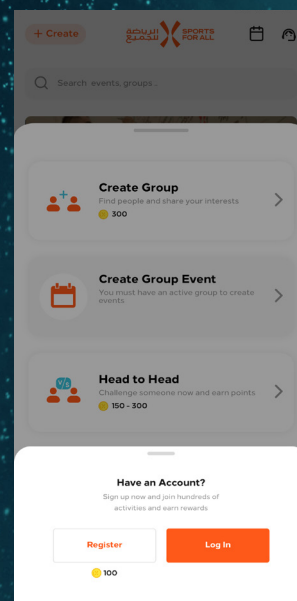
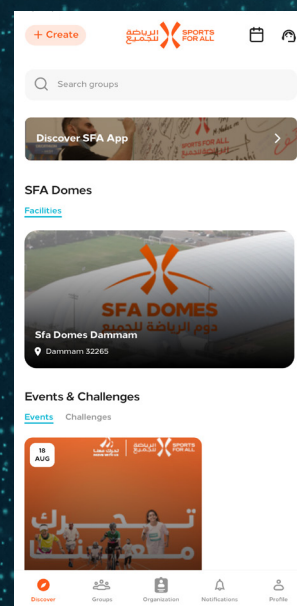
3. Click on the 3 dots on the upper left corner

4. Click on “Contact”

5. Select “Request for Support”

6. Sign in with your SFA Account

7. Select “Initiate New Request”



8. Fill in the required information, which includes:

- a. General Information of event: Event Name, Date, Description, Goals
- b. Participation Details: Expected Demographic, Target Segments, Type of Venue
- c. Impact on Sports Economy: Service Providers expected, Jobs Created, Expected fee
- d. Sustainability: Sponsors and Partners Involved
- e. Marketing: Channels used to market the event
- f. Community Engagement: Expected number of volunteers involved by gender, Expected Number of CSGs involved (if more than 1)
- g. Additional Info: Event Location, Sports involved

9. Submit a PowerPoint presentation for the event to highlight objectives and key activities

This is a registration form titled "Birth Date". It includes fields for "Male" and "Female" gender selection, "Nationality", "Country of Residence", and "City of Residence". There is a phone number field with a dropdown for the country code (currently showing "+966") and a text input for the number (showing "5XXXXXXXX *"). Below these are "Password *" and "Confirm Password *" fields, each with an eye icon for toggling visibility. A "Have a referral code?" field is also present. At the bottom, there are two radio button options: "I agree to the [terms and conditions](#)" and "Join [Jazeel](#) rewards program". An orange "Register" button is at the very bottom.

This is a registration form titled "Register". It includes fields for "First Name *", "Last Name *", "Email *", and "Email Confirmation *". Below these are "Birth Date" (with a calendar icon), "Male" and "Female" gender selection, "Nationality", "Country of Residence", and "City of Residence". There is a phone number field with a dropdown for the country code (currently showing "+966") and a text input for the number (showing "5XXXXXXXX *"). An orange "Register" button is at the bottom.

HOW CSGS CAN SUPPORT SFA



6.1. CSGs as SFA's Delivery Arm

There are several benefits for CSGs to support SFA in delivering community sports activations and events, including:

- **Community Engagement:** Supporting SFA activations and events can help CSGs engagement with the community and build stronger relationships with their members and other stakeholders.
- **Increased visibility and exposure:** By collaborating with SFA and promoting SFA activations and event, CSGs can increase their visibility and exposure in the community. This can help them attract new members and sponsors and enhance their reputation as a valuable contributor to the community.
- **Networking opportunities:** Volunteering and collaborating with SFA can provide CSGs with networking opportunities, which can lead to new partnerships, collaborations, and initiatives.
- **Sense of fulfillment:** Finally, supporting SFA in delivering community sports activations and events can provide CSGs with a sense of fulfillment, knowing that they are making a positive contribution to their community and promoting the benefits of sports and physical activity.

CSGs can support SFA in delivering community sports activations and events in a number of ways:

- **Partnering with SFA:** CSGs can partner with SFA as a vendor to plan and execute SFA activations and events, this could include sharing resources, expertise, and personnel to ensure the success of the events.
- **Promoting the activation and/or event:** CSGs can help promote SFA activations and events through their social media channels, email newsletters, and other communication channels. They can also encourage their members to attend the event and invite their friends and family.
- **Volunteering:** CSGs can provide volunteers to assist with various aspects of the activation and event, such as registration, event set-up, and ushering
- **Offering coaching and instruction:** CSGs can offer coaching and instruction to participants of the event, which could be in the form of training sessions, workshops, or demonstrations.
- **Encouraging participation:** CSGs can encourage participation in the event by creating teams or groups to attend together, and by setting goals or challenges to motivate participation.

Overall, community sports groups can play a key role in supporting SFA in delivering community sports activations and events by providing their expertise, resources, and personnel.



The CSG Journey



There are major stages that encapsulate the experience of CSGs throughout their lifecycles, starting from the discovery of the CSG concept up until its expansion and continuous growth, and finally contribution to the community.

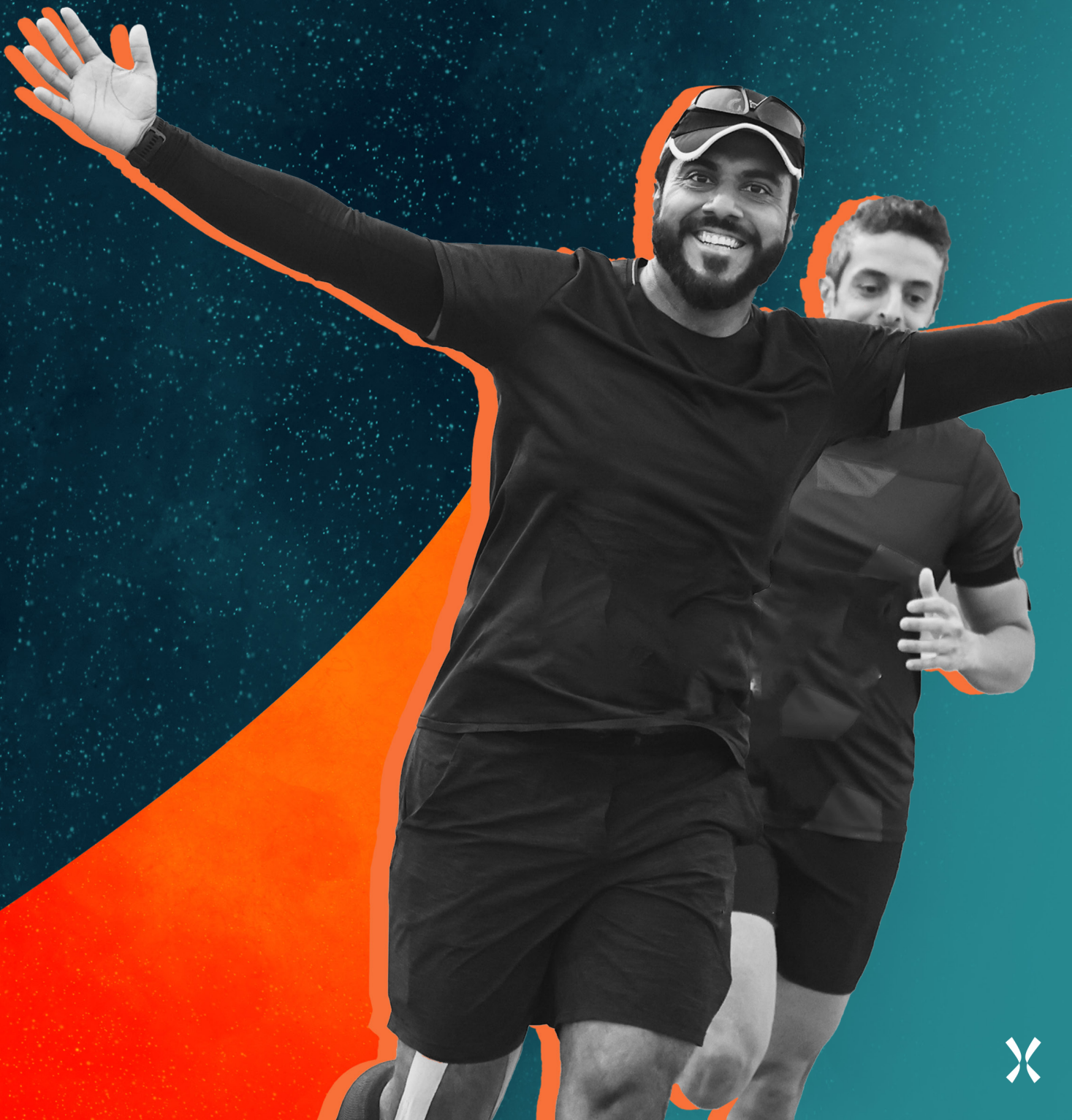
CSG Journey Stages

- 1. Discovery:** Learning about the CSG concept and understanding its purpose, objective, and associated activities
- 2. Registration & Planning:** Undertaking the required steps and procedures to register a CSG under SFA with clear identification of CSG activities, target audience (e.g., target segments, target geographies etc.) and doing the required preparations (e.g., deciding on activities, personnel needed, facilities etc.)
- 3. Engagement:** Conducting initial CSG activities while continuously engaging the concerned community in the group
- 4. Expansion:** Expanding CSG activities and presence through improved organization of roles, governance, financial structure, and support from SFA / potential sponsors
- 5. Retention & Contribution:** Retaining and incentivizing CSGs to continuously improve through rewarding and recognizing successful CSGs, and involving them in key decisions

DESCRIPTION OF JOURNEY STAGES

1. Discovery (0 CSG SESSIONS HELD)

- 1.1. Hear about CSGs through social media, media outlets, or word of mouth
- 1.2. Conduct initial scan of activities and looking at highlights of popular CSGs through SFA's digital platforms (e.g., SFA App and Website)
- 1.3. Review SFA's CSG playbook to understand all there is to know about CSGs



2. Registration (0 CSG sessions held)

- 2.1.** Go to the SFA App
- 2.2.** Create an SFA Account and follow the steps & instructions
- 2.3.** Decide on the sport(s) of interest for the CSG to be created
- 2.4.** Decide on the specific objectives for the CSG (see Section 3.2. Setting the Objective)
- 2.5.** Undertake the required preparations and initial thinking to identify CSG activities that will be held and its associated needs (see Section 3.3- CSG Planning)
- 2.6.** Create a CSG using the SFA App and specify description and purpose (see Section 3.1- Registration)

3. Engagement (10-0 Sessions held)

- 3.1.** Create an initial structure and governance for the CSG: identifying human capital needed to run initial CSG activities, such as Coaches and Event Managers. (See Section 4.2 – CSG Structure)
- 3.2.** Create the CSG Management Team by searching for qualified people for the roles and assign responsibilities
- 3.3.** Tap into the personal network and SFA App to invite people from identified target market of CSG to join the group. (At least 3 members must join the group in order to be able to start conducting activities)
- 3.4.** Continuously communicate with CSG members that joined through the SFA App and/or external chatting applications to align on future events and activities scheduled
- 3.5.** Conduct small-scale activities and CSG events (e.g., regular practice session, run in the park, yoga session, football match, etc.)
- 3.6.** Collect feedback from CSG members on activities and overall management of the CSG, and tailor activities accordingly (done after each session/event held)
- 3.7.** Continue holding regular CSG activities and events incorporating the feedback received from members to build a strong base and following for the CSG

4. Expansion (10+ sessions held)

4.1. Identify a CSG member that can take the role of SFA's Social Media Manager to support in outreach and branding purposes

4.2. Take the CSG leadership course provided by SFA to improve management and operations of the CSG

4.3. Request support from SFA across needed dimensions using the RFS tool on the SFA App (e.g., support in booking facilities, finding coaches, volunteers etc.)

4.4. Open a commercial record for the CSG to collect fees from 3rd parties and sponsors for potential larger-scale events to be held

4.5. Establish potential partnerships and sponsors for the CSG to build credibility, and to be able to receive in-kind/ financial support

4.6. Organize larger-scale events as the CSG is expanding and becoming more mature leveraging SFA's support and the support of partners/sponsorships built

4.7. Continue holding regular CSG activities / larger-scale events incorporating the feedback received from members



5. Retention & Contribution (20+ sessions held)


5.1. Whenever relevant, become involved in SFA's events by supporting them as their delivery arm based on relevant experience, capacity, and expertise; to increase your exposure and potentially receive rewards as applicable

For more information, please contact: RFS@sfa.sa

5.2 Getting rewarded and recognized by SFA for your activities, commitment, and contributing to enabling a healthier and more active living for the KSA community.





 <https://sportsforall.com.sa/groups-home/>

