

Q4 OCT
NOV
DEC

2019 REPORT

STRONGMINDS[®]

Ending the depression epidemic in Africa



QUARTER HIGHLIGHTS

StrongMinds finished 2019 in strong shape, both programmatically and financially, poised for continued organizational growth:

- We treated over 23,000 women over the course of the year. This included 21,600 women and adolescents in Uganda and 1,460 women in Zambia. We also provided psycho-education to more than 43,000 people in both countries.
- We saw a dramatic increase in our fundraising, raising \$4.7m against our goal of \$4m.
- In November, staff from the US, Uganda and Zambia came together in Entebbe, Uganda for a three-year strategic planning session.

**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

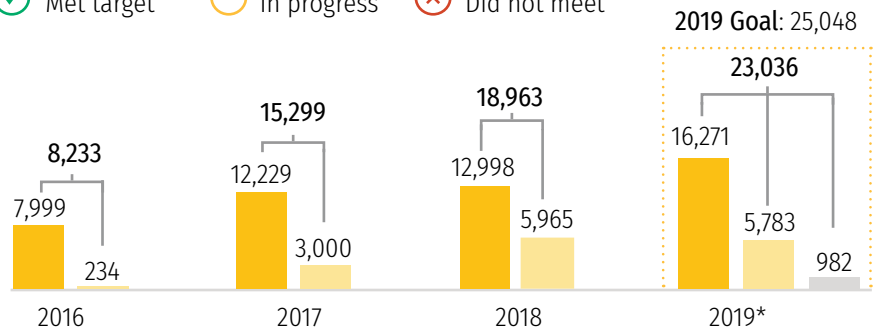
⌚ In progress

✗ Did not meet

TOTAL TREATED PER YEAR

2019 GOAL: 25,048 TREATED ✗

- STG | Strong-
- PTG | Peer-led
- Partner-led



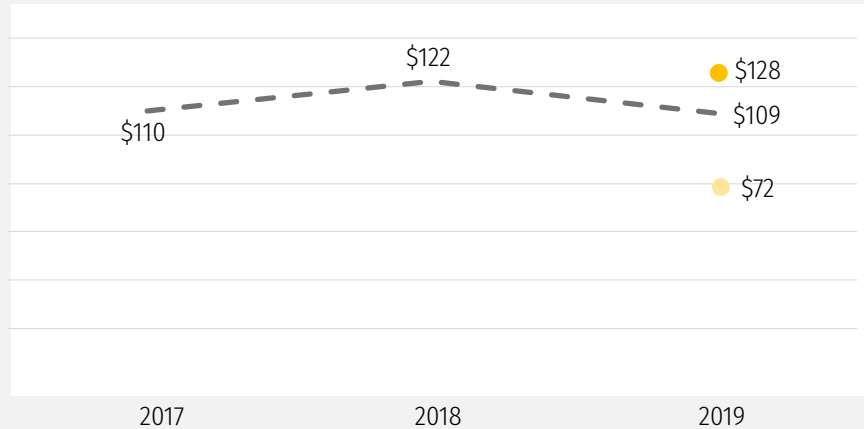
COST PER PATIENT*

2019 GOALS:

- Combined: \$124 ✓
- STG: \$153 ✓
- PTG: \$66 ✗

- Combined cost per patient
- STG | StrongMinds-led
- PTG | Peer-led

*Numbers represent adult women treated in Uganda, excluding refugees and adolescents.



PERCENTAGE DEPRESSION-FREE

STG | 2019 GOAL: 75% DEPRESSION-FREE ✓

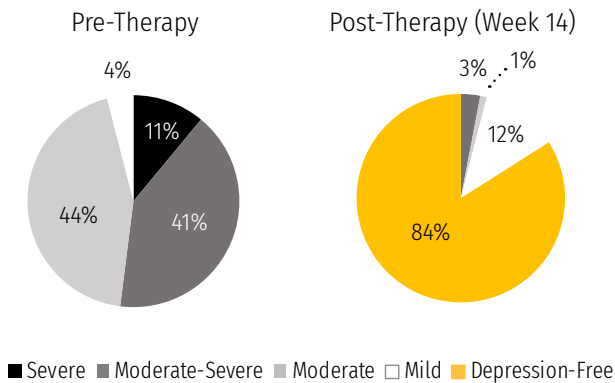
| | Immediately Post-Therapy | 6-Months Post-Therapy |
|------|--------------------------|-----------------------|
| 2017 | 74% | 63% |
| 2018 | 80% | 75% |
| 2019 | 84% | 86%* |

*2019 Cycle 1

PTG | 2019 GOAL: 65% DEPRESSION-FREE ✓

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

MOST RECENT THERAPY CYCLE* ✓

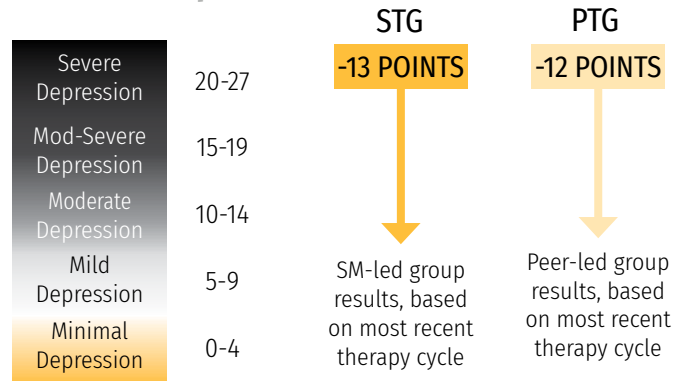


*Pie charts illustrate a breakdown of depression-free scores for STG Cycle 3 in Uganda, which runs from September through December.

AVERAGE REDUCTION IN DEPRESSION

STG GOAL: -12 points ✓

PTG GOAL: -10 points



*Based on the PHQ-9 Depression Screening Tool

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

By collecting detailed life histories of the women we have treated, we are able to further understand the impact of depression and recovery in all areas of their lives.

IMPACT & DELIVERY

UGANDA

Refugee Program

We completed our first cycle of therapy in Lamwo District in northern Uganda. Lamwo is home to the Palabek refugee settlement, which houses thousands of refugees from South Sudan. Our staff overcame poor roads, frequent blackouts and intermittent cell service to establish therapy groups in this underserved region. In order to educate local residents about our work and engender goodwill, our first therapy groups focused on treating depression in residents of the communities surrounding the Palabek settlement. Not surprisingly, experience of conflict and on-going violence in the region is widespread, and was frequently cited as a trigger for depression. Staff from AVSI, our partner organization, were also trained to facilitate StrongMinds Therapy Groups. Moving forward, we will jointly commence treating refugees in the Palabek settlement in early 2020.

Life Histories

In Uganda, we launched a systematic qualitative data study to gather stories from a range of clients. By asking our clients detailed, open-ended questions about their life histories and their experiences with depression and recovery, we are expanding our understanding of the impact of our work on women's lives.

ZAMBIA

World Mental Health Day

On October 10th StrongMinds participated in World Mental Health Day events in Zambia. Zambia Country Director Frank Harle and Sean Mayberry joined officials from the Zambia Ministry of Health and Chaimana Hospital for a public mental health awareness event. This was followed the next day by Zambia's first mental health conference, where we further showcased our work. We also conducted trainings of journalists from across the country on responsible reporting of suicide and the issue of depression. This investment of time was well received and has led to extensive media coverage (see "Communications and Marketing" section below), as well as further requests for interviews and promise of publications in the months to come.

Results for Second Therapy Cycle

The Zambia team completed their second therapy cycle in Q4 of 2019 with an average 72% depression-free rate and PHQ-9 score change of -13 points. Not only did Zambia exceed the number of patients treated (1460 vs a goal of 1248), they achieved an average depression-free rate for the year of 77%. These are astonishing results considering the number and severity of cases we encountered when we first began screening for depression in Zambia in early 2019, and that we were working with a new team of mental health facilitators.



Thanks to our fundraising successes in 2019, StrongMinds is poised to scale treatment to serve many more women.

ORGANIZATIONAL CAPACITY

Strategic Planning for the Future

In November, about 25 leaders of StrongMinds from the United States, Uganda, and Zambia gathered in Entebbe, Uganda to plan our strategy for 2020-2022. This was the first time that StrongMinds had assembled leaders from our growing team. We also benefitted from the presence of six board members. The final plan will be completed by the first quarter of 2020.

Fundraising for the Future

The fourth quarter of 2019 included some big fundraising wins: Global Innovation Fund (GIF) pledged to provide pivotal funding to systematize and launch our replication and scaling strategy. GIF is also funding a deep dive into the impact of our work on gender equity for the women we serve. The Cartier Foundation announced a three-year grant to fund our presence and expansion in Zambia. Finally, we rounded out 2019 with a highly successful year-end matching gift campaign--thanks to a generous matching gift from Double Up Drive, we raised \$372,000 in December.

New Board Members in Uganda

We added three new members to the StrongMinds Uganda Board of Directors: Roscoe Kasujja, Director of the Department of Mental Health & Community Psychology at Makerere University School of Psychology; Timothy Laku, an IT consultant with 15 years of experience in IT and Infrastructure Technologies; and Paul Mwirigi Muriungi, a marketing and communication professional with vast experience growing local and international brands in Uganda, Kenya and Rwanda. We are thrilled to have their partnership and expertise as we continue to expand our operations.

New Staff at US Office

Carolyn Cresci joined StrongMinds as the operations and marketing assistant in October 2019. Prior to StrongMinds, she worked at a number of grassroots organizations throughout Tanzania, Uganda, Peru, and New York. Her work focused on women's and children's issues, specifically gender-based violence and education rights. Carolyn is a Long Island native with an M.A. in International Affairs from The New School, and a B.A from Long Island University in Sociology and Gender Studies.



Our research shows that level of attendance at therapy sessions has an impact on a woman's recovery.

KEY LEARNINGS

Impact of Attendance Rates on Depression Recovery

We conducted a thorough analysis of our 2018 client data to determine the effect of participation rates (i.e. attendance at each therapy session) on patients' symptom score reduction.

We learned that missing specific therapy sessions or phases of therapy (beginning, middle, or end) does not seem to have an effect on final depression outcomes. We also find that absences that are 'clustered' have the same impact as more intermittent absences. While our staff report that therapy sessions that meet in the rainy season are more challenging, we have not seen a decline in attendance. This could suggest that our staff put more effort into sustaining attendance during these times. Future qualitative research will give further insight.

Overall, the effect of attendance on symptom recovery is very small. This suggests that a woman's experience of therapy –and the quality of that experience–is far more important for her recovery than the number of sessions she attends. StrongMinds has drawn on these learnings to improve how we set participation and client completion standards and targets across our programs.

WELL-BEING INDICATORS



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

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

COMMUNICATIONS & FINANCE

COMMUNICATIONS & MARKETING

Our work in Zambia was featured in three Zambian national newspapers in lengthy articles discussing the plight of depression in the country and our unique approach. Our Zambia team was also interviewed on two 45-minute breakfast shows, ZNBC (the national broadcaster) and Real Radio FM.

In November, a BBC World Service news crew traveled to Uganda to report on our work for the radio show "People Fixing the World." The result was [a 22-minute show](#) that aired globally the last week of January 2020.

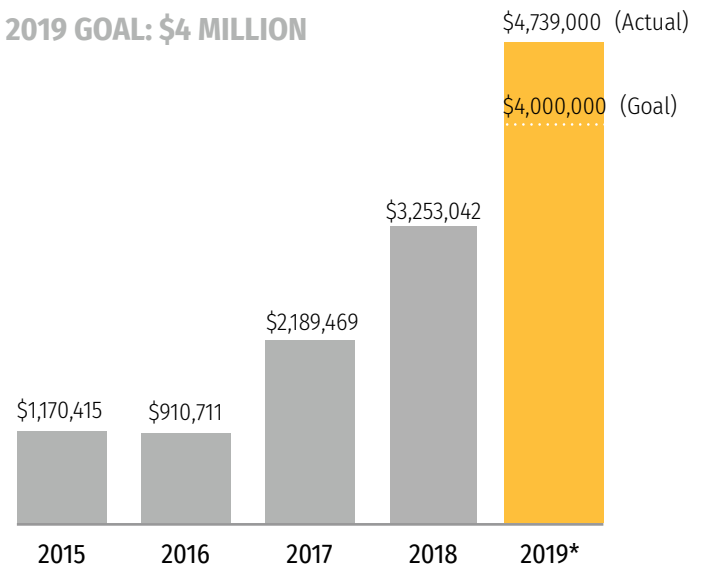
FINANCE

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 Q4 against 2019 goal

CONTRIBUTIONS & EXPENSES ✔

