



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

ANNUAL REPORT 2024

HOW DID 2024 SHAPE OUR NATIONAL ROLE?

“

A DEFINING YEAR FOR GROWTH, REACH, AND IMPACT, AS WE CONTINUED TO DRIVE MASS PARTICIPATION LEVELS IN PHYSICAL ACTIVITY AND CONTRIBUTE TO A HEALTHIER AND MORE ACTIVE SOCIETY.

| HRH PRINCE KHALED BIN ALWALEED
PRESIDENT

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A YEAR THAT REPRESENTED THE INTEGRATION OF MOVEMENT INTO DAILY ROUTINES, MARKED BY AN ENGAGING AND INNOVATIVE APPROACH TO PROMOTING PHYSICAL ACTIVITY, WELL-BEING, AND HEALTHIER LIFESTYLES.

| SHAIMA SALEH ALHUSSEINI
MANAGING DIRECTOR



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SAUDI SPORTS FOR ALL FEDERATION

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SPORTS FOR ALL OVERVIEW VISION & STRATEGIC ASPIRATIONS

THE SAUDI SPORTS FOR ALL FEDERATION IS DEDICATED TO CONTINUOUSLY INCREASING COMMUNITY PARTICIPATION IN PHYSICAL ACTIVITY ACROSS THE KINGDOM. OUR FOCUS EXTENDS BEYOND OCCASIONAL ENGAGEMENT TO FOSTERING CONSISTENT, WEEKLY, AND DAILY MOVEMENT AMONG INDIVIDUALS OF ALL AGES, PREFERENCES, AND CAPACITIES.

WE ORGANIZE DIVERSE PROGRAMS AND EVENTS ACROSS ALL 13 REGIONS AND MULTIPLE CITIES IN SAUDI ARABIA, PROMOTING AWARENESS OF THE IMPORTANCE OF ADOPTING AN ACTIVE AND HEALTHIER LIFESTYLE. BY INTEGRATING PHYSICAL ACTIVITY PROMOTION INTO BROADER HEALTH, EDUCATION, TRANSPORTATION, AND URBAN PLANNING STRATEGIES, WE IMPLEMENT A SET OF INITIATIVES THAT UNDERSCORE THE SAUDI SPORTS FOR ALL FEDERATION'S COMMITMENT TO ESTABLISHING AN ACTIVE NATION THROUGH INFORMED, INCLUSIVE, AND IMPACTFUL ACTION.

THE YEAR 2024 MARKED A SIGNIFICANT MILESTONE IN THE SAUDI SPORTS FOR ALL FEDERATION'S JOURNEY TOWARD FOSTERING A MORE ACTIVE AND HEALTHIER SOCIETY. THROUGH AN EXPANDED NATIONAL REACH AND ENHANCED PROGRAM DELIVERY, WE ENGAGED BROADER SEGMENTS OF THE POPULATION, EXTENDING OUR PRESENCE AND STRENGTHENING OUR ROLE AS A NATIONAL ENABLER.

INTERNALLY, 2024 REPRESENTED STRATEGIC GROWTH AND INSTITUTIONAL ADVANCEMENT, SUCH AS IMPROVEMENTS IN ORGANIZATIONAL STRUCTURES, DIGITAL INTEGRATION, AND DATA-INFORMED PLANNING ENABLED 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 REFLECTS OUR COMMITMENT TO VISION 2030 GOALS, AND POSITIONING SAUDI ARABIA AS A LEADING EXAMPLE OF HOW COMMUNITY-DRIVEN INITIATIVES CAN FOSTER WELLBEING.

VISION

A GLOBAL LEADER IN SPORTS FOR ALL

AIMING TOWARDS SETTING THE STANDARD IN COMMUNITY-BASED ACTIVATIONS, 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**
Intensify 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**
Incorporate environmental and inclusivity parameters across programs and activations

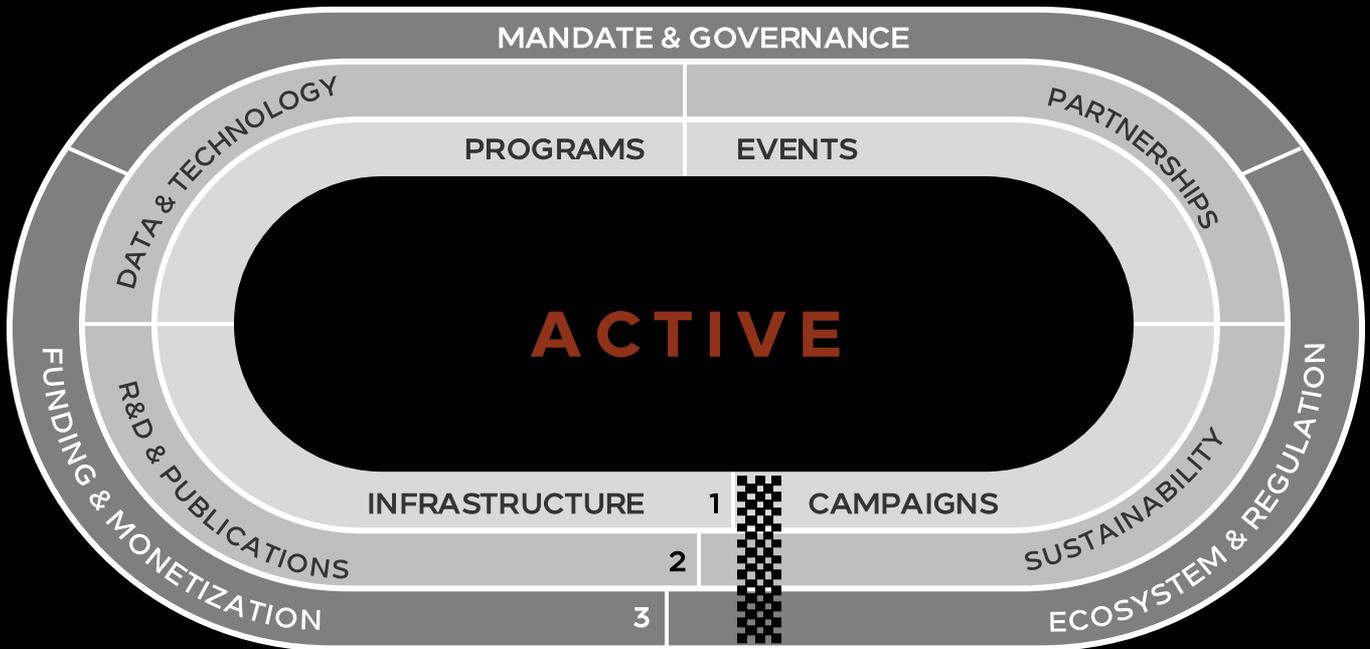


OUR STRATEGIC FRAMEWORK IS DELIBERATELY DESIGNED TO RESEMBLE AN ATHLETIC TRACK SYMBOLIZING THE CONTINUOUS, DYNAMIC NATURE OF PROGRESS. MUCH LIKE THE RHYTHM OF A RACE, WHERE EACH LAP LEADS INTO THE NEXT, OUR FRAMEWORK ENSURES THAT EVERY ACHIEVEMENT BECOMES THE STARTING POINT FOR FURTHER ADVANCEMENT.

IT 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, ENABLING US TO ADAPT, LEARN FROM CHALLENGES, AND REMAIN RESPONSIVE TO THE EVOLVING NEEDS OF OUR COMMUNITIES.

OUR STRATEGIC FRAMEWORK

AN ATHLETIC TRACK TO SYMBOLIZE THE IMPORTANCE OF SUSTAINED & CONTINUOUS PROGRESS. WHERE EVERY FINISH LINE BECOMES A START LINE





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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, DESIGNED TO ACCOMMODATE PARTICIPANTS OF ALL AGES, ABILITIES, AND FITNESS LEVELS, TO INSPIRE NATIONWIDE PHYSICAL ACTIVITY AND MOVEMENT. A VITAL ELEMENT IN FOSTERING A SHARED SENSE OF PURPOSE AND COLLECTIVE MOMENTUM, BY PARTICIPANTS FROM ALL AROUND THE GLOBE, CREATING VIBRANT PUBLIC AND SOCIAL ENGAGEMENT



RIYADH MARATHON

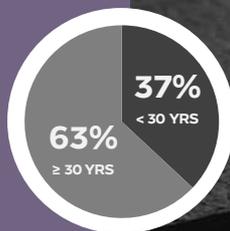
A R A C E F O R A L L

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



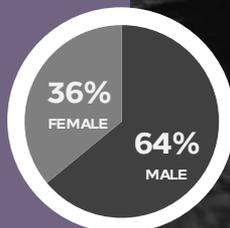
58%

SAUDI NATIONALS IN RIYADH MARATHON 2024



+40%

REGISTRATION INCREASE COMPARED TO 2023





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



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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 SPORT TO UNITE AND INSPIRE PEOPLE OF ALL AGES AND FITNESS LEVELS TO BE PHYSICALLY ACTIVE. HELD ON FEBRUARY, REACHING MORE THAN 20,980 RUNNERS, UP FROM 15,000 IN 2023 AND 10,000 IN 2022, REPRESENTING 50% OF GROWTH. THE RACE OFFERED MULTIPLE RACE CATEGORIES:

- 4KM FUN RUN & WALK, WELCOMED FAMILIES, FIRST-TIME PARTICIPANTS, AND CHILDREN
- 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

BEYOND 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. A UNIQUE MODEL TO ENTERTAIN EARLY TENNIS SKILLS AND INSPIRE LONG-TERM INTEREST AND CAREERS IN THE SPORT.

REACHING IN TOTAL 290 SCHOOLS IN 8 CITIES, TRAINING 600 PHYSICAL EDUCATION TEACHERS AND ENGAGING MORE THAN 77,990 STUDENTS.

MOVE WITH US 'SERIES'

A 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 THEMED HALF MARATHON THAT WELCOMED MORE THAN 3,780 PARTICIPANTS THROUGH A MEMORABLE RACE EXPERIENCE IN AL BALAD, A UNESCO WORLD HERITAGE SITE.

FEATURED 4 RACE CATEGORIES FOR ALL AGES, STARTING AT THE ICONIC BAB JADID AND PASSING THROUGH HISTORIC LANDMARKS. DRAWING RUNNERS FROM 80 NATIONALITIES AND 36% OF FEMALE PARTICIPATION.

ACTIVE 'SERIES'

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

THE YEAR 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).

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

WITH 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

A GLOBAL FITNESS FESTIVAL THAT TRAVELS ACROSS THE WORLD TO CELEBRATE GROUP FITNESS. AND FOR THE FIRST TIME IN THE MENA REGION, LES MILLS LIVE WAS HELD RIYADH, ATTRACTING MORE THAN 1,270 PARTICIPANTS, 71% OF WHOM WERE FEMALE PARTICIPANTS.

SANDCLASH

A THRILLING 3-DAY FITNESS COMPETITION WITH, DESIGNED FOR ATHLETES TO PUSH THEIR LIMITS AND EMBRACE THE PASSIONATE FITNESS COMMUNITY. AN EXHILARATING BLEND OF COMPETITION AND ENTERTAINMENT FROM AROUND THE WORLD TO ATTAIN EXCELLENCE ON BOTH LOCAL AND GLOBAL PLATFORMS.

ARABIAN WARRIOR

A PREMIER OBSTACLE COURSE RACING EVENT THAT WAS HOSTED IN JEDDAH, DESIGNED TO CELEBRATE CULTURE, FITNESS AND INCLUSIVITY, WELCOMING OVER 1,410 PARTICIPANTS.

MOVE YOUR WORLD CAMPAIGN

IN 2024, THE SAUDI SPORTS FOR ALL FEDERATION LAUNCHED THE 3RD EDITION OF THE #MOVEYOURWORLD CAMPAIGN TO RAISE AWARENESS ADDRESSING THE IMPORTANCE OF PHYSICAL ACTIVITY.

ANCHORED BY KEY BARRIERS THAT PREVENT INDIVIDUALS FROM STAYING ACTIVE, REINFORCING THE MESSAGE OF MOVEMENT AS A UNIFYING AND EMPOWERING BEHAVIOR. RECORDING 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, REACHING 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.

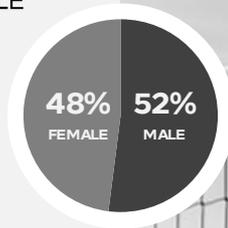


NEIGHBORHOOD CLUBS

A 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.

WITH MORE THAN 45,460 MEMBERSHIPS ACROSS 45 CLUBS THROUGHOUT THE KINGDOM OF SAUDI ARABIA, OFFERING OVER 15 DIFFERENT ACTIVITIES AND EVENTS, INCLUDING TENNIS, BASKETBALL, FOOTBALL, AND YOGA. IN ADDITION TO SEASONAL EVENTS SUCH AS "SUMMER CAMPS" AND "RAMADAN TOURNAMENTS".

WITH A GEOGRAPHICAL COVERAGE IN MULTIPLE CITIES, INCLUDING AL JUBAIL, AL KHOBAR, DHAHRAN, HAFER AL-BATIN, AL HOFUF, DAMMAM, BURAIDAH, ONAYZAH, RIYADH, AL-KHARJ, HAIL, TABUK, MEDINA, YANBU, JEDDAH, MAKKAH, TAIF, AL BAHAH, KHAMIS MUSHAIT, QUNFUDHAH, SABIA, AND JAZAN.



WE CREATED A CAMPAIGN FEATURING THE NEIGHBORHOOD CLUBS STORIES, AIMED TO PROMOTE A HEALTHY, ACTIVE LIFESTYLE ACROSS THE KINGDOM BY HIGHLIGHTING THE INSPIRING JOURNEYS OF EVERYDAY HEROES WITHIN 45 CLUBS 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, IGNITING A MOVEMENT THAT TURNED PERSONAL VICTORIES INTO NATIONAL INSPIRATION.





SPORTS FOR ALL DOMES

A MULTI-PURPOSE SPORTS FACILITY FOR YEAR-ROUND PARTICIPATION AND ACTIVATION, A LAYOUT 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.

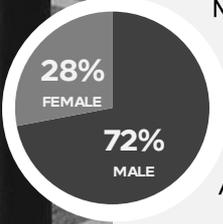
IS IT SPOTLIGHTED THE JOURNEYS OF COMMUNITY SPORTS GROUPS (CSGS) ACROSS THE KINGDOM.

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 2.3 MILLION VIDEO VIEWS.

STEP CHALLENGES

THROUGH SPORTS FOR ALL APPLICATION. WE LAUNCHED A SERIES OF 27 STEP CHALLENGES ALL YEAR ROUND.

DESIGNED TO ENCOURAGE THE COMMUNITY MEMBERS TO MEET DAILY STEP GOALS. WITH 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





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ECOSYSTEM ENGAGEMENT
COLLABORATIONS, INSIGHTS & STATISTICS

ECOSYSTEM ENGAGEMENT

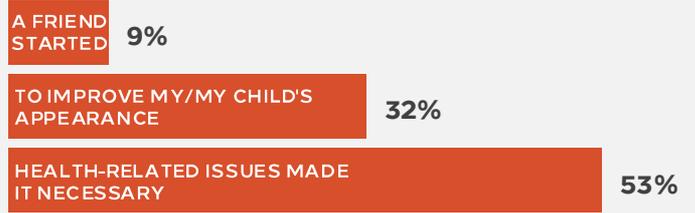
ENGAGING THE ECOSYSTEM HAVE BEEN INSTRUMENTAL COMPONENT TO 2024'S SUCCESS, AS OUR ACHIEVEMENTS THIS YEAR WERE MADE POSSIBLE THROUGH A DIVERS SET OF STRATEGIC COLLABORATIONS AND ACTIVE PARTNERSHIPS, AN APPROACH THAT ENABLED EXCHANGE OF KNOWLEDGE, ADVANCEMENT OF RESEARCH, EXPAND OUR REACH, AND ELEVATE 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.

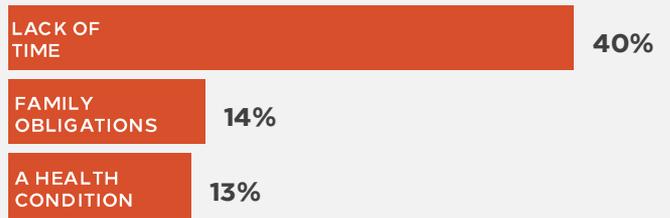
THE SURVEY RECOGNIZES FACTORS THAT ENCOURAGE INDIVIDUALS TO ENGAGE IN PHYSICAL ACTIVITY, AND HOW THEY VARY DEPENDING ON ASPECTS SUCH AS DEMOGRAPHICS, AGE, PHYSICAL ABILITIES, GEOGRAPHIC LOCATION, LIFESTYLE, OR SOCIAL RESPONSIBILITIES.

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 OF GOING TO THE MOON AND BACK MORE THAN 6 TIMES.

REPRESENTING A SYMBOLIC MILESTONE CALCULATED 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



#HealthyActiveCommunity

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