

Press Release:

6.10.2009

The African Foundation for Development (AFFORD) are happy to announce the 2nd SCORE4africa Awards at the Sheraton Park Lane, on 30th November 2009.

Hosted by actor and playwright Kwame Kwei-Armah, the SCORE4africa award categories include: Peace, Health, Youth, People's Choice, Green, Education, foundation, diversity, mentoring, partnership and a Lifetime Achievement Award.

Nominations are now open for the prestigious awards which have been designed by leading artist Sokari Douglas-Camp. Last year award winners included Didier Drogba, Nwankwo Kanu, George Weah, Arsene Wenger, the Craig Bellamy Foundation, Right to Play/Chelsea Football Club, Mathare Youth Sports Association, Alive & Kicking, and Diamber's, Patrick Veira's academy initiative in Senegal.

This year's lucky winners will receive their awards in front of a star studded audience of celebrities, politicians, business people, and leading personalities from the world of football - with Kora specialists Tunde Jegede and Mya Jobarteh providing the musical performance.

'The beautiful game' is Africa's pre-eminent sport. In the build up to the 2010 World Cup in South Africa, African footballers are not only important ambassadors for how football is changing the world for the better, but significant stakeholders in Africa's development', said Onyekachi Wambu, one of the event's organisers.

He continued: 'Footballers contribute through remittances, investments, charity support, peace work, mentoring and youth work & financial support of extended families & communities. Football contributes by cementing social & national cohesion, providing employment, helping in education & skills training provision, and providing inspiration & joy.'

Co-event organiser, Ayo Alli added: 'At this year's event we will also be launching our LIVING FOOTBALL Legacy Project. These are Community Hubs containing social enterprises linked to local African clubs which will enable these clubs to achieve sustainability.'

Judges for the awards include Marcel Desailly, Nancy Dell'Olio, Lord Newby, Nada Hook from the FA, Brian Oliver, Sports Editor of The Observer, and Farayi Mungazi from BBC Africa football website.

For further information please go to score4africa.org
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Ends

Notes for Editors:

SCORE4Africa is a social enterprise wholly owned by AFFORD - a UK Registered Charity, number -1104682 (www.afford-uk.org)

What we do

- We hold an annual awards ceremony...
- We support the foundation of social enterprises in Africa...
- We celebrate the partnerships that create sustainable development...
- 30% of surplus funds raised go to developing LIVING FOOTBALL Community Hubs
- 70% of surplus funds raised go to AFFORD's SEEDA (Supporting Entrepreneurs and Enterprise Development in Africa) project.

The full awards categories are:

- 1) The Peace Award** - for the best efforts in peace building and reconciliation
- 2) The Health Award** - for the best or most innovative health or rehabilitation project
- 3) The Youth Award** - for quality & innovation in youth development and advancement
- 4) The People's Choice Award** - as voted for by the general public
- 5) The Green Award** - for the best & most innovative environmentally sustainable project
- 6) The Education Award** - for the highest impact or most pioneering educational project
- 7) The Foundation Award** - for the best & most innovative football foundation
- 8) The Diversity Award** - for the greatest contribution to the promotion of diversity
- 9) The Mentoring Award** - for unswerving commitment to cultivating & nurturing African talent
- 10) The Partnership Award** - for the international individual or organisation contributing to African development through football
- 11) The Lifetime Achievement Award** - for recognition of an individual's legacy of outstanding contribution to African development & football
- 12) The Enterprise Award** - for the most exciting business investment or project in Africa
- 13) The Philanthropy Award** - for the biggest financial supporter of SCORE4africa.

About The African Foundation for Development (AFFORD)

Since AFFORD's formation in 1994, it has gained recognition as a pioneering African development think tank & charity. AFFORD's groundbreaking research, advocacy and policy development activities have helped highlight diaspora issues; and led to international recognition of the role of diasporas in development. AFFORD has had direct input in the policy development of diverse bodies such as UN, World Bank, DFID, International Organisation of Migration, UN Economic Commission for Africa, African Union, and European Union. Most recently, AFFORD has piloted effective ways of harnessing African diaspora resources to create and sustain jobs in Africa. AFFORD's recent successes include:

- Mobilising over 200 diaspora professionals in 2006/2009 to invest over £300,000 supporting over 600 small businesses in Sierra Leone and Ghana (in partnership with VSO).
- Creating 5 business centres in Sierra Leone in 2007/9. These have to date trained 25 business coaches who provide practical business support to 100s of local businesses and entrepreneurs (in partnership with Comic Relief & University of Sierra Leone).
- Working with banks, micro-finance institutions and trade associations in African countries to help small entrepreneurs become more structured and efficient.