

Q

JAN
FEB
MAR

2019 REPORT

STRONGMINDS MENTAL HEALTH AFRICA

The mission of StrongMinds is to improve the mental health of women in Africa. We are guided by our goal to treat two million African women with depression by 2025.



QUARTER HIGHLIGHTS

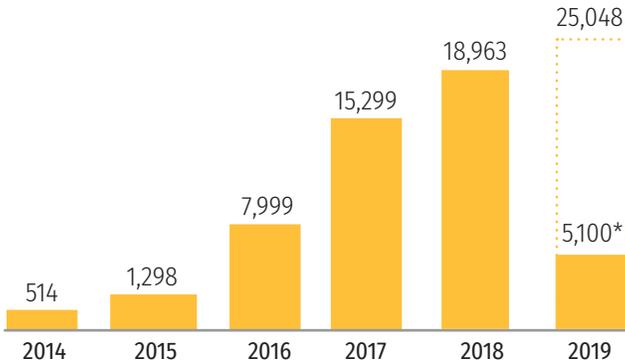
- StrongMinds has treated over 5,000 depressed women this year, based on preliminary results from our first treatment cycle in 2019. Approximately 3,200 women were reached by our staff-led StrongMinds Therapy Groups and 1,900 women are currently receiving treatment in our volunteer-led Peer Therapy Groups.
- Results show that 75 percent of patients treated in our second cycle of 2018 (treatment ending in August) were depression-free six months post-therapy.
- StrongMinds Uganda launched a pilot project to treat depression in adolescents in late 2018 that has begun to make strong progress in early 2019. Working with the Ugandan Ministry of Education in the Wakiso District, we will modify and operate group talk therapy sessions for depressed adolescents in schools, starting in late June. We have finalized a key partnership with Save the Children to collaborate on the adolescent program.
- StrongMinds Zambia moved forward in its first three months of existence, obtaining numerous final government approvals and holding its first Board meeting.

METRICS TO DATE

✔ Met target
 🕒 In progress
 ✘ Did not meet target

TOTAL TREATED PER YEAR

2019 GOAL: 25,000 TREAT- 🕒



*YTD preliminary calculation

COST PER PATIENT

NEW NUMBERS COMING SOON! 🕒

In 2019, we are taking a new approach to determining our cost per patient. Watch this space in our Q2 report for a detailed breakdown of cost per patient.

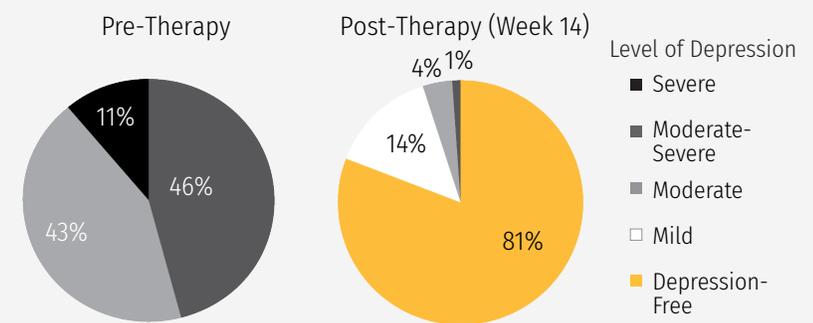
PROGRAM IMPACT: PERCENTAGE DEPRESSION-FREE

2019 GOAL: 75% DEPRESSION-FREE POST-THERAPY AND SIX MONTHS POST-THERAPY

3-YEAR OVERVIEW ✔

	Immediately Post-Therapy	Six Months Post-Therapy
2016	82%	70%
2017	74%	88%
2018	80%	75%
2019	Data available beginning Q2	

MOST RECENT THERAPY CYCLE (2018 CYCLE 3*) ✔



*2019 data still pending

AVERAGE REDUCTION IN DEPRESSION SCORE

2018* GOAL: 12-POINT REDUCTION ✔

Based on the PHQ-9 Depression Screening Tool ← -4 POINTS Considered a clinically significant reduction in depression score in the US

*2019 data still pending



What StrongMinds considers depression-free

In most cases, women with depression scores above 10 are invited to participate in a StrongMinds talk therapy group



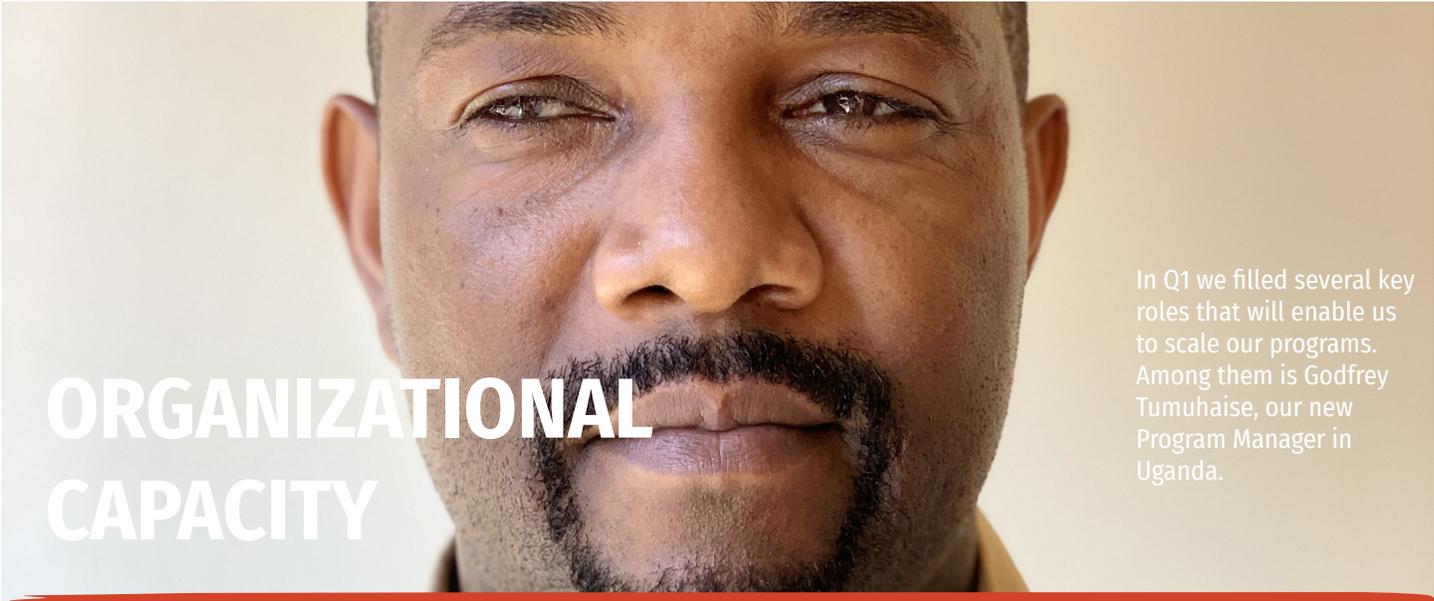
Early intervention in adolescence can improve the mental health of a person for a lifetime.

IMPACT & DELIVERY

ADOLESCENT PROGRAM

- In February 2019, we began piloting our adolescent therapy program, funded through grants from the Children’s Investment Fund Foundation and Grand Challenges Canada. Working in schools throughout the greater Kampala area, this pilot will help StrongMinds expand our reach beyond only treating adults. From June through December 2019, we will reach more than 4,000 adolescent girls and boys—both in and out of school—who are suffering from depression.
- As part of the adolescent pilot, we have engaged a human-centered design firm to help us package our Group Interpersonal Psychotherapy (IPT-G)* curriculum in a way that is appealing and engaging for youth.
- StrongMinds has established new partnerships to support the adolescent therapy program. We have executed an MOU with the government of Wakiso District to pilot the program in the district’s schools and finalized a partnership with Save the Children.
- We have also officially launched our long-delayed partnership with BRAC-Uganda, training 100 members of BRAC’s staff in IPT-G who will treat over 1,000 adolescent girls.

**StrongMinds uses Group Interpersonal Psychotherapy (IPT-G), a simple, proven and cost-efficient community-based model to treat depression that focuses on relationships among group members. IPT-G was first tested in Uganda by Johns Hopkins University (JHU) in a randomized controlled trial in 2002 using lay community workers with only a high school education; it was found to be successful.*



ORGANIZATIONAL CAPACITY

In Q1 we filled several key roles that will enable us to scale our programs. Among them is Godfrey Tumuhaise, our new Program Manager in Uganda.

We continue to build organizational capacity. In Q1 we welcomed a new StrongMinds Uganda Board member, along with several new hires to our Senior Management Team in Uganda, our adolescent programs and our Zambia country office:

- The StrongMinds Uganda Board of Directors unanimously voted long-serving Board Member Milly Katana as the new Chairperson in March 2019. Recognized for her work in promoting access to HIV/AIDS treatment in Uganda, Milly is a public health specialist, co-founder of Pan-African AIDS Treatment Movement, and an advisor to UNAIDS Technical Support Facility for Eastern and Southern Africa.
- In Uganda we hired our first Peer Therapy Group Supervisor, Monica Asekenya, to oversee the growth and strategy of our rapidly scaling Peer Therapy Group program. Daniel Onyanya transitioned to the new Partnerships Manager role to expand our reach through partnerships with other NGOs and governments. Godfrey Tumuhaise also joined the team as our new Program Manager, overseeing and managing the implementation of our core StrongMinds Therapy Group model.
- Wendy Andezu was hired as our new Adolescent Project Manager in Uganda, bringing to StrongMinds her significant project management and adolescent social work experience. We also hired 20 new Mental Health Facilitators and five new Mental Health Supervisors to support the adolescent program.

In Zambia, our staff have obtained all of the necessary visas to work in-country and StrongMinds Zambia formally registered as an NGO with the government in Zambia in early February 2019. Two expert Mental Health Facilitators (MHFs) from our Uganda office have been deployed to Zambia to assist with hiring, training, and supporting eight newly hired MHFs in learning the StrongMinds IPT-G curriculum. Our Ugandan experts will remain in Zambia to monitor and evaluate the new MHFs' progress and performance through the close of 2019.



Partnerships are key to scaling our programs and expanding into new countries.

KEY LEARNINGS

SCALING OUR WORK

In 2019, we are focused on quickly scaling our group talk therapy model in Uganda and Zambia. We envision a future where StrongMinds is able to treat women at a large scale, one that dwarfs the nearly 50,000 depressed women we have treated from 2014 through today. This kind of growth will come from partnerships with large international NGOs and country governments. While we have early stage partnerships with Mercy Corps, Save the Children, BRAC and Uganda's Ministry of Education, we are very aware that our approach to partnering with larger entities needs more structure.

In early 2019, StrongMinds began working with [Spring Impact](#), a nonprofit consulting firm that helps clients identify and test their replication strategies. Through this work, StrongMinds has identified which core components of our work must be implemented in partnerships, determined the critical and desirable characteristics for potential partners, and carried out financial modeling to understand how and when we can reach cost recovery.

While the final Spring Impact deliverables are due by mid-year, the team has already produced a number of insights through interviews with potential NGO partners. In particular, NGOs...

1. Consider our reputation and technical expertise to be strong.
2. Are very interested in adopting our group talk therapy model.
3. Would like us to help them serve diverse populations, including men, refugees, and adolescents.
4. Would like us to engage in mental health advocacy efforts.
5. Suggest that we need to better define our offerings and cost-sharing abilities in the early stages of partnership discussions.

Spring Impact will be delivering a final report with recommendations at the end of Q2. We are encouraged by these early insights and look forward to reviewing the full analysis.

In Q1 StrongMinds raised 32 percent of its fundraising goal for 2019.

COMMUNICATIONS, FINANCE & FUNDRAISING

COMMUNICATIONS & MARKETING

Q1 PRESS COVERAGE

[Mental Illness is the Most Neglected Health Problem in the Developing World](#)

Forbes.com, January 24, 2019

[How Mental Health Charity StrongMinds is Disrupting Depression in Africa](#)

Forbes.com, February 18, 2019

FINANCE

In March 2019, StrongMinds US completed the search process for new financial auditors, ultimately selecting Gelman, Rosenberg & Friedman, a certified public accounting firm specializing in non-profits. They began their audit of StrongMinds US in late April.

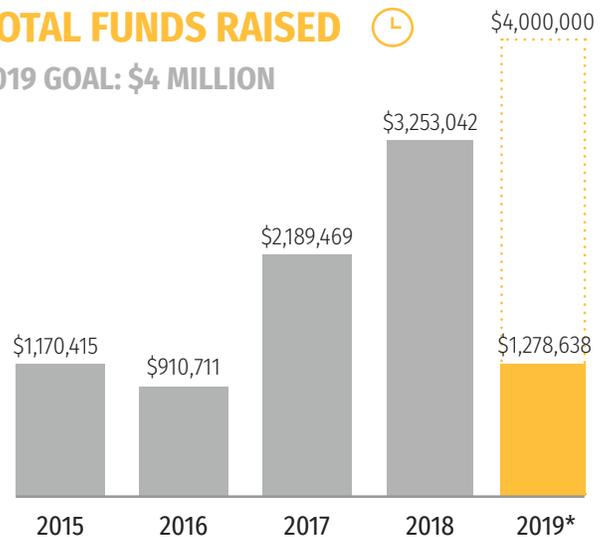
Through Quarter 1, we raised \$1,278,638 or approximately 32 percent of our goal for 2019.

To view our latest financial statements, [click here](#).

TOTAL FUNDS RAISED

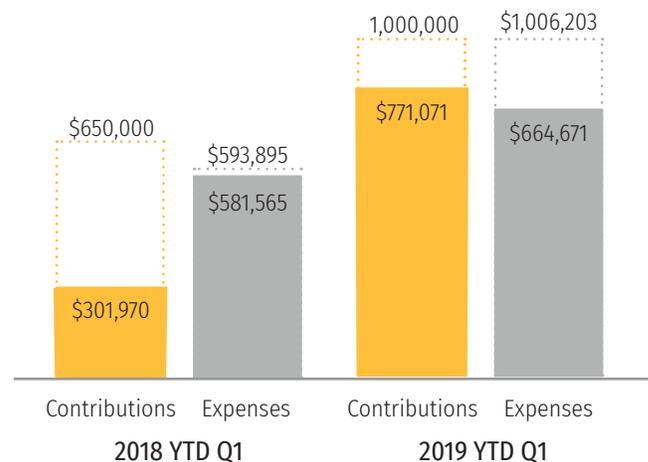


2019 GOAL: \$4 MILLION



*Funds raised in Q1 against 2019 goal

CONTRIBUTIONS & EXPENSES



Budgeted

Actual