



<b>MOTTO:</b>	<b>Patriotism, Integrity and Development</b>
<b>SYMBOL:</b>	<b>Baobab Tree</b>
<b>COLOUR:</b>	<b>Dark Blue and White</b>

**Guiding Principles:**

- Selflessness
- Integrity
- Objectivity
- Accountability
- Transparency
- Honesty
- Leadership
- Diligence

The Citizens Alliance (CA) is a political organization founded on the ideals of development, democracy, civil liberties, social cohesion, and social justice in The Gambia. CA believes that all powers resides in the citizenry and therefore recognizes the equal value of every citizen irrespective of gender, ethnicity, religion, race, age, and ability.

The CA shall promote a citizen driven agenda and shall put in place policies that will seek to eradicate all forms of discrimination against any citizen or group of citizens. The party will embrace our country's diversity, ensure equity and equality and promote justice. Recognizing the right of every Gambian to participate in the affairs of the country, CA shall create an environment and space for the citizens to engage their Government on regular basis.

CA is committed to inclusive development, democracy, rule of law, good governance, accountability, transparency, and probity through transformative leadership. Accordingly, CA shall build strong and effective institutions of governance that will ensure a fair and equitable management of public resources and for the implementation of the party's socio-economic and political objectives. In pursuit of the above, CA shall take measures to address corruption, mismanagement and maladministration in The Gambia.

Recognizing the right of every Gambian citizen in every corner of the country to earn a decent living and to live a life of dignity and realise their potential, CA shall harness and distribute state resources equitably and fairly to ensure that each Gambian has access to the basic necessities of life such as food, shelter, electricity, water, quality education and health care.