

2020

KEEP

—
ANNUAL
REPORT

CONTENT INSIDE

01

About Keep

02

Message From
The Founder

03

Keep's Core
Programmatic Areas

04

Books Published

05

Computer Literacy

06

Economic
Livelihood

07

Advocacy

08

Financial Report

09

Donations

10

Sponsors

ABOUT US

Established in 2014, the Kids' Educational Engagement Project (KEEP), is a national non-profit organization that is working at the grassroots level in the four counties of Montserrado, Grand Gedeh, Gbarpolu and Rivercess, in Liberia.

Our Mission is to provide various resources and self-empowerment opportunities that would enable a better life especially through increased access to improved education and educational facilities which are community-owned, managed and sustainable.

KEEP seeks to promote social justice and wholesome educational development of vulnerable children and youth by strengthening their educational capacities, exposing the needy to economic life-skills.

Our success is never ours alone to own because an educated child is a benefit to the family and community. KEEP thrives on developing and maintaining enduring partnerships. As such, we place premium on our community engagements including with parents, students, teachers, community leaders, social structures and other relevant partners.

KEEP constructs and establishes mini-libraries and safe and conducive reading spaces for children;

promotes women and girls' economic independence, livelihood and advocacy initiatives around women and children rights.



OUR CORE VALUES

- Honesty
- Integrity
- Accountability
- Creativity
- Hard work
- Teamwork
- Respect for Diversity
- Commitment to quality in delivery
- Commitment to continuous learning

let's connect

@keepliberia



www.keeplib.org



FOUNDER'S NOTE

In the recent history of the world, 2020 was like no other year! Every country in the world was visited by a new deadly virus called the Corona Virus Disease or COVID-19, as we all came to call it. It heaped deaths of loved ones upon us, collapsed health systems and paralyzed economies.

The year, while a difficult one on many levels, provided a pivotal moment for us at KEEP. We launched a National Reading Campaign,

produced and published 4 Children's Books and a reading guide for parents, and scaled up our Storytelling Sessions across several media platforms.

The year saw us embracing the opportunity to scale up and expand our reading sessions reach by 22 launching the KEEP Storytelling Hour on television and radio, and also created and established 5 new Reading Rooms (mini libraries) across 3 counties.

A highlight also for the year was the national recognition received when

'KEEP was awarded the 2020 National Literacy Award by the Ministry of Education.'

This provided additional motivation and encouraged KEEP to keep on track in promoting literacy in Liberia.

On behalf of the Board of Advisors and the entire team of the Kids' Educational Engagement Project, (KEEP), we extend our profound thanks and appreciations to our partners, donors, sponsors and individual supporters for their continued support to KEEP during the year under review.

This Annual Report provides a summary of the key programs we worked on in 2020 and also reveals our financial reports and concludes with a grateful recognition of our partners, sponsors and individual donors.

Special thanks to the amazing team we have at KEEP who are dedicated, believe in, and committed to the work we do.

Brenda Brewer Moore & Team

CORE PROGRAMMATIC AREAS

KEEP operates under 4 thematic pillars which guides all of its programmes:



PROMOTING LITERACY

Activities under this pillar includes promoting reading through the creation of reading clubs, regular reading and storytelling sessions, teachers' training, spelling bees, distribution of reading books and most recently, the creation of our own children's books.

It also involves creating mini-libraries we call "Reading Rooms" as well as Learning Resource Centers across the country. During the course of the year, KEEP was able to establish 6 Reading Rooms in 3 Counties (Montserrado, Maryland, Bomi) which collectively have a seating capacity of up to 466 students.

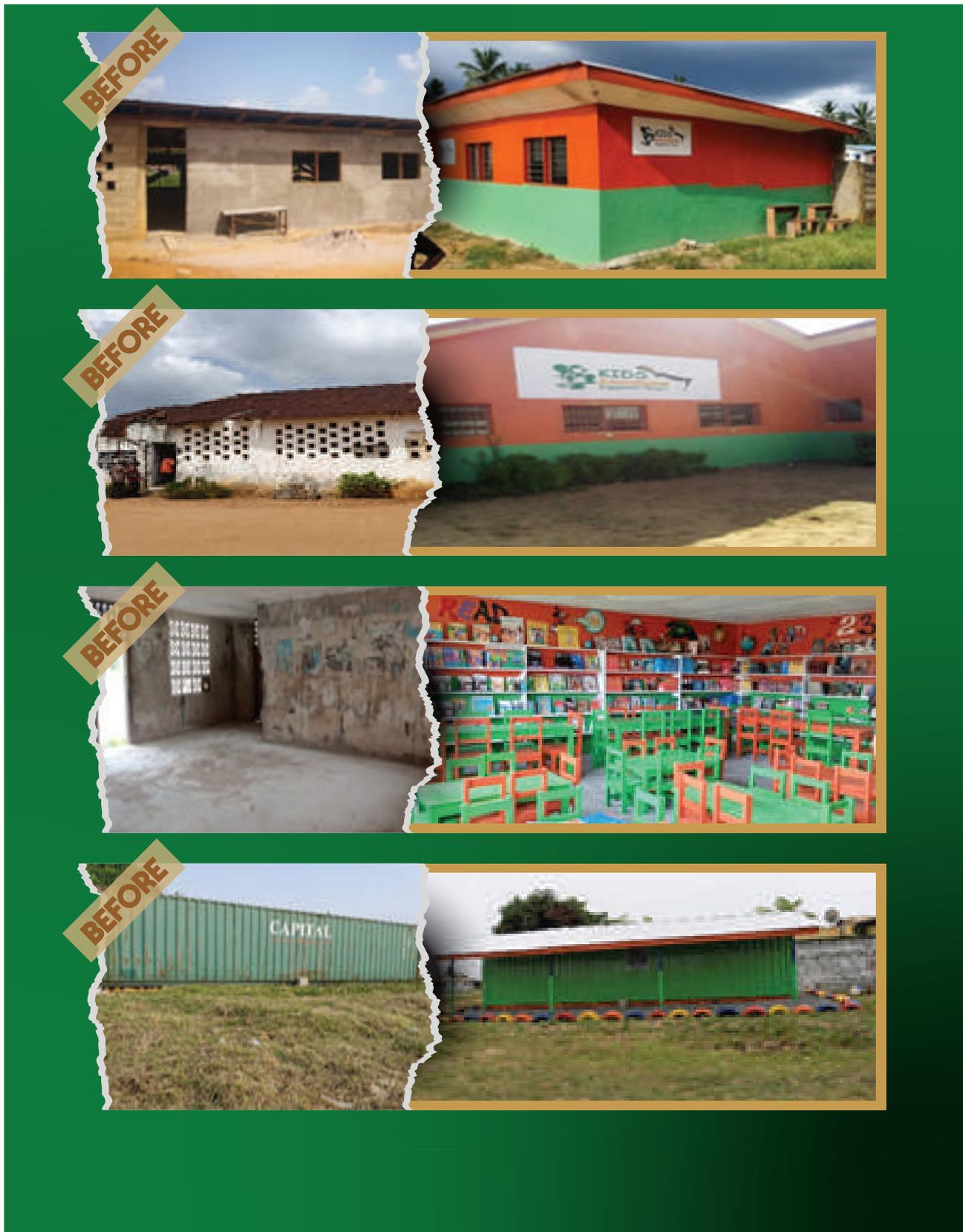
Under this pillar, KEEP launched a National Reading campaign in February 2020 which was formally launched by the Minister of Education, Hon. D. Ansu Sonii. Activities directly under the Reading campaign also included the development of a reading promotion guide for parents, painting of reading murals around the Capital city, a reading sing along song, storytelling sessions on television, radio, Youtube, as well as our website.



We also established 6 Reading Clubs, comprising of 15 students each in 3 Counties. Unfortunately due to COVID19, we could not establish more reading clubs as planned. We are also proud to report that over the period, 6 of KEEP's Reading Rooms saw a

combined visits of 3403 children, while a reduction in physical attendance at our reading rooms, we saw an increase in number of students and parents accessing our online and television storytelling sessions up to 15,000 listeners and viewers. .

TRANSFORMATION



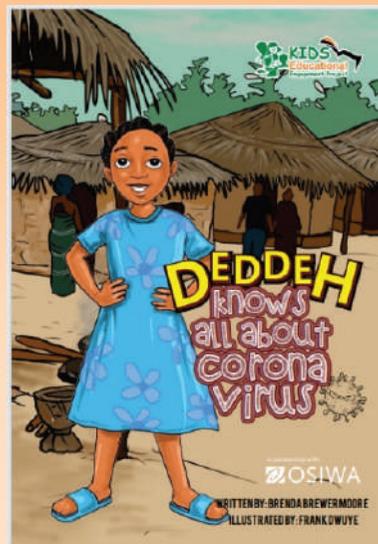
BOOKS PUBLISHED

With the thought to creating stories that Liberian and African students can connect to, we are proud to note that we published 4 books during the year.

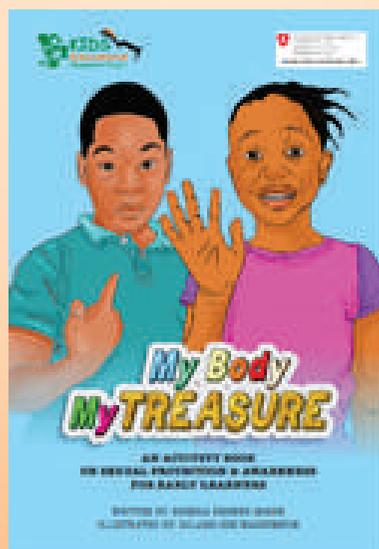
Publication of the Corona virus themed books “Deddeh Knows All About Corona Virus” and “All I Need To Know About Corona Virus” was made possible with funding from the Open Society Initiative For West Africa (OSIWA).

The books were both widely positively received across the world with feedback from South Africa, Kenya, Japan, Nigeria, USA and Senegal.

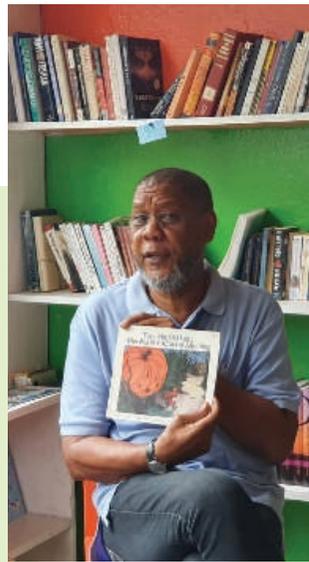
The Ministry of Education seeing value in the books have also included both books on the National Supplementary Reading List



On September 12, 2020, the story “Sundaymah’s Adventure” was formally launched and this story which covers the journey of a young girl who overcame a fear of public speaking was also positively received by the Ministry of Education and has been listed on the national supplementary reading list.



Another Early Childhood Education coloring and activity book called “My Body, My Treasure” was published and launched on December 23 which serves as a guide for parents, teachers and caregivers to educate young learners on body protection. This book project was made possible by the Swiss Embassy.



COVID 19 RESPONSE

When COVID-19 hit our shores, KEEP decided to redesign its Reading Promotions Campaign from in-person reading sessions to other safer media. Accordingly, the KEEP Storytelling Hour was birthed. The sessions (pre-recorded) were developed in partnership with Tamma Television and was also later syndicated on PowerTV and radio stations such as ECOWAS Radio, the national broadcaster ELBC, and Truth FM.

When COVID-19 hit our shores, KEEP decided to redesign its Reading Promotions Campaign from in-person reading sessions to other safer media. Accordingly, the KEEP Storytelling Hour was birthed. The sessions (pre-recorded) were developed in partnership with Tamma Television and was also later syndicated on PowerTV and radio stations such as ECOWAS Radio, the national broadcaster ELBC, and Truth FM.



Once again, committed #KEEPers joined our reading promotion efforts and we had several guest readers such as the Vice President of Liberia, Madam Jewel Howard Taylor, Former Ambassador to the United Nations, Amb. Nathaniel Barnes, Cllr. Mmonbeydo Joah and Dr. Deddeh Supuwood, amongst others.

In partnership with Williette Safe House, sign language interpretation were included in the television versions of the Storytelling Sessions. During the period, 1,460 persons accessed our storytelling sessions across various media platforms.

With the support of the acumen Foundation, and in partnership with a local production company Sunshine Productions, KEEP created awareness messages for children, by children, which included flyers, music jingles, and mini-awareness videos. Some of these

messages were also developed and broadcast in several local dialects such as Krahn, Bassa, Kpelle and Gio. In April, with schools closed indefinitely,

These were distributed across 16 communities, reaching 1000 students over the period.

Every week, KEEP team members would make follow-up calls to parents and students to gauge learning, engagement with the lessons, and monitor feedback in the use of the phones as well as its intended impacts. Deliberate efforts were made to be as inclusive in distribution as possible which led to impressive efforts to provide for students from economically-depressed and disadvantaged homes including in rural communities..

KEEP joined the Ministry of Education's efforts to keep students engaged academically and provided low cost phones that had FM radio capacity along with rechargeable radios which included pre-recorded lessons and storytelling.





COMPUTER LITERACY

Under this Pillar, KEEP has been providing basic computer literacy trainings to students and teachers. These trainings are primarily targeted toward reading rooms in rural areas often with very limited access to computers, if any at all, in an effort to offer equal access to learning opportunities and technology. Through the short-term three-month courses, young people in both rural and urban areas can reach and become competitive beyond their the geography of their schools, communities, and even the country.

In 2020, we did not meet our target of 250 students due to COVID-19. However, we

I or Basic level. Plans are underway to scale up in 2021 with the purchase of 50 laptops. These will aid in the training sessions, thereby reducing challenges such as constant electricity and theft.



ECONOMIC LIVELIHOOD

Under its Economic Livelihood Pillar, KEEP has been championing the empowerment of women across geographical, religious and cultural divides through the establishment of the Village Savings Loans Associations Clubs as well as skills training programs.

In 2020, 5 VSLA clubs were formed across 4 counties totalling 150 women.

With US\$2500/ L\$425,000 in seed funds provided to these women, we saw the

collective financial growth of the groups to US \$ 10,000. For many, access to these micro-loans (at self determined rates) proved to be the boost they needed to change their dire financial and overall economic conditions. We have seen that it has also lifted the burdens on children to serve as breadwinners after school hours thereby providing additional time to engage in our reading sessions in the communities we serve.

STORY OF IMPACT

“ANNIE G. KOLLIE”

“Before KEEP VSLA, life was hard. Like some of my friends women, I totally depended on my husband because I had no money on my own, not even to do business. When I needed money for something, he would say I have no money, even when he had.

*Since I join KEEP VSLA,
I have been able to save,*

which have helped me to make farm and build my House. With the income from my farm, I can buy food for my house and sent my children to school. I feel happy to do this without going to my husband for money”.

Annie Kollie, a 50-year old woman with 8 children, said her life has changed through KEEP’s Village Savings/Loans Program, ongoing in Millsburg, in rural Montserrado County. Ma Annie, as she is called, received 3,500.00LD, returned the amount in savings and got the accumulated amount of 17,000.00LD after the first audit. She has invested the amount in farming and started her house project in Millsburg, Montserrado County.

ADVOCACY

KEEP is committed to being a champion and advocate for ensuring safe spaces are available for children to learn, share and play. Unfortunately, in many instances, schools are places of assault and abuse for children, a situation which the organization decided to tackle in early 2020 with the creation of SGBV school clubs, children friendly awareness flyers as well as utilizing the creative arts to convey key messages against sexual and gender based violence in schools and communities.

In addition to the school based advocacy programs, KEEP

partnered with Sunshine Productions and developed a movie called “The Fight” which discusses rape, sexual abuse, physical abuse etc., as a way to stimulate conversations around the topic. The movie

was launched on August 29, 2020.

2020 we saw a spike in the increase in sexual violence against children with the Ministry of Gender indicating 339 rape and abused cases in the first 6 months of the year, 78.4% of which were perpetrated against persons under the age of 18. KEEP therefore

participated in a national campaign to raise awareness against rape and sexual violence.

Strongly rooted in the belief that prevention is better than cure, and directly targeting early learners, with funding from the Swiss Embassy, KEEP developed a coloring and activity book as a tool for parents to

educate their children on inappropriate touching, dealing with difficult situations and building trust to report any untoward behavior from others.



FINANCIAL REPORT

KIDS EDUCATIONAL ENGAGEMENT PROGRAM (KEEP) AUDITOR'S REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED DECEMBER 31, 2020

STATEMENT OF INCOME AND EXPENDITURE

<u>Income</u>	<u>Notes</u>	<u>US\$ 12/31/2020</u>
Income	2	<u>357,753</u>
Total Income		<u>357,753</u>
Expenditure		
Program Cost	3	<u>296,529</u>
Administrative Cost	4	<u>57,275</u>
Total Expenditure		<u>(353,804)</u>
Excess of Income over Expenditure		3,949
Fund Balance		
Available Fund Balance		357,753
Less: Expenditure		<u>(353,804)</u>
Ending Fund Balance		<u>3,949</u>

The Financial Statement approved by the Board of Directors on2020.

DONATIONS

\$1
-
\$199

Alexander B. Wuart
Sara Laurine Horton
Dwede Tarpeh
Ama Harris
Ceru Garlo
Ahmed
Eve Cole
Michelle Stubberfield
Josephine Lee Brapoh
Christolyn Davis
Jo-anne Blufu
Jannie Siebue
Benjamin Tulay
Lovetta Sendolo
Yabom Sankoh
Patience Ladener
Ernestine Ledlum
Franniel Powell
Madea Herring
Tanya Mosley
Anais Marquette
Meredith Hostetter
Fatu Rimbart
Williette A. Freeman
Faith Cooper
Fatu Rimbart
Godwin Bamsa
Tamba Aghailas

\$1
-
\$199

Nguye Kaladokubo
Salamartu Duncan
Paulyn Beyan
Dorothy Edwads -Beyan
Zubah Koweh
Jeanne Fahnbulleh
Willfred Passawe
Joyetta Satiah
Icampus Liberia
Gedai Associates
Anais Marquette
Lincoln Adighibe
Dunia Wahid
Nazarene Tubman
Rosalita Kennedy
Wyanie Bright
Elizabeth Johnson
Bridget Lowery
Charles Williams
Sando Kanneh
Lawrina Donkeh
Rebecca Martinez
Mari Paz Ortega
Dephue Zuo
Omar & Jeanne Fahnbulleh
Elizabeth Rose Amidjogbe
Samuel C. Joseph-Fredericks

\$200
-
\$399

Karen Mygil
George Yuoh
Hawa Golakai
Kiabe Supuwood-Allen
James Yarsiah
Blidi Elliot
Jusu Holmes
Jimmy & Mardea Pierre
Ingrid Wetterqvist
Stephen Ugbebu
Vertulex Training
Miata Getaweh
Deweh Gray
Siafa Norman
Sianeh Howard &
Marcus Kennedy
Udhayashankar Kanagasabai

DONATIONS

\$400
-
\$500

Plan International
KEY Movement
Chuchu Selma
Maria Harrison
Nyemade Peason
Dr. Roxanne Baker
Dak Lavala
Joy Norman
Mr. & Mrs. Garway Thomas

\$600
-
\$799

Arthur Faith Mensah

\$800
-
\$1100

Ivan Brown

\$1600
-
\$9000

Mercy Corps
World Labanese Association
Ufound Solutions
HEAL
Friends of Liberia (FOL)
Gbowee Peace Foundation
Liberia Telecommunications -
Authority

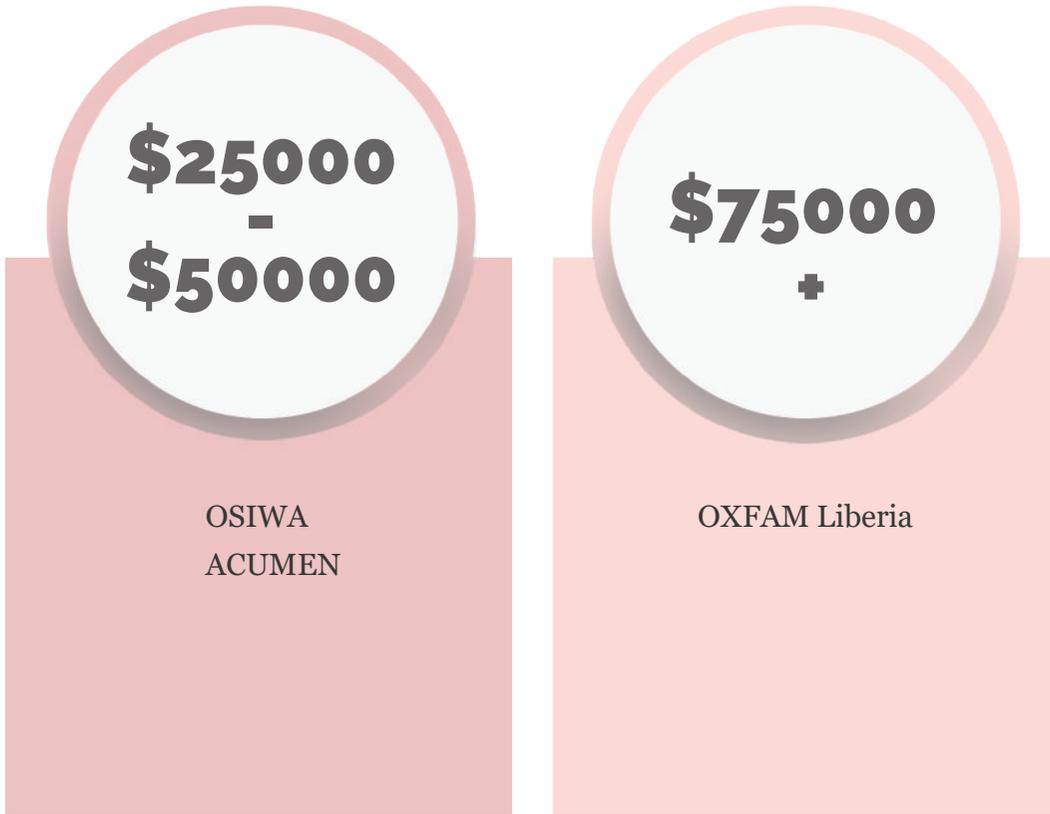
\$9000
-
\$15000

SWISS Embassy
Feminist Humanitarian -
Network

\$15001
-
\$25000

Dan McNaughton Foundation

DONORS' SUPPORT



SPONSORS



Dan McNaughton Foundation

