

Q4 OCT
NOV
DEC

2024 REPORT

STRONGMINDS®



QUARTER HIGHLIGHTS

PEOPLE TREATED FOR
DEPRESSION SINCE 2014

894,673

CURRENT COST TO
TREAT ONE PERSON

USD \$23

- In 2024, StrongMinds provided life-changing depression treatment to 426,642 clients—a remarkable 78% increase from 2023. This milestone pushes our total impact to nearly 900,000 people treated since 2014.
- By expanding through government partnerships, we scaled more efficiently than ever, driving our cost per person down to just \$23—far below the projected \$30 for 2024.
- StrongMinds stands in solidarity with all who are affected by the termination of USAID foreign assistance grants. While we do not anticipate significant impact on our operations, we are closely monitoring the situation and providing psychosocial and technical support to affected individuals, communities, and peer organizations.

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

METRICS

⊗ Did not meet target ⌚ In progress ✓ Met target



894,673

People treated for depression since 2014

601,731

People psychoeducated in 2024

1.44m

People psychoeducated since 2014

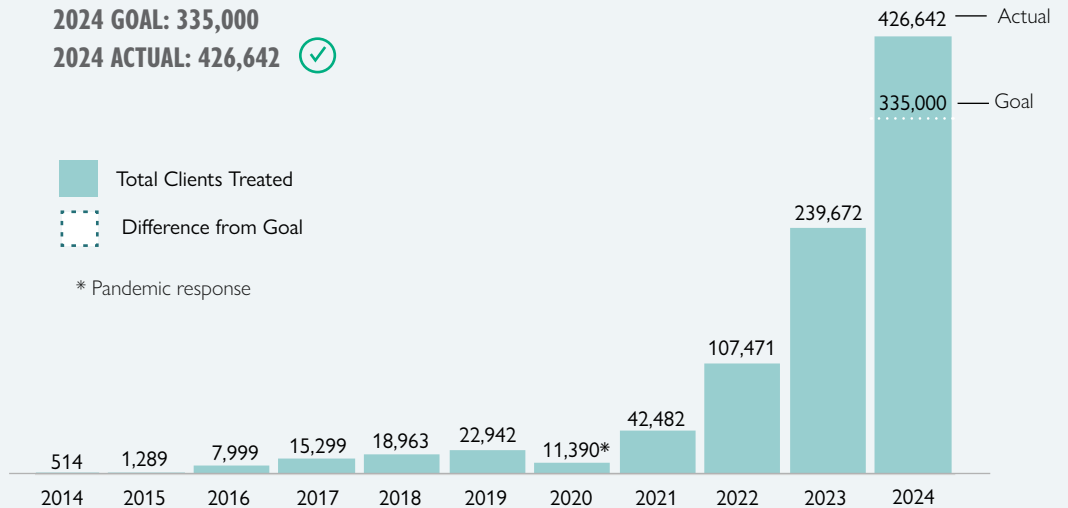
CLIENTS TREATED PER YEAR

2024 GOAL: 335,000

2024 ACTUAL: 426,642 ✓

■ Total Clients Treated
 □ Difference from Goal

* Pandemic response



COST-PER-PERSON

GOAL: \$33

ACTUAL: \$23 ✓



IMPACT DATA*

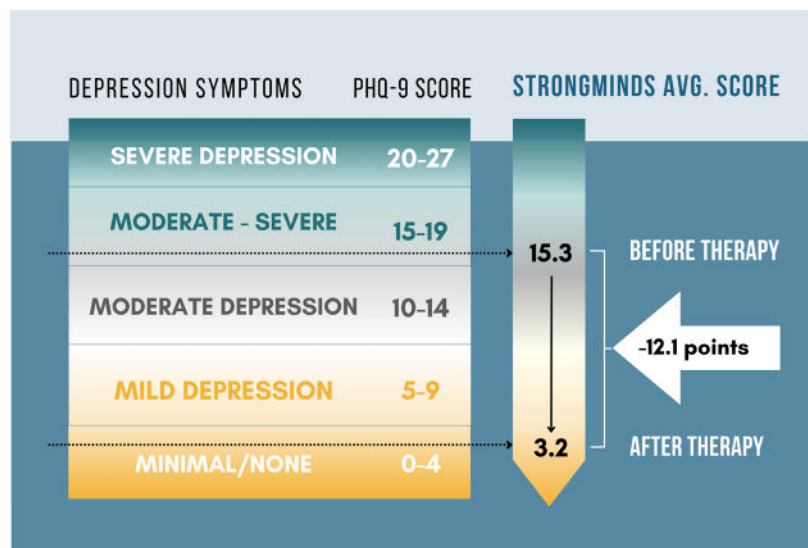
Change in depression symptoms, as measured by the PHQ-9 Depression Screening Tool.

GOAL: 8 point decrease

ACTUAL: 12.1 point decrease ✓

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.

*All data updated in Q4 2024 and externally validated 2-weeks post-therapy.



METRICS

IMPACT DATA*

ADULT WOMEN



FOOD SECURITY

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



SCHOOL ABSENTEEISM

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



WORK PRODUCTIVITY

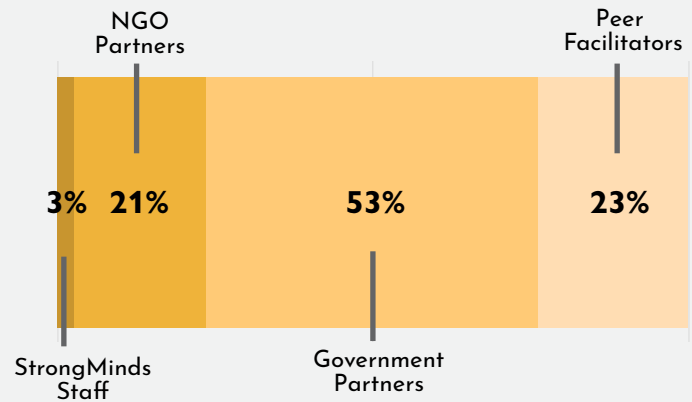
115% increase in clients who report they have not missed significant work/economic activity in the past seven days.



SOCIAL SUPPORT

18% increase in clients who report having someone to turn to for social support.

CLIENTS TREATED BY THERAPY DELIVERY METHOD



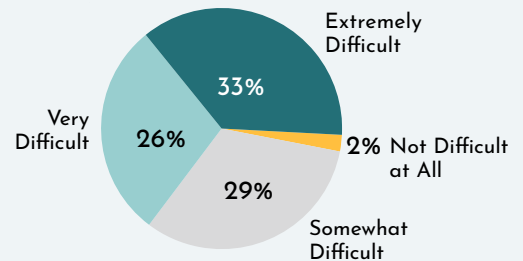
FUNCTIONAL IMPAIRMENT

PHQ-9 follow-up question on the impact of depression symptoms on overall functioning.

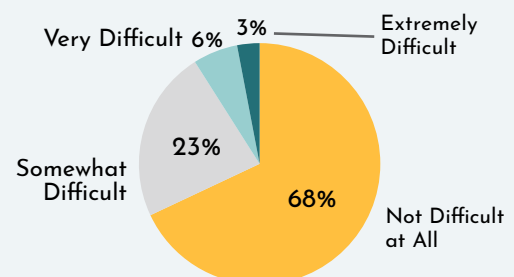
"If you checked off any problems [on the PHQ-9], how difficult have these problems made it for you to do your work, take care of things at home, or get along with other people?"



PRE-THERAPY



POST-THERAPY



ADOLESCENTS IN SCHOOLS

15%

increase in adolescent clients who did not miss school in the past week.

144%

increase in adolescent clients who report grades that are "good," "very good," and "excellent"

4%

increase in adolescent clients who report "always" or "often" feeling hopeful about the future.

*All data updated in Q4 2024 and externally validated 2-weeks post-therapy.

IMPACT & DELIVERY



StrongMinds provided depression treatment to 426,642 people in 2024.

Image by Karin Schermbucker

Democratizing Access to Mental Healthcare

2024 ACHIEVEMENTS

In 2024, StrongMinds overwhelmingly exceeded its goals, treating 426,642 clients for depression—a 78% increase over 2023. This brings our total impact to nearly 900,000 people reached since 2014, with 773,000 treated in just the past three years. Beyond direct treatment, we psychoeducated 601,731 people, bringing our total to 1.44 million individuals equipped with knowledge about mental health and depression. At the same time, we drove down our cost-per-person to just \$23, well below our \$30 target—proving that scaling up can go hand in hand with cost efficiency.

Deepening Existing Government Partnerships

This record-breaking growth was powered by expanding collaborations with governments in Uganda and Zambia. In 2024 alone, 233,185 clients received treatment through government partnerships, supported by more than 1,700 government-paid volunteer therapy group facilitators.

In Uganda, our partnership with the Governmental Inter-Ministerial Committee launched the first-ever model district in Masaka, training volunteers from the Ministries of Health and Education in the StrongMinds therapy model. Following this success, we are gearing up to expand into Buikwe, Bushenyi, and Masaka City in 2025. Our work with the Ministry of Education and UNESCO led to the creation of Mental Health and Psychosocial Support (MHPSS) guidelines for schools and the training of 60 MHPSS

Trainers to support Mental Health Hours in schools. Today, 267 schools across Uganda have integrated Mental Health Hours, embedding mental wellness into the education system.

In Zambia, we expanded our Ministry of Health collaboration, scaling from three to nine health facilities in Central Province. The program's success led the Ministry to request an expansion into a new province. Meanwhile, our work with the Ministry of Education resulted in therapy programs launching in nine additional schools—bringing mental health support to thousands of students.

Seeding New Gov't Partnerships

Our global partnership program exceeded its target by nearly 100%, reaching 33,000 people across Ethiopia, Kenya, Malawi, and Nigeria.

Two years of successful NGO collaborations in Kenya have laid the groundwork for new partnerships with Mombasa County and Nairobi City County Governments. This “seeding” approach—using NGO collaborations to open doors for government partnerships—has proven to be a powerful catalyst for sustainable, government-led expansion.

In Malawi, we launched a partnership with the Ministry of Health, reaching 4,000 people, and secured an agreement to expand into Nigeria in 2025—further advancing our mission to integrate mental health care into health systems across Africa.

IMPACT AND DELIVERY

USAID FUNDING CUTS

StrongMinds is deeply alarmed and saddened by the dismantling of USAID and the termination of U.S. foreign assistance funding. While USAID accounts for less than 4% of our budget, and our operations remain largely unaffected, many of our peer organizations face devastating budget shortfalls. Some may be forced to scale back services drastically—or close altogether. We stand in solidarity with all those affected by this crisis.

We know firsthand how mental health suffers in times of crisis and uncertainty. Already, our therapy groups are serving as vital safe spaces where individuals can grieve, find social support, and engage in collective problem-solving. Now more than ever, resilience is essential.

The global health ecosystem will face radical changes in the coming years. StrongMinds remains steadfast in its mission to democratize access to mental health care, strengthen individual and community resilience, and catalyze transformational funding for a strong, inclusive global health system—one that fully integrates mental healthcare.

STRONGMINDS AMERICA

After three years of operations, we closed StrongMinds America (SMA) at the end of 2024. Continued iterations of our group therapy model in the US (including video groups and single-session interventions) proved ineffective. It became clear that our guiding assumption that our model would easily translate to non-African geographies—was incorrect.

PSYCHOLOGICAL FIRST AID

For Uganda's Landslide Victims

In December, heavy rains swept across Uganda, triggering widespread flooding and catastrophic landslides. The mountainous Elgon region along the Kenya-Uganda border was hard-hit. A devastating landslide claimed 30 lives, left hundreds missing, and displaced more than 3,000 households.

In the immediate aftermath, StrongMinds partnered with the Red Cross to provide psychological first aid to those who lost loved ones, homes, and livelihoods.

Psychological first aid is an evidence-based approach that offers emotional and practical support in the wake of trauma. It helps reduce distress, restore stability, and connect individuals to further care when needed.



Now, StrongMinds is delivering group therapy in temporary resettlement camps, supporting displaced families as they rebuild their lives. By integrating mental health care into crisis response, we equip communities with the coping strategies needed to navigate the long-term effects of disasters.

COMMUNICATIONS, FUNDRAISING, AND FINANCIALS



Image by Karin Scherbrucker.

COMMUNICATIONS & MARKETING

Q4 MEDIA COVERAGE

Nature - November 20, 2024

[How students and grandparents could solve the global mental health crisis](#)

Associated Press - October 15, 2024

[StrongMinds Report Reveals Climate Change is Deepening Depression in Pastoral Community in Uganda](#)

CAJ News Africa - October 18, 2024

[Climate Change: Floods forecast for most of Africa](#)

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

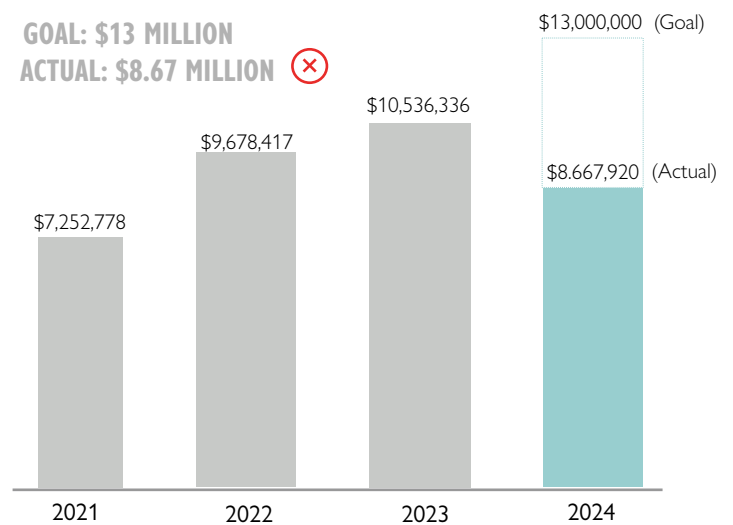
PHQ-9: Patient Health Questionnaire (for depression)

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

TOTAL FUNDS RAISED

GOAL: \$13 MILLION

ACTUAL: \$8.67 MILLION ✘



CONTRIBUTIONS & EXPENSES

