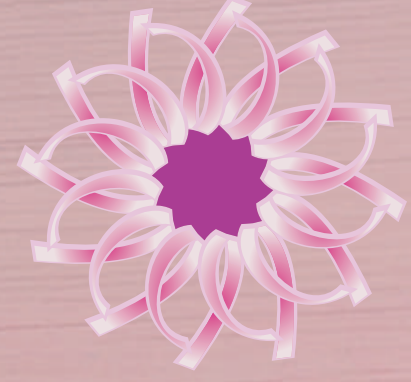




جمعية زهرة
ZAHRA ASSOCIATION

ZAHRA ASSOCIATION

What started as a single journey...
grew into the heartbeat of
a community



   @zahra_ksa

 www.zahra.org.sa

Who is Zahra?

Zahra is more than the name of an association; it is the legacy of a mother whose story laid the foundation for an extraordinary journey... one that began as a single, personal vision and grew into the heartbeat of an entire community. Zahra was everything to her daughter, Dr. Suad Bin Amer. Her brave battle with breast cancer gave rise to a lifelong mission.

So, our Association was not built on an abstract idea, but on lived pain and a fierce determination to turn it into lasting impact.

Today, Zahra stands as more than a charitable organization; it is a haven of support, a platform for awareness, and a helping hand extended to every woman facing the journey alone.

A great journey often begins with a real story, and carrying it forward is a shared responsibility.



The Story of Zahra

From a seed of hope... to a Journey of empowerment

What began as a single idea soon grew into a formal committee, and later into a charitable association in 1998. Zahra was born out of a deep commitment to Saudi women. At its heart was the vision of Dr. Suad bint Mohammed bin Amer, who understood early on that awareness can mean survival. This initial vision gradually evolved into a national committee before culminating in the official founding of the association in 2007, under the leadership of HRH Princess Haifa bint Faisal.

As such, Zahra is not just the name of an organization but a continuous story of empowerment, care, and prevention, shaping a safer future.



1998- 2002

Initial efforts carried out to raise awareness of Dr. Suad bint Mohammed bin Amer's initiative.



2003 - 2007

The National Breast Cancer Awareness Program Committee was formed.



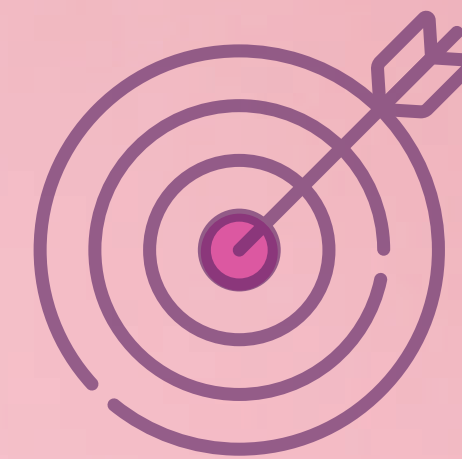
2007

Zahra Association was formally established under the leadership of Princess Haifa Al Faisal.



Our Vision

Together, shaping a future
free of breast cancer



Our Mission

To empower the community in the
fight against breast cancer and
.drive sustainable impact

Strategic Objectives



Zahra's Areas of Focus



Supporting patients and
survivors



Promoting health education
and awareness



Supporting
research and
scientific studies



Advancing early
detection initiatives



Enhancing the skills
and capabilities of
healthcare

Alignment with Saudi Vision 2030

Zahra Association's strategy is aligned with Saudi Vision 2030, ensuring its objectives contribute to the goals of the following programs:

01

Health Sector Transformation Program

Facilitating access to high-quality healthcare services for cancer patients

02

Quality of Life Program

Improving patients' quality of life through comprehensive social and psychological support, while addressing their evolving needs throughout the treatment journey

03

Human Capability Development Program

Empowering university students and volunteers through specialized development programs to enhance future readiness and build a strong professional

work culture

04

Promoting a Healthy Lifestyle

Why October Campaign Matters?

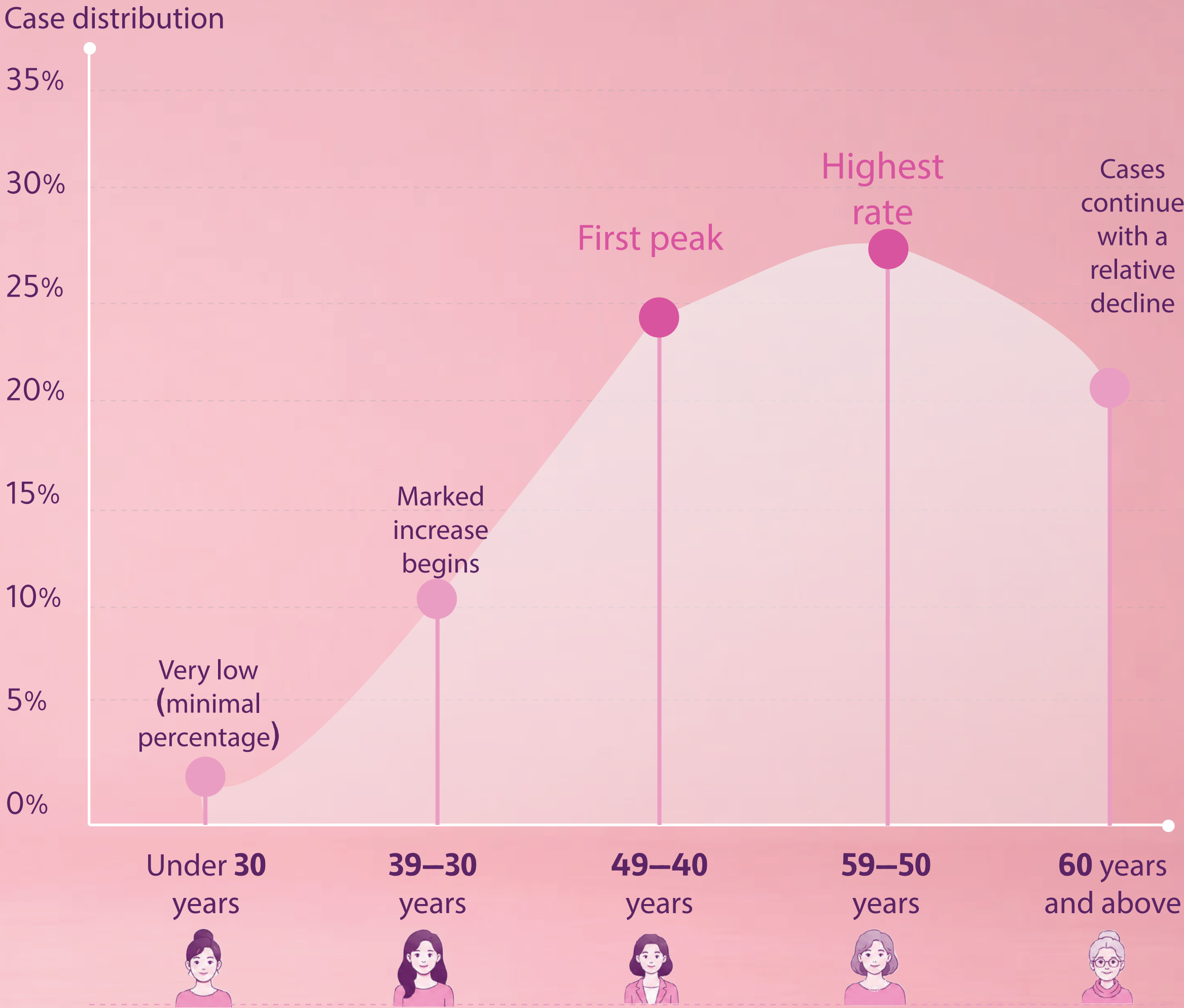
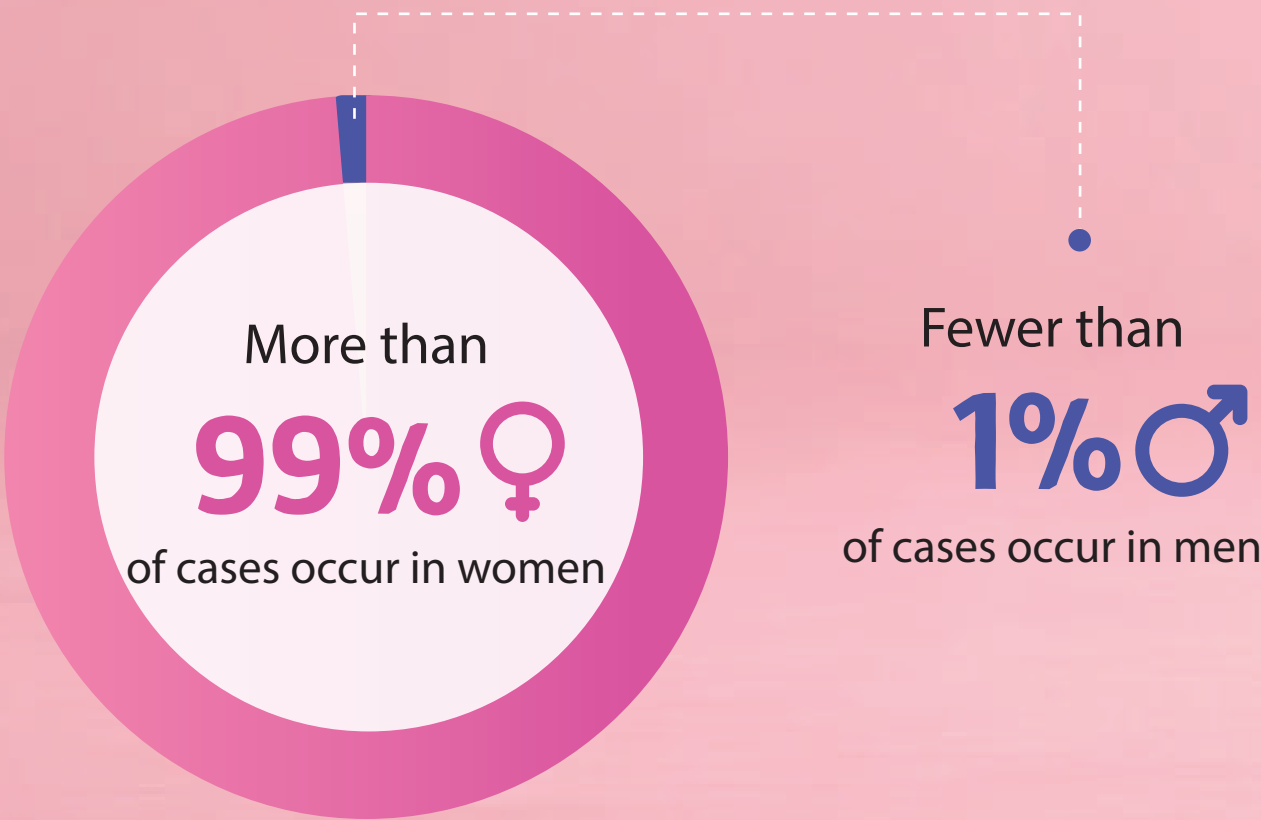
Numbers rarely tell the full story, but they do reveal the scale of responsibility.

Breast cancer is the most commonly diagnosed cancer among women in Saudi Arabia, accounting for 34.2% of all female cancer cases

Behind every number is a mother, a daughter, a sister... an entire life.

Your partnership doesn't just help us change statistics; it helps protect entire families.

We raise awareness to ensure earlier detection, faster access to care, and greater hope.



Source: Saudi Health Council

Roadmap for Upcoming Campaigns

Over the next three years, Zahra's campaigns will follow a unified, sequential approach guided by shared strategic goals. While the 2024 and 2025 campaigns will focus on screening, the 2026 campaign will center on screening outcomes and patient empowerment. This phased approach is designed to build awareness of the importance of early screening, encourage participation, and support women throughout their care journey.

2024

Building the right
understanding of
early breast
cancer screening

2025

Raising aware-
ness of how to
access and book
early breast
cancer screening

2026

Supporting
women in dealing
with their early
screening results

To explore Zahra's key metrics, **[click here](#)**

Previous Campaigns

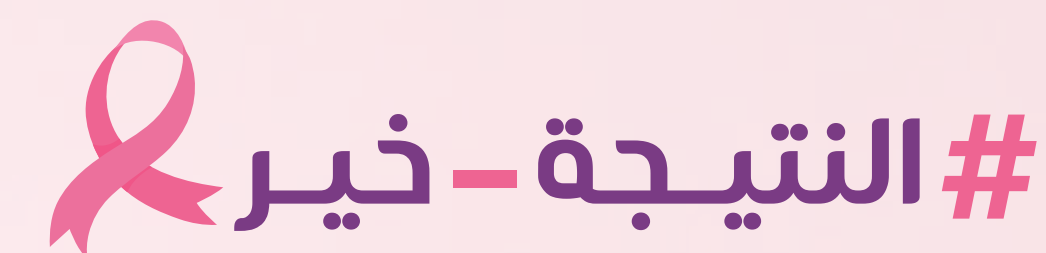
2025



2024



2023



2022



2021



2020





2026
Soon

Campaign Scope



Online: All regions across the Kingdom



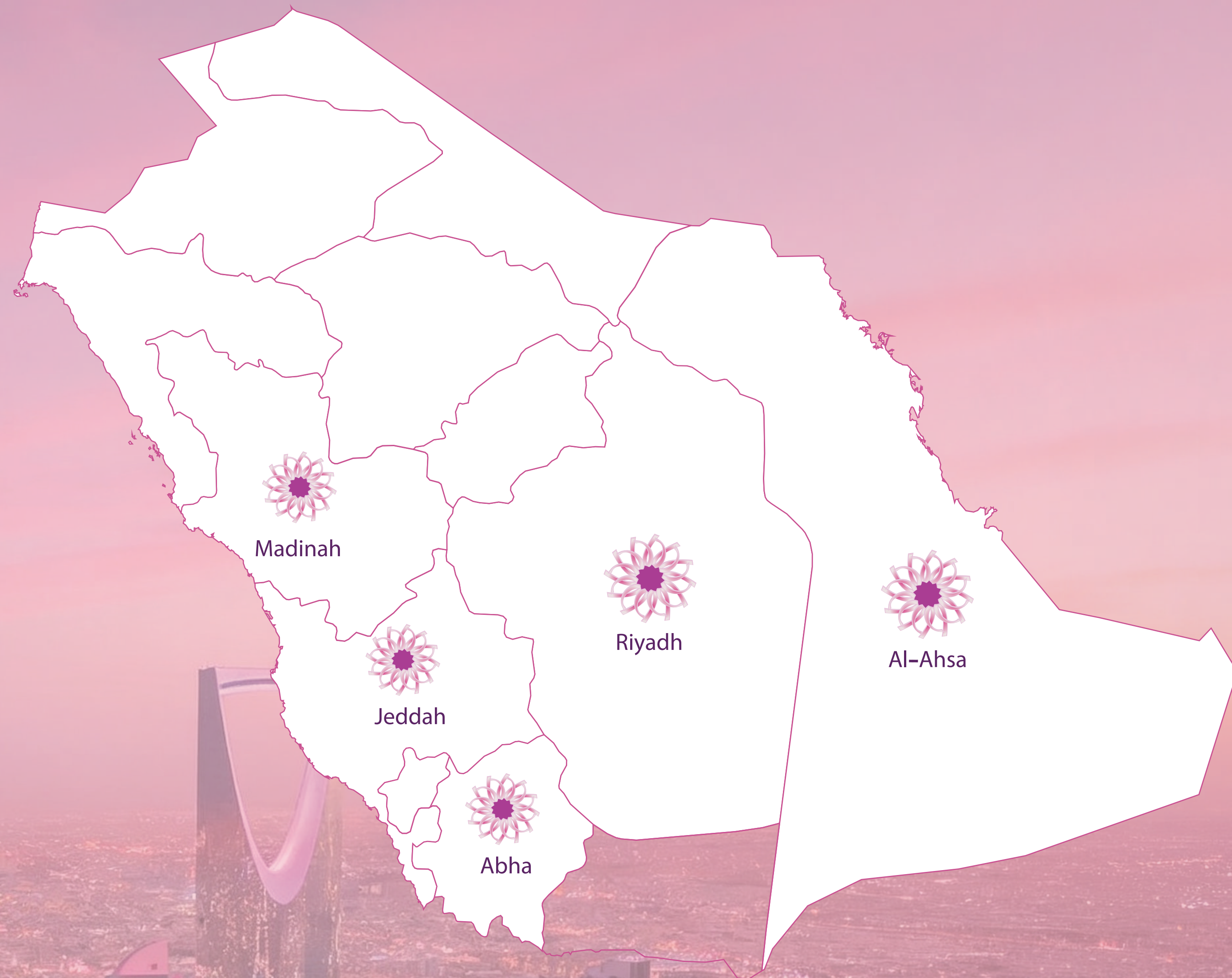
In-person:



- Coordination offices: 5



- Health clusters: 20*



* Pending Confirmation

Campaign Objectives

Behavioral Objectives

Encourage individuals to undergo early screening

Increase the number of annual breast cancer screenings

Raise the percentage of early-stage detections

Knowledge Objectives

Raise awareness of early detection methods

Improve understanding of breast cancer risks

Raise awareness of screening benefits and booking procedures

Communicate the Zahra Association's role in providing full support to women throughout screening and diagnosis

Emotional Objective

Fostering a sense of urgency for early screening, while helping women feel safe and supported at the start of their journey

Target Audience

University students

People with disabilities

Women with lower educational attainment

School students

General public

Employees



Campaign Channels



Health
awareness
Initiatives



Community
partnerships



Events and
activities



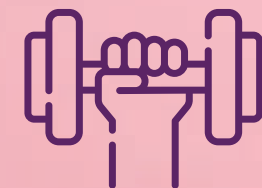
Digital
marketing



Screening
centers



Airports and
transportation
hubs



Sports clubs



Universities



Volunteering



Awareness
pavilion

Choose Your Role in Creating Impact

Our tailored partnership opportunities enable organizations to choose engagement channels aligned with their goals and maximize community impact.

Partnership Types

Sponsors

Main Sponsor

Official Sponsor

Diamond Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Supporters

Premium
Supporter

Revenue-sharing
Supporter

Campaign Sponsors 2025

Main Partner



Official Sponsor



Gold Sponsor



Platinum Sponsor



Diamond Sponsor



Strategic Partner



Silver Sponsor



Supporting Partner



Sponsorship Benefits

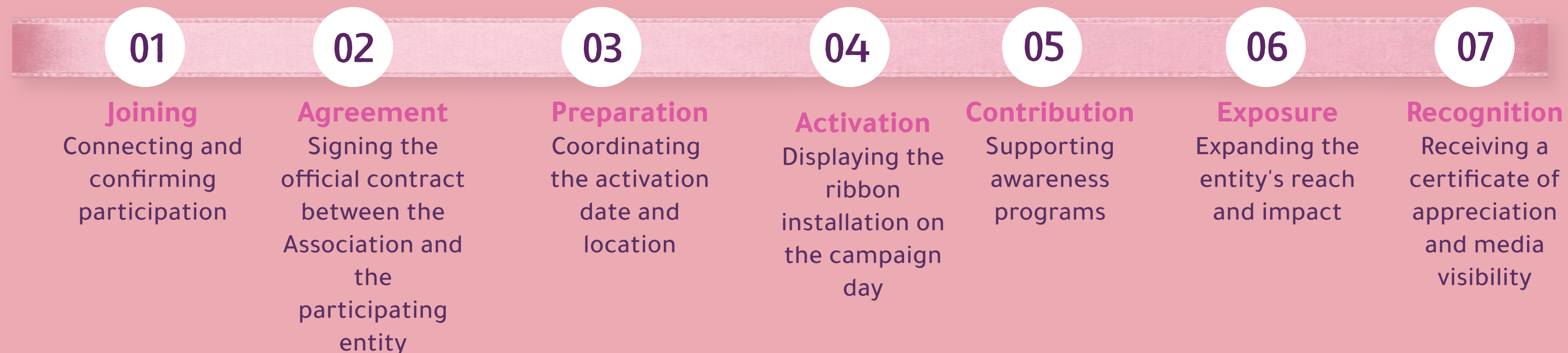
	Sponsorship Types					
	Main 1,000,000	Official 750,000	Diamond 500,000	Platinum 300,000	Gold 250,000	Silver 150,000
• VIP invitations to the campaign launch at the Office of the Governor of Riyadh Region	✓					
• Speaking opportunity at the official launch ceremony	✓					
• Inclusion of the sponsor's logo across all campaign awareness materials throughout the campaign period	✓					
• Inclusion of the sponsor's logo at awareness pavilions across participating sector headquarters	✓					
• Inclusion of the sponsor's logo on outdoor digital screens (excluding allocations designated for municipalities)	✓					
• Opportunity to contribute to the "zahra March" as a partner	✓					
• Inclusion of the sponsor's logo across awareness lecture presentations	✓	✓				
• Inclusion of the sponsor's logo on the banners of the Association's official social media channels	✓	✓	✓			
• Inclusion of the sponsor's logo on appreciation certificates	✓	✓	✓			
• Inclusion of the sponsor's logo on the website homepage with a direct link to the sponsor's website	✓	✓	✓	✓	✓	✓
• Inclusion of the sponsor's logo in the weekly October 2026 campaign newsletter	✓	✓	✓	✓	✓	✓
• Distribution of sponsor-branded products and giveaways at the awareness pavilion to employees of public and private sector entities (subject to availability)	✓	✓	✓	✓	✓	✓
• A free-of-charge opportunity to host an awareness pavilion once during the October campaign (booking to be coordinated no later than 15 September)	✓	✓	✓	✓	✓	✓
• Inclusion of the sponsor's logo in awareness publications during the October 2026 campaign	✓	✓	✓	✓	✓	✓
• Inclusion of the sponsor's name and logo in the final report of the October 2026 campaign, distributed to key stakeholders	✓	✓	✓	✓	✓	✓
• Inclusion of the sponsor's logo in the 2026 annual report	✓	✓	✓	✓	✓	✓
• Inclusion of the sponsor's logo in the marketing dossier for the October 2027 campaign	✓	✓	✓	✓	✓	✓
• Recognition of the sponsor at the campaign closing ceremony	✓	✓	✓	✓	✓	✓
• A designated number of VIP invitations to attend the October 2026 campaign closing ceremony	10	7	5	4	3	2
A designated number of VIP invitations to attend the "Zahra March" event during the October 2026 campaign	10	7	5	4	3	2

Supporters' Benefits

	Premium Supporter 30,000 - 90,999	Revenue-sharing Supporter Donation of a percentage of October sales revenue
• Inclusion of the supporter's name and logo on the dedicated October 2026 campaign page, under the "Supporters" section	✓	
• Inclusion of the sponsor's logo in the 2026 annual report	✓	✓
• A dedicated acknowledgement post featuring the supporter's logo, published once on X platform during the campaign	✓	✓
• Inclusion of the supporter's logo in the dedicated October 2026 campaign highlight on Instagram	✓	✓
• Inclusion of the supporter's logo in the October 2026 campaign report	✓	✓
• Promotion and resharing of one announcement for a supporter-organized event during the campaign	✓	✓
• Authorized rights to feature Zahra Association's name and logo across the supporter's locations for the duration of the agreement	✓	✓
• A formal certificate of appreciation from the Chairman of Zahra's Board	✓	✓
• The number of invitations to the official campaign closing and recognition ceremony	1	1

The Pink Ribbon Journey

In 2026, Zahra Association launched the “Pink Ribbon” initiative, enabling organizations to actively participate in the national breast cancer awareness campaign in Riyadh. As part of the initiative, participating organizations host a pink ribbon installation at their premises and



Be Part of the Impact



Partnering with us is not just about supporting a campaign; it is about
.shaping awareness that saves lives

Breast cancer is not just a health issue; it is a shared responsibility that begins with awareness and leads to meaningful impact, transforming the lives of women and their families. Your support means becoming a part of a humanitarian mission that reaches thousands of women and strengthens a culture of early detection – where the difference between pain and hope can truly be made. By participating, your name becomes part of every awareness story, every early screening, and every life that continues.
.Ultimately, great partnerships are never measured in numbers alone
.but in the impact they leave behind
.Together, we turn awareness into impact, and support into life

**We would be honored to have you join us on this journey
To explore tailored partnership opportunities and sponsorship
details, we look forward to connecting with you via:**

Sponsors

**donate@zahra.org.sa
mfr@zahra.org.sa**

Revenue-sharing Supporters

Fund@zahra.org.sa

October 2025 Campaign Report

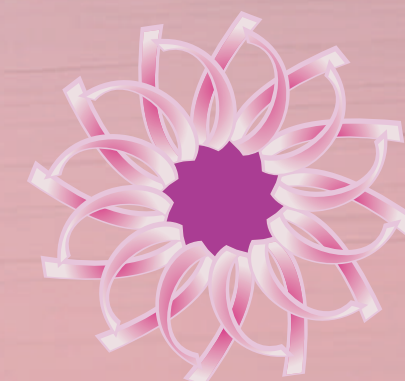


تقرير
الحملة الوطنية للتوعية بسرطان الثدي أكتوبر ٢٠٢٥م

التبكية
خيرة

To view the report,
[click here](#)

Thank you



جمعية زهرة
ZAHRA ASSOCIATION

