

Q3 JUL
AUG
SEP

2024 REPORT

STRONGMINDS®



QUARTER HIGHLIGHTS

PEOPLE TREATED FOR
DEPRESSION SINCE 2014

728,847

CURRENT COST TO
TREAT ONE PERSON

USD \$30

- StrongMinds has released the results from its latest external evaluation, which was conducted using the most rigorous methods to date. The results are consistent with all previous data, giving us confidence in our historical results (see page 3).
- We have introduced the Cantril Ladder into our overall impact assessments. The Cantril Ladder measures an individual's perceived quality of life and is closely related to the severity of their depression symptoms (page 4).
- StrongMinds has released a new report, "Our Climate & Our Mental Health," which describes the impact of climate change on mental health in one pastoral community in Africa (page 5).

StrongMinds democratizes access to mental health care for people with depression globally.

METRICS

728,847

PEOPLE TREATED FOR DEPRESSION SINCE 2014

260,816

PEOPLE TREATED IN 2024 (YTD)

1.35m

PEOPLE PSYCHOEDUCATED SINCE 2014

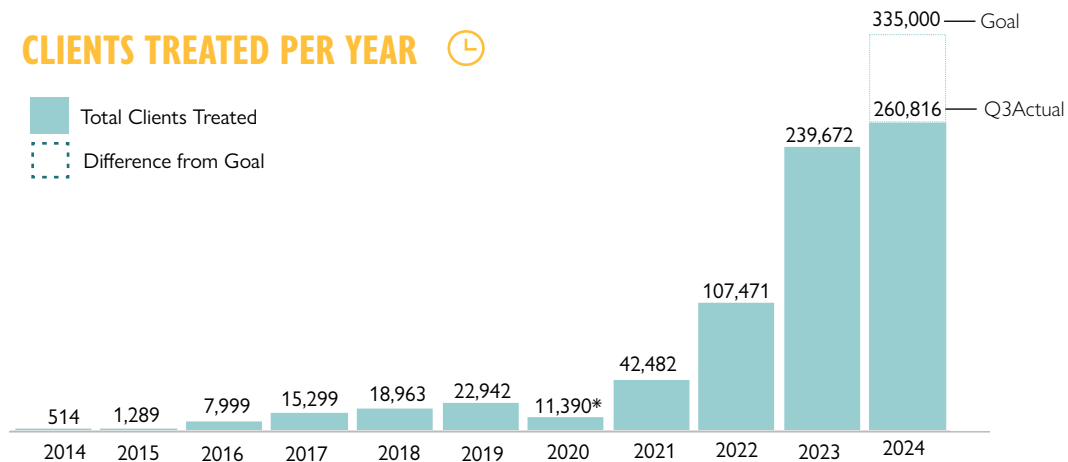
480,423

PEOPLE PSYCHOEDUCATED (YTD)

✔ Met target
 ⌚ In progress
 ✘ Did not meet target

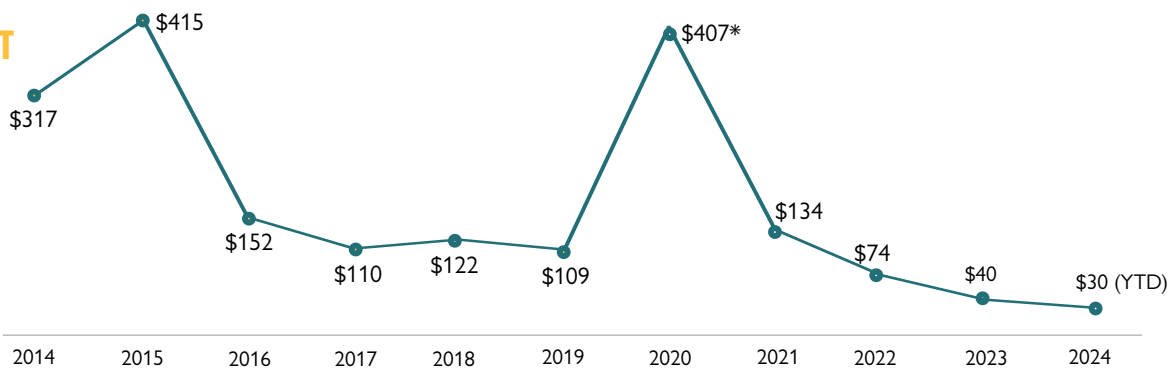
CLIENTS TREATED PER YEAR ⌚

■ Total Clients Treated
 Difference from Goal



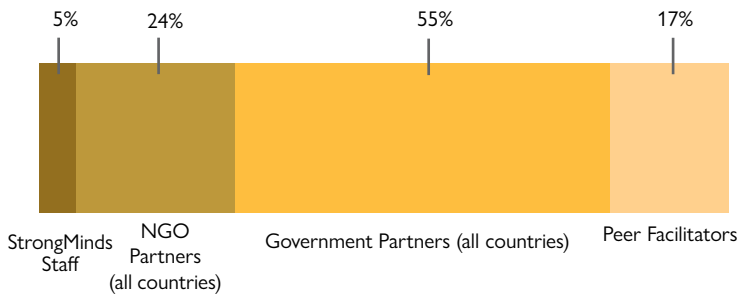
COST-PER-PATIENT

GOAL: \$33 ✔
 ACTUAL: \$30 ✔



* Pandemic response

PERCENT OF CLIENTS TREATED BY THERAPY DELIVERY METHOD (2023)



(Updated annually in Q4)

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 in 2023. Updated in Q4.

2024 IMPACT DATA*



FOOD SECURITY

85% increase in clients who report that they and their children consumed three meals in the past 24 hours.



WORK PRODUCTIVITY

115% increase in clients who report they have not missed significant work/economic activity in the past seven days.



SCHOOL ABSENTEEISM

29% increase in women who report their children not missing school over the past week.



SOCIAL SUPPORT

18% increase in clients who report having someone in their lives they can turn to for support.

IMPACT & DELIVERY



2024 DATA

EXTERNALLY VALIDATED RESULTS

StrongMinds is committed to producing high-quality data to demonstrate the impact of our program and drive our learning and innovation. Each year we hire outside firms to administer the PH9 to a sample of our clients two weeks after therapy ends, to validate the results that our team collects.

In 2024, we implemented a new level of rigor to this annual evaluation, with several significant new controls:

1. We hired local mental health professionals to conduct surveys, instead of survey companies. This has ensured that the data is collected by people who have professional experience talking about mental health and working with people experiencing depression.
2. This year, our external evaluations captured baseline and endline scores for our sample groups. Previous evaluations by external parties only included post-endline scores.
3. We also deployed intensive data quality control procedures, including careful training, audio recording and auditing, high-frequency data checks, and daily debrief meetings.

4. Finally, we included new metrics shown to be correlated with depressive symptoms, including the Cantril ladder.

Collectively these improvements have lifted the bar on our external evaluation data quality.

A total of 575 clients were interviewed pre- and post-therapy in 2024. In Uganda, the sample includes adults, out-of-school adolescents, in-school adolescents, and NGO partner clients, while in Zambia the sample is mainly adults.

Clients in both countries [experienced large reductions in depressive symptoms](#) on average, with results consistent with previous data collected since 2014, giving us confidence in our historical results.

Across both countries, clients' average PHQ-9 scores were reduced from 15.3 before therapy to 3.2 two weeks after therapy had ended. In Uganda clients' PHQ-9 scores were reduced from 15.4 to 2.9 on average, and in Zambia from 15.1 to 3.5. Changes in several secondary indicators related to labor supply, nutrition, school attendance, and social support and subjective well-being were also captured (see pages 2 and 4).

To further understand the long-term impact of our depression treatment model, we plan to launch a randomized controlled trial (RCT) in 2025.

IMPACT & DELIVERY

NEW STRONGMINDS INDICATOR

MEASURING SUBJECTIVE WELL-BEING

Subjective well-being (SWB), which is sometimes called life satisfaction or happiness, is increasingly valued as a metric for global health and development. Unlike traditional indicators like GDP, SWB reflects quality of life from individuals' perspectives, emphasizing mental health, social connections, and overall satisfaction. It is linked to better physical and mental health, productivity, and social cohesion, making it useful for policies and frameworks like the Sustainable Development Goals.

The World Happiness Report, published annually by the United Nations Sustainable Development Solutions Network, measures global SWB by analyzing social, economic, and environmental factors contributing to happiness. Central to the report is the Cantril Ladder, a tool developed by psychologist Hadley Cantril, which

asks individuals to rate their current life satisfaction on a scale from 0 (worst possible life) to 10 (best possible life). Data is collected annually via the Gallup World Poll across more than 150 countries, with national scores reflecting the average of individual responses.

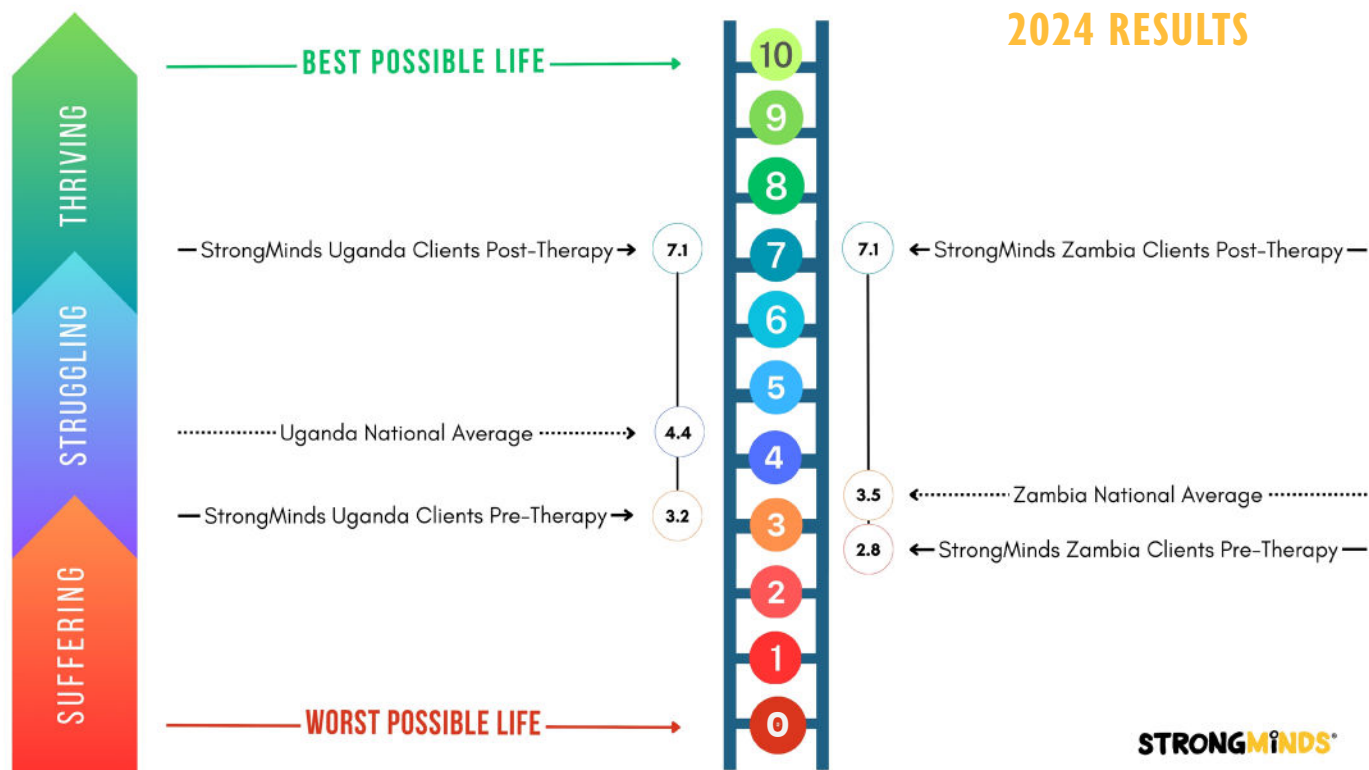
StrongMinds incorporated the Cantril Ladder into its monitoring and evaluation framework in 2023 to measure how depression and recovery impact clients' subjective well-being and rate the results against national averages listed in the World Happiness Report.

This question is asked before and after therapy to track changes in well-being and compare results to national averages.

Prior to therapy, clients in Uganda and Zambia evaluated their lives to be below the average values in their countries. Two weeks after completing group therapy, StrongMinds clients in both countries experienced large improvements in SWB, with scores significantly above the national averages.

CANTRIL LADDER

2024 RESULTS



KEY LEARNINGS

NEW REPORT

OUR CLIMATE & OUR MENTAL HEALTH

A Case Study from Kotido District, Uganda

The impact of climate change on mental health is becoming more visible, but stories of the most climate-affected communities remain largely untold. StrongMinds' recent report, [Our Climate & Our Mental Health: A Case Study from Kotido District, Uganda](#), identifies four main ways climate change is worsening mental health in the region.

Kotido is home to the Karamoja people, for whom cattle herding is more than a livelihood; it's a way of life closely tied to seasonal rhythms. As extreme weather increasingly disrupts these rhythms, it brings about profound changes that can trigger depression among herders, their families, and the wider community.

StrongMinds is working to address the mental health impacts of climate change in Kotido by providing group therapy for affected individuals. Through therapy, clients gain valuable tools to manage stress, resolve conflicts, and support one another.

Key highlights from the report include:

- Documented depression trends: Pre-treatment depression scores for StrongMinds clients in Kotido showed a statistically significant increase from 2022 to 2024, which correlates to an increase in severe weather.
- Links between climate-related events and depression triggers: Droughts and longer dry seasons caused by climate change cause food

REPORT: OUR CLIMATE & OUR MENTAL HEALTH - A CASE STUDY FROM KOTIDO DISTRICT, UGANDA



2024

STRONGMINDS

Our new climate and mental health report highlights the impacts of extreme weather events on the mental health of the communities we serve.

insecurity and a higher number of cattle raids, which are often violent and deadly. The life-changes, conflicts, isolation, and grief caused by these events often result in depression.

- Results of treatment: By treating depression in Kotido through layperson-led IPT-G, StrongMinds reduced depression severity in people living on the frontlines of a changing climate.

StrongMinds has also witnessed the positive impact that mental health support can have on collective efficacy, social capital, and psychological resilience at the community level. Building psychological resilience within communities is essential, especially in regions facing the brunt of climate change's impacts.

COMMUNICATIONS, FUNDRAISING, AND FINANCIALS



Image by Karin Scherbrucker.

COMMUNICATIONS & MARKETING

Q3 MEDIA COVERAGE

AP Newswire - August 12, 2024

[StrongMinds Addresses New Jersey's Youth Mental Health Crisis Thanks to Support from Horizon Blue Cross Blue Shield](#)

The Christian Science Monitor - July 22, 2024

[Legislating compassion: From bullfighting bans to domestic violence protections](#)

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

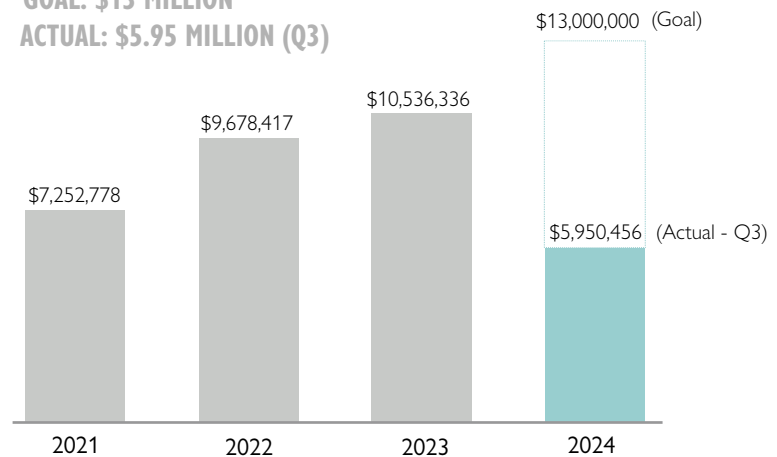
PHQ-9: Patient Health Questionnaire (for depression)

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

TOTAL FUNDS RAISED

GOAL: \$13 MILLION

ACTUAL: \$5.95 MILLION (Q3)



CONTRIBUTIONS & EXPENSES

