

Q1 JAN
FEB
MAR

2025 REPORT

STRONGMINDS®



QUARTER HIGHLIGHTS

**PEOPLE TREATED FOR
DEPRESSION SINCE 2014**

970,920

**CURRENT COST TO TREAT
ONE PERSON (YTD)**

USD \$28

- We will soon treat our 1 millionth client for depression! This landmark achievement in our mission to scale mental health care coincides with Mental Health Awareness Month, a time for collective action to end stigma and prioritize mental healthcare for all.
- StrongMinds has been recognized as one of the most cost-effective charities at improving happiness and wellbeing in the 2025 [World Happiness Report](#). This recognition places us among a select group of organizations delivering the greatest impact on human wellbeing per dollar spent.
- Mona Algherbawi has joined StrongMinds as our new Chief Operating Officer. In this role, Mona will focus on strategic planning, and helping all of our global offices and departments work together with greater focus, efficiency, and shared purpose.

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

METRICS

⊗ Did not meet target

🕒 In progress

✅ Met target



970,920

People treated for depression since 2014

193,732

People psychoeducated in 2025 (YTD)

1.62m

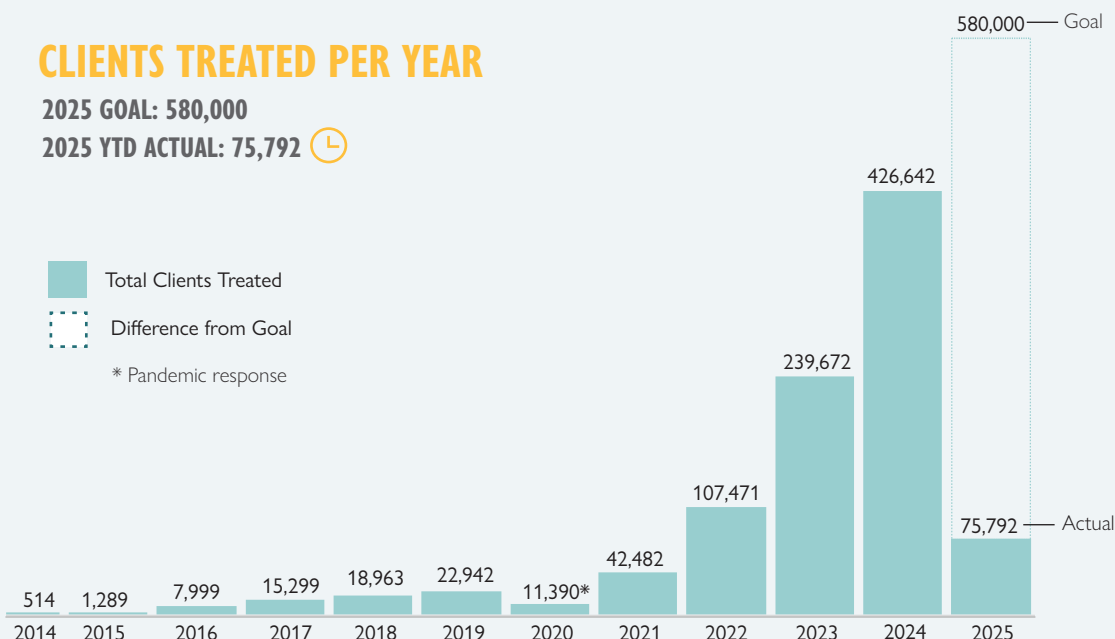
People psychoeducated since 2014

CLIENTS TREATED PER YEAR

2025 GOAL: 580,000

2025 YTD ACTUAL: 75,792 🕒

■ Total Clients Treated
 □ Difference from Goal
 * Pandemic response



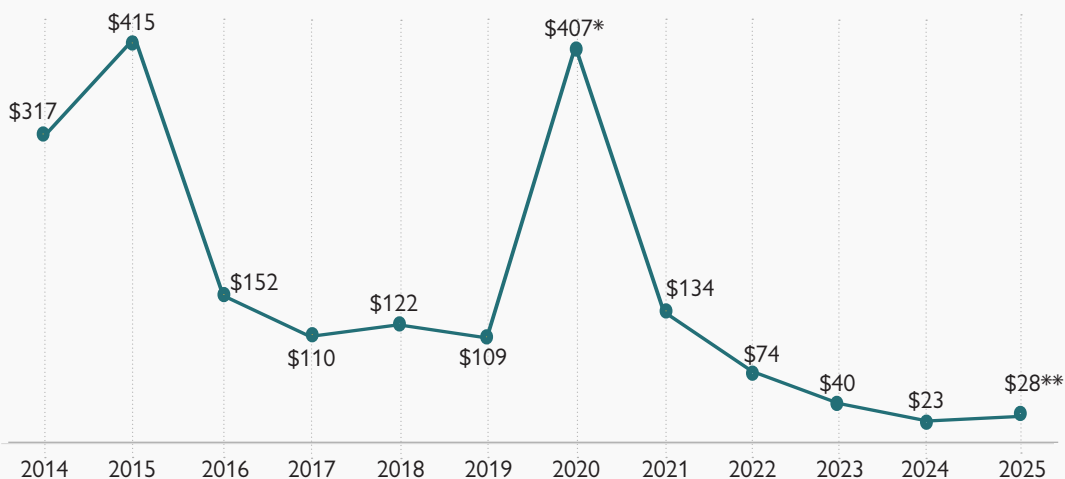
COST-PER-PERSON

GOAL: \$20

ACTUAL: \$28 🕒

* Pandemic response

** Cost-per-person will decrease as more therapy cycles are completed this year.



IMPACT DATA*

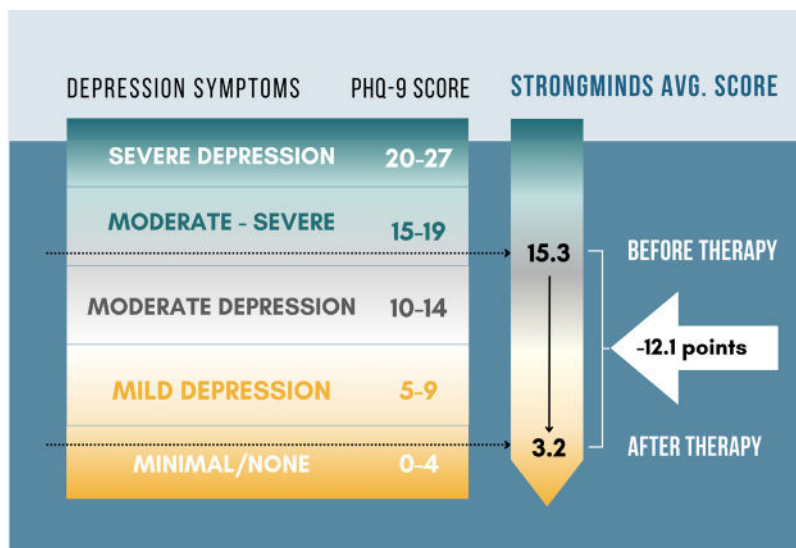
Change in depression symptoms, as measured by the PHQ-9 Depression Screening Tool.

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

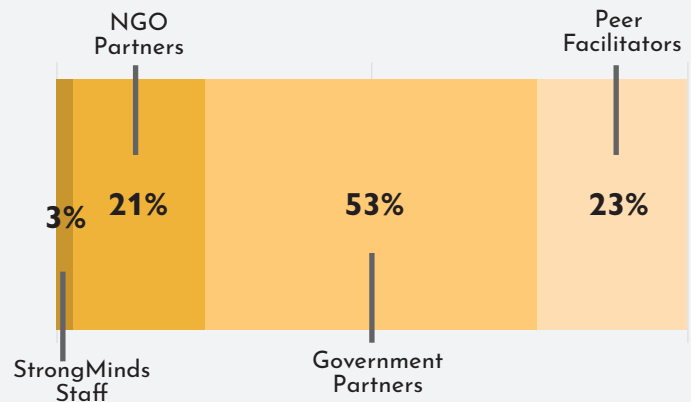
115% increase in clients who report they have not missed significant work/economic activity in the past seven days.



SOCIAL SUPPORT

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

CLIENTS TREATED BY THERAPY DELIVERY METHOD



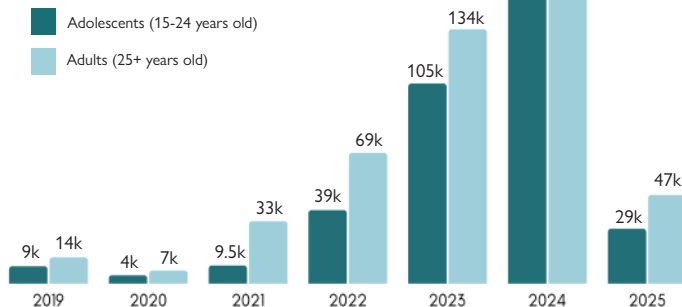
FUNCTIONAL IMPAIRMENT

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?"

ADOLESCENT PROGRAM RESULTS

ADOLESCENT VS. ADULT CLIENTS Annual growth



15%

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

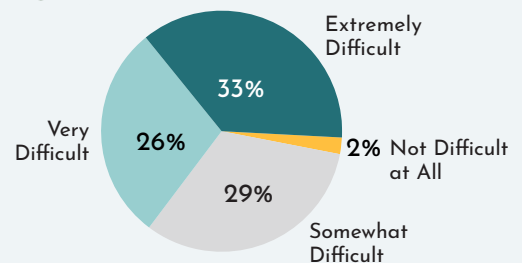
144%

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

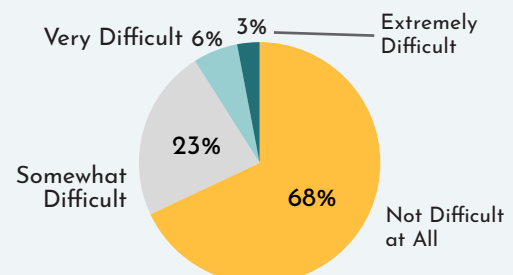
4%

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

PRE-THERAPY



POST-THERAPY



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

IMPACT & DELIVERY

WORLD HAPPINESS REPORT

StrongMinds Named One of the World's Most Effective Charities at Improving Happiness

StrongMinds has been recognized as one of the most cost-effective charities at improving happiness and wellbeing in the 2025 [World Happiness Report](#).

This year's report, which marks 14 years of tracking global wellbeing, includes a first-of-its-kind analysis by the Happier Lives Institute (HLI) evaluating how charitable donations impact happiness. They conclude that donating \$1,000 to a highly effective organization like StrongMinds can generate as much happiness as a \$150,000 donation to a typical charity.

"Our findings are a wake-up call for donors, charities, researchers and policy-makers," said Dr. Michael Plant, Founder of HLI and Research Fellow at Oxford University. "We can help donors ensure their



2025 World Happiness Report highlights StrongMinds as one of the most cost-effective ways to improve human wellbeing through charitable giving (see chapter 8)

money creates the most positive change possible by focusing on happiness and wellbeing."

This recognition validates and strengthens StrongMinds' position as a leading voice in the movement to prioritize mental health as a key driver of human wellbeing—and an essential investment for impact-focused donors.

SCALING MENTAL HEALTH ACCESS WITHOUT BIG AID

StrongMinds at the Skoll World Forum

At the Marmalade Festival during the Skoll World Forum, StrongMinds hosted a powerful panel called "Mental Health Can't Wait: Scaling Global Solutions in a Shifting Aid Landscape." More than 100 people attended this first-ever StrongMinds Skoll side event.

Sharon Birungi (StrongMinds Zambia) and Charlotte Oloya (StrongMinds Uganda) emphasized the power of local government partnerships in expanding access to mental healthcare. "There is no one that can reach as far or as deep as the government," Oloya noted, highlighting StrongMinds' work integrating mental health into public systems.

Ceelo Hamusonde, a former StrongMinds client, offered a moving personal account of her recovery and how she is now supporting others in her community as a peer counselor.



Ceelo Hamusonde (left) and Sharon Birungi (right) share their insights on the future of mental healthcare in Africa at the StrongMinds side event at the Skoll World Forum.

KEY LEARNINGS



Image by Karin Schermbrucker.

VOLUNTEER QUALITY MANGEMENT POLICY

Strengthening Systems to Support Scaling through Partners

Our new Volunteer Quality Management Policy helps ensure consistent, high-quality depression care for all.

As StrongMinds continues to scale depression treatment across Africa, the contribution of community volunteers remains central to our model. With thousands of volunteers now supporting our programs, StrongMinds has introduced a new Volunteer Quality Management (VQM) Policy to ensure consistent, high-quality care and sustainable growth.

Why the Policy Matters

Task-shifting strategies—where trained volunteers deliver care—are proven to expand access to essential health services in low-resource settings. At StrongMinds, our volunteers not only raise awareness and screen for depression but also provide psychoeducation and group therapy. However, as our volunteer base grows, so do the risks of inconsistent performance, insufficient support, and burnout. The VQM Policy addresses these challenges with a structured framework grounded in international best practices.

What the Policy Covers

The policy outlines clear standards for:

- Recruitment and training
- Ongoing supervision and quality assurance
- Volunteer self-care and safeguarding
- Data management and compliance

Four key indicators will track the policy's effectiveness: volunteer performance, satisfaction, retention, and compliance with quality standards—all displayed in a new VQM dashboard.

Volunteer Rights and Responsibilities

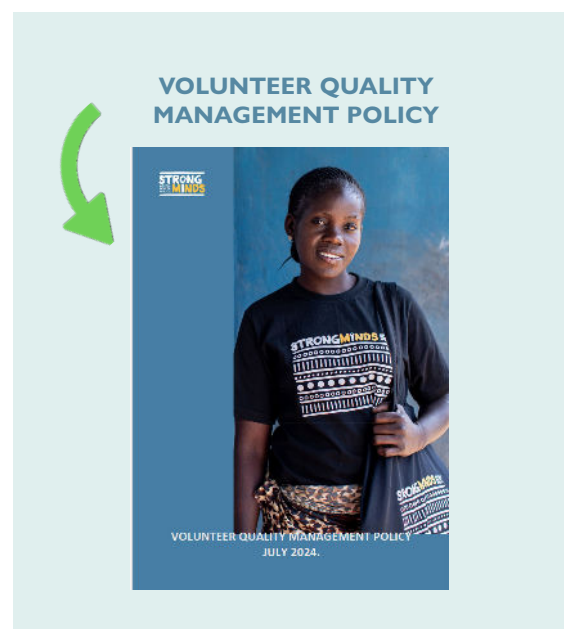
The policy affirms StrongMinds' commitment to creating

a supportive, inclusive environment where volunteers are respected, properly equipped, and recognized for their work. It also defines roles and responsibilities for volunteers and staff alike, ensuring clear expectations and accountability.

Global Guidance, Local Flexibility

While rooted in global guidelines from the World Health Organization and the Community Health Impact Coalition (CHIC) and the national policies of Uganda and Zambia—the VQM policy is adaptable to the local needs of implementing partners.

By formalizing our volunteer systems, we are investing in the people who are on the ground ensuring that scaling community-based mental healthcare goes hand-in-hand with consistent, compassionate, and effective care.



ORGANIZATIONAL DEVELOPMENT

WOMEN LEADING THE MENTAL HEALTH MOVEMENT IN AFRICA

Perspectives on the role of female leadership

Women are disproportionately affected by depression—and often face greater barriers to accessing care. That’s why it’s vital that women play a central role in designing mental health solutions. At StrongMinds, two women leaders are helping to drive systemic change: Charlotte Oloya, Deputy Country Director of Uganda, and Sharon Birungi, Deputy Country Director of Zambia.

As senior leaders, Oloya and Birungi oversee the delivery of free group talk therapy to hundreds of thousands of clients each year. But their impact goes far beyond operations. They advocate for inclusive mental health policies, push back against stigma, and serve as visible role models for the women they serve.

“Empathy and innovative problem-solving are essential in mental health leadership,” said Oloya. “Women bring those qualities in abundance.” Birungi added: “When the women we serve see me in a leadership role, they feel hope. It reduces stigma. They feel safe opening up.”

Both women believe that increasing female leadership will lead to more compassionate, sustainable systems. “Having more women in decision-making



Sharon Birungi, Deputy Country Director, Zambia



Charlotte Oloya, Deputy Country Director, Uganda

means long-term impact becomes a priority,” Oloya noted, referencing UNAIDS head Winnie Byanyima: “Progress will come when we put power and money in the hands of those most impacted.”

Oloya and Birungi also stress that mental health and gender equity go hand in hand. “Gender inequality is a power gap,” Oloya explained, “and a lack of power contributes to depression.” Their solution? Normalize therapy—for everyone. “It helps when men share emotions too,” said Birungi. “It helps everyone heal.”

In a field long dominated by silence and stigma, Oloya and Birungi are showing that when women lead, mental health systems grow stronger, more inclusive, and more compassionate.

STRONGMINDS WELCOMES MONA ALGHERBAWI AS CHIEF OPERATING OFFICER



We’re thrilled to announce that Mona Algherbawi has joined StrongMinds as our new Chief Operating Officer. Mona brings over 15 years of leadership in international development, having led high-impact programs across Africa and the Middle East with organizations including Viamo and Mercy Corps. She is known for her ability to scale innovative programs in complex settings, drive results through operational excellence, and build mission-driven partnerships that empower local teams and center community needs.

At StrongMinds, Mona oversees global operations, strategic planning, and cross-country coordination—helping our teams work with greater focus, efficiency, and shared purpose. Please join us in welcoming her to the StrongMinds team!

COMMUNICATIONS, FUNDRAISING, AND FINANCIALS



Image by Karin Scherbrucker.

COMMUNICATIONS & MARKETING

Q1 MEDIA COVERAGE

- Vox, March 31, 2025
[How to Buy a Year of Happiness, Explained in One Chart](#)
- Grand Challenges Canada, March 31, 2025
[Community-based Mental Health Support in Uganda: StrongMinds](#)
- AP News - March 20, 2025
[Mental Health Organization, StrongMinds, Cited as Most Effective Charity in 2025 World Happiness Report](#)

FINANCE

We have completed all 2023 audits without findings.

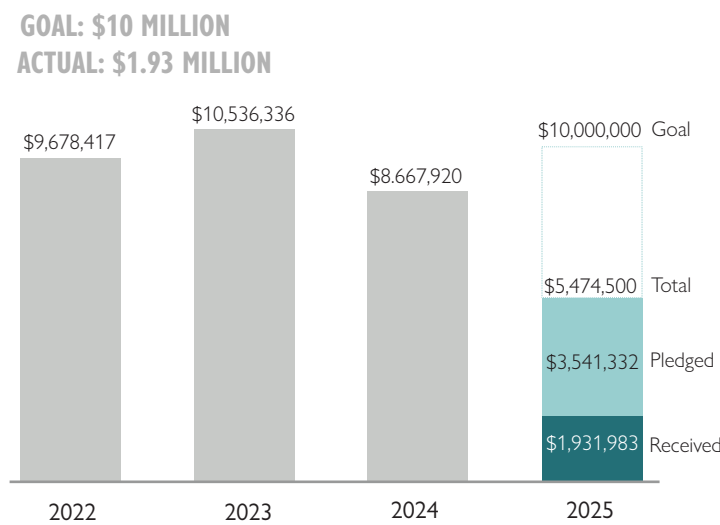
View our [990s and audited financial statements](#)

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



REVENUE & EXPENSES

