

Teaming Up: African LeadHERs meet BAL4HER is a mentorship program that addresses the critical need for increased representation of women in sports leadership in the rapidly growing ecosystem of African basketball. This second edition builds on the successes of the first edition by pairing 10 mentees across Africa with 10 global sports executives. The program will run from December 2024 to May 25, 2025 (Africa Day) with a particular focus on how aspiring African women leaders can shape the future of sports in Africa and advocate and advocate for social change through a health and Sustainable Development Goals lens.

PROGRAM ELEMENTS



INDIVIDUAL DEVELOPMENT PLAN

At the beginning of the program, mentees will set 3-5 key goals aligned with their professional aspirations. They will regularly monitor their progress and reflect on their personal and career growth.



TRAINING MODULES

Mentees will develop soft and practical skills essential for a career in sports and leadership with a focus on community impact. Esteemed professionals in the field will deliver training modules. The topics are:

- ▶ **December 2024:** Breaking Gender Bias
- ▶ **January 2025:** Advocating for Social Change
- ▶ **February 2025:** Leadership
- ▶ **March 2025:** Networking & Relationship Building
- ▶ **April 2025:** Mind Health & Stress Management
- ▶ **May 2025:** Storytelling & Personal Branding



NETWORKING TRIP

Mentees will connect with their mentors in person and experience firsthand the topics covered during the mentorship program. They will network with diverse leaders and professionals in the field, building meaningful connections.



ADVOCACY MOMENT

This initiative will require mentees to raise awareness on SDG issues such as health that are affecting their community, capitalizing on sports as a vector for transformative social change.

PAIRINGS



AICHA DIOP

Director of Marketing, BAL



CARINE NISHIMWE

Communications Strategist & Project Manager, 63 Inc | Rwanda



ALLISON FEASTER

VP of Team Operations & Organizational Growth, Boston Celtics



KALY SORO

Project Manager at Omega Sports Holding | Cote D'Ivoire



ASHLEY COMBS

Senior Director of Player Marketing, Excel Sports Management



ZANDILE YAZE

Marketing & Events Specialist, The Leverage Corporation | South Africa



CHRYSA CHIN

EVP, Strategic Relations, NBPA



MANAR BENESSADI

Sustainable Development Advisor to the Director General, African Union | Ethiopia



EBONY HOFFMAN

Assistant Coach, Seattle Storm



AISSATA MAIGA

Physical Education Teacher American International School of Bamako | Mali



DR. KENSA GUNTER

Director of Mind Health, NBA



JAMILA WIDEMAN

SVP of Player Development, NBA (combo)



GRACE WANG'ONDU

Consultant Coach for Basketball Experience Kenya | Kenya



LAETICIA AMIHERE

WNBA Player, Atlanta Dream



FATOU BINTOU SIMA

Student-Athlete | Senegal



DR. NDIDI ONYEJIAKA

Mental Health Professional, Chicago Sky



THINA DUMALISILE

Sports Intern, St Anne's Diocesan College | South Africa



ROS GOLD-OWUNDE

Sports Broadcaster, ESPN



ONYINYECHI YINYESWIT

Broadcast Journalist, News Central TV | Nigeria



DR. TOBI OWOMOTO

Physical Therapist & Athletic Trainer, Oklahoma City Thunder



JULIA AKOT

Medical Doctor, South Sudan Basketball Federation | South Sudan

PROGRAM ELEMENTS

Kick-Off Meeting

End of Program Meeting/Virtual Celebration

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

Final Selection and Pairing

Training Modules (Mentees only)

Monthly Mentorship Check-Ins (Mentee & Mentor)

Networking Trip (flexibility in dates based on your schedule)

Advocacy Initiative

To continue the conversation, use hashtags #AfricanLeadHERs, #BAL4HER, #TeamingUp #WomenInSports #AfricanSports #FutureofSports on social media!

ABOUT THE BASKETBALL AFRICA LEAGUE

The Basketball Africa League (BAL), a partnership between the International Basketball Federation (FIBA) and the National Basketball Association (NBA), is a new professional league featuring 12 club teams from across Africa. The BAL builds on the foundation of club competitions FIBA has organized in Africa and marks the NBA's first collaboration to operate a league outside North America. Fans can follow the BAL (@theBAL) on [Facebook](#), [Instagram](#), [Threads](#), [X](#), and [YouTube](#) and register their interest in receiving more information at [BAL.NBA.com](#).



BAL4Her is the league's commitment to promoting gender equality among fans and local stakeholders and to developing pipelines and recruitment opportunities for women to fully participate and be visible across BAL operations. Through BAL game-day assets, teams, and collaborative efforts with corporate and community partners, the BAL will provide financial support and bring awareness to organizations that drive the female agenda forward.

For more information, please contact Marie-Laurence Archambault at marchambault@nba.com

ABOUT SPEAK UP AFRICA

Speak Up Africa is an African-led, Senegal-based organization working with leaders and changemakers in Africa and beyond to solve Africa's pressing sustainable development challenges. Speak Up Africa is dedicated to supporting African leaders and citizens to take an active role in identifying and developing solutions to tackle the challenges facing our continent. Speak Up Africa's aspiration is to be unparalleled in lifting African actors to drive equitable and sustainable change toward healthy and thriving African societies. Driven by the conviction that women and youth will drive the next wave of social and economic development in Africa, Speak Up Africa is here to unleash the untapped potential of the continent's women and youth. Follow Speak Up Africa on [X](#), [Instagram](#), [Facebook](#) and [LinkedIn](#), and read about our programs and initiatives on www.speakupafrika.org.

AFRICAN LEADHERS

African LeadHERs supports the inclusion of women and girls on public platforms and in leadership and aims to encourage women and girls, in all their diversity, to significantly participate in decision-making spaces for improved public health. Gender Equality is paramount to achieving every one of the seventeen Sustainable Development Goals and at Speak Up Africa, we are committed to transforming this belief into meaningful action and engagement. Through the African LeadHERs program, we partner with leaders from all sectors of society, including sports, fashion, culture, and art to creatively work together to build a stronger, fairer and more inclusive world. In May 2024, Speak Up Africa launched the LINGEER Exhibition to pay tribute to women who are playing a central role in societies. Through the first exhibition, 8 Senegalese women are portrayed championing their important role in achieving our common sustainable development goals.

For more information, please contact Maelle Ba at maelle.ba@speakupafrika.org