

# Leadership Impact Award – Communications Text Drafts

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## YouTube

Video Title: Introducing the 2020 Leadership Impact Award Winner, Ibrahima Kalil Gueye

### Description:

The U.S. Department of State and IREX are pleased to announce that Ibrahima Kalil Gueye, a 2018 Fellowship Alumnus from Guinea, has been selected as the winner of the 2020 Leadership Impact Award, which annually recognizes the individual achievements of one outstanding member of the Mandela Washington Fellowship Alumni Network. Nominations were accepted from U.S. Embassies and Consulates, Institute Partners, and other stakeholders, and the winner will engage virtually with Alumni and selected candidates for the 2021 Fellowship.

Learn more about the Leadership Impact Award: <https://mwfellows.info/LIAinfo>

Read more about Ibrahima’s work in his own words: <https://mwfellows.info/IbrahimaLIAEssay>

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## Website

### *Announcement*

Title Recommendation: Announcing the Winner of the 2020 Leadership Impact Award  
Format: News template ([example](#))  
Launch on: August 5

Body Text:

The U.S. Department of State and IREX are pleased to announce that [Ibrahima Kalil Gueye](#), 2018 Fellowship Alumnus from Guinea, has been selected as the winner of the 2020 [Leadership Impact Award](#), which annually recognizes the individual achievements of one outstanding member of the Mandela Washington Fellowship Alumni Network. Nominations were accepted from U.S. Embassies and Consulates, Institute Partners, and other stakeholders, and the winner will engage virtually with Alumni and selected candidates.

<Embed YouTube video - <https://mwfellows.info/2020LIAvideo>>

Since 2016, Ibrahima has led “Open and Transparent Guinea,” a program that has reached 10,000 citizens by promoting transparency in Guinea. A good governance advocate, he is utilizing the skills and connections he gained during the 2018 Mandela Washington Fellowship to create strategic solutions to address corruption through grassroots citizen education and mobilization as well as national level policy advocacy and reform.

“Kalil’s vision for good governance has united young leaders across the YALI Network to work together and to educate rural Guineans about their rights and their responsibilities. Kalil is a man of conviction and inspires innovation.” – Fatoumata Bangaly Barry, 2016 Fellowship Alumna

In 2019, Ibrahima coordinated the National Marathon of Governance, funded by an [Alumni Engagement Innovation Fund](#) grant from the U.S. Department of State. Over 43 days, he traveled 5,500 kilometers through rural Guinea empowering 2,300 people through workshops, conferences, and discussions with authorities to inform citizens of their rights.

“Ibrahima Kalil’s commitment to ending corruption and promoting good governance throughout Guinea is commendable. We applaud the work that he is doing as a good governance advocate to promote peace, justice, and equality, values that are especially important in times of crisis. As nations worldwide face challenges of the COVID-19 pandemic, we hope that other Mandela Washington Fellows and young leaders strive to follow Ibrahima Kalil’s example.” – Kenya Jordana James, U.S. Embassy Conakry, Guinea

As YALI celebrates its tenth anniversary, Ibrahima is an excellent representative of the program’s impact, as an Alumnus of both the Fellowship and the YALI Regional Leadership Center in Dakar and member of the YALI Network.

Congratulations, Ibrahima!

[Read more about Ibrahima’s work in his own words](#)

## *Opportunities for Alumni*

<https://www.mandelawashingtonfellowship.org/alumni/>

Update on: August 10

Update photo by LIA information to be photo of Ibrahima, change caption to: *2018 Fellowship Alumnus Ibrahima Kalil Gueye was selected for the 2020 Leadership Impact Award.*



*2014 Fellow Adepeju Jaiyeoba received the inaugural Leadership Impact Award at the 2019 Mandela Washington Fellowship Summit.*

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## *LIA Information page*

[www.mandelawashingtonfellowship.org/leadership-impact-award/](http://www.mandelawashingtonfellowship.org/leadership-impact-award/)

Update on: August 5

The Leadership Impact Award annually recognizes the individual achievements of one outstanding member of the Mandela Washington Fellowship Alumni Network. Ideal candidates for the Leadership Impact Award are Mandela Washington Fellowship Alumni who have freely and consistently committed their time and expertise to the needs of others—whether inside or outside of work—by promoting inclusion, innovation, and access in their personal or professional communities.

Institute Partners, Reciprocal Exchange Awardees, U.S. Embassies and Consulates, and Professional Development Experience Host Organizations may nominate Fellowship Alumni for the Leadership Impact Award. Fellowship Alumni who are nominated for the Leadership Impact Award are invited to submit an online application. Nominees are evaluated on the impact of their work, their service as ambassadors for the Mandela Washington Fellowship, the quality of their advice to current Mandela Washington Fellows, and their professionalism and English proficiency.

Selected based on their record of servant leadership and advocacy on behalf of the Fellowship, Leadership Impact Award recipients are invited to attend the Mandela Washington Fellowship Summit to receive the Award and share a message of advice and inspiration with current Fellows. Travel, lodging, and per diem expenses are covered by the Fellowship.

*Video section header:* 2020 Leadership Impact Award Winner: Ibrahima Kalil Gueye

<Embed YouTube video - <https://mwfellows.info/2020LIAvideo>>

Body text:

In 2020, Ibrahima Kalil Gueye, 2018 Fellowship Alumnus from Guinea, was selected for the Leadership Impact Award. Since 2016, Ibrahima has led “Open and Transparent Guinea,” a program that has reached 10,000 citizens by promoting transparency in Guinea. A good governance advocate, he is utilizing the skills and connections he gained during the 2018 Mandela Washington Fellowship to create strategic solutions to address corruption through grassroots citizen education and mobilization as well as national level policy advocacy and reform.

“Corruption is the most common thing affecting my country... That is why I decided, as a young activist, to fight this issue in order to find equality in Guinean society. Because wherever you find corruption there is no equality... By fighting corruption, you promote tacitly, peace and justice.” – Ibrahima Kalil Gueye, 2018 Fellowship Alumnus and 2020 Leadership Impact Award Winner

In 2019, Ibrahima coordinated the National Marathon of Governance, funded by an [Alumni Engagement Innovation Fund](#) grant from the U.S. Department of State. Over 43 days, he traveled 5,500 kilometers through rural Guinea empowering 2,300 people through workshops, conferences, and discussions with authorities to inform citizens of their rights.

As YALI celebrates its tenth anniversary, Ibrahima is an excellent representative of the program’s impact, as an Alumnus of both the Fellowship and the YALI Regional Leadership Center in Dakar and member of the YALI Network.

Congratulations, Ibrahima, from your Mandela Washington Fellowship family. We look forward to seeing you succeed and empower citizens across Guinea and the continent.

[Read more about Ibrahima’s work in his own words](#)

*New Section Header:* Past Leadership Impact Award Winners

2019: [Adepeju Jaiyeoba](#), 2014 Fellowship Alumna | [Learn more about Adepeju’s work](#) (link to video on YouTube)

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## Essay

Title: Taking the Next Step: My Leadership Journey  
Format: Success Stories template ([example](#))  
Name/byline at top: Ibrahima Kalil Gueye, 2020 Leadership Impact Award Winner  
Link: <https://mwfellows.info/IbrahimaLIAEssay>

Body Text:

My name is Ibrahima Kalil Gueye, a proud 2018 Mandela Washington Fellowship Alumnus from Guinea, 2016 YALI Regional Leadership Center (RLC) Alumnus, and active YALI Network member, and I am honored to be selected as the 2020 [Leadership Impact Award](#) Winner.

<Embed YouTube video - <https://mwfellows.info/2020LIAvideo>>

### **My Journey as a Civic Leader**

As the chair and co-founder of the NGO Organization for Positive Change, I believe that there is no equality where there is corruption. As the lack of access to public information is one of the main contributors, our NGO started the fight against corruption in 2016 by promoting transparency. Through our [online platform](#), we focused on providing government procedural and budgetary information to citizens to fight embezzlement and corruption.

Despite the challenges we faced and continue to face, we decided to take the first step because good governance is simply fundamental. We have also been involved in efforts to resolve conflicts between community groups, such as taxi drivers, police, and local residents.

Additionally, from 2016 to 2018, I was the first coordinator of the U.S. Embassy in Conakry's locally-funded program inspired from the Fellowship, called YALI Guinea, which has trained about 50 graduate students, realized 41 community activities, and found 21 internships or jobs for participants.

Taking the first step did not end with me founding the Organization for Positive Change, nor did it end with YALI Guinea. Inspired by my time in the Fellowship, I organized the National Governance Forum, a platform that brings together a vast array of people to discuss key governance subject areas such as corruption, public procedures, mining, education, and employability in Guinea.

Following the National Governance Forum, in 2019, we collaborated with other Fellowship and RLC Alumni and traveled for 43 consecutive days, covering about 5,500 kilometers of rural Guinea to disseminate information on citizens' rights and legal options at the grassroots level. We are proud of that month and a half of resilient activism and are grateful to the U.S. Department of State's [Alumni Engagement Innovation Fund](#) which made it possible!

### **Moving Forward as a Community**

Mandela Washington Fellowship community – what will be our collective first step?

I believe that we have been entrusted with building a peaceful and prosperous Africa. To do this requires more engagement and patriotism. These troubling times have shown us the importance of actively engaging governments to develop approaches that adapt and evolve with our shifting paradigms. Now is the time to reaffirm our commitment to service and leadership.

Taking the first step comes with risks and hard work. As the 2020 Leadership Impact Award winner, my advice to selected Finalist and Alternate candidates, Fellowship Alumni, and all other Africans is to act on your own goals by taking that first step. Act quickly; do not waste time perfecting your plans or waiting for others to make your goals happen, because the first step is the most important step.

We must ensure that the greatest principles of good governance are applied all over the continent in the fight against COVID-19. With fewer resources, we need more efficiency, effectiveness, and transparency in managing the health crisis to:

- Stop the potential famine by reprioritizing sustainable agriculture in rural areas;
- Limit the spread of fake news because disinformation can cost lives; and
- Leverage the digital revolution taking place thanks to the internet and teleworking.

To the selected candidates for the 2021 Fellowship: take advantage of the unique opportunity that the pandemic has created for you to get inspired, innovate, and collaborate with the Fellowship community before the Fellowship begins. From their experience, you will see that it doesn't take much to realize meaningful projects. Being a leader is being able to make oneself available to serve one's community. Your activism may be organizing food and supply donations or sensitizing others on health and hygiene. These are all important first steps.

I would like to encourage selected candidates and Fellowship Alumni to continue their good activities, but to not forget about serving our communities after the pandemic. Together, let us seize the opportunity offered by this crisis to adopt good practices through civic engagement, responsibility, and creativity. In this way, we will contribute to Africa's success.

The [Leadership Impact Award](#) gives me one more reason to continue what I am doing with my team, and I pledge my availability and commitment to engage with selected candidates, Alumni, and stakeholders in the Mandela Washington Fellowship Network. Thanks to the U.S. Department of State, IREX, my Leadership Institute at The Presidential Precinct, all other Fellowship partners, my beloved communities throughout Guinea, and my family.

Take the first step whenever you have new ideas, even if they seem out of reach. Your motivation and the ground beneath you will carry you to success.

YALI ONE DAY, YALI FOREVER

## Social Media

*Initial Launch: August 5, 2020*

### *Facebook/Instagram*

As we celebrate the tenth anniversary of #YALI, congratulations to Ibrahima Kalil Gueye, #YALI2018 #MandelaFellow and YALI RLC Dakar Alumnus, who was selected for the 2020 Leadership Impact Award, which recognizes the achievements of an outstanding member of the Fellowship Alumni Network. Through his program Open and Transparent Guinea, Ibrahima is utilizing the skills and connections he gained during his Fellowship to address corruption through grassroots citizen mobilization and national level policy advocacy and reform, traveling more than 5,500 kilometers to empower over 2,300 rural Guineans through workshops and discussions. Learn more about Ibrahima and his work as a servant leader:

<https://mwfellows.info/2020LIAvideo>

*Note: on Facebook, the video will load a preview in lieu of adding a separate image.*

### *Twitter*

Tweet 1: Congrats @GueyeKalil, #YALI2018 #MandelaFellow, @yalidakar Alumnus & @YALINetwork member, who was selected for the 2020 Leadership Impact Award which recognizes the achievements of an outstanding member of the @WashFellowship Alumni Network. @ECAatState @EmbassyConakry

Graphic: Ibrahima announcement graphic

Tweet 2: Over 43 days in 2019, @GueyeKalil traveled more than 5,500 km through rural Guinea to empower over 2,300 people through workshops and discussions, funded by an #AEIF2019 grant from @ECAatState.

Graphic: Marathon of governance map

Tweet 3: “@GueyeKalil’s vision for good governance has united young leaders across the @YALINetwork to work together and to educate rural Guineans about their rights and their responsibilities.” – Fatoumata Bangaly Barry, #YALI2016 Alumna @GeorgiaStateU



*Draft Instagram graphic*

Tweet 4: Congratulations @GueyeKalil! Learn more about his work to address corruptions through grassroots citizen education and mobilization and national level policy advocacy and reform: <https://mwfellows.info/2020LIAvideo> @PresPrecinct @ECA\_AS @AsstSecStateAF

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### *Essay Promotion: August 10, 2020*

#### *Facebook/Instagram*

“I believe that we have been entrusted with building a peaceful and prosperous Africa... Now is the time to reaffirm our commitment to service and leadership.” Read more advice from Ibrahima Kalil Gueye, winner of the 2020 Leadership Impact Award, to the Fellowship community: <https://mwfellows.info/IbrahimaLIAEssay>

*Note: Facebook – will adapt graphic from August 10 for post; Instagram – will include a photo of Ibrahima*

#### *Twitter*

Tweet 1: “I believe that we have been entrusted with building a peaceful and prosperous Africa... Now is the time to reaffirm our commitment to service and leadership.” - @GueyeKalil, 2020 Leadership Impact Award winner @ECAatState @EmbassyConakry @PresPrecinct

Tweet 2: Read more advice from @GueyeKalil, #YALI2018 #MandelaFellow of #Guinea, to the @WashFellowship community: <https://mwfellows.info/IbrahimaLIAEssay>