



Building fields for  
dreams to come true.



# If we build it... anything is possible.



**We** are a volunteer-run and community-driven effort working across Africa to:

- **Build baseball fields**
- **Unite youth through play**
- **Grow the next generation of sports & community leaders**

**We** support play, players & communities where baseball has taken root.





# The Opportunity & Dream

Dreams without fields

## A “green field” for Africa’s community & youth development

- ❖ Grassroots baseball is **rapidly growing across Africa. 22+ countries in Africa have some form of baseball activity** (baseball, softball, or Baseball5).
- ❖ **Only 9 countries have baseball or softball fields\*** (many in poor condition)
- ❖ Significant need for **community leadership and baseball infrastructure** to enable organized play across the continent.



# Baseball, softball, & Baseball5 Across Africa



The World Baseball and Softball Confederation - Africa (WBSC Africa) has 23 member countries in Africa with multiple national teams represented in the top 70 of baseball and softball.

Rapid adoption of Baseball5 is happening across Africa, with Kenya ranking in the top 10 globally.

## WBSC Africa 23 Members

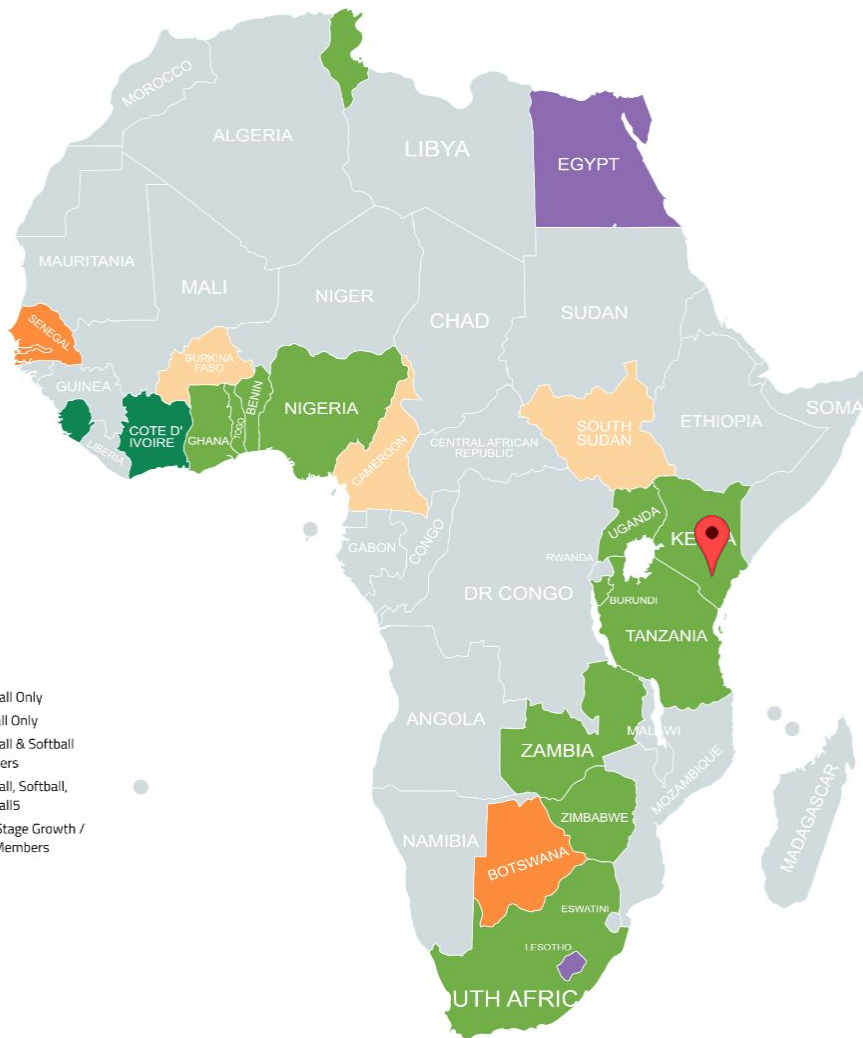
### Baseball



### Softball



- Baseball Only
- Softball Only
- Baseball & Softball Members
- Baseball, Softball, Baseball5
- Early Stage Growth / Non-Members







# Our Approach



## Build

*Building fields and spaces  
for dreams to come true*

**Build Flagship Fields in  
partnership with public  
institutions**

**Develop grassroots facilities  
within communities**



## Play

*Fostering community  
development through play*

**Host Leagues, Series &  
Tournaments**

**Facilitate skills events,  
academies & camps**



## Grow

*Growing opportunities for the  
next generation of leaders*

**Create opportunities in the  
sports economy** – such as  
coaching, officiating, admin,  
marketing, vending

**Grow career skills through  
coaching and leadership  
Training**

# Our Initiatives & Projects



**Nairobi Field of  
Dreams**



**Nairobi Baseball  
Community Series**



**Nairobi Little League**



**Youth Skills &  
Leadership Events**



**"Field in a Box"**



**#SheWill Play**





Before



Now



Future



## Proof of Concept

# Building Nairobi, Kenya's Field of Dreams

- Convert 10 acres of donated land near Nairobi into a baseball, softball & Little League complex
- **Create an epicenter** for baseball & softball activity in East Africa.
- **Build fields** for youth baseball and softball dreams to come true.





# PROOF OF CONCEPT

In Progress  
(2021 - Present)

Nairobi Field of Dreams, JKUAT Juja Campus

[Visit us on Google Maps!](#)



# 2025 Nairobi Baseball Community Championship Festival

Nairobi Field of Dreams, JKUAT Juja Campus





# Nairobi Baseball Community



The Nairobi Baseball Community has emerged from IfWeBuildIt.org's efforts and now **links nearly 400 young people (ages 6-24+) to baseball activities** through the **Nairobi Baseball Community Series** and **Nairobi Little League**, all managed and run by our organization and youth leaders and coaches.



# Results

*Since 2022*



**Built Nairobi's first  
baseball + softball  
field with \$30,000+ in  
individual donations**



**\$100,000+ value  
of in-kind  
contributions  
since 2021**



**Launched the first organized  
baseball series** in Kenya's  
history with \$10,000  
corporate sponsor



**Established  
University learning  
project** on field  
construction



**Reached over 3,000  
youth & engaged  
2,000+ community  
members**



**Created income  
opportunities for youth  
game officials**



**Launched the  
inaugural pilot season  
of Nairobi Little League**  
8 teams/150 players



**Created first  
women-inclusive  
baseball series in Africa**



# The Power of We: A community of sponsors & partners







# 2024 Highlights: Events & Community Celebrations



**Launched First Baseball  
"League" in Kenya**  
Nairobi Baseball Community  
Championship Series

Feb. 2024



**DELTA**  
**Delta Airlines**  
**"Diamond Dreamers Youth  
Skills Clinic" for 200 children**

Mar. 2024



**2024 Nairobi Baseball  
Community  
Championship Festival**

Sept. 2024



# 2025 Activities: In Action



COMPLETED

## 2nd Season

Nairobi Baseball Community  
Championship Series

Feb. – Sept. 2025



COMPLETED

## 1st Season Nairobi Little League Baseball Launched

Feb. – Sept. 2025



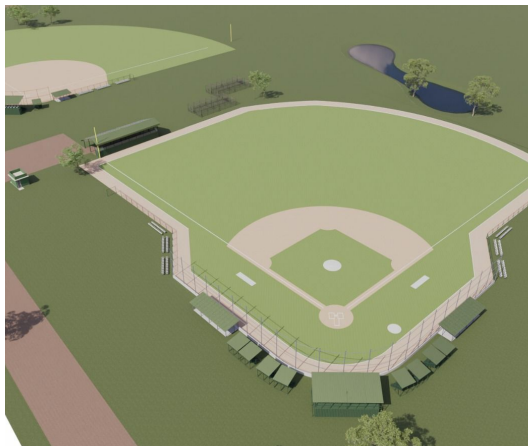
COMPLETED

## 2025 Nairobi Baseball Community Championship Festival

Sept. 2025



# 2025 Activities: Turning dreams into reality



IN PROGRESS

## Phase 2 Construction

Target completion by  
Nov. 2025



PREPARATIONS IN PROGRESS

## WBSC Continental Qualifiers (U15 Baseball & Seniors Softball > M/W)

Nov. / Dec. 2025



PLANNING PHASE

## Nairobi Little Season 2 & Community Series Season 3

Jan. 2026





# Our Lessons Learned



## Build

- Go where play is already happening naturally and poised to grow
- Build Together - forge partnerships to drive ownership and collaboration
- Building is not just about infrastructure - it's about creating safe spaces for play
- Start small and bootstrap



## Play

- Prioritize players and play
- Give girls, boys, women and men opportunities to participate, practice and spectate together and across age groups
- Keep competitions competitive but friendly, supportive and community-focused



## Grow

- Grow from the grassroots. Broad participation creates more leadership opportunities and leaders
  - Empower young adults in decision making roles (coaching, officiating, administration, etc.)
- A rising tide raises all ships - if your community is succeeding, so will your projects



# IfWeBuildIt.org Board



**Thomas Wallace,**  
Nairobi, Kenya

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Board Chair**  
CEO,  
Bombax Group



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**Co-founder &  
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**Board Member**  
Attorney and the  
Executive Director  
of the Borough  
Cup Baseball  
Tournament





# ifwebuildit.org/donate

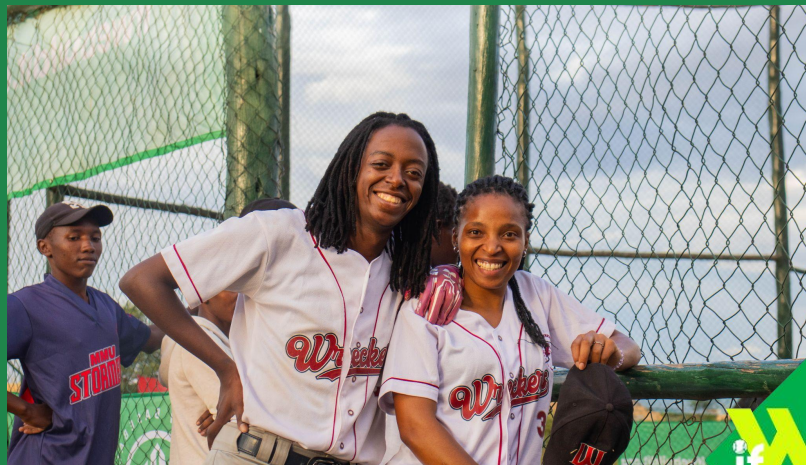


**We also accept donations & common stock via:**

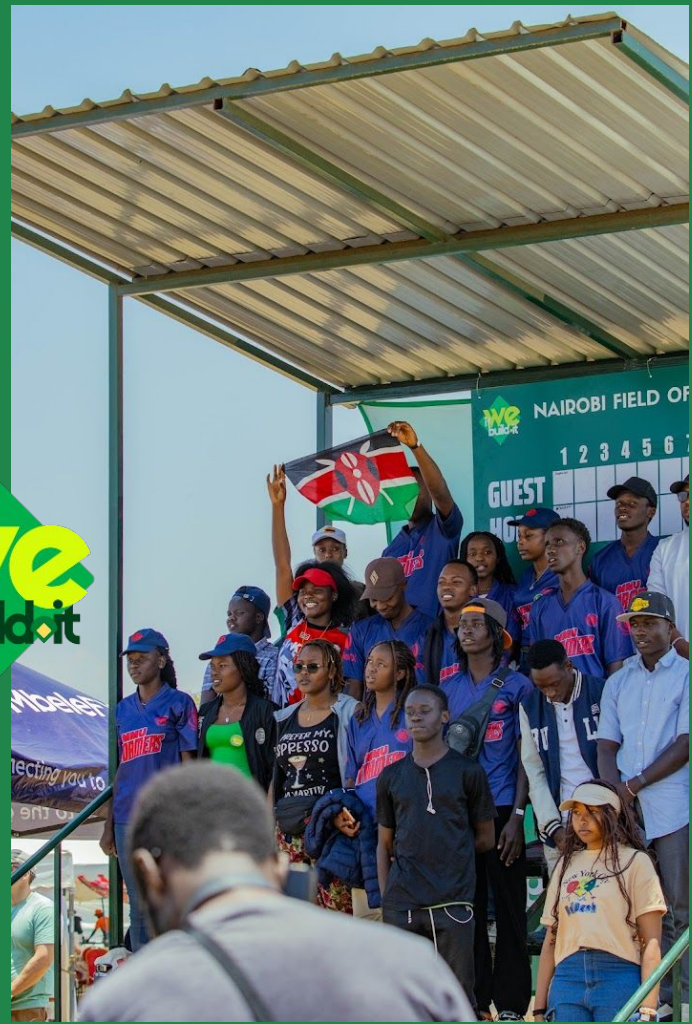


Silver  
Transparency  
2024

**Candid.**







# What people are saying about IfWeBuildIt.org

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"Game situations are the main way to develop baseball IQ.  
That's what takes you to the next level.

**I developed my baseball IQ on a field like the one  
If We Build It is constructing in Nairobi, where I could play  
in games and work on my skills."**

We need this across Africa as a whole, to create real fields so  
kids can experience real competition and play against other  
kids in their community and other countries."

## **Gift Ngoepe**

Former Major League Baseball player &  
first African-born player to make MLB  
Board member, African Baseball Project

**[Watch the video](#)**



# Baseball is not our pastime, it's our future.



**"When I meet my friends, I tell them that baseball is the game of discipline, teamwork and helping each other. "**

Robinson Omeria is a Nairobi Little League player from the Junior Buffaloes. He lives in the community of Kangemi and Kibagare. He's part of a growing movement of youth players in the area as a result of Nairobi Little League.



# Baseball is not our pastime, it's our future.



**"Playing baseball in University and the leadership skills I gained volunteering with IfWeBuildit.org helped me get a job immediately upon graduating."**

Priscah Kanyi, recent graduate and female baseball team captain who played at the field, graduated from JKUAT University where the Nairobi Field of Dreams is being built.

# Baseball is not our pastime, it's our future.



**"If We Build It has done an immense job to help build baseball in Kenya. When you look at the Nairobi Field of Dreams and giving breath to Little League, it tells you that this partnership will help support the growth of baseball in the country."**

**Titus Mutwiri**, President Baseball Federation of Kenya,  
Little League Kenya District Administrator.



“The African Baseball Project supports **If We Build It** in their efforts to create the first ballfield in Nairobi, Kenya.

**I encourage you to support the efforts to help finish building the ballpark.”**

## **Andre Dawson**

Former Major League Baseball player &  
member of the Hall of Fame  
Board member, African Baseball Project

[Watch the video](#)





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# Contact Us

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