

Q | J A N
F E B
M A R

2022 REPORT

STRONGMINDS®

Ending the depression epidemic in Africa



Our scaling strategy ensures we remain flexible, responsive, and prepared to adapt to new opportunities to scale our reach.

QUARTER HIGHLIGHTS

- StrongMinds' depression treatment is 9x more cost-effective than direct cash transfers at improving household wellbeing. This news comes from a recent report by the Happier Lives Institute comparing StrongMinds with Give Directly.
- Over the past few years, we have learned that our success in scaling has resulted not from any single innovation, but our from flexible approach that allows us to innovate in response to new opportunities to treat more patients. As a result, we have embraced innovation, learning, and responsiveness as the key components of our scaling strategy.
- Our growth in clients treated is accelerating. In the first quarter of 2022, we treated 20,552 people with depression, putting us well on our way to our goal of 65,000 for the year. The majority of these clients have come to us through government partnerships in Uganda.

StrongMinds treats depression using Group Interpersonal Psychotherapy (IPT-G), a simple, proven and cost-efficient community-based model that focuses on interpersonal communication as the root of--and source of recovery from--depression. IPT-G was first tested in Uganda by Johns Hopkins University in a randomized controlled trial in 2002 using lay community workers with only a high school education; it was found to be successful.

TOTAL CLIENTS TREATED TO DATE: 141,440

✓ Met target
🕒 In progress
✗ Did not meet target

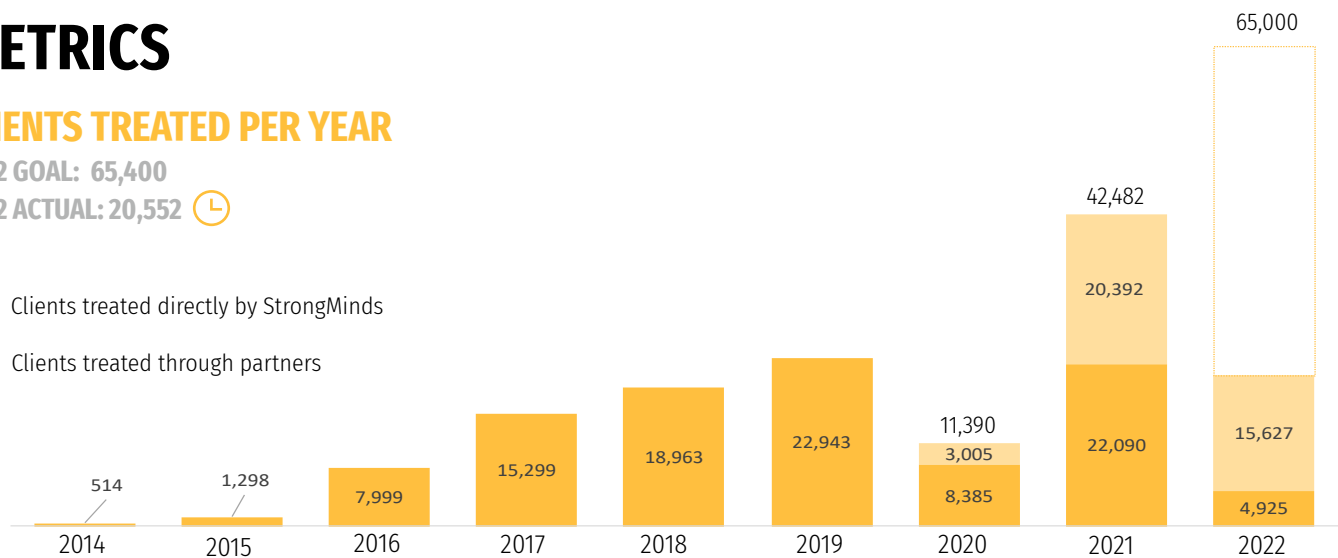
METRICS

CLIENTS TREATED PER YEAR

2022 GOAL: 65,400

2022 ACTUAL: 20,552 🕒

■ Clients treated directly by StrongMinds
■ Clients treated through partners

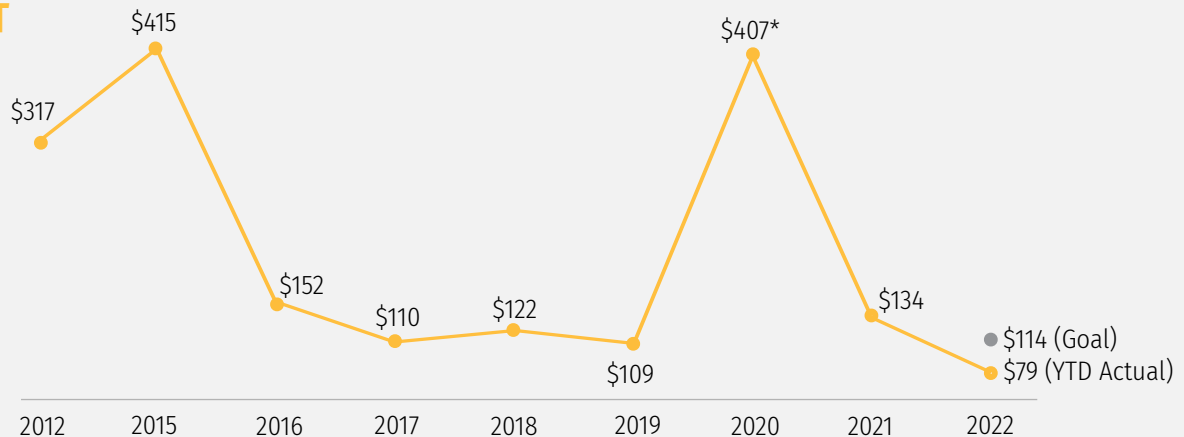


COST-PER-PATIENT

2022 GOAL: \$114

2022 ACTUAL: \$79 ✓

*Our pivot to teletherapy in response to COVID-19 resulted in start-up expenses that increased our per-patient delivery costs.



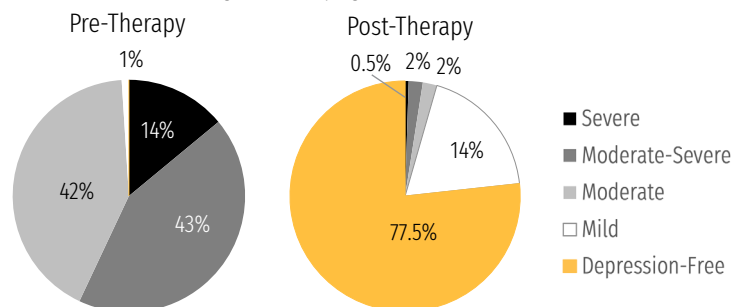
REDUCTION IN DEPRESSION SYMPTOMS* ✓

PHQ-9 SCALE



Depression Score

(Average across all programs)



Therapy delivery method**	Goal***	Actual	% Depression-Free****
StrongMinds-led	-12 points	-12 points	83%
Peer-led	-8 points	-13 points	80%
Partner-led	-8 points	-12 points	73%

*Results based on most recent therapy cycle

**Teletherapy is incorporated into our StrongMinds-led and partner-led results

***A 4-point drop on the PHQ-9 is considered a clinically significant reduction in depression score in the US

****Depression-free is defined as achieving minimal depression on the PHQ-9

Good mental health is the foundation of family and household wellbeing.

IMPACT & DELIVERY

@Karin Scherbrucker/Cartier Philanthropy

Disrupting Philanthropy: The Sustained Benefits of Investing in Mental Health

Investing in mental health is a more cost-effective way of improving human wellbeing than direct cash transfers. This comes from a [recent study](#) by The Happier Lives Institute, which conducted a cost-effectiveness analysis of StrongMinds and GiveDirectly.

The report concluded that StrongMinds' depression treatment model is 9x more cost-effective at improving recipients' subjective wellbeing than cash transfers.

The findings suggest that investing in mental health goes further than cash gifts in positively impacting the wellbeing of individuals and their household members. This challenges the prevailing notion among some philanthropists that direct cash transfers may be the most cost-efficient way to improve human wellbeing.

For individuals living with depression, everything is harder. The very nature of depression prevents those affected from pursuing the things that improve life, such as going to work, attending school, learning new skills, going to the doctor, taking medication, and connecting with friends and loved ones.

Treating depression is more than a short-term fix for one person. StrongMinds' clients gain self-awareness, social support, and self-help skills that stay with them throughout life, and have a positive spillover effect on their families, communities, and future generations.

While their individual problems may vary, the skills and self-awareness that our clients learn in therapy groups create a sense of empowerment and agency that can be applied to current and future challenges. Good mental health becomes the foundation of healthy, productive individuals and happy, hopeful families.

The findings of the Happier Lives Institute report reflect what we at StrongMinds already know, which is that no one can thrive without good mental health.

ABOUT THE HAPPIER LIVES INSTITUTE

The Happier Lives Institute connects donors, researchers, and policymakers with the most cost-effective opportunities to increase global wellbeing. Using the latest subjective wellbeing data, they identify the problems that matter most and find evidence-based ways to solve them. For more information please visit happierlivesinstitute.org.

Our Innovations Lab is experimenting with new ways to efficiently deliver therapy.

ORGANIZATIONAL DEVELOPMENT

A woman with dark skin and short hair is looking down at a pink smartphone. She is wearing a dark blue t-shirt with the 'STRONGMINDS' logo and 'MENTAL HEALTH AFRICA' text. The background is slightly blurred, showing an indoor setting with a window and some objects on a table.

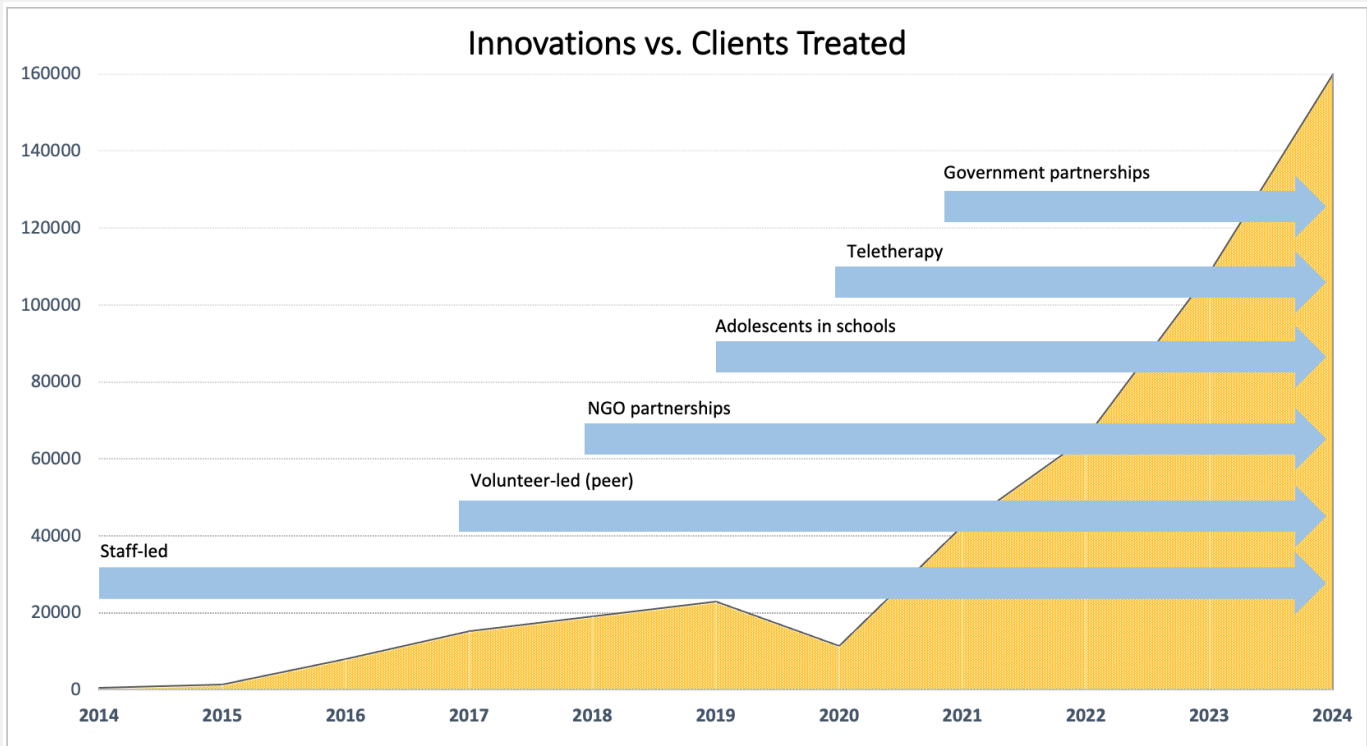
StrongMinds Innovations Lab Kicks Off Its First Project

In pursuit of cutting-edge ways to expand access to depression treatment in Africa, StrongMinds has created an Innovations Lab at our global headquarters in Kampala, Uganda.

Roscoe Kusijja, PhD serves as our Director of Innovations and runs the Innovations Lab. Dr. Roscoe is the also the Head of the Department of Mental Health at Makerere University School of Psychology in Uganda and President of the Uganda Clinical Psychology Association.

The StrongMinds Innovation Lab was launched in January of 2022 and is supported by dedicated staff members. Over the next three years, the lab will serve as a center for testing and validating new ways to streamline our model to optimize reach and impact.

The first pilot study underway is testing the efficacy of an IPT-G model consisting of just six teletherapy sessions. Since 2014, StrongMinds has tested IPT-G with 16, 12, 10, and 8-week timeframes. Each has yielded excellent results for clients, with no significant difference in depression-free rates. If we are able to maintain our current depression-free rates with just six sessions of therapy, we would be able to reach more people with depression with speed and efficiency. A randomized control trial is scheduled for later this year. We look forward to reporting our findings.



KEY LEARNINGS

Innovation, learning, and adaptability are consistent components of our scaling strategy.

Articulating Our Scaling Strategy

Over the years, StrongMinds has continuously adapted and tested the IPT-G therapy model with new populations and under new conditions to treat depression in as many people as possible. This culture of learning and innovation has intensified in recent years. We have stretched and tested our core IPT-G model to circumvent constraints brought about by the COVID-19 pandemic and to take advantage of new partnership opportunities. Our growth has been fueled by new programs such as teletherapy, school-based therapy utilizing teachers as facilitators, and an enhanced volunteer-led therapy model designed in collaboration with the Ugandan Ministry of Health.

Each innovation has come about as a distinct response to emerging circumstances, and each has enabled us to reach more people with depression. As a result, the StrongMinds model for training, mobilization, and delivery of IPT-G has become uniquely nimble, flexible, and responsive, enabling us to treat more than 140,000 individuals to date.

Recently, some funders challenged us to identify which of our many innovations had the most significant potential to help us scale. This prompted some soul searching.

Upon reflection, we determined that our ability to scale cannot be tied to any single tool or program but rather to our organizational mindset. Innovation, learning, and adaptability are the key elements and unifying features of every new tool we develop. While circumstances will always fluctuate, the flexible and responsive nature of our approach remains constant.

StrongMinds delivers depression treatment at scale by tapping into existing infrastructure to meet the mental health needs of any population, in any location, under any circumstances. We will never stop innovating and leveraging knowledge to extend our reach.



StrongMinds continues to see high-profile media coverage in 2022.

COMMUNICATIONS, FINANCE & FUNDRAISING

COMMUNICATIONS & MARKETING

Q1 MEDIA COVERAGE

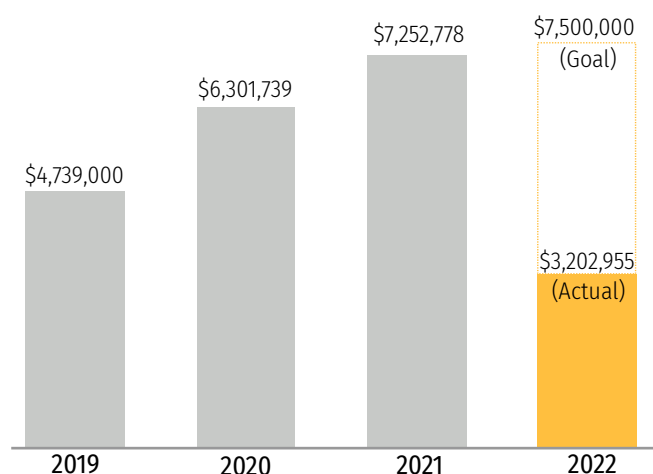
Psychology Today, February 20, 2022
[Global Mental Health and the Ethics of Happiness](#)

The Times of India, February 14, 2022
[Building the Ecosystem around Tele-mental Health](#)

Borgen, January 3, 2022
[StrongMinds Addresses Mental Health in Sub-Saharan Africa through StrongMinds' Innovative Depression Treatment](#)

TOTAL FUNDS RAISED 🕒

2022 GOAL: \$7.5 MILLION



*Funds received through Q1 against 2022 goal

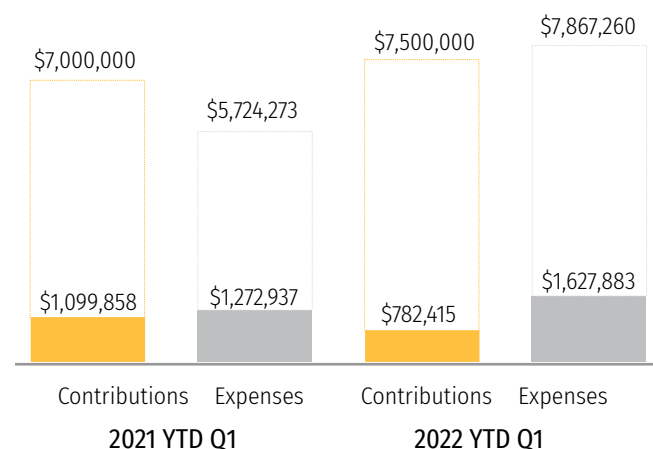
FINANCE

We have completed all 2021 audits without findings.

View our [audited financial statements](#).

View our [latest quarterly financial statements](#).

CONTRIBUTIONS & EXPENSES 🕒



GLOSSARY OF KEY TERMS

STG: StrongMinds-led Therapy Group
PTG: Peer-led Therapy Group (led by volunteer former clients)
MHF: Mental Health Facilitator
IPT-G: Group Interpersonal Therapy
MOH: Ministry of Health
PHQ-9: Patient Health Questionnaire (for depression)
GAD-7: Generalized Anxiety Disorder Scale