

الرقم: ٢٧٧٦
التاريخ: ٢ - ٢٤
المرفقات:



Dear TAFISA Board of Directors,

I am writing this letter to nominate HRH Prince Khaled bin Alwaleed bin Talal Al Saud to become a board member of TAFISA for the term 2022-2025. I have worked under the supervision of Prince Khaled since he was appointed as the President of the Saudi Sports for All Federation (SFA) in 2019.

While working as the Managing Director of the SFA since 2019, I have witnessed strong dedication and passion from Prince Khaled. With a strong vision of where he wants SFA to reach, Prince Khaled shifted the Federation's status from a delivery entity to a strategic body that's now a national leader in increasing physical activity levels in the Kingdom of Saudi Arabia (KSA) and a subject matter expert that policymakers, sport communities and private sector companies seek support and advice from. With his strong skills in building bridges between different entities, Prince Khaled brought on board strategic partners to SFA including the Ministry of Health, the Ministry of Education, and the Ministry of Municipalities, Rural Affairs, and Housing to support and contribute to the Sports for All movement.

Prince Khaled is a strong believer in knowledge sharing between nations and since his appointment he has worked tirelessly to ensure that SFA is a strong contributor to the global Sports for All movement. He has built partnerships with several global entities including TAFISA, the World Health Organization and Loughborough University. Additionally, he has built strong friendships with strategic entities such as Sport England, KSA Mission to UNESCO and different embassies such as the German, Danish and Belgium Embassy to exchange knowledge and elevate SFA's work to meet global standards.

In 2021, Prince Khaled led the development of SFA's five-year strategy, shifting SFA's approach to one that is community-driven and focused on different segments of society; with tailored interventions for each segment based on data & insights, global best practices, and human-centric approaches. Prince Khaled built a strong foundation of partnerships, obtained buy-in from decision makers, unlocked public facilities, and focused on human capital development in community sports, which resulted in SFA being able to equip the community to deliver impactful sustainable programs promoting a healthy active lifestyle. As a result, physical activity levels in KSA increased 19.2% from 2019-2021.

Promoting health and wellness through sports is a personal cause for Prince Khaled and I strongly recommend him as a candidate for the Board of Directors of TAFISA. I believe he will highly contribute with his knowledge, network, and skillsets to support TAFISA in achieving its mission and expanding its geographical reach across the Arab World.

Sincerely,

Shaima Saleh AlHusseini
Managing Director
Saudi Sports for All Federation