

# Visa and Stayf: a success story

- EMPLOYEE INVOLVEMENT
- INTERNATIONAL PROJECT
- CHARITY

Our first fintech project in the Middle East and Africa was for Visa. Employees of the customer and employees of partner banks took part in it. The story turned out to be large-scale and interesting, and we are glad that we helped to solve such an unusual fitness problem. We tell the details.

## Goals

1

Fundraising for charity  
Street Child United

2

Involving employees  
in volunteer activities

3

Focusing employees on  
mental and physical health



## Result

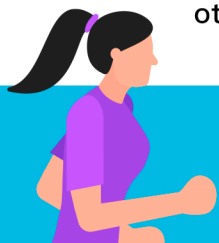
The global goal of the challenge has been achieved. Participants showed good engagement: **80% of those who joined were constantly active throughout the project.** Each participant trained on average 4 times per week. The top 5 participants received the maximum number of charges, and the winning teams in the global competition were awarded valuable prizes. **The charges collected by the participants were converted into money and received on the account of the Street Child United charity organization.**



## Solution

Employees of companies located in different cities from San Francisco to Doha took part in the project. Therefore, the main idea of the program was a journey that would connect all the offices. And in order to attract participants to charitable activities, they decided to convert the collected charges into money for the charitable organization Street Child United.

Participants were asked to break into teams, engage in any physical activity and enter their results into the application manually, or automate this process by synchronizing Stayf with fitness watches or activity trackers. Each team had to collect 5,000 ⚡ charges, where 1 ⚡ = 1 km. **Thanks to convenient dashboards in the application, participants could track their own progress and the overall rating of teams in real time.** In addition, they got access to a magazine with a lot of useful information about nutrition, training and a healthy lifestyle. And they could communicate with each other and quickly exchange photos in chats.



Take the first step towards a healthier, happier, and more productive organisation.  
Contact us to kickstart your Stayf journey today!

Stayf.app