



Press Release

Embargo: July 13th, 2020 17:00 GMT

Baaba Maal the New Voice of Marginalized Peoples in Africa

Southern African Trust, African Philanthropy Network and TrustAfrica are pleased to announce the appointment of the eminent international music star, Baaba Maal, as the voice of marginalized People in Africa. These three pan-African organisations are collaborating under the umbrella of Community Immunity initiative to provide quick-impact support that will bring immediate relief to marginalized communities and people living at the margins of society. The initiative will also provide broad-based support to policy initiatives aimed at proffering long term solutions that will ameliorate the living conditions of poor and marginalized groups in Africa. Towards this objective, the initiative will, among other things, leverage on the public appeal of well-known celebrities, including athletes, artistes and civil society actors, as a platform to reach the unreached and provide succor to the most affected people in society.

The appointment of Baba Maal is in recognition of his antecedents and consistent commitment in using his art to give voice to the voiceless. He is a highly-regarded music star in Africa and worldwide, who is known for his engagement with marginalized communities in Africa and elsewhere and who has spent most of his time mobilizing support and resources for communities and people living at the margins of the society.

Southern African Trust, African Philanthropy Network and TrustAfrica on one hand, and Baaba Maal on the other hand, will be working closely to raise awareness and to raise funds that will be used to provide much-needed support to marginalized communities through the Collective Immunity initiative. The important collaboration will include organization of a series of concerts as well as outreach programmes over an initial period of six months to build support for the initiative.





Southern Africa Trust

The Southern Africa Trust is a non-profit organization that seeks to contribute to the reduction of poverty and inequality in Africa. It channels the voices and the vibrancy of the vulnerable through policy in the 16 SADC countries. (<https://www.southernafricatrust.org/>)

African Philanthropy Network

The Africa Philanthropy Network (APN) is an independent, not for profit, organizational member-based continent-wide network that was launched in July 2009 in Accra, Ghana as the Africa Grantmakers Network (AGN), and later rebranded to APN in July 2015, with a commitment to building a broad, multi-stakeholder understanding and recognition of the contribution of philanthropy as a field that bridges development and local ownership.

(<https://africaphilanthropynetwork.org/>)

TrustAfrica

TrustAfrica is a pan-African organization that seeks to strengthen African initiatives which address the most difficult challenges confronting the continent. TrustAfrica focuses on three critical areas: 1) Securing the conditions for democracy; 2) Fostering African enterprise and achieving broadly shared prosperity; and 3) Cultivating African resources for democracy and development.

(<http://trustafrica.org/>)

Media inquiries :

Abda Wone, +221 77 9538466 wone@trustafrica.org

Bokang Moatlhodi +27671512194 bmoatlhodi@southernafricatrust.org

Renatus Luhunga +255713407814 rena@africaphilanthropynetwork.org

