

Q4 OCT
NOV
DEC

2023 REPORT

STRONGMINDS®



Image by Karin Scherbrucker

QUARTER HIGHLIGHTS

PEOPLE TREATED FOR
DEPRESSION SINCE 2014
468,031

CURRENT COST TO
TREAT ONE PERSON
USD \$40

- StrongMinds treated nearly 240,000 people with depression in 2023, more than doubling our reach from 2022. Our cost-per-person in 2023, was a record-low USD \$40.
- This achievement is the result of our extensive partnerships with NGOs and government ministries, and our successful piloting and initial roll-out of six-week therapy sessions.
- As we rounded out our tenth anniversary year, StrongMinds unveiled a new ten-year vision and a new, globally-focused mission statement.

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.

✔ Met target
 ⌚ In progress
 ✘ Did not meet target

METRICS

468,031

PEOPLE TREATED FOR DEPRESSION SINCE 2014

239,672

PEOPLE TREATED IN 2023

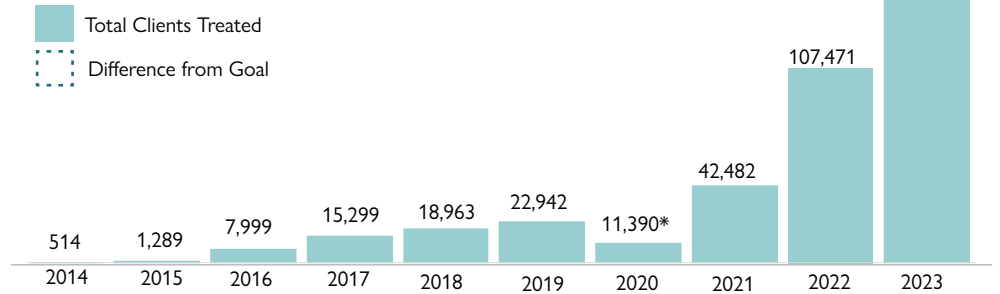
381,782

PEOPLE PSYCHOEDUCATED IN 2023

CLIENTS TREATED PER YEAR ✔

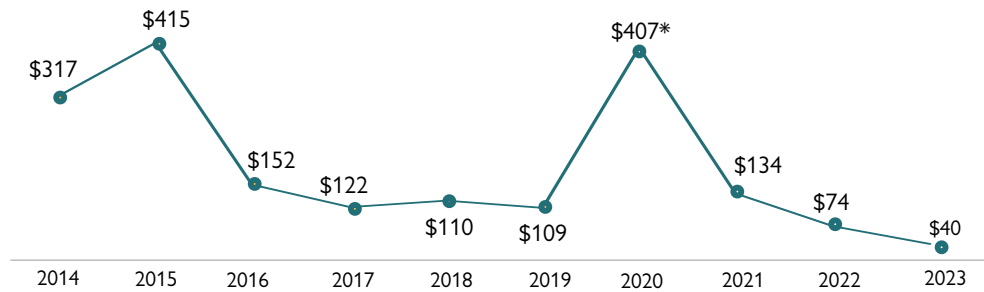
2023 GOAL: 190,000 (revised from 165,000)

2023 ACTUAL: 239,672



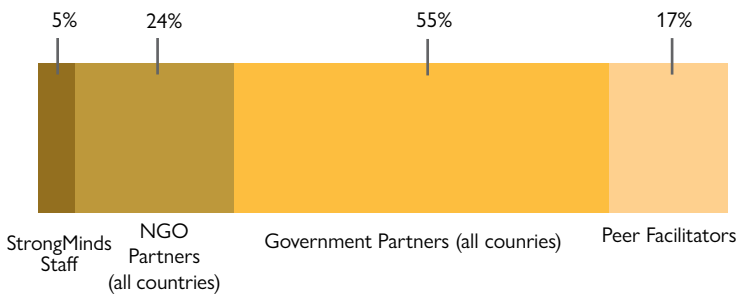
COST-PER-PATIENT

GOAL: \$64 ✔
ACTUAL: \$40



* Pandemic response

PERCENT OF CLIENTS TREATED BY THERAPY DELIVERY METHOD (2023)



DEPRESSION SYMPTOMS

MEASURED BY PHQ-9 ✔

THERAPY DELIVERY METHOD	DEPRESSION SCORE CHANGE [^]	
	TARGET	ACTUAL ^{**}
StrongMinds Staff (Zambia only)	-12 pts	-13.9 pts
NGO Partners (Uganda only)	- 8 pts	-9.7 pts
Gov't Partners (Uganda & Zambia)	- 8 pts	-12 pts
Peer Facilitators (Zambia only)	- 8 pts	-12.9 pts

**The PHQ-9 rates depression symptoms on a scale of 0-27. A 4-point drop on the PHQ-9 is considered a clinically significant reduction in depression score in the US.

[^]Validated 6-months post therapy, collected fom 2023 cycle 1.

2023 SECONDARY IMPACT DATA



FOOD SECURITY

28 percentage point increase in clients who report that they and their children consumed three meals in the past 24 hours.



WORK PRODUCTIVITY

34 percentage point increase in clients who report they have not missed significant work/economic activity in the past seven days.



SCHOOL ABSENTEEISM

15 percentage point increase in women who report their children not missing school over the past week.



SOCIAL SUPPORT

48 percentage point increase in clients who report having someone in their lives they can turn to for support.

IMPACT & DELIVERY



Image by Karin Schermbrucker

STRONGMINDS DOUBLES TOTAL CLIENTS REACHED IN JUST ONE YEAR

2023 was a landmark year for StrongMinds, in which we treated 239,672 people for depression—more than all previous years combined—at a record-low cost of \$40 per person. From 2014 to 2022, our total reach was 228,000.

This achievement in scaling is the result of our task-shifting approach, whereby StrongMinds trains NGO and ministry partners to provide depression screening and treatment in communities and schools, along with our transition to six-week therapy group sessions. Our results show that six-week therapy sessions, when compared to eight weeks, have a higher client retention rate and mental health outcomes that are equal to or better than the eight-week model.

As of the close of 2023, our lifetime cumulative total number of clients treated now stands at **468,000**. The majority of people are treated women of all ages, primarily in Uganda and Zambia, fueled by recent expansion into Kenya, Ethiopia, and Nigeria. Externally validated data from 2023 shows that 74% of these individuals were depression-free two-weeks post therapy.

Additionally, we have positively changed the lives of their estimated 1.7 million family members, bringing our total impact to over two million people in Africa over this past decade.

In 2023, StrongMinds set out to treat 165,000 people for depression. By the end of the year, we had surpassed that goal by almost 75,000, ultimately treating nearly 240,000 clients in five African countries.

TREATING DEPRESSION IN PRISON POPULATIONS

We have successfully implemented a pilot program in four prisons in Uganda, accounting for just 10% of the total incarcerated population. The prevalence of severe mental health disorders among prisoners can be five to 10 times higher than in the general population, with nearly half suffering from depression.

In 2023 we set a goal to treat 1,500 prison inmates in Uganda, but the early success of the program led us to ultimately treat 3,374 individuals in this first year. Group sessions were led by selected inmates who were trained by StrongMinds staff and received depression treatment themselves prior to leading group therapy.

The initial phase of the pilot was a success, but key takeaways emphasized the need for careful group selection, considering inmates' backgrounds and affiliations. Barriers to participation included trust issues and cultural differences within prison communities.

We plan to integrate prison interventions into broader government partnerships throughout 2024, ensuring scalability and sustained impact.

ORGANIZATIONAL DEVELOPMENT

STRONGMINDS' TEN-YEAR VISION

As we celebrated our ten-year anniversary throughout 2023, StrongMinds staff and leadership came together to reflect on our achievements and to define a new globally focused vision and mission to guide us through the next ten years. Below is an excerpt from our ten-year vision statement.

In our first decade of operation (2013-2023), StrongMinds proved that a simple, cost-effective, and impactful depression treatment model can be implemented at scale by community members in Africa. We demonstrated to global mental health experts that depression treatment can be made widely accessible at the community level—the majority of our depression group leaders are volunteers with low levels of education and literacy.

Our radical expansion of depression treatment in Africa has only just begun. In the forthcoming decade of 2024-2034, StrongMinds will expand its mission to have a global remit, and we will fully embrace treating all people. We will add several more country offices in Africa during this period and embrace the responsibility to more aggressively diffuse our depression treatment approach to eventually reach every corner of the planet and every one of the hundreds of millions of people living with depression who do not have access to mental health care.

Our first step in this journey began in 2022 when we launched our work in the US through StrongMinds America, and further steps will be taken opportunistically in additional geographies. By the end of this decade, we will treat several million clients annually across the globe and have a widespread network of volunteers.

Our global expansion is about more than just expanding the treatment of clients. In parallel, we will vigorously strive to share and promote our learnings and ideas widely as we seek to be instrumental in strengthening the global mental health ecosystem and increasing the visibility of the importance of mental health.

By 2034, we will be the premier depression treatment thought leader and influencer, working at all levels to spur and foster a global mental health advocacy movement to build a stronger foundation for better mental health, including more funding, supportive laws, and less stigma.

Looking inside the StrongMinds organization from 2024-2034, we will continue to embrace the profound importance of our team and values. We will improve our internal systems and implementation to achieve operational excellence in everything we do, including managing our team's performance and well-being according to world-class standards, and better training and support for community members to lead our depression groups. We will deepen our leadership bench within the organization and ensure we have the right talent to fuel this growth. We will explore innovative approaches to simplifying depression treatment, emphasizing technology and data.

We will be open-minded to exploring other mental health opportunities in addition to depression. New ways to continue to scale our model globally with partners, including exploring for-profit delivery models, will be considered.

In 2024-2034, we will make unforgettable strides to solving depression for everyone, everywhere.

NEW MISSION STATEMENT

StrongMinds radically expands mental health care for people with depression globally.



Image by Karin Scherbrucker

FINAL REPORT ON 2022 DATA LAPSE

Results of external verification of 2022 and 2023 data

At the end of 2022, StrongMinds learned that – throughout the entire year – we failed to externally validate PHQ-9 (depression score) data collected from clients who had completed our therapy program. External validation is the standard practice by which we ensure the integrity of our data and eliminate social desirability bias that can occur when counselors evaluate their own clients after the therapy journey. Historically, we have hired external surveyors to assess clients two weeks post-therapy and again six months post-therapy. Our failure to do this in 2022 resulted from several factors, including staff turnover during the pandemic.

To solve this problem, we devised a formula to estimate our 2022 data by looking through nearly ten years of depression symptom data from more than 120,000 clients collected by staff on the final day of therapy and by external auditors two weeks post-treatment. After comparing those two data sets, we determined that social desirability bias, on average, can increase clients’ depression-free rates by ten percentage points and decrease final PHQ-9 scores by one point.

Applying this formula, we estimated that our 2022 clients’ average depression-free rate was 74%, and their average reduction in depression score was 11.6 points (adjusted from 12.6).

Newly revised external validation procedures help verify and protect our data quality.

In early 2023, we hired an external firm to collect six-month follow-up data from our last treatment cycle of 2022 and to resume standard two- and six-month validation surveys for 2023 clients.

Survey results showed that, on average, 74% of 2023 clients had “minimal” depression symptoms at two weeks post-therapy, achieving a reduction of 11.8 points on the 0-4 on the PHQ-9 depression scale, what we typically refer to as “depression-free.” This is consistent with our estimated data from 2022.

Six-month follow-up surveys showed that 2022 and 2023 retained “depression-free” rates of 66% and 65%, respectively. This is consistent with historical six-month results for peer- and partner-led groups. In 2023, 95% of our clients were treated through partnerships or by peer facilitators.

In early 2023, we initially contracted a survey company to conduct our external verification. This extensive internal evaluation was challenging to implement through a survey company alone, so we employed independent psychologists to support the process, and will continue to do so in the future.

COMMUNICATIONS, FINANCE & FUNDRAISING



COMMUNICATIONS & MARKETING

Q4 MEDIA COVERAGE

New Vision, Dec. 18, 2023

[StrongMinds @10](#)

FINANCE

We have completed all 2022 audits without findings.

View our [audited tax returns \(990s\)](#).

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

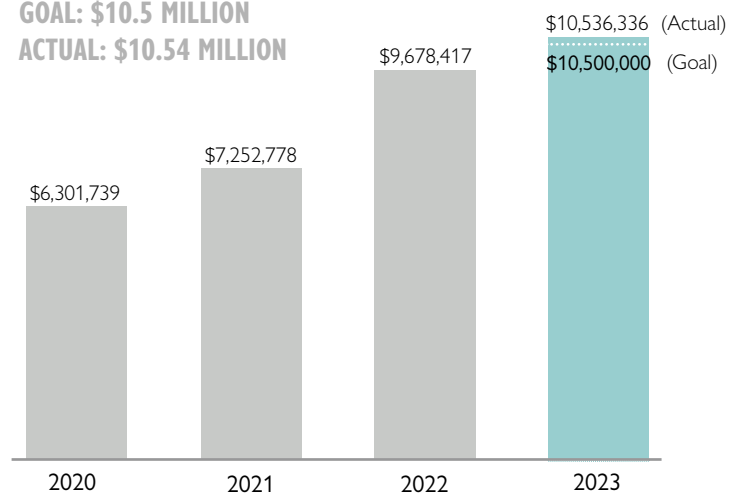
GLOSSARY OF KEY TERMS

- IPT-G: Group Interpersonal Therapy
- MOH: Ministry of Health
- NGO: Non-Governmental Organization
- PHQ-9: Patient Health Questionnaire (for depression)
- Peer Facilitator: Former client who is trained to lead therapy groups in their community

TOTAL FUNDS RAISED

GOAL: \$10.5 MILLION

ACTUAL: \$10.54 MILLION



CONTRIBUTIONS & EXPENSES

