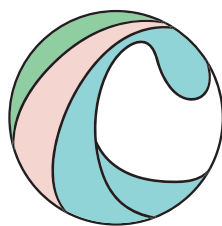# IMPACT REPORT

JAN-DEC 2024

Good Wave
FOUNDATION

THE GENESIS

In 2021, at the peak of the pandemic, something changed. From frontline workers to homemakers, from entrepreneurs to artists, we witnessed a community-wide need for greater mental health support.

What started as a means to give back through the '100 Hour Project', we offered 100 hours of free counselling sessions to anyone who needed it. No questions asked.

We crossed over 150+ bookings in less than 48 hours, and the success of this initiative led to a realization - there was still a lot of ground to cover and what we did was simply the beginning.

After months of tinkering, **in line with the United Nations Sustainable Development Goal 3 which stands to achieve 'Good Health and Well-being', the Good Wave Foundation is a bold step in exactly this direction.**

To create a wave of positivity.

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SOLVING ONE OF THE BIGGEST PROBLEM

Mental health issues are an ever-increasing problem.
The following numbers are for India only, unless stated otherwise.

- **Mental Health Disorders**
10.6% of people in India. That is approx 14.5 crore people.

- **Mental Health Help**
0.3 psychiatrists, 0.07 psychologists, 0.07 social workers per 100,000 people.

- **The Widespread Occurrence**
1 in every 5 individuals suffer from some form of mental health illness.

- **The Treatment Gap**
  ◦ For different mental health disorders, 70%-92% of people are untreated.

  ◦ Approximately 196 million people need therapy. 80% do not receive adequate support.

- **The Impact on Youth**
  ◦ 11% of students are anxious
  ◦ 14% experience extreme emotions
  ◦ 43% go through mood swings

Add 'Brain rot' to the list of problems.

- **The Impact on Mortality**
The age-adjusted suicide rate in India is 21.1 out of every 1 lakh people.

- **The Impact on the Economy**
1.03 trillion economic loss due to mental health conditions of people.

These statistics highlight the pressing need for enhanced mental health services and support systems across India.

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WHY DO PEOPLE AVOID TALKING ABOUT MENTAL HEALTH?

STIGMA

"What will people say?"

"No such thing as mental health."

The stigmatisation of mental illness is a significant barrier to managing and treating mental health issues. Stigma can be understood as a mark of disgrace associated with a particular circumstance, quality, or person. It often manifests as negative attitudes and behaviors toward individuals with mental health conditions. **This can discourage early help-seeking due to fear of judgment or labeling.**

Research shows that stigma not only impacts mental health directly but also influences attitudes toward psychological help and physical health. Factors like self-esteem and anxiety mediate these effects, shaping how individuals perceive and engage with mental health services. **Stigma can lead to social exclusion and isolation, worsening the challenges those affected face.**

Addressing stigma is crucial for fostering an environment where individuals feel safe seeking support, ultimately improving mental health outcomes and reducing the barriers that prevent people from accessing the care they need. However, **there is a need for more nuanced understanding and consistent findings to be effective in addressing and reducing stigma in mental health care.**

EXPENSIVE AND INACCESSIBLE

"Therapy's too expensive."

Financial barriers significantly impact individuals' ability to access and maintain mental health care, as ongoing treatment often requires substantial financial commitment. A qualitative study on depression treatment among rural Indian women revealed systemic and financial obstacles, including limited family autonomy, illiteracy, restricted access to mobile phones, and a preference for in-person consultations. **There is a need for culturally and context-sensitive solutions to improve treatment access in rural areas.**

A review of Indian research on mental health help-seeking identified additional barriers such as low mental health literacy, stigma, misconceptions about treatment effectiveness, confidentiality concerns, and financial constraints. Many individuals rely on informal sources like family or faith healers due to limited access to professional care. **These factors create a cycle where untreated mental health issues worsen, necessitating more intensive and costly care.**

The hesitation to spend on mental health is present even in people in urban areas who know the impact of good and bad mental health. The factors are wide and varied and need a deeper study to understand the causes of hesitation. Long-term management of mental health conditions, particularly depression, often requires regular therapy and medication, making affordability a critical concern. **Addressing these issues demands a holistic approach that includes affordable services, increased awareness, and integration of social support systems to ensure equitable access to mental health care.**

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WHAT DO WE NEED

"I just want to be supported."

India faces a critical shortage of mental health professionals (MHPs) and services, compounded by limited awareness and education about mental health. The National Mental Health Survey (2015-16) reported a staggering 80.4% treatment gap for common mental disorders (CMDs), such as depression and anxiety, highlighting the inaccessibility of care for most individuals. To tackle this, **we need to find multiple solutions for insufficient funding, inadequate research opportunities, and the low priority accorded to mental health by policymakers.**

Social stigma, poor mental health literacy, and low help-seeking behaviour add another layer of complexity. These factors, combined with a lack of trained professionals and under-resourced facilities, particularly in rural areas, limit the utilisation of existing mental health services. **The consequences are dire, with many individuals unable to access the care they need, leading to worsening conditions and perpetuating stigma.**

Addressing this multifaceted issue requires significant investment in mental health services, expanded training and recruitment of professionals, and widespread education campaigns to reduce stigma. Leveraging technology, such as telemedicine and mobile health solutions, offers promising avenues to bridge the gap, especially in underserved areas. **A collaborative effort involving the government, healthcare providers, and the community is essential to enhance access to and understanding of mental health care in India.**

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We decided to change India's Mental Health Scenario with the click of a button.

ABOUT US

The Good Wave Foundation, established through a collaborative network of agencies, dedicates itself to enhancing the well-being of individuals in their professional lives and beyond. Our organization is firmly committed to offering comprehensive mental health care and support facilities at no cost and online, recognizing the importance of psychological well-being in achieving a balanced life.

Our initiatives extend to organizing workshops to reduce stress, an ever-present concern in contemporary work environments. These workshops are designed not only to alleviate immediate stress but also to equip individuals with long-term strategies for managing stress and promoting mental resilience.

Our mission transcends the provision of direct mental health services. We deeply invest in projects that uphold and advance mental health, empowerment, and equality. This commitment is reflected in our diverse range of projects, each tailored to address specific aspects of mental health and societal well-being.

Understanding the profound impact of a positive work environment on an individual's mental health, we strive to create initiatives that foster such environments.

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OUR GOALS

Provide an Empathetic, Confidential Space for Free Mental Health Support

Research shows that community and mental health are deeply intertwined. A supportive community is crucial for mental health recovery, offering a sense of belonging, reducing social isolation, and encouraging individuals to seek treatment. The Good Wave Foundation aims to create such an environment where people can access mental health support freely, fostering a community that understands and supports mental health recovery.

Extend Adequate Therapy Services to Tier 2 Cities

Expanding therapy services to smaller cities aligns with findings that mental health therapy, including various forms of psychotherapy, is beneficial for emotional and psychological well-being. Therapy provides a safe space for individuals to express emotions, which can lead to improved mental and even physical health. By extending these services to Tier 2 cities, the Foundation aims to make mental health care more accessible, contributing to the overall well-being of these communities.

Build a Community of Mental Health Professionals and Expressive Art Therapists

The creation of a diverse community of mental health professionals, including expressive art therapists, social workers, and artists, supports the idea that community engagement is vital for mental health. Engaging in community activities and receiving support from peers can significantly improve mental health outcomes. This goal of the Foundation focuses on leveraging the power of community support for mental health recovery and well-being.

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BUT, WHY ONLINE THERAPY?

Therapeutic approaches in India have evolved significantly, moving beyond traditional in-person sessions (Murphy & Mitchell, 1998). With the rise of digital platforms, counselling is now accessible via emails, phone calls, and video conferences, making therapy more flexible and inclusive. This shift is particularly vital **in India**, **where mental health services are scarce, with only 0.07 psychologists and 0.3 psychiatrists per 100,000 people** (WHO, 2017). As over 190 million Indians require mental health care, online therapy has emerged as a critical solution to bridge the gap. It offers unique benefits, such as affordability, convenience, anonymity, and accessibility for individuals facing mobility or language barriers (Li et al., 2013; Powell, 1998).

Studies show that online therapy is effective for mild to moderate issues, with structured approaches like CBT and REBT performing well in digital formats (Gun et al., 2011; Rochlen et al., 2004). Clients often feel more comfortable discussing sensitive topics online due to the absence of social cues, which fosters honesty and openness (Finfgeld, 1999). However, challenges remain, including technological limitations, cybersecurity concerns, and the difficulty for therapists to detect non-verbal cues (Maheu & Gordon, 2000). Despite these hurdles, research indicates that online therapy can yield results comparable to in-person care, offering a valuable complement to traditional mental health services (Luo et al., 2020).

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OUR JOURNEY

Incorporation & Section 8 License
September 2022

Incorporation of The Good Wave Foundation as a not-for-profit under Section 8 of the Companies Act, 2013.

Section 12A
12th December, 2022

This certification allows The Good Wave Foundation to operate as a recognized non-profit under Indian tax laws, ensuring transparency and credibility in our financial operations.

Launch / Announcement
7th January, 2023

The Good Wave Foundation was launched and is committed to elevating the quality of life of individuals at work and beyond by making an impact through diverse projects focused on free mental health counselling, empowerment, and equality.

First Fundraiser
16th & 17th March, 2023

Curated a volunteer-led Fundraiser at 91springboard, BKC. Thanks to our dedicated volunteers, we raised a little over ₹50,000.

Onboarding Counsellors
April, May, June 2023

Following a rigorous shortlisting process, expert counsellors were onboarded to our Panel, underscoring our steadfast commitment to providing specialist mental health care.

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1900 + hours
of free counselling availed till date

With over 1900 hours of free counselling delivered, The Good Wave Foundation has made mental health support accessible to individuals across India.

80G Certificate
15th February, 2024

The 80G certificate makes donations eligible to The Good Wave Foundation for tax exemptions, encouraging more individuals and organizations to support our mission of accessible mental health care.

Launch of Multiple Cohorts
July – September 2023

The Good Wave Foundation launched Cohort 1 on July 21, 2023, offering free therapy to individuals 18+ across India. By August 31, 50+ participants had benefitted.

On September 28, the Entrepreneur Cohort followed, supporting founders and small business owners with free therapy and a safe space.

Udayan Care Workshop
9th July, 2023

Successfully hosted a workshop titled 'Mental Health Awareness', led by a qualified psychologist for the dedicated 'Spirited Shalinis' of Udayan Care. The 2-hour session imparted essential strategies for managing exam stress and introduced participants to the practice of mindful breathing.

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IMPACT

Total Counseling Hours Availed Till Now

1900+ hours

Across

117 cities

in 11 countries

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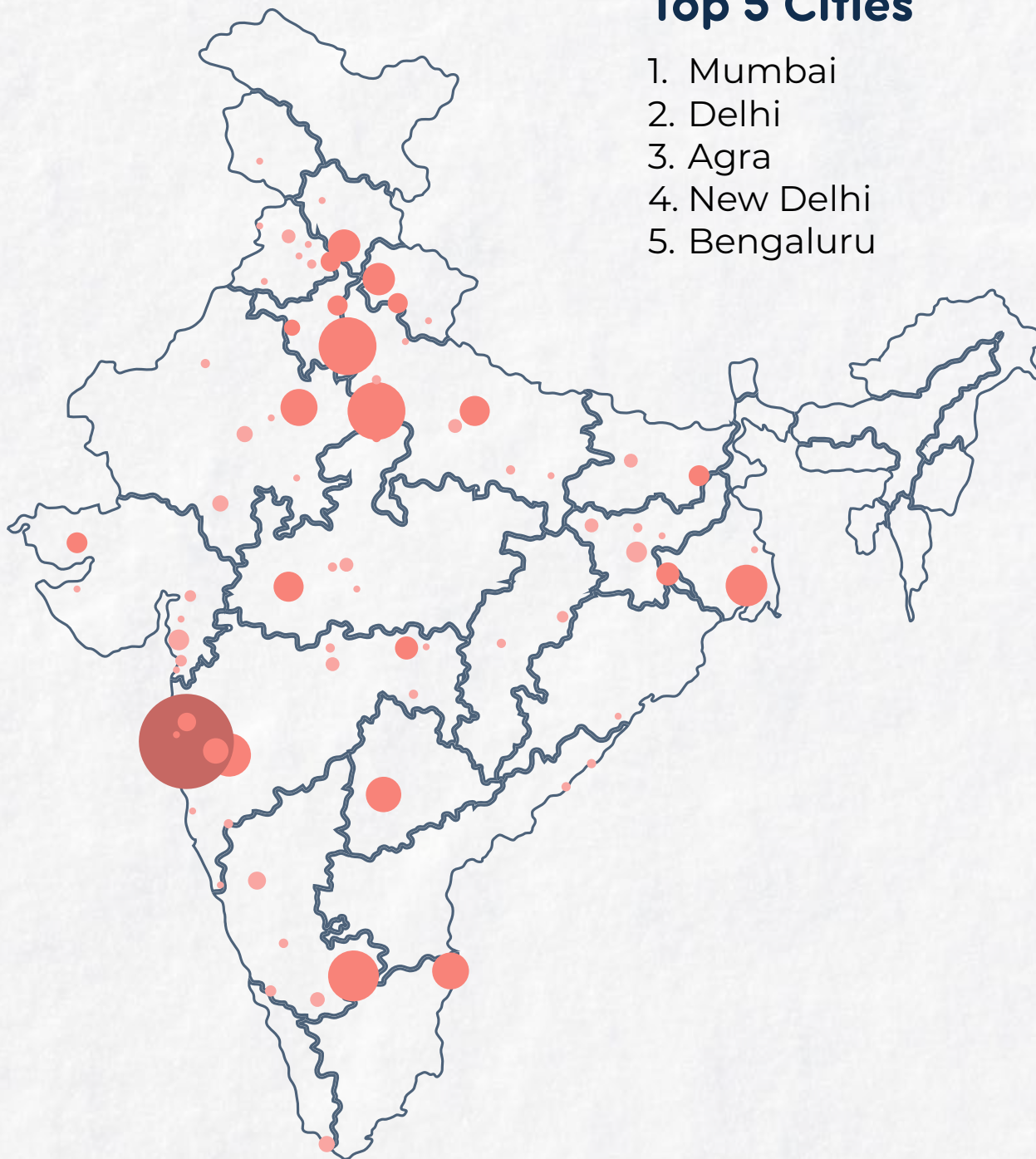
REACH ACROSS INDIA

Top 5 Cities
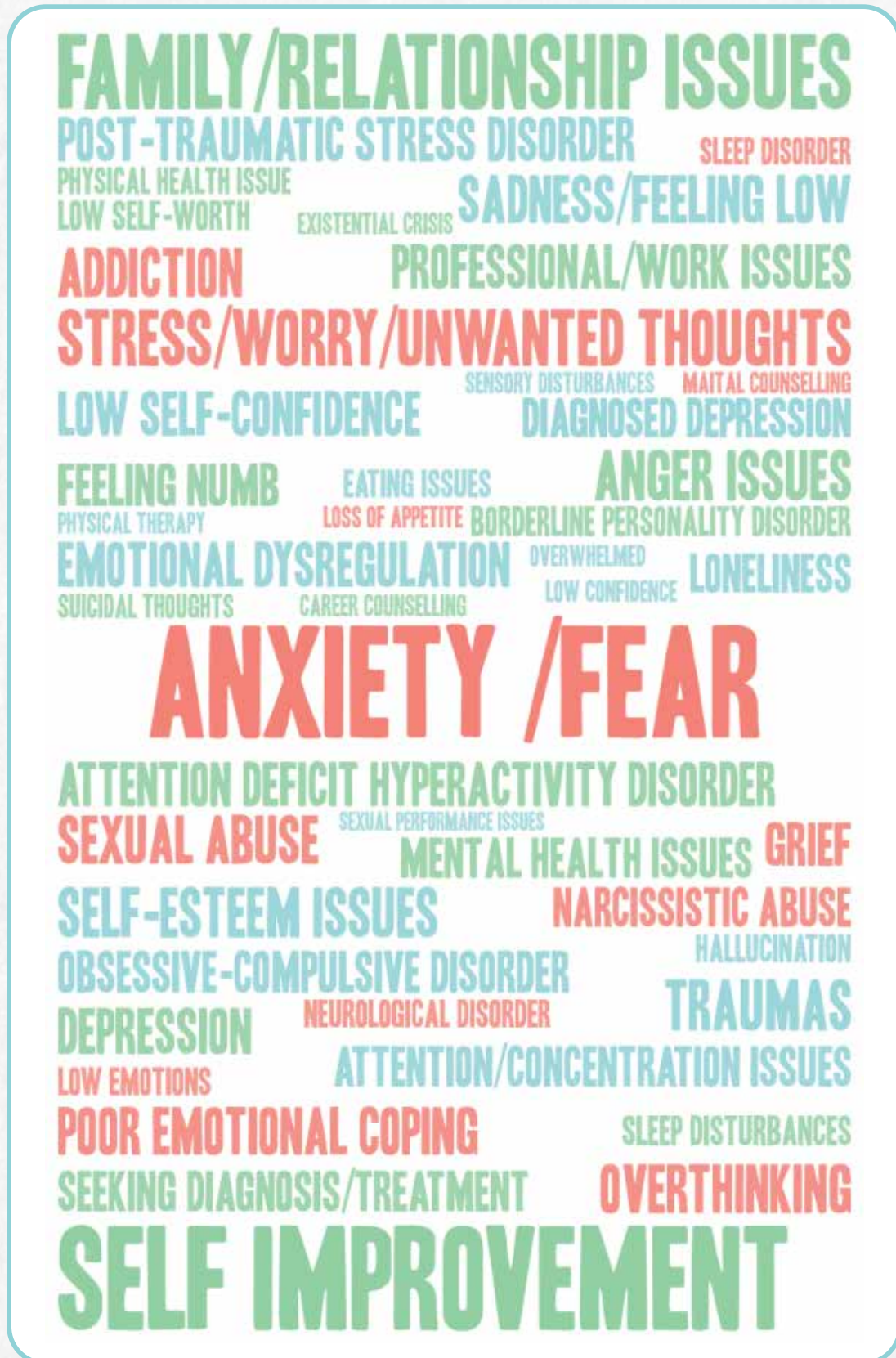
1. Mumbai
2. Delhi
3. Agra
4. New Delhi
5. Bengaluru

The impact of therapy services across 117 cities in 11 countries is helping shift the narrative around mental health. We've made strides, but our mission to raise awareness and expand support for lasting change continues.
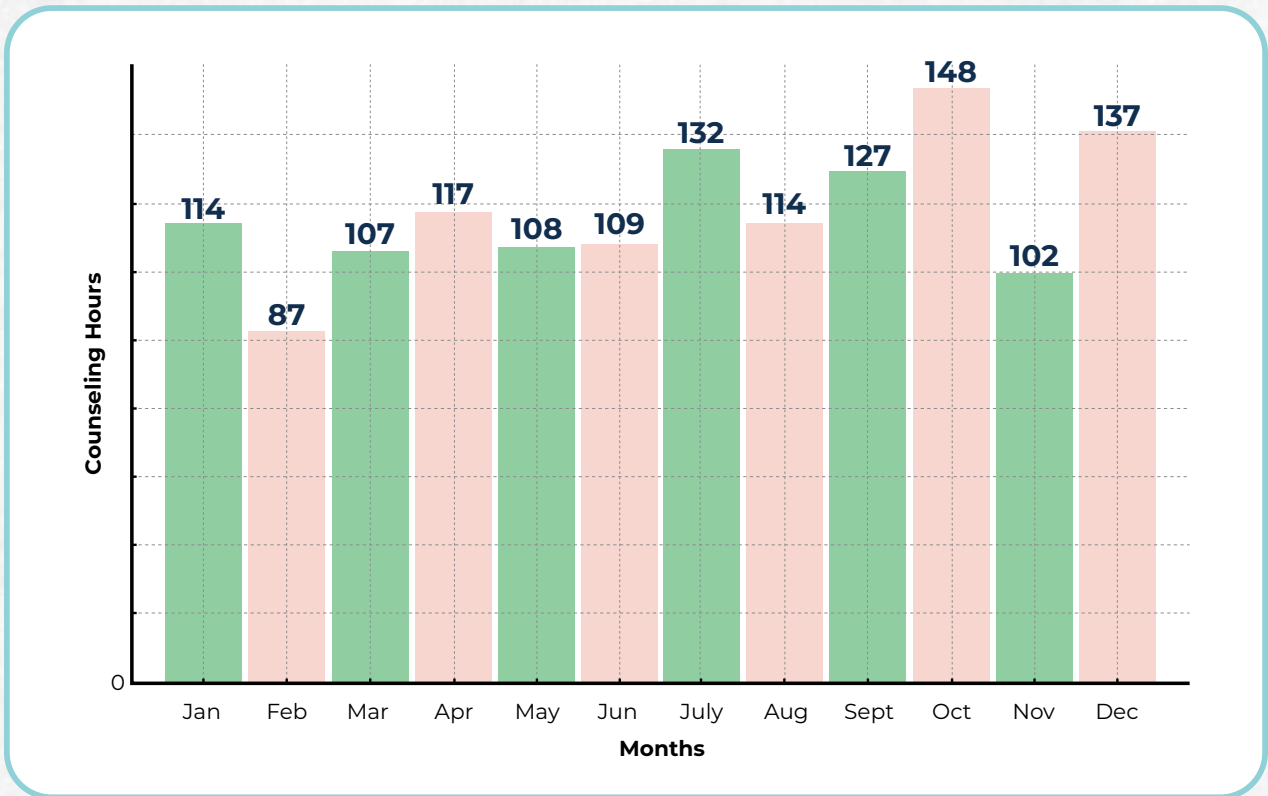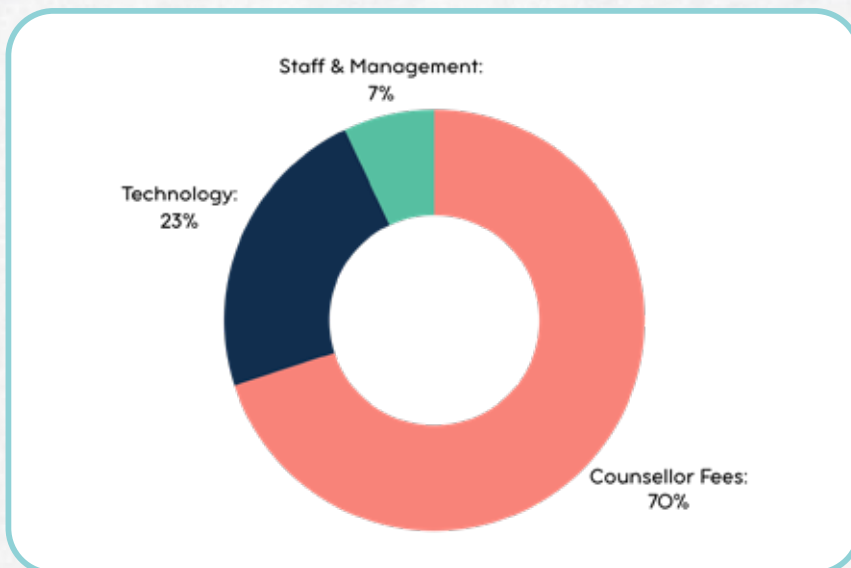
GLOBAL REACH

Canada

United Kingdom

Kazakhstan

Kyrgyzstan

Saudi Arabia

United States

Pakistan

UAE

Australia

Zambia

Kenya

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COMMON PROBLEMS ADDRESSED

FAMILY/RELATIONSHIP ISSUES
POST-TRAUMATIC STRESS DISORDER
SLEEP DISORDER
PHYSICAL HEALTH ISSUE
LOW SELF-WORTH
EXISTENTIAL CRISIS
SADNESS/FEELING LOW
ADDICTION
PROFESSIONAL/WORK ISSUES
STRESS/WORRY/UNWANTED THOUGHTS
SENSORY DISTURBANCES
MAITAL COUNSELLING
LOW SELF-CONFIDENCE
DIAGNOSED DEPRESSION
FEELING NUMB
EATING ISSUES
ANGER ISSUES
PHYSICAL THERAPY
LOSS OF APPETITE
BORDERLINE PERSONALITY DISORDER
EMOTIONAL DYSREGULATION
OVERWHELMED
LOW CONFIDENCE
LONELINESS
SUICIDAL THOUGHTS
CAREER COUNSELLING
ANXIETY /FEAR
ATTENTION DEFICIT HYPERACTIVITY DISORDER
SEXUAL ABUSE
SEXUAL PERFORMANCE ISSUES
MENTAL HEALTH ISSUES
GRIEF
SELF-ESTEEM ISSUES
NARCISSISTIC ABUSE
HALLUCINATION
OBSESSIVE-COMPULSIVE DISORDER
DEPRESSION
NEUROLOGICAL DISORDER
TRAUMAS
LOW EMOTIONS
ATTENTION/CONCENTRATION ISSUES
POOR EMOTIONAL COPING
SLEEP DISTURBANCES
SEEKING DIAGNOSIS/TREATMENT
OVERTHINKING
SELF IMPROVEMENT

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KEY METRICS

COUNSELLING HOURS AVAILED

EXPENSE STRUCTURE

Staff & Management: 7%

Technology: 23%

Counsellor Fees: 70%

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FUNDRAISING AND FUTURE PLANS

The Good Wave Foundation is launching a strategic fundraising campaign to expand its impact on mental health advocacy and support. This initiative includes mobilizing dedicated volunteers to collaborate with NGOs and mental health organizations, creating alliances for mutual growth. Plans also involve community-focused workshops and webinars to raise awareness, alongside expanding offline therapy services to complement existing online offerings. These efforts aim to build a resilient community equipped to tackle mental health challenges.

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BE A PARTNER FOR CHANGE

Help Us Expand Mental Health Services by Contributing Now

GET IN TOUCH

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