



Gbowee Peace Foundation Africa-USA

Strategic Plan

March 2026 - February 2030

Mission, Vision, and History

GPFA-USA creates opportunities for women and youth leaders in Liberia and beyond to advance peace, further justice, and drive reconciliation. We do this by investing in education, leadership development, and policy engagement.

Founded in 2015 in New York City, Gbowee Peace Foundation Africa – USA (GPFA-USA) supports the vision of Nobel Peace Laureate Leymah Gbowee to empower women and youth through education and leadership development. As the U.S. sister organization to the Gbowee Peace Foundation Africa (GPFA) in Monrovia, Liberia, GPFA-USA mobilizes resources, partnerships, and public awareness to advance peace, justice, and opportunity in Liberia and *beyond*.

Since its founding, GPFA-USA has galvanized the African diaspora and global allies to invest in education, leadership training, and community transformation. By creating scholarships, mentorship opportunities, and platforms for advocacy, GPFA-USA helps ensure that every girl and young leader can reach their full potential and contribute to a peaceful, equitable society.

Together with GPFA-Liberia, the GPFA-USA continues to advance a shared vision: *a world where every woman and girl enjoys her full rights and dignity, leads with courage, and transforms her community.*

Understanding the Context

In November 2025, under the leadership of the Board of Directors and the Executive Director, Richelle Todd-Yamoah, GPFA-USA engaged Dragonfly Partners to guide a strategic planning process. The process began with a contextual analysis to obtain a clear understanding of the environment within which Liberian women and youth leaders are operating. GPFA-USA sent out a survey to get input from GPFA-USA's wider community of support. Twelve people completed the survey. Survey participants included members of the Liberian Nationals and people from outside of Liberia with longstanding history in Africa movement building and community development. Most participants had experience working on youth leadership development in Africa, in the USA or both. Survey participants were asked to identify challenges facing women and youth leaders in Liberia and sources of support for women and youth leadership.

In addition, they were asked to name individuals, institutions, or categories of people whose interests align with GPFA-USA.

Challenges

Many of the challenges facing women and youth in Liberia reflect country-wide sociopolitical forces rooted in the country's history with Western colonialism. Because of patriarchal norms, economic and political instability, Liberian women regularly face discriminatory treatment, gender-based violence, limited access to reproductive healthcare, marginalization from political spheres, limited access to education and high rates of economic disenfranchisement. Liberian youth (18-35) make up over 70% of the population and struggle to find employment because of their substantial number proportionate to other generations.

Positive conditions and opportunities

In response to these challenges, women and youth across the country have been working together to organize for change. Many women and youth leaders are increasingly more vocal and visible in Liberia than ever before. As a result, sovereign states, intergovernmental organizations and corporations, and non-profits who believe in the growth and the sustainable peace of the country have made major investments in Liberian society. Liberia is also becoming known as a center for arts and culture and digital innovation which in turn raises the visibility of Liberia on the global stage.

Entities whose interests align with GPFA-USA

Liberian Nationals both inside and outside of the country and Africa focused organizations in the U.S.A. are key stakeholders to engage in GPFA-USA's work moving forward. Those in the diaspora could be engaged through civic organizations, religious organizations, or professional organizations whose members have an interest in supporting people from Liberia and the Continent as a whole. Academic institutions with existing ties to Liberia or the Continent with programs that support exchange students are ripe partners for GPFA-USA. In addition, GPFA USA should find key supporters among members of congress or other government officials with interest in building strong ties to the African continent or supporting women's leadership globally. It is important to elevate the stories of Liberian women and youth leaders so GPFA USA should collaborate with US-based or Liberian storytellers, artists, and other media makers to support GPFA-USA's mission. However, for GPFA-USA to become sustainable, the organization will need to develop strong relationships with philanthropic organizations focused on supporting sustainable peace, women and girl's empowerment, youth development, education, and economic development.

Values

GPFA-USA strives to follow in the footsteps of founder, Nobel Peace Laureate Leymah Gbowee. The United Nations Declaration of Human Rights has established a set of articles outlining the rights and freedoms that all people should be afforded regardless of where they live, their gender, race, religion, cultural or ethnic background. A Human rights approach strives for equality and fights against discrimination. In a human rights frame, we are all connected to one another and our fates are intertwined. We must all be at the table when important decisions are being made that impact our communities. The governments that represent us have a duty

to act in ways that uphold human rights and reflect community needs.

Values statement.

At GPFA- USA we prioritize developing trust with the individuals and communities we partner with. Our work is guided by the self-determined needs of women and youth leaders in Liberia and across Africa. We invest in women and youth because they are effective engines of positive community change. We believe that human rights flourish when communities have the agency to chart their own path forward.

Theory of Change

If GPFA-USA:

- Identifies, cultivates, and supports emerging youth leaders seeking to advance peace, social justice and reconciliation in the US, Africa and beyond;
- Is a trusted convener, bridge-builder, and storyteller connecting youth leaders to peers, institutions, and global movements that advance sustainable peace, gender equity, social justice and reconciliation across the US and Africa;

Then:

- Youth leaders will have the capacity, resources and cross-cultural fluency to advance systemic change in both U.S. and African contexts; and
- GPFA-USA will be a trusted hub for youth leadership development, diaspora engagement, and transnational advocacy.

Program Development Goals

The goals and objectives below each build upon the other. GPFA-USA will be simultaneously generating resources, expanding relationships, and building the infrastructure to serve all three goals beginning in 2026 until 2030. By 2029, GPFA-USA should formally measure outcomes and results towards this plan and commence the process to engage in a new planning cycle to launch in 2031.

Operating Assumptions

Current Staffing (1.5 FTE)

- Executive Director (1.0 FTE) – strategy, partnerships, fundraising, visibility
- Program Staff (1.0 FTE) – program management, logistics, communications, reporting

Current Budget Framework (\$500,000 annually)

Goal 1 (2026-2027)

By December 2027, GPFA-USA will have established a strong pipeline of emerging women and youth leaders based in the US, Liberia or beyond with African and diaspora ties, actively engaged in leadership development, advocacy, and programming that

advances the mission.

Objectives

- Establish formal partnerships with at least 5 U.S. based organizations focused on African women's and youth leadership development.
- Develop structured opportunities for collaboration, including guest speakers, joint programming, exchange opportunities, mentorship matching, and cross-continental dialogue.
- Identify and engage 6–12 high-potential U.S.-based young women leaders annually who have demonstrated leadership potential through prior engagement in Liberia or Africa-connected programming.
 - Integrate these leaders into a broader GPFA-USA youth network for sustained engagement.
- Strategically use the documentary *Pray the Devil Back to Hell*, recordings of speeches by Leymah Gbowee, and in-person appearances (when feasible) to:
 - Educate new audiences about women- and youth-led peacebuilding in Liberia;
 - Elevate diaspora youth voices;
 - Connect emerging leaders to funders, advocates, and institutional allies.
- Host at least 2 public-facing events annually that increase awareness and expand GPFA-USA's leadership network.
- Produce short-form content (blogs, short videos, interviews) highlighting the work of GPFA-Liberia and U.S.-based diaspora youth leaders.

Goal 2 (2028-2029)

By December 2029, GPFA-USA will be widely regarded within the Liberian and African diaspora as a trusted connector and storyteller that mobilizes diaspora communities to support and amplify youth-led peacebuilding and social justice efforts across the U.S. and Africa.

Objectives

- Host consistent convenings that elevate youth voices and foster intergenerational dialogue;
- Facilitate opportunities for diaspora youth leaders to engage in policy conversations, public education, or community organizing relevant to Liberia and the broader continent.
- Mobilize diaspora networks to support peacebuilding, gender equity, and reconciliation initiatives across borders.
- Amplify youth-led perspectives in public discourse, policy spaces, and philanthropic circles;

Goal 3 (2029-2030)

By 2030, GPFA-USA will be a trusted source of information, insight, and action on youth leadership development, well-positioned to bolster advocacy efforts that advance women- and youth-led peacebuilding in Liberia and across Africa.

Objectives

- Is recognized as a trusted source on youth leadership development and women- and youth-led peacebuilding

- Supported at least one targeted advocacy campaign in US or Liberia
- Developed a network of influential champions among policymakers and diaspora leaders
- Leveraged success stories that shift narratives, strengthen diaspora connections, and position youth and women leaders as engines of social, economic, and peacebuilding impact.

Operational Goals (Ongoing 2026-2030)

A key consideration in developing strategic and operational goals for GPFA is to reevaluate the relationship between Gbowee Peace Foundation Africa-Liberia and Gbowee Peace Foundation Africa-USA. The relationship between these two entities has evolved over time. In the early years, GPFA-USA provided direct support to GPFA-Liberia by receiving funds from U.S. based donors and foundations intended to support programming in Liberia. Over time, GPFA has become a self-sustaining organization. While the two organizations will always be sisters, sharing the same founder with similar values, GPFA-USA needs to forge its own path, develop distinct programming, and resources to expand on the work developed in Liberia.

By 2030 GPFA-USA has:

- A. A sound staffing structure that allows for innovation and creativity.
 - a. Executive Director
 - i. Fundraising
 - ii. Financial management
 - iii. Strategic partnerships
 - iv. Staff management
 - v. Board liaison
 - b. Program manager
 - i. Community and individual outreach
 - ii. Convening
 - c. Communications manager
 - i. Crafting and sharing stories.
 - d. Operations manager
 - i. Compliance
 - ii. HR
 - e. Accountant
- B. A brand identity connected to but distinct from GPFA-Liberia that allows for effective and sustainable.
- C. Robust communication, and fundraising strategies that increase visibility and resource generation.
- D. Diversified revenue streams that support an annual budget of \$1 million to pay staff salaries, benefits and support operating expenses including convenings and regular travel between US and Liberia.
- E. A board of directors that is actively engaged in strategic oversight of and resource generation for GPFA-USA.

The plan was developed in consultation with [Dragonfly Partners](#) 2026.