



# SOCIAL IMPACT REPORT

2024 - 25





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OUR MISSION IS TO BUILD  
FUTURE LEADERS AND UNITE  
COMMUNITIES THROUGH  
THE POWER OF SPORTS  
AND EDUCATION IN  
AFRICA.



Sports have the power to change lives. At Ndaw Academie, we see it every day—in the energy of a camp, the pride of a new pair of shoes, and the confidence that grows when a child realizes what they are capable of.

As a former Division I athlete and a member of the Senegalese Women’s National Team, I know how vital it is for girls to have the same opportunities as boys. That’s why we are committed to creating spaces where young women can play, compete, and lead. When girls are given that chance, they don’t just transform their own futures—they transform their communities.

Sincerely,

Dieynaba Ndaw  
President, NDAW ACADEMIE



# EMPOWERING OUR COMMUNITIES

The NDAW ACADEMIE is committed to serving communities across Senegal and beyond through sports and education. By providing access to camps, mentorship, and essential resources, we ensure that every child has the opportunity to grow, dream, and lead.

In 2025, this commitment came to life as we reached more than 1,300 young people through our basketball camps, all-girls programs, and community donations. With the support of coaches, partners, and sponsors, we created spaces where youth could develop their skills, build confidence, and imagine brighter futures. Every shoe donated, every practice held, and every lesson shared is part of a larger mission: to empower the next generation of leaders.



# NDAW ACADEMIE SUMMER CAMPS

In 2025, NDAW A. hosted a series of transformative basketball camps across Senegal—reaching young athletes in Yoff, Parcelles Assainies, Fatick, Kolda, Thies, Mbour, and Grand Dakar. Each camp carried the same mission: to unite sports and education as powerful tools for growth. Guided by our core theme, “Work Hard. Stay Motivated. Never Quit,” these camps became more than training grounds—they were spaces of mentorship, teamwork, and inspiration where discipline and resilience took center stage.

Led by coaches such as Malick Goudiaby, Moustapha Sene, and Coach Lamine, the camps empowered hundreds of children to push their limits, embrace leadership, and believe in their potential. Supported by local and international partners, every session was more than just basketball—it was an opportunity to build confidence, nurture ambition, and prepare the next generation to thrive both on and off the court.

Together, the 2025 camps embody the heart of NDAW A., creating spaces where sports unlock opportunity, education sustains it, and young people discover that their dreams are within reach.

## 1300+ YOUTH

IMPACTED THROUGH SPORTS, MENTORSHIP, AND CLASSROOM SESSIONS

## 400+ PAIRS OF SHOES

PROVIDED TO SUPPORT PARTICIPATION AND CONFIDENCE

## 800+ PIECES OF SPORTS GEAR

DONATED TO STRENGTHEN BOTH SPORTS AND EDUCATION



## PARCELLE ASSAINIES SUMMER CAMP

At Parcelles Assainies, the 2025 camp brought together **80+ youth** in the same neighborhood where Coach Malick Goudiaby grew up. What began as basketball practices quickly turned into moments of mentorship, community, and inspiration.

With the help of partners and supporters, the camp provided over **70 pairs of shoes** and **130+ pieces of sports gear**, ensuring that every child left with the tools and confidence to keep moving forward both on and off the court.

## YOFF BASKETBALL CAMP

The 3rd Annual Yoff program holds a special place in the history of NDAW A. This is where Moustapha Sene, childhood trainer of co-founder Colin Lamine Ndaw, first taught him how to play the game.

This program came full circle as dozens of youth from the community gathered to learn, grow, and compete. With support from local sponsors, NDAW A. distributed over **50 pairs of shoes** and **50 NDAW A. shirts**, ensuring every participant had the necessary resources and pride to participate fully.



## KOLDA (UNION SPORTIVE DE KOLDA)

Kolda has always been a community renowned for its talent and determination. In 2025, NDAW A. strengthened that spirit with direct support to Union Sportive de Kolda.

### 85+ PAIRS OF SHOES AND 200 PIECES OF ATHLETIC GEAR DONATED, EMPOWERING YOUNG WOMEN AT UNION SPORTIVE DE KOLDA TO LEAD ON AND OFF THE COURT

The Union Sportive de Kolda (USK) has become a symbol of determination and progress in southern Senegal. This year, the NDAW A. partnered with the club to support its players with essential resources, including shoes and athletic gear, while celebrating the achievements of the USK Girls Team, who proudly won their league title.

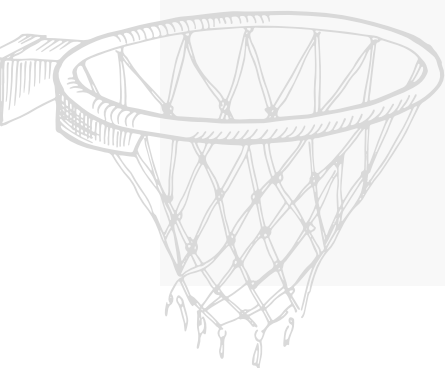
Beyond equipment, this collaboration was about empowering youth—especially young women—to see themselves as leaders on and off the court. The story of USK shows how sports can unite communities, nurture ambition, and create champions for the future.



## DREAM STAR ELITE BASKETBALL CAMP

Together with Dream Stars Elite for a special program led by Coach Lamine, who played a key role in shaping co-founder Colin Ndaw's basketball journey. The camp brought together young athletes for warmups, skill work, competitive games, and team-building activities that emphasized both discipline and joy.

To support the players, NDAW A. donated **30+ pairs of shoes** and **70+ pieces of athletic gear**, ensuring every participant had the resources to take part fully. This collaboration was not only a way to give back to the community that helped raise us, but also a chance to inspire the next generation to believe in themselves and their potential.



## 60+ BASKETBALL SHOES DISTRIBUTED TO LOCAL CLUBS IN DAKAR, MBOUR, GUEDIAWAYE, AND THIÈS.

Expanding access to sports and inspiring youth across Senegal.

## FATICK CAMP

In Fatick, a vibrant community of young athletes came together for a program that combined basketball training with mentorship and teamwork. The initiative created a space where discipline, collaboration, and confidence could grow side by side.

As part of the program, NDAW A. donated **25+ pairs of shoes** and **30+ pieces of athletic gear**, along with William & Mary team apparel. More than just providing equipment, the program was about investing in youth and strengthening the community through sports and education.



# SPORTS BEYOND BASKETBALL

## SUPPORTING PULSE AFRICA (KEUR JARRAF)

In September 2025, we partnered with Pulse Africa to support an all-girls sports camp in Keur Jarraf, led by Fatou Kiné Ndiaye. Over the course of 10 days, more than **60 girls** participated in technical workshops, games, and educational sessions that combined sports with mentorship and encouragement to pursue their studies. NDAW A. contributed by donating **40+ pairs of shoes and helping fund the program**, ensuring every participant had the resources and environment to grow in confidence and autonomy. This collaboration emphasized the powerful connection between education and sport, empowering a new generation of young women in Senegal.

## ASC FESSANE SANGHE (THIES)

In Thiès, NDAW A. partnered with MHC MEP, William & Mary Soccer, and William & Mary Lacrosse to support the youth soccer club ASC Fessane Sanghe. By donating **25+ pairs of shoes and 50+ pieces of athletic gear**, we gave players the resources to compete while showing our commitment to expanding beyond basketball and investing in multiple sports that empower youth.

## KOLDA (HANDBALL)

We extended its impact beyond basketball by collaborating with MHC MEP from the Netherlands to support the local handball team. Together, we donated **15 pairs of shoes and 15 pieces of athletic gear**, giving young athletes the resources they needed to train and compete while inspiring the community to embrace handball as a platform for growth.





# POWERING CHANGE THROUGH OUR SPONSORS



WE EXTEND OUR DEEPEST GRATITUDE TO OUR SPONSORS AND PARTNERS WHOSE GENEROSITY HAS FUELED OUR MISSION. YOUR SUPPORT HAS ALLOWED US TO PROVIDE SHOES, GEAR, MENTORSHIP, AND OPPORTUNITIES TO OVER 1,300 YOUTH THIS YEAR. TOGETHER, WE ARE NOT ONLY BUILDING ATHLETES BUT ALSO SHAPING LEADERS, STUDENTS, AND CHANGEMAKERS FOR THE FUTURE.