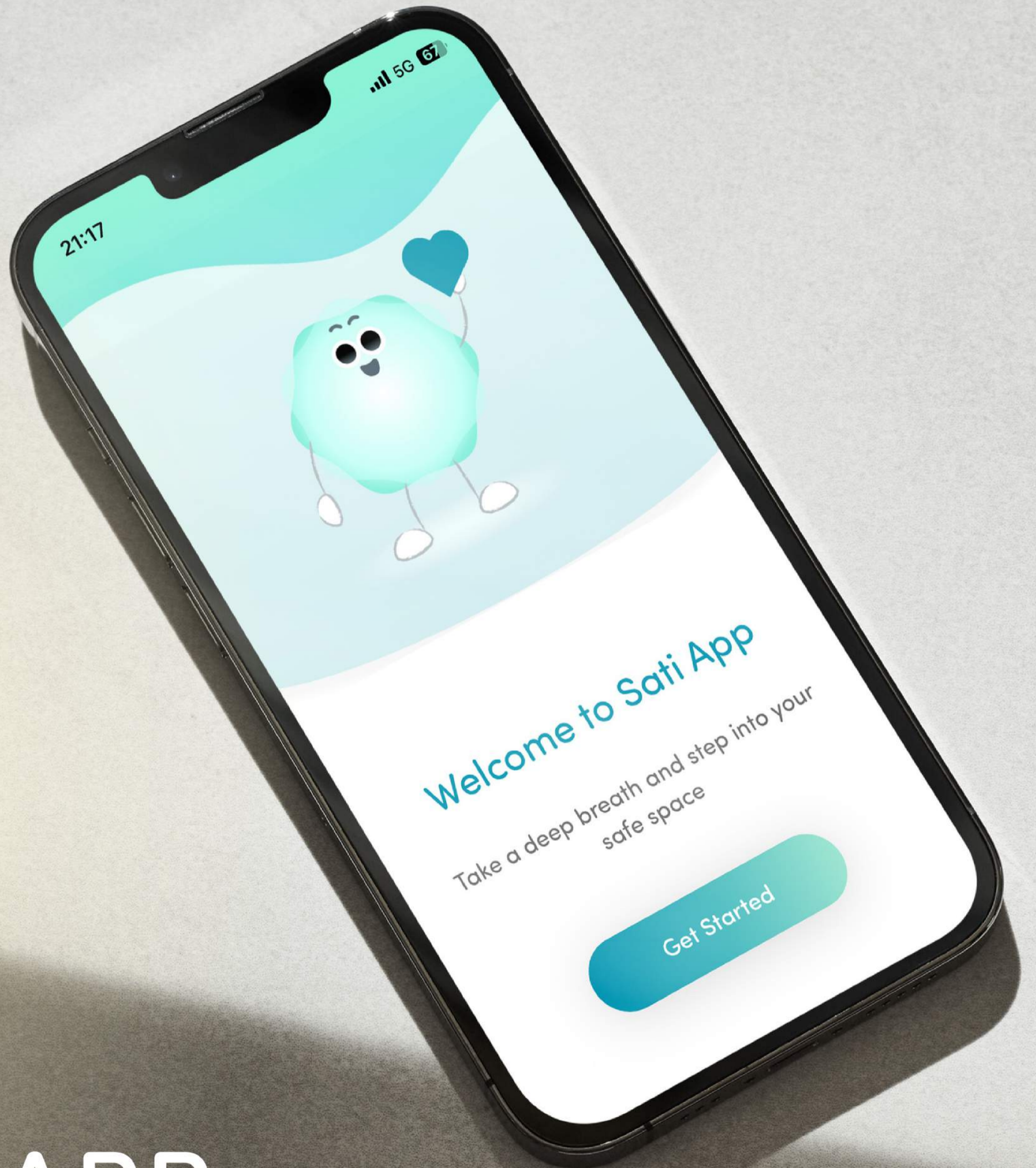




sati



SATI APP Impact Report 2022-2023

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O u r Story



Our Story

The Sati App Foundation was founded by Amornthep, Ondrej, and Chanon, who were brought together by a shared passion for improving mental health and wellbeing.



Amornthep (CEO), had a personal experience with Major Depressive Disorder and Psychosis, which inspired him to develop a platform that would raise mental health awareness and facilitate the development of peer support networks. Since then, the Sati App Foundation has grown and expanded its network, reach, and advisory board.



Ondrej (CTO) was motivated by the loss of his cousin to suicide, which sparked his interest in suicide prevention. With his technical expertise, he helped build the Sati App and has made continuous improvements to the application, including redesigning its backend to improve call connection success.



Chanon (COO) joined the Sati App team as Chief Operations Officer and brought his expertise in psychology, peer support, and managerial experience to structure Sati's operations. He focused on making the Sati App experience as seamless as possible for users and listeners, developing an e-learning and application system, a listener manual, and real-time user reviews.

Together, these three founders have built the Sati App Foundation with a mission to provide equitable mental health care and establish peer support networks in diverse communities. They have worked tirelessly to make psychological first aid available to everyone and have learned a lot since the launch in 2021, which has allowed them to continue expanding and improving Sati App for years to come.

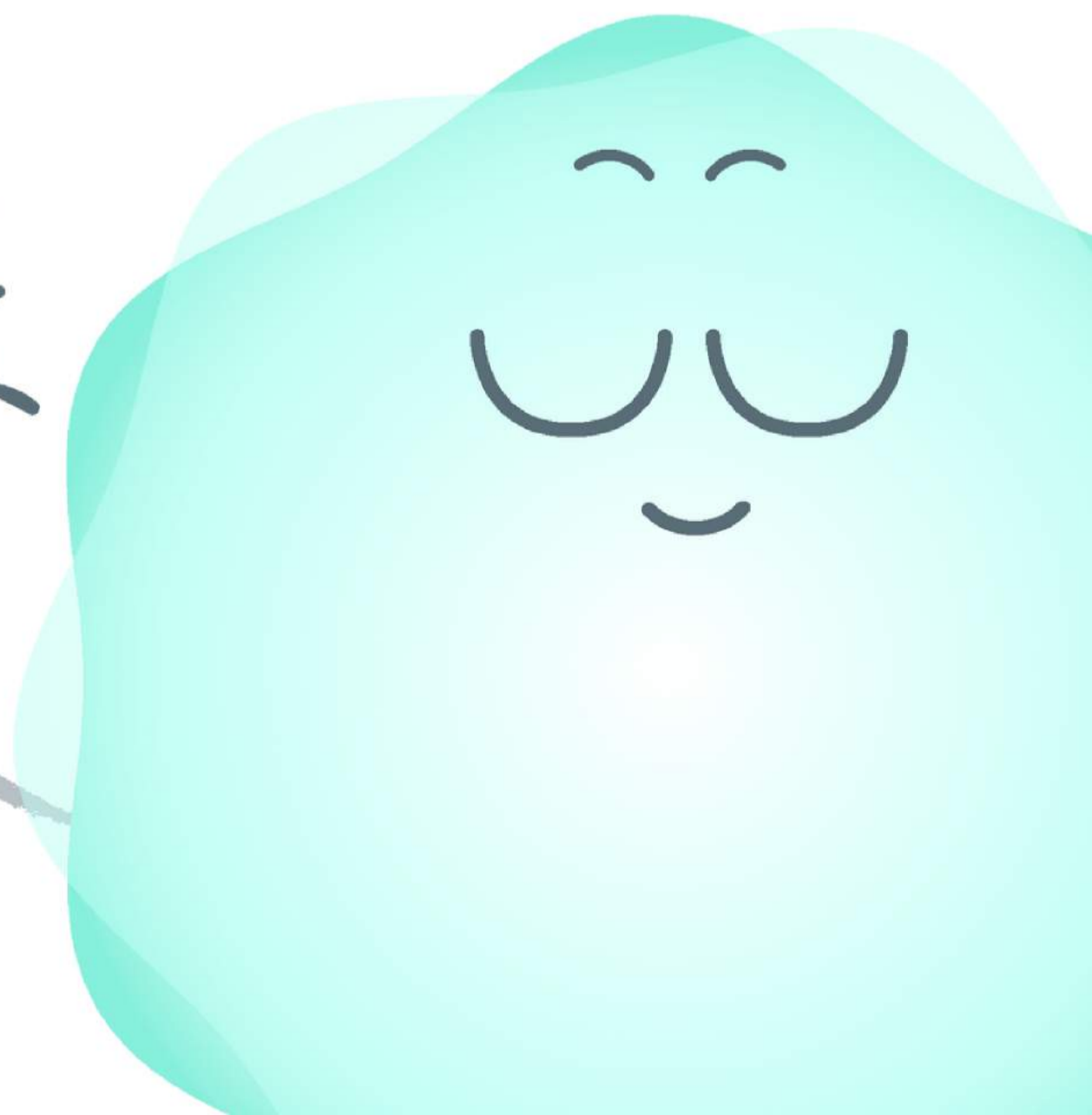
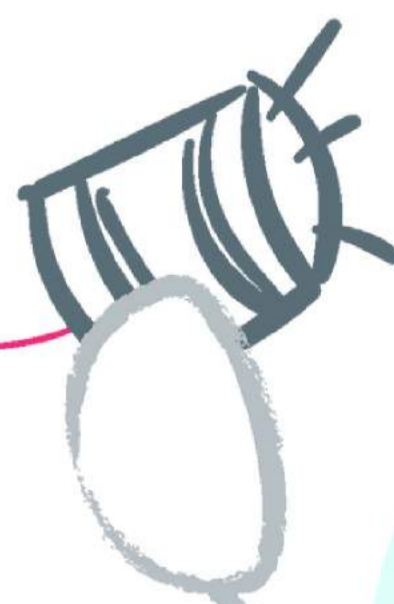
Their individual stories have come together to form a powerful narrative of dedication, passion, and expertise, all working towards a common goal of improving mental health and wellbeing through peer support.

Our Mission

At the Sati App Foundation, we believe that everyone deserves access to foundational mental health care. We work towards this vision by promoting peer support and building public understanding of psychological first aid. We collaborate with organizations in the health, technology, education, and communication sectors to develop a more equitable and sustainable mental health care system. By providing access to peer support networks and promoting a better understanding of mental health issues, we strive to increase access to affordable mental health care, especially in the face of scarcity of resources such as counseling, clinical psychologists, or psychiatrists. Through this collaborative approach, we aim to create a more connected and supportive world, where individuals can find the care and resources they need to live healthy and fulfilling lives.

Our Purpose

Our purpose is to collaborate with various agencies across health, technology, education, and communication sectors, striving to provide equitable access to affordable mental health care and fostering a deeper understanding of mental health challenges.



Our Team



Amornthep
Sachamuneewongse
Founder/CEO



Ondrej
Nadvornik
Co-Founder/CTO



Chanon
Wongsatayanont
Co-Founder/COO



Tomas
Martykan
Senior Maintenance Manager



Thipaporn
Ananjaroenkul
IT Project Manager



Wongsathorn
Boonamnuaysuk
Volunteer Coordinator



Nanta
Taratarn
Administrative Coordinator

Advisors



Dr. Nattakorn Jampathong, M.D.
Director, Galya Rajanagarindra Institute



Dr. Varoth Chotpitayasunondh, M.D.
Department of Mental Health, Thailand



Petr Winkler, Ph.D.
National Institute of Mental Health,
Czech Republic



Alexandr Kasal
Researcher at National Institute of Mental
Health, Czech Republic



Dr. Helen Wigglesworth, B.A., M.A. (Oxon), DClinPsy
Clinical Psychologist, Sheffield Children's NHS
Foundation Trust, and City of Sanctuary Sheffield,
United Kingdom



Peter Varnum
Director, High Lantern Group
Board Member, The Stability Network
Inaugural member, HBGI Lived Experience Council
Former Global Mental Health Lead, World Economic
Forum; Associate Director, Orygen Global



Dr. Naeem Dalal, M.D.
Mental Health Expert, Zambia



Dmytro Turchyn, Ph.D.
Artificial Intelligence Lead CEE HQ at
Microsoft

Advisors



Drew B. Mallory, Ph.D.
Professor of Organizational Behavior,
Sasin School of Management



Thiparat Chotibut, Ph.D.
Director for Chula Intelligent and Complex
Systems Research Unit Lecturer at
Department of Physics, Faculty of Science,
Chulalongkorn University



Trang Suwannasilp
Gamification & Corporate Strategy
Consultant, Founder of Growth Game



Aliza Napartivaumnuay
Co-Founder & CEO, Socialgiver



Sanjay Popli
CEO Cryptomind Advisory, Advisor at Thai
Digital Asset Association

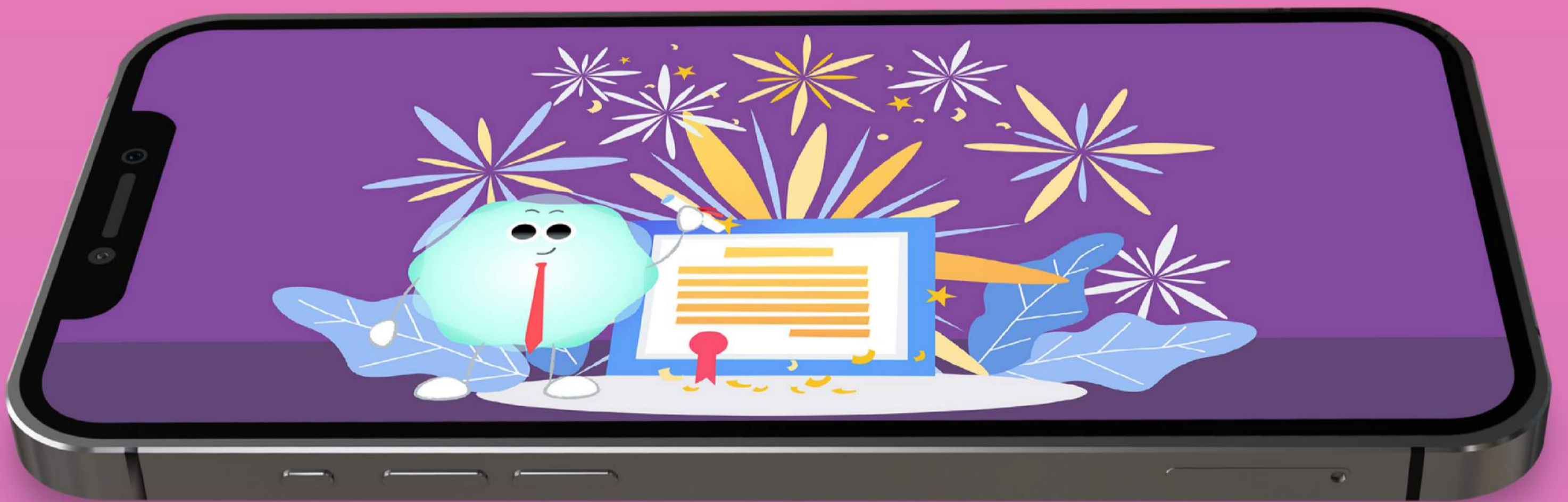


Yeen Chalermvongsenee
Marketing Director



Tarin Yuangtrakul
Art Director

Awards Received & Recognition





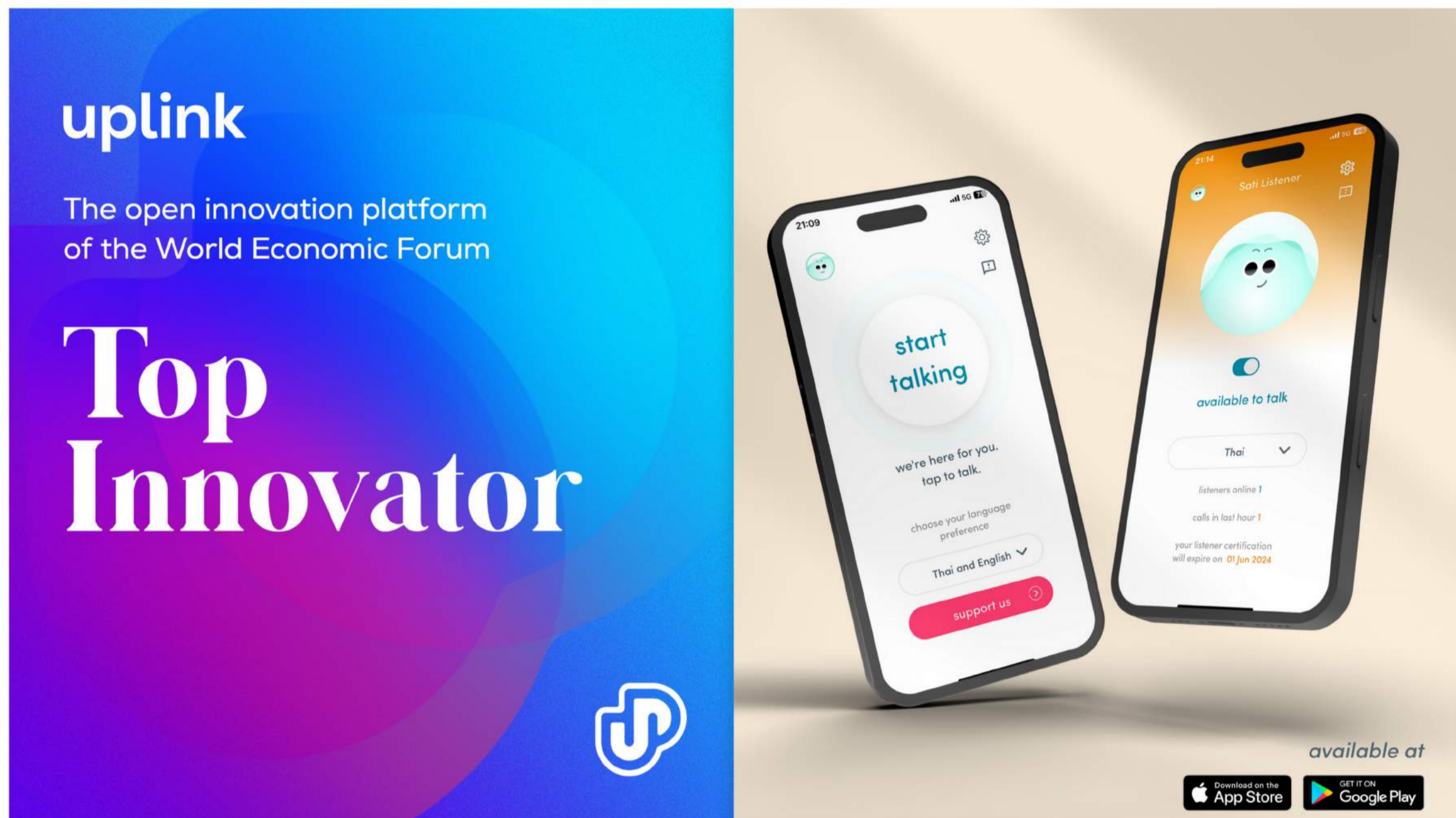
Sati App has been honored with the Socialgiver Award for Top Innovative Project. It is truly humbling to be featured alongside other remarkable initiatives like Medicine for All, Big Trees, Saturday School, and Covid Relief Bangkok.

This recognition serves as a strong motivation for our team to persist in driving the change and impact we aspire to achieve in the field of mental health. Receiving acknowledgment for our work and its positive influence reinforces our commitment to providing accessible and transformative mental health support.



We are proud to share that Sati App has been recognized by Alibaba Cloud as one of the top organizations in Southeast Asia for driving significant grassroots-level advancements in the region. This acknowledgement came through our participation in the inaugural AsiaStar 10x10 campaign, where we were awarded alongside many inspiring entrepreneurs.

We are humbled by this recognition and grateful for the opportunity to create positive impact in the field of mental health. This award further validates our commitment to providing equitable mental health care and establishing peer support networks in diverse communities.



We are thrilled and deeply honored to be selected as one of the Top Innovators for the UpLink - World Economic Forum Youth Mental Health Challenge. Since our inception in 2018, our mission has been to ensure equitable access to mental health care.

At the core of our work is the establishment and strengthening of peer support networks, enabling their reach and impact to extend to diverse communities. We are immensely grateful to our advisors, volunteers, and supporters who have played a pivotal role in challenging us and contributing their invaluable expertise.

Their guidance and support have been instrumental in developing innovative intervention solutions, with the hope of transcending borders and making a lasting impact on mental health care.

We extend our heartfelt appreciation to the World Economic Forum and the UpLink platform for recognizing our efforts and providing this remarkable opportunity to further our mission. We are excited to continue our journey and create a positive change in the landscape of mental health care.

How does Sati App work?



The optimal mix of services: WHO Pyramid Framework

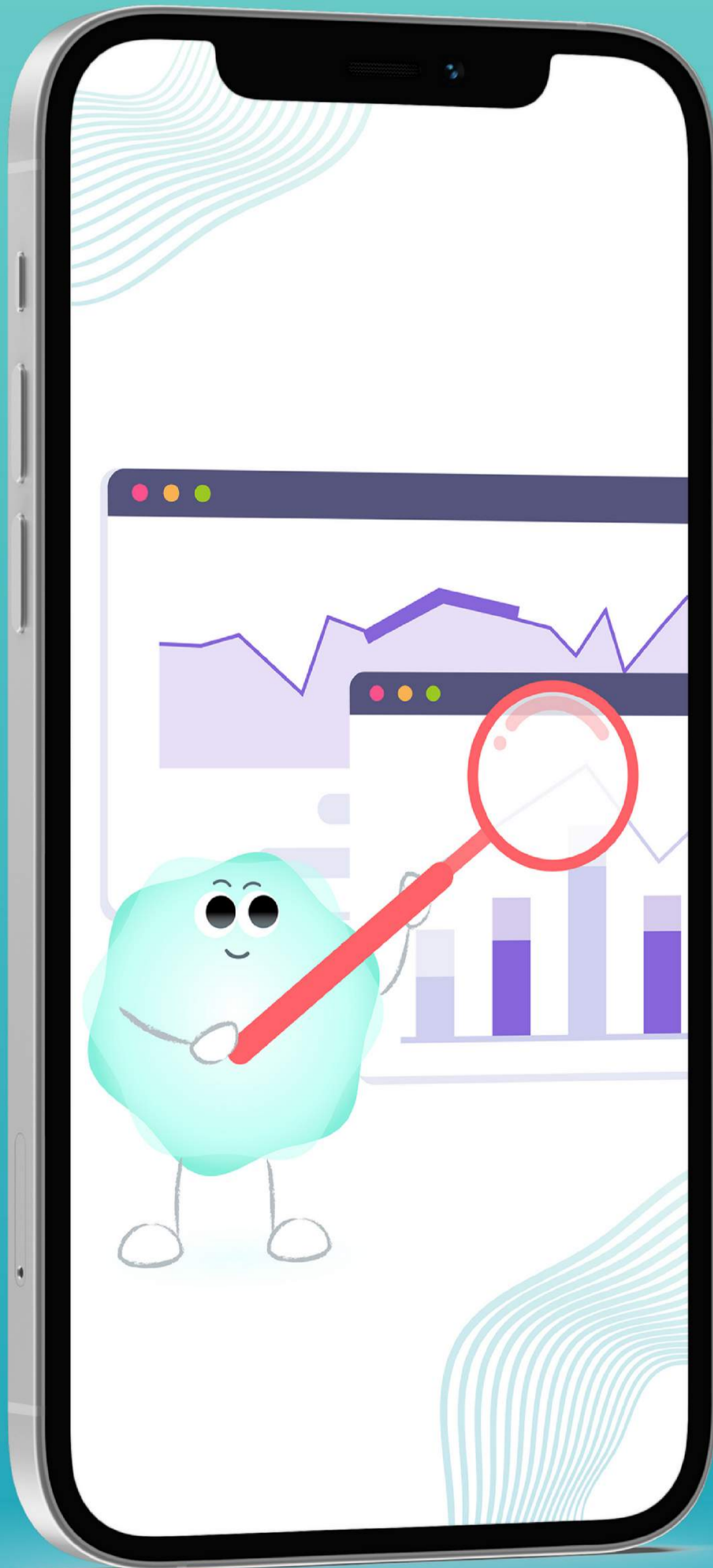
In Thailand, access to mental health treatment is a major issue due to the scarcity of mental health professionals. With only one psychiatrist for every 250,000 people, many individuals are left without access to the care they need, particularly in times of distress. As a result, mental health issues often go undiagnosed and untreated, leading to long-term consequences for individuals and their communities.

The Sati App Foundation recognizes the importance of accessible and affordable mental health care, and we are working to address this issue through peer support. Our mobile application, Sati App, provides on-demand listening and peer support to anyone experiencing distress and in need of assistance. This innovative approach to mental health care is based on the World Health Organization's optimal mix of services and leverages the power of technology to connect individuals in need with trained and empathetic listeners. By providing this service for free, we aim to reach the greatest number of people possible, regardless of their socio-economic status.

Through our work, we have seen the impact of peer support on individuals and communities. By providing a safe and supportive space for individuals to share their experiences and emotions, we have helped reduce stigma around mental health and promote a better understanding of mental health issues. In addition, we have built a network of volunteers who are passionate about helping others and are trained in basic psychological first aid. This network of peer supporters is a valuable resource for individuals who may not have access to mental health professionals or who are hesitant to seek professional help.

While there is still much work to be done to address the issue of mental health care accessibility in Thailand and beyond, we believe that peer support is a critical component of the solution. By working collaboratively with the government, private sector, and public sector, we aim to expand our reach and impact, and ensure that everyone has access to the care they need to live healthy and fulfilling lives.

Key Metrics & Data Analysis



sati

Key Impact

From 1 April 2022 to 31 March 2023

Number of
active users

10,826

Number of
trained volunteers

357

Number of
successful connection

4,478

Pick up rate

60.85%

Increased from 47% on 31 March 2022

Average call duration

16 min 29 sec

Total minutes conversed

44,400 minutes

Call Statistics

Call Funnel

Incoming calls

7,991

Outgoing API

4,478

Successful calls

2,725

Sati App employs Voice over IP (VoIP) technology to facilitate communication between our users and trained volunteers through our mobile application. This system has been instrumental in providing critical support, and it's beneficial to clarify the distinct call types within this system for a comprehensive understanding of our operations.

The term "incoming calls" refers to the calls initiated by our users. These are instances when users reach out for support through the app. In the provided data, we had 7,991 incoming calls, signifying the number of times users sought assistance.

Outgoing API, on the other hand, represents the calls that our system has initiated to connect users to available trained volunteers. In this context, an outgoing API call is made each time the system attempts to link a user with a volunteer. In the provided data, this action occurred 4,478 times. However, it's important to note that various factors, such as internet instability, can hinder the successful connection of these calls.

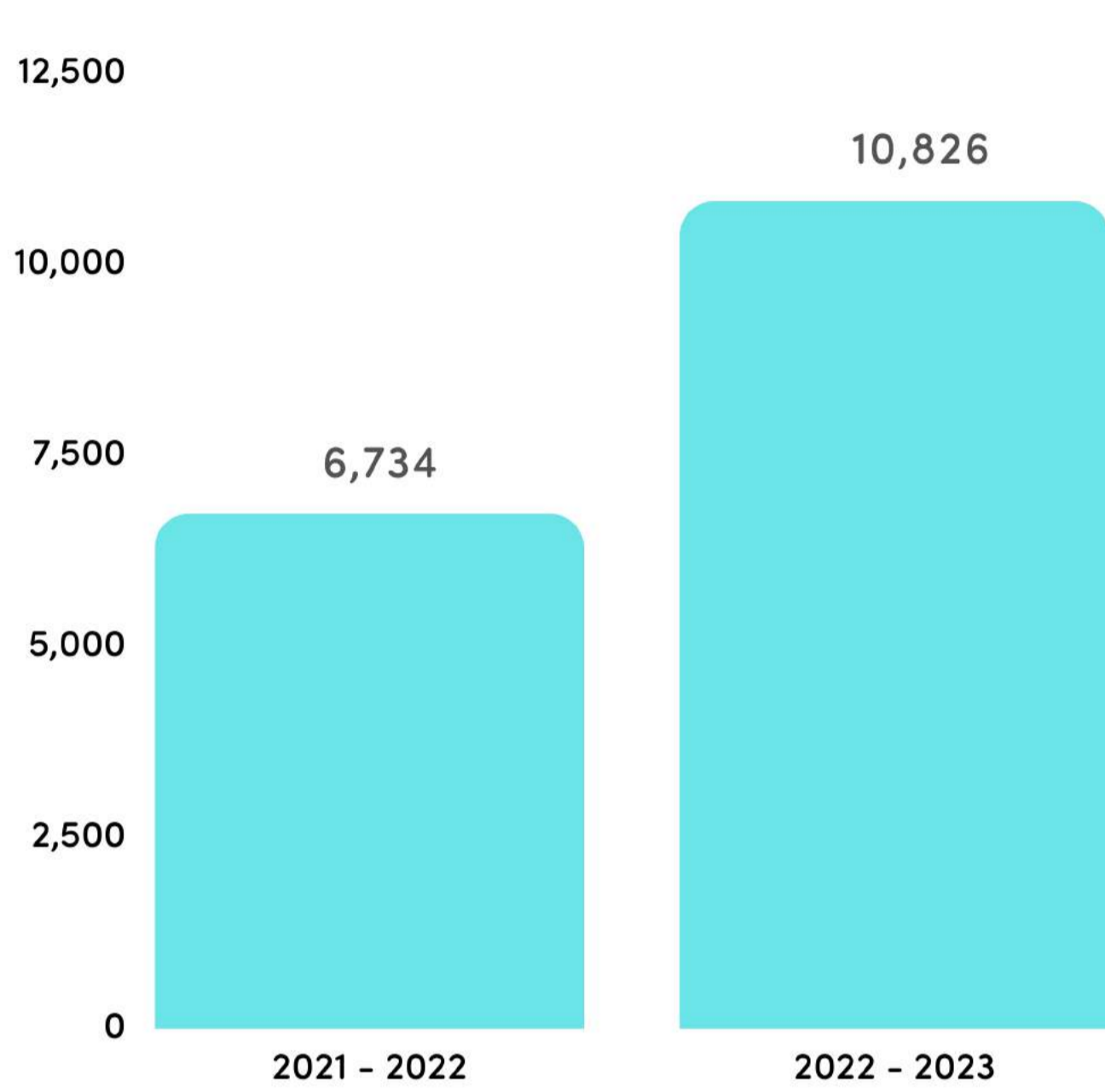
Finally, "successful calls" denote instances when the connection between users and volunteers was successfully established, and a conversation took place over the Sati App. The figure of 2,725 successful calls indicates the number of times we successfully connected a user with a trained volunteer for a supportive conversation.

Furthermore, it's significant to highlight the "pick-up rate" metric in our operations. This figure, standing at 60.85% in the given data, represents the frequency at which our trained volunteers pick up when an outgoing call is directed to them from our system. In essence, it indicates the responsiveness of our volunteers to incoming support requests. This metric is critical as it directly impacts our capacity to provide timely support to users seeking assistance.

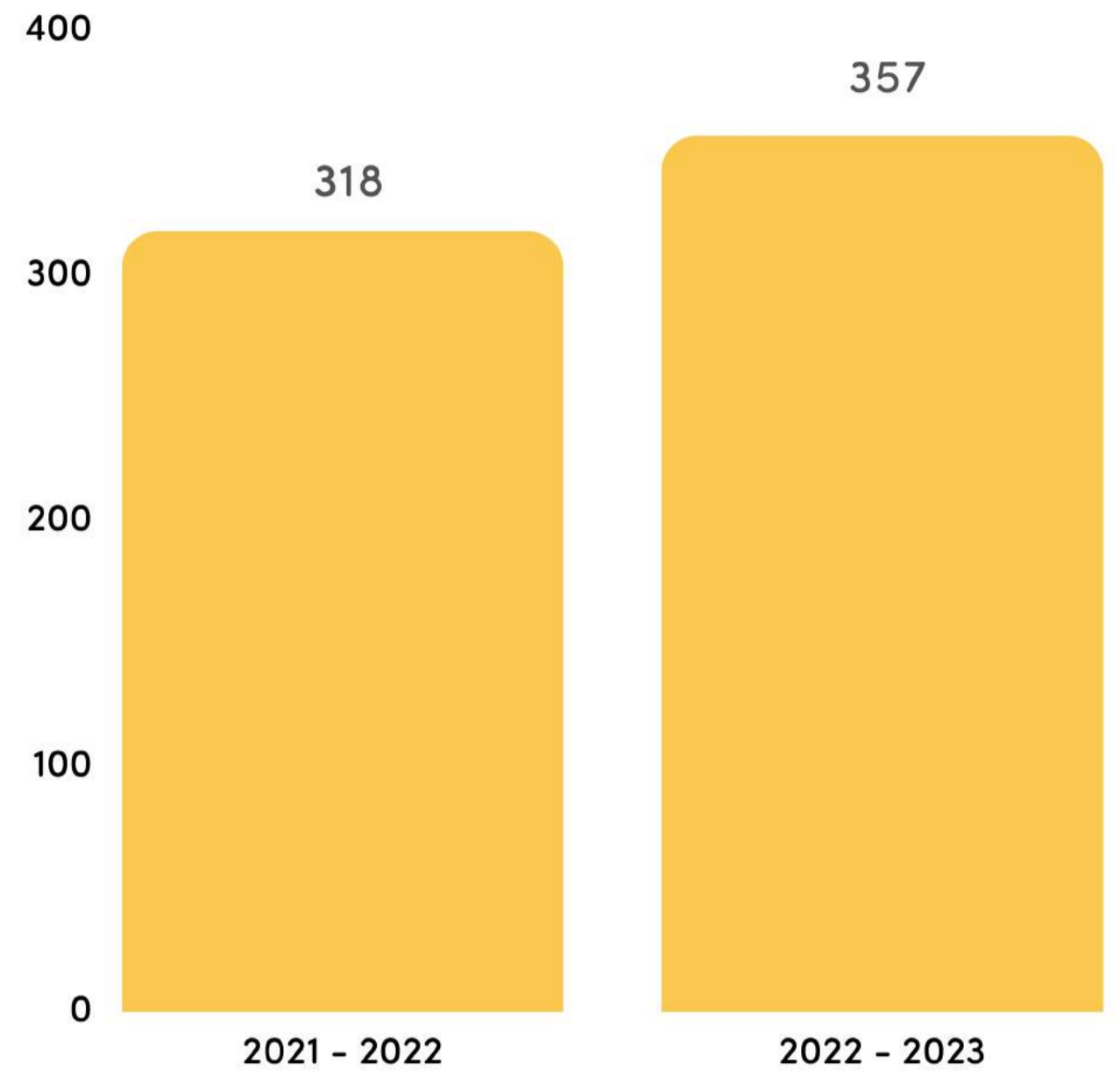
In summary, these figures provide valuable insights into the usage of our system and potential areas for improvement, particularly in enhancing connectivity and ensuring more users can seamlessly access the support they need.

Year to Year Comparison

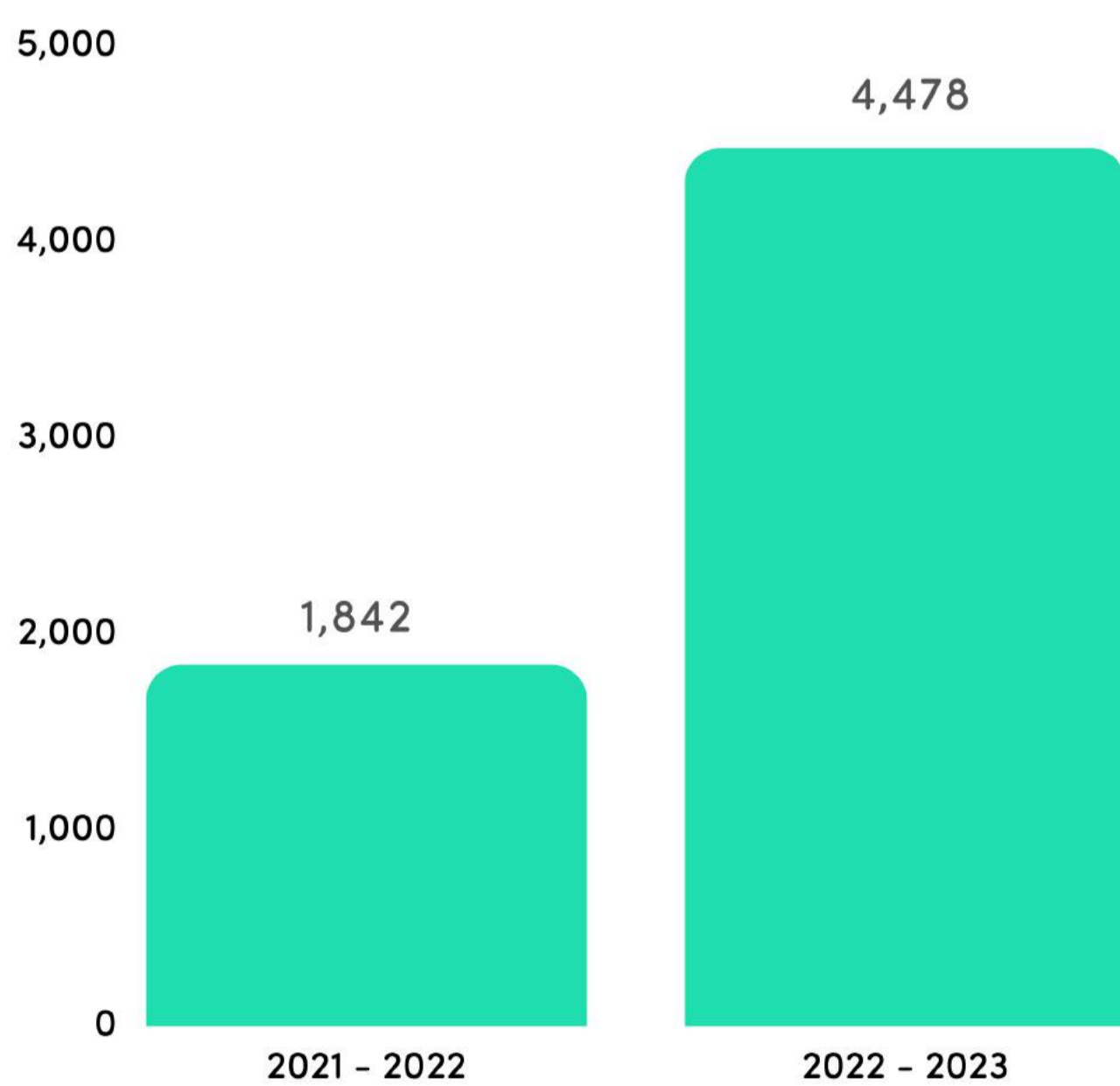
Number of active users



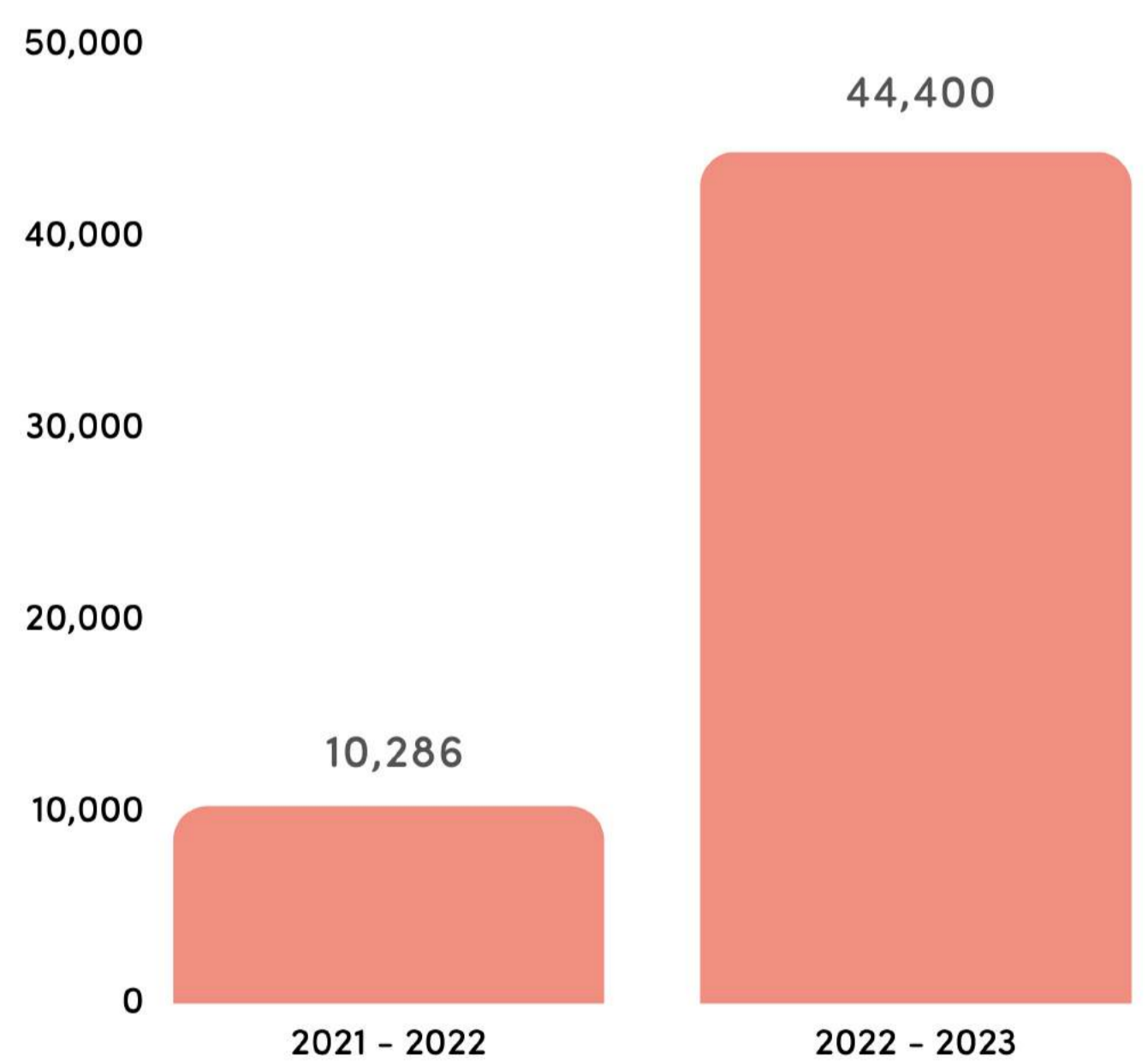
Number of trained volunteers



Number of calls taken

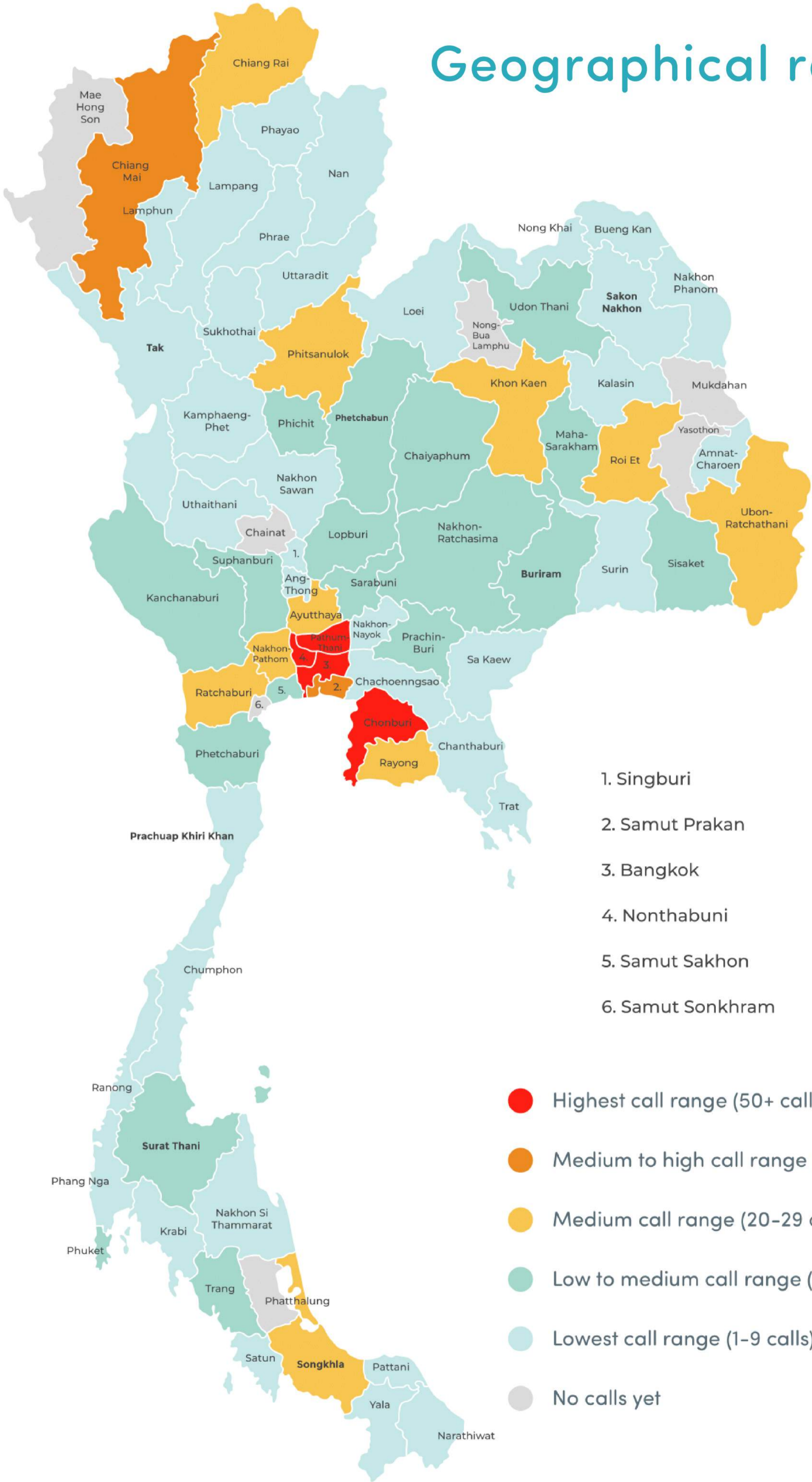


Total minutes conversed



Year 1: April 2021 - March 2022
Year 2: April 2022 - March 2023

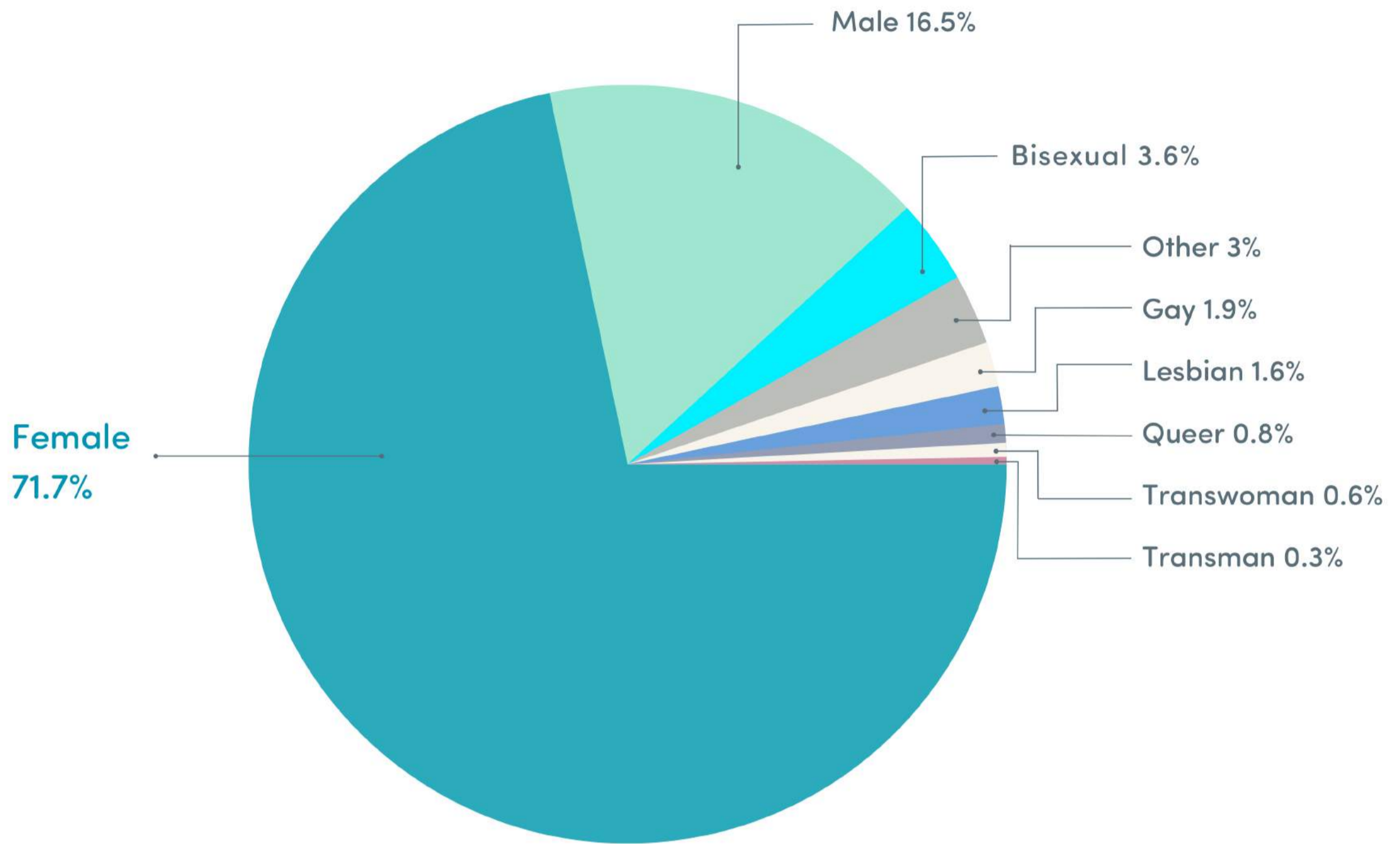
Geographical reach



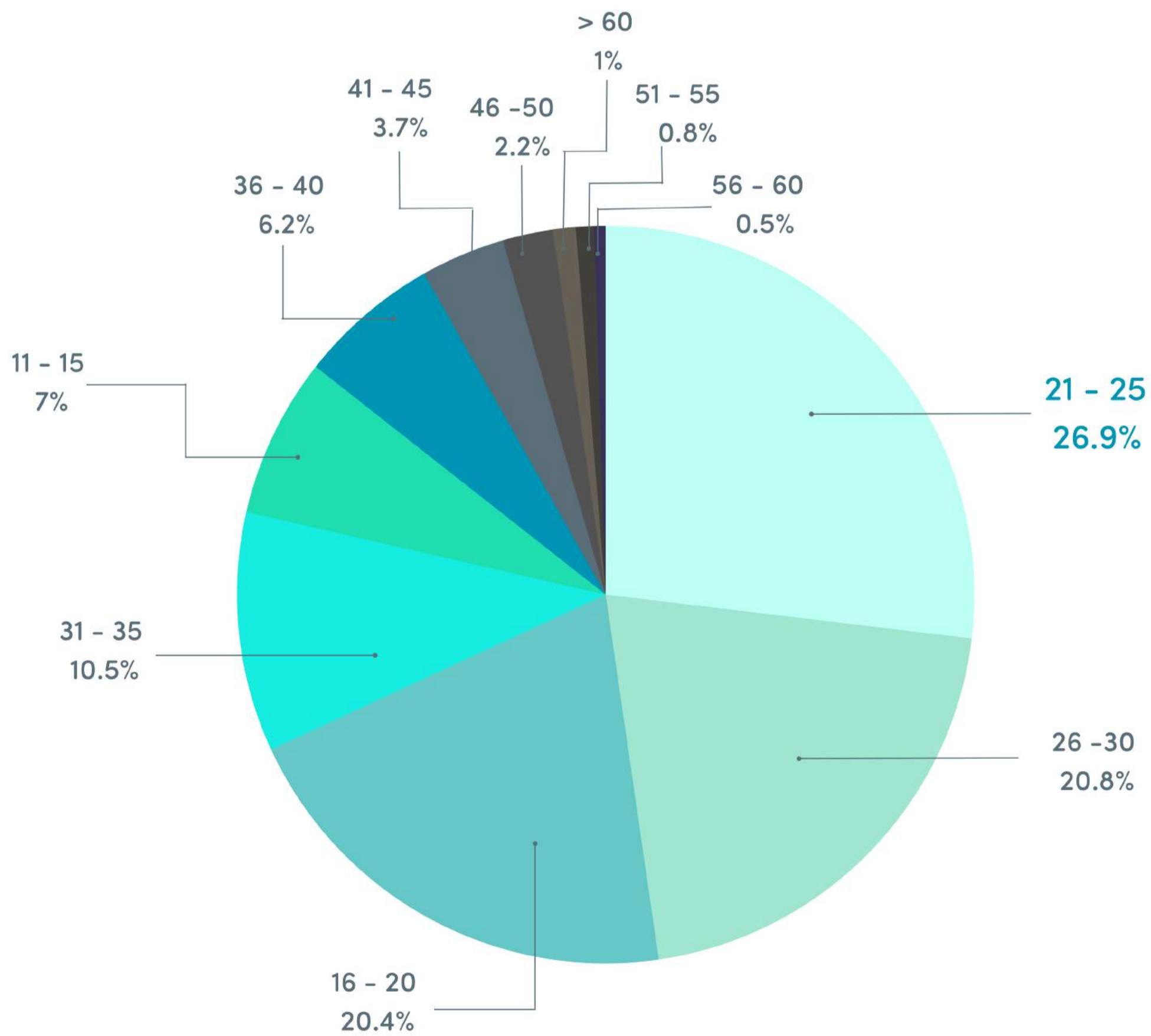
1. Singburi
2. Samut Prakan
3. Bangkok
4. Nonthabuni
5. Samut Sakhon
6. Samut Sonkhram

- Highest call range (50+ calls)
- Medium to high call range (30-49 calls)
- Medium call range (20-29 calls)
- Low to medium call range (10-19 calls)
- Lowest call range (1-9 calls)
- No calls yet

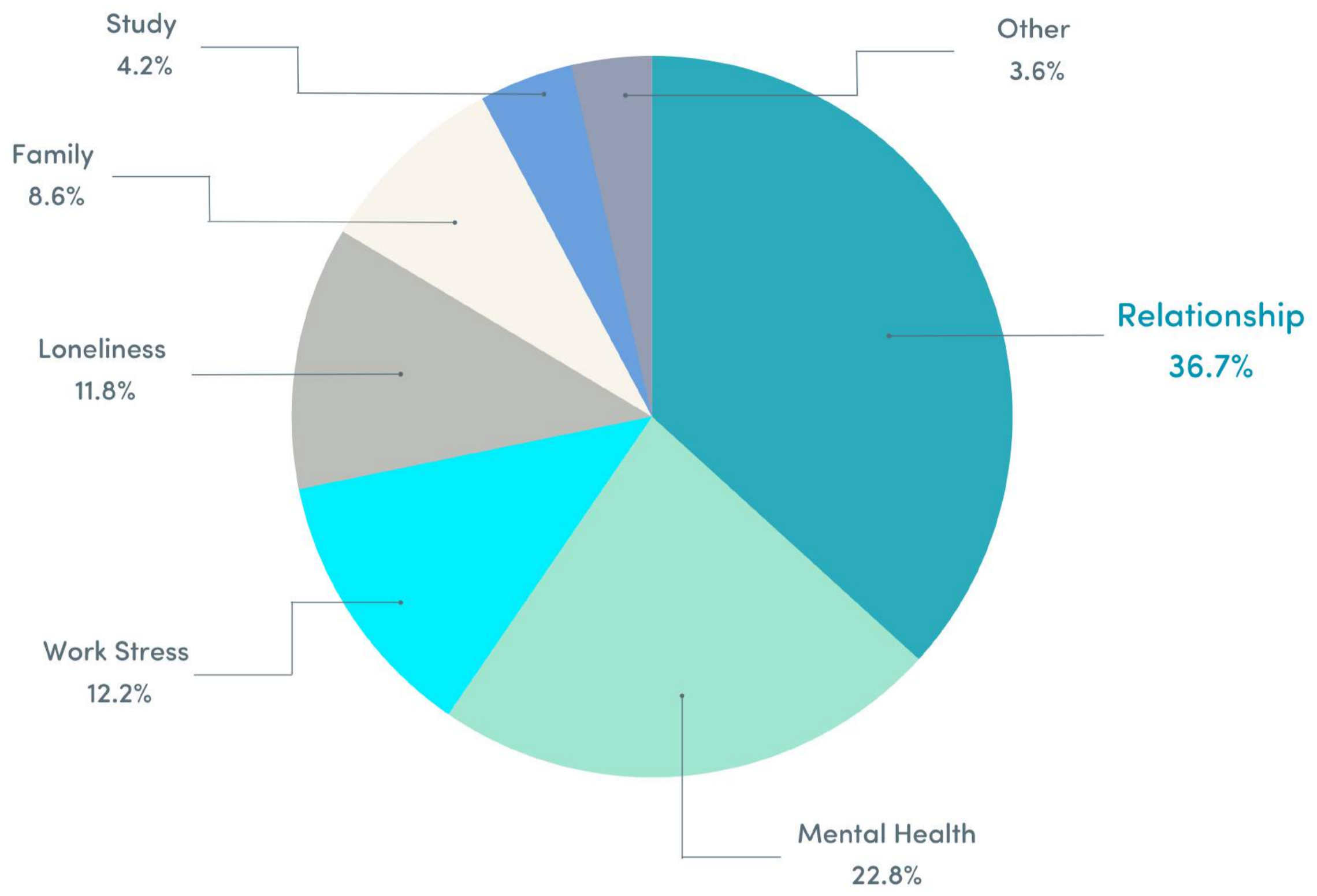
Data Analysis



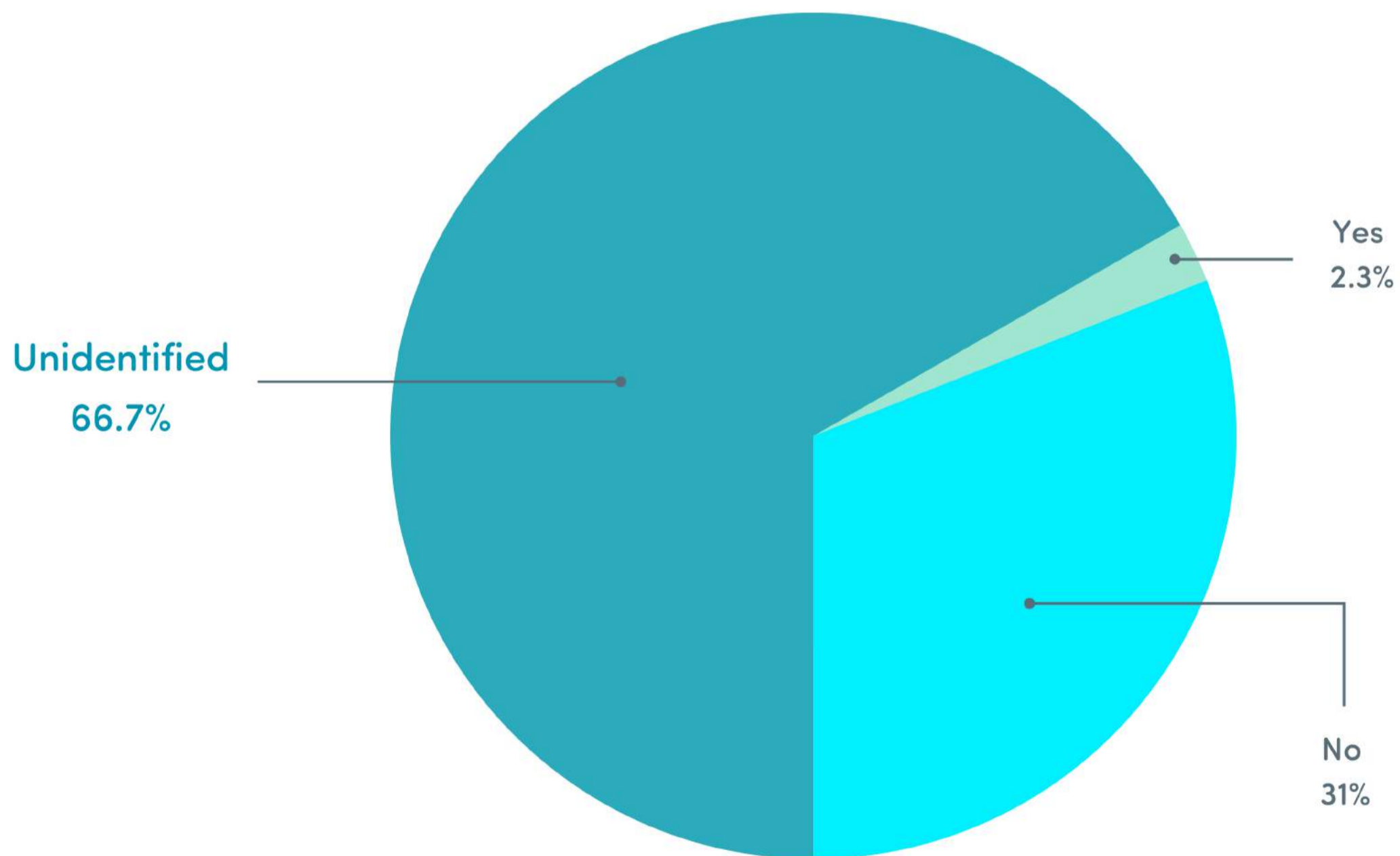
Gender Distribution



Age Distribution

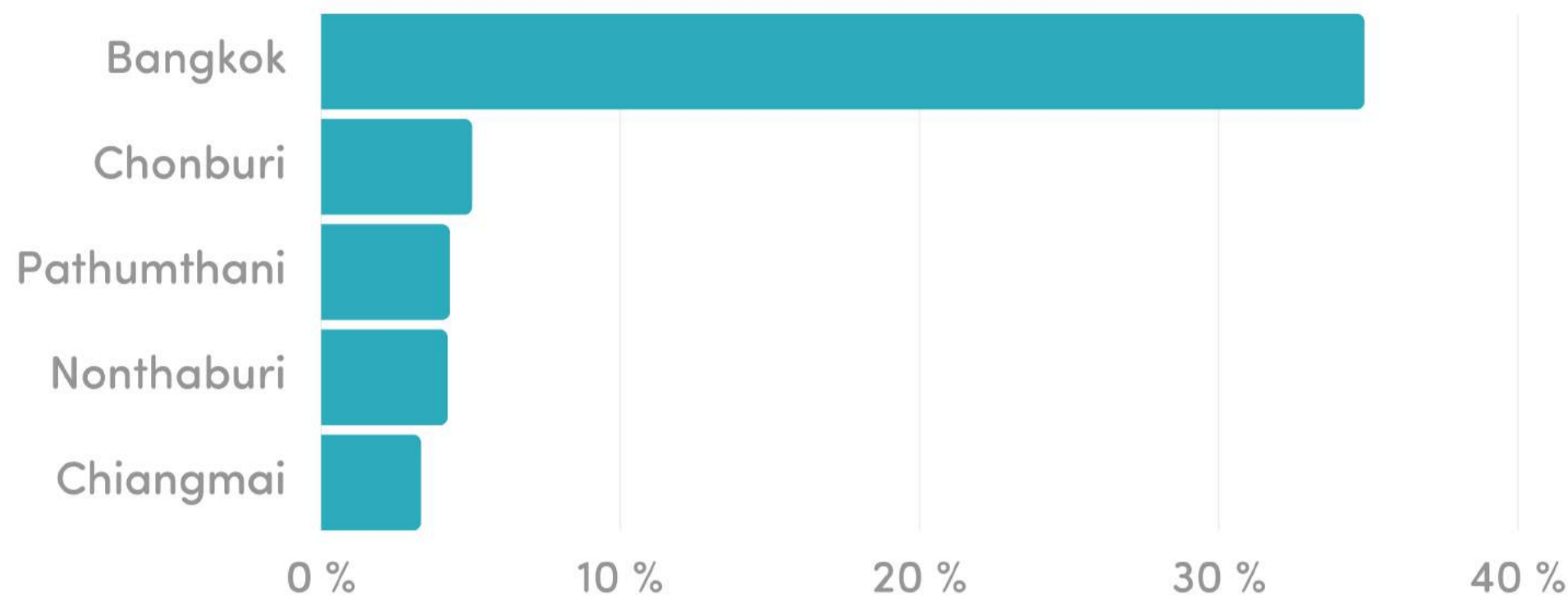


User Stress Factor



Suicidal Ideation

Top 5 Provinces with Highest Call Volume from Sati App Users



Sati App's call volume in Thailand varies across different regions, with some areas experiencing a higher percentage of calls than others. The following are the top 5 provinces in Thailand with the highest call volume:

1: Bangkok: As the capital and most populous city, Bangkok accounts for nearly 40% of the total calls made through the Sati App in Thailand. This indicates that a significant portion of the app's users are based in Bangkok, utilizing the platform for mental health support.

2: Chonburi: This province also has a high call volume. Its proximity to Bangkok and growing urban population may contribute to this trend.

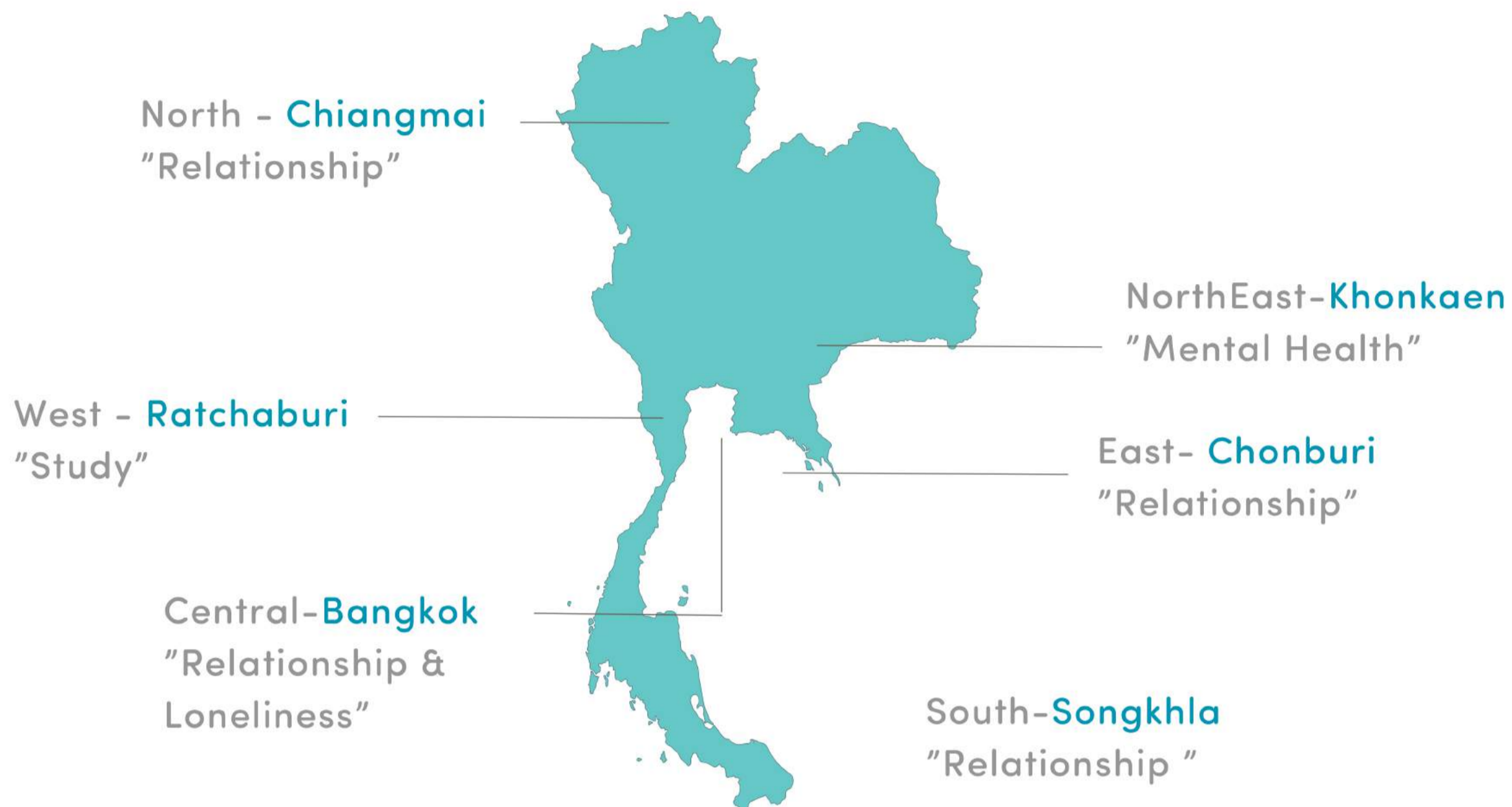
3: Pathumthani: Located in the central region of Thailand, Pathumthani is another area with substantial call volume. Its close proximity to Bangkok may be factors driving this usage pattern.

4: Nonthaburi: Part of the Bangkok Metropolitan Region, Nonthaburi sees a high call volume as well. Its urbanization and connection to the capital city likely influence the demand for mental health support through the Sati App.

5: Chiang Mai: As the largest city in northern Thailand, Chiang Mai has a considerable call volume, reflecting the need for mental health resources in this region.

These top 5 provinces provide valuable insights into the distribution of mental health needs and communication patterns within Thailand. Understanding these trends can help inform targeted outreach and support strategies, ultimately contributing to the development of more effective mental health care initiatives.

No.1 call range in each region with their most reported stress factor



The Sati App yields insightful data regarding call volume across different regions in Thailand, alongside the key stressors impacting our users in these regions. Here's a breakdown of our findings:

- 1: Northern Region - Chiang Mai:** In the North, Chiang Mai registers the highest call volume. The predominant stress factor for users here seems to be relationships, pointing to a need for resources and support in interpersonal matters.
- 2: Eastern Region - Chonburi:** Similarly, in the East, Chonburi records significant call volume with relationships being the primary concern for users.
- 3: Southern Region - Songkla:** Moving down to the South, Songkla users also identify relationships as their main stress factor, matching the trend observed in Chiang Mai and Chonburi.
- 4: Western Region - Ratchaburi:** In contrast, users from Ratchaburi in the West are mainly stressed about studying. This finding suggests a higher demand for academic-related support in this region.
- 5: Northeastern Region - Khon Kaen:** In the Northeast, Khon Kaen records a high call volume with mental health as the users' most pressing concern. This underscores the need for mental health resources and interventions in this region.
- 6: Central Region - Bangkok:** Lastly, in the central region, Bangkok registers the highest call volume. Relationships are a significant stressor for users here as well, although loneliness is also identified as a major concern.

By understanding these regional trends and stress factors, we can better tailor our services and communication strategies to address the specific needs of users in different parts of Thailand. This data-driven approach helps us to provide more effective and personalized mental health support.

Technical Milestones



Technical Milestones

1

Test Call Feature

To guarantee optimal app functionality and connectivity for both our users and listener volunteers, we have incorporated a "Test Call" feature. This allows individuals to assess the current status of the app and their connectivity, ensuring a seamless user experience.

2

Push Notification

We have implemented push notifications within the Sati App to enhance communication with our users and listener volunteers. This feature enables us to promptly inform listener volunteers about the current call demand, alerting them when additional listeners are needed online.



3

Fix latency mirroring for future call quality

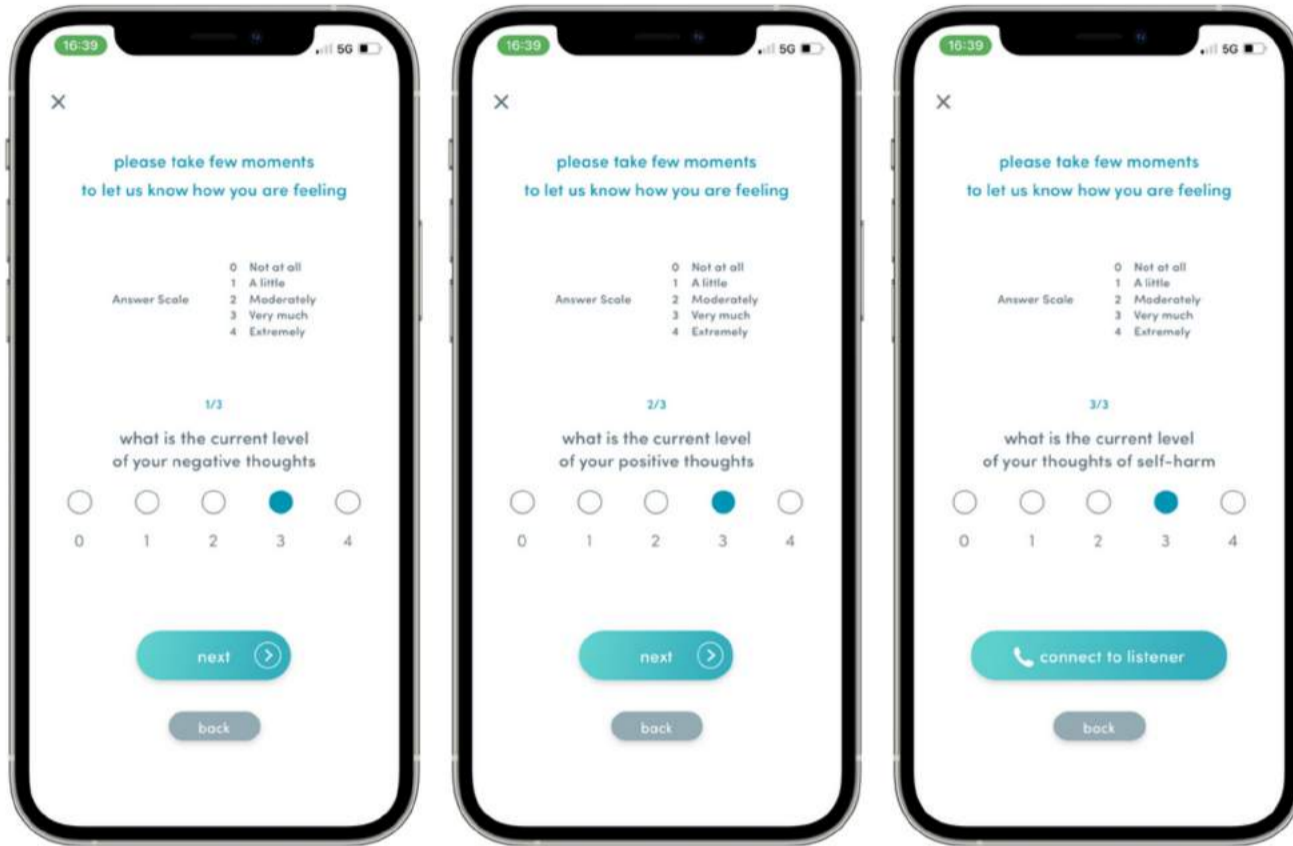
We have addressed latency issues by implementing mirroring solutions, ensuring optimal call quality for future interactions. This enhancement will provide a seamless and improved communication experience for all users.

4

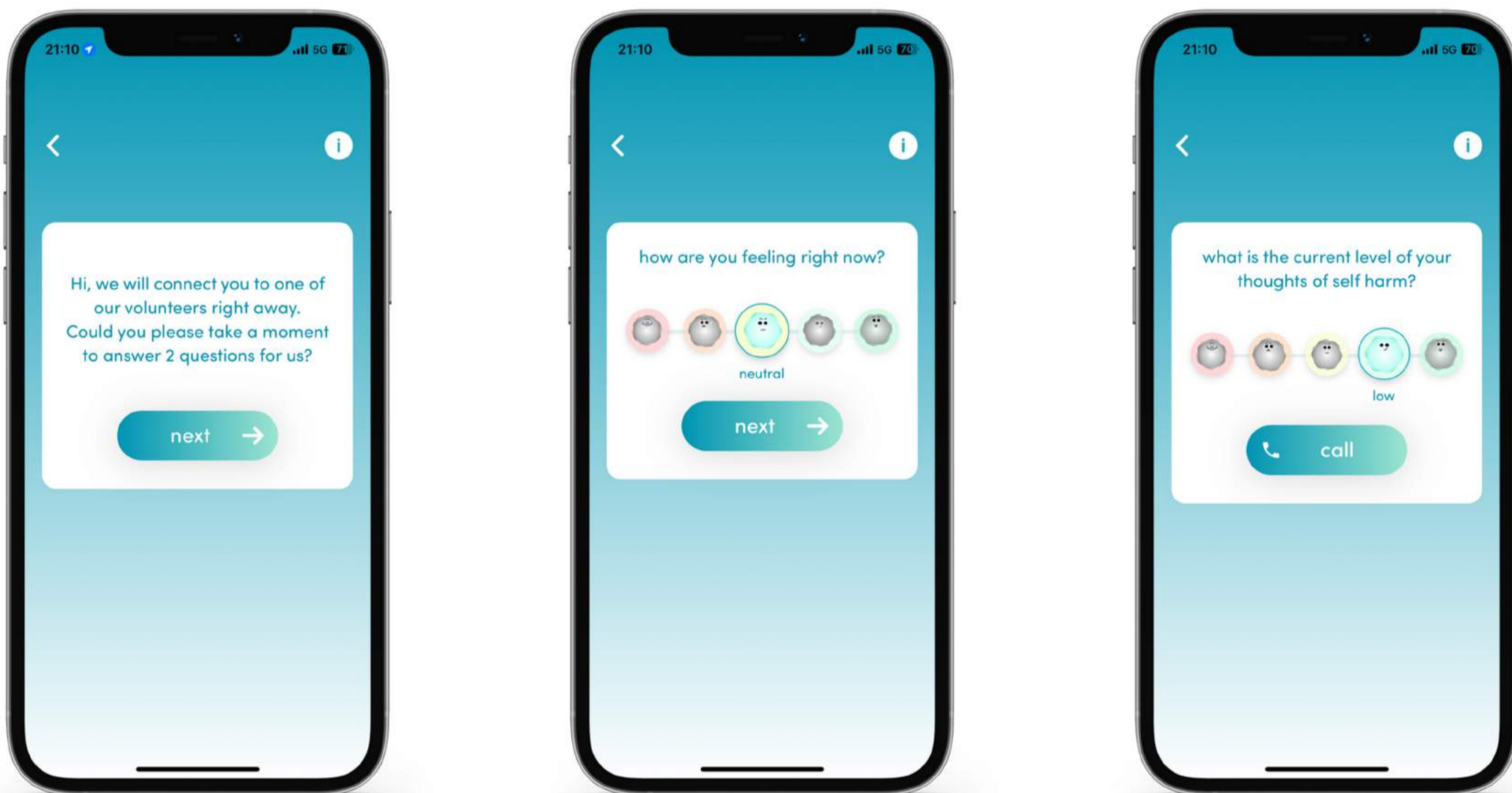
Updated pre and post call questionnaire design

We have revamped the design of our pre and post call questionnaires, offering users an aesthetically pleasing and easy-to-navigate layout. This update is intended to optimize the information gathering process, enabling us to better comprehend our intervention's impact while enriching the user experience throughout the call journey.

Initial design



Updated version



5

Location-Based Services

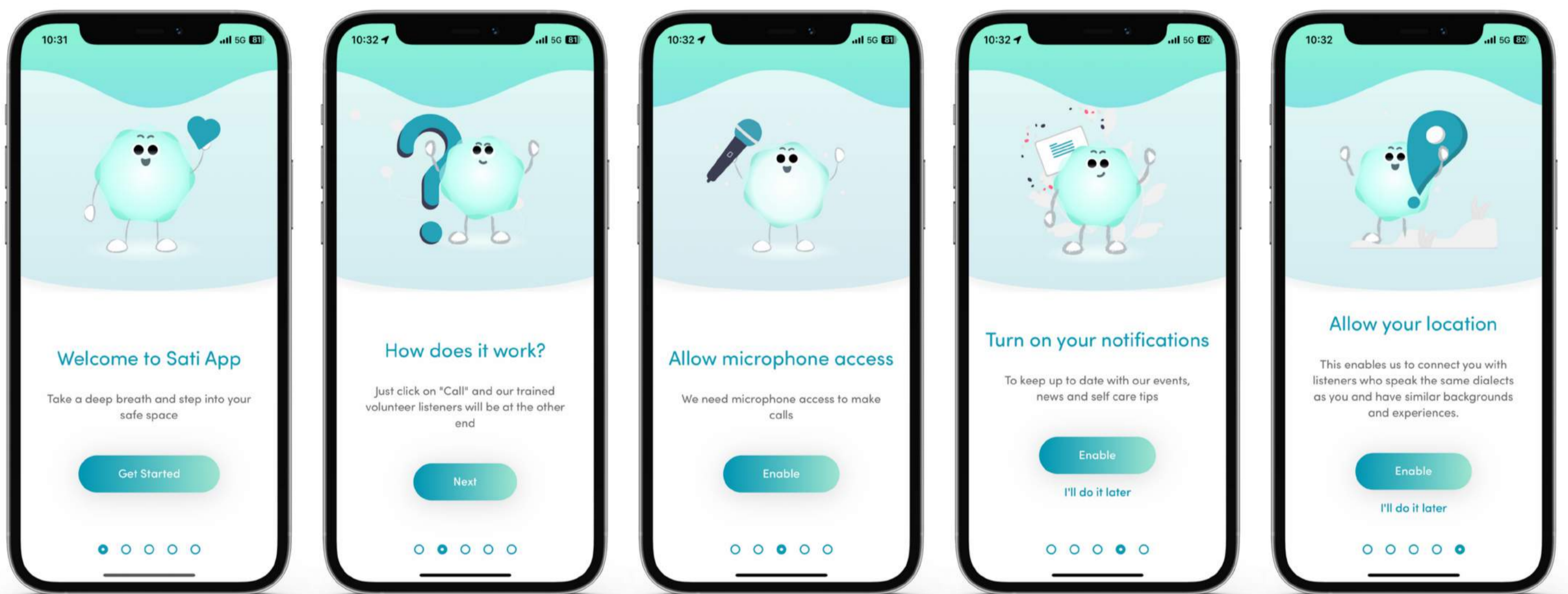
We have begun gathering the geographical locations of incoming calls, enabling us to gain insights into Sati App adoption, stress-related situations in Thailand, and regional trends. This information allows us to connect users with volunteer listeners from the same region, fostering better support and understanding through shared culture and dialect, ultimately enhancing the overall user experience.

In compliance with the Personal Data Protection Act (PDPA), we ensure that our users' privacy is maintained even as we collect data. All information gathered is handled responsibly, and our users' identities remain anonymous to us.

6

Introduction Screen

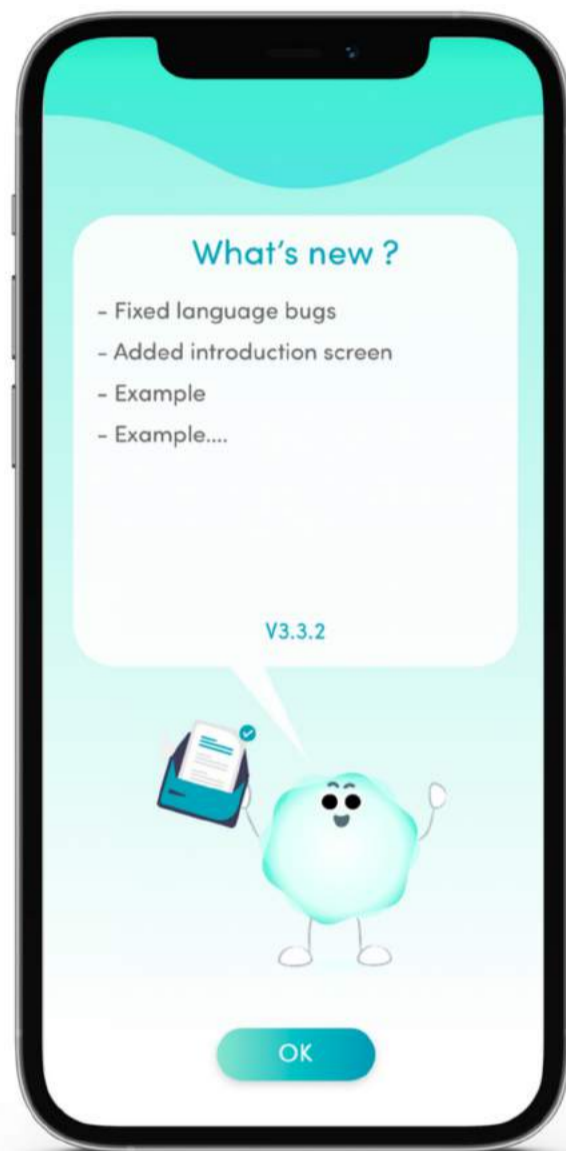
We have incorporated introduction screens to guide users on how to effectively use the Sati App. These screens also serve to obtain user and listener volunteer permissions for microphone access, enabling call functionality, and requesting location services information to enhance the overall app experience.



7

Update log screen

This screen appears after each app update, informing our users and volunteers about newly implemented features and bug fixes. It ensures that everyone stays up-to-date with the latest enhancements made by our team.



8

Tips button

Our 'Tips' feature serves as a valuable resource for volunteers, offering insights on how to provide effective support across various scenarios. Additionally, it functions as a knowledge and learning hub, enhancing our volunteers' skills and understanding in the field of mental health support.

9

Improve call quality with other bug fixes and minor features improvements

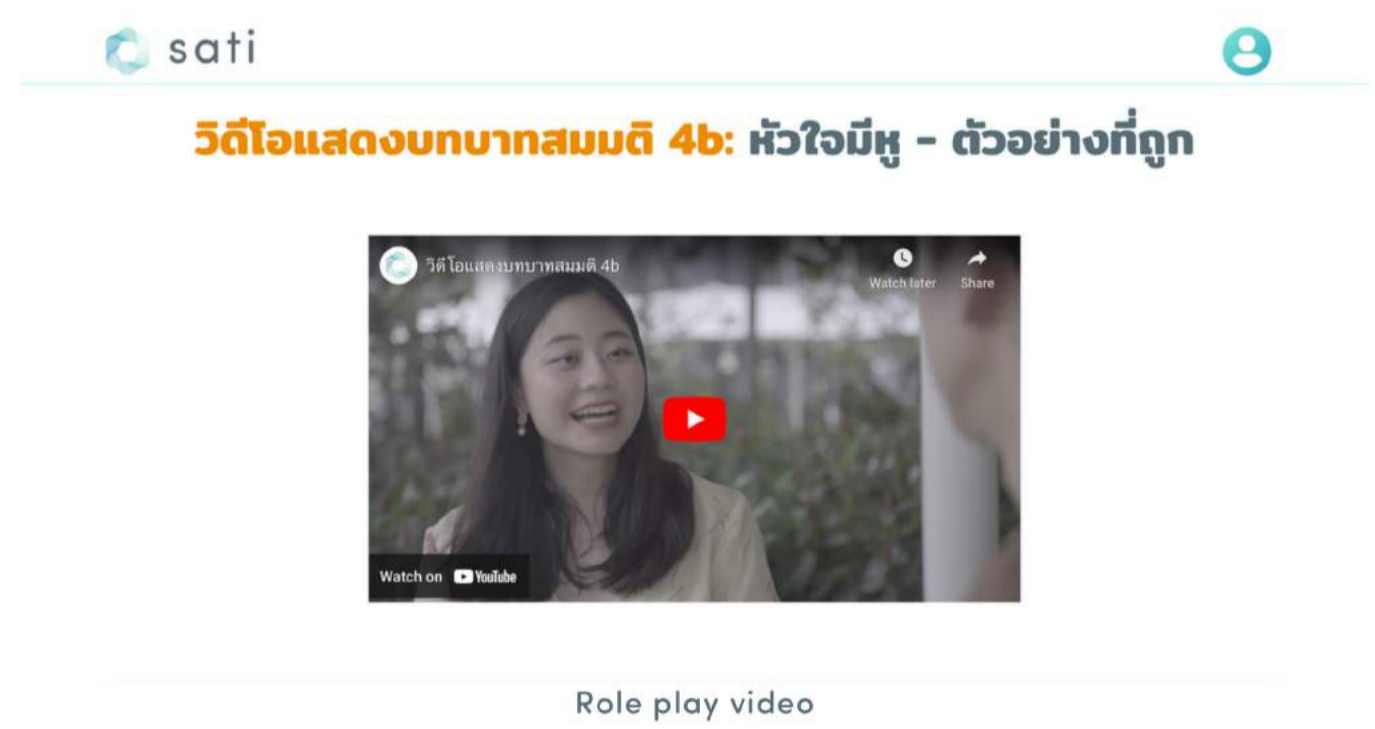
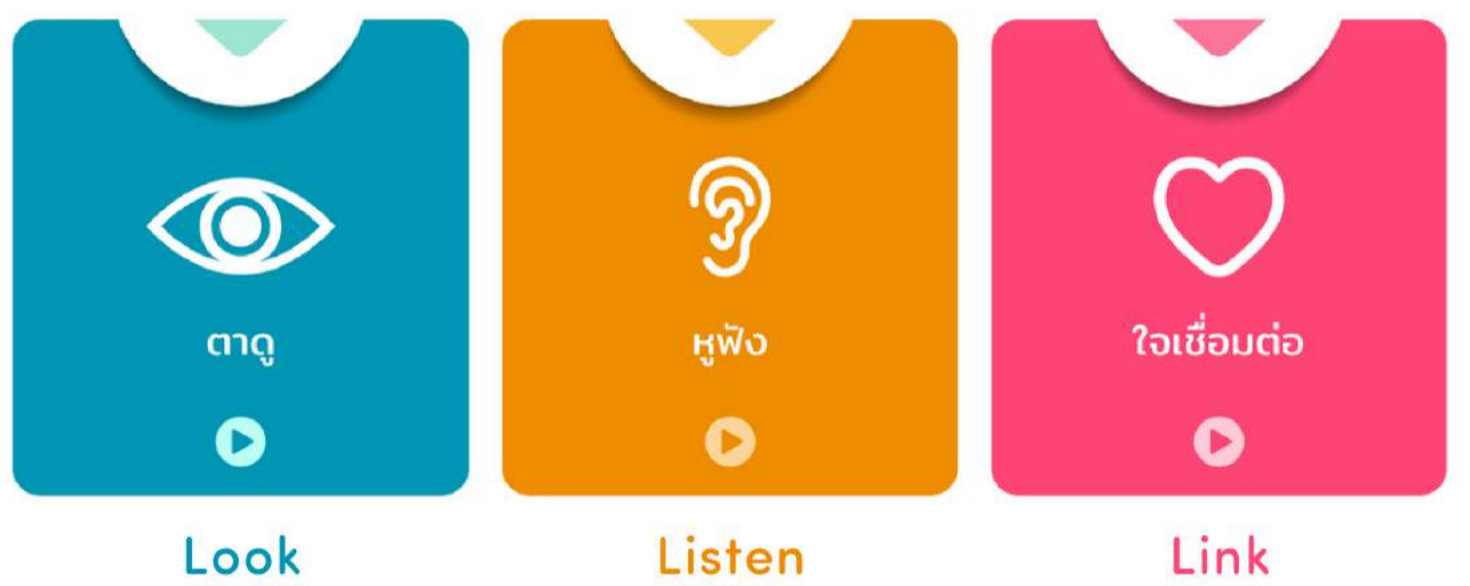
10

Basic Psychological First Aid - Online Training

We collaborated with volunteers to translate the Basic Psychological First Aid (PFA) toolkit, developed by the Global Shapers Community, into Thai. Our e-learning course has been updated to account for cultural differences and perspectives, allowing us to standardize the training process for our volunteers. The course is divided into three parts: Look, Listen, and Link, with a passing requirement of 80% on the quiz for each section.

In addition to training volunteers, we have made the course available to the general public interested in learning basic PFA skills, without the obligation to volunteer. Our aim is to equip more individuals with a better understanding of mental health and empower them to offer support through PFA.

Our volunteers receive comprehensive training in three distinct aspects of Basic Psychological First Aid, equipping them with essential skills to provide effective mental health support.



This project was made feasible due to the substantial support and collaboration from Global Shapers Bangkok, Understand, Smile Space, along with the diligent contributions from over 20 volunteers. Special thanks to Chatrium Hotel for allowing us to use their location to record role plays which is an essential part of our training program. Their collective efforts have significantly contributed to the successful execution of our mission.



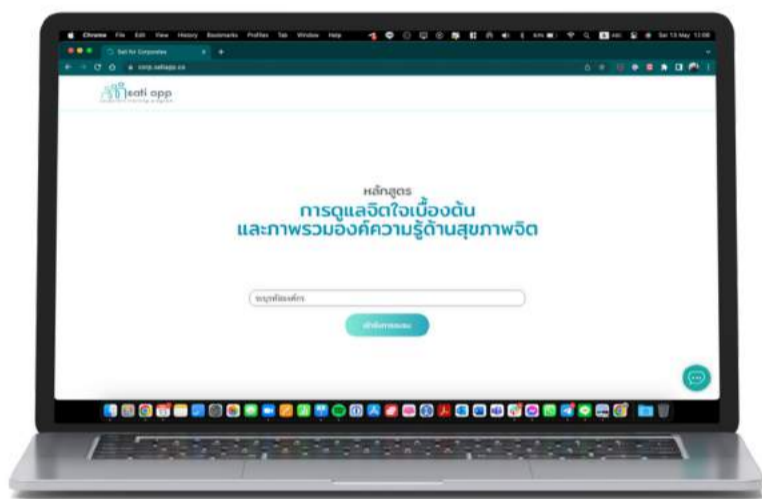
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Sati App for Corporate Organizations

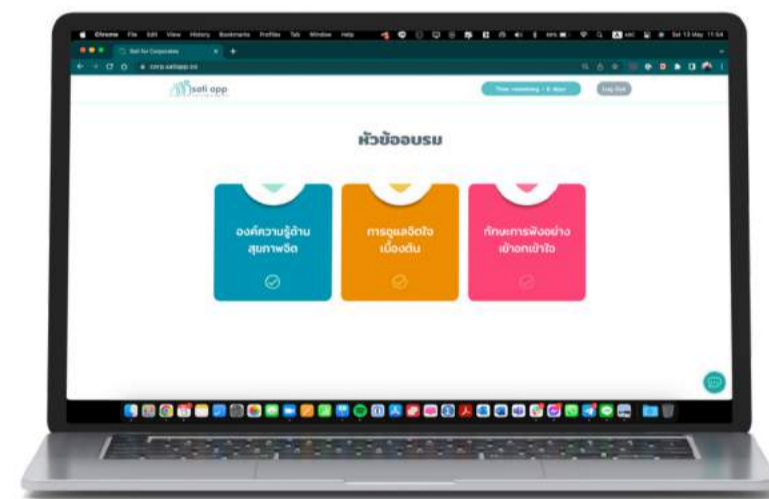
In collaboration with the Fai Fah project under the TTB Foundation, Sati App has developed an online course designed to train corporate employees in foundational mental health understanding, self-care techniques, and basic listening skills.

The course aims to enhance employees' comprehension of mental health and highlight the benefits of establishing a peer support network within the organization.

To further support employee well-being, we utilize the DASS 21 questionnaire to assess each organization's current mental health status. The questionnaire serves as a self-assessment tool, helping employees gauge their emotional well-being. Based on the scores, Sati App offers personalized guidance for individuals on self-care strategies, or recommends seeking professional psychological intervention when appropriate.

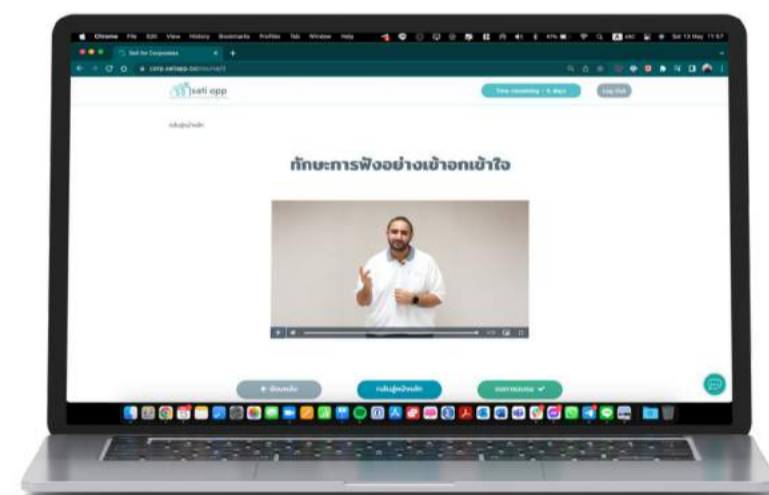


Employees will use a provided unique PIN to gain access to the course.



Three key learning topics:

- Foundation of mental health
- Selfcare and understanding
- Effective listening skills for peer support



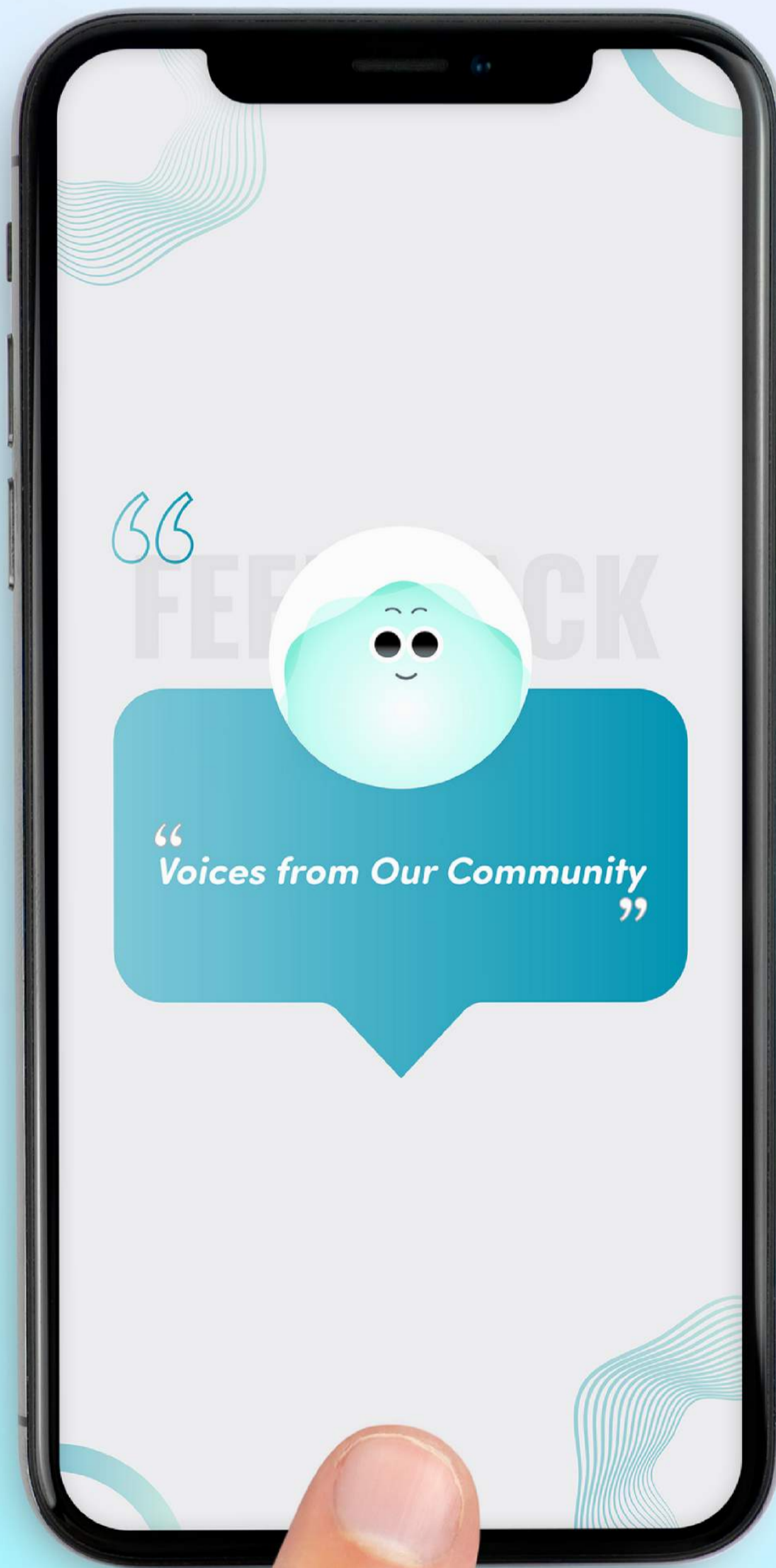
Employees be taken through series of pre-recorded videos related to each learning topics.

Upon completion of the course, employees will be asked to complete the DASS-21 questionnaire. This tool is designed to help them better comprehend their current emotional state and mental well-being. Based on the scores derived from this assessment, we will provide tailored guidance. This comprehensive feedback will offer actionable steps on how each individual can improve their well-being, emphasizing the importance of personalized care in mental health management.

Developed with support from



Users and Listeners Testimonials



User Review

ขอบคุณมากๆเลยนะคะ ที่รับฟังและให้คำปรึกษาชี้แนะที่ดี
ขอบคุณที่เป็นกำลังใจให้เราแม้เราจะไม่เคยรู้จักและเห็นหน้ากัน
เลยก็ตาม ขอขอบคุณมากๆค่ะ

Thank you very much for listening and giving good
advices. Thank you for encouraging me, even though
we have never met or seen each other before. Thank
you very much indeed.

ขอบคุณที่รับฟังและเข้าใจครับพี่ ความคาดหวังเป็นเหมือน
ปีศาจที่อยู่ในใจของผมเลยและวันนี้ที่ได้คุยกับพี่ เราก็หาทางที่เจอ
มันจนได้ ผมจะนำเอาผลึกความคิดที่ผมได้ไปใช้ต่อทุกครั้งที่มี
กลับมา ไม่ปล่อยให้มันรบกวนจิตใจของผมอีก ขอขอบคุณพี่มาก
จริงๆและยินดีที่ได้คุยกับพี่นะคะ

Thank you for your listening and understanding.
Expectations are like demons in my heart, but today,
talking with you, I found a way to deal with them. I
will use lessons learned from our conversation on
every time they return and not let them disturb my
mind again. Thank you very much and it was a
pleasure to talk to you.

คุยยาวเลยและช่วยให้เห็นความรู้สึกนึกคิดของตัวเองได้ดีขึ้นมาก
ขอบคุณนะคะ

Thank you very much for our long talk and for helping
me see my own thoughts and feelings more clearly.

ขอบคุณมากนะคะ เป็นการปลอบใจที่เรียลสุดๆไปเลย รู้สึกมีกำลังใจ
จะไปเจอสิ่งที่ยากในชีวิตจริงแล้วค่ะ

Thank you very much, it's such a sincere comfort and it's
really empower me to face the real challenges in life

ขอบคุณที่อดทน พยายามเปิดประเด็นในช่วงแรกๆมากเลยคะ นี่
เป็นคนปิด ถ้าไม่รู้สึกลดภัยมากพอก็จะยิ่งปิด ไม่กล้าพูด ก่อนหน้านี้
ได้สายอีกคนก็ยังไม่กล้า ขอขอบคุณที่รับฟังจนจบและให้คำแนะนำนะคะ
จะพยายามมีสติ อยู่กับปัจจุบันให้ได้มากกว่านี้ค่ะ

Thank you for being patient and trying to strike up our
conversation in the beginning. I am a reserved person,
and if I do not feel safe enough, I tend to shut down and
not speak up. Thank you for listening until the end and
giving advice. I will try to be mindful and stay in the
present moment more.

ขอบคุณคุณนะคะ ที่รับฟังปัญหาของหนู และ ให้แง่คิดดีๆ หนูจะ
ลองทำดูค่ะ วันนี้แผลหนูอาจจะยังเจ็บอยู่ แต่ชักรวัน มันจะต้องหายค่ะ
ขอบคุณพี่มากๆนะคะ

Thank you very much for listening to my problem and
providing good advice. I will my best. Today, my wound
may still hurt, but one day it will be healed. Thank you so
much.

ขอบคุณพวกพี่ที่มีหัวใจการเป็นผู้ฟังที่ดีค่ะ รู้สึกโล่งและเห็นทางออก
อย่างเป็นรูปธรรมที่แก้ปัญหาชีวิตได้จริงด้วยตัวเอง

Thank you to all of you who have a heart of listener. I
feel relieved and can see a practical solution to solve my
life's problems by myself.

ขอบคุณมากๆนะคะที่ทำให้มองเห็นทางออกของปัญหาในอีก
หลายมุมมากขึ้น และสร้างความมั่นใจและมุมมองใหม่ๆให้ค่ะ

Thank you so much for helping me see the way out of
the problem from many different view and make me
feel more confident and see lots of new perspectives.

ขอบคุณที่ให้คำแนะนำและข้อคิดในวันนี้ค่ะ ขอขอบคุณมากๆเลยคะ
ให้คำปรึกษาได้ดีมาก เหมือนเตือนสติเราเลยคะ

Thank you for your advice and idea today. You gave
excellent advice that was like a great reminder for me



Listener Testimonial

ผมใช้ Sati App เป็นหนึ่งในช่องทางในการช่วยเหลือสังคม และการใช้แอปนี้ทำให้ผมได้ฝึกฝนทักษะการฟังจากการรับฟังเรื่องราวที่ผู้โทรเล่าให้ฟัง ทำให้ผมได้เรียนรู้บทเรียนจริงว่าการรับฟังอย่างตั้งใจเป็นอย่างไร แต่ส่วนตัวแล้วหากมีคนรู้จักมีปัญหาสุขภาพจิตคงแนะนำให้ไปใช้บริการแบบเฉพาะทางน่าจะดีกว่า และอยากให้แอปมีอะไรมากกว่าแค่การรับฟังเพียงอย่างเดียว

I use the Sati App as one of the ways to help society, and using this app has helped me practice my listening skills by listening to stories told by the caller. It has taught me valuable lessons on how to actively listen to someone. However, personally, if someone I know has a mental health problem, I would recommend seeking specialized services instead of relying solely on this app. I would like to see the app offer more than just listening services

ในครั้งแรกที่รับสายยังรู้สึกไม่มั่นใจว่า องค์ความรู้ที่ผ่านการอบรมมานั้นเพียงพอหรือไม่ และหลังจากรับสายแล้วเราก็รู้ว่าควรหาความรู้ด้านใดมาเสริมเพิ่ม การมาเป็นอาสาสมัครกับ Sati App ทำให้เรารู้สึกว่าเราสามารถทำในสิ่งที่ประโยชน์กับคนอื่นได้ ตอนนี่เราก็แนะนำให้คนรู้จักแอปนี้ เพื่อใครมีญาติที่ต้องการคนรับฟัง จะได้เป็นการช่วยเหลือผู้อื่น อยากให้แอปแก้ไขระบบสายต่อ เพราะตัดหรือหลุด และต้องการให้ช่วยแก้ไขปัญหาเด็กนักเรียน คนวัยทำงาน ให้มีกำลังใจที่จะลุกขึ้นมาชนะกับปัญหาตัวเองได้ นอกจากนี้ Sati App มีข้อดีคือ มี Facility พื้นฐานที่ดี ไม่ว่าจะเป็น Website ที่มีหลักสูตรอบรม มี App สำหรับติดต่อกับผู้โทร และเป็นกลไกที่เราไม่รู้จักเขา เขาไม่รู้จักเรา ทำให้รักษาสภาพความเป็นกลางได้

At first, I was not confident whether the knowledge gained from the training was sufficient or not when receiving calls. After receiving calls, I realized that I needed to seek additional knowledge in certain areas. Being a listener with the Sati App made me feel like I could be useful to others. Now, I recommend this app to people I know in case they have relatives who need someone to listen to them. I wish the app would fix their call system as sometimes it gets cut off, and I would like the app to also help solve problems for students and working people, giving them the encouragement to overcome their problems. In addition, the Sati App has the advantage of having good facilities, such as a website with training courses, an app for contacting callers, and a mechanism that keeps both parties anonymous, making it possible to maintain a neutral position.

ในครั้งแรกก่อนการรับสายเรารู้สึกประหม่า แต่หลังจากที่เราได้รับฟัง ได้พูดคุยเรารู้สึกว่ามันไม่ได้เป็นเรื่องที่ยากเกินไปเลย การที่เป็นอาสาสมัครในแอปนี้ทำให้เราได้พัฒนาทุกทักษะการรับฟัง และเราก็ได้ช่วยเหลือผู้อื่น และที่ชอบมากสำหรับแอปนี้คือการที่เราสามารถช่วยเหลือผู้อื่นผ่านการรับฟังได้ง่าย รับฟังที่บ้านก็ได้

At first, before answering the call, I felt nervous. But after listening and talking, I realized that it was not too difficult. Volunteering on this app has allowed me to develop all listening skills and to help others. What I love about this app is that we can easily help others by listening, even from home

เวลาก่อนที่จะรับสายเราจะรู้สึกตื่นเต้นเพราะไม่รู้ว่าจะได้เจอกับเรื่องราวอะไร เวลาหลังวางสายเราก็มีหลายความรู้สึก เช่น หวังว่าผู้ที่โทรเข้ามาจะสบายใจขึ้น ดีใจที่มีโอกาสได้ช่วยเหลือคนอื่น เสียหายที่มีหลายประโยชน์ที่น่าจะพูดแต่ยังไม่ได้พูด การใช้แอปนี้ทำให้เราได้ทำอะไรเพื่อผู้อื่น รู้สึกตัวเองมีคุณค่า มีประโยชน์ ได้ฝึกสติ ได้ฝึกทักษะการสนทนา แอปนี้มีข้อดีหลายอย่างเป็นแอปที่เข้าถึงง่ายไม่มีค่าใช้จ่าย ช่วยคลายเครียดคลายกังวลน่าจะช่วยลดปัญหาทางสังคมได้อีกทางหนึ่ง และสะดวกต่ออาสาสมัครผู้ฟังสามารถทำที่ไหนก็ได้ครับ

Before answering the call, we would be so nervous because we don't know what story we going to listen. After hanging up, we have various emotions such as hoping that the person who called is feeling better, being glad that we have the opportunity to help others, regretting the things we didn't say, and more. Using this app allows us to do something for others, feeling more valuable and useful, practice mindfulness, and improve our conversation skills. The app has many advantages as it is easily accessible, free of charge, helps to relieve stress and anxiety, and may also help to reduce social problems. It is convenient for volunteers to listen from anywhere.

Listener Testimonial

ก่อนรับสายรู้สึกว่ตื่นเต้นที่จะได้มีโอกาสช่วยเหลือคนอื่นที่เค้ากำลังอยากให้ใครช่วยรับฟัง ได้เป็นเพื่อน เป็นพื้นที่ปลอดภัยให้กับเค้า รู้สึกปลื้มใจที่สังคมเรามีสิ่งดีดีแบบนี้ ขอขอบคุณผู้ก่อตั้งและทีมงานที่ทำเพื่อสังคม หลังจากวางสาย มีครั้งหนึ่งที่ผู้เล่าโทรมาร้องไห้ แล้วก่อนวางสายเค้าพูดกับเราว่า ขอขอบคุณนะพี่ที่รับฟังหนู และทำให้เค้ารู้สึกดีขึ้น สบายใจขึ้นที่ได้ระบายให้เราฟัง มันเหมือนเหมือนของขวัญอันมีค่าที่เราได้รับจากผู้เล่า ใจเรามันฟูขึ้นมาเลย และรู้สึกว่จริง ๆ แล้วเราแทบไม่ได้พูดอะไรเลยนะ เราเป็นเพียงแค่ผู้ฟังเท่านั้นเอง เหมือนเราไม่ได้คิดว่าเราทำอะไรมากมาย แต่กลับได้รับคำขอบคุณจากเค้า เลยยังเป็นสิ่งที่ปลื้มใจ และอึ้งอึ้งใจที่ได้ช่วยเหลือ และยังเป็นเหมือนการตอกย้ำว่สิ่งที่เรามันเป็นประโยชน์กับผู้อื่นได้จริง ๆ นะ ไม่มากก็น้อย

ได้ฝึกฝนทักษะการฟังอย่างตั้งใจ ฟังอย่างไม่ตัดสิน ฟังในสิ่งที่ไม่ได้พูดออกมา น้ำเสียง บริบท การเล่าเรื่องต่าง ๆ และได้ฝึกการมีเมตตาและเข้าอกเข้าใจผู้อื่น ได้เรียนรู้ผ่านประสบการณ์ของผู้อื่น บางครั้งสิ่งที่เราได้ฟังก็เป็นเหมือนเครื่องเตือนใจหรือสอนใจเราได้ในการใช้ชีวิตเช่นกัน ฝึกให้เรารับมือกับความหลากหลายทางอารมณ์ที่เกิดขึ้นผ่านชีวิตจริง หลังจากวางสายทุกครั้งเราจะกลับมาคิดทบทวนถึงบทสนทนาที่คุยกัน และถอดบทเรียนว่เราได้เรียนรู้ว่ไรจากเรื่องราวของแต่ละคนบ้าง สิ่งไหนที่เราคิดว่เราทำได้ดีในฐานะผู้รับฟัง และสิ่งไหนที่เราคิดว่เราสามารถทำต่างออกไปได้ในครั้งถัดไป มันช่วยให้เราได้พัฒนาตนเอง และเรียนรู้ว่อย่างต่อเนือง สิ่งสำคัญที่ได้รับอีกอย่างหนึ่งคือ การเข้าใจในสัจธรรมของชีวิตว่มนุษย์ทุกคนล้วนแล้วแต่มี

และคงจะแนะนำแอปต่อแน่นอน และทำเป็นประจำค้ะ เมื่อเจอคนที่เค้าพร้อมที่จะรับฟัง เราจะแนะนำให้เค้าไปสมัครเป็นอาสาของ Sati เพื่อสร้างทีมอาสาที่ใหญ่ขึ้น และทุกครั้งที่ได้พบเจอผู้คนใหม่ ๆ และได้แนะนำตัวเอง จะพูดเสมอว่เราเป็นอาสาของ Sati หวังว่จะเป็นการช่วยประชาสัมพันธ์สิ่งดีดีเหล่านี้ให้กับคนรอบข้างค้ะ

Before answering the call, I felt excited to have the opportunity to help someone who needed someone to listen, to be a friend, and to provide a safe space for them. I felt proud that our society has such good things. After hanging up, there was a time when the user called and cried. Before ending the call, they said to me, "Thank you for listening and making me feel better. I feel relieved after venting to you. It's like a valuable gift i received from the user. Our hearts were lifted, and I think I didn't say anything that much. I was just listeners. I didn't think I did much, but to received thanks from them. It was gratifying and fulfilling to help, and it really emphasized that what we did was really beneficial to others, even if it was just a little.

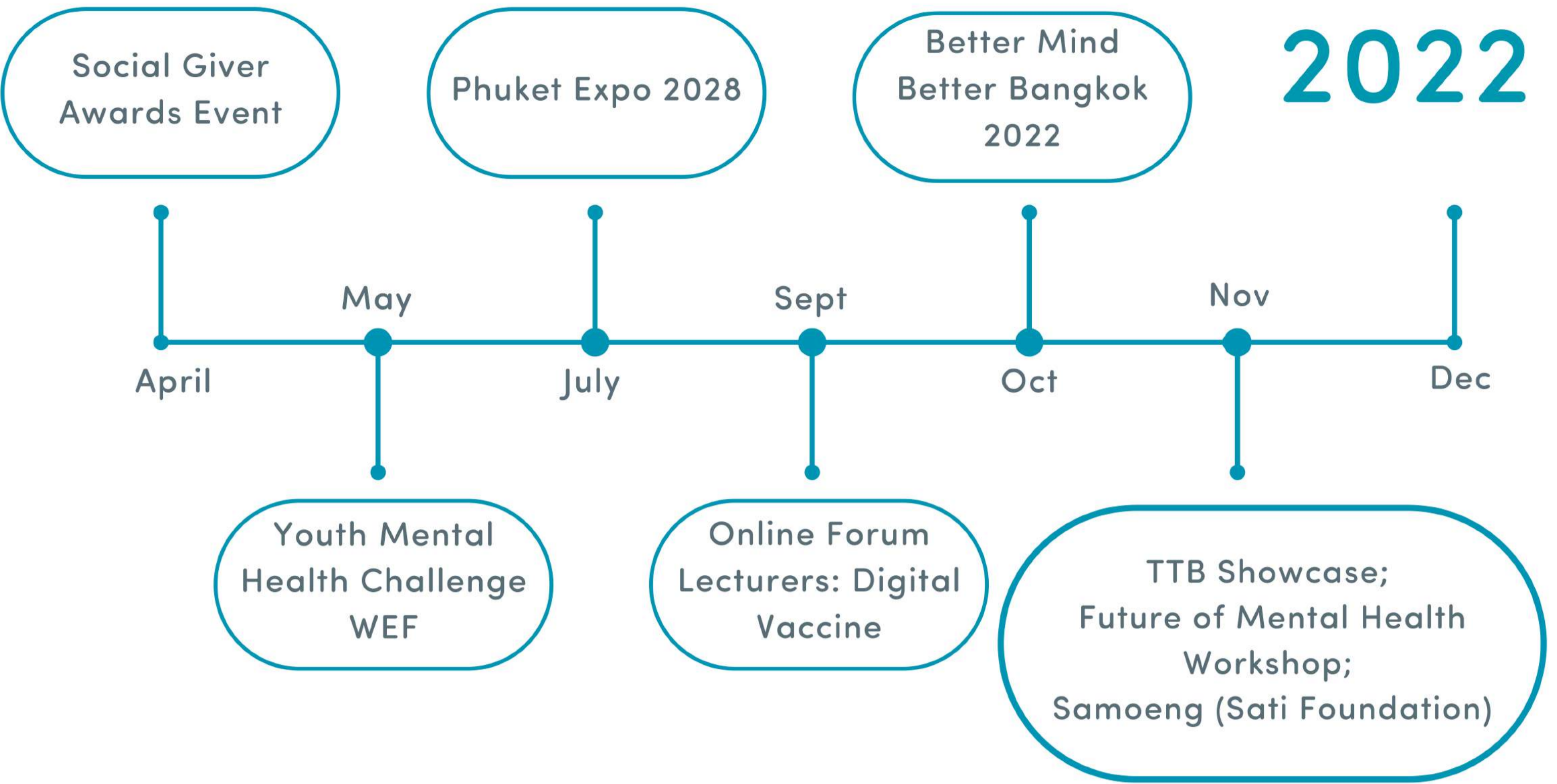
I have practiced the skill of active listening, listening without judgment, listening to things that are not verbally spoken, such as tone of voice, context, and different stories. I have also practiced empathy and understanding of others. Through the experiences of others, I have learned that sometimes what we listen to can be like a reminder or a teacher guiding us in life and have trained us to cope with the variety of emotions that we have to face in real life. After each conversation, I reflect on what we talked about and extract the lessons learned from each person's story. I consider what I did well as a listener and what I can do differently in the next conversation. This helps me to develop myself and to continue learning. One important thing I have gained is an understanding of the truths of life, that all humans are inherently the same.

I will definitely recommend the app and make it a habit to be actively on the app so. When I meet someone who is willing to listen, I will encourage them to become a volunteer for Sati to build a larger volunteer team. And every time I meet new people and introduce myself, I will always mention that I am a volunteer for Sati. I hope this will help promote these good things to the people around me

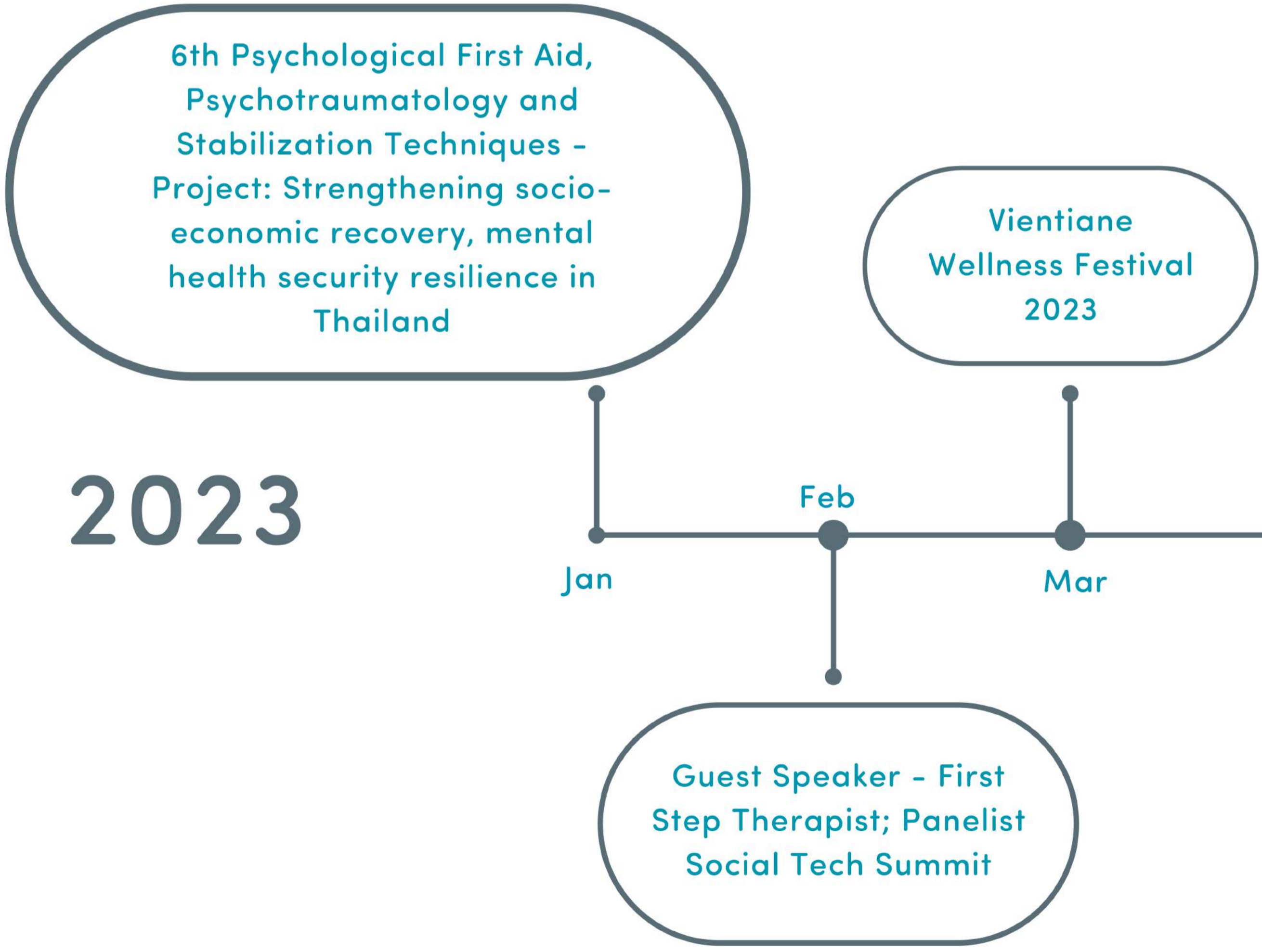
Our Activities



2022



2023



World Mental Health Day 2022

2022 Better Mind Better Bangkok

9 October, 2022 - Bangkok Art and Culture Center

On World Mental Health Day, Sati App took the initiative in leading an event under the banner, "Better Mind, Better Bangkok." The primary objectives of this event were

- To spark interest and enhance community understanding of mental health issues.
- To foster a safe environment for the exchange of experiences and ideas, thereby facilitating connection.
- To empower individuals and groups to take action, thus creating a positive ripple effect in the mental health landscape.

The event offered insights into four key areas of mental health:

- Fostering resilience through addressing youth mental health.
- Empowering women's mental health.
- Providing effective and inclusive mental health support for the LGBTQI+ community.
- Exploring the impact and importance of Urban Mental Health.

Our panel included advocates, individuals with lived experiences, influencers, and mental health specialists, and featured representatives from The Department of Mental Health and The Bangkok Metropolitan Administration. The aim was to provide comprehensive and practical information to the attendees, both in-person and those tuning into our live broadcast on ThaiPBS and TikTok.

Number of people registered to attend the event	184
Number of people attended panel sessions	95

The successful realization of this event was a result of the collaborative efforts of Global Shapers Bangkok, Mind Terra, Understand, and Friday. Additionally, the unwavering support from over 20 allies was instrumental in making the event a grand success.

Event by



In collaboration with



Sponsored by



Media partner



With support from



Event Highlights



Event Highlights



Media Outreach

Media	Date	Type	Channel
The Cloud	7 October 2022	Event PR	Facebook
	25 October 2022	Interview: Ya	The Cloud Website
SongSue	29 September 2022	Event PR	Facebook
	17 October 2022	Post Event Overview	Facebook
Eduzones	28 September 2022	Event PR	Facebook
	8 October 2022	Share LIVE Event	Facebook
Mutual	5 October 2022	Event PR	Facebook
Nation	29 September 2022	Interview: Dr Varoth and K. Amornthep	Facebook
ThaiPBS	7 October 2022	Share LIVE Event	Facebook
		Share LIVE Event	YouTube
		During Event Post	Facebook
		During Event Post	Twitter
		Wun Mai Variety	YouTube
		Big Story	YouTube
TikTok Thailand	7 October 2022	LIVE Event	TikTok via Sati App

Media Impressions

Media	Date	Type	Views
ThaiPBS	7 October 2022	Share LIVE Event YouTube	12,000
		Post Event Wun Mai Variety YouTube	1,200
		Post Event Big Story YouTube	2,900
TikTok Thailand	7 October 2022	LIVE Event	15,992

Sex education & Mental wellbeing workshop in Samoeng, Chiang Mai

In the northern district of Samoeng, Chiang Mai, led by SATI Foundation, team of volunteers and Sati App conducted a program focused on sexual education and mental health. We had learned from local educators about the pressing need for support among children as young as ten years old, grappling with mental and emotional challenges. The community's geographic isolation compounds this struggle; the nearest hospital is situated 25 kilometers away, and mental health care provision often falls to nurses who, although dedicated, are not specialists in psychology or psychiatry.



Our commitment remains steadfast. We will continue exploring and innovating, striving to create a framework that respects and meets the unique needs of each community we serve.

Project led by SATI Foundation



Before launching the program, we undertook extensive research to understand the local narrative, tribal customs, and their perceptions of mental health. Our goal was to facilitate mutual exchange and learning, rather than imposing a standardized 'right' or 'wrong', 'good' or 'bad'. The experience was deeply impactful, particularly witnessing the emotional intelligence of the students and their heartening support for one another.

Upon reflection, we've observed a stark contrast between the advancements in mental health technology, such as augmented reality, virtual reality, artificial intelligence, machine learning, and mental health chatbots, and the reality for communities like Samoeng. Despite these cutting-edge developments, many individuals in need may never have access to such technology or even basic professional mental health care due to resource constraints.

We acknowledge the risk of losing sight of the essential human elements of empathy and support, particularly for those with unequal access to care. The challenge we now face is how to leverage local knowledge and cultural understanding to develop sustainable, effective solutions for low-resource communities.



Vientiane Wellness Festival 2023

It was a distinct honor for us to participate as a speaker at the 2023 Vientiane Wellness Festival, an event curated by the Global Shapers Vientiane Hub. Our topic of discussion, "Foundation of Mental Health and The Power of Listening," allowed us to represent the work that Sati App is doing and delve into the significance of mental health accessibility and the profound role of listening.

The festival acted as a space of openness and authenticity, encouraging attendees to engage with vulnerability and share personal experiences. The atmosphere was charged with inspiration, offering a platform where personal growth and learning were deeply valued.

In delivering the talk, I found myself reflecting on the core mission of Sati App – our steadfast commitment to democratizing mental health care, making it both accessible and affordable for all. Understanding mental health is complex, requiring a nuanced approach that recognizes the multifaceted elements influencing our well-being.

Regrettably, in many areas, including ours, mental health issues remain shrouded in stigma, often overlooked and under-addressed. Despite a budding awareness around mental wellness, there exists an educational and resource deficit, including a critical shortage of mental health professionals.

The need for robust mental health policies and infrastructures at every level – local to regional – is glaringly apparent. Achieving lasting impact will necessitate collaborative efforts, where we unite to prioritize mental health and well-being for all. This is the path we are on, and it is one that we are committed to traversing.

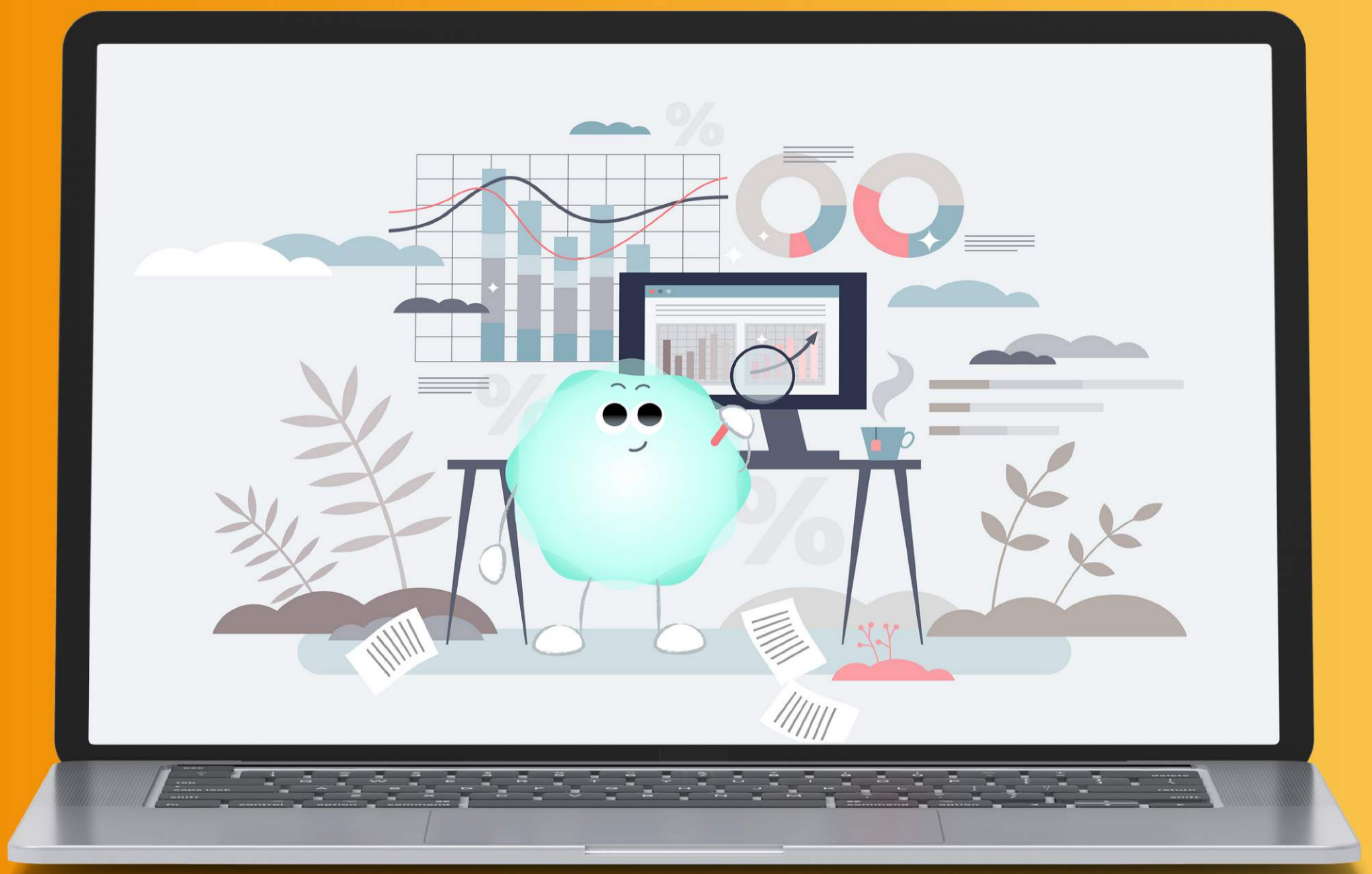
Amornthep Sachamuneewongse



Event by



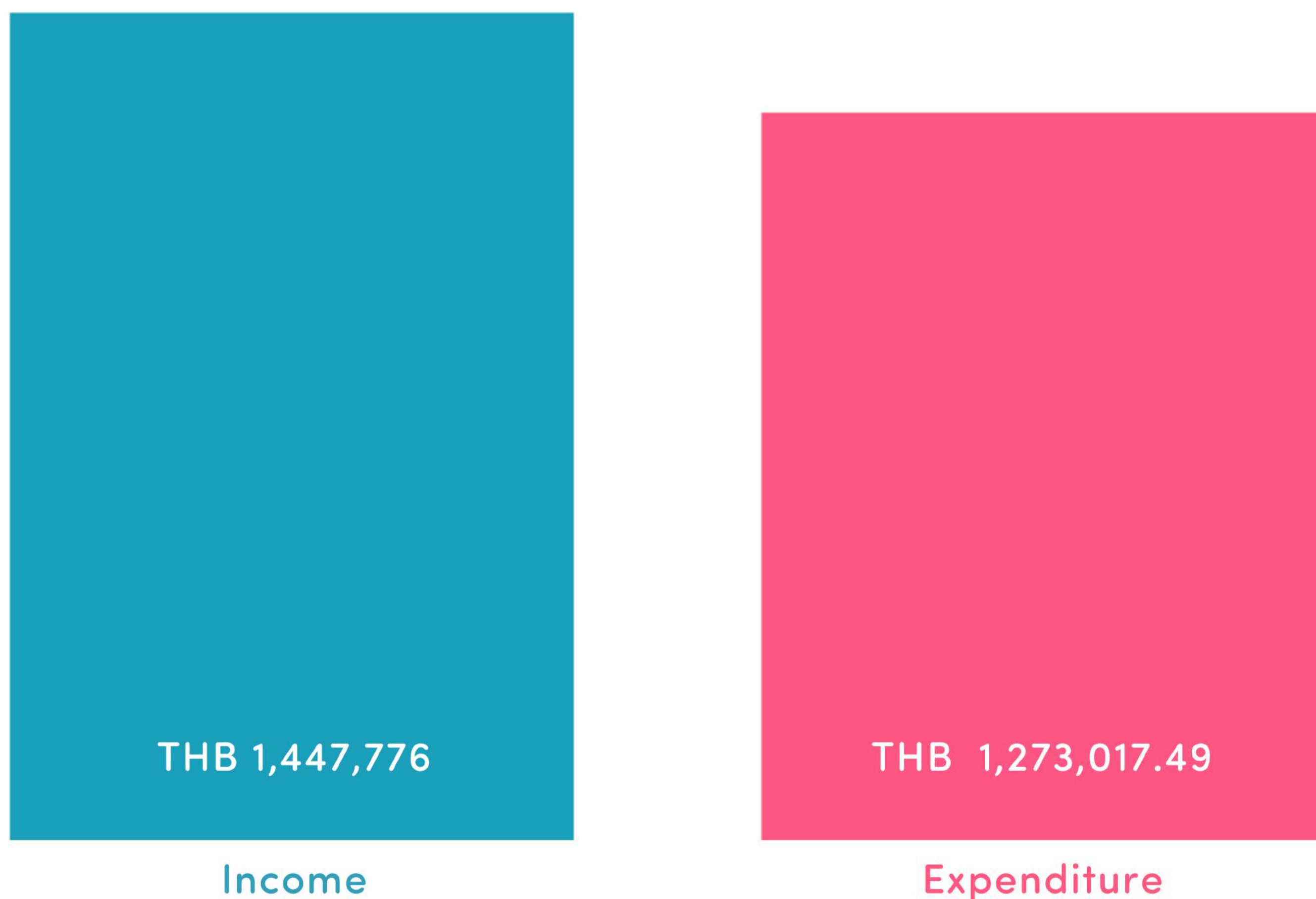
Our Financial Activity



Financials

Between January 1st, 2022, and January 1st, 2023, Sati App generated a total revenue of 1,447,776 baht, primarily through the generous contributions of numerous organizations and philanthropic individuals. During this period, Sati App's expenses amounted to 1,273,017.49 baht, mainly invested in enhancing the app's technological infrastructure and data collection capabilities.

Sati App Total Cash Flow in 2022

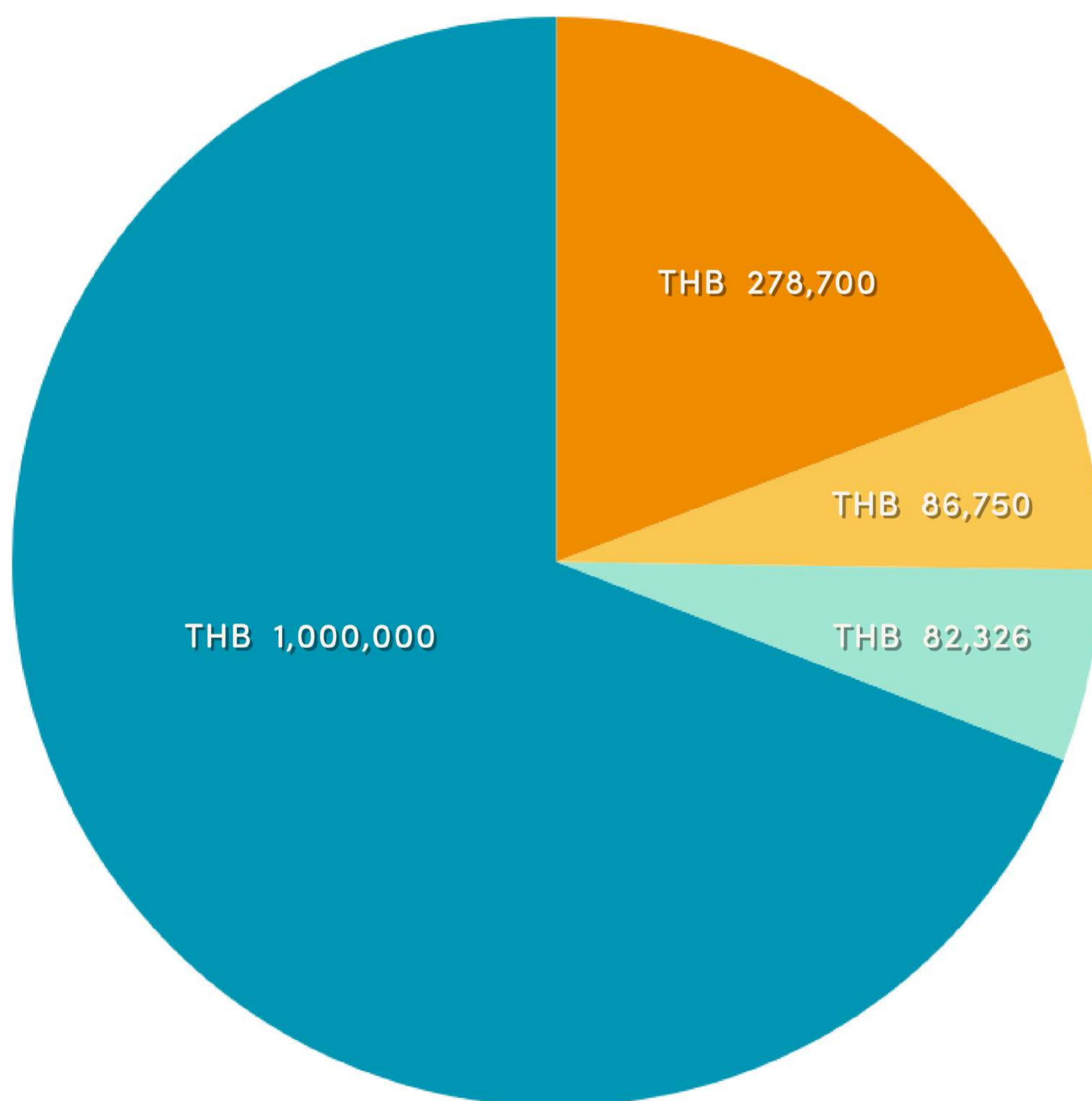


Financials

Sati App Income Breakdown 2022

The majority of the funding came from the generous philanthropic donation. Several organizational sponsorships provided crucial financial support for our inaugural mental health awareness event, titled "Better Mind, Better Bangkok," which took place in conjunction with World Mental Health Day.

Online donations were primarily facilitated through our official website and the dedicated donation channels established in collaboration with Kasikorn Bank and TTB Bank. In November 2022, we successfully launched our Corporate Training Program, with the support of the development funding provided by TTB Foundation.



Income Breakdown:

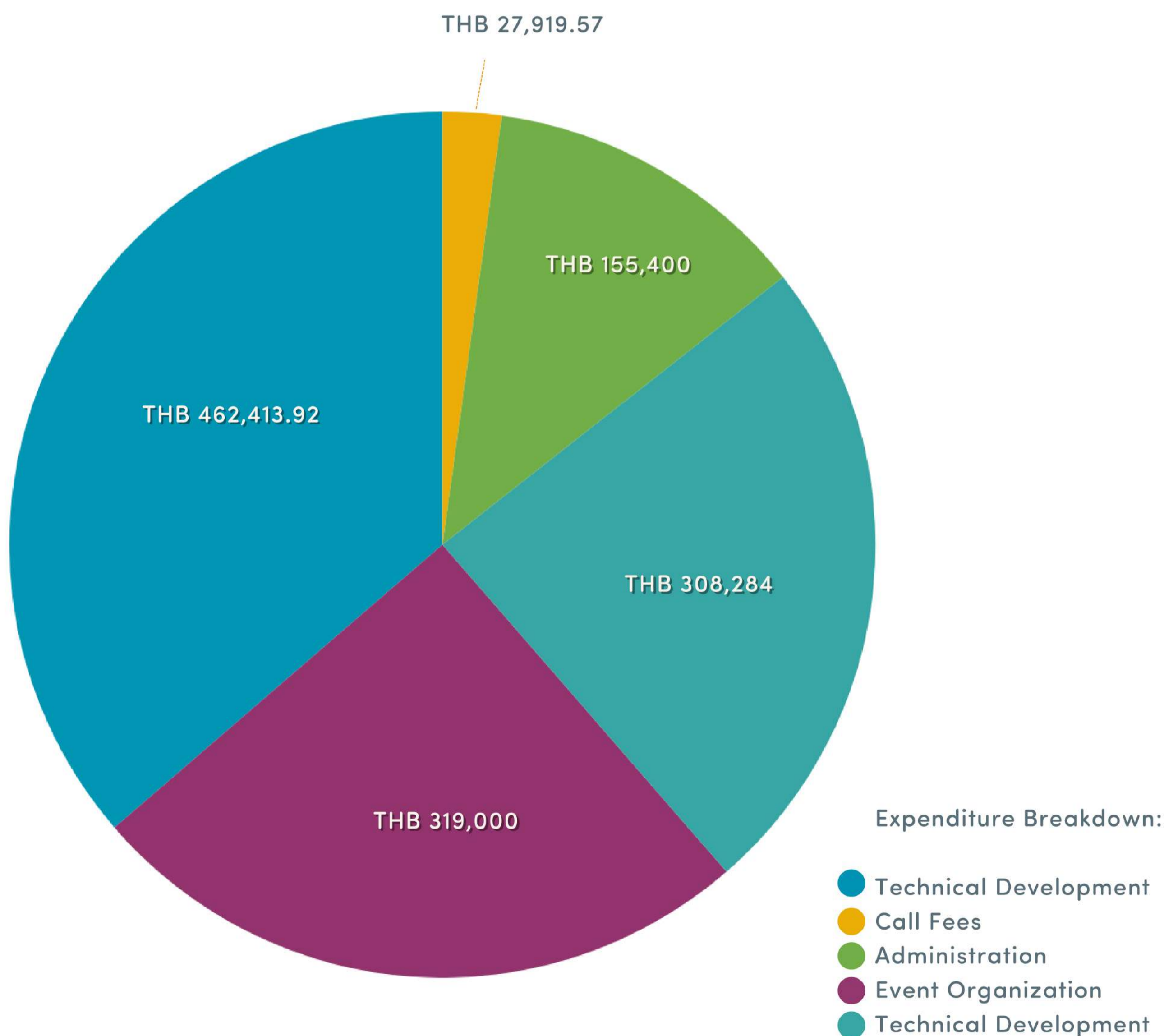
- Philanthropic Funding
- Corporate Sponsorship
- Online Donation
- Corporate Training Program

Financials

Sati App Expenditure Breakdown 2022

The majority of our expenditure in 2022 is toward improving our technical infrastructure. In January 2022, we overhauled our system provider for the call network to be more stable in Southeast Asia and had to create a new system to accommodate accordingly. In April 2022, we also developed a new e-learning platform to train volunteers so they can be qualified as Sati App Listeners in our ecosystem. In July 2022, we created a new internal dashboard to improve our accuracy and range of data collection in order to better understand the social impact of our work. Our expenditure in technical maintenance involves a gradual optimisation of all calls in Sati App and constant development of new features based on user and listener feedback.

We also hosted our first mental health awareness event in October 2022 called Better Mind, Better Bangkok for World Mental Day at Bangkok Art and Culture Centre, where we invited many influential figures to talk about women, youth and LGBTQAI+ mental health.



In The Pipeline



This Year

As we forge ahead this year, our primary objectives are centered around the enhancement of our mobile application, focusing on its stability and efficacy. We are committed to expanding our pool of trained volunteers, a vital asset to our mission, thereby amplifying our reach and impact.

In the pipeline, we have an array of ambitious projects and initiatives that will propel our efforts forward. However, these undertakings necessitate the collaborations with other organizations. Such partnerships are pivotal in fostering an environment of shared knowledge and resources, ultimately driving the collective goal of mental health accessibility and affordability.

Moreover, we are actively working on devising strategies for developing a sustainable source of funding. This is vital to ensure the longevity of our services and to fuel our expansion plans. We look forward to a year filled with progress, collaboration, and meaningful impact, all made possible through the collective efforts of our team, volunteers, and partners.

In the pipeline

Full launch of Corporate Wellness Training Program

MIND Alliance of Thailand is the go-to hub for mental health information, resources, and support in Thailand. Our mission is to connect mental health activists, advocates, policymakers, NGOs, individuals with lived experience, and professional mental health care providers to drive policy change, increase access to mental health resources and funding, and improve overall mental health outcomes in Thailand. We are the central platform for discovering who's working in the field of mental health in Thailand and what they are focusing on.



MIND Alliance: Mental Health Integration and Networking for Development

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This Year

Better Mind Better Bangkok 2023

As we set our sights on the upcoming year, one of our paramount initiatives is the organization of another World Mental Day event in Bangkok under the banner of 'Better Mind, Better Bangkok'. This year, we will be centering our discussions and activities around the vital themes of self-care and self-understanding.

We believe that mental health and well-being start with understanding oneself and recognizing the significance of self-care. Our goal for the event is to drive home the importance of these aspects and create an open dialogue about mental health. We intend to share effective techniques for self-care, discuss how we can best support our peers, and provide insight into the tools available for mental health management.

We eagerly look forward to the support and engagement of our existing allies and at the same time, we are excited about forging new alliances. By widening our network of supporters, we hope to create a more robust and collaborative community centered around mental health awareness.

This year's World Mental Day event promises to be a platform for growth, understanding, and unity.



Engaging Users and Volunteers through Gamification

We're innovating our approach to engagement by incorporating gamification into the Sati App. This involves using game design elements to stimulate involvement, increase user and volunteer engagement, and enhance the overall experience on our platform.

We're developing features like achievement badges for course completion, progress trackers, and interactive challenges to transform mental health education and peer support into an enjoyable and rewarding experience. This will not only make learning and volunteering more exciting but also foster a sense of accomplishment among our users and volunteers.

By making mental health care and volunteer work more interactive and enjoyable, we aim to encourage more consistent use of our app and greater involvement in our peer support network. This approach further underlines our mission to make mental health care more accessible and engaging, while empowering our users and volunteers to take an active role in their mental health journey and the support they provide to others.

This Year

Financial stability for Sati App

As we approach the third year of our operations, it has become increasingly clear that in order to cater to the growing number of users on our platform and continue our impactful work, we need to explore additional avenues for financial sustainability.

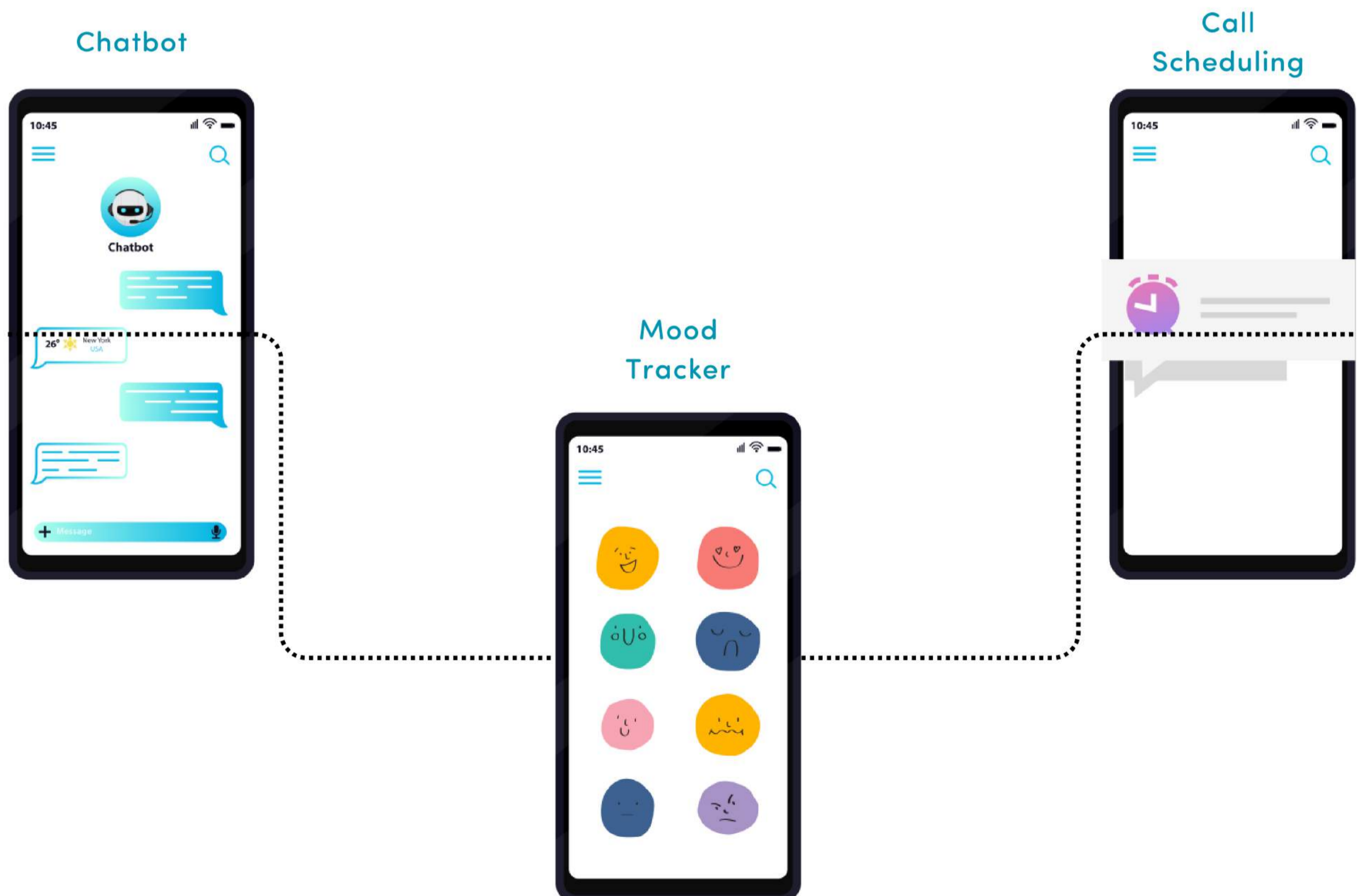
Our strategic focus will be the diversification of our funding sources, targeting three distinct areas:

Freemium Model for fund raising

To ensure the sustainability of the Sati App Foundation while maintaining our commitment to providing essential peer support at no cost, we have decided to adopt a freemium business model.

Under this model, users will continue to access our core peer support services for free. However, for those who wish to enhance their user experience and gain access to additional features, we will offer a premium tier. This optional, paid subscription will unlock access to advanced resources such as a Chatbot, Mood Tracker, and Call Scheduling.

Implementing a freemium model not only allows us to continue serving our users with high-quality, free mental health support, but also enables us to raise additional funding. This financial sustainability ensures our capacity to improve, expand, and innovate our offerings, enhancing the overall user experience and support that we provide.



This Year

Financial stability for Sati App

Launch of our Corporate Training Program

In addition to our early-stage corporate training website, we have also crafted an in-person training program aimed at supporting corporations. This program is designed with the objective of fostering a robust peer support network within organizations and nurturing empathy and listening skills among employees.

Our face-to-face training initiative is a hands-on, interactive experience that brings our professional mental health educators directly into the corporate environment. We aim to not only impart knowledge but also cultivate an atmosphere of understanding and compassion within the workplace. We believe this personal approach aids in breaking down stigma and fostering open dialogue around mental health.

By combining our online and in-person training, we aim to create a holistic approach to mental health education in the corporate world. This combination allows us to reach a broader audience, cater to diverse learning styles, and provide ongoing support and resources, all while promoting a culture of mental health awareness and empathy within organizations.

Empowering Future Mental Health Professionals: The Sati App Training Initiative

Once launched this will be our immersive program designed to foster collaboration with various academic institutions, positioning Sati App as an incubator for future mental health professionals. Through this initiative, we aim to:

Cultivate Academic Partnerships: Establishing established partnerships with psychology programs to offer internships for students needing to accumulate counselling hours before graduation. This initiative not only aids students in fulfilling their academic requirements but also brings fresh perspectives and expertise to our platform.

Enhance Skill Development: The program will provide a rich learning environment, allowing students to apply their academic knowledge to real-world scenarios. This hands-on experience significantly enhances their counseling skills, preparing them for their future roles as mental health professionals.

Expand Platform Capacity: By integrating interns into our operations, we will be able to significantly boost our platform's capacity. With more trained individuals at hand, we can extend our reach and assist a larger number of users in need, effectively addressing the escalating demand for mental health support.

Foster Mutual Benefits: Our initiative creates a win-win situation. It equips aspiring mental health professionals with a platform to gain invaluable practical experience, while our users reap the benefits of their knowledge and eagerness. This synergy cultivates a supportive community committed to mental health advocacy.

Our Allies

We extend our sincere appreciation to our allies and partners, whose support has been crucial in advancing our mission. Their contributions have empowered our work, enabling us to make significant strides in the field of mental health.



Media Mentions

TIME

WORLD
ECONOMIC
FORUM



THE STRAITS TIMES

NETFLIX

THE
NATION
THAILAND

กรุงเทพธุรกิจ



Bangkok Post

bi brand inside



THAI
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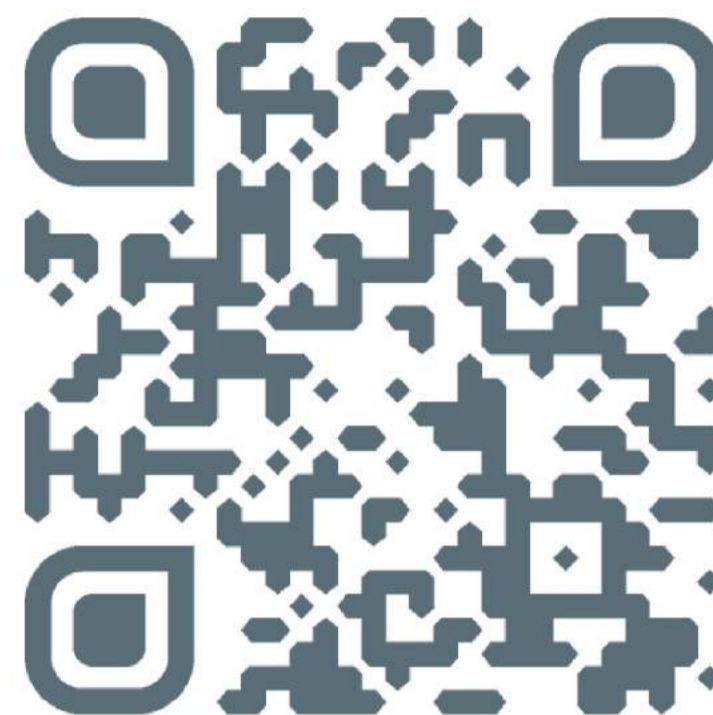
masala
THE VOICE OF THAILAND'S INDIAN COMMUNITY

Support our work

Become a part of our trained listener volunteers

Journey of Empathy: Learn Basic Psychological First Aid through our E-Learning Platform. Upon completion, join our dedicated community of Trained Listeners, equipped to provide compassionate peer support and a safe space for those in need, accessible through our mobile application.

**training currently available only in Thai language*



e-learning.satiapp.co

Donate to Sati App Foundation

Fuel Our Mission: Contribute through "Easy Online Donations" - Your generous contribution can play a crucial part in sustaining our efforts to improve mental health accessibility and affordability.



via Sati App



via Punboon by TTB



via Socialgiver

Follow our work on Social Media



Download Sati App





S - Supportive and understanding, a listening ear,
A - Assistance for those in need, a volunteer is here,
T - Trained in basic psychological first aid, a guiding light,
I - In times of distress, the app provides insight.

For more information visit us at www.satiapp.co