CENTER FOR RESEARCH AND ADVOCACY FOUNDATION

Empowering Minds | Protecting Nature | Advancing Communities

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ORGANIZATIONAL PROFILE

Legal Identity and Background

The Center for Research and Advocacy Foundation (CRAF) in Liberia is a not-for-profit, non-governmental organization, legally incorporated under the Liberia Not-for-Profit Corporation Act, in accordance with Volume II, Title 5 of the Liberian Code of Laws Association Law. CRAF was founded in 2025 by Mr. Prince O. Gboneh and is headquartered in Paynesville, Montserrado County, Republic of Liberia. The organization operates as a non-political and non-religious entity dedicated to research, advocacy, and community empowerment.

Mission Statement

Promote mental health, drug and substance abuse prevention, environmental sustainability, and climate resilience through research, education, and advocacy that empowers communities with knowledge and skills, fosters wellbeing and inclusion, and advances sustainable development.

Vision Statement

A Liberia where healthy minds, informed citizens, and sustainable communities work together to build a resilient, inclusive, and environmentally conscious future for all.

Strategic Objectives

- Promote mental health literacy and community-based psychosocial support.

  Promote drug and substance abuse prevention, rehabilitation awareness, and referral advocacy through school, youth, family, and community-based education.
- Advance environmental education and climate change awareness through outreach, policy advocacy, and action-based campaigns.
- Conduct research and data-driven analysis to inform national and community development policies.
- Empower youth and professionals through leadership training, mentorship, and capacity building.
- Integrate gender equity and inclusion into all programs, enabling participation of women, youth, and marginalized groups of people.
- Collaborate with government, academia, civil society, and international partners to strengthen evidence-based policy development and community resilience.

Governance and Management

CRAF is governed by a Board of Directors that provides policy direction and strategic oversight. The Founder and Executive Director manage daily operations and represents the Foundation in all official capacities. The organization ensures gender inclusivity in governance with at least a third of the Board comprised of women.

Departments

- Research, Policy and Data Analytics
- Programs and Advocacy

- Finance and Administration
- Communication and IT
- Monitoring, Evaluation, and Learning (MEL)

PROGRAMMING AREAS

Mental Health Awareness and Advocacy (Psychosocial Support)

Objective: To promote mental health literacy, reduce stigma, and strengthen psychosocial support systems through awareness, education, and community-based interventions that enhance individual and collective wellbeing across Liberia.

Key Activities

Community Sensitization Campaigns

- Organize regular community dialogues, radio talk shows, and outreach programs to raise awareness about mental health, combat stigma, and encourage people to seek help early.

School-Based Wellness Sessions

- Work with teachers and guidance counselors to implement school mental health days and student support sessions that focus on stress management, emotional resilience, and peer counseling.

Training for Health Volunteers and Teachers

- Build the capacity of frontline health workers, social workers, and teachers to recognize signs of mental distress and provide basic psychosocial first aid and referral.

Collaboration with Health Institutions

- Work closely with the Ministry of Health and Social Welfare, hospitals, and NGOs to strengthen community referral systems and improve access to mental health and psychosocial support services.

Awareness Materials and Media Engagement

- Develop educational posters, radio jingles, and digital campaigns to share accurate information and promote positive attitudes toward mental health and personal wellness.

Community-Based Psychosocial Support Services

- Facilitate counseling sessions and group support circles within communities provide safe spaces for individuals affected by trauma, stress, or mental distress. Coordinate these sessions with trained counselors and local volunteers to promote emotional healing and resilience.

Drug and Substance Abuse Prevention, Advocacy, and Awareness

Objective: Develop posters, radio messages, social media content, and youth-friendly materials that promote prevention, resilience, responsible decision-making, and access to support.

- *Media and Digital Prevention Messaging*

  Collect community-level information on substance abuse risk, prevention needs, service gaps, and youth vulnerability to support evidence-based advocacy, programming, and policy dialogue.

- *Research, Data, and Policy Advocacy*

  Share information on available treatment, rehabilitation, counseling, and social support services and collaborate with health and social service institutions to strengthen referral and follow-up pathways.

- *Referral and Rehabilitation Awareness*

  Engage parents, guardians, teachers, faith leaders, and community leaders to recognize early warning signs, respond safely, and support youth affected by substance abuse risk.

- *Family and Caregiver Engagement*

  Organize community dialogues, radio discussions, public awareness events, and outreach campaigns to promote prevention, reduce stigma, and encourage families to seek support early.

- *Community Awareness and Advocacy Campaigns*

  Conduct school-based and youth-focused sessions on the risks of drug and alcohol misuse, peer pressure, mental health stress, harmful coping behaviors, and early help-seeking.

  School and Youth Prevention Education

  Key Activities

  To prevent drug and substance abuse among youth and vulnerable community members through advocacy, awareness, early prevention education, family and school engagement, referral information, and collaboration with health, social service, and rehabilitation actors.

Environmental Education and Climate Change Advocacy

Objective: To promote environmental awareness, community resilience, and climate-smart practices through education, research, and grassroots action that empower schools and communities to adopt sustainable waste management, ecosystem protection, and adaptation strategies in response to Liberia's changing climate.

Key Activities

Community-Based Climate Action

- Organize tree planting campaigns to restore degraded land and improve community resilience to climate change.
- Facilitate waste management initiatives, including household recycling and community clean-up exercises.
- Train local farmers and youth groups in climate-smart livelihood techniques like sustainable agriculture, composting, and alternative income generation.

School-Based Environmental Education

- Establish and mentor school environmental clubs under the *Green School Challenge Program* to promote environmental stewardship among students.
- Develop environmental lesson plans, competitions, and awareness events to integrate climate change topics into school activities.
- Conduct inter-school debates and exhibitions on waste management, biodiversity protection, and renewable energy.

Research and Policy Advocacy

- Conduct research on climate impact, adaptation, and mitigation strategies to inform national environmental policy and local action.
- Produce policy briefs and reports that highlight community-level findings and recommendations for sustainable practices.
- Collaborate with government, academia, and civil society to advocate for evidence-based environmental policies and effective implementation of Liberia's climate commitments.

Research for Development

Objective: To generate credible, data-driven evidence that supports national and community decision-making, strengthens governance, and promotes sustainable development through applied research, surveys, and policy analysis.

Key Activities

Research Studies and Surveys

- Conduct baseline and thematic studies on health, environment, governance, and education to fill data gaps and inform interventions.

Policy Briefs and Data Dashboards

- Produce accessible policy briefs and digital dashboards that inform and help policymakers and donors make evidence-based decisions.

Capacity-Building Workshops

- Conduct workshops to equip young researchers, students, and professionals with analytical and reporting skills to enhance Liberia's research ecosystem.

Policy Dialogues and Roundtables

- Host consultative meetings between academia, government, and civil society to discuss findings and align research with national priorities.

Knowledge Hub and Publications

- Maintain an open digital library that shows reports, provides datasets, and identifies lessons from ongoing and completed projects.

Youth Empowerment and Leadership

Objective: To equip young people with the knowledge, skills, and leadership capacity to contribute to social transformation, innovation, and good governance in their communities and across Liberia.

Key Activities

Training and Mentorship Programs

- Provide hands-on leadership and entrepreneurship training for youth that fosters creativity, problem-solving, and teamwork.

Youth-Led Advocacy Campaigns

- Support young leaders to design and implement awareness drives on key issues like mental health, gender equality, social inclusion, and environmental protection.

Internship and Fellowship Opportunities

- Offer practical learning placements in CRAF's projects to strengthen young people's professional skills and employability.

Community Service Projects

- Fund youth-led initiatives through small grants and mentorship to address local needs like school sanitation, waste management, and literacy promotion.

Annual Youth Summits and Innovation Labs

- Convene national youth events where participants share ideas, showcase innovations, and build networks for future collaboration.

Partnership and Outreach

Objective: To strengthen collaboration between CRAF, government institutions, academia, civil society, and international partners through advocacy, joint programming, and knowledge exchange for sustainable development.

Key Activities

Institutional Partnerships

Build lasting relationships with organizations that share our values to co-design impactful programs and scale innovative solutions to common issues.

Stakeholder Forums and Dialogues

Host interactive events that bring together decision-makers, topical experts, and community representatives to discuss pressing social and environmental issues.

Community and School Outreach

Extend public outreach to schools and communities through awareness sessions, training, and participatory activities aligned with CRAF's program objectives.

Memoranda of Understanding

Pursue partnerships with ministries, universities, and private organizations to enable alignment with national priorities and empower shared accountability.

Public Communication and Media Engagement

Amplify advocacy and research findings through print, broadcast, and online media to enable transparency and enhance visibility.

Monitoring, Evaluation, and Learning

Objective: To ensure organizational accountability, evidence-based decision-making, and continuous learning through robust data collection, monitoring, evaluation, and reporting systems.

Key Activities

Monitoring and Evaluation (M&E) Framework Development

- ❖ Design M&E plans that define clear indicators, targets, and tools for all programs.

Baseline and Impact Assessments

- ❖ Conduct assessments at various project stages to measure change and validate results with stakeholder and community feedback.

Data Dashboards and Scorecards

- ❖ Track progress in real-time through digital dashboards to enable rapid analysis and support reporting to partners and stakeholders.

Learning and Reflection Sessions

- ❖ Conduct regular learning workshops to discuss successes, challenges, pivot plans, and lessons that inform future planning.

Capacity Building in Data Management

- ❖ Train staff and partners on continuous data collection, visualization, and reporting for results-based management.