

Q4 OCT
NOV
DEC

2018 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

- In 2018, StrongMinds treated 18,963 women, bringing the total number of depressed women our organization has treated to over 43,000 since 2014.
- The StrongMinds Board of Trustees selected and ratified Zambia as our second country of operations. Our new StrongMinds Zambia Country Director, Frank Harle, arrived in Lusaka in early January to begin establishing our presence in the country.
- In our most successful year to date, StrongMinds raised a total of \$3.2 million, exceeding our goal of \$2.6 million by 23 percent.

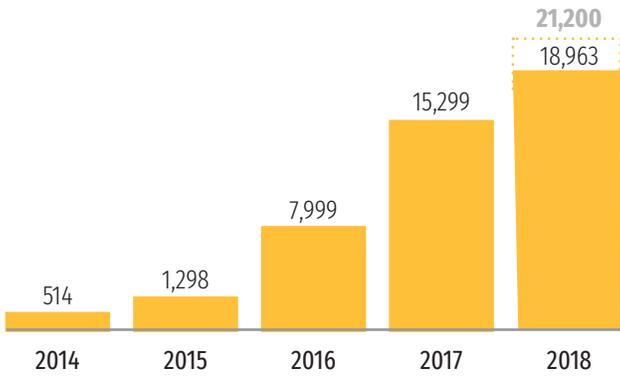
StrongMinds uses Group Interpersonal Psychotherapy (IPT-G), a simple, proven and cost-efficient community-based model to treat depression that focuses on relationships among group members. IPT-G was first tested in Uganda by Johns Hopkins University (JHU) in a randomized controlled trial in 2002 using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

METRICS TO DATE

✔ Met target
 ⌚ In progress
 ✘ Did not meet target

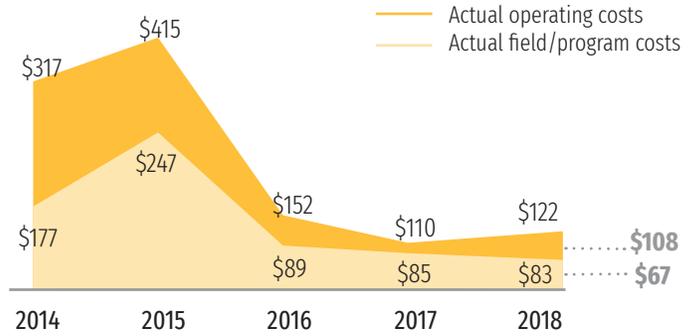
TOTAL TREATED PER YEAR

2018 GOAL: 21,200 TREATED ✘



COST PER PATIENT

2018 GOAL: \$108 TOTAL OPERATING COSTS ✘
 \$67 FIELD/PROGRAM COSTS



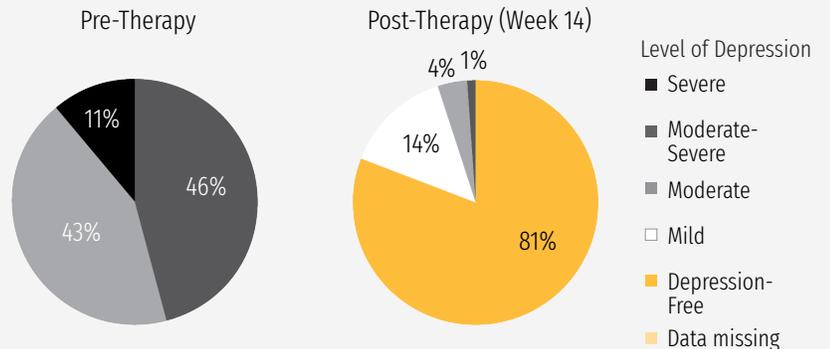
PROGRAM IMPACT: PERCENTAGE DEPRESSION-FREE

2018 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%	Data to be released in Q2 of 2019

MOST RECENT THERAPY CYCLE (2018 CYCLE 3) ✔



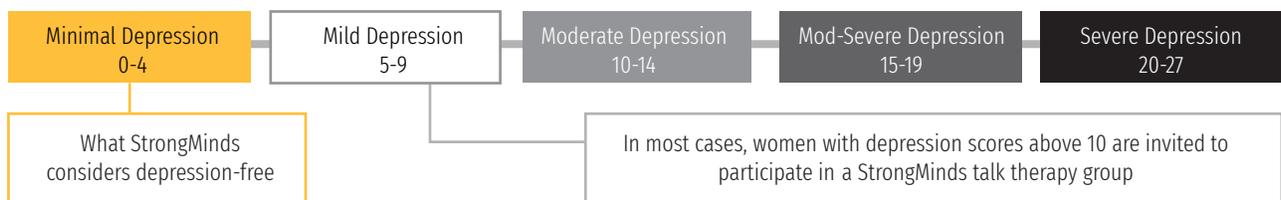
AVERAGE REDUCTION IN DEPRESSION SCORE

2018 GOAL: 12-POINT REDUCTION ✔

Based on the PHQ-9 Depression Screening Tool

Considered a clinically significant reduction in depression score in the US ← -4 POINTS

StrongMinds results in Uganda, based on most recent therapy cycle ← -13 POINTS





IMPACT & DELIVERY

Volunteer-led Peer Therapy Groups are key to our ambitious goal of treating two million women by 2025.

- In Uganda, 12,957 women graduated from StrongMinds Therapy Groups in 2018. We did not meet our target due to piloting several new approaches for identifying and recruiting depressed women into our talk therapy groups. Learning from these efforts, we now move into 2019 better equipped to identify depressed women, and to use external community mobilizers to assist with recruitment.
- We also missed our Cost Per Patient target of \$108/\$67 in 2018. This resulted from the lower-than-target numbers of women treated, whereas 2018 expenses did not correspondingly decrease.
- In 2018 our trained volunteer Peer Facilitators treated nearly 6,000 women, almost tripling the numbers from 2017. This indicates that our efforts to grow this treatment pathway—a key pillar of our scaling strategy—are working.
- In October, six StrongMinds US Board members visited our field sites in Uganda. Over a highly successful three-day period, they engaged with our StrongMinds Uganda Board and staff. Most importantly, they saw our talk therapy groups in action and met our current and former patients.
- Starting in 2019, StrongMinds will begin consistently and systematically tracking secondary indicators to better understand the impact of our talk therapy on the women we treat. Specifically, we want to track their economic productivity, the well-being of their children and the social support they continue to receive post-treatment. By holding ourselves accountable to these standard indicators, we can more fully understand the impact of therapy on the women, their families and the people around them.



ORGANIZATIONAL CAPACITY

We enter 2019 poised to expand operations into Zambia.

STRONGMINDS ZAMBIA

StrongMinds conducted extensive research, interviews and site visits to both Malawi and Zambia in Q4/2018. Site visits confirmed that Zambia offered the greatest opportunity to rapidly establish and scale our work.

In particular, Zambia offered:

- Straightforward government processes to establish NGOs.
- Clear opportunities to integrate within the government's existing structures. The Mental Health Unit within the Ministry of Health requested that StrongMinds become an integral part of the Mental Health Unit. They also invited us to become technical experts to the Ministry of Health and to pilot a primary healthcare intervention.
- Tangible opportunities to integrate our approach within other NGOs and achieve scale at low cost.

In November, the StrongMinds US Board of Trustees ratified the decision to open a new office in Zambia in 2019 and approved the creation of a StrongMinds Zambia entity. The entire team is enthused with our new country addition, and we are excited to pursue our mission in Zambia in 2019 and beyond.



ORGANIZATIONAL CAPACITY

A StrongMinds Peer Facilitator and Mental Health Facilitator co-lead a talk therapy group.

NEW BOARD MEMBERS

In December 2018, Annika Sten-Pärson was unanimously elected to the StrongMinds US Board of Trustees. Annika is the Founder and CEO of DanFei Holdings, an investment company focusing on seed stage investments and former Chief Operating Officer at Seleni, a New York City-based organization focused on women’s mental and reproductive health. She has served on the Board of Directors for several organizations including Haldex AB and Vi-skogen, an NGO focused on agro-forestry aid in Eastern Africa.

NEW TEAM MEMBERS

In November 2018, Jennifer Bass joined StrongMinds as the new Marketing and Communications Manager. Jen brings twenty years of experience in international development and non-profit communications. She is initially focused on leading the development of our guidelines for branding and style, resulting in greater brand consistency in color palette, photography, style, voice and tone.

In December 2018, Christine Butchko came on board as our new Development Analyst to add vital administrative support for fundraising efforts. Christine previously worked in development at Doctors Without Borders. She is a graduate of Villanova and joins us after spending a year in Malaysia as a Fulbright Scholar.

In January 2019, Rasa Dawson, a tenured fundraiser, joined us as StrongMinds’ first Director of Development. Rasa comes to StrongMinds with extensive development, community engagement and campaign management experience, having spent the past 14 years at Oxfam America. Rasa brings strong insight to our fundraising strategy and donor relationship building.

By continuously collecting and evaluating data, we discover new ways to make our therapy as effective as possible.

KEY LEARNINGS

WORKING WITH BIG DATA TO VERIFY THE IMPACT OF OUR WORK

In 2018, StrongMinds engaged with DataKind, a 'big data' firm, to have their scientists analyze our 2014-2017 impact data from Uganda. We wanted to explore what other learnings we could derive from our work. StrongMinds and the DataKind team jointly developed a list of priorities to explore in greater depth:

1. Understanding what demographic factors impact a woman's depression (e.g. age, location), and how much these affect a woman's chance of recovery as a result of therapy.
2. Understanding the relationships—if any—between depression/symptom scores and secondary/well-being indicators.

After months of rigorous analysis, DataKind shared their findings with StrongMinds in October. The first finding was that a woman's age, marital status, income and location have an impact on her ability to recover from depression through our therapy. For example, married women tend to have slightly lower symptom scores post-therapy than single women. Similarly, the level of performance of our Mental Health Facilitators during a given cycle might impact a woman's score. These influences are considered very small when compared to the effect of treatment itself. Understandably, we were happy to learn from DataKind that the most substantial factor in a woman's recovery from depression is participating in the therapy itself.

DataKind also explored the relationship between symptom scores and our secondary/well-being data. However, they were unable to come to any conclusions due to a lack of diverse data; most women treated by StrongMinds recover, and so patterns of association are more difficult to analyze. We hope that as we accumulate more data, we can replicate these analyses and continue to learn.

StrongMinds' depression treatment for women lifts up entire families.

FINANCIALS

- StrongMinds ended the year well, having raised \$3,226,582 in 2018, including funds committed by funding partners that will be disbursed in 2019.
- 2018 saw an increase in high-net worth individuals, new partnerships with Children's Investment Fund Foundation and Cartier Philanthropy and an end-of-year matching gifts drive—the Double Up Drive—that raised over \$500,000.
- To view our latest financial statements, [click here](#).

