



2025 ANNUAL REPORT



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EXECUTIVE SUMMARY

2025 has been a pivotal year for DBA Africa. While 2024 saw us award prize money to many worthy sports organisations and athletes through the Tujiamini initiative, in 2025 we turned our attention to partnerships and impact. In athletics, we were honoured to manage the legacy money from the Kevin McCool Memorial Fund, giving over 30 runners the opportunity to earn a dignified wage through running. We also set up the DBA Africa Athletics Race Fund (ARF) to help more exceptionally talented athletes living on the edge of poverty. We are looking to further the impact amongst the running community in Rift Valley through an Athlete welfare and financial independence training programme in the coming year.

In rugby, we focused on strengthening and growing our existing satellite academies. Our Head of Academies, Philip Wamae, visited all academies and we held competitions and festivals for over 650 children in 8 academies. We were especially proud of working with Little Sports Organisation (LSO) in Mombasa, bringing a girls U15 Futures Cup Dream Team to compete in their festival. It was a hugely exciting and character building experience for so many of our talented girls. We ended the year with a fantastic rugby festival for all age groups, bringing together the rugby community of age grade academies across Nairobi.

2025 also marked the establishment of several key partnerships. Since February, we have been working closely with One to One, part of LVCT, in delivering Tackle It, our flagship course in violence prevention through rugby. We have tested the course in our academies and from the first quarter of 2026, the course will go out to 15 schools, 5 in each region - Western, Nakuru and Nairobi, with plans to bring the course to over 50 schools by late 2026. We are delighted that the children and coaches are responding so well to the course and that learning actively and interactively has been such a success given what a big change this kind of learning is for many Kenyan children. We look forward to bringing more education programmes through sport to Kenya and East Africa in the future. Dream Big. Dream, Believe, Achieve - it's in our name.

Happy New Year.

**Sincerely,
Susanne Hallergard, Director DBA Africa**



2025 IMPACT REPORT



4,000+

KILOMETERS COVERED

across all races.



800+

YOUNG ATHLETES ENGAGED

across academies, tournaments and festivals.



PBO

STATUS SECURED



8+

ACTIVE INSTITUTIONAL AND CORPORATE PARTNERS

- LVCT Health
- Kingsley School (UK)
- Bryanston School (UK)
- Barbarians Foundation
- Wazi Wazi
- Healthy U
- International schools
- Australian High Commission



13

NATIONWIDE RACE EVENTS

featured multi-athlete participation facilitated by DBA Africa



2

ATHLETE SUPPORT FUNDS ACTIVE

- Kevin McCool Memorial Fund
- Athletics Race Fund



1

INTERNATIONAL GRANT SECURED

Barbarians Rugby Charitable Trust



2

UK SCHOOL SCHOLARSHIPS

- Darlton Roy George – Kingsley School (UK)
- Continued Bryanston School pathway



KEY HIGHLIGHTS

Q1



KEY HIGHLIGHTS Q1



Partnership with the Australian High Commission – Regional Sport Development

In partnership with the Australian High Commission, DBA Africa supported regional sport development by providing essential equipment and technical resources to the Uganda Rugby Union and Kenya Women's Premiership hockey clubs, strengthening coaching capacity, administration and cross-border collaboration.



Launch of the Kevin McCool Memorial Fund

DBA Africa launched the Kevin McCool Memorial Fund to support developing athletes with access to competitive race events, honouring Kevin McCool's legacy through opportunity and participation.



Launch of the Tackle It Programme with LVCT Health

In partnership with LVCT Health, DBA Africa begun developing Tackle It, a sport-based programme addressing gender-based violence through education, mentorship and safe sporting spaces.



DBA Africa Granted Public Benefit Organisation (PBO) Status

DBA Africa achieved Public Benefit Organisation status, a major governance milestone that strengthens accountability, credibility and long-term organisational sustainability.



Kingsley School (UK) Scholarship – Darlton Roy George

Darlton Roy George was awarded a 85% sports scholarship to Kingsley School in Devon, marking another successful progression from DBA Africa's athlete development pathway.



Bryanston School (UK) Fundraiser

Bryanston School hosted a dedicated fundraising initiative in support of DBA Africa programmes, reinforcing the strength of long-standing UK partnerships.





KEY HIGHLIGHTS

Q2



KEY HIGHLIGHTS Q2



U16 Futures Cup Dream Team Tour – Uganda

Following the Futures Cup, the U16 Dream Team toured Uganda, marking the first international travel experience for many athletes, strengthening regional competition links, and delivering an outstanding performance by going unbeaten throughout the tour.



Regional Age-Grade Competition & Festival Delivery

DBA Africa delivered and participated in key age-grade competitions, hosting a multi-age academy festival at Kenton College. Our U13 team competed at the Ndume 7s and our U15 team finished 2nd at Turi 7s, both teams gaining valuable tournament experience and regional exposure.



DBA Africa Round Table

DBA Africa hosted a multi-stakeholder round table bringing together partners, corporates and practitioners to shape conversations around youth development through sport.



Partnered with Healthy U to support athletes

DBA Africa partnered with Healthy U, creating a new avenue to support athlete development.



KEY HIGHLIGHTS

Q3



KEY HIGHLIGHTS Q3



First Ever Girls Only U15 Futures Cup

DBA Africa delivered its first girls only U15 Futures Cup, bringing together teams from Rift Valley, Nairobi, Western and Central regions and advancing girls' rugby nationally.



U13 Kingsley Cup – St Andrew's Turi

The Kingsley Cup was successfully hosted at St Andrew's Turi, providing a high-quality age-grade competition supported by Kingsley School (UK).



Launch of the Athletics Race Fund

DBA Africa launched the Athletics Race Fund to support developing runners with access to regional and national competitions.



Kenya National 7s Circuit Participation

DBA Africa teams competed across several legs of the Kenya National 7s Circuit, including Driftwoods 7s, Prinsloo 7s, and Christie 7s, showcasing strong regional representation and athlete development.



Gap Year Programme

Two gap year students visited us and took part in all related events and programmes. It was an exchange of cultures and support from more experienced international students.



Darlton Roy George Begins Kingsley School Scholarship

Darlton officially began his studies and sporting journey at Kingsley School in the UK, continuing DBA Africa's international education pathway.



Women's Rugby World Cup Finals Watch Party

DBA Africa hosted a Women's Rugby World Cup Finals watch party, promoting women's sports and creating a shared community celebration.



Launch of the DBA Supporters Shirt

The DBA Supporters Shirt was launched as a supporter-driven initiative to help fund and promote youth athlete development.



KEY HIGHLIGHTS Q4



KEY HIGHLIGHTS Q4



Rayvon "Forest" Amunga's Kenya Morans Breakthrough

Forest made his debut for the Kenya Morans at the Safari 7s finishing 2nd highest point scorer and making the Dream Team. He was named MVP at the Zimbabwe 7s the following week, where the team secured tournament victory highlighting our elite talent progression.



Strengthened Partnerships with Wazi Wazi and Healthy U

DBA Africa deepened partnerships with Wazi Wazi and Healthy U through co-branded kit, event presence and product support.



UK School & University Engagement Tour

DBA Africa leadership undertook a UK tour visiting schools, universities and current scholarship athletes to strengthen pathways and partnerships.



Girls Dream Team Coast Tour

The DBA Africa Girls Dream Team toured the coast, competing against regional sides and winning the tournament.



Barbarians Foundation Grant Secured - Tackle It

DBA Africa secured grant funding from the Barbarians Foundation to support and expand the Tackle It Programme.



End Year Nairobi Festival at Kenton College

DBA Africa closed the year by hosting a Nairobi based festival at Kenton College, engaging 220 athletes across U11, U13, U15 and U17 age groups.

OUR FINANCIALS

TOTAL INCOME

Ksh 41,600,000

IN 2025

Individual contributions	Ksh 36,511,713.76
Sponsorships	Ksh 5,088,496.41
Programme Service Revenue	Ksh 60,245.00



TOTAL EXPENDITURE

Ksh 44,666,000

IN 2025

Programme/Project Expenses	Ksh 24,415,427.06
Personnel costs	Ksh 14,298,061.30
Operational Expenditure	Ksh 7,665,334.24



LOOKING **FORWARD**

DBA Africa anticipates a rewarding year ahead for all our athletes, coaches and programmes. We are focused on significantly increasing engagement by welcoming more individuals, corporates and investors into the world of sport. By joining our efforts, we will collectively grow and nurture young athletes, ensuring they achieve their absolute full potential, making the next season a period of unprecedented success and shared accomplishment for African sports.



2025 PARTNERS

