



Liberia Giving Month

TRUE INDEPENDENCE MEANS WE TAKE CARE OF OUR OWN



Liberia Giving Month

An annual National Giving Campaign to mobilize local and diaspora support for causes that move Liberia forward.

**Built on the principle of True Independence
Means We Take Care of Our Own.**

Powered by **fundraizer** x **Smartr**



The Pilot Impact

Liberia Giving Month 2025
launched July 2025, aligned with
Liberia's Independence Month, as
an annual National Giving
Campaign for verified Civil Society
Organizations. Here is what the
community achieved together.



\$1,134,916 LRD

Total Funds raised



+2,700

Individual donors engaged



~957,000

Liberians reached via digital
and offline promotions



+64 CSOs

each serving a minimum of
5,000 people annually



~100,000

beneficiaries reached
across Liberia



**Legacy
(Lasting Impact)**

a trusted space for Liberians
to give annually

Thanks to our inaugural partners





Liberia Giving Month



Liberia Giving Month 2026 grows from a single-pillar campaign (CSOs) into a three-pillar national giving movement. Every Liberian now has a way to give that matters to them — whether that is sustaining a frontline organization, celebrating county pride, or supporting a neighbor's cause.



County Meet

Donate to your county teams.



Nonprofits / CSOs

Donate to a nonprofit organization of your choice.



Campaigns

Support individual causes and or campaigns



Love without Limits: JRYM
Compassion & Evangelism...

JRYM is a movement driven by a passion to see lives transformed through the power of Jesus...

\$209.3 raised of \$600 USD

2 Donors



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Expected Outcomes

Here's what we can achieve together with Liberia Giving Month second edition:



\$500,000 USD

Minimum Funds raised



+10,000

Individual donors engaged



~2,000,000

Liberians reached via digital and offline promotions



+200 CSOs

serving a minimum of 100,000 people annually



~100,000

beneficiaries reached across Liberia



15 Counties Activated

Giving across the 15 counties towards county youth and sports development

July 1, 2026

The Liberia Giving Month Festival

A full-day civic festival celebrating Liberian identity, generosity, and enterprise — where the President, Cabinet, business leaders, youth, and diaspora come together on — kicking off Independence Month and signaling that Liberians are ready to take care of our own.

**One day. Six experiences. All embodying the theme:
"True Independence Means We Take Care of Our Own."**



Liberia Giving Month Festival

- **Official Donations Launch**
- **Made-in-Liberia Fair**
- **Cultural Performances**
- **Live Musical Performances**
- **Youth Activations Zone**
- **VIP Reception & Press**



Call to Action

In order to make this a reality, we invite our partners to:

1

Collaborate

Collaborate on campaign launch activities, particularly during the Independence celebrations.

2

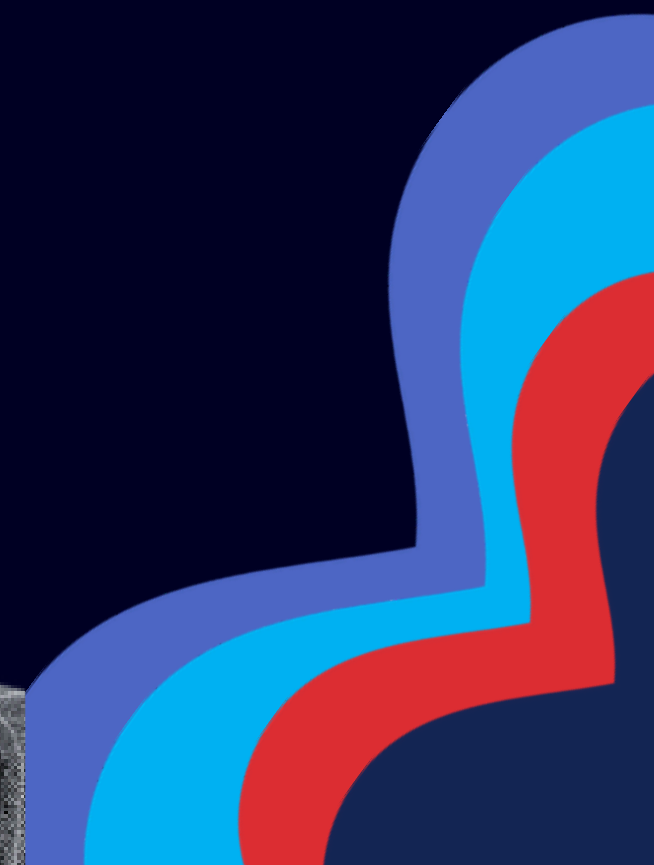
Amplify

Amplify outreach efforts by utilizing all communication channels to promote the campaign.

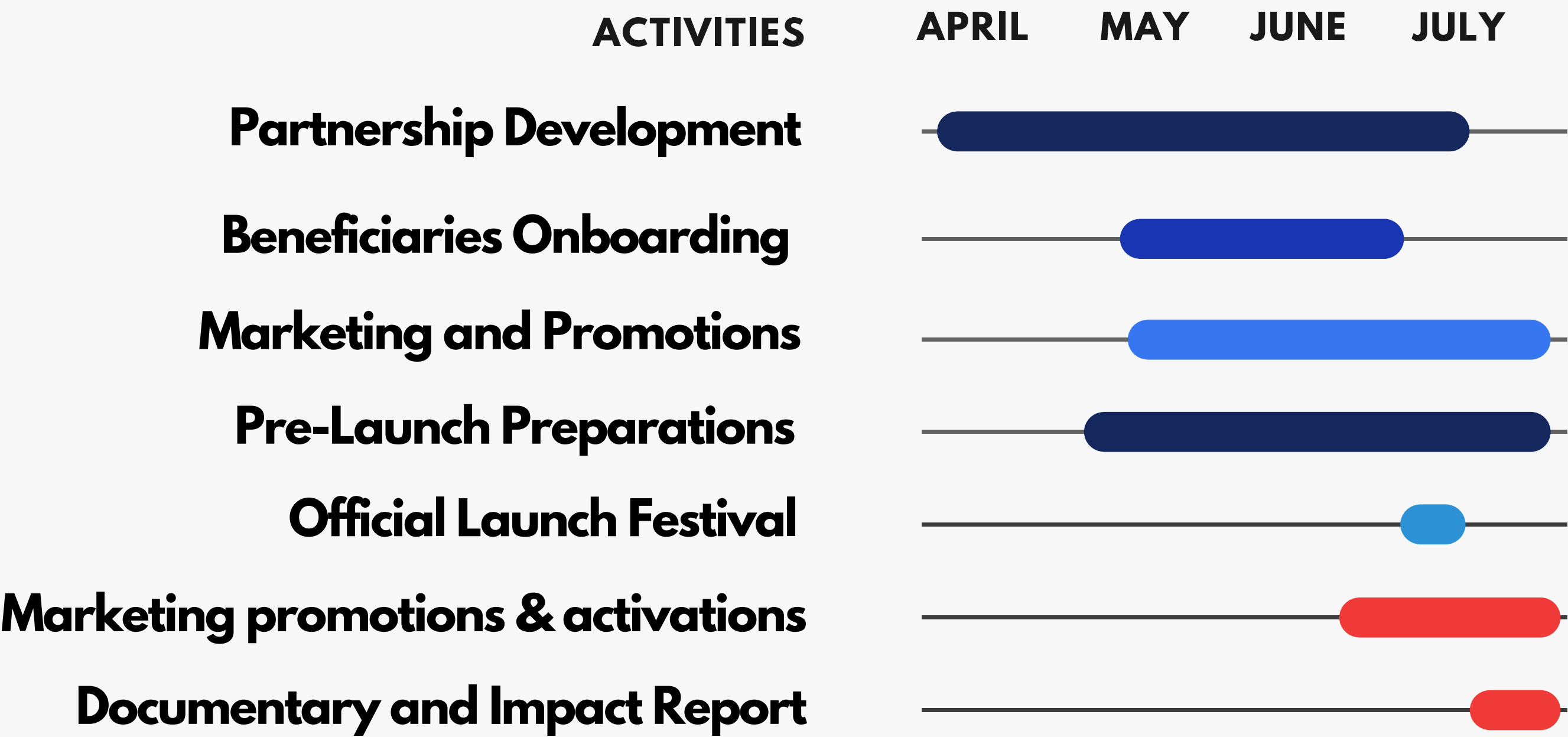
3

Invest

Invest to create a national culture of giving to solve our social problems.



Timeline



Our Team

The Smartr (evolved SMART Liberia) team has over 13 years of experience building innovative approaches to unleash the potential of our youth.



Dieudonne K. Perry
Chief Operating Officer

Dieudonne K. Perry, Chief Operating Officer, has 11 years of experience in youth development, focusing on education, leadership, and entrepreneurship, and has completed Professional certificates from ALX/Google. Dieudonne is an Obama and Acumen Fellow.



Marvin R. Tarawally
Chief Executive Officer

Marvin R. Tarawally, CEO, holds an Oxford MBA and has over 13 years of experience in youth development and entrepreneurship.



Roland S. Washington
Chief Product & Comms Officer

Roland Washington, Product Design and Strategic Comms, specializes in human-centered product design, branding, and advertising, and has completed a master's degree in Integrated Product Design at the University of Pennsylvania.

Thanks

Together we can inspire a new call to action for
liberians at home and abroad: [Philanthropy](#)

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