

ANNUAL REPORT

A YEAR OF GROWTH,
EMPOWERMENT AND IMPACT

www.dbaafrica.org

2024



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EXECUTIVE SUMMARY

A Message from Storm Trentham, Director, DBA Africa

Dear Valued Stakeholders,

It is with immense pride and excitement that I share a glimpse into DBA Africa's Annual Report for 2024. This past year has been nothing short of extraordinary, marked by significant milestones, impactful partnerships, and an unwavering dedication towards empowering upcoming African athletes and communities through the transformative power of sport.

2024 was an interesting year for us, characterised by the forging of substantial new partnerships that allowed us to broaden our work, network and impact considerably. We delved deeper into different sporting disciplines and adapted to new working modules. Navigating the political unrest caused by the Finance Bill was a challenge we successfully overcame, a testament to the resilience of our team and the communities we serve. With a quick thinking team, we managed to rearrange and deliver all academy sessions and tournaments as planned.

A highlight that truly consumed much of our year, and for which we are incredibly proud with the outcome, was Tujiamini. This flagship sports initiative proudly supported 3million ksh a month of support for sporting talent. In addition, it delivered the impactful Cheza Dimba for, yielded wonderful testimonies and secured vital relationships that fueled our mission - to Change Lives Through Sport. Furthermore, we were thrilled to launch a new rugby tournament, the Kingsley Cup, generously supported by Kingsley School, Devon, which provided another fantastic platform for our age grade talents.

This report highlights the collective efforts that have propelled us forward, fostering talent, creating opportunities, and building a stronger foundation for the future of sport in Africa. We invite you to explore the full report to see the magnificent impact we've achieved together.

Thank you for being a part of the DBA Africa journey.

Sincerely,
Storm Trentham, Director, DBA Africa.



SportPesa

AUTHORIZING SIGNATURE

18+ PLAY RESPONSIBLY
BCLB No. 0000448

2024 HIGHLIGHTS



30M

KSH IN SPORTS EQUIPMENT
& SPONSORSHIPS
(TUJAMINI)



8

REGIONAL
FOOTBALL
TOURNAMENTS



4

REGIONAL
RUGBY
TOURNAMENTS



2

INTERNATIONAL
SCHOLARSHIPS



7

ACADEMIES
NATIONWIDE



1

ATHLETIC COACHING
CLINIC HOSTED IN
KENYA

SportPesa

KENYA SHILLINGS:

500,000

DATE 02/08/2024

2024 HIGHLIGHTS



50+

EMPLOYMENT
OPPORTUNITIES
CREATED



2

COACHES ON
EXCHANGE
(JAPAN & ENGLAND)



4,000

MEALS
PROVIDED
TO ATHLETES



25+

LOCAL
SCHOLARSHIPS FOR
ACADEMY PLAYERS



2500+

CHILDREN REACHED
IN OUR
PROGRAMMES



800+

PLAYERS
IN DBA
ACADEMIES

KEY HIGHLIGHTS

Q1

Western DBA Africa Girls Academy: Nurturing Future Stars

In a significant step towards gender equality in sport, we successfully set up the **Western DBA Africa Girls Academy** in collaboration with **Kabras RFC**. This

academy is dedicated to nurturing young female rugby talent, providing them with specialized coaching, facilities, and a supportive environment to thrive.



Tujiamini Initiative: A Landmark Collaboration with SportPesa

The year 2024 saw the successful establishment of the Tujiamini Initiative, a groundbreaking collaboration with SportPesa. This partnership is designed to empower athletes across various disciplines, providing them with the resources, training, and support needed to achieve their full potential. The official Tujiamini Launch was a resounding success, setting the stage for a new era of athlete development in the region.



Rayvon's MVP Triumph at Nakuru 10s

Even while on holiday, one of our promising talents, Rayvon, participated in the Nakuru 10s tournament and impressively secured the Most Valuable Player (MVP) award. This achievement underscores the innate talent within our ranks and the impact of our development programs.



Cheza Dimba: A Nationwide Football Extravaganza Through The Tujiamini Collaboration with SportPesa

DBA Africa proudly established and successfully ran Cheza Dimba, a regional football tournament that spanned across the country. This initiative provided a vibrant platform for young footballers to showcase their skills, compete, and foster a love for the game, reaching communities far and wide.



KEY HIGHLIGHTS

Q2

Wazi Wazi Partnership: Enhancing Nairobi Academy

Our commitment to holistic athlete development was further strengthened through a secured partnership with **Wazi Wazi for the Nairobi Academy**. This collaboration will enhance the academy's offerings, providing improved resources and opportunities for our athletes in the capital.



Patrice Agunda's International Exposure

In a testament to our commitment to continuous learning and development, Patrice Agunda travelled to Japan to shadow the Japan national team ahead of their English test series. This experience provided invaluable insights into high-performance rugby at an international level.



Kingsley School Devon Support for U13 Programme

We are immensely grateful for the support from Kingsley School Devon, who not only backed our U13 program but also played a pivotal role in setting up a tournament in Turi, Nakuru. This international collaboration provided invaluable exposure and experience for our young athletes.



Coaching Program with Nick ex-Exeter Backs Coach

Elevating coaching standards remains a core focus. We were privileged to host a comprehensive coaches coaching program led by Nick-Ex, a former Exeter and Westonbirt coach. This initiative equipped our local coaches with advanced techniques and methodologies.



KEY HIGHLIGHTS

Q3

DBA U13s at Ndume 7s Tournament

Our young talents continued to gain competitive experience, with the DBA U13s attending the prestigious Ndume 7s tournament with Marcus Greevy winning the Academy Tournament MVP award. Such participation is crucial for their development, exposure to high-level competition as well as experiencing different experiences in Kenya.



Futures Cup: A New Nationwide Format

The Futures Cup expanded its reach in 2024, adopting a new country-wide format. Tournaments were successfully hosted in the Coast, Western, and Nairobi regions, significantly broadening the talent identification and development pipeline.



Kingsley Cup: Fostering Young Talent in Nakuru

The Kingsley Cup was successfully hosted at St Andrew's Turi and generously sponsored by Kingsley School Devon. This tournament further solidified our UK partnership and provided another excellent platform for young athletes the opportunity to compete and grow.



Hassan Ali's UK Coaching Opportunity

We are proud to announce that Hassan Ali landed a coaching opportunity in the UK, coaching all sport and S&C to teams Kingsley School. This is a remarkable achievement, showcasing the caliber of talent emerging from DBA Africa and opening doors for international exchange.



KEY HIGHLIGHTS

Q4

Philip Wamae Appointed Head of Tournaments and Academies

To streamline our growing operations, we were delighted to appoint Philip Wamae as the Head of Tournaments and Academies. As an Ex Shujaa and KCB Captain, then KCB Team Manager, his leadership will be instrumental in expanding and enhancing our programmes.



Everybodies - Evren Ozka's Visit to Kenya

The year was further enriched by the visit of Evren Ozka from Everybodies Nutrition, to Kenya. His support extended to various academies and athletes, providing valuable insights and encouragement. On return he set up a #FoodForFuel programme so that every suppliment sold, Everybodies would provide a meal to our academy players.



Dennis Cheruiyot's Athletic Journey Begins

In individual athletic pursuits, Dennis Cheruiyot began to compete, notably participating in the Iten Marathon. His journey was further supported by a move to the Iten with a new training group, highlighting our commitment to individual athlete development.



Futures Cup 2024 Sponsors: A Collective Effort

The success of the Futures Cup 2024 was made possible by the generous sponsorship of KCB Rugby Club, Nutsfeild, Black Tomato, and Almar. Their support is invaluable in driving our mission forward.



KEY HIGHLIGHTS

Q4



Kenya Fans Shirt Launched

Connecting with our passionate supporters, the Kenya Fans shirt was officially launched in 2024, fostering a stronger sense of community and pride among our followers.



FINANCES

TOTAL INCOME

Ksh 43,779,711.10

IN 2024

Individual contributions	Ksh 19,410,004.70
Sponsorships	Ksh 2,988,000.00
Programme Service Revenue	Ksh 21,381,706.40



TOTAL EXPENDITURE

Ksh 39,040,069

IN 2024

Programme/Project Expenses	Ksh 22,801,346.00
Personnel costs	Ksh 9,613,965.00
Operational Expenditure	Ksh 6,624,758.00



LOOKING **AHEAD**

The year 2024 has been a testament that the power of sport can transform lives and communities. We extend our deepest gratitude to our partners, sponsors, athletes, coaches, and staff for their unwavering commitment. As we look to 2025, DBA Africa remains dedicated to expanding our reach, deepening our impact, and continuing to empower the next generation of African sporting heroes.





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