
BOA
BEST OF AFRICA



INTRO

Founded to celebrate and support African-owned philanthropic endeavour, Best of Africa (BoA) has been bringing minds and people together since 2011.

Initially created with a focus on Football and the UK African sporting Diaspora, it has since grown to serve the larger Sports, Entertainment, Entrepreneurial and Media sectors across the African Diaspora in Europe and North America.

Over a decade later, the story of modern African Philanthropy is being told through multiple platforms we have developed that speak to the celebration of excellence as a cornerstone of a citizen-led renewed African Development Pradigm.



VISION

Best of Africa (BoA) is an organically curated network of people and events informed by a willingness to share experiences and celebrate exploits in the spirit of Ubuntu for the purpose of bequeathing to posterity a better comprehension of the African Experience in modern times.

Ubuntu: “I am because you are” … expressing our interconnectedness, common humanity and the responsibility of individuals to each other and the community.

Sports, Entertainment, Entrepreneurship and Media are pillars around which we seek to examine and exhibit the spirit of Ubuntu in African Philanthropy.



ABOUT US

Since 2011, we have hosted over 15 events under the Best of Africa (BoA) brand, all focused on exhibiting and celebrating the philanthropic endeavours of people of African heritage. We have developed multiple platforms in an effort to engender a multi-layered, multi-faceted network and narrative to support our commitment to helping re-appraise the existing negativity around the Africa brand and the Africa experience.

The BoA Awards Dinner, The BoA Homeland Dinner, The BoA Xchange, The BoA Index and BoA Digital are five distinct but interrelated platforms we use to curate experiences and connections that speak to our community-creating synergy.



BoA

BEST OF AFRICA

AWARDS DINNER

WHERE PEOPLE MEET:
FORMAT: 300 ALL SEATED GUEST BLACK TIE DINNER

ACCESS: INVITATION ONLY
AWARDS: 10 KEY AWARDS FOR PHILANTHROPY
PEOPLE: SPORTS ENTERTAINMENT MEDIA AND BUSINESS
LOCATION: LONDON

BoA
BEST OF AFRICA

Previous Attendees




Stormzy


Didier Drogba


Diamond Platnumz


Fatma Samoura


Valerie Baroness Amos


Maro Itoje


Eniola Aluko


Mamadou Sakho


Vanessa Kingori


Victor Wanyama


N’golo Kanté


Wilfried Zaha


Juls


Yves Bissouma


Alex Iwobi


Tsitsi Masiyiwa


Mr Eazi


Anthony Joshua


Charlene White


Patrick Vieira


Alex Okosi


Yaya Touré


Kolo Touré


Fuse ODG


Luol Deng


Asisa Oshoala


Dean Forbes


Adebayo Akinfenwa



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BEST OF AFRICA

XCHANGE

WHERE IDEAS MEET
FORMAT: TOPICAL PANEL DISCUSSION

NETWORK EVENT: COCKTAIL RECEPTION
PANELLISTS : SPORTS, ENTERTAINMENT AND BUSINESS MEET MEDIA
LOCATIONS: DIASPORA CONNECTION


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MEDIA

COVERAGE

BoA
BEST OF AFRICA

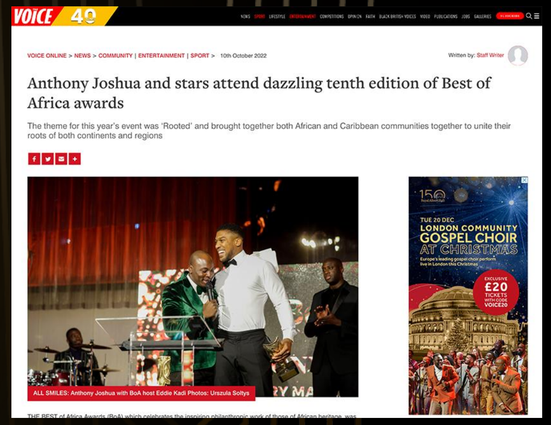
CNN GAFFER BBC FIFA

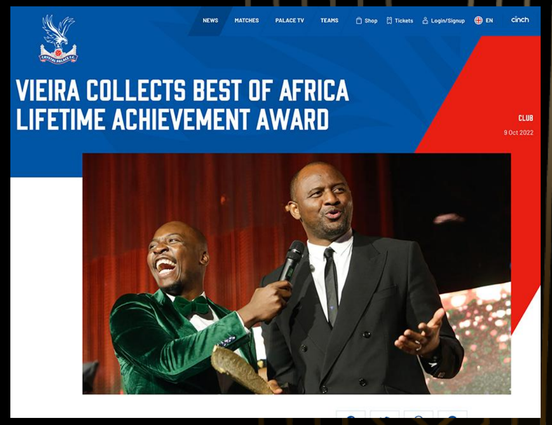
sky sports THE VOICE The New Times Evening Standard

YouTube

MEDIA COVERAGE



















BoA

BEST OF AFRICA

INDEX

WHERE LEADERSHIP IS IDENTIFIED
TITLE: LIST OF PHILANTHROPISTS
SECTORS: SPORTS ENTERTAINMENT
MEDIA AND BUSINESS
FORMAT: PRINT AND DIGITAL
DISTRIBUTION: STRATEGIC
PARTNERSHIPS

A+1000

UBUNTU *"The measure of our lives is the impact we have on others."*

Drogba

Didier

CÔTÉ D'IVOIRE

Didier Drogba, widely regarded as one of the greatest African footballers of all time, is known not only for his remarkable achievements on the field but also for his significant philanthropic efforts. Beyond his football legacy, Drogba played a pivotal role in the peace process of his home country, the Ivory Coast. Following the nation's qualification for the 2006 World Cup, Drogba used his platform to call for an end to the civil war that had plagued the country for five years, a plea that resulted in a ceasefire. His commitment to his country's well-being continued as he became a Goodwill Ambassador for the United Nations Development Programme (UNDP) in 2007 and later joined the Truth, Reconciliation, and Dialogue Commission, working towards restoring peace in the Ivory Coast. His influence extended beyond sports, earning him a spot on Time magazine's list of the 100 most influential people in the world in 2010.

Drogba's philanthropy also includes substantial contributions to healthcare and social causes. In 2009, he founded the Didier Drogba Foundation, through which he donated his £3 million Pepsi endorsement fee to help build a hospital in his hometown, Abidjan. His foundation continues to support various health and education initiatives across Africa. Drogba also collaborated with global organizations like Nike and U2's Bono to combat AIDS, Tuberculosis, and Malaria, and participated in campaigns like FIFA's "11 against Ebola." His efforts have earned him international recognition, including an honorary degree for his contributions to football and peace. In 2018, he was appointed Vice President of Peace and Sport, further solidifying his role as a global ambassador for peace and development.

USEFUL LINKS:

- DIDIER DROGBA FOUNDATION
- PEACE SPORT ORG
- FOUNDATION DONATIONS

CONNECT:

- INSTAGRAM
- X/TWITTER
- LINKEDIN
- FACEBOOK

ACTIVE PROGRAMMES

THE DIDIER DROGBA FOUNDATION



Sports

69

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UBUNTU *"The measure of our lives is the impact we have on others."*

Aluko

Eniola

ENGLAND | NIGERIA

Eniola Aluko is a Nigerian-British football executive, broadcaster, and former professional player who has made a significant impact both on and off the field. As a versatile player, she played as a winger and striker, making 102 appearances for the England national team between 2004 and 2016. Aluko represented England in major tournaments, including the FIFA Women's World Cups and UEFA Women's Euros, and also played for Great Britain at the 2012 Olympics. Domestically, she enjoyed success with clubs like Birmingham City, Charlton Athletic, and Chelsea in the FA Women's Premier League and Women's Super League, as well as stints in the American Women's Professional Soccer (WPS) with Saint Louis Athletica, Atlanta Beat, and Sky Blue FC. After a brief time with Juventus, where she won several titles, she retired from professional football in 2020.

Beyond her playing career, Aluko transitioned into football management and broadcasting. She became the first Sporting Director for Angel City FC in the National Women's Soccer League and held the same position at Aston Villa W.F.C. from 2020 to 2021. Aluko has also been a prominent football commentator for networks such as ITV, BT Sport, Amazon Prime, and Fox Sports, covering both men's and women's football. In July 2024, she launched a £60,000 scholarship in partnership with Brunel University to support aspiring lawyers and sports stars in their studies and career development. Aluko is also committed to promoting equality in sports, having spoken out against racism in football and continuing to influence the sport globally as an investor and advisor with Mercury13.

USEFUL LINKS:

- GQ MAGAZINE INTERVIEW
- MERCURY 13 GROUP
- HYPHEN SCHOLARSHIP

CONNECT:

- INSTAGRAM
- LINKEDIN



Sports

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UBUNTU *"The measure of our lives is the impact we have on others."*

Ighalo

Odion

NIGERIA

Odion Jude Ighalo is a celebrated Nigerian professional footballer whose impressive journey has spanned several continents and leagues. He began making waves with Lyn Oslo in Norway before moving to Udinese in Italy's Serie A. However, it was in England with Watford FC where he truly shone, helping the team secure promotion to the Premier League, and becoming one of the top scorers. His career then saw him excel in the Chinese Super League with Changchun Yatai and Shanghai Shenhua, before making a high-profile loan move to Manchester United in 2020, where he quickly became a fan favorite with key goals in multiple competitions. Ighalo continued to display his goal-scoring prowess in Saudi Arabia with Al Shabab and Al Hilal, confirming his status as a top striker in the Saudi Pro League.

Beyond the pitch, Ighalo is deeply committed to philanthropy, particularly in his home country of Nigeria. He founded the Ighalo Orphanage Foundation, which offers shelter, education, and healthcare to underprivileged children, demonstrating his dedication to giving back to his community. His charitable efforts have earned him widespread admiration and reflect his desire to make a positive impact on and off the field. His story is not just one of athletic success but also of generous contributions to society, inspiring football fans and young talent globally.

USEFUL LINKS:

- ODION'S LINKS

CONNECT:

- INSTAGRAM
- X/TWITTER
- FACEBOOK

ACTIVE PROGRAMMES

IGHALO ORPHANAGE FOUNDATION



Sports

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Coursaris Musunka

Noëlla

D.R. CONGO | CYPRUS

Noëlla Coursaris Musunka, a Congolese/Cypriot philanthropist and international model, is the Founder and CEO of Malaika, a nonprofit organization established in 2007. Dedicated to empowering girls and their communities in the Democratic Republic of the Congo, Malaika operates through five key pillars: a school, a community center, vocational training, an agricultural program, and clean water access. Serving thousands each year with all programs offered free of charge, Malaika's model addresses specific local challenges and has the potential to be replicated globally. The Malaika School educates 450 girls daily, while the community center supports 6,000 individuals annually, and the vocational training center, in partnership with the Caterpiller Foundation, certifies future electricians and mechanics. The organization also provides clean water to over 36,000 people and offers nutritious meals to students and staff through its agricultural program.

As a prominent advocate for girls' education worldwide, Noëlla has spoken at international forums such as the World Economic Forum in Davos and leading universities like Cambridge and Harvard. She holds several advisory roles, including Ambassador for the Global Fund to Fight AIDS, Tuberculosis and Malaria, and member of the United Nations Conscious Fashion and Lifestyle Network. In 2023, she authored the preface for 'Mandela: In Honor of an Extraordinary Life,' following recognition at the 100 Years of Mandela celebration in 2018.

USEFUL LINKS:

- MALAIKA WEBSITE
- NOËLLA COURSARIS
- NOËLLA'S LINKS

CONNECT:

- INSTAGRAM
- X/TWITTER
- YOUTUBE
- FACEBOOK

ACTIVE PROGRAMMES

MALAIKA FOUNDATION



Fashion

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Zaha

Dazet Wilfried Armel

ENGLAND | CÔTÉ D'IVOIRE

Wilfried Zaha is a professional footballer who plays as a left winger or forward for Galatasaray and the Ivory Coast national team. A product of Crystal Palace's youth academy, Zaha made his senior debut for the club in 2010 and played a key role in their promotion to the Premier League in 2013. After a brief stint at Manchester United, he returned to Palace, becoming their highest-ever Premier League goalscorer with 72 goals in 315 appearances over nine seasons. In 2023, he joined Galatasaray, marking his move with a Champions League goal against Manchester United. Internationally, Zaha initially represented England, earning two non-competitive caps in 2012 and 2013. However, he switched allegiance to the Ivory Coast in 2016, making an immediate impact by scoring in his first international start. He has since represented the Ivory Coast at multiple Africa Cup of Nations tournaments, contributing significantly with goals and assists.

Off the pitch, Zaha spearheads the Zaha Foundation, a charity focused on developing communities in the Ivory Coast by rebuilding inner-city areas to provide young people with secure and accessible spaces for social activities. Zaha's passion for giving back to his community is reflected in his foundation's mission, as he aims to provide better opportunities for the next generation, inspired by his own experiences growing up and honing his craft on the streets and in parks.

USEFUL LINKS:

- WILFRED'S WEBSITE

CONNECT:

- INSTAGRAM
- X/TWITTER
- FACEBOOK

ACTIVE PROGRAMMES

ZAHA FOUNDATION



Sports

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Johansen

Isha Tejan-Cole

SIERRA LEONE

Isha Johansen, a Sierra Leonean entrepreneur, is the former president of the Sierra Leone Football Association (SLFA) and one of the few women globally to have led a national football association. Born into the Tejan-Cole family of Aku-Mohammedan descent, Johansen grew up immersed in football, influenced by her father, who co-founded East End Lions F.C. in Freetown. In 2004, she established F.C. Johansen, a club aimed at providing opportunities to children affected by the Sierra Leone Civil War. The club quickly gained prominence, winning international youth tournaments and becoming a platform for young talent.

In 2013, Johansen made history by becoming the first female president of the SLFA, where she launched initiatives to empower women and youth through football. Her tenure saw significant achievements, including leading Sierra Leone's football scene and being elected to the FIFA Council in 2021, the first West African woman to do so. Beyond football, Johansen is also a breast cancer activist, founding the Pink Charity Fund, and has created the Women of Excellence Awards to honor outstanding Sierra Leonean women. Her contributions to football and social causes have earned her the reputation of the "iron-lady" of Sierra Leone.

USEFUL LINKS:

- F.C. JOHANSEN
- ISHA JOHANSEN: CAF'S FOOTBALL FOR CHANGE
- ISHA JOHANSEN: CHAMPIONING GRASSROOT FOOTBALL IN SIERRA LEONE
- VENTURES AFRICA: SIERRA LEONEAN ENTREPRENEUR, FOOTBALL ENTHUSIAST

CONNECT:

- INSTAGRAM
- X/TWITTER
- FACEBOOK



Sports

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UBUNTU *"The measure of our lives is the impact we have on others."*

Forbes

Dean

ENGLAND

Dean Forbes is a British business executive known for his leadership in the tech industry and his dedication to philanthropy. Currently the CEO of Forterro, a European software company serving over 11,000 small and mid sized industrial companies, Forbes leads the company through significant expansion via acquisitions and organic growth. He is also a partner at Corten Capital, where he advises on European technology acquisitions and advocates for increased support for founders from underrepresented communities. Recognized as one of the UK's 50 most ambitious business leaders by Lloyds Banking Group and The Daily Telegraph, Forbes has also appeared on J.P. Morgan's Powerlist as one of the 100 most influential Black Britons in 2021, 2022, and 2023.

Forbes' early career saw rapid success, playing a crucial role in the international growth of Primavera Systems, which sold to Oracle for $550 million. He went on to serve as CEO of KDS, leading its acquisition by American Express, and later drove the growth of CoreHR before its acquisition by The Access Group, where he led the integration as president. Forbes, who experienced homelessness and served as a primary carer for his disabled mother, is deeply passionate about social mobility and giving back. Through his charity, The Forbes Family Group (FFG), he supports young people and entrepreneurs from underrepresented backgrounds, helping over 1,170 individuals access education and careers. Forbes is also a trustee of the African Caribbean Leukaemia Trust and invests in childcare initiatives for families in financial hardship.

USEFUL LINKS:

- FORBES FAMILY GROUP
- FORTERRO

CONNECT:

- INSTAGRAM
- X/TWITTER
- LINKEDIN
- YOUTUBE



Business

72

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Amos

Valerie Baroness

ENGLAND

Valerie Baroness Amos is a distinguished British politician and diplomat known for her extensive contributions to public service, international development, and humanitarian efforts. She has achieved numerous historical firsts, becoming the first Black woman to be appointed a member of the British Cabinet and later the first Black Leader of the House of Lords. Beginning her political career with significant roles in local government and various aid organizations, she notably served as Secretary of State for International Development. In this capacity, she oversaw aid policies and played a crucial role in international relief efforts. Further exemplifying her commitment to humanitarianism, she was appointed United Nations Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, coordinating global responses to crises and championing the needs of vulnerable populations.

Her academic leadership is evidenced by her current position as the Master of University College, Oxford, one of the university's most prestigious colleges. In this role, she continues to break barriers and promote diversity, equity, and inclusion within higher education. Baroness Amos's impressive career has been recognized worldwide, earning her numerous accolades and appointments, such as a significant role on the board of the Mastercard Foundation and her impact within various global organizations. Her legacy is marked by her relentless advocacy for humanitarian causes, her championing of civil rights, and her impactful leadership across multiple sectors.

CONNECT:

- LINKEDIN
- X/TWITTER



Philanthropy

60

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UBUNTU *"The measure of our lives is the impact we have on others."*

Gyan

Asamoah

GHANA

Asamoah Gyan is a Ghanaian former professional footballer known for his prolific career as a striker and captain of the Ghana national team. He began his career with Liberty Professionals before moving to European clubs like Udinese, Rennes, and Sunderland, where he demonstrated his goal scoring prowess. Gyan achieved great success in the UAE with Al Ain, where he won multiple league titles and consistently finished as the top scorer. Internationally, Gyan made his mark by becoming Ghana's all-time leading scorer with 51 goals and the top African scorer in World Cup history, netting six goals across three tournaments. He also represented Ghana in numerous Africa Cup of Nations and the 2004 Olympics, earning accolades for his crucial goals and leadership. In June 2023, Gyan announced his retirement from active football, bringing an end to a distinguished two-decade-long career.

Beyond football, Gyan has engaged in various ventures, including boxing promotion and business, notably launching Baby Jet Airlines. His philanthropic efforts are channeled through the Asamoah Gyan Foundation, which aims to empower vulnerable and marginalized communities in Ghana by addressing social, economic, and intellectual challenges. The foundation seeks to collaborate with national and multinational organizations to improve infrastructure and provide sustainable growth for under-served communities. Gyan remains committed to football through coaching and spotting initiatives while nurturing young talent, exemplified by his involvement in youth football tournaments like the Baby Jet U16 African Tournament.

USEFUL LINKS:

- ASAMOAH GYAN FOUNDATION

CONNECT:

- INSTAGRAM
- X/TWITTER
- YOUTUBE

ACTIVE PROGRAMMES

ASAMOAH GYAN FOUNDATION



Sports

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UBUNTU *"The measure of our lives is the impact we have on others."*

Smade

Adesegun Adeosun Jnr

NIGERIA

Adesegun Adeosun Jnr, also known as Smade, is a Nigerian-born British event promoter and entrepreneur renowned for co-founding Afro Nation, an annual music festival celebrating African genres such as afrobeats, hip hop, RnB, dancehall, and amapiano. He also founded Smade Entertainment, a UK-based entertainment company. Born in Lagos, Nigeria, Smade pursued his education in advertising and marketing at the University of the Arts London, followed by an MBA in Marketing from GSM London and the University of Wales.

Smade, alongside business partner Obi Asika, launched Afro Nation in 2013 to promote African music globally, with the first African edition held in Accra, Ghana, in 2019. Smade has collaborated with top African artists like Wizkid, Davido, and Burna Boy. His work in event promotion has earned him several accolades, including the 2019 Best of Africa Awards for Outstanding Achievements in Event Promotion and the 2022 Global African Awards for Outstanding Contribution to Showbiz and Entertainment.

USEFUL LINKS:

- SMADE LOUNGE
- AFRO NATION

CONNECT:

- INSTAGRAM
- X/TWITTER
- TIKTOK
- FACEBOOK



Media



BoA

BEST OF AFRICA

DIGITAL

WHERE THE WORLD SEES
FORMAT: WEB AND SOCIAL MEDIA
CONTENT: CREATION AND CURATION
OBJECTIVE: ASPIRATIONAL CONTENT
INSPIRATION: AFROPOSITIVISM

@

207.2 Million

Following

Social Media following of our guests at the 2025 BoA Awards Dinner in London was 207.2 million in a the room.

We have the opportunity and ability to curate an informed and willing narrative drive with invested cultural influencers to speak on issues of tremendous importance to the African Diaspora and the wider global development agenda.

BoA
BEST OF AFRICA

IMPACT

Driving Change, Empowering African Excellence.

Best of Africa turns recognition into action; amplifying changemakers, fuelling local solutions, and driving real impact across African communities. By celebrating those leading with purpose, we harness the power of philanthropy to inspire, connect, and create lasting transformation.

Honorees from business, philanthropy, sport, and culture, celebrating excellence, innovation, and social impact.

200M+ global media reach annually across top platforms like CNN, BBC, Forbes, and African networks.

Strong working relationships with over professional football clubs, multiple sporting bodies, major record labels, charities and foundations

£2M+ raised for African-led initiatives, demonstrating our commitment to sustainable change and community empowerment.

50+ strategic brand partnerships with top corporates, foundations, and cultural institutions committed to diversity and inclusion.

Over 14 years, we have successfully curated a global Pan-African network of thought leaders.

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AWARDS 20XXVI

YOU ARE INVITED

26th October @ The Peninsula Hotel



BoA

BEST OF AFRICA

Partnership Opportunity

VISION

To Celebrate and Inspire Excellence.

2026

We present an unparalleled opportunity to be a part of celebratory and change agency paradigm. In an increasingly polarised age, our commitment to increase opportunities for deeper and more meaningful engagement on human levels. Over a decade, we have built and remain committed to counting to foster more qualitative platforms via which our shared humanity can be translated into avenues for richer social exchanges.

Attended by industry leaders.	Presents an unrivalled opportunity.	Curates a uniquely convivial environment for thought exchange
A meeting point for People and Causes	Intergenerational citizen-led engagement paradigms	Sports, Entertainment, Entrepreneurship and Media

BoA
BEST OF AFRICA

Why partner with us?

2026

1. Branding on our key messaging
2. Opportunity to engage directly with attendees
3. Social media posts around events
4. Access to organised events
5. Option to present business and opportunities
6. Branding on event nights on all promotional material
7. Invitation to contribute to thought curation around development
8. Possibility to develop bespoke engagement paradigms
9. Opportunity to develop the maiden 2026 INDEX Event

BoA The Awards Partnership

BEST OF AFRICA

2026



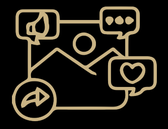
VIP entry for 10 Guests to the Awards



1 Highlight Social Media Post



Speaker Opportunity on the Night



Social Media Posts Pre and Post Awards



½ Page in Event Programme



Welcome Note in the Event Programme



Branding on all Promotional Awards Material



Logo prominent on all printed and digital material



Branding on email signature



£TBC



Contact Us

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BoA_Awards

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