



# ANNUAL REPORT

# 2023



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# A message from the Executive Director



*Dear Friends,*

- 2023 was such an exciting year for us. It marks the year we started implementing our growth plan in earnest and delved into research work. It is also the year we had a chance to reflect on the roaring success the Mental Health Amendment Bill 2018 that was signed into law in 2022 was. Moving forward it poses a challenge to push the national government for implementation and engage the county government on budgetary issues at the grassroot.
- We got Ethics Approval to implement our research study in the Grand Challenges Canada funded Nakujali- Conversation saves lives program opening a new chapter in research work for our organization. The Nakujali project focuses on the topic of suicide among youth in Kiambu. By providing them with psychosocial support and economic empowerment while supporting them in awareness creation efforts that engages key stakeholders like the clergy, local politicians, county government and community elders we want to see the impact this has on their wellness and resilience.
- Our helpline number also helped us provide emergency psychological first aid and therapy services nationwide. In a random test by the Kenya University we were lauded as one of the few helpline numbers that were actually responsive and effective in handling emergency cases.
- Moving forward we are excited about launching our growth plan product, Boma, in 2024 that will help us grow our impact exponentially ( 10 million plus by 2034) and increase our revenues to ensure long-term sustainability. We are also looking forward to the Cradle Arts 2024 in October for another opportunity to speak about mental health in the most powerful possible way, the arts.



# Who We Are

**Mental 360 Wellness Limited** is a not-for-profit social enterprise that enhances mental well-being through community-based initiatives and comprehensive mental health care services. Our mission is to ensure access to quality mental health support within nurturing and inclusive environments where individuals can thrive. With a primary focus on youths aged 13 to 35, we have directly impacted over 50,000 individuals with various support services and reached over a million through awareness campaigns. We have also successfully influenced mental health policies at national and county levels.

# Our Core Values



## VISION

Healthy minds, Healthy communities.



## MISSION

Empowering youth with lived experience to strengthen psychosocial networks among peers.



## CORE PHILOSOPHY

Conversations Save Lives.



## VALUES

Fueled by our mission, we integrate the essence of Mental 360s values—love, integrity, dynamic brotherhood/sisterhood, resilience, positivity, passion, and service to others—into our unwavering dedication to supporting at-risk individuals and communities.



## ASPIRATION

We aspire to ensure that:

1. 10,000,000 people have access to timely and quality mental health services.
2. Zero mental health stigma.
3. 90% mental health literacy levels.

# 2023 At A Glance



Clients Reached Directly

**18,000**



Total Funds Invested

**25,207,140.80**



Total Number Of Staff

**17**



Number Of People  
Benefited

**136,618**



# The Context

## BARRIERS TO MENTAL HEALTH ACCESS AMONG THE YOUTH AND UNDERSERVED COMMUNITIES

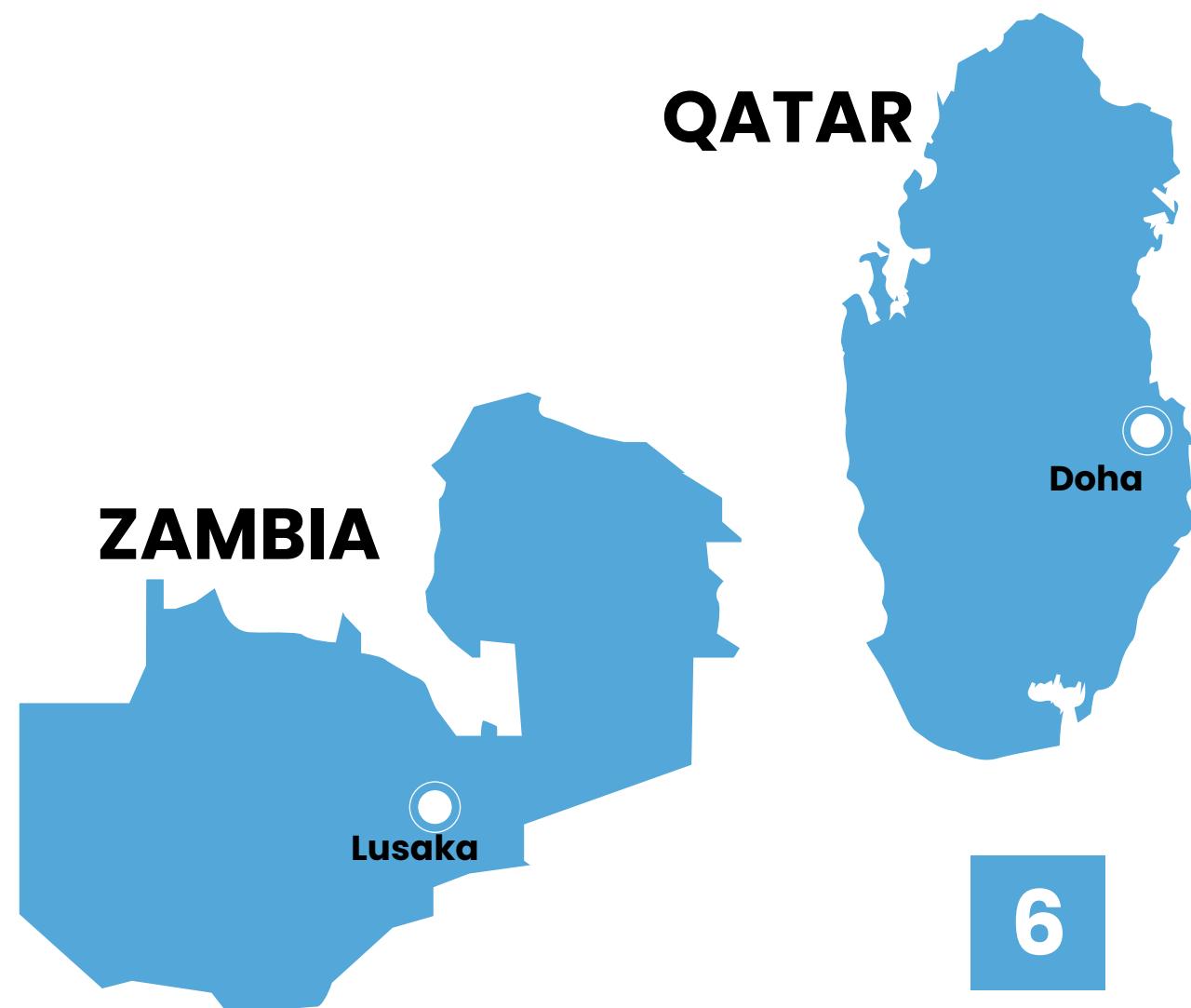
1 in 4 Kenyans live with mental health conditions, according to the World Health Organisation (WHO). Kenya struggles with high levels of stigma surrounding mental health, with only about 10% of the population seeking professional assistance. Among the most vulnerable are youth, representing 67% of the population. Shockingly, suicide rates among Kenyan youth have surged by 58% over the past decade, largely attributed to untreated mental health conditions and stressors.

Recognizing these pressing challenges, Mental 360 endeavors to bridge the gap by offering affordable and high-quality mental health services. Through our national helpline and community engagement initiatives, we aim to reach underserved populations, particularly youth, in dire need of support.

With the steadfast support of our community, we believe in making mental healthcare more accessible and empowering individuals to lead healthier lives.



# Year In Review Population Coverage



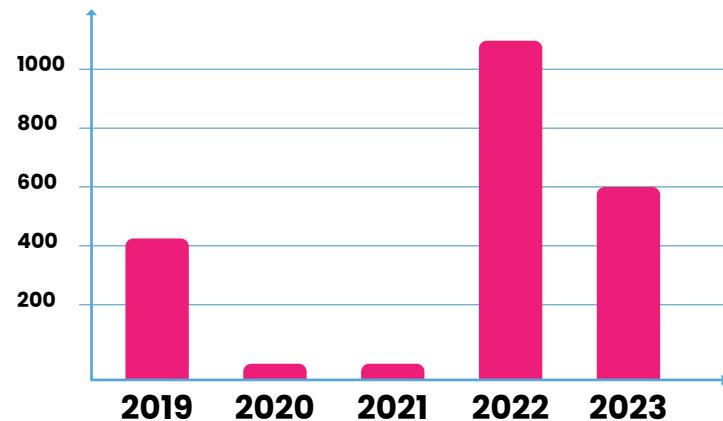


# Our Programs

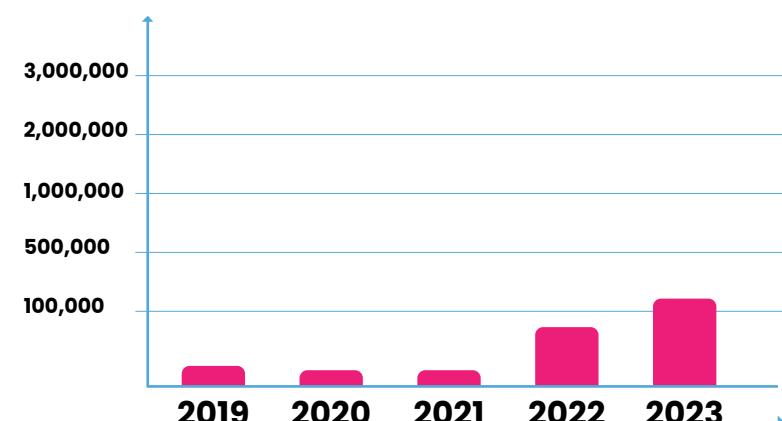
- 1 Affordable Counselling and Psychosocial Support
- 2 CRADLE - Time To Talk caravan
- 3 Community wellness center
- 4 Boma wellness clubs
- 5 Nakujali - Conversation Saves Lives project

# Our Impact

Number of callers in distress offered PFA



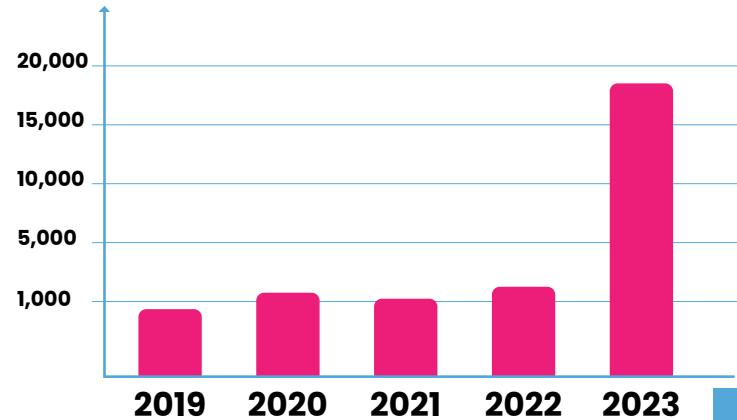
Number of Kenyans reached through social media



Number of corporate debrief sessions



Number of therapy sessions offered to at risk persons





# Affordable Counseling and Psychosocial Support

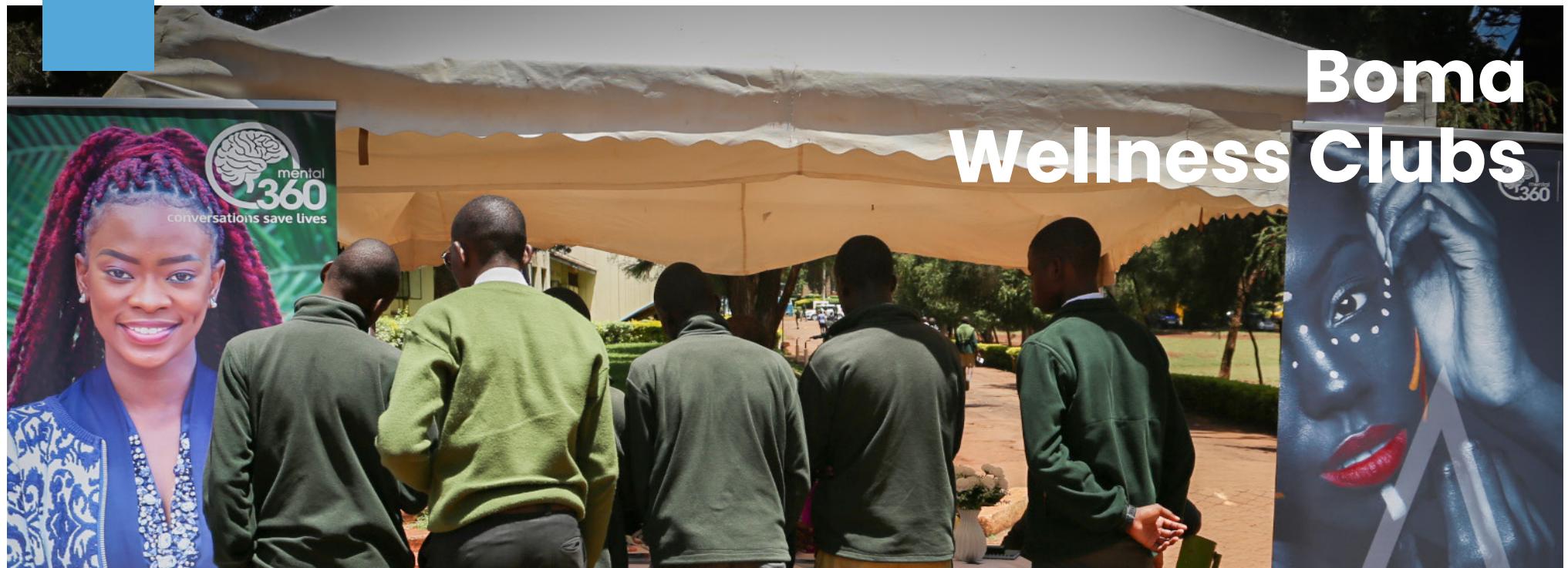
Mental 360 recognizes the critical role mental health plays in overall well-being. Our dedication to providing accessible, inclusive, and high-quality care is unwavering. Through our team of skilled professionals, we offer a range of interventions tailored to meet each individual's unique needs and goals. From individual and group therapy sessions to peer support and educational programs, our holistic approach ensures comprehensive support. In 2023 alone, we conducted 1202 counseling sessions, providing vital guidance and support to clients facing various mental health challenges. Our commitment to accessibility extends to offering services virtually or in person, with a 24/7 helpline available for crisis interventions and appointment scheduling.

A woman stands at a wooden podium, presenting to a seated audience. A large projection screen behind her displays a slide titled "Alumni Support Key Areas Of Focus" with five numbered points. To her left, a banner for "NARUJALI" is visible. To her right, a tall banner for "sinapis" features a photo of a smiling woman and the text "CULTIVATING COMMUNITY". The room has yellow walls and a white ceiling with a projector mounted on it.

## Success in Employee Well-being Support

At Mental 360, we understand prioritizing employee well-being is crucial for organizational success. We support staff across multiple sectors through evidence-based interventions to improve their mental health and overall wellness. By tailoring our programs to meet each organization's unique needs, we contribute to fostering healthier work environments and increasing employee satisfaction and productivity. In 2023, we continued our commitment to our corporate partners to provide their staff with mental health talks and debrief sessions.

# Boma Wellness Clubs

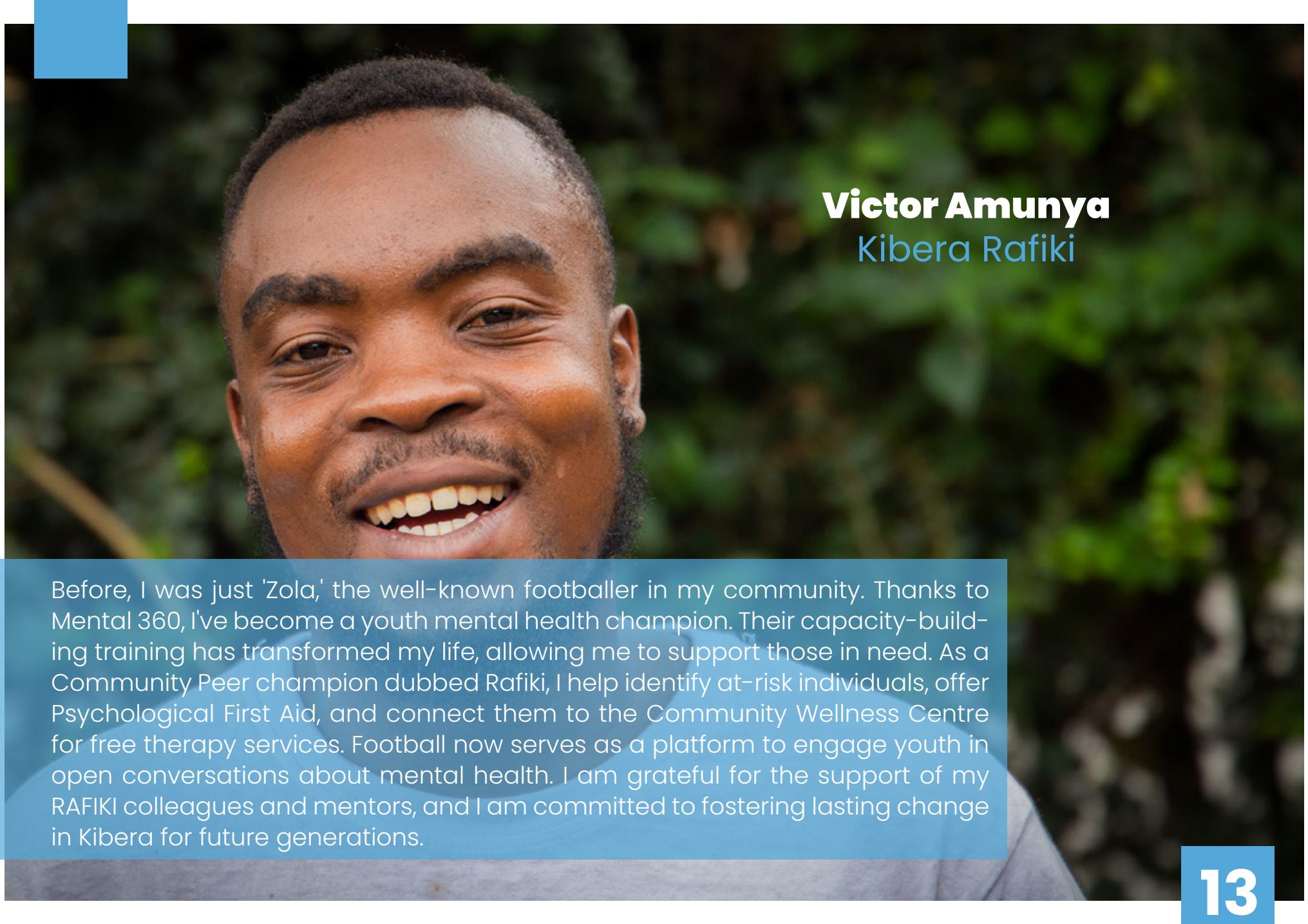


Adolescence is a pivotal stage where mental health issues may begin to manifest. Recognizing this, Mental 360 established the Boma Wellness Clubs program to address the lack of mental health support for high school students in underserved communities. Through a structured 12-week curriculum delivered in after-school clubs, we empower students to develop essential coping skills and resilience to navigate social, academic, and emotional challenges effectively. The peer-led and interactive nature of the program creates a safe space for open discussions and support. In 2023, our successful implementation of the program at Alliance High School resulted in the graduation of 43 peer mental health advocates (Rafikis), marking a significant milestone in our efforts to empower youth as mental health advocates and allies.



# Community Wellness Center

Underserved communities often face significant barriers in accessing mental health services. Mental 360 aims to address this disparity by establishing Community Wellness Centers in collaboration with grassroots organizations and community leaders. In 2023, our engagement in Kibera, one of Africa's largest slums, led to the establishment a center in Ayani in collaboration with a community-based organization, Akili Bomba. Through thorough assessments and meaningful consultations with community members, we identified specific mental health needs and tailored the program to adequately meet these needs. The center will be staffed by dedicated and trained young community members (Rafikis), offer a range of services, including Psychological First Aid, peer support groups, and referrals to social services.



## **Victor Amunya**

### Kibera Rafiki

Before, I was just 'Zola,' the well-known footballer in my community. Thanks to Mental 360, I've become a youth mental health champion. Their capacity-building training has transformed my life, allowing me to support those in need. As a Community Peer champion dubbed Rafiki, I help identify at-risk individuals, offer Psychological First Aid, and connect them to the Community Wellness Centre for free therapy services. Football now serves as a platform to engage youth in open conversations about mental health. I am grateful for the support of my RAFIKI colleagues and mentors, and I am committed to fostering lasting change in Kibera for future generations.



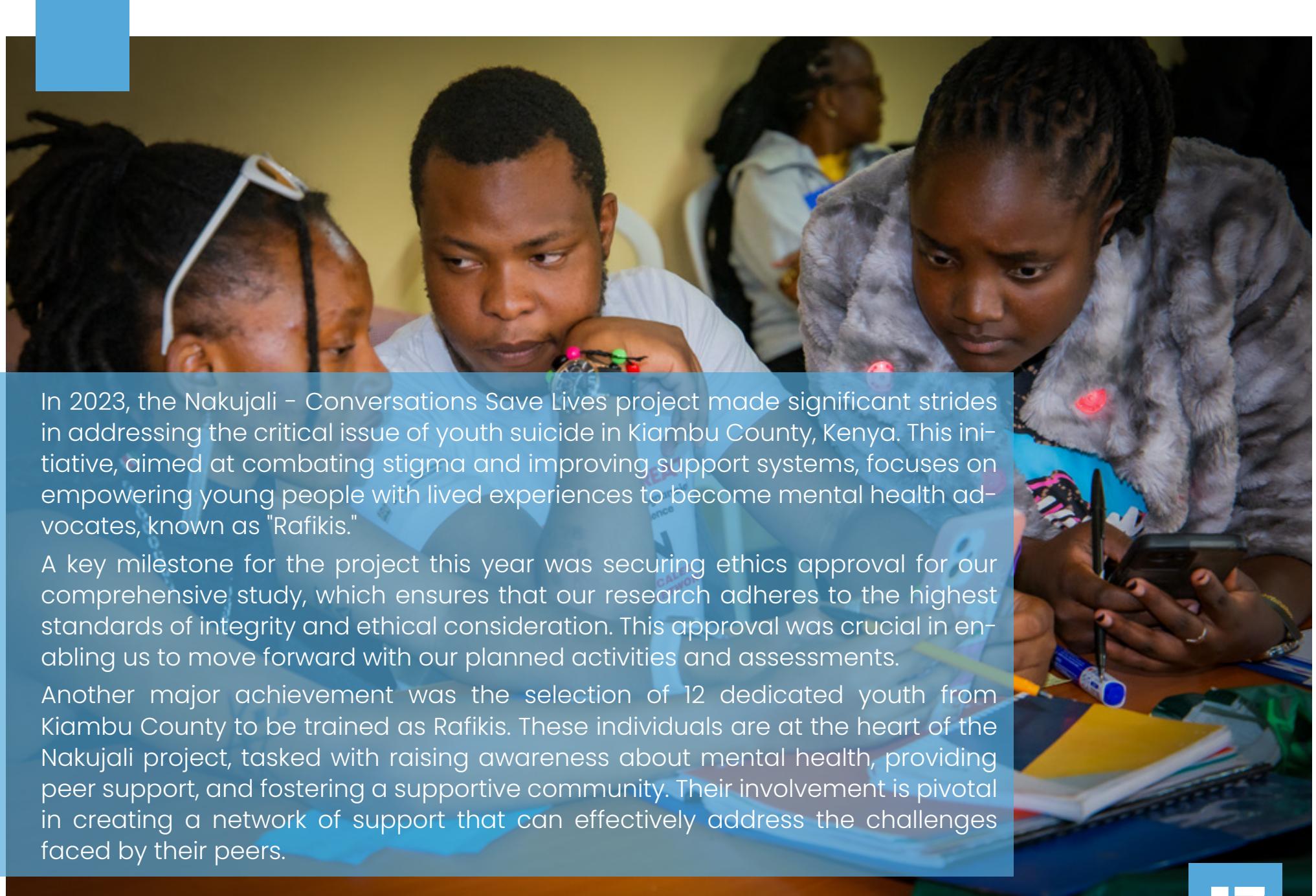
CRADLE



Art has proven to be a powerful medium for raising awareness and promoting dialogue on mental health issues. The annual Cradle Arts Festival, scheduled for October 19th and 20th, 2024, provides a platform for artists to showcase their work while promoting mental wellness themes. In 2023, Mental 360 identified seven young artists from diverse genres to undergo a six-month residency program aimed at providing mental health training. These Youth Mental Health Champions (Rafikis) will be crucial in advocating for mental health awareness and reducing stigma through their artwork at the upcoming festival.



# Nakujali conversations save lives Project



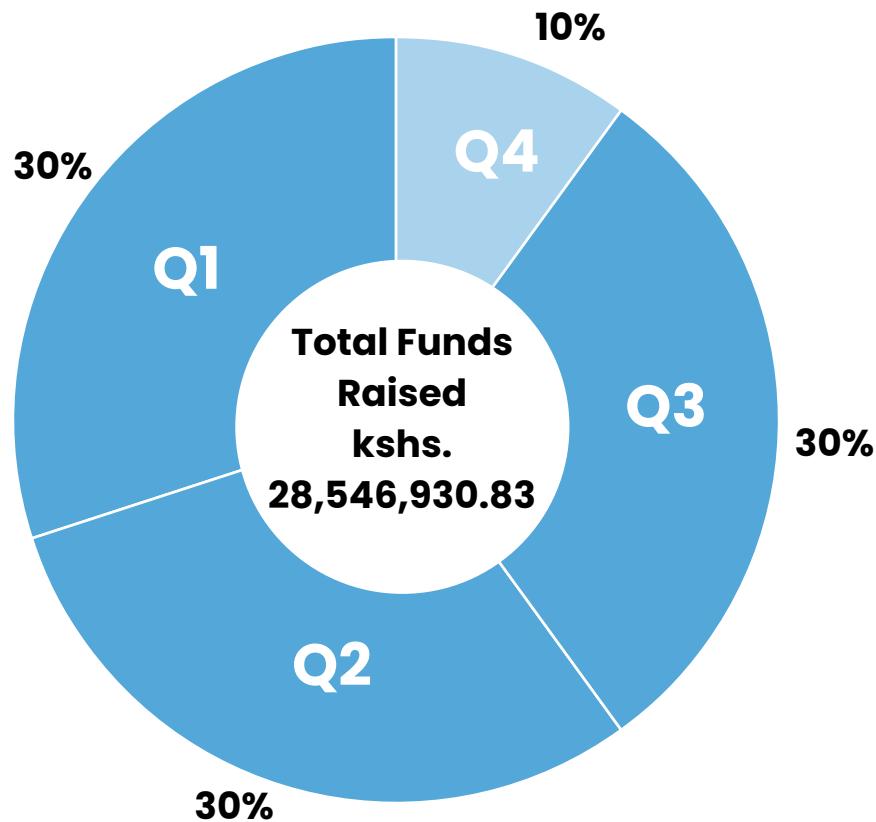
In 2023, the Nakujali - Conversations Save Lives project made significant strides in addressing the critical issue of youth suicide in Kiambu County, Kenya. This initiative, aimed at combating stigma and improving support systems, focuses on empowering young people with lived experiences to become mental health advocates, known as "Rafikis."

A key milestone for the project this year was securing ethics approval for our comprehensive study, which ensures that our research adheres to the highest standards of integrity and ethical consideration. This approval was crucial in enabling us to move forward with our planned activities and assessments.

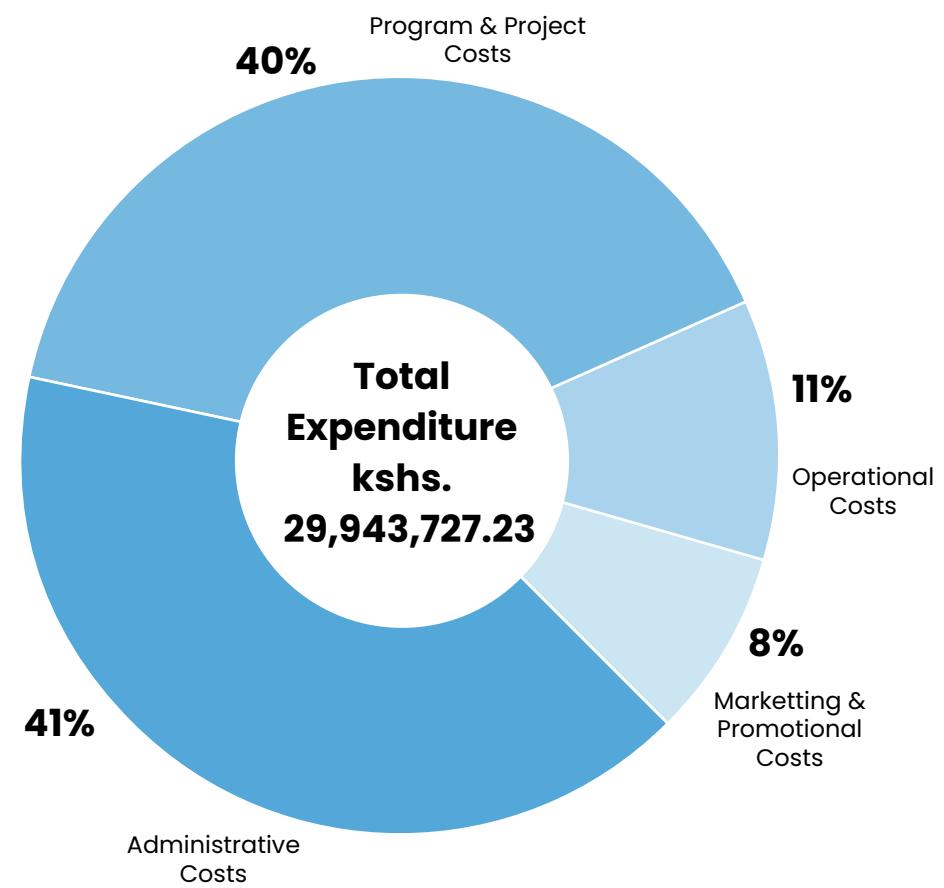
Another major achievement was the selection of 12 dedicated youth from Kiambu County to be trained as Rafikis. These individuals are at the heart of the Nakujali project, tasked with raising awareness about mental health, providing peer support, and fostering a supportive community. Their involvement is pivotal in creating a network of support that can effectively address the challenges faced by their peers.

# Our Financials

## Revenue



## Expenditure





boma



Mental 360 is developing Boma Wellness, a platform that offers anonymous and remote mental health support using a peer model. By emphasizing user autonomy, the platform aims to enhance individuals' willingness to seek help and reduce the negative impacts of mental illness. Additionally, it strives to fill the gaps in mental health care by creating secure online spaces, providing access to peer support, customized support systems, mental health information, and affordable access to a vast network of professionals. This innovative solution seeks to fortify social support systems and promote a proactive approach to seeking help within the community.



# Community Partners



Aga Khan Health Services



# Community Donors



# Future Outlook

In 2024, Mental 360 is dedicated to expanding its impact on mental health in Kenya through several key initiatives:

Improve the quality of life of community members in underserved areas by providing accessible mental health services, educational programs, and a sense of community through the establishment of the Kibera wellness center.

Raise awareness about mental health by using art to engage a diverse audience of 4000 people through the CRADLE festival happening on 19th and 20th Oct 2024. By contextualizing and translating these art pieces, the Time To Talk Caravan fosters conversations and strengthens social support systems in various community spaces.

Increase access to 1,000,000 at-risk individuals across the globe to quality and affordable mental health services through the BOMA App. The Boma app will be launched in October 2024.

# Future Outlook



Strengthen social support systems and positive mental health knowledge for 5000 high school students through the Boma Wellness Clubs.

Enhance research, monitoring, and evaluation for effective suicide prevention intervention in Kiambu County through the Nakujali project by increasing mental health literacy, social support, and income-generating activities for 12 youth with lived experience.

Through these initiatives, Mental 360 aims to enhance mental health literacy, provide vital support services, and foster a culture of open dialogue about mental health in Kenya.





## Get In Touch



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