

Q3 JUL
AUG
SEP

2019 REPORT

STRONGMINDS[®]

Ending the depression epidemic in Africa



QUARTER HIGHLIGHTS

- As of October 1, StrongMinds had concluded treatment for 14,675 women suffering from depression, with another 10,000 enrolled in therapy groups to be completed in Q4. We expect to meet our goal of treating 25,048 depressed adolescents and women by the end of the year.
- This quarter we finalized new partnerships to treat refugees, build our adolescent program, and to expand programming in Zambia.
- Our team continues to grow, with several new key hires and the appointment of our new Board Chair, Dana Ward.

**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

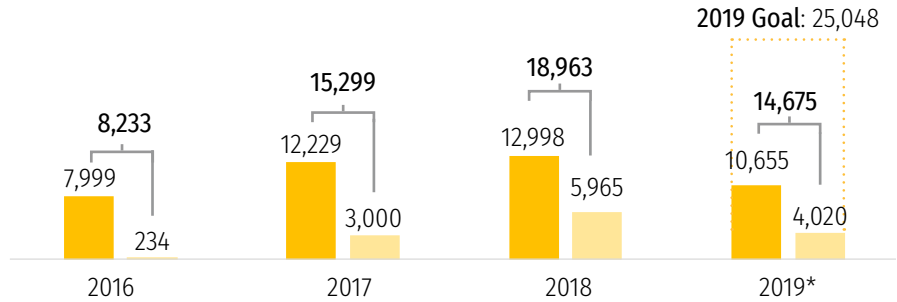
✔ Met target
 ⌚ In progress
 ✘ Did not meet

TOTAL TREATED PER YEAR

2019 GOAL: 25,048 TREATED ⌚

■ STG | Strong-
■ PTG | Peer-led

* Does not include approximately 10,000 currently enrolled in therapy groups

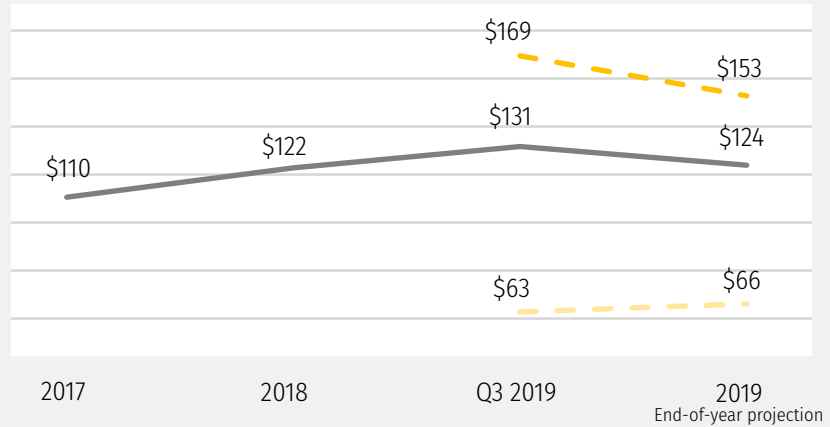


COST PER PATIENT

2019 GOALS:

Overall: \$124 ⌚
 STG: \$153
 PTG: \$66

— Overall cost per patient
- - - STG | StrongMinds-led
- - - PTG | Peer-led



PERCENTAGE DEPRESSION-FREE

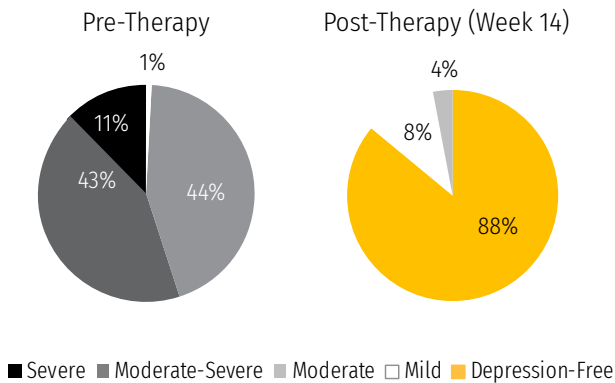
STG | 2019 GOAL: 75% DEPRESSION-FREE ⌚

	Immediately Post-Therapy	6-Months Post-Therapy
2017	74%	63%
2018	80%	75%
2019	86%	TBD

PTG | 2019 GOAL: 65% DEPRESSION-FREE ⌚

	Immediately Post-Therapy
2017	40%
2018	64%
2019	65%

MOST RECENT THERAPY CYCLE* ✔

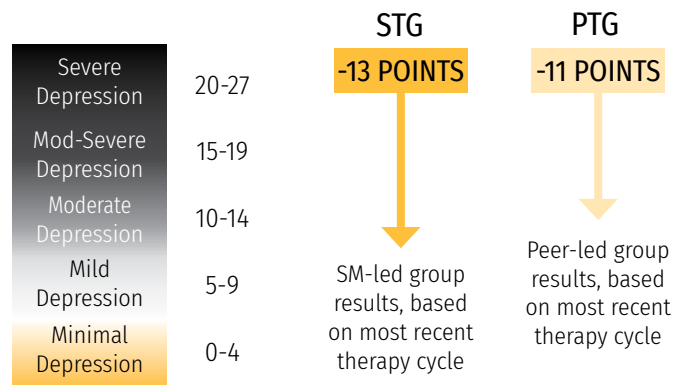


*Pie charts illustrate a breakdown of depression-free scores for STG Cycle 2, which runs from late May through August.

AVERAGE REDUCTION IN DEPRESSION

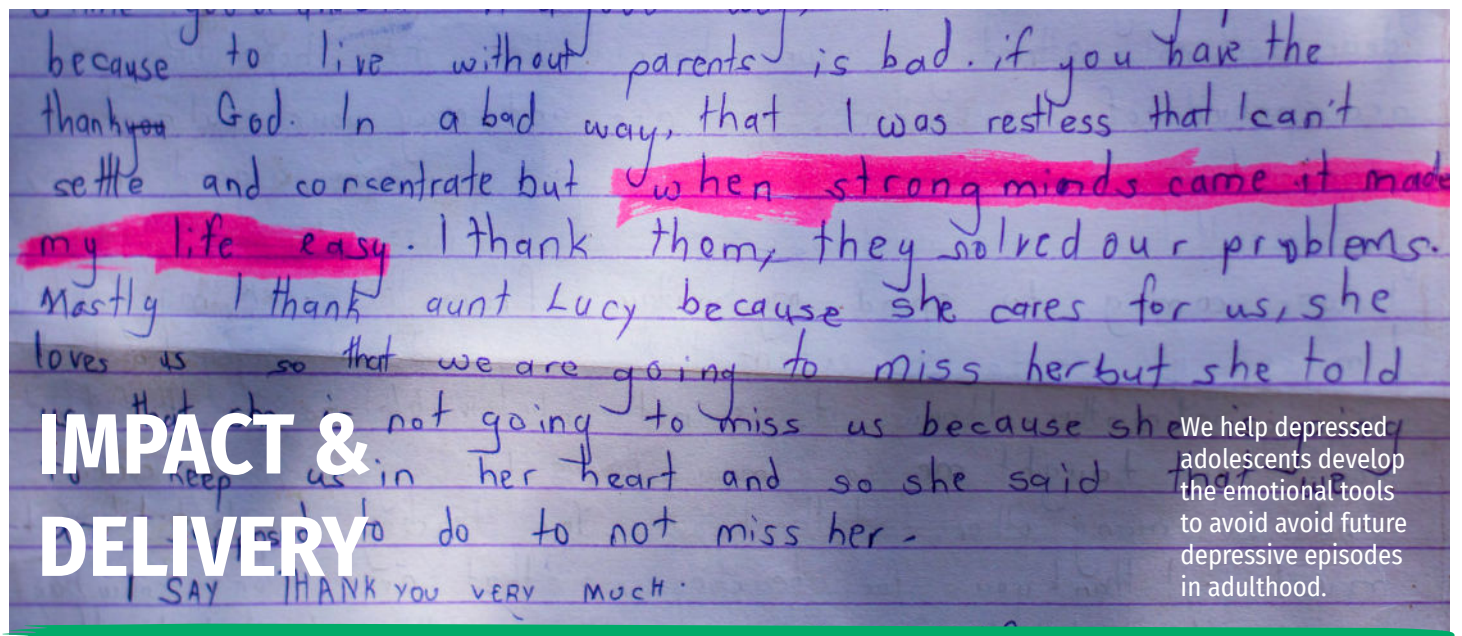
STG GOAL: -12 points ✔

PTG GOAL: -10



*Based on the PHQ-9 Depression Screening Tool

** -4 points considered clinically significant reduction in depression score in US



IMPACT & DELIVERY

We help depressed adolescents develop the emotional tools to avoid avoid future depressive episodes in adulthood.

UGANDA

Volunteer Mental Health Workers

We are pleased to report that we are ready to begin tapering off our staff-led therapy groups in Iganga in early 2020, handing programming over to our trained, experienced Peer Facilitators. Creating a critical mass of lay mental health facilitators in a community is key to scaling our model. Our highly experienced volunteers will lead our Iganga program into the future, fully supported by our staff. We look forward to announcing our new locations in Uganda in early 2020.

Adolescents

Our adolescent pilot program in Uganda has been a big success. In August we concluded treatment of 422 adolescent boys and girls. The results were encouraging. At the one-month post-therapy follow-up, 77% of the teens were depression-free. Two thousand additional out-of-school adolescents have been treated to date, with more than 4,000 expected to complete treatment by the end of the year. All schools are interested in expanding and renewing the partnership in 2020.

Refugees

Refugees and internally displaced persons have always been informally included in our therapy groups. Now we have finalized an agreement with Italian NGO AVSI to create refugee-specific programming in the Palebek refugee settlement in the north of Uganda, and therapy groups have already begun.

ZAMBIA

Data

We continue to rapidly expand in Zambia. Our second therapy cycle completed in August, resulting in 592 women treated in the country to date. Depression-free rates in those women were 81% at the end of the therapy cycle.

Adolescents

In September, we wrapped up a pilot program to treat adolescents in Zambia, in partnership with USAID's DREAMS Zambia program. DREAMS Zambia provides adolescent girls in Lusaka with wide-ranging resources, including HIV and reproductive health education, vocational skills and healthcare. The pilot sessions were a success and we are now working with DREAMS to build a permanent mental health component into their programming.



In Q3 we rolled out our adolescent therapy program, with strong results.

ORGANIZATIONAL CAPACITY

In September, Dana Ward took the reins as our new Board Chair. Dana has been a member of our Board of Directors since 2014. He is an international public health and development expert with 27 years of experience, predominantly in Africa and Asia. Dana has taken over for Jim Rude, who served as Board Chair from 2018 to 2019. We extend our heartfelt gratitude to Jim for his years of dedicated service and for shepherding us through a period of remarkable growth. He remains on the Board as a Trustee.

To support our partner-based scaling strategy, we are recruiting for a [Partnership Director](#). This new position will be responsible for leading StrongMinds' efforts to replicate and grow the reach of our programs through NGO partners in Uganda, Zambia and eventually other countries.

StrongMinds US welcomes two new full-time staff members:

Ticiana Maloney joined StrongMinds as the new Development Coordinator to support our fundraising efforts. Ticiana comes to StrongMinds with over fifteen years of experience in international development at UN agencies and international nonprofits, where she focused on program development and communications. A native of Brazil, Ticiana holds a law degree and a master's degree in political science from the University of Sao Paulo.

Leah Tanner joins the StrongMinds team as the Program Associate, with experience developing and implementing mental health programs for women and youth in low-resource and humanitarian settings. Her interests focus on connecting mental health research to practice, developing evidence-based programs, and capacity building for sustainable practice. She holds an MSPH in international health from Johns Hopkins University and a BA in medical anthropology from the University of Oklahoma.



In Zambia, our focus groups helped us gain insights into local understanding of mental health and the impact of depression.

KEY LEARNINGS

Cultural Context for Depression in Zambia

In order to establish cultural context for mental health in Zambia, we conducted a series of focus groups to gain a qualitative understanding of how Zambians perceive and describe depression-related symptoms. We held four focus group discussions with different groups: women, adolescents, men, and a combined group for men and women.

We learned that the community—in particular the adolescents—were aware of the concept of depression and had different means of expressing how depression feels. We also learned that many aspects of depression show up in local languages. The word *ubulanda* translates to “sorrow,” while *ukukana sanga* means “the inability to experience joy.” The phrase for “extreme worry” is *ukusakamana saana*, and *ichikonko* means “being overwhelmed with grief.” These common descriptors helped StrongMinds understand the many ways depression can be experienced in Zambia, and highlights the growing need for mental health services in these communities.

WELL-BEING INDICATORS



FOOD SECURITY

Percent increase in women who report that they and their children consumed three or more meals in the past 24 hours.



SCHOOL ABSENTEEISM

Percent decrease in women who report their children missed school over the past week.



WORK PRODUCTIVITY

Percent increase in women who report they have not missed significant work or economic activity over the



SOCIAL SUPPORT

Percent increase in women who report having someone to turn to for social support.

Note: All metrics taken between pre-therapy (baseline) and 6-months post-therapy (9-months from baseline) from therapy groups that took place in 2018 and are statistically significant. These data are current as of June 2019. The next round of data will be available in early 2020.

StrongMinds' group talk therapy is simple, proven, and cost-effective.

COMMUNICATIONS, FINANCE & FUNDRAISING

COMMUNICATIONS & MARKETING

Q3 MEDIA COVERAGE

We are thrilled have been included on Forbes.com list of [Five Effective Mental Health Charities to Support](#).

In the last quarter, we were also the subject of an [in-depth feature on Radio Sweden](#).

FINANCE

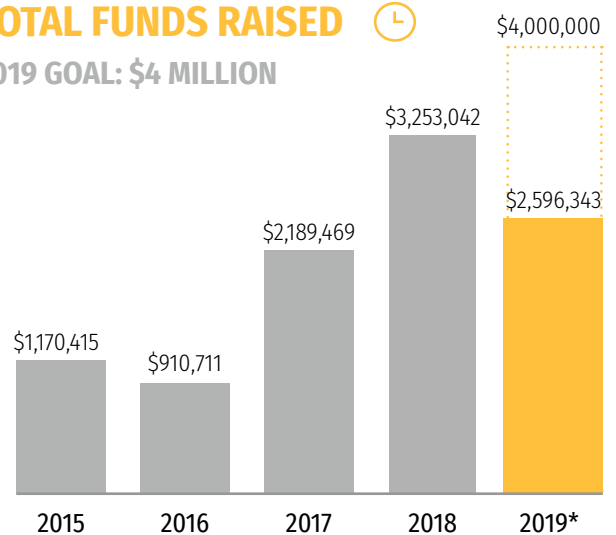
To view our latest financial statements, [click here](#).

To view our 2018 audited financial statements, [click here](#).

TOTAL FUNDS RAISED

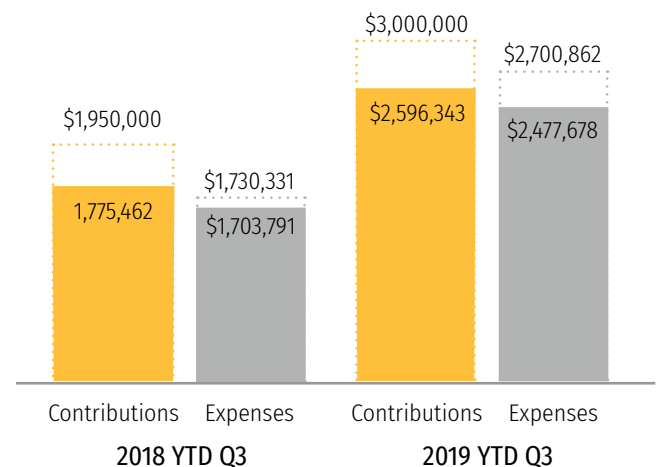


2019 GOAL: \$4 MILLION



*Funds received through Q3 against 2019 goal

CONTRIBUTIONS & EXPENSES



Budgeted

Actual