

Q2 APR  
MAY  
JUN

2024 REPORT

STRONGMINDS®



## QUARTER HIGHLIGHTS

PEOPLE TREATED FOR  
DEPRESSION SINCE 2014  
621,753

CURRENT COST TO  
TREAT ONE PERSON  
USD \$31

- Global trends in charitable giving, compounded by the US election cycle, have prompted us to adjust our fundraising forecast for 2024. We have made the strategic decision to keep our budget level with 2023 (at \$10m) for 2024, with a moderate increase for 2025, in order to build a more robust pipeline for future years.
- Despite these fundraising challenges, we are on track to treat depression in 335,000 individuals this year in Uganda, Zambia, Kenya, and the United States, a 40% increase over last year.
- StrongMinds signed a new MOU with the Ministry of Health in Malawi to pilot our depression treatment model in Malawi in 2025, representing a significant milestone in our strategy of scaling through government partnerships.

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

# METRICS

621,753

PEOPLE TREATED FOR DEPRESSION SINCE 2014

153,704

PEOPLE TREATED IN 2024 (YTD)

1.13m

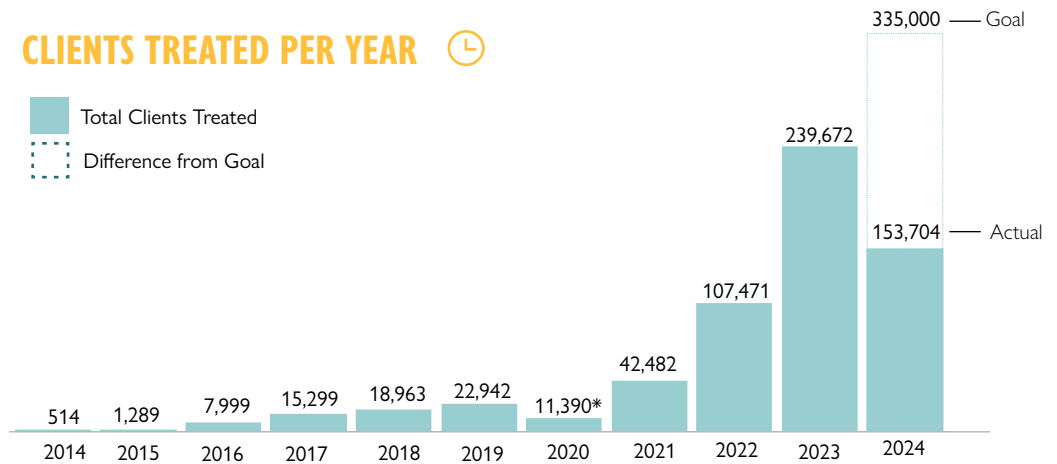
PEOPLE PSYCHOEDUCATED SINCE 2014

286,904

PEOPLE PSYCHOEDUCATED (YTD)

✔ Met target 
 ⌚ In progress 
 ✘ Did not meet target

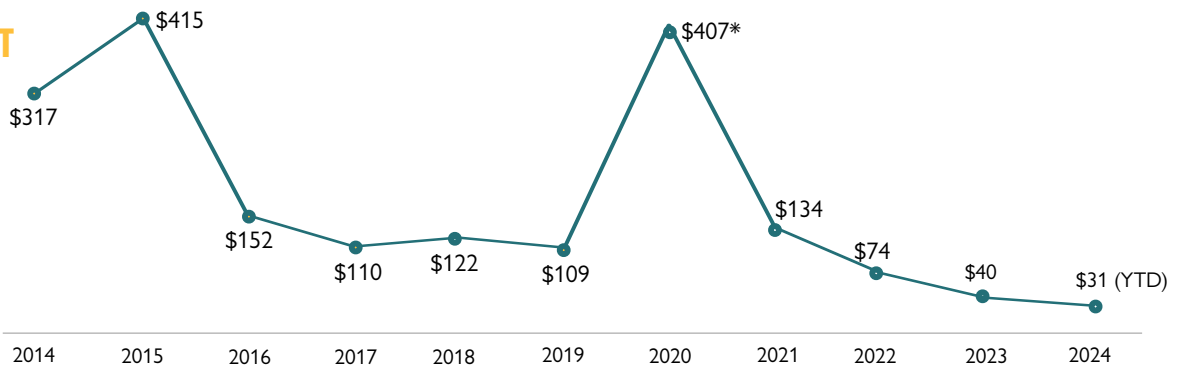
## CLIENTS TREATED PER YEAR ⌚



## COST-PER-PATIENT

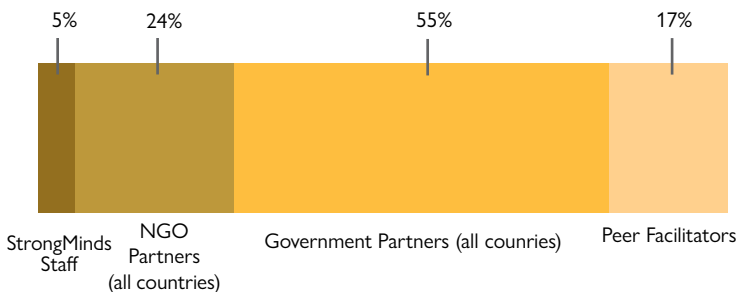
GOAL: \$33

ACTUAL: \$31 ⌚



\* Pandemic response

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



(Updated annually)

## 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

## NEW PILOT IN MALAWI

In June 2024, we signed a memorandum of understanding (MoU) with the Ministry of Health in Malawi to pilot our depression treatment program in Malawi. This five-year partnership commits StrongMinds to training, supervising, and providing technical support to Community Health Workers (CHWs) who will facilitate interpersonal group therapy (IPT-G) sessions across the country.

Through this partnership, we aim to build the capacity of the Ministry of Health CHWs to provide mental health support, while also engaging in public awareness initiatives to educate people about depression, mental health, and the benefits of therapy.

The progress we've made in scaling through government partnerships is evident. StrongMinds began its journey in Uganda, where we successfully scaled our model to reach tens of thousands of clients. Building on this success, we expanded our operations to Zambia in



Government entities across Africa are increasingly looking to invest in mental health care solutions.

2019, where we replicated and adapted our approach to serve new populations. Our recent success with NGO and government partnerships in Kenya have further demonstrated our capacity to adapt and scale in diverse settings, laying the groundwork for broader expansion. By partnering with the Ministry of Health in Malawi, StrongMinds is poised to continue its trajectory of growth, extending our proven depression treatment model to more communities across Africa.

## SPOTLIGHT ON ADVOCACY: COALITION FOR SCALING MENTAL HEALTH

As a founding member of the Coalition for Scaling Mental Health (CSMH), we are joining forces with frontline mental health implementers to close the mental health treatment gap through collaboration, and drive collective action toward the identification, adoption, and scaling of effective mental health interventions.

The four founding organizations of CSMH are StrongMinds, Shamiri Institute, Friendship Bench, and Ubuntu. Together, we have provided mental health support to millions of individuals through community-

based models. CSMH was founded on its shared values of democratizing mental health care for all and eliminating discrimination based on race, gender, ethnicity, profession, or any other demographic factors.

The coalition will combine advocacy and dialogue, research and evidence, and the development of common measures, to broaden representation of diverse voices on the global mental health stage, and elevate the voices of frontline mental health implementers. We are excited to continue driving meaningful change on a global scale and look forward to sharing the impact of our collective efforts in the coming months.

# ORGANIZATIONAL LEARNING & DEVELOPMENT



## FUNDRAISING CHALLENGES

### Navigating a shifting donor landscape

In the first quarter of this year, we realized we were falling short of our \$13 million fundraising target for 2024. Several large grants are set to conclude this year, and we determined we had not secured a sufficient pipeline to replace that revenue. In response, we reduced our 2024 annual operating budget and fundraising targets to \$10 million. We closed out Q2 with nearly \$4 million raised toward this target (which has grown to \$7 million at press time), with an additional six months of cash on hand.

This year's fundraising shortfall can be attributed to three specific issues:

- Since 2022, the landscape of philanthropy has shifted dramatically. A growing phenomenon known as "donor fatigue" has meant that donors are becoming overwhelmed by requests for support. As a result, many organizations are seeing the number of individual donations drop. The average donation amount has decreased as individuals and organizations navigate their own financial uncertainties.
- The timing of our fundraising efforts has also been influenced by the U.S. presidential election cycle. Historically, election years see a notable decline in donations to nonprofits, as potential contributors often redirect their funds toward political campaigns. Given that most of our donor base is from the United States, this shift has considerably affected our overall fundraising performance.
- Finally, changes to our fundraising team led to disruptions in our operations. In 2024, we experienced the departure of our Chief of Development and our

StrongMinds is on track to meet our goal of treating 335,000 people with depression this year, despite a funding shortfall.

Director of Development. Onboarding several new fundraising staff temporarily shifted the team's focus away from meeting with donors and grantors.

Despite the hurdles we've encountered, our reductions in costs-per-person treated have kept us on track to treat 335,000 people with depression in 2024, a 40% increase over last year. We have implemented significant cost-cutting measures, including postponing nonessential technology upgrades, a freeze on nonessential gatherings, and restrictions on nonessential travel. We also have benefitted immensely from a favorable exchange rate in Zambia, which has provided further financial relief. These measures have enabled us to avoid staff cuts and still achieve significant growth in our reach.

We expect fundraising to naturally pick up after the U.S. presidential election in November. Our fundraising target for 2025 will be about \$12 million. As ever, we remain focused on our mission and the opportunities ahead.

## HOW YOU CAN HELP

You can support our fundraising efforts by:

- 1) Donating to StrongMinds to support a robust start to 2025.
- 2) Introducing our fundraising team to philanthropic individuals or organizations in your network. Contact Cher Mollé at [cheryl@strongminds.org](mailto:cheryl@strongminds.org).

# COMMUNICATIONS, FINANCE & FUNDRAISING



## COMMUNICATIONS & MARKETING

### Q2 MEDIA COVERAGE

Nile Post - June 12, 2024

[Combating Men's Mental Health Issues in Uganda: Breaking Barriers and Building Support](#)

U.S. Embassy in Uganda - June 6, 2024

[U.S. Government Invests in Ugandans' Mental Health](#)

Reasons to be Cheerful - May 6, 2024

[How Women Are Helping Their Neighbors Heal From Depression](#)

## 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

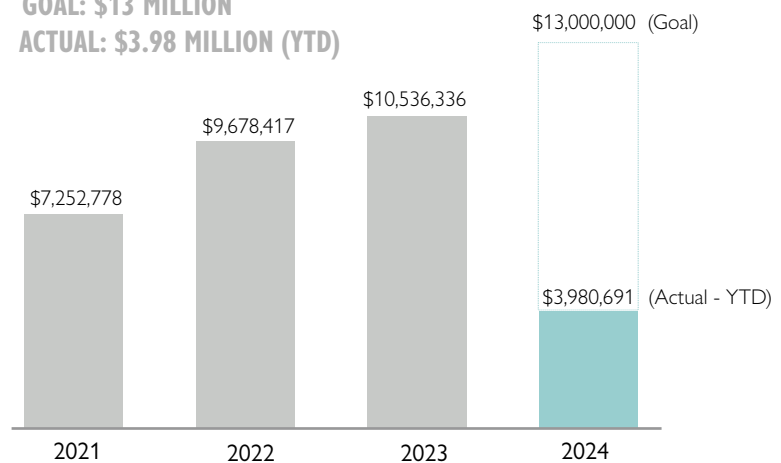
PHQ-9: Patient Health Questionnaire (for depression)

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

## TOTAL FUNDS RAISED

GOAL: \$13 MILLION

ACTUAL: \$3.98 MILLION (YTD)



## CONTRIBUTIONS & EXPENSES

