



5 **Mind Matters:** **YEARS OF ADVANCING CHANGE**



A Five-Year Impact Report
March, 2025

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The Founders Note



I am filled with immense gratitude as I pen down these words, especially knowing how we started. The idea of The Sunshine Series fully bloomed in my mind and in action by January 2020. However, the seeds were sown years before.

Growing up in Northern Nigeria, a land of rich cultural heritage and humble ways of life, it has been a huge leap getting out of that comfort zone to where we are today as an entity. Trauma does many things. And mine led me to found a mental health organization in a society that is heavily riddled with stigma and discrimination against anything mental health. Surviving the Boko Haram insurgency that ripped through my beautiful state of origin Borno and childhood state Kano, I knew there had to be a way for us to not constantly live with the grief and trauma of the negative experiences. I did not wait for the change to come from outside, I started from within. I studied Psychology with the plan to end the drug abuse menace in my country but instead, found a higher purpose. By exploring how to promote mental wellbeing in our communities, I believe that life will automatically become better for all.

In 2020, I started The Sunshine Series, a social enterprise that is going to ensure that mental health is not a luxury, but a fundamental human right for all.

The how, is what you will find out in the rest of this document. The past five years have been a remarkable journey, through the roads less travelled,

with an amazing team, board, partners, families and friends cheering us on and showing up to support in ways that matter. And today, I am proud to see how much difference we have made in the mental health landscape, with significant clarity on how much more we want to do in the coming years.

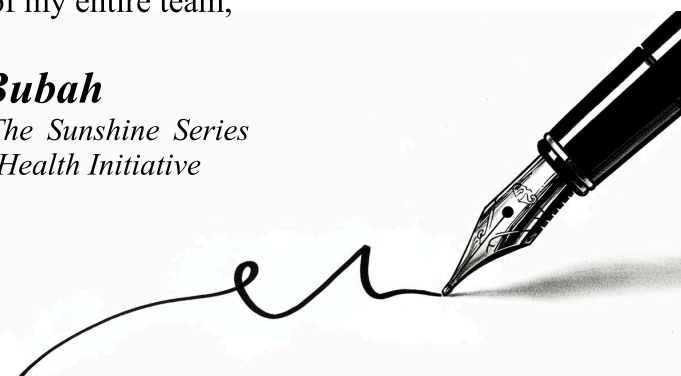
This report is a celebration of what it looks like to never give up, what it looks like to identify a problem and decide to be the change you want to see. It is a story of hope, resilience and turning lemons to the sweetest lemonades. It is also a story of; this is just the beginning, we will continue to show up and show out until everyone has equal access to mental healthcare without barriers.

I hope you enjoy reading about our work. And if you still need more information, clarity or just want to chat about what we do, we are more than happy to schedule a physical/virtual coffee meet with you. Thank you.

On behalf of my entire team,

Aisha Bubah

*Founder, The Sunshine Series
& Idimma Health Initiative*



Nigeria's Mental Health Crisis Can No Longer Be Ignored

Mental health is an essential component of overall well-being, yet it remains one of Nigeria's most neglected healthcare areas. Despite growing awareness, Nigeria continues to struggle with systemic challenges in mental health care.

The World Health Organization (WHO) estimates that a whopping 20% of Nigerians, or around 40 million people, are affected by mental illness. These challenges include

Severe Shortage of Mental Health Professionals: In Nigeria, with only eight federal neuropsychiatric hospitals, less than 300 psychiatrists, and less than 1000 practicing psychologists serving over 200 million people, the availability of professional care remains critically low. There is a ratio of less than 2 mental health workers to 100, 000 people in Africa. Most mental health practitioners are concentrated in cities, leaving rural areas without specialized support.

Geographical Barriers: Mental health services are overwhelmingly concentrated in urban areas, with rural communities facing severe shortages of care facilities and professionals. Limited access to transportation and financial constraints further exacerbate the problem. Nana (name changed for confidentiality) travels over 150 kms twice a month from Nasarawa State to the FCT for her clinical visits. She was diagnosed with schizophrenia in 2023 and has been seeing a therapist and a psychiatrist twice a month.

Financial Constraints: Many^[1] individuals cannot afford mental health services, as mental health care is often excluded from health insurance policies. A recent World Bank [report](#) reveals that 47% of Nigeria's population now lives below the international poverty line of \$2.15 per day. Those who require long-term therapy or medication usually struggle to sustain their treatment.

Salma, a 12-year-old survivor of the Boko Haram insurgency, lost all her family members and got displaced, living in an IDP camp. There, she was pimped by her caretaker and sexually abused. Along the way, she also picked up a drug addiction, where dealers often sexually abuse her as payment for the drugs they supply. Before the age of 15, she developed a form of psychosis (severe mental illness), plus the withdrawal symptoms from the drugs. Being an unaccompanied minor, living under bad conditions and poverty, her mental health continued to deteriorate because she could not easily access or afford treatment.



Cultural Stigma: Traditional beliefs and religious misconceptions contribute to the stigma surrounding mental health, discouraging individuals from seeking professional care. Many individuals are still subjected to harmful traditional practices instead of receiving medical treatment.

“A 32-year-old man was chained up for at least seven years in his parents’ garage in north-western Kano state.” In October 2020, a report by BBC showed the inhumane way people with mental health conditions were being treated by their families and traditional healing centres.

According to the World Health Organization, every 40 seconds, someone in the world dies by suicide, with 77% of these deaths occurring in low and middle income countries like Nigeria. Despite this alarming data, suicide attempt is treated as a criminal offense in Nigeria, punishable by upto 1 year jail term. A documentary by Voice of America, showcasing the struggles of Stephen Palkun after a suicide attempt, gives a glimpse into the social stigmas associated with suicide in Nigeria.



“ I got a call late at night from Stephen's friend, saying he has attempted to take his life and he lives in a different state, how can they save him? I informed them to quickly establish contact with anyone who can rush to his house. Fortunately someone in the state where Stephen was managed to get to his house and rushed him to a hospital, where he received treatment that saved his life. This quick intervention was possible because Stephen had a friend who knew a mental health professional to call and ask for help. Many people are not that fortunate.”

Aisha Bubah, Founder

The Sunshine Series (TSS) has taken on the formidable challenge of closing this gap through innovative programs, advocacy, and community interventions.

This impact report documents TSS efforts, successes, challenges, and future aspirations in the fight for accessible and equitable mental health care in Nigeria.



THE SUNSHINE SERIES
MIND WELLNESS

healthy mind, Healthy You

The Sunshine Series (TSS)



The Sunshine Series (TSS) is a social enterprise dedicated to saving lives by promoting mental well-being through accessible, quality mental health services, using a systems change approach to create lasting change on a larger scale. Our core activities include advocacy and policy influencing, Lay counseling training, and psychological interventions.

The Sunshine Series is a social enterprise with 3 major projects:

- 1. The Mind Wheel Project:** the largest mental health and suicide prevention helpline in Africa, on Nigeria's national emergency number 112, which was set up in collaboration with the Federal Government of Nigeria as a COVID19 psychosocial response project.
- 2. The Mind WellNest App:** a digital solution connecting Africans with culturally relevant mental health services via an AI-enabled mobile and web app
- 3. Idimma Health Initiative:** focused on
 - (a) Advocacy and Policy Influencing
 - (b) Lay counseling training
 - (c) Psychosocial support

TSS has been instrumental in delivering mental health support to underserved communities from 2020 to Date.

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 well-being by engaging all sectors of society with tailor-made interventions.



The Sunshine Series: Theory of Change

Our theory of Change is based on the premise that

When we promote mental well-being by leveraging positive community values,

We empower individuals to self-heal and remove the barriers hindering their growth and ability to live healthy, thriving lives.

This is why we primarily focus on Systems change (advocacy, policy influencing and government partnerships) and training Lay counselors within communities, equipping them with the skills to identify early warning signs of mental health conditions, provide basic counseling, and referral of severe cases for specialized care. We are empowering various stakeholders within the society to champion mental health causes and bring about lasting change. This strategy leverages existing community structures and relationships to deliver mental health support effectively and culturally sensitively.

5 Years Impact Assessment

The Sunshine Series, with funding support from the Echoing Green and Little Big Fund, commissioned an external evaluation to document the journey of the organization to date. The purpose of the evaluation was to assess the

- Effectiveness
- Reach
- Sustainability

of mental health programs led by The Sunshine Series (TSS) and Idimma Health Initiative across Nigeria, with a focus on underserved communities.

The goal is to understand how these initiatives improve mental health access, reduce stigma, and foster long-term well-being.

Key Objectives

1. Measure the impact of TSS and Idimma's programs on mental health access and community well-being.

2. Evaluate the reach of intervention services (e.g., 112 mental helpline, Lay counseling program, She for Love project) and advocacy and policy influencing.
3. Identify opportunities to strengthen programs and ensure sustainability.



Evaluation Approach

Guided by the OECD/DAC criteria, the evaluation analyzed

Relevance: Alignment of programs with community needs.

Effectiveness: Achievement of program goals.

Efficiency: Resource optimization.

Impact: Long-term benefits for communities.

Sustainability: Continuity and scalability of initiatives.

A mixed-method approach was used, combining

- Document reviews of annual reports, organizational profiles, and project data (2019–2024).
- Surveys and interviews with stakeholders to gather qualitative and quantitative insights.

Scope



The evaluation focused on TSS and Idimma's work over five years, emphasizing underserved areas.

No. of respondent



A total of 183 respondents were reached with this evaluation. Below are key findings from the evaluation





Interventions Milestones and Achievements: A hybrid Story

The Sunshine Series serves as the first of its kind social enterprise in Nigeria that set out to bridge the gap in access to mental healthcare for Nigerians, regardless of your gender, socio-economic status, and level of education. As a social enterprise, we generate revenue to sustain our social change projects, as a provider of 24/7 mental health support for underserved communities. We had to leverage multiple interventions to ensure that no one is left behind and every individual and community has the opportunity to thrive and live a full life.

Come with us as we take you on a journey through our last 5 years activities and the rationale behind every project that we have carefully curated, factoring the lived experiences of our target group.



1

Expanding Access to Mental Health Services

(a) Toll-Free Mental Health & Suicide Prevention Helpline (112):

In 2021, in collaboration with the Federal Government of Nigeria, we launched the largest, toll-free mental health helpline in Africa on Nigeria's national emergency number 112. Since its inception, the helpline has logged over 8,000 hours of counseling support, providing immediate assistance to individuals in distress. Many callers report this as their first-ever engagement with a

mental health professional due to the accessibility of this service. Through the helpline, we are able to provide mental health support even to callers from rural areas, as long as they have a mobile device. This allowed us to remove the barrier that lack of internet access can pose to help-seekers in remote areas.

(b) Lay Counseling Program (Community-Based Care):

As a part of our task-sharing efforts, to bridge the gap caused by the lack of mental health workers, we train community members as Lay counselors. Standing by the African Ubuntu philosophy, which means "I am because you are", we empower communities to self-heal by training key stakeholders as Lay counselors. Over 1000 lay counselors, selected from diverse target groups such as Primary healthcare workers,

Refugee/IDP camp teachers, humanitarian aid & NGO workers, community volunteers, religious and traditional leaders, police officers & other law enforcement agents have been trained to provide psychosocial support in underserved areas. These counselors have, in turn, reached over 20,000 individuals through step-down training, providing psychosocial support in communities, running mental health helplines and local counseling interventions. Through this program, basic mental health support is provided at community level and more severe cases are referred to our helpline or to the nearest mental health facility for specialist interventions.

The Sunshine Series ensures that no one is left behind in accessing quality mental healthcare, regardless of their geographical location, by leveraging information

technology and community support. Through these efforts, we have seen an increase in rapid suicide support, reducing the rates of death by suicide in communities. within the community as mental health advocates and support providers. Training Law Enforcement and Journalists on Mental Health Sensitivity

TSS has trained 58 high-ranking police officers on trauma-informed approaches to mental health emergencies, reducing the criminalization of individuals in crisis and improving responses to individuals facing mental health crises. This project was born out of a need identified through our 112 emergency helpline. Our counselors often attend to suicide attempt calls late at night, which often warrants rescue missions. In such situations, we are left with the only option to reach out to the police to assist in rescuing the help-seeker and re-uniting them with their families for further care. This led us to partner with the Nigerian Police Force to train officers from different police divisions in psychological first aid skills, empowering them with the needed skills to be trauma-informed in their response to crisis situations and also increase referral rates for persons in mental distress. This project also empowers the officers with self-care skills to manage secondary trauma from the impact of their work. Through this project, we are also advocating for the decriminalization of suicide (a criminal offense punishable by upto 1 year jailterm) in Nigeria, by working with law enforcement agents to become advocates of mental health.

(c) Community and Religious Leader Engagement

To promote mental health inclusivity, TSS has trained community and religious leaders to challenge stigma and promote therapy as an alternative to harmful traditional practices and challenge misconceptions about mental health. These leaders now advocate for mental health support within their communities, encouraging help-seeking behavior among their followers. These efforts have significantly improved mental health perceptions in grassroots communities

(d) Policy Influencing Efforts

With only about 10% of people living with mental health conditions being able to access mental healthcare in Nigeria and a Lunacy Act since 1958 as the mental health law, we got to work as advocates and influence policies in these ways;

(e) Advocacy for a New Mental Health Law

TSS played a key role in advocating for the passage of Nigeria's first National Mental Health Act, signed into law in January 2023 by President Muhammadu Buhari. This landmark legislation replaced the outdated Lunacy Act of 1958, ensuring that individuals with mental health conditions are treated with dignity and provided with adequate care. We were honored to be invited to join the National Technical Working Group for Mental health (TWG) set up by the Federal Ministry of Health &

Social Welfare, tasked with the responsibility to create a national mental health policy, suicide prevention framework and roadmap for the domestication of the new mental health law across all states in Nigeria. Through the TWG, TSS helps shape mental health policies at the federal and state levels. The policies, launched in December 2023 by the Honourable Minister of Health, Prof. Ali Pate can be found on our website [here](#).

(f) Integration of Mental Health into Primary Healthcare

TSS successfully campaigned for the inclusion of mental health services in primary healthcare centers (PHCs) across Nigeria. Our petition on Change.org, supported by [Nguvu Collective](#), gathered over 1,400 signatures in support of the National Primary Health Care Development Agency (NPHCDA) integrating mental health screening and services into local healthcare delivery.



2

(a) The Strong Voices Radio Program:

Breaking down myths and misconceptions surrounding mental health, we created the first mental health radio drama in Nigeria, in

English and Hausa Languages. Radio is the largest mass media platform in Nigeria, with over 80% of households owning a Radio. This led us to create stories around the social issues faced by Nigerians and air them in a drama form, with a call to action on how to seek help. Project evaluation showed that listeners report an increase in mental health awareness and an openness to discussing these issues, also reflecting an increase in conversations about the radio drama on our social media pages.

We have leveraged mass media and digital platforms to expand awareness of mental health. Educational radio dramas have reached over 6.8 million listening, airing on 4 Radio stations over a period of 1 year, providing essential mental health information, breaking down myths and misconceptions surrounding mental health. and promoting help-seeking behaviors. Listeners report an increase in mental health awareness and an openness to discussing these issues.

Digital media campaigns have further extended our reach, with over 620,000 engagements, creating widespread impact across different demographics. Cynthia Umeh TSS Communication officer

(b) Journalist Training for Trauma-Informed Reporting:

Over 120 journalists have been trained on responsible mental health reporting. This

training has resulted in a shift towards more responsible and empathetic coverage of mental health issues. Many journalists have implemented changes in how they report suicide and trauma-related stories, reducing stigma and misinformation in the media.



3

Workplace and Community Mental Health Initiatives

In our effort to promote mental well-being across all sectors, we have leveraged our partnerships with organizations to extend our advocacy efforts and implement wellness programs for their teams. These programs help organizations recognize the importance of mental health in workplace productivity and overall well-being. Through these efforts, we generate revenue to support our social impact work and keep our projects sustainable.

Organizations such as Afrilabs and ActionAid have benefitted from structured mental health programs, leading to measurable improvements in employee productivity, stress management, and job satisfaction.

Support for Vulnerable Groups: We have provided targeted interventions for internally displaced persons (IDPs), survivors of gender-based violence, and persons living with disabilities, directly supporting over 2500 beneficiaries. Specialized trauma therapy programs have helped these populations rebuild their lives and regain a sense of stability.



Stories of Hope and Resilience



(a) Supporting Persons with Disability

Muhammed (communication officer at PAGED initiative, a partner organization), described TSS's efforts in reducing mental health stigma among people with disabilities.

“The organization provides education on coping mechanisms and encourages individuals with disabilities to seek proper care”

During an outreach program in the Karishi community in Abuja, we engaged with persons with disability and their families, and traditional leaders, offering psychosocial support and mental health education. Many participants had faced social exclusion and stigma. After the intervention, several attendees reported increased confidence and motivation to pursue new opportunities, with participants reaching out for counseling on later days when they are in distress.

(b) Enhancing Mental Health Literacy Among Pregnant Women

Recognizing the mental health challenges faced by pregnant women, we have trained women in grassroots communities to detect signs of peripartum depression early. Cynthia Umeh (TSS Communication Officer) noted that this training has helped healthcare workers identify symptoms and intervene before the condition worsens.

(c) Increasing Workplace Mental Health Awareness

Peter, an employee at AfriLabs, recounts how workplace mental health workshops improved his ability to manage anxiety and maintain a work-life balance. Initially skeptical, he soon realized that applying stress management techniques significantly improved his productivity. His testimony underscores the effectiveness of structured mental health programs in corporate settings.

(d) Supporting Survivors of Trauma Through Art Therapy

In communities affected by displacement and conflict, TSS has introduced art therapy, group therapy, and one-on-one counseling to help survivors process their trauma. Aisha Bubah, Founder, explained that the program provides trauma-informed support, Cognitive Behavioral Therapy (CBT), and individual therapy sessions to help survivors build resilience and manage symptoms.

(e) A Journey from Isolation to Hope

A 32-year-old woman diagnosed with schizophrenia had long struggled with societal rejection and a lack of access to medication. Without treatment, her condition deteriorated, leading to frequent hospitalizations and worsening family relationships. Through TSS's intervention, she was placed on a structured treatment plan. With continuous psychosocial support, she was able to regain stability, sustain employment, and reconnect with her family.

a. Interventions and Reach: 5 Years on, Nigeria and Beyond

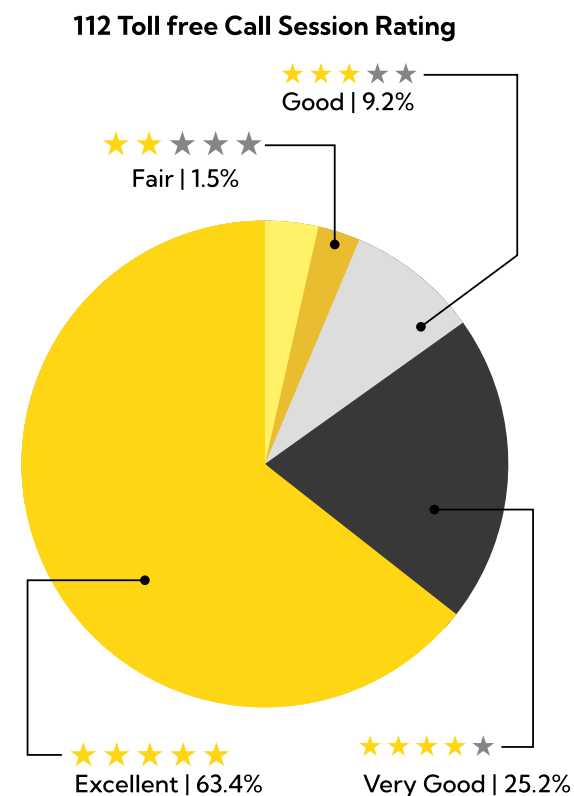
Activities	2020	2021	2022	2023	2024	Total
Mental Health Training Sessions	11	31	31	19	17	109 Workshops
Mental Health Training Reach	131	237	293	1499	347	2,507 participants
Individual & Group Counseling sessions	In the past 5 years, we have run over 5,000 sessions for both individual and group counselling sessions, virtually and physically					
Employee wellness Program			94	53	203	350 Employees Supported
Digital Awareness outreach		257,100	18,710	81430	269,292	626, 532 persons reached
Physical Awareness outreach		2,048	1,569			3,617 persons reached
112 toll-free line Call hours		5221 call hrs	4000+ call hrs	1200 call hrs	269,292	10,421+ call hours
Lay counselors trained	93	85	540	120	58	896 lay counselors trained
The average reach of lay counselors trained	Over 50,000 persons were supported by the Lay counselors over 5 years					
RAI program (Journalists Trained)				120		120 trained
Lay counselors trained	93	85	540	120	58	896 lay counselors trained
NYSC Youth Mental Health promotion program		150		15,000		15,150
Police officers Trained					58	896 lay counselors trained
Annual Symposium			150	150		300 participants

B. Participants view of Mental health difference

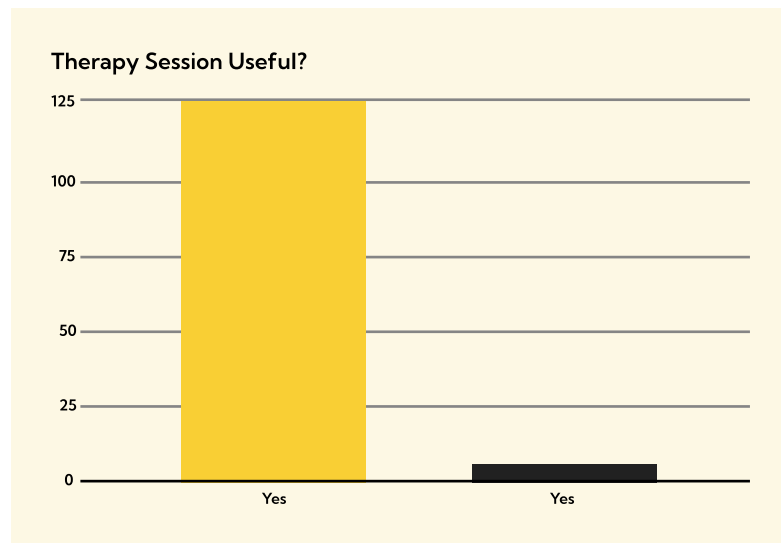
This section describes the survey findings from 112 Toll-Free virtual counseling and capacity-building participants, comprising lay counselors, journalists, and employee wellness programs.

112 Toll-free feedback

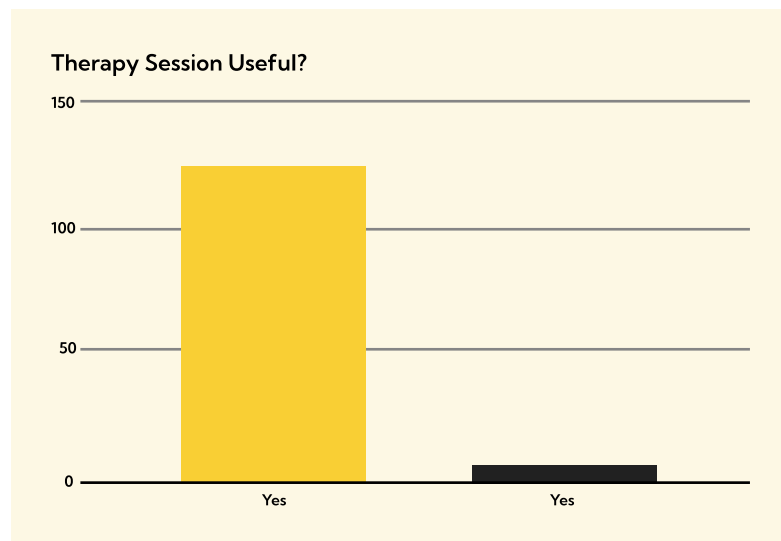
A. Here, people who used the 112 toll-free line to access therapy were asked to rate the quality of the session from 1 being lowest to 5 being highest



96% of 112 toll-free helpline found the session



97% of 112 toll-free helpline would recommend the platform to others

[illegible]

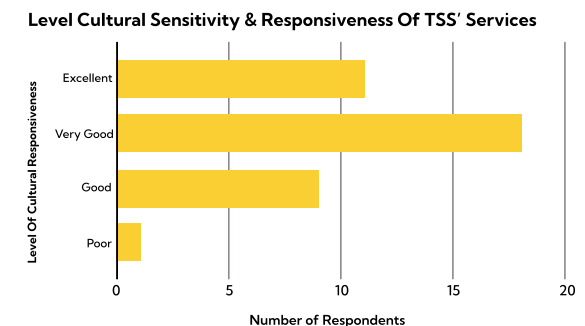
1. *She is a good listener and she suggested a lot of helpful tips* - 112 Client referred by SheWritesWoman Counseled by Counsellor Linda

2. *I appreciate the fact that I was called, even though I was scheduled to call someone else earlier. It boosted my mental health. Thanks.* - 112 Client
 Counsellor by Counsellor Margaret

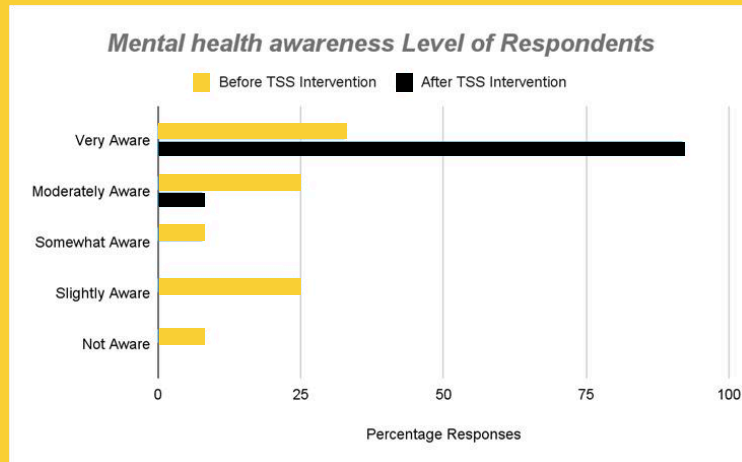
3. *Baring my mind to someone and actually having that feeling of hope. I feel like I might be able to make progress with myself* - 112 Client from Instagram

Training and capacity-building feedback

About 76% of respondents rated the cultural sensitivity of TSS services as very good and excellent combined

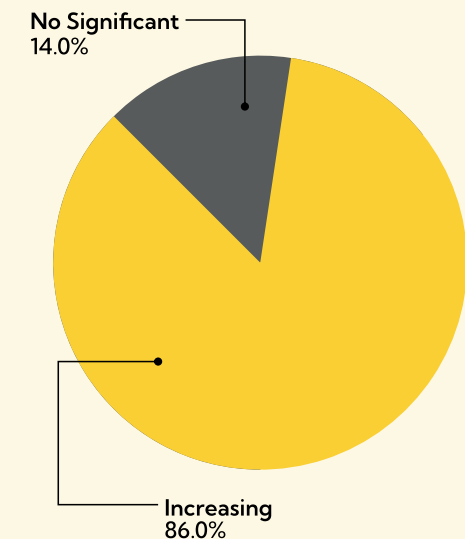


Comparing the level of mental health awareness of respondents before and after experiencing TSS intervention, we notice a massive shift with up to 92% of respondents indicating very aware

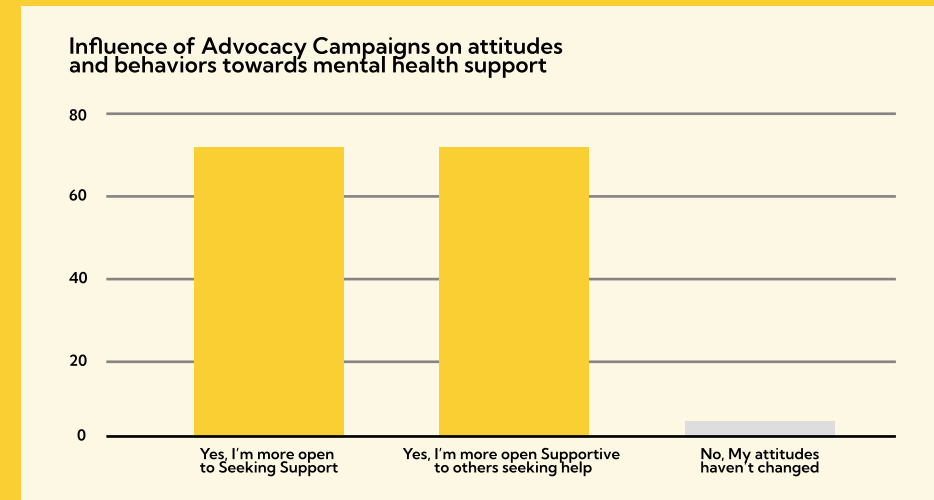


The chart shows a significant growth in the number of individuals accessing mental health services through TSS programs over time

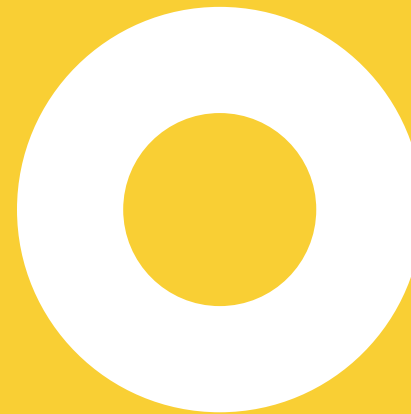
Community Shift in Seeking Mental health care



67% of respondents are now more open to seeking help on mental health matters and the rest 33 % are now more supportive of others seeking help



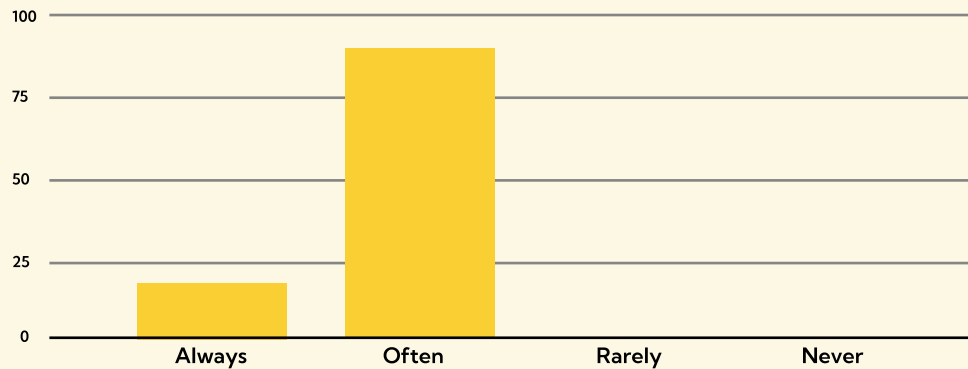
● Yes



Are the services relevant to addressing your mental health concerns?

All respondents unanimously answered affirmatively, indicating 100% agreement that the psychotherapy services provided by The Sunshine Series (TSS) were relevant and impactful

Frequency of Coping Techniques Use



86% of respondents reported often applying coping techniques learned through these programs, while 14% indicated they always do so. This widespread adoption highlights the practicality and relevance of teaching coping strategies, reflecting a culture where mental health management is accessible and actionable.

Our impact over the past 5 years has been made possibly through the efforts of a passionate and dedicated team and volunteers, strategic partnerships, and community involvement. However, there are challenges that we also battle with that hinder the work that we do from reaching our target group when they need it the most.

(a) Financial Constraints

Expanding outreach to rural communities requires sustained financial investment. Many interventions rely on donor funding, which is not always consistent. The worsening economic crisis further exacerbates this issue, making affordability a key barrier to sustained mental health care.

(b) Language and Communication Barriers

Most mental health resources are available in English, making it difficult for non-English speakers to understand and engage with mental health services. *“Even practitioners struggle to tell you what depression means in Hausa, Igbo, or Yoruba”* (Aisha Bubah, Founder). This limits outreach efforts, particularly in rural communities where local languages dominate.

(c) Retention of Lay Counselors

Many trained counselors need additional support, stipends, and incentives to continue their work. Without financial backing, some struggle to sustain their commitment to providing community support.

(d) Limited Access to Services in Rural Areas

With only eight Federal Neuropsychiatric Hospitals in Nigeria, many communities remain underserved. *“There are only about eight Federal Neuropsychiatric Hospitals in Nigeria”* (Aisha Bubah, Founder). The lack of mental health professionals in these areas further restricts access to timely and adequate care.

(e) The Digital Divide and Telecommunication Challenges

Despite efforts to provide toll-free helplines, many individuals still lack reliable network access, making telehealth solutions difficult to implement.

Internet connectivity issues prevent some individuals from benefiting from virtual counseling services.

(f) Weaknesses in Follow-Up and Evaluation Systems

Tracking the long-term impact of mental health interventions remains a challenge. Weak feedback mechanisms hinder the ability to assess the effectiveness of services. *“Evaluation and follow-up mechanisms need to be strengthened to capture long-term outcomes.”*

Overcoming Our Challenges

1. Addressing Financial Constraints

TSS employs a social enterprise model, where revenue generated from paying clients is used to subsidize free services for individuals who cannot afford them. *“This model allows us to reach a wider population, regardless of income level” (Aisha Bubah, Founder)*

Additionally, TSS is seeking to diversify funding sources by partnering with corporate organizations, philanthropists, and international donors and welcomes sponsorships and partnerships



2. Reducing Stigma and Cultural Misconceptions

TSS actively engages community members, religious and traditional leaders to challenge negative perceptions about mental health. *“By slowly training traditional and religious leaders, it has been eye-opening for many of them” (Aisha Bubah, Founder).*

These leaders now advocate for mental health awareness in their communities, reducing stigma and misinformation.



3. Expanding Rural Accessibility

To improve mental health services in rural areas, TSS has initiated

- **Multilingual radio dramas and outreach materials in local languages.** “We did a radio drama in English and an in Hausa, a local language” (Cynthia Umeh, TSS Communication officer)

- **Training of lay counselors** within communities to provide basic mental health support Aisha Bubah, Founder. this serves as first response and they get referred to clinics for specialized care where necessary



4. Enhancing Digital and Telecommunication Access

TSS is leveraging technology to bridge telehealth gaps by:

- Partnering with the Federal Government to launch Africa's largest mental health and suicide prevention helpline on Nigeria's emergency number 112 Aisha Bubah, Founder.
- Developed an AI-powered digital health platform to provide access to culturally sensitive mental health services for Africans and black people of African descent and facilitate remote counseling services and connect to professionals.



5. Strengthening Follow-Up and Evaluation Mechanisms

TSS is implementing robust monitoring systems to assess intervention outcomes effectively. *"We are working on mechanisms to capture detailed feedback on referrals and track long-term impact"* (Aisha Bubah, Founder).

This allows for data-driven improvements to mental health programs.

The Sunshine Series Strategy 2030

Scale 112 crisis helpline from pilot state and launch in 5 more states across Nigeria

Train 3,000 lay counselors across Nigeria by 2028, focusing on empowering primary healthcare workers, police officers, teachers, and community volunteers.

Launch an e-learning platform to train Lay counselors across Africa.

Partner with Primary Healthcare Centres (PHCs) to create a sustainable support system for mental health by establishing telemedicine systems in 15 centres by 2027.

Produce radio drama in pidgin English and other local languages. Convert drama material into videos and animation content to reach more young people through social media platforms.

Launch AI-powered mental health app (Mind WellNest) across Nigeria, the UK and US for Africans in the diaspora.

Call to Action

To support the work that we do,
you can reach out to us via:

admin@idimma.org or
admin@thesunshineseriesng.com

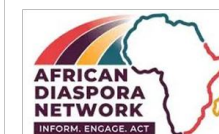
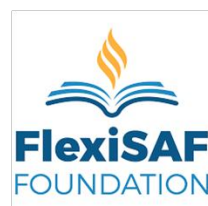
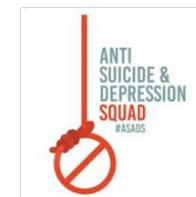
You can also watch our **5-Year Impact Documentary** and share with partners who may be interested in the work that we do.

For mental health crisis support, you can dial
112 in the FCT (Nigeria) or
reach out to us via Whatsapp

+234 909 625 0384



Strategic Partnerships



Meet the Team: Why We Do This Work

a. A Mission Rooted in Community and Lived Experience

For our team, mental health advocacy is not just a profession—it is a personal commitment. Most of our team members have experienced mental health challenges firsthand or have witnessed loved ones struggle in silence. This is further fuelled by the our Vision

“A world where every individual has access to quality mental health support without barriers”

The lived experiences of our team members, combined with their professional expertise, fuel their commitment to breaking the silence on mental health and ensuring that services reach even the most marginalized populations.

b. Empowering Others to Break the Cycle of Stigma and Neglect

For many team members, the motivation stems from seeing the transformational power of mental health support.

Cynthia Umeh, TSS Communication Officer, shared that *“People are now aware that there is something called mental health, unlike before”*, highlighting the progress in awareness due to TSS’s efforts. Witnessing these changes firsthand reinforces the team’s passion for advocacy and education.

c. Commitment to Lasting Systemic Change

Beyond individual interventions, TSS is dedicated to policy reforms that will sustain mental health improvements in Nigeria.

“We are part of the National technical working group creating a roadmap for implementing the new mental health law across Nigeria” (Cynthia Umeh, TSS Communication Officer).

The team’s work in policy advocacy and legislative engagement ensures that mental health remains a national priority, not just a temporary initiative.

d. Creating a Supportive and Resilient Workforce

TSS also prioritizes mental well-being within its own team, fostering a work environment that values emotional resilience and professional development.

“TSS also provides monthly meditation sessions, and access to therapy for team members, which are seen as energizing, relaxing, and calming, especially after hectic work periods” (Aisha Bubah, Founder). The organization’s approach to employee wellness ensures that those providing care are also well-supported.

e. Scaling Impact Through Capacity Building

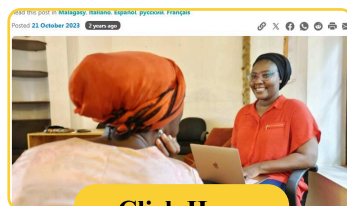
Recognizing that one organization cannot meet all mental health needs, TSS has committed to training others to multiply their impact.

“We moved from just giving direct intervention, one-on-one, to strengthening the capacity of others who can now reach more people” (Aisha Bubah, Founder). This strategic shift allows for a broader and more sustainable reach.

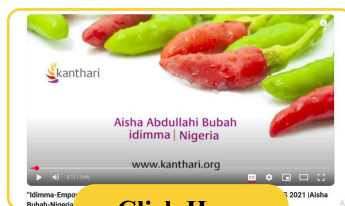


Media Coverage and Recognition

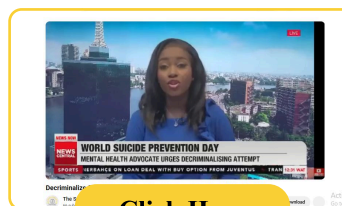
TSS and Idimma's efforts have been widely recognized and featured in different media publications, locally and internationally. This validates our efforts in ensuring that mental healthcare, as a fundamental human right, is accessible for all.



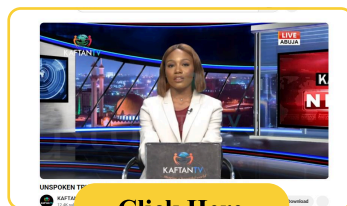
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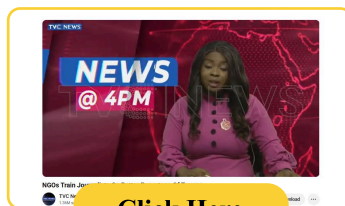
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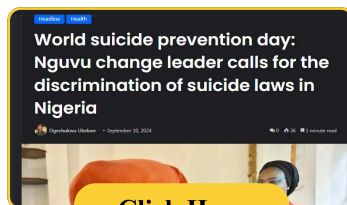
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*We're not just treating
individuals; we're transforming
communities by changing
perceptions."*

Aisha Bubah,
Founder



*"Before, people feared
talking about mental health.
Now, they call our helpline
for help. That's progress."*

Cynthia Umeh,
TSS Communication Officer



**Watch Our 5years Impact
Report Documentary**



Mind Matters: A Five-Year Impact Report on Advancing Change

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