16 June 2026

Statement in Support of the International Day of Family Remittances 2026

"Remittances for Rural Resilience, Entrepreneurship and Employment"

On the occasion of the International Day of Family Remittances, Afrimoney, the mobile money service operated by Africell in The Gambia, is proud to add its voice to this global observance and to reaffirm its commitment to the Gambian families whose lives are sustained by the support of relatives abroad.

For a country where remittances rank among the largest and most dependable sources of external finance, these flows are far more than transactions. They are school fees, medical bills, food on the table, a roof overhead, and the seed capital behind countless small businesses. They reach households in the Greater Banjul Area and in rural communities alike, and they hold steady through seasons of uncertainty when other sources of income do not. Every transfer carries with it the sacrifice and devotion of a migrant working far from home so that family can thrive.

Afrimoney exists to make those flows faster, safer, more affordable, and more inclusive. Through our international money transfer service, members of the Gambian diaspora in the United States, Europe and across Asia and Africa can send money directly into a mobile wallet, reaching loved ones in moments rather than days, and without the need to travel to a branch or stand in a queue. Working with a growing network of global partners and licensed corridors, and operating under the supervision of the Central Bank of The Gambia, we are steadily lowering the cost of remitting and bringing formal financial services within reach of people who were previously excluded from them.

We believe remittances should be a gateway to opportunity, not merely a lifeline. When a transfer lands in a digital wallet, it can be saved, used to pay bills, settle merchant purchases, or build the transaction history that opens the door to credit and other formal services. In this way remittances become a foundation for entrepreneurship, for stronger local businesses, and for decent work, particularly for the women and young people who form the backbone of The Gambia's rural economy. This is precisely the rural resilience, entrepreneurship and employment that the IDFR 2026 campaign sets out to advance.

This year, Afrimoney commits to expanding access to digital remittance services across The Gambia, deepening financial inclusion in underserved rural communities, and continuing to invest in customer education so that families can make the most of the money they receive. We stand alongside regulators, financial institutions, development partners, and diaspora communities in recognising these vital flows and in working to unlock their full potential.

To the Gambian diaspora: your support reaches further than you may know, and we are honoured to carry it home. On this International Day of Family Remittances, we celebrate you and the families you sustain.

With appreciation,

Simon K. Andersson-Manjang
Director, Afrimoney Gambia