



SPORTS FOR ALL  
الرياضة للجميع  
الاتحاد السعودي للرياضة للجميع  
SAUDI SPORTS FOR ALL FEDERATION

# ANNUAL REPORT 2024



وزارة الرياضة  
Ministry of Sport

رؤية  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA

## HOW DID 2024 SHAPE OUR NATIONAL ROLE?

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“

SFA has experienced a defining year for growth, reach, and impact, as we drove mass participation levels in physical activity and contributed to a healthier and more active society

| HRH PRINCE KHALED BIN ALWALEED  
PRESIDENT

“

In 2024, SFA successfully integrated movement into daily routines even more with its engaging and innovative approach to physical activity, well-being, and healthier lifestyles.

| SHAIMA SALEH ALHUSSEINI  
MANAGING DIRECTOR



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# 1

## SPORTS FOR ALL OVERVIEW

### VISION & STRATEGIC ASPIRATIONS

THE SAUDI SPORTS FOR ALL FEDERATION HAS EXPANDED ITS ROLE IN INCREASING COMMUNITY PARTICIPATION IN PHYSICAL ACTIVITY ACROSS THE KINGDOM OF SAUDI ARABIA. OUR FOCUS HAS EXTENDED BEYOND OCCASIONAL PHYSICAL ENGAGEMENT TO PROMOTING CONSISTENT, WEEKLY, AND DAILY MOVEMENT AMONG INDIVIDUALS OF ALL AGES, PREFERENCES, AND CAPACITIES, ENSURING THAT EVERYONE FEELS INCLUDED AND VALUED IN OUR INITIATIVES.

WE HAVE ORGANIZED DIVERSE PROGRAMS AND EVENTS ACROSS ALL 13 REGIONS AND MULTIPLE CITIES IN SAUDI ARABIA AS PART OF OUR EFFORTS TO PROMOTE AWARENESS ABOUT THE IMPORTANCE OF ADOPTING AN ACTIVE AND HEALTHIER LIFESTYLE. BY PROMOTING PHYSICAL ACTIVITY INTO BROADER HEALTH, EDUCATION, TRANSPORTATION, AND URBAN PLANNING STRATEGIES, WE HAVE IMPLEMENTED INITIATIVES THAT UNDERSCORE THE SAUDI SPORTS FOR ALL FEDERATION'S COMMITMENT TO ESTABLISHING AN ACTIVE NATION THROUGH INFORMED, INCLUSIVE, AND IMPACTFUL ACTION, INSPIRING HOPE FOR A HEALTHIER FUTURE.

IN 2024, THE SAUDI SPORTS FOR ALL FEDERATION MARKED SIGNIFICANT MILESTONES IN OUR JOURNEY TOWARD FOSTERING A MORE ACTIVE AND HEALTHIER SOCIETY. WE EXPANDED OUR NATIONAL REACH WITH ENHANCED PROGRAM DELIVERY. WE ENGAGED BROADER SEGMENTS OF THE POPULATION, EXTENDED OUR PRESENCE, AND STRENGTHENED OUR ROLE AS A NATIONAL ENABLER.

WITHIN SFA, LAST YEAR REPRESENTED A PERIOD OF STRATEGIC GROWTH AND INSTITUTIONAL ADVANCEMENT. WE IMPROVED OUR ORGANIZATIONAL STRUCTURES, DIGITAL INTEGRATION, AND DATA-INFORMED PLANNING, ENABLING US TO DELIVER MORE INTERACTIVE, ACCESSIBLE, AND IMPACTFUL OFFERINGS.

THESE ADVANCEMENTS ELEVATED THE QUALITY AND RESPONSIVENESS OF OUR PROGRAMS AND EVENTS, DEEPENING AND STRENGTHENING PUBLIC TRUST. COLLECTIVELY, 2024 REFLECTED OUR UNWAVERING COMMITMENT TO VISION 2030 GOALS, POSITIONING SAUDI ARABIA AS A LEADING EXAMPLE OF HOW COMMUNITY-DRIVEN INITIATIVES CAN FOSTER WELLBEING, INSTILLING CONFIDENCE IN OUR STRATEGIC DIRECTION.

## VISION

# A GLOBAL LEADER IN SPORTS FOR ALL

SFA is setting a global standard in community-based activations by tailoring initiatives across different demographics, harnessing data-driven behavioral insights, and forging partnerships to inspire every individual to move.

## MISSION

### 2 PIONEER IN COMMUNITY SPORTS

Enable community sports groups growth and capacity to become a delivery arm

### 3 GLOBAL REPUTATION & RECOGNITION

extend our global footprint through leading state-of-the-art national achievements

### 4 OPERATIONAL STABILITY

Elevate functional efficacy levels and operative aspects of community sports offerings

### 1 ACCELERATE PHYSICAL & MENTAL WELLBEING

Expand our focus on physical activity, by including mental wellbeing

### 5 LEADER IN SUSTAINABILITY & INCLUSION

embed environmental and inclusivity parameters across programs and activations

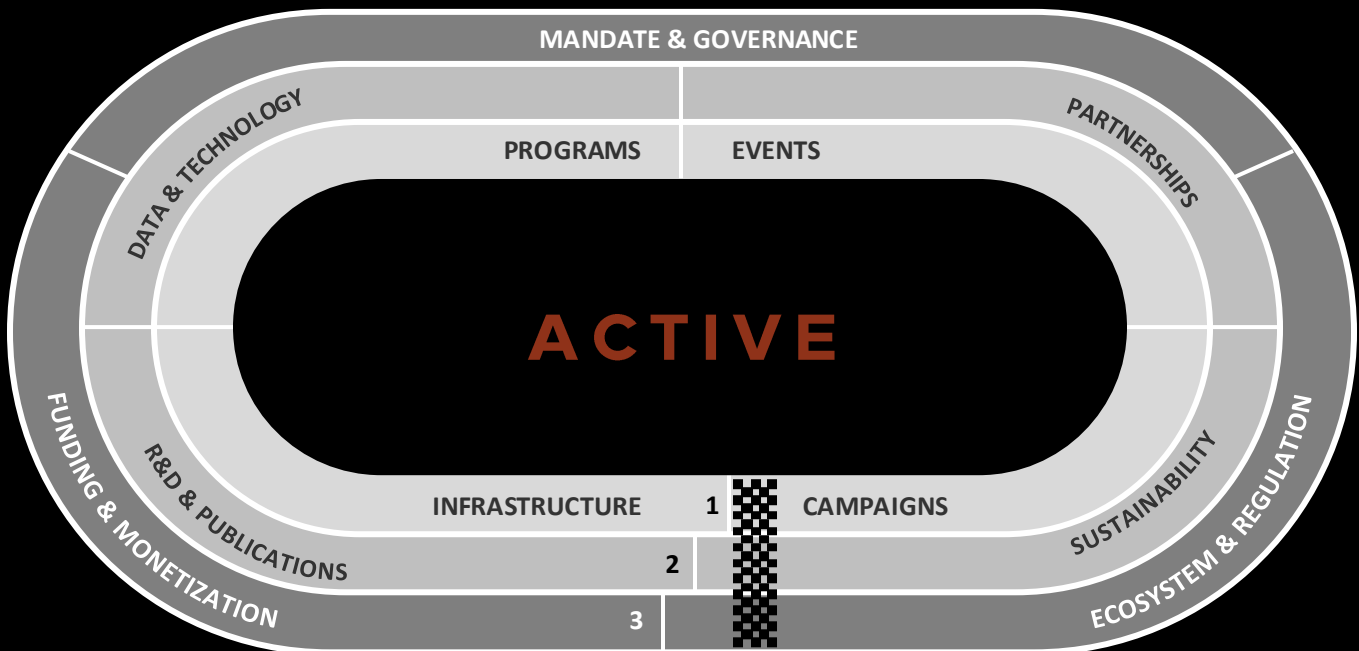


WE HAVE DELIBERATELY DEFINED OUR STRATEGIC FRAMEWORK TO RESEMBLE AN ATHLETIC TRACK, SYMBOLIZING THE CONTINUOUS AND DYNAMIC NATURE OF PROGRESS. MUCH LIKE THE RHYTHM OF A RACE, WHERE EACH LAP LEADS INTO THE NEXT, OUR FRAMEWORK ENSURES THAT EVERY ACHIEVEMENT BECOMES THE STARTING POINT FOR FURTHER ADVANCEMENT. WE ARE BUILDING ON OUR SUCCESSES, USING THEM AS STEPPING STONES TO REACH HIGHER GOALS AND SET NEW BENCHMARKS.

THE ATHLETIC TRACK REFLECTS OUR COMMITMENT TO ONGOING IMPROVEMENT, WHERE NO FINISH LINE IS FINAL. INSTEAD, EVERY MILESTONE MARKS A MOMENT TO PAUSE, REFLECT, AND RE-ENGAGE WITH GREATER EFFICIENCY AND PURPOSE, ROOTED IN RIGOROUS DATA ANALYSIS, BEHAVIORAL INSIGHTS, AND EVIDENCE-BASED DECISION-MAKING. THIS APPROACH NOT ONLY ENABLES US TO ADAPT BUT ALSO TO LEARN FROM CHALLENGES, BUILDING YOUR CONFIDENCE IN OUR PROBLEM-SOLVING SKILLS AND OUR ABILITY TO REMAIN RESPONSIVE TO THE EVOLVING NEEDS OF OUR COMMUNITIES.

## STRATEGIC FRAMEWORK

An athletic track symbolizes the importance of sustained & continuous progress, where every finish line becomes a starting line.



2

**SPORTS FOR ALL IN A YEAR**  
KEY HIGHLIGHTS & ACHIEVEMENTS



# 58.5%

OF ADULTS ENGAGED IN PHYSICAL ACTIVITY FOR  
AT LEAST 150 MINUTES

REPORTED BY THE GENERAL AUTHORITY FOR STATISTICS (GASTAT)

# 342K

NATIONWIDE PARTICIPATION

# 230K

APP-DRIVEN PARTICIPATION

# 1.14M

NEIGHBORHOOD-DRIVEN ENGAGEMENT

# 125

ENGAGED NATIONALITIES

THE RIYADH MARATHON HAS RAPIDLY EMERGED AS ONE OF THE KINGDOM'S MOST PROMINENT COMMUNITY-SPORTS EVENTS, REFLECTING OUR COMMITMENT TO DESIGNING INCLUSIVE, WORLD-CLASS EXPERIENCES THAT ACCOMMODATE PARTICIPANTS OF ALL AGES, ABILITIES, AND FITNESS LEVELS. THE MARATHON INSPIRES NATIONWIDE PHYSICAL ACTIVITY AND MOVEMENT, FOSTERING A SHARED SENSE OF PURPOSE AND COLLECTIVE MOMENTUM AMONG PARTICIPANTS FROM ALL AROUND THE WORLD, CREATING VIBRANT PUBLIC AND SOCIAL ENGAGEMENT.

# RIYADH MARATHON

A R A C E F O R A L L

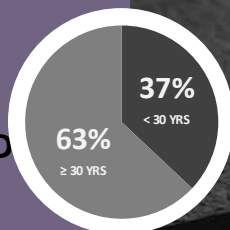
RIYADH MARATHON HAS BEEN  
CERTIFIED ELITE BY WORLD  
ATHLETICS FOR THE 3<sup>RD</sup> YEAR IN A  
ROW



58%

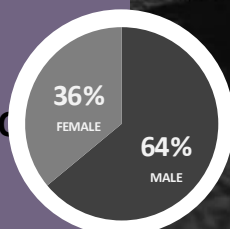
SAUDI NATIONALS IN  
MARATHON 2024

RIYADH



+40%

REGISTRATION INCREASE COMPARED TO







# 6.61B

INCREASE OF +104% VS TO 2023

STEPS CAPTURED THROUGH SFA  
APP



# 59K

JOINING RATE +20% VS 2023

MEMBERS IN COMMUNITY SPORTS  
GROUPS



# 110K

INCREASE OF +126% VS 2023

PARTICIPANTS IN SPORTS FOR ALL  
DOMES



# 13 out of 13

COVERED CONTINUOUSLY SINCE 2023

REGIONS WERE COVERED IN  
SAUDI ARABIA



# 108.32M

INCREASE OF +168% VS 2023

VIEWED VIDEOS ACROSS OUR  
SOCIAL MEDIA



# 48%

INCREASE OF +12% VS 2023

FEMALE MEMBERSHIPS IN NEIGHBORHOOD  
CLUBS

# 3

**COMMUNITY ACTIVATION**  
PHYSICAL ACTIVITY INITIATIVES

## RIYADH MARATHON

AS ONE OF OUR FLAGSHIP MASS PARTICIPATION EVENTS, THE RIYADH MARATHON 2024 ONCE AGAIN DEMONSTRATED THE POWER OF SPORTS TO UNITE AND INSPIRE PEOPLE OF ALL AGES AND FITNESS LEVELS TO BE PHYSICALLY ACTIVE. THE MARATHON, HELD IN FEBRUARY LAST YEAR, ATTRACTED MORE THAN 20,980 RUNNERS, UP FROM 15,000 IN 2023 AND 10,000 IN 2022, REPRESENTING A 50% INCREASE. THE RACE OFFERED MULTIPLE RACE CATEGORIES:

- A 4KM FUN RUN & WALK, WELCOMED FAMILIES, FIRST-TIME PARTICIPANTS, AND CHILDREN
- A 10KM RUN WAS OPEN TO PARTICIPANTS AGED 17 AND ABOVE
- HALF-MARATHON (21.0975 KM) WAS OPEN TO PARTICIPANTS AGED 18 AND ABOVE
- FULL MARATHON (42.195 KM), WAS OPEN TO PARTICIPANTS AGED 20 AND ABOVE

ALONGSIDE THE RACES, THE MARATHON VILLAGE OFFERED A LIVELY ATMOSPHERE FILLED WITH INTERACTIVE ACTIVITIES AND CULTURAL EXPERIENCES, DRAWING LARGE NUMBERS OF VISITORS AND REINFORCING THE EVENT'S STATUS AS A NATIONAL CELEBRATION OF HEALTH, EXCITEMENT, AND COMMUNITY.

## TENNIS FOR ALL

IN COLLABORATION WITH THE SAUDI TENNIS FEDERATION, WE LAUNCHED THE 2ND EDITION OF "TENNIS FOR ALL" TO PROMOTE TENNIS ACROSS SCHOOLS. THE INITIATIVE IS A UNIQUE MODEL TO DEVELOP EARLY TENNIS SKILLS AND INSPIRE LONG-TERM INTEREST AND CAREERS IN THE SPORT.

THE PROGRAM REACHED 290 SCHOOLS IN 8 CITIES, TRAINED 600 PHYSICAL EDUCATION TEACHERS AND ENGAGED MORE THAN 77,990 STUDENTS.

## MOVE WITH US IS A SERIES OF EVENTS

MOVE WITH US IS SERIES OF EVENTS AND ACTIVITIES TO ENCOURAGE ALL AGE GROUPS IN SOCIETY TO ADOPT A HEALTHIER AND ACTIVE LIFESTYLE.

IN 2024, MOVE WITH US TOOK PLACE IN JEDDAH AND AL KHOBAR WITH A TOTAL OF 3,420 PARTICIPANTS.

## JEDDAH HALF HISTORIC MARATHON

A REMARKABLE HALF MARATHON WAS HELD IN ALBALAD, A UNESCO WORLD HERITAGE SITE IN JEDDAH, IN COLLABORATION WITH THE JEDDAH HISTORIC DISTRICT. THE EVENT ATTRACTED MORE THAN 3,780 PARTICIPANTS IN AN EXCEPTIONAL RUNNING EXPERIENCE THAT STARTED FROM BAB JADEED SQUARE AND PASSED THROUGH SEVERAL PROMINENT HISTORICAL LANDMARKS. THE RACE INCLUDED 4 CATEGORIES SUITABLE FOR DIFFERENT AGE GROUPS, WITH RUNNERS FROM 80 NATIONALITIES, AND A FEMALE PARTICIPATION RATE OF 36%.

## ACTIVE 'SERIES'

BUILDING ON ITS 2023 SUCCESS, "ACTIVE" SERIES GREW IN 2024, ENGAGING YOUTH AGED 6-18 ACROSS VARIOUS CITIES AND COASTAL AREAS WITH INCLUSIVE SPORTS OPPORTUNITIES.

THE SERIES BEGAN IN ABHA, WHERE WE INTRODUCED A "PASSPORT" SYSTEM TO ENCOURAGE YOUTH TO TRY DIFFERENT SPORTS, COLLECT STAMPS, AND EARN REWARDS, RESULTING IN INCREASED PARTICIPATION FIGURES AND ENTHUSIASM LEVELS.

MADINAH HOSTED THE SERIES FOR THE FIRST TIME, RECEIVING STRONG COMMUNITY SUPPORT. IT SET A NEW BENCHMARK FOR FEMALE ENGAGEMENT, WITH 215 FEMALE FOOTBALL PLAYERS AND THE HIGHEST NUMBER OF FEMALE PARTICIPANTS.

THE FINAL STOP WAS JEDDAH, AT ROSHN WATERFRONT, WHERE THE PROGRAM SAW A RECORD-BREAKING PARTICIPANT NUMBERS OF MORE THAN 12,350 OVER 10 DAYS, MAKING IT THE MOST ENGAGED CITY.

## TOUGH MUDDER

HELD IN RIYADH, JEDDAH, DAMMAM, AND ALULA, TOUGH MUDDER FEATURED A RANGE OF RACE CATEGORIES, INCLUDING 1.6KM "MINI MUDDER" FOR KIDS, 5K AND 10K "TOUGH MUDDER," AND THE ENDURANCE-BASED "INFINITY" CHALLENGE.

ATTRACTING OVER 8,500 PARTICIPANTS AND ACHIEVED A TOTAL MEDIA REACH OF 66M+, WITH 25M+ IMPRESSIONS ACROSS DIGITAL PLATFORMS.

## GLOBAL GOALS WORLD CUP FINALS

THE SAUDI SPORTS FOR ALL FEDERATION SUCCESSFULLY HOSTED THE 2024 GLOBAL GOALS WORLD CUP FINALS IN RIYADH IN COLLABORATION WITH THE ROYAL COMMISSION FOR RIYADH CITY (RCRC).

THE FINALS FEATURED AN INTERNATIONAL WOMEN'S FOOTBALL TOURNAMENT AND A FORUM HIGHLIGHTING SPORT'S ALIGNMENT WITH UNITED NATIONS'S SUSTAINABLE DEVELOPMENT GOALS.

THE CUP ATTRACTED MORE THAN 860 SPECTATORS FROM 38 NATIONALITIES, 14 SPEAKERS AND 128 PLAYERS AS TEAMS FROM SAUDI ARABIA, GCC, NORWAY, DENMARK, COLOMBIA, AND NIGERIA.

## LES MILLS LIVE 2024

LES MILLS LIVE IS A FESTIVAL THAT TRAVELS ACROSS THE WORLD TO CELEBRATE GROUP FITNESS. RIYADH HOSTED THE EVENT, A FIRST FOR THE MIDDLE EAST, WITH MORE THAN 1,270 PARTICIPANTS, 71% OF WHOM WERE FEMALE.

## SANDCLASH

THE COMPETITIONS IS A THRILLING 3-DAY FITNESS CHALLENGE DESIGNED FOR ATHLETES TO PUSH THEMSELVES TO THEIR LIMITS. THE EVENT IS AN EXHILARATING BLEND OF COMPETITION AND ENTERTAINMENT FROM AROUND THE WORLD WHERE PARTICIPANTS DEMONSTRATE EXCELLENCE ON BOTH LOCAL AND GLOBAL PLATFORMS.

## ARABIAN WARRIOR

JEDDAH HOSTED THIS PREMIER OBSTACLE COURSE RACING, DESIGNED TO CELEBRATE CULTURE, FITNESS AND INCLUSIVITY, WITH MORE THAN 1,410 PARTICIPANTS.



## MOVE YOUR WORLD CAMPAIGN

IN 2024, THE SAUDI SPORTS FOR ALL FEDERATION LAUNCHED THE 3<sup>RD</sup> EDITION OF THE #MOVEYOURWORLD CAMPAIGN TO RAISE AWARENESS ABOUT THE IMPORTANCE OF PHYSICAL ACTIVITY, AND OVERCOMING BARRIERS THAT PREVENT INDIVIDUALS FROM MOVING MORE. THE CAMPAIGN REINFORCED THE MESSAGE OF MOVEMENT AS A UNIFYING AND EMPOWERING BEHAVIOR AND RECORDED OVER 672 MILLION STEPS, MORE THAN 20 MILLION VIDEO VIEWS, AND 8 MILLION ENGAGEMENTS ACROSS DIGITAL PLATFORMS.



## RAMADAN CAMPAIGN

DURING RAMADAN 2024, WE LAUNCHED A CAMPAIGN UNDER THE THEME "RAMADAN IS A CHANCE TO CHANGE", ENCOURAGING HEALTHIER LIFESTYLES THROUGHOUT THE HOLY MONTH.

## FOUNDING DAY CAMPAIGN

TO CELEBRATE SAUDI ARABIA'S FOUNDING DAY, WE LAUNCHED A DEDICATED CAMPAIGN THAT SEAMLESSLY BLENDED NATIONAL PRIDE WITH THE PROMOTION OF PHYSICAL ACTIVITY.

TAKING PLACE ACROSS 45 COMMUNITY CLUBS THROUGHOUT THE KINGDOM, THE CAMPAIGN REACHED OVER 374,000 USERS AND GENERATED MORE THAN 1.8 MILLION IMPRESSIONS.

THE CAMPAIGN'S CREATIVE APPROACH AND NATIONWIDE IMPACT EARNED IT A SPOT ON THE ATHAR AWARDS SHORTLIST, FURTHER HIGHLIGHTING ITS ROLE IN REINFORCING UNITY, TRADITION, AND WELLNESS THROUGH SPORT.



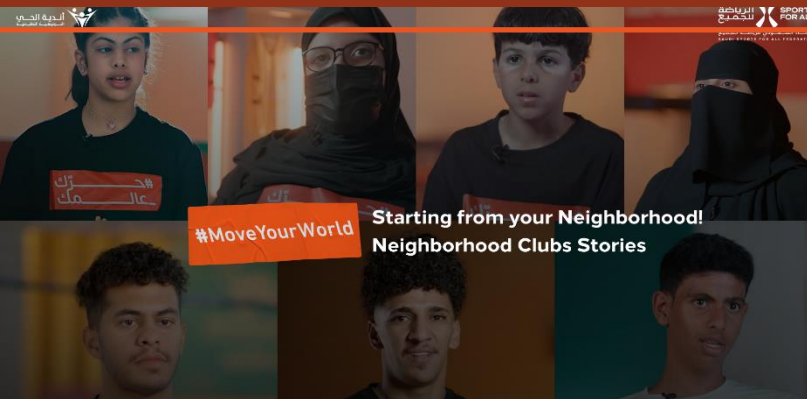
## NEIGHBORHOOD CLUBS

THIS YOUTH-FOCUSED INITIATIVE, ORGANIZED BY THE SAUDI SPORTS FOR ALL FEDERATION, WITH SUPPORT FROM THE MINISTRY OF SPORT, MINISTRY OF EDUCATION, AND QUALITY OF LIFE, HAS MORE THAN 45,460 MEMBERSHIPS ACROSS 45 CLUBS THROUGHOUT THE KINGDOM OF SAUDI ARABIA. IT OFFERS MORE THAN 15 DIFFERENT ACTIVITIES AND EVENTS, INCLUDING TENNIS, BASKETBALL, FOOTBALL, AND YOGA. IN ADDITION, THE CLUBS HAVE SEASONAL EVENTS, SUCH AS "SUMMER CAMPS" AND "RAMADAN TOURNAMENTS".

THE CLUBS COVER MULTIPLE CITIES, INCLUDING AL JUBAIL, AL KHOBAR, DHAHRAN, HAFER AL-BATIN, AL HOFUF, DAMMAM, BURAIQA, ONAYZAH, RIYADH, AL-KHARJ, HAIL, TABUK, MEDINA, YANBU, JEDDAH, MAKKAH, TAIF, AL BAHAH, KHAMIS MUSHAIT, QUNFUDHAH, SABIA, AND JAZAN.

48%  
FEMALE

52%  
MALE



WE CREATED A CAMPAIGN FEATURING STORIES FROM THE 45 NEIGHBORHOOD CLUBS TO PROMOTE A HEALTHY, ACTIVE LIFESTYLE ACROSS THE KINGDOM. THE CAMPAIGN SHOWCASED POWERFUL STORIES OF INDIVIDUALS OF ALL AGES OVERCOMING PERSONAL CHALLENGES AND INSPIRING OTHERS. WITH OVER 6.7 MILLION IMPRESSIONS, 2.5 MILLION VIDEO VIEWS, AND 2.1 MILLION ENGAGEMENTS, THE CAMPAIGN IGNITED A MOVEMENT THAT TURNED PERSONAL VICTORIES INTO NATIONAL INSPIRATION.

CLICK TO  
WATCH



## SPORTS FOR ALL DOMES

THIS INITIATIVE INCLUDES MULTI-PURPOSE SPORTS FACILITY FOR YEAR-ROUND PARTICIPATION AND ACTIVATION, WITH FACILITIES TO ACCOMMODATE FOOTBALL (7AS) AND (5AS), PADDLE, BASKETBALL, VOLLEYBALL, HANDBALL, TENNIS, BADMINTON, AND OTHER SPORTS AND ACTIVITIES.

IN 2024, DOME-HOSTED ACTIVITIES ATTRACTED OVER 110,000 PARTICIPANTS THROUGHOUT THE YEAR, REFLECTING SEASONAL DEMAND FOR INDOOR ACTIVITIES DURING THE SUMMER MONTHS OF EXTREME OUTDOOR HEAT.

SEVERAL MAJOR TOURNAMENTS WERE HELD SUCH AS THE RAMADAN TOURNAMENT, WHICH BROUGHT TOGETHER MORE THAN 3,000 PARTICIPANTS AND 100 TEAMS FOR 18 DAYS.

ADDITIONALLY, CORPORATE ENGAGEMENT EXPERIENCED STRONG MOMENTUM IN 2024, WITH AN INCREASE OF 50%.

## COMMUNITY CHAMPIONS

TO EMPOWER COMMUNITY SPORTS GROUPS (CSGS), THE SAUDI SPORTS FOR ALL FEDERATION LAUNCHED A "COMMUNITY CHAMPIONS" CAMPAIGN, DESIGNED TO RAISE AWARENESS AND INSPIRE ACTION THROUGH STORYTELLING.

IT SPOTLIGHTED THE JOURNEYS OF COMMUNITY SPORTS GROUPS (CSGS) ACROSS THE KINGDOM.

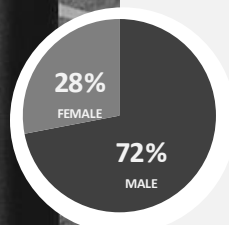
TO ENCOURAGE INDIVIDUALS TO FORM THEIR OWN GROUPS AND REGULARLY ENGAGE IN PHYSICAL ACTIVITY USING THE SPORTS FOR ALL APP. THE THREE-WEEK CAMPAIGN REACHED OVER 17 MILLION IMPRESSIONS AND DROVE 9,000 APP DOWNLOADS WITH 23 MILLION VIDEO VIEWS.

## STEP CHALLENGES

THROUGH THE SPORTS FOR ALL APP, WE LAUNCHED A SERIES OF 27 STEP ALL-YEAR CHALLENGES DESIGNED TO ENCOURAGE COMMUNITY

MEMBERS TO MEET DAILY STEP GOALS. THE CHALLENGE HAS HAD OVER 68,000 PARTICIPANTS GENERATING MORE THAN 6.61 BILLION STEPS, SUCH AS

RIYADH MARATHON PREPARATION CHALLENGE, PLASTIC FREE JULY AND ARABIC LANGUAGE DAY CHALLENGE



# 4

**ECOSYSTEM ENGAGEMENT**  
COLLABORATIONS, INSIGHTS & STATISTICS

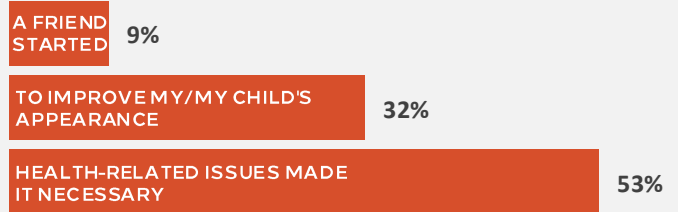
THE SPORTS FOR ALL'S ENGAGEMENT IN THE ECOSYSTEM HAS BEEN AN INSTRUMENTAL PART OF 2024'S SUCCESS. OUR ACHIEVEMENTS THIS YEAR WERE MADE POSSIBLE THROUGH A DIVERSE SET OF STRATEGIC COLLABORATIONS AND ACTIVE PARTNERSHIPS. THIS APPROACH ENABLED THE EXCHANGE OF KNOWLEDGE, ADVANCEMENT OF RESEARCH, EXPANSION OF OUR REACH, AND ELEVATION OF OPERATIONAL EXECUTION.



THE SAUDI SPORTS FOR ALL FEDERATION CONDUCTS REGULAR NATIONAL DATA COLLECTION EFFORTS, INCLUDING A MONTHLY SURVEY, TO ASSESS AND MONITOR PHYSICAL ACTIVITY PARTICIPATION ACROSS THE KINGDOM. ANALYZING THE FINDINGS FROM THESE SURVEYS IS ESSENTIAL FOR RESHAPING EVENTS AND PROGRAMS TO BETTER ALIGN WITH THE PREFERENCES AND EXPECTATIONS OF ALL TARGET AUDIENCES.

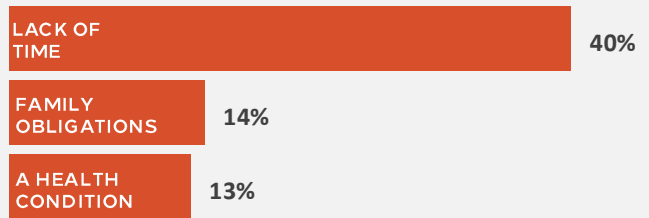
THE SURVEY RECOGNIZES FACTORS THAT ENCOURAGE INDIVIDUALS TO ENGAGE IN PHYSICAL ACTIVITY, AND HOW THEY VARY DEPENDING ON ASPECTS SUCH AS DEMOGRAPHICS, AGE, PHYSICAL ABILITIES, GEOGRAPHIC LOCATION, LIFESTYLE, OR SOCIAL RESPONSIBILITIES.

2024 FINDINGS REVEAL THAT THE LEADING INCENTIVE FOR PARTICIPATING IN PHYSICAL ACTIVITY IS ENHANCING ONE'S HEALTH, WITH %53 OF RESPONDENTS MENTIONING IT AS THEIR PRIMARY REASON, WHEREAS IMPROVING PHYSICAL APPEARANCE OR FITNESS COMES NEXT, WITH %32 OF INDIVIDUALS IDENTIFYING IT AS A KEY MOTIVATOR (Figure S-1)



(FIGURE S-1) KEY TRIGGERS THAT MOTIVATE INDIVIDUALS TO PARTICIPATE IN PHYSICAL ACTIVITY REFERENCING SAUDI SPORTS FOR ALL FEDERATION'S SURVEY

LACK OF TIME (%40) IS RECOGNIZED AS ONE OF THE PRIMARY OBSTACLES PREVENTING PEOPLE FROM TAKING PART IN PHYSICAL OR SPORTS ACTIVITIES, THE NEXT MOST COMMON BARRIER IS FAMILY AND SOCIAL RESPONSIBILITIES (%14), FOLLOWED BY HEALTH ISSUES OR DISABILITIES (%13) THAT HINDER PARTICIPATION. (Figure S-2)



(FIGURE S-2) KEY BARRIERS HINDERING INDIVIDUALS FROM PHYSICAL ACTIVITY PARTICIPATION REFERENCING SAUDI SPORTS FOR ALL FEDERATION'S SURVEY



"BELONGING TO A TEAM WITH SUCH CAPABILITIES, EXPERTISE, AND STRONG WORK SPIRIT INSPIRED ME TO PERSEVERE AND PROGRESS. I THANK EVERYONE FOR THEIR SUPPORT, AND TOGETHER WE LOOK FORWARD TO EVEN GREATER SUCCESSSES."

| THE SAUDI SPORTS FOR ALL FEDERATION TEAM

THE SAUDI SPORTS FOR ALL FEDERATION HAS ACTIVATED ITS RESEARCH ARM TO SUPPORT RESEARCHERS, ACADEMICS, AND STAKEHOLDERS IN THEIR EFFORTS TO ADVANCE STUDIES IN THE FIELD OF PHYSICAL ACTIVITY, COMMUNITY ENGAGEMENT AND QUANTIFYING SOCIAL IMPACT. ADDRESSING BOTH PAPER- BASED COLLABORATIONS AND ENHANCED DATA COLLECTION METHODS.

WE HAVE BEEN AN ACTIVE MEMBER OF THE TAFISA KNOWLEDGE EXCHANGE COMMISSION, AN INTERNATIONAL PLATFORM DEDICATED TO ADVANCING THE GLOBAL SPORT FOR ALL MOVEMENT THROUGH COLLABORATION, KNOWLEDGE-SHARING, AND INNOVATION.

IN 2024, COMMUNITY MEMBERS COLLECTIVELY WALKED 6.61B STEPS, EQUIVALENT TO GOING TO THE MOON AND BACK MORE THAN 6 TIMES.

REPRESENTING A SYMBOLIC MILESTONE CALCULATED BY USING AN AVERAGE LUNAR DISTANCE OF APPROXIMATELY 384,400 KM (238,855 MILES), WITH AN AVERAGE OF 1,312 STEPS PER KILOMETER, AN APPROXIMATE TOTAL OF 5M KILOMETERS, SHOWCASING THE SCALE AND DEDICATION OF ACTIVE INDIVIDUALS ACROSS THE KINGDOM OF SAUDI ARABIA.

**TOGETHER, WE WALKED 6.61B STEPS  
A DISTANCE OF 6 LUNAR JOURNEYS**



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