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JAN  
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MAR

## 2024 REPORT

STRONGMINDS®



Image by Karin Schermbrucker

## QUARTER HIGHLIGHTS

PEOPLE TREATED FOR  
DEPRESSION SINCE 2014

543,181

CURRENT COST TO  
TREAT ONE PERSON

USD \$31

- We are thrilled to announce that Sean Mayberry, the founder and CEO of StrongMinds, has been named a leading health innovator in the inaugural issue of TIME100 Health (see page 3).
- The U.S. Agency for International Development (USAID) has committed \$1 million over three years to fund StrongMinds' work in Uganda. This is USAID's first-ever investment in mental health services in Uganda.
- StrongMinds has now signed agreements with two government partners in Kenya: Mombasa County and Nairobi County to scale access to depression treatment. This represents a significant milestone, as government partnerships have been crucial to our scaling success in Uganda and Zambia.

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

✔ Met target 
 ⌚ In progress 
 ✘ Did not meet target

# METRICS

**543,181**

PEOPLE TREATED FOR DEPRESSION SINCE 2014

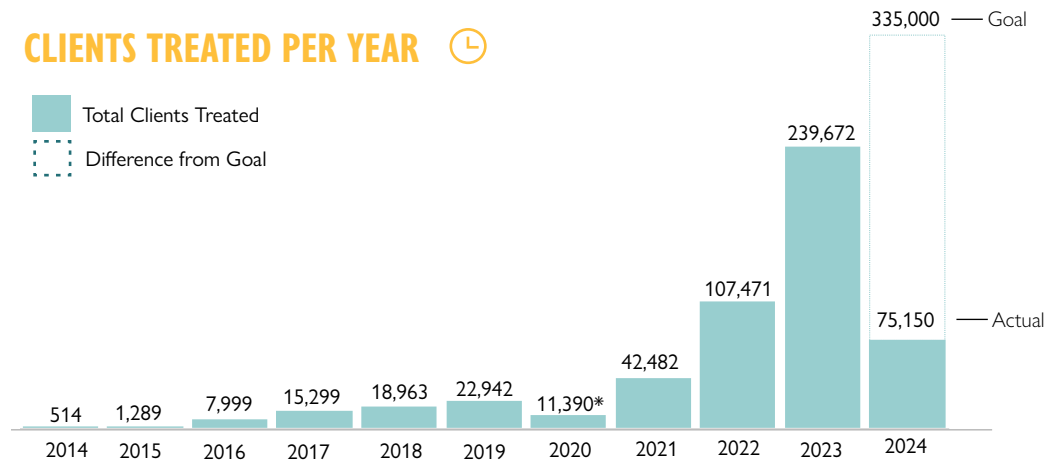
**75,150**

PEOPLE TREATED IN 2024 (YTD)

**182,044**

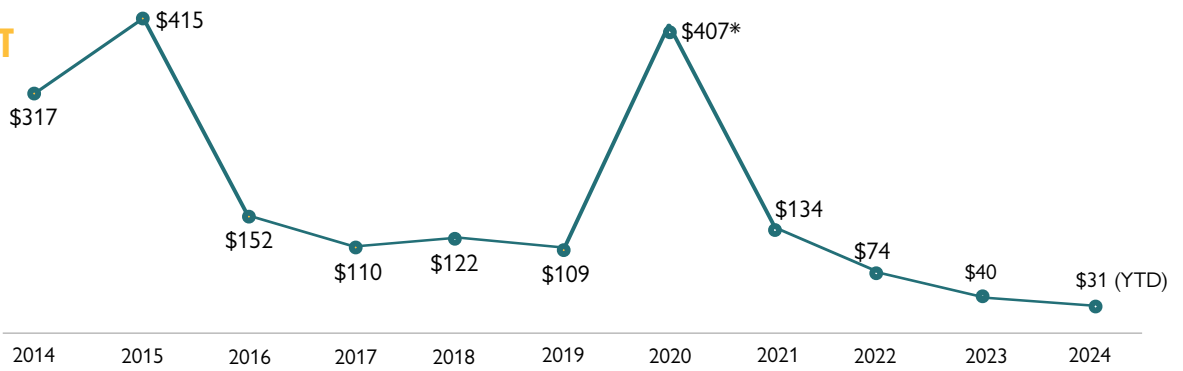
PEOPLE PSYCHOEDUCATED in 2024 (YTD)

## CLIENTS TREATED PER YEAR ⌚



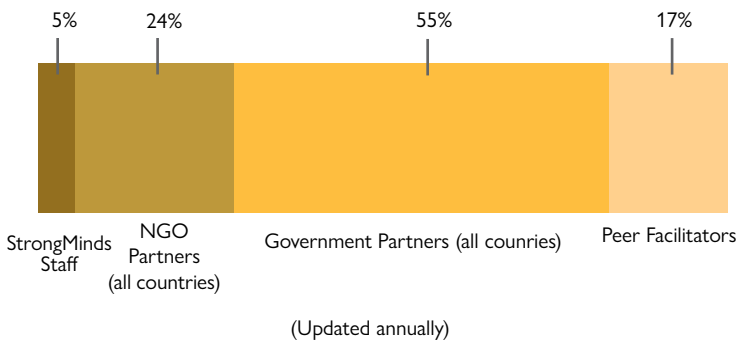
## COST-PER-PATIENT

GOAL: \$33  
ACTUAL: \$31 ⌚



\* Pandemic response

## PERCENT OF CLIENTS TREATED BY THERAPY DELIVERY METHOD (2023)



## DEPRESSION SYMPTOMS

MEASURED BY PHQ-9 ✔

THERAPY DELIVERY METHOD	DEPRESSION SCORE CHANGE <sup>^</sup>	
	TARGET	ACTUAL <sup>**</sup>
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.

<sup>^</sup>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.

\*Updated annually

# IMPACT & DELIVERY

## SPOTLIGHT ON KENYA

In Kenya, StrongMinds is now working with two county governments and five NGOs, to integrate depression treatment into community-based programs that provide:

- Sexual and reproductive health programming for adolescent girls and young women.
- Routine public-sector health services.
- HIV prevention and treatment.
- Agricultural and climate resilience training programs for women.

Our partners in Kenya—which include Tiko, Hope Worldwide Kenya, Mombasa County Government, Nairobi County Government, the Association of Women in Agriculture in Kenya, and LVCT Health—have provided depression treatment to over 6,400 individuals in the first quarter of 2024.

## PARTNER CASE STUDY: HOPE WORLDWIDE KENYA

When Margaret, a teenage girl living in Nairobi, Kenya, went for HIV testing at a Hope Worldwide Kenya site, she learned about the group talk therapy that was being offered to treat depression through their partnership with StrongMinds.

Initially, while staff were completing a pre-assessment interview, Margaret didn't want to open up about the details of her depression triggers. Despite her initial hesitation, she agreed to join the therapy sessions, but she still didn't plan on sharing anything personal. But then, over the first



## SEAN MAYBERRY SELECTED AS TIME100 HEALTH LEADER

Sean Mayberry, the founder and CEO of StrongMinds, has been recognized in the inaugural issue of **TIME100 Health**, an esteemed list highlighting the foremost influencers in the health space globally.

Read the [full article](#).

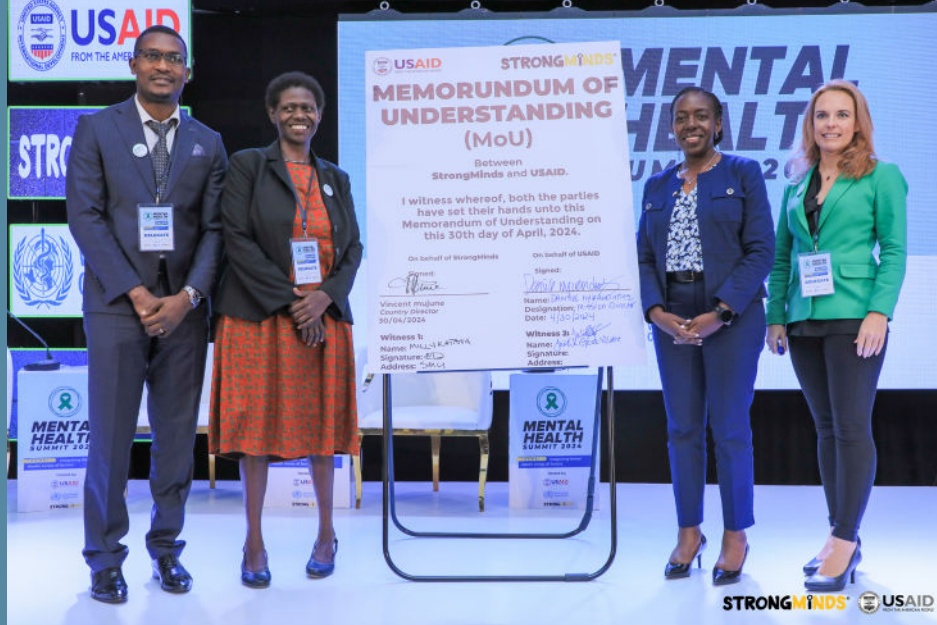
Read [Sean's profile](#).

two sessions, she saw the other girls and young women encouraging and supporting one another and worked up the courage to join the conversation.

During the therapy session, Margaret made new friends with others in the group and has remained in touch with them even though the formal sessions have ended.

At the end of the six-week group therapy session, Margaret knew she would miss listening to the encouraging words from her group, but she was happy to have learned about her mental health while gaining tools and a support system to identify and prevent future depressive episodes.

# ORGANIZATIONAL DEVELOPMENT



Representatives of USAID and StrongMinds announce a new, three-year joint initiative.

## USAID INVESTS \$1 MILLION IN STRONGMINDS UGANDA

This three-year grant represents the US Government's first-ever investment in mental health in Uganda.

The U.S. Agency for International Development (USAID) has announced a **three-year, \$1 million** partnership with StrongMinds Uganda to integrate mental health services across existing USAID programming throughout the country. The announcement came on the heels of a two-day Mental Health Summit, and culminated in the signing of a Memorandum of Understanding (MoU) to solidify the commitment.

Through this initiative, StrongMinds Uganda will train lay community members to provide depression screening and treatment to participants in USAID programs centered on child protection, health, education, economic growth, and human rights.

The goals are to:

1. improve the mental health and overall well-being of people in Uganda;
2. increase access to local, evidence-based mental health services by training community members to effectively deliver these services; and
3. contribute to and build the local evidence base around mental health and development, which will in turn inform policy advocacy and decision-making.

This collaboration between StrongMinds and USAID in Uganda represents a significant step toward integrating mental health into global sustainable development efforts.

### Mental Health Summit in Uganda

StrongMinds Uganda organized a two-day Mental Health Summit in partnership with USAID Uganda and the World Health Organization in Kampala, Uganda to strengthen collaborative efforts in mental health and advocacy.

The event was a resounding success, with 150 multi-sectoral representatives in attendance. The summit aimed to strengthen cross-sectoral collaborations by demonstrating the pivotal role mental health care can play in improving development outcomes.

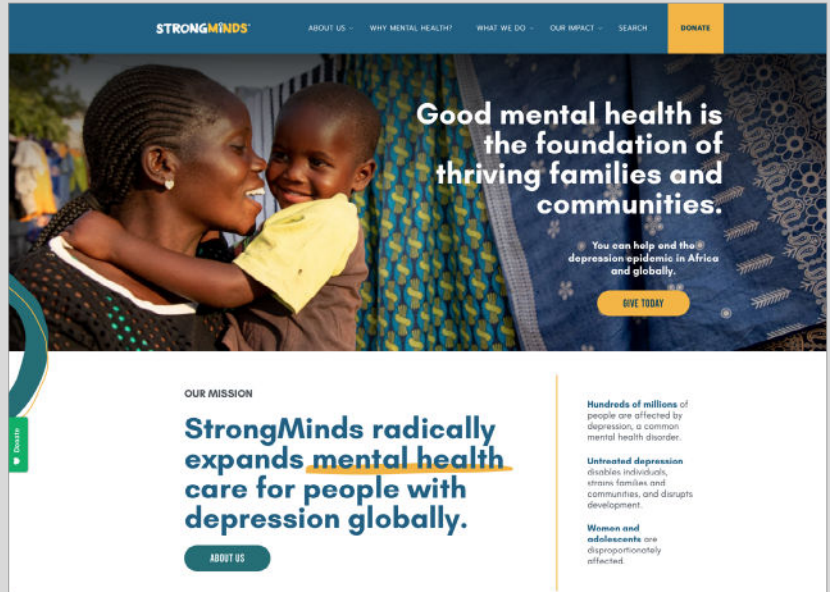
Delegates shared experiences, best practices, and innovative approaches to integrating mental health across various domains, including education, the workplace, humanitarian settings, and special populations, such as orphans and vulnerable children.

As a unified front, delegates committed to advocating for increased resources and staffing for mental health interventions, advocating for policies that prioritize mental health, standardizing mental health information and education materials, conducting mental health research to inform evidence-based practices, and strengthening referral pathways.

*"The U.S. government recognizes that good mental health is fundamental to achieving and sustaining development objectives, in Uganda and around the world."*

—USAID/Uganda Mission Director Daniele Nyirandutiye

# COMMUNICATIONS, FINANCE & FUNDRAISING



StrongMinds has a new website! Check it out at [www.strongminds.org](http://www.strongminds.org)

## COMMUNICATIONS & MARKETING

### Q1 MEDIA COVERAGE

TIME - May 2, 2024

[CEO Sean Mayberry Featured in TIME100 Health](#)

Early Childhood Matters - January 31, 2024

[Community-based Networks Matter for Mothers' Mental Health](#)

The Namibian - January 23, 2024

[The Global Mental Health Crisis Demands New Thinking](#)

## FINANCE

We have completed all 2023 audits without findings.

View our [990s and audited financial statements](#)

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

## GLOSSARY OF KEY TERMS

IPT-G: Group Interpersonal Therapy

MOH: Ministry of Health

NGO: Non-Governmental Organization

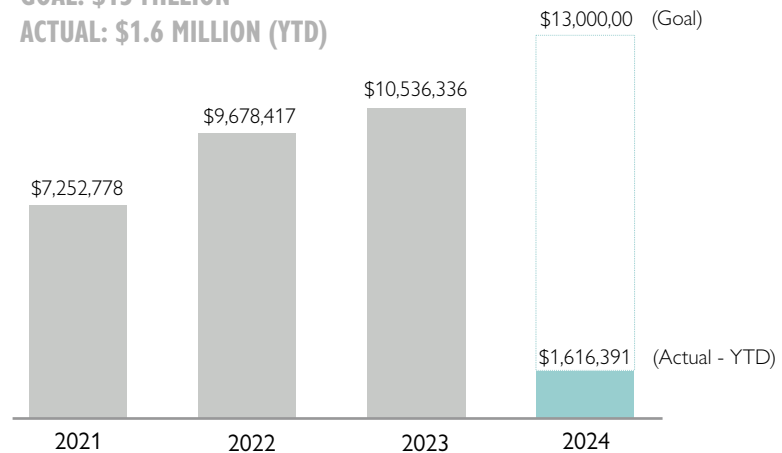
PHQ-9: Patient Health Questionnaire (for depression)

Peer Facilitator: Former client who is trained to lead therapy groups in their community

## TOTAL FUNDS RAISED

GOAL: \$13 MILLION

ACTUAL: \$1.6 MILLION (YTD)



## CONTRIBUTIONS & EXPENSES

