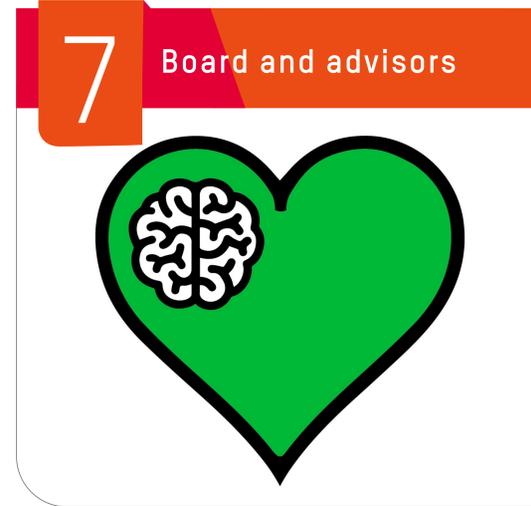
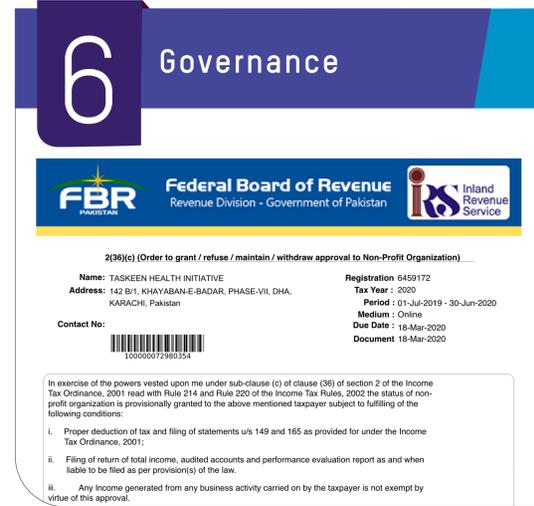
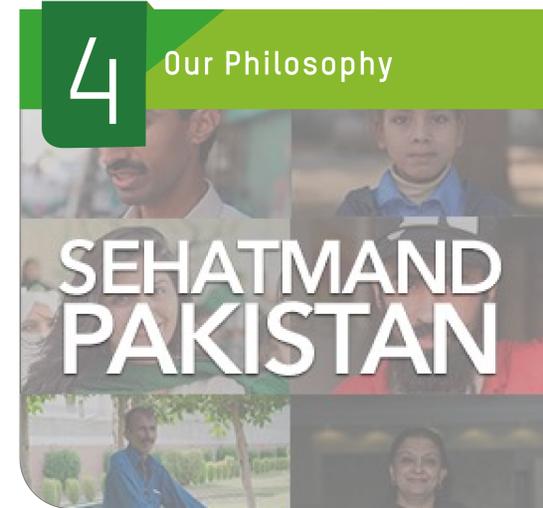
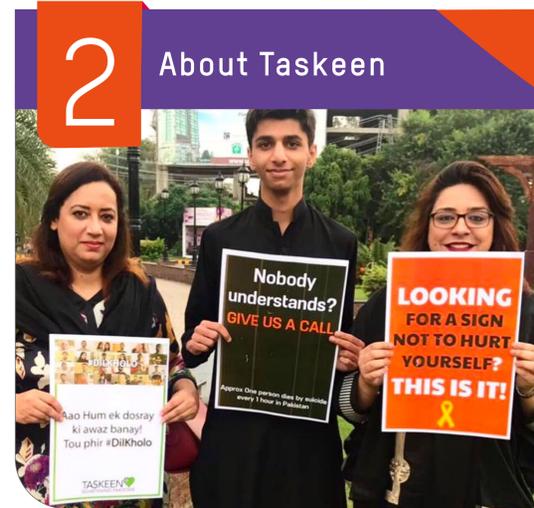


ANNUAL REPORT

2019-2020





1

LETTER FROM THE CEO

On behalf of my team and myself, I'm pleased and excited to share with you our annual report as Taskeen completes its first year as a non-profit by the grace of almighty and some extraordinary work produced by the team led by our COO, Taha Sabri, on ground.

I would like to thank our donors, our partners and, most importantly for the beneficiaries for whom we exist, for their generous and open hearted support who helped us achieve great milestones which I would like to highlight below:

1. Our anti stigma campaign encouraged scores of survivors to come forward to share their stories of resilience which we showcased to achieve major impact and reach.
2. Before lockdown started, we tactfully and mindfully shifted our focus to COVID having anticipated its impact on mental health. We creatively produced dozens of videos using animation to educate and guide our audience about managing their stress during the pandemic.
3. Our highlight is our compassionate listening program via a helpline which we are transforming into a world class service with the use of artificial intelligence and other technological platforms.

4. Having been appointed to lead advocacy efforts in Pakistan by United for Global Mental Health, we worked with them to curate the first ever global world mental health day celebration. This met with astounding success and has laid the foundation for making future breakthroughs in advocacy with decision makers at the state level.
5. We have made an initial headway to promote mental health in the corporate sector with some basic work which we now plan to turn this into a full-fledged employee wellbeing program which will also help us meeting some of our funding requirements in the future.
6. To help us do all this we have created coalitions and partnerships domestically and internationally as we know we alone cannot undertake this humongous task. Credit for this goes to Taha and Ali, our young advocacy manager.
7. We are also attaching our first-year audit report in the spirit of full transparency.

I am looking forward to your continued support as we build on the successes achieved in our first year of operations.

Irfan Mustafa - Director & CEO

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ABOUT TASKEEN

Taskeen (to comfort) is a non-profit that aims to create a Sehatmand Pakistan by changing people's attitudes, behaviors and perceptions towards mental health and wellbeing through;

AWARENESS
EDUCATION
EXPRESSION
ADVOCACY



OUR OBJECTIVES

1

To become **pioneers** in the promotion of mental health and **prevention** of mental illness in **Pakistan** by raising **awareness**, **educating** people, and **encouraging** healthy expression.

2

To **advocate** for mental health to be **recognized** at par with **physical health** in Pakistan through **legislative change** and **increased investment**.



OUR PHILOSOPHY

Healthy Body,
Mind, Spirit



Sehatmand
Jism, Nafs, Ruh



Healthy
Relationships



Sehatmand
Taluqaat



Healthy
Society



Sehatmand
Maashra



Healthy
Pakistan



Sehatmand
Pakistan

OUR PROGRAMS

5



PUBLIC MENTAL HEALTH INFORMATION CAMPAIGNS

Our Impact



80
Total Videos



18 MILLION
Social Media Reach



7.8 MILLION
Social Media Video Views



1 MILLION
Social Media Interactions



34.4 MILLION
Mass Media Reach



24,000
Website Visitors

Our Work

Dil Kholo

14 Live sketches

Campaign focusing on raising awareness about importance of mental health.

Interviews

15 Videos

Interviews with celebrities, influencers and service providers for education purposes

Sehatmand Pakistan

12 Videos

Narration based videos focusing on how a healthy mind can create a healthy relationship and eventually build a healthy nation.

Stories of Resilience

23 Videos

Real life stories from community to initiate expression and dialogue.

Covid Mental Health

16 Animations

These videos focused on how to deal with distress during pandemic.

Testimonials

Male - 28 years

"The only platform in Pakistan that's actively talking about mental health."

Female - 29 years

Wonderful message! I had goosebumps on the powerline: "maseeha bhi insan hote hayn"

Male - 23 years

"It helps to give basic advice to which the public may still have a blind eye"

Female - 29 years

"It addresses a key issue in society and I think generally people are not aware of these basic yet very important aspects."

MENTAL HEALTH ADVOCACY



Work with the Government

LOU Signed with Federal Government for tactical and strategic support.



Coalition Building

Launched **Pakistan Mental Health Coalition**. **5 Million people** provided free mental health services during Covid-19.



Coalition Building

Led the creation of **South Asian Union for Mental Health**.

3 Webinars conducted at National and Regional Level.

2 National level Trainings organized



World Mental Health Day

#moveformentalhealth campaign launched reaching **7.2 million** people.

98 Million participants in 24-hour [virtual march for mental health](#).

[Celebrities and influencers](#) pledged support for the cause.

Researches and Studies Commissioned

Return on Individual study

[View Report](#) →

Impact of Covid-19 on mental health of underprivileged Pakistanis

[View Report](#) →

Pakistan Mental Health Country Profile

[View Report](#) →

Testimonials



The team's passion and commitment to mental health advocacy were immediately noticed at the annual Speak Your Mind Global Planning Meeting where they set up a challenge encouraging participants to convince a "policymaker" to invest in mental health. Other Speak Your Mind country teams are encouraged and motivated when seeing and hearing about Taskeen's work.

Erica Esposito
(Campaign Officer United for Global Mental Health)

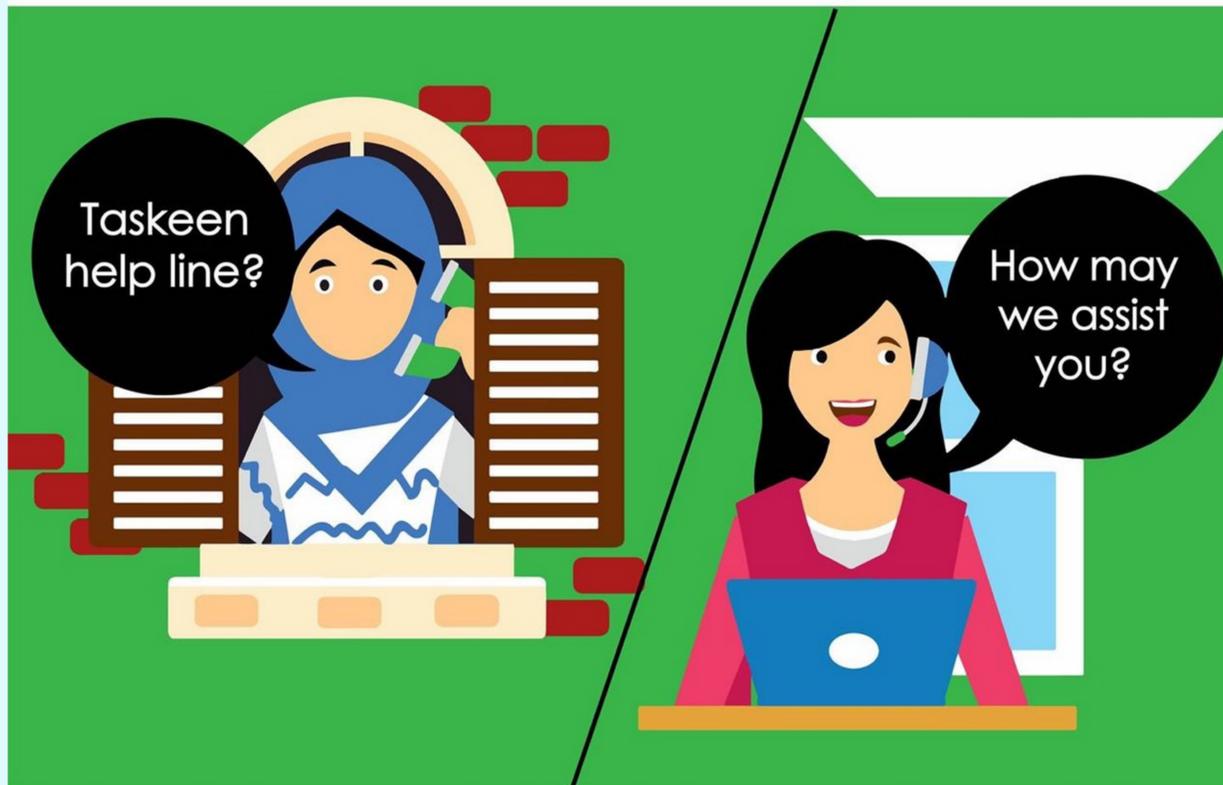


Taskeen has also done a great job developing advocacy resources including a position paper, a policy brief intended to policy makers and more recently the much appreciated WMHD video for the Pakistan Hour.

Faty Kane
(Country Campaigns Manager United for Global Mental Health)

MENTAL HEALTH HELPLINE

If you ever want to talk it out, we'll be here



 0316-Taskeen (8275336)



Our Impact

5000+

Beneficiaries Screened

300+

Beneficiaries Counselling

400+

Telephonic Sessions

Helpline Marketing Videos

2

Number Of Videos

1,717,017

Reach

35,331

Interactions

Testimonials

80% of distress has reduced. I felt like I had someone who cared, while I was feeling lonely. No one gives attention to mental illness. Everyone says it's something made up. My husband was also like that but even his perspective has changed now and he now buys me medications I need.

Female, 42, Chitral

I had a phase where I felt depressed but the counselor guided me in a helpful way and I was quite satisfied later on. Previously, I was unable to make some decisions. The counseling session provided me the objectivity and focus I needed in order to make those decisions.

Male, 27, Lahore

EMPLOYEE WELLBEING PROGRAM

According to a recent report, for every **\$1 invested** in employee mental health, organizations stand to **gain \$5** due to increased productivity of the workforce. To help organizations achieve good mental health outcomes, Taskeen Health Initiative launched the "Employee Wellbeing Program" in December 2019.

Organizations we have worked with



15
Workshops Held

500+
Participants

Our Impact

Responses

Attendees

"The workshop was helpful in improving their life"



"There was an improvement in their ability to deal with their distress"



Showed more awareness about "the causes of mental health problems"



identified "the main signs of mental health problems."



Were able to recognize that "they should seek help from Psychologist or a Psychiatrist"



"They found the instructor to be effective"



GOVERNANCE

Legal Status

Profile: A Non-Profit Organization
Registered under Section 42 of the
Companies Act, 2017
Incorporation #: 0140099

Legal Advisors

SAIDUDDIN & CO.
ADVOCATES, TAXATION, MANAGEMENT & LEGAL CONSULTANTS SINCE 1956

Bank Information

Bank: Bank Al Habib
Account #: 11030981007663011

Auditors

 **Grant Thornton**
An instinct for growth™



Click Now

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BOARD



Irfan Mustafa
Director & CEO



Dr. Taha Sabri
Founder and COO



Ayesha Mustafa
Director



Beenish Nafees
Director

ADVISORS



Shahab Rizvi
Advisor



Arshad Anis
Advisor



Hamza Khan
Advisor



Prof. Dr. Murad Musa
Advisor

PARTNERS & DONORS

Partners



Donors

