



2021

SOCIAL IMPACT YEAR REVIEW

PREPARED BY

The Sunshine Series-Mind
Wellness LTD

A MESSAGE FROM OUR FOUNDER



The year 2021 has been beautiful chaos. Just like the rest of the world, the COVID19 pandemic continued to affect Nigerians in many ways. The economic downturn, mental distress, life changes, remote work, and many more effects of the pandemic. As a team, at TSS, we were not left behind in dealing with the impact of the pandemic. This, however, did not slow us down in our mission to provide quality mental healthcare for Nigerians. And, also bridge the gap in access to psychosocial support for underserved communities.

2021 was a phenomenal year for us at TSS and for Nigeria. We launched the first mental health helpline on the national emergency number, supported by the Federal Government of Nigeria. This was done with the support of The Federal Ministry of Special Duties and Intergovernmental Affairs and The Federal Ministry of Communications and Digital Economy. This helpline is currently piloting in the FCT, offering it's over 3 million residents free counselling, 24/7. Looking at the successful reception of the pilot phase, we wish to expand the helpline to cover more states.

We have engaged with other partners to further the goals of our work through our She for Love project, which launched with a fundraiser in April. The project aimed to offer women and girls survivors of sexual and gender-based violence with trauma-focused therapy sessions.

We continued to carry out our advocacy campaigns both online and physically, leveraging both social and traditional media.

We have continued to provide our services at affordable rates, especially with our wellness package called The Wellness Box. This allows subscribers to have access to therapy, yoga, meditation, and self-help resources.

Overall, I believe we had a productive year which you will find out more about as you read this report. I hope that you find more reasons to take care of your mental wellbeing as you read through. We also hope that you will find causes that align with your values and interest to support our projects.

Thank you and happy new year.

Aisha Bubah

Founder/ Lead Psychologist

ABOUT THE SUNSHINE SERIES

The Sunshine Series is a social enterprise based in Nigeria, duly registered with the CAC as a limited liability company. We are a team of committed, passionate and smart working individuals, working towards normalizing access to mental health support in all sectors of the society including but not limited to schools, work institutions, hospitals, government agencies, humanitarian aid organizations, local and international NGOs.

We provide services that include;

- Psychotherapy- Individual therapy, Couple therapy, Group therapy, Family therapy
- Capacity building/ Workshops- Cognitive behavioral therapy training, Rational Emotive Behavior Therapy Training, Trauma-informed care practice, Psychological First Aid, Lay counselling skills training, Child and adolescent counselling skills, Conflict management skills, Emotional Intelligence, etc.
- Employee Assistance Programmes- Work-life balance workshop, Stress management workshop, Conflict resolution, and team-building workshop.
- Wellness packages- The wellness box subscription with therapy, yoga, meditation, and self-help resources.
- Consultancy- Offer mental health services to other organizations.

We carry out various social impact projects that provide mental health support to underserved communities. These projects are;

- The Mind Wheel project- provides free counselling via the 112 helpline, capacity building for counsellors and advocacy campaigns via digital and traditional media.
- She for love project- providing psychosocial support to women and girls survivors of sexual and gender-based violence.



Our Vision

We envision a world where every individual has access to quality mental health support without barriers.



Our Mission

To provide a holistic wellness program that promotes mental wellbeing by engaging all sectors of society with tailor-made interventions.

OUR TEAM

At TSS, we are proud of the community of dedicated individuals who are masters of their craft, that form our amazing team. The work we do is a collective effort. Every member of the TSS community, including our over 30 selfless volunteers, is committed to our vision to ensure equal access to mental healthcare for every Nigerian.



Chioma Ani Blessing
Admin Officer



Aisha Bubah
Lead Psychologist



Aisha Gbadebo
Projects Assistant



Mary Lawani
*Communications
Officer*



Obajide Ajao
Account Officer



Rachel Eyo
*Community
Outreach Officer*

**to read more about our staff, kindly check our
website: www.thesunshineseriesng.com*

OUR VOLUNTEERS

Saada Bello
Counsellor

Shittu Ola
Counsellor

Linda Raji
Counsellor

Aisha Hussein
Counsellor

Ruth Dunmade
Counsellor

Onche Inalegwu
Counsellor

Habiba Ghazali
Counsellor

Victory Benjamin
Psychologist

Ololade Awaye
Counsellor

Edun M. Eniola
Counsellor

Adeyemo Blessing
Counsellor

Opeyemi Osoare
Counsellor

Praise Olarinde
Content Creator

Cornelius Ogah
Psychologist

Sarah Anderson
Counsellor

Jack David Beshel
Psychologist

Eunice Aimorah
Counsellor

Uwadiae Agwinede
Counsellor

Chibundu Onyesoh
Research Assistant

Margaret Olajumoke Koju
Counsellor

Iquo Jewel Popoola
Counsellor

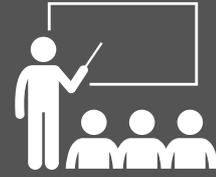
Adaugo Judith Chidinma
Counsellor

Bushrah Temitope Balogun
Counsellor

Lukman Oladoyin Olarinke
Counsellor

SUMMARY OF 2021 IMPACT REPORT

31 Mental health trainings done



103 number of people trained



5221 call hours logged through the 112 helpline



Awareness outreach. Digital reach **257,100** persons. **2048** physical reach



SheForLove:**30** therapy for survivors of SGBV



6 group therapy sessions in IDP camps



40+ members of our lay counsellors network



OUR YEAR IN A NUTSHELL

Find out about our activities for the year 2021 with pictures and links for further information. In 2021, our focus areas involved making counselling more accessible for Nigerians, conducting mental health training, and organizing advocacy and awareness events on mental health.

FEBRUARY

- On the 29th of February 2021, we hosted an Instagram live with mental health advocate Woke Atariata in honour of Zero Discrimination Day to discuss and highlight the risks of inequalities on mental health. The Instagram live session was able to reach 162 individuals across Nigeria.
- We launched a Lay Counselling Network in Nigeria after successfully training 51+ lay counsellors. This was co-convened alongside Inroads Training Services and Lysi Regimen. This network is aimed at providing professional support and supervision to trained Lay counsellors within Nigeria and other African states. The network currently has 45 members across Nigeria.
- We held a Trauma-Informed Care Practice workshop from the 19th to 21st of February 2021.



OUR YEAR IN A NUTSHELL

MARCH

- On the 27th of March, our founder and lead psychologist Aisha Bubah represented The Sunshine Series at the FIIAPP workshop to develop a working guide for the criminal justice system in Nigeria on working with victims of Trafficking in Persons (TIP) and the Smuggling of Immigrants (SOM).
- In March 2021, the SheForLove project was launched to offer trauma-focused therapy to women and girls who are victims and survivors of gender-based violence. We started with a fundraiser to raise the sum of 1 million Naira to cover the cost of offering 90 therapy sessions to 30 beneficiaries. We raised a total of 410, 000 Naira worth of cash and other support. We offered 3 therapy sessions each to 10 women in an internally displaced persons camp in Benue state, in collaboration with Samuel Ioron Foundation. Feedback taken from beneficiaries showed a noticeable improvement in their mental wellbeing and outlook towards life. They were also able to set goals to improve their lives and source of livelihood.

OUR YEAR IN A NUTSHELL

APRIL

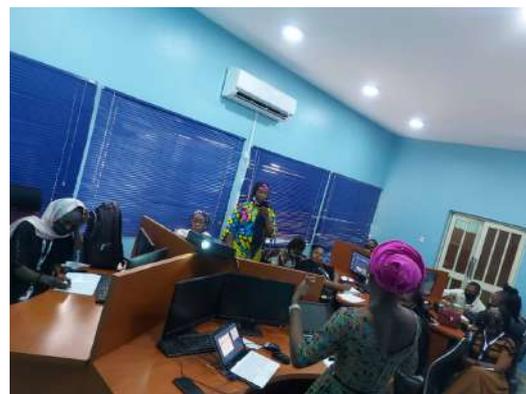
- On the 28th of April 2021, we had an advocacy visit to the Force Criminal Investigation Department (FCID, Abuja). We met with the Commissioner of Police, anti-human trafficking unit force CID, FCT CP Nna Josephine, and had an extensive discussion on the role of psychosocial support in curbing and handling human trafficking.
- On the 21st of April, we joined the Aspire Women Forum to pay a courtesy visit to the Chairman, NDLEA, Brig. General Mohammed Buba Marwa to extend our support towards the fight against drug abuse and drug rehabilitation in Nigeria.
- We conducted training for over 20 IDP camp teachers in Abuja in a 2-day training on basic counselling skills for teachers with the Pan African Development Education and Advocacy Programme, United Kingdom (PADEAP UK). This was aimed at equipping teachers with skills to identify warning signs of psychological distress in students affected by conflict and displacement, and also offer basic support and referral.



OUR YEAR IN A NUTSHELL

MAY

- On the 11th of May 2021, we launched the first mental health helpline on the national emergency toll free helpline 112. This was done with the support of The Federal Ministry of Special Duties and Intergovernmental Affairs and The Federal Ministry of Communications and Digital Economy. Since its launch, the helpline has registered over 5040 hours of call time, offering counselling sessions to help seekers 24/7. We have attended to calls related to domestic violence, anxiety, depression, financial distress and suicide risk. Help-seekers have also been referred to other agencies for further support like NAPTIP.
- Mental Wellness Support Group for an elderly group of men and women for ILERA health development initiative (an organisation that works with internally displaced persons). We carried out group therapy sessions for elderly women and men in IDP camps in Abuja. The group therapy sessions explored positive coping mechanisms for dealing with Trauma which included stress management tips and dance therapy.
- On the 26th of May, 2021, we appeared on Kaftan TV to speak on mental health care in Nigeria.



OUR YEAR IN A NUTSHELL

JUNE

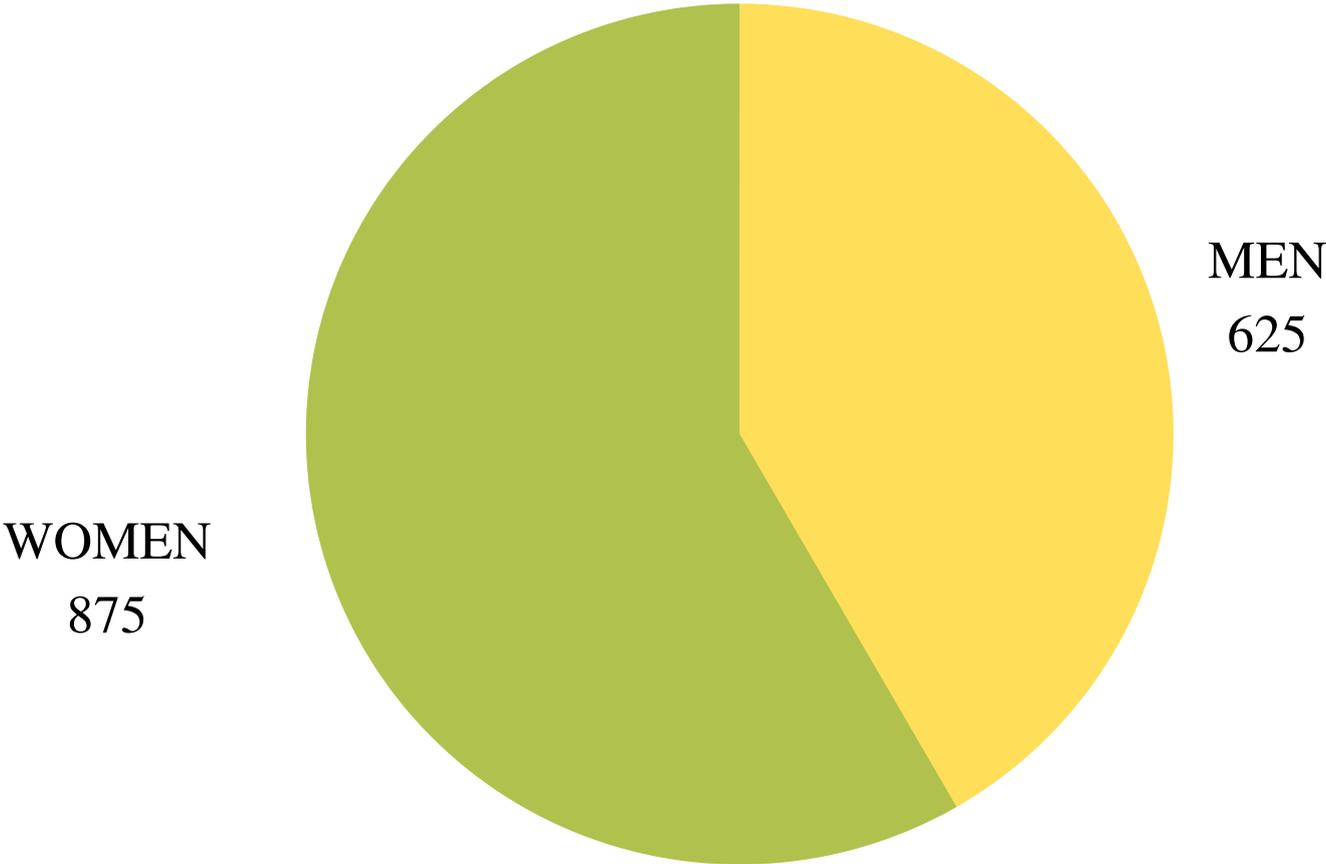
- On the 25th of June, 2021 we were hosted by the Youth Hub Africa Radio show to discuss mental health and drug abuse. The focus of this discussion was on the use and misuse of drugs and substances among young people in Africa.
- On the 26th of June, 2021, in honour of the International Day Against Drug Abuse and Illicit Trafficking, we visited the drug-free NYSC CDS group to discuss the topic ‘Downside to Downtime’—dealing with drugs and pressure. We also talked about the 112 toll-free mental health helpline and encouraged the corpers to reach out when they needed someone to talk too. We were able to reach 150 corp members through this awareness event.
- On the 28th of June, 2021, our founder and lead psychologist Aisha Bubah had the honour of speaking on NTA Lagos live to discuss Drug Abuse and Illicit Trafficking in Nigeria. (Click below to watch the interview)



OUR YEAR IN A NUTSHELL

JULY

- We embarked on an awareness campaign about the 112 helpline and the importance of seeking mental health support during this COVID-19 pandemic. We were able to reach out to over 1500 residents of Abuja.



OUR YEAR IN A NUTSHELL

AUGUST

- On the 1st of August, we had an Instagram Live with the lead psychologist of Oleaster Wellbeing and Recovery Marie Theresa Saliu, and our project assistant Aisha Omolade Gbatedo on an 'Insight into Schizophrenia' in honour of National Schizophrenia day which was on the 25th of July. In the live stream, we delved deeper into various aspects of schizophrenia including the misconceptions around it in Nigeria. The aim of this discussion was to educate and enlighten Nigerians about the stigma around schizophrenia. This live stream reached about 188 individuals across Nigeria.
- On the 31st of August, we hosted Dr. Dayyabah Shaibu (a mental health practitioner and certified addiction professional) on Instagram live to discuss the effects of drug overdose and the stigma around drug-related death. This was done in honour of International Drug Overdose Awareness Day and reached about 190 individuals across Nigeria.

OUR YEAR IN A NUTSHELL

SEPTEMBER

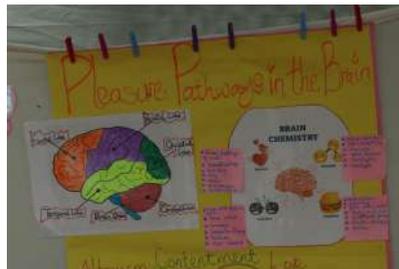
- On the 11th of September 2021, we had an awareness talk with corp members on how ‘it’s okay to not be okay’. In the discussion with the corp members, we laid emphasis on how mental health issues are silenced and not spoken about because of the deeply rooted silence culture that has been passed on for generations. The talk encouraged the corp members to break the cycle by speaking out and actively starting up conversations on mental health related issues— it is the only way to normalise mental health in Nigeria. She was able to reach 150 corp members in attendance.
- On the 22nd of September, 2021, we had a roundtable discussion with some staff members of Education As A Vaccine (EVA) on suicide prevention. The conversation was centred around the importance of actively listening to individuals with the suicidal ideas. We shared tips and ways to speak to a person contemplating suicide. Most importantly, we shed light on the importance of bringing an end to the stigma and fear about suicide and mental health-related issues.
- On the 25th of September, we facilitated a workshop for the European Union-funded A-TIPSOM Nigeria Project for NAPTIP and NACTAL personnel on trauma management in victims of trafficking living in shelters. We also facilitated a session on stress management and self-care for the shelter caregivers.



OUR YEAR IN A NUTSHELL

OCTOBER

- Spread the Spice NGO exhibition: On the 16th of October 2021, our founder and lead psychologist Aisha Bubah participated in the Spread the Spice Exhibition: For NGOs in India organized by Kanthari Social Leadership Institute. We marked the World Mental Health Day, 2021 by engaging guests on activities that enhance their mental wellbeing. Our participation in this exhibition was to raise awareness on how people can take responsibility for their mental wellbeing and others in their communities.
- We organised a 5-day lay counselling training for the month of October from the 15th to the 19th. We were able to successfully train 10 lay counsellors from different fields of work.



OUR YEAR IN A NUTSHELL

NOVEMBER

- In honour of International Survivors of Suicide Loss Day which was the 20th of November, the Sunshine Series team alongside volunteers went on an awareness walk to Garki market. Our theme ‘Good Mental Health for All; I Am Because You Are’ was focused on educating and sensitizing members of the public about good mental health and seeking help. We were able to reach at least 150 people through this outreach.
- On the 23rd of November, 2021, we were invited to speak about Domestic Violence and Mental Health on 99.9 Kiss FM Abuja Radio. Our volunteer community outreach officer Rachel Eyo had the opportunity to discuss the adverse effects of domestic violence and how it affects the victim/survivors mental health.
- We organised a 5-day lay counselling training for the month of November from the 26th to the 30th. We were able to successfully train 4 lay counsellors from different fields of work.



OUR YEAR IN A NUTSHELL

DECEMBER

- Our Founder spoke about the work we do at the Kanthari talks in India, which was organized by Kanthari Leadership Institute along with supporters like Deutsche Welle media. This event was broadcast live on youtube for hundreds of viewers across different parts of the world.
- We organised a 15-hour Introduction to Cognitive Behavioural Therapy training for the month of December from the 13th to the 21st. We were able to successfully train 3 individuals from different fields of work on the introduction and foundation of cognitive behavioural training (CBT).
- A research paper we worked on titled: **THE IMPACT OF THE COVID-19 PANDEMIC ON THE MENTALLY HEALTH AND WELL-BEING AMONG NIGERIAN POPULATION** was published on AFRIBARY. To read more about it, kindly check:<https://bit.ly/Covid19mentalhealthsurvey>



OUR FUTURE PLANS



To continue to carry out our social impact projects, expand our reach, and secure the right funding, we are set to register a sister organization called Idimma. Idimma, which means wholesomeness in the Igbo language of Nigeria will be run as an NGO, standing on the African philosophy of 'Ubuntu' which means community togetherness. We want to focus on empowering communities to self-heal and improve their mental wellbeing. Our work will largely focus on training lay counsellors within communities, to provide interventions that support the mental health of other community members. You can find out more about Idimma and how to get involved via our website www.idimma.org.

The She for Love project will continue to fundraise to provide support to more women and girls in building their resilience and learning healthy coping mechanisms to deal with trauma. We will work with more target groups as a means to promoting the end of sexual and gender-based violence.



The Mind Wheel project plans to set up our mental health helpline on 112 in 6 more states. We plan to train more lay counsellors using our tailored curriculum to run the helpline and make referrals to other agencies for any external intervention.



OUR PARTNERS



MINISTRY OF SPECIAL DUTIES &
INTERGOVERNMENTAL AFFAIRS



The Federal Ministry of Special Duties and Intergovernmental Affairs: We received a grant to support the work of The Mind Wheel Project by providing Nigerians with free counselling for COVID19 virtually and via the 112 helpline. We successfully set up the first mental health helpline on the national emergency number 112 with their support. The National Lottery Trust Fund, an agency under the Min. of SDIA was very instrumental in providing this support.



The Federal Ministry of Communications and Digital Economy: Through the Nigerian Communication Commission (NCC), we were provided access to the national emergency number 112 to set up a mental health helpline for Nigerians to access free counseling, 24/7, with no credit charges.



Samuel Ioron Foundation (SIF): We have collaborated with SIF on our She for Love Project to provide 10 women survivors of SGBV from an IDP camp in Benue state with 3- trauma-focused therapy sessions each.

Fundraiser donors: We had online fundraising for the She for Love Project which raised in donations of cash and kind the worth of 410, 000 Naira from donors and volunteers on the project.

CONCLUSION

2021 has been a busy year for us at The Sunshine Series.

This new year, we intend to get busier, increasing access to quality mental healthcare for Nigerians and other Africans. As a team, we remain united in our vision to see that every individual has equal access to mental health support without any barriers. We seek out more partners and supporters across Africa to continue to expand the reach of our work, bridge the gap in access to mental health care and, normalize conversations around our mental health without stigma.

Keep checking our [website www.thesunshineseriesng.com](http://www.thesunshineseriesng.com) to continue to find out more about our work.

You can reach out to us via our contact details.

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Thank you for taking the time out to read this report