



20 24 | ANNUAL REPORT

Celebrating 10 Years Of Serving Liberia





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A MESSAGE FROM OUR BOARD CHAIR

Dear Supporters, Partners, and Friends,

Reflecting on 2024 fills me with immense pride and gratitude. This year, we achieved remarkable milestones, thanks to your unwavering support and commitment to our mission. In 2024, we restructured KEEP's five Girls and Young Women (GYW) groups, empowering them to create impactful jingles and messages that resonated throughout our communities.

These efforts inspired women like Mrs. Eretha Rennie-CRUSOR to pursue leadership roles, showcasing the power of our advocacy. We made significant strides in promoting gender equality, with increased female representation in leadership roles in Goba Town and successful awareness sessions on teenage pregnancy in Arthington. Our seven new reading rooms, including the first Arabic Reading Room and two others in Lofa County, provided valuable resources for our community.

Our Accelerated Learning Program (ALP) reached 834 students this year, a significant increase from the previous year. We also collaborated with the Ministry of Education to review and update ALP placement protocols and trained 179 students in basic digital literacy skills. The launch of our KEEP4College program equipped university students with essential digital literacy skills.

These accomplishments were made possible by the dedication and support of our partners and stakeholders. We extend our heartfelt gratitude to PLAN INTERNATIONAL LIBERIA, the Ministry of Education, the Ministry of Gender, Children and Social Protection, the Civil Society Organizations (CSOs), the media, and our community. Your collaboration and commitment have been instrumental in our success.

As we look ahead, we remain steadfast in our mission to empower girls and young women, promote gender equality, and create opportunities for all.

Together, we can continue to make a lasting impact and build a brighter future for the next generation of leaders.

Thank you for your continued support and partnership.
With gratitude,

Romelle Horton, PhD.

Board Chair



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Dear Supporters, Partners, and Friends,

2024 was a milestone year for us at KEEP Liberia as we celebrated our 10th anniversary. What an incredibly interesting, exciting, and inspiring decade it has been. When we started KEEP Liberia in 2014, it was meant to be a short-term intervention during the height of the Ebola outbreak to keep students across Liberia academically engaged.

However, recognizing the huge need in the education sector, we decided to do more.

Over the past ten years, we have:

- Created 42 Reading Rooms in 12 counties
- Trained 450 students in basic computer literacy skills
- Conducted over 700 reading sessions
- Published 7 children's books
- Established 11 economic clubs in 6 counties

In addition, we've used our voices and lived experiences to raise awareness on sexual abuse by producing 2 movies as tools for conversation stimulation and hosting several town hall meetings on child protection issues.

We have also witnessed several of the students we supported with tuition assistance successfully complete high school and enroll in college.

Not to mention, we've been recognized as the recipient of the National Literacy Award by the Ministry of Education and named by USAID Liberia as CSO of the Year 2023. All of these achievements have motivated us to do more to impact the lives of ordinary Liberians and the future of Liberia: the children. We look forward to continuing this impactful journey for many more years to come—with you by our side.

Thank you for your continued support and partnership.
With gratitude,

Brenda
Executive Director

ABOUT US

Established in 2014, the Kids' Educational Engagement Project (KEEP) Liberia is a national nonprofit organization dedicated to promoting social justice and equity through education, advocacy, and economic empowerment programs.



OBJECTIVES

Promote social justice and educational development for vulnerable children and youth.

Provide economic life-skills to the needy.

Foster community engagement with parents, students, teachers, and leaders.

Constructing mini-libraries and reading spaces for children.

Supporting overage and out-of-school kids through tailored educational programs.

Enhancing digital literacy among children and youth.

Advancing women and girls' economic independence.

Leading advocacy initiatives focused on women and children's rights.



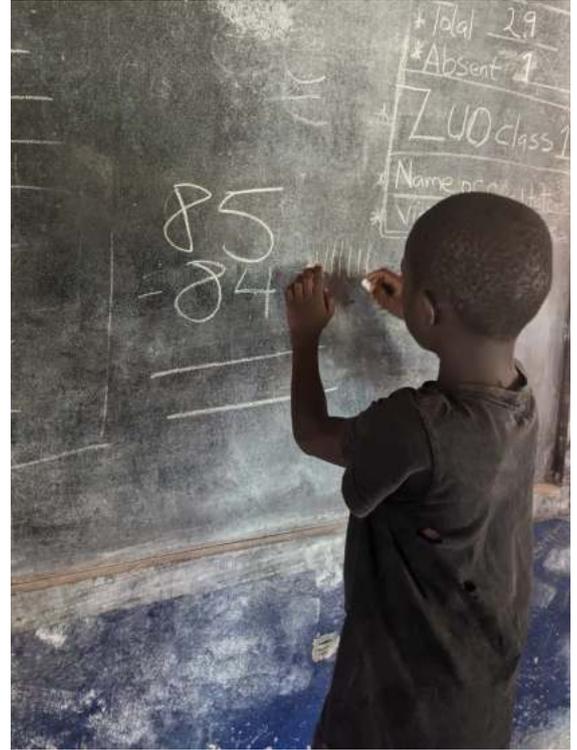
Our Vision

At KEEP, we envision a Liberia where over 90% of the population is literate and free from negative social norms.



Our Mission

KEEP is a national nonprofit organization that promotes social justice and equity by working with community members and national stakeholders through education, advocacy, and economic empowerment programs in Liberia.



Our Values

Honesty:

Ensuring transparency and building trust.

Integrity:

Upholding ethical standards and aligning actions with words.

Accountability:

Being answerable to beneficiaries, donors, partners, and the public.

Creativity: Embracing innovation to address educational challenges.

Hard Work:

Dedication and diligence to achieve the mission.

Teamwork:

Fostering a collaborative and supportive environment.

Respect for Diversity:

Promoting inclusivity and understanding.

Commitment to Quality in Delivery:

Striving for excellence in all programs.

Commitment to Continuous Learning:

Ensuring ongoing growth and adaptation.

STRATEGIC PRIORITIES:

Promoting Literacy

Creation of reading rooms, teachers training, digital literacy, accelerated learning.

Advocacy, Awareness & Influencing

Policy development, women & girls rights advocacy.

Economic Enhancement

Business and savings clubs, skills training, youth entrepreneurship, business development support.

2024 IMPACT SUMMARY



7 Reading Rooms Created Across Lofa, Bomi & Montserrado Counties



568 Reading Sessions Conducted



180 students trained in basic digital literacy



L\$138,5050 Our economic clubs self generated in 2024 from business initiatives and farms scale up activities.



834 out of school children completed the required ALP levels and transitioned.



315 Parents Engagement Meetings conducted

NATIONAL FOOTPRINTS

We are proud to share that as of December 2024, KEEP Liberia has footprints in 12 of Liberia's 15 Counties. This encompasses 42 Reading Rooms across the 12 Counties.



 Counties marked in **green** represent areas where we currently have facilities

 Counties in **red** indicate areas where our facilities are not yet available.

In 2025, our goal is to complete Reading Rooms in River Gee, Grand Kru and Sinoe Counties.



SEEDS OF CHANGE

From a young age, Terry Clarke's life intertwined with KEEP Liberia. He first joined our reading programs as an eager elementary school student, hungry for knowledge and new opportunities. The passion he discovered in those classes set the foundation for a journey that would see him becoming one of our organization's most cherished success stories.

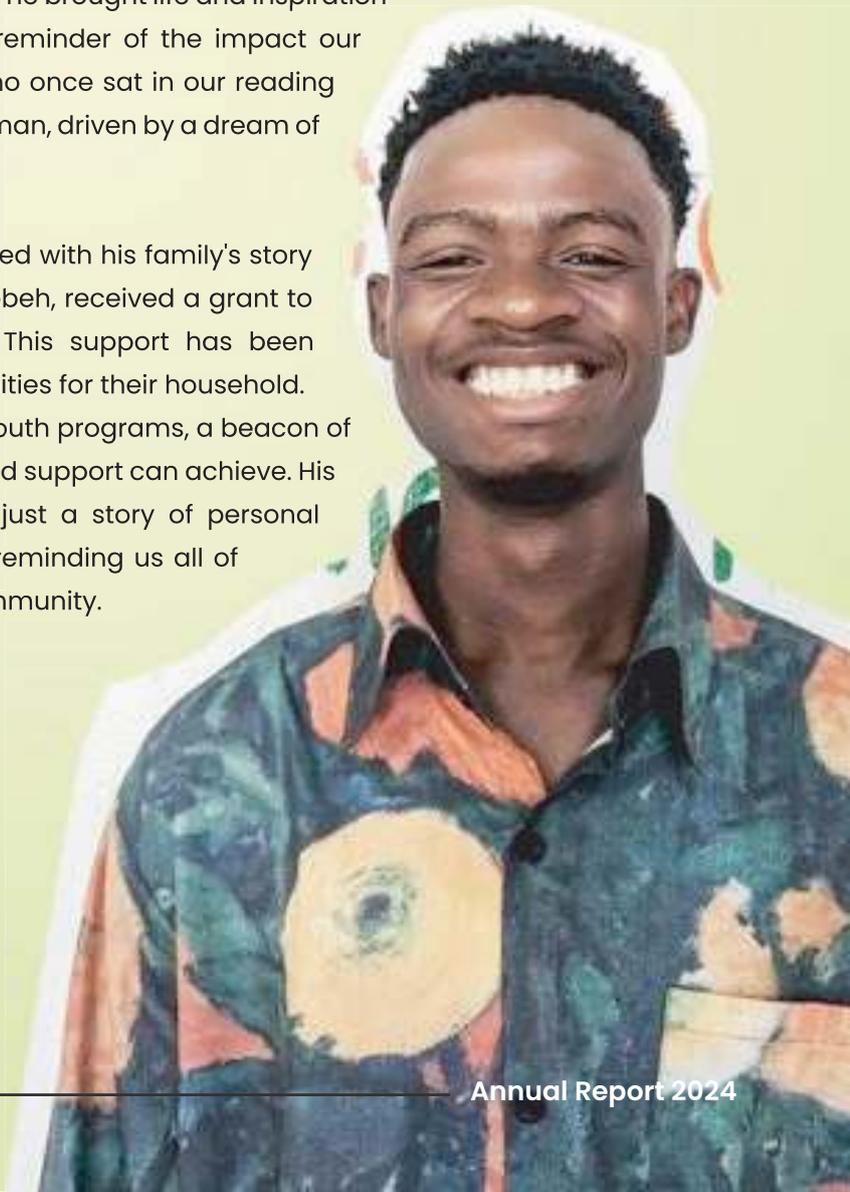
Terry didn't stop at reading programs. He eagerly embraced our computer literacy classes, gaining invaluable skills that led him to contribute to the children's book "Once Upon A Time," penned by students of our reading classes. His creativity and determination shone brightly, inspiring many of his peers.

Recently graduating from high school, Terry faced a crossroads, uncertain of what the future held as he awaited admission to the University of Liberia. Our Executive Director recognized the promise in Terry and invited him to join KEEP Liberia as an intern. For four months, Terry immersed himself in our organization, supporting the logistics team with warehouse management and serving as a Teacher's Assistant during digital literacy classes at public schools.

But it wasn't just Terry who grew during this time; he brought life and inspiration to our team. His story served as a poignant reminder of the impact our programs have on young lives. The shy boy who once sat in our reading classes had blossomed into a confident young man, driven by a dream of becoming a civil engineer.

Terry's journey with KEEP Liberia is also intertwined with his family's story of resilience and growth. In 2023, his mother, Tebeh, received a grant to help scale up their family's small business. This support has been instrumental in providing stability and opportunities for their household. Every day, Terry continues to engage with our youth programs, a beacon of hope and a testament to what perseverance and support can achieve. His journey, deeply rooted in KEEP Liberia, is not just a story of personal success but a narrative of collective triumph, reminding us all of the transformative power of education and community.

Shaping Futures: Terry Clarke's Story with KEEP Liberia



ECONOMIC ENHANCEMENT INITIATIVES

In a country marked by the scars of civil unrest and the devastating effects of the Ebola outbreak, the resilience of Liberians shines through. KEEP Liberia has been championing the cause of financial independence and sustainability through the implementation of Village Saving and Loans Association (VSLA) activities.



Since 2014, KEEP Liberia has established twelve VSLA clubs across five counties, providing a lifeline to 315 women. Currently, eight active clubs with 265 members continue to flourish in Montserrado, Grand Cape Mount, and Gbarpolu counties. These clubs are more than just financial institutions; they are a testament to the power of community, support, and collective effort.

The heart of these VSLAs lies in the training provided to women in financial management, group dynamics, and loan provision. Through these clubs, women have found a support system where they uplift each other and stride towards financial independence. The impact of these VSLAs is profound.

Women have stepped into leadership roles, become more involved in decision-making processes, and gained the confidence to achieve financial autonomy. One of the most remarkable outcomes of the VSLAs has been the improvement in the economic status of its members.

Through access to credit, small grants, and loans, women have been able to invest in income-generating activities, improving their livelihoods and supporting their families. The financial training has not only fostered entrepreneurship but also bolstered the members' ability to manage their savings, loans, and small businesses with resilience and self-reliance.

The ripple effect of these VSLAs extends to education. The increased economic stability within families has directly influenced the early enrollment, retention, and completion of primary education for children in these communities. By ensuring that children stay in school, KEEP Liberia is not only breaking the cycle of poverty but also laying the foundation for a more literate and empowered society.

KEEP Liberia's commitment to these women and their communities has been evident over the years.

FOR EXAMPLE,

we provided a total of US\$1,500.00 and L\$619,400 to VSLA groups in Grand Cape Mount, Gbarpolu, and Montserrado counties. The result was nothing short of extraordinary.

These groups generated a total of L\$2,470,650.00 from shares, social funds, and interest from credits. The financial growth in Grand Cape Mount County saw an initial amount of L\$282,100.00 provided by KEEP, with individual members generating profits ranging from L\$2,000.00 to L\$13,875.00, reflecting a 91% interest. In Gbarpolu County, the initial amount of L\$221,000.00 provided by KEEP saw individual profits range from L\$500.00 to L\$13,000.00, a 100% interest increase.

Overall, the VSLAs have reduced poverty levels, increased entrepreneurial activities, and improved access to financial services in rural communities.

KEEP Liberia's vision of a more literate society is intrinsically linked to these efforts. By empowering women financially, KEEP Liberia ensures that children can pursue their education without hindrance, creating a cycle of literacy and empowerment.

ADVOCACY, AWARENESS & INFLUENCING

In 2024, KEEP Liberia continued its program to transform the lives of girls and young women (GYW) in Montserrado County.

The project implemented in partnership with Plan International, aimed to empower GYW through a series of activities across various pillars: Promoting Literacy, Advocacy and Awareness, and Economic Enhancement.

The journey began with the restructuring of KEEP's five GYW groups, both in urban and rural areas. These groups found a new voice, participating actively in creating jingles and messages that highlighted the importance of girls' involvement in decision-making.

The airwaves of Radio Margibi FM were soon filled with these powerful messages, inspiring many to support girls' leadership and challenge traditional stereotypes. Among those inspired was Mrs. Eretha Rennie-CRUSOR, who, fueled by the empowering jingles, pursued a leadership position within the Government of Liberia's Ministry of Youth and Sports.

The project also witnessed GYW advocating for gender equality in leadership roles within Goba Town, resulting in a notable increase in women occupying key positions such as the Town Chief and Youth Chair. This shift marked a significant victory for the She Leads Project, reflecting its impact on promoting gender equality in local communities.

In Arthington City, the GYW group conducted awareness sessions at Millsburg Public School, educating students on the risks and consequences of teenage pregnancy. The session, led by Francess Konah, sparked positive discussions among students and encouraged responsible decisions about sexual health.

Meanwhile, in Kakata City, Margibi County, two GYW members shared their experiences and insights on Success FM, highlighting the project's impact on their lives and encouraging other girls to aspire to leadership roles.

The collective efforts of GYW members culminated in a one-day radio talk show on Radio Maria Liberia, where they discussed menstrual hygiene and advocated for policy changes to reduce taxes on sanitary pads. Their voices resonated across the county, empowering listeners to prioritize menstrual health and fostering a broader conversation on the topic.

A landmark achievement of the project was the signing of a Memorandum of Understanding (MOU) between KEEP's GYW groups and four Civil Society Organizations (CSOs).

This partnership created opportunities for GYW to engage in joint activities, access valuable mentorship, and strengthen advocacy for gender equality.

As the year drew to a close, the mentorship program had touched the lives of 89 individuals, fostering a new generation of empowered girls ready to lead and advocate for their rights.

The journey was far from over, but the seeds of change had been firmly planted, promising a brighter future for the next generation of female leaders.



Photos of Aisha functioning in the capacity of the Embassy of Ireland Ambassador



Sexual Harrament & Abuse Community awareness in Arthington



CELEBRATING 10 YEARS

In November 2024 we held our annual fundraising event and it doubled as a ***celebration of 10 years of community service in Liberia.***

The event brought together #KEEPers who have supported our work over the years as well as government officials, partner organizations and participants of our projects over the years.

During the event, partners who have supported over the years were recognized and appreciated for their volunteerism, donation and support.

TEAM MEMBERS HIGHLIGHT



As the organization reflects on its journey, immense gratitude is extended to the dedicated founding team members. A special recognition goes to Albert Thoudou, KEEP Liberia's very first employee, who has been a steadfast pillar of the mission. Albert's unwavering commitment and his ability to manage all the ups and downs have been instrumental in shaping the collective vision. His resilience, patience, and belief in the dream are deeply appreciated.

Sincere gratitude is also extended to Owen Koleh, another early member of the team. Owen's playful spirit and humor has lightened many challenging days.

His endearing **"Mama, mama oh"** has become a cherished office tradition, reminding everyone of the camaraderie and warmth within the team. His unwavering support and ability to bring a smile to everyone's faces are truly valued.

Albert and Owen's contributions are invaluable, and the organization is honored to have them as part of the journey. Their dedication makes them the heart and soul of KEEP Liberia.

FINANCIAL SUMMARY

Funding

During the life span of the project for the reporting period, Kids Educational Engagement received the total amount of **US\$ 444,803.56** from the following donors:

Contribution/Funding Donors

United States Agency for International Development (USAID)	\$ 187,911.11
Luminos Fund	\$ 159,363
Plan Liberia	\$ 30,000
Kids' Education Engagement Project (KEEP)	\$ 67,529.45
TOTAL: \$ 444,803.56	

CONSOLIDATED STATEMENTS OF RECEIPTS AND PAYMENTS FOR THE YEAR ENDED DECEMBER 31, 2024

Various Projects	444,803.56
Other Contribution	8,440.00
Total Receipts	453,243.56

Office Internet	1,513.50
Withholding Tax	10,140.24
Bank Charges	2,408.85
Depreciation expense	18,480.66
Monitoring & Evaluation	5,100.00
Repair & Maintenance	1,236.00
NassCorp Contribution	9,264.08
Office Rental Tax	490.00
Office Running/Administrative Cost	32,361.04
Salaries and Volunteers Stipend	96,205.67
Program Implementation Cost	245,760.81
Total operating expenditure	422,960.85

Closing project balance at of December 2024

30,282.71

DONATIONS RECOGNITION

\$501-5000

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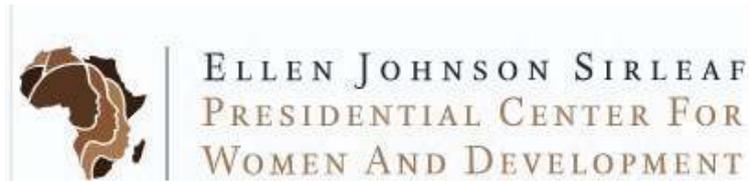
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Curated Cultural Gifts Store	Gurus Consultancy
Khana Group	Cummings Africa Foundation
Plan International	Sharks Business Center
Action Aid	Higgins
LIPACE	LISCR
Gbowee Peace Foundation	METALUM LIB LTD
PWC	AS Foundation
FrontPage Africa	

Individual Donations

Marjorie Forley	Christain Allison
Betty Fez	Kpambu Turay
Romell Horton	Jusu Gow
Jefyne Togba	Miatta Abdullai
Sando Kanneh	Mydea Simmons
Randall	Janice Okail
Justin Tobga	Jenkins Gehn
Mr. Kim	Ama Harris
Amara Sackar	Joyce Woods
Lynnette Mends-Core	Felecia Coleman
Amos Sawboh	Wheyman Reeves
Romelle Horton-Spring	Mr. Mulbah
Mai Cole	Miamah K. Lamin
Grace Jarret	Dorothy
Dr. Annette Okau	Edwards-Beyan
Karl Smith	Elena Krotman
Beverly Barnes	Mr. & Mrs. Kollie
Klade Neufville	

PARTNERS



LOOKING FORWARD

In 2025, we intend to embark on several exciting new initiatives, including developing a new 5 year Strategic Plan. We are also excited about doing 6 Reading Rooms in the 3 remaining Counties: River Gee, Grand Kru and Sinoe) to complete our goal of having reading rooms in every county in Liberia.

Youth Mentorship Program- in 2025 KEEP Liberia will also be launching its first formal mentorship program targeting 30 adolescents. Policy Development- Working with the Ministry of Education and partners, complete and launch the National Reading Standards. And so much more.

Contact Information

To learn more about our work, visit our blog www.keepliberia.com

Follow us on social media:



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Kids Educational Engagement Project

Ways to Support

We have an active ongoing online fundraiser on

GoFundme: <https://gofund.me/74bf064f>

Paypal: donation@keeplib.org

Mobile money: 0886510731/0777510731



