

Sati App Impact Report

2023 - 2024



your safe space to share

www.satiapp.co

available on



Table of Contents

03	About Us
08	Our Impact Area
11	Navigating Sati App
14	Key Impact Data
23	Voices from Our Community
26	Activity Highlights
40	Our Finances
43	In The Pipeline

Our Mission



Our Purpose

To create a holistic ecosystem for equitable access to mental health care to all

Our purpose is centered around fostering collaborative efforts with diverse agencies spanning the fields of health, technology, education, and communication sectors to create a holistic ecosystem that supports individuals' mental health and well-being at every stage of their lives. We strive to build a more empathetic, understanding, and supportive society where everyone has the opportunity to thrive mentally, emotionally, and socially.

Our Team



**Amornthep
Sachamuneewongse**
Founder/CEO



**Ondřej
Nádvorník**
Co-Founder/CTO



**Chanon
Wongsatayanont**
Co-Founder/Advisor



Tomáš Martykán
Senior Maintenance
Manager



Prima Pisuttisarun
Operations and
Strategy Lead



Wareethip Boonyor
Project Manager



**Wongsathorn
Boonamnuaysuk**
Volunteer Coordinator



Sirinya Thonghyu
Community and
Learning and
Development Specialist

Our Advisors



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



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



Jennifer Chavanovanich, Ph.D.
Lecturer in Psychology,
Faculty of Psychology
Chulalongkorn University



Asst. Prof. Theerapat Ungsuchaval, Ph.D.
Faculty of Social Sciences and
Humanities, Mahidol University



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



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



Peter Varnum
Global mental health and
lived experience expert



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

Our Advisors



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



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



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



Methawee Thatsanasateankit
DEI Expert
Shareholder - Vulcan Coalition



Trang Suwannaxilp
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 Chalermvongsene
Marketing Director



Tarin Yuangtrakul
Art Director

Words from Our Founders

Sati App was founded from our personal lived experiences. As someone who has lived with Major Depressive Disorder, Psychosis, and suicidal attempts, I found it difficult to envision the future, let alone try to create any social impact. Since the start, Sati App has been driven by our collective experiences, passion, and sincerity. We are deeply grateful to our volunteers, advisors, supporters, and users for their trust in our mission. A significant milestone this past year was our influence on mental health policy and the broader mental health ecosystem in Thailand and beyond. We are honored to have served on Thailand's mental health policy working committee. We are committed to continuing our work toward ensuring universal access to basic mental health care. This report celebrates our achievements, reflects on our progress, and outlines our vision for the future.



**Amornthep
Sachamuneewongse**
Founder/CEO

In 2023, Sati App continued its mission of providing empathetic support to users facing mental health challenges. With a growing community of 31,793 users and 630 listeners, we've made significant strides in fostering a supportive environment. However, as we look to 2024, our focus shifts to enhancing features like Moodtracker and Call Scheduling, addressing the evolving needs of our users. We are working on the expansion to Europe, with our first stop being the Czech Republic in 2024. Additionally, we are actively developing an AI model and AI projects, ensuring our platform remains at the forefront of innovation in mental health support. Our commitment remains unwavering: to build a platform where individuals find solace and understanding through compassionate listening. Together, we strive to empower individuals to overcome obstacles and embrace a brighter tomorrow.



Ondřej Nádvorník
Co-Founder

As a co-founder who has seen Sati since its beginning, I am incredibly proud of the progress Sati has made this year. The number of completed calls has doubled over the year and we have seen a lot of active new listeners joining the platform to support people who most need it. The Better Mind, Better Bangkok 2023 event has seen a huge number of participants and key partnerships such as with Maybelline Brave Together Campaign, Thailand Institute for Mental Health Sustainability, ThaiPBS, and Tiktok. It was also inspiring and validating to see Sati App become the winner of Win Win War.



**Chanon
Wongsatayanont**
Co-Founder/Advisor

Our Impact Area

*Laying the Groundwork for
Mental Health Care through Peer Support*

Sati App: Your Safe Space to Share

What is Sati App?

Sati App is a mobile application where individuals can freely express and share their experiences on mental health journeys, or simply seek an empathetic listener. It offers a no-cost safe space accessible to all.

Confidentiality and anonymity are prioritized, fostering a supportive community through peer support networks. Our volunteers, trained in psychological first aid and equipped with the skills to provide compassionate support, are available on our application to provide a welcoming and supportive space for everyone.

Our Awards & Recognition

**SOCIALGIVER
AWARDS
2022**



**ASIASTAR
10X10 >>>**



Why We're Needed?

Accessibility and affordability of mental health care in Thailand is one of the main issues.

1.2 Psychiatrist : 100,000 People



Given that Peer or Community Support forms the foundation of WHO's pyramid framework, our emphasis on constructing accessible peer support networks is fundamental.

Sati App is positioned as an application that provides "on-demand listening" service or peer support to anyone experiencing mental health challenges or in need of someone to listen.

We collaborate with government, private, and public sectors to ensure that the service is provided at no cost, aiming to reach as much of the population as possible.

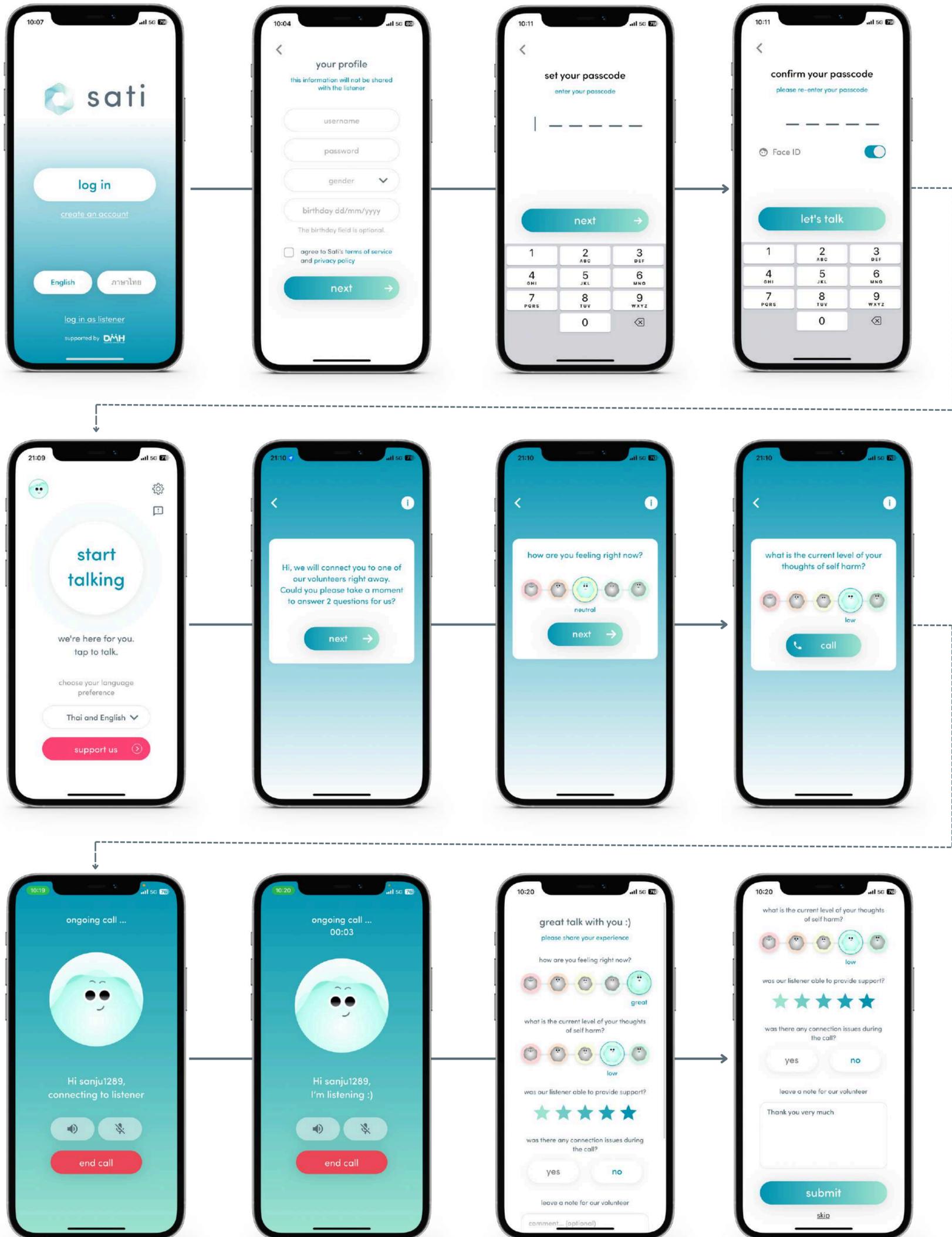




Navigating Sati App

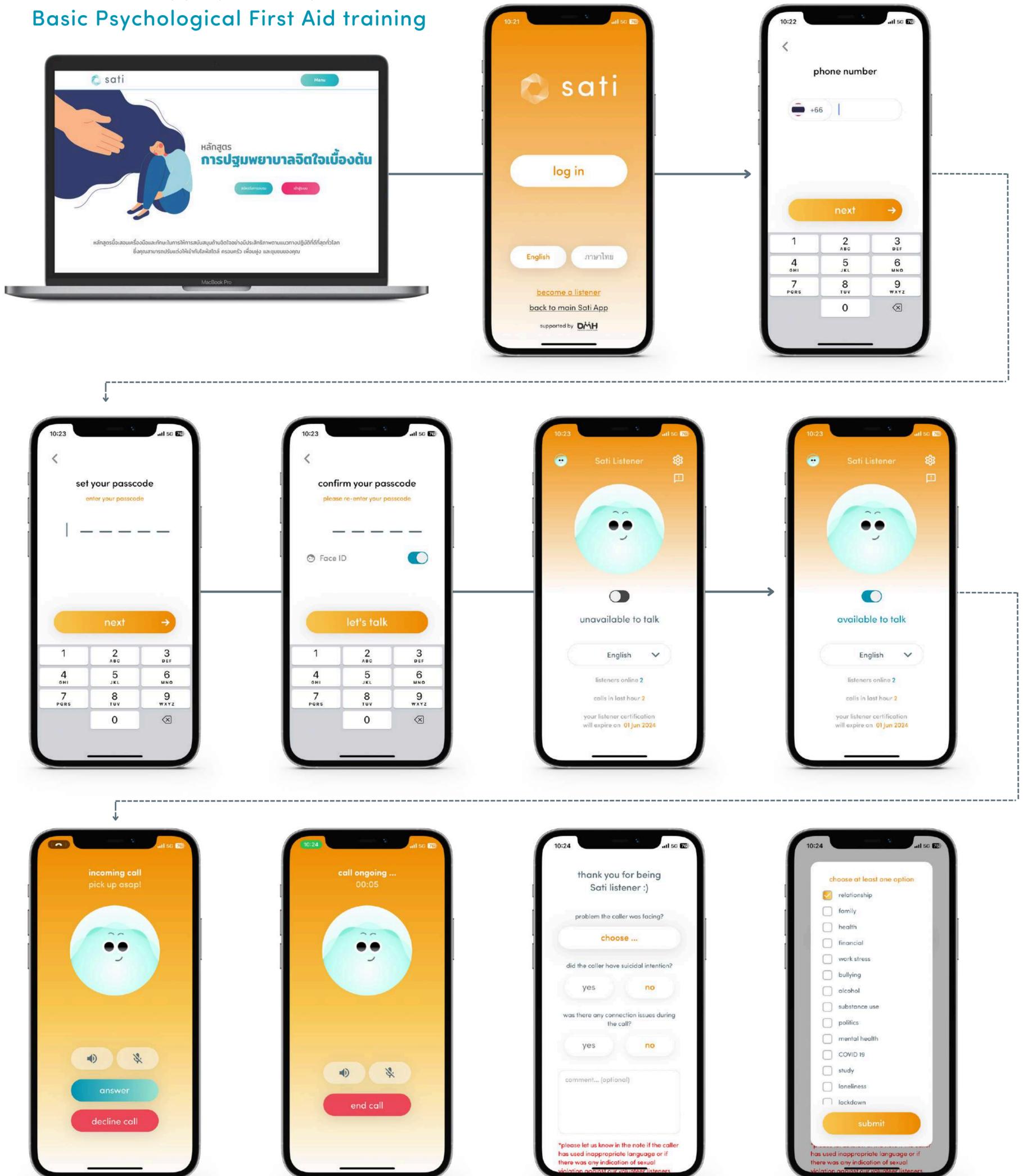
Explore How Sati App Works

User Journey



Listener Journey

Volunteers will be able to access Listener's App upon completion of Basic Psychological First Aid training



Key Impact Data

Data-Driven Insights

Key Impact

628

Trained
Listeners

30,312

Users

8,551

Calls Taken

According to Dr.Varoth Chotpitayasunodh, psychiatrist and our advisor, a call is considered **successful if it's 15 minutes or longer.** Our average call duration highlights the effectiveness of our app.

Average Call Duration

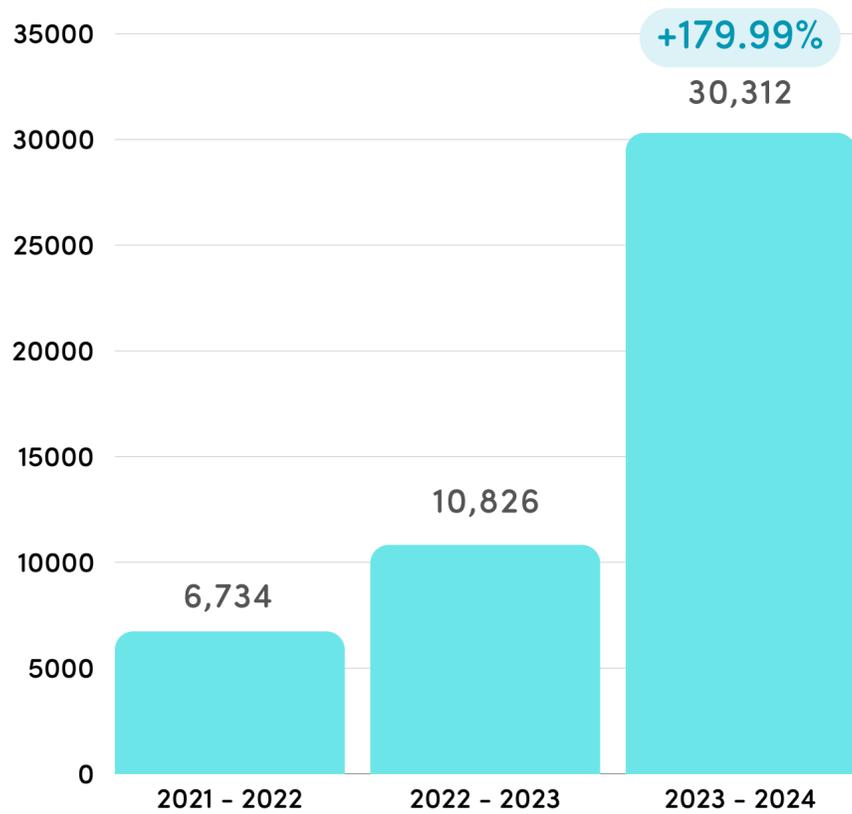
17m 30s

109,328

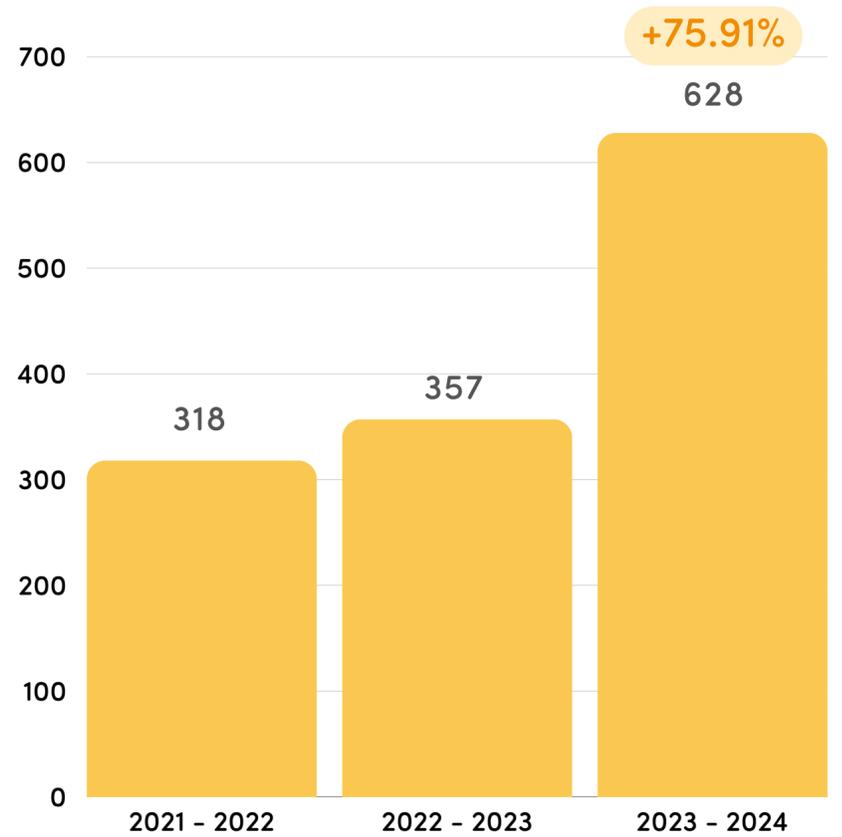
Minutes Conversated on Sati App

Visualize Our Growth

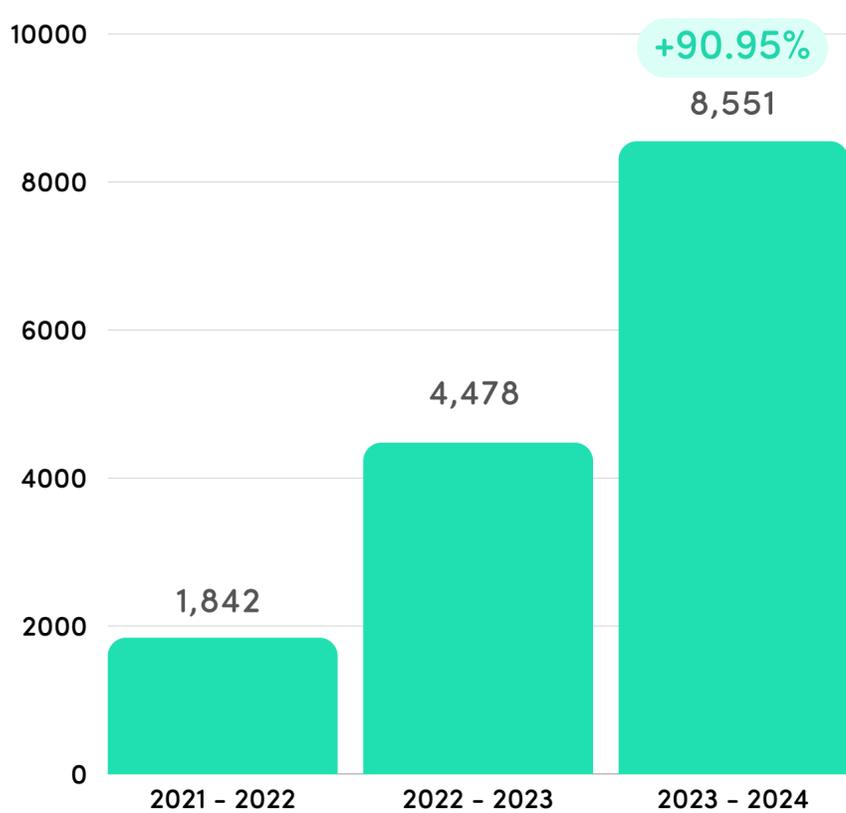
Number of users



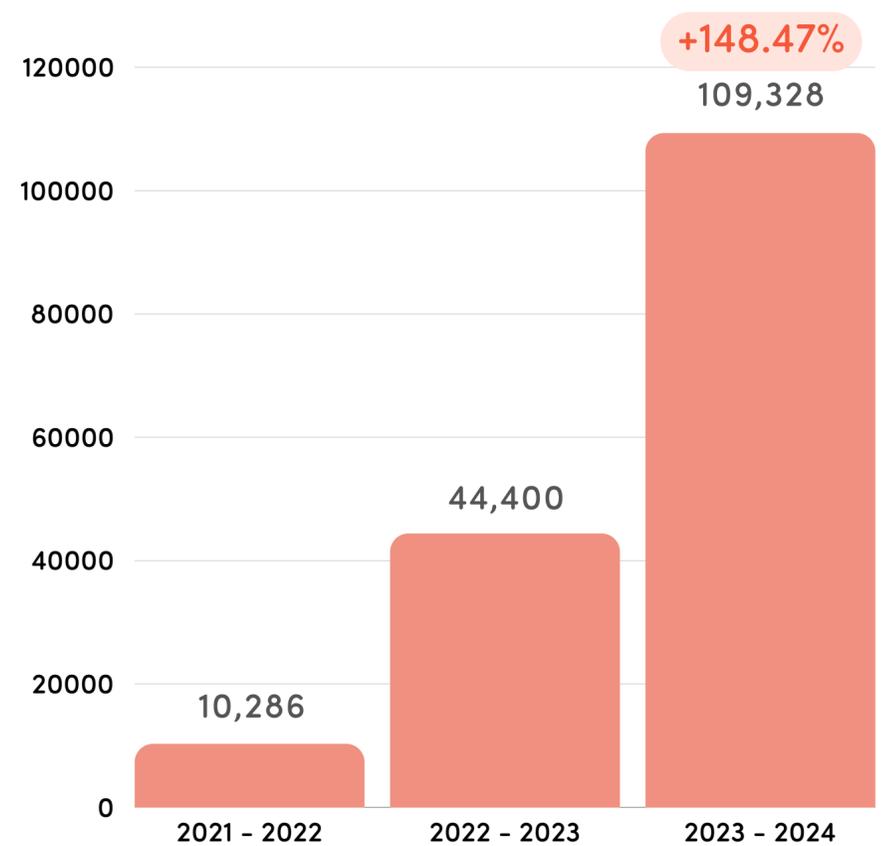
Number of listeners



Number of calls taken

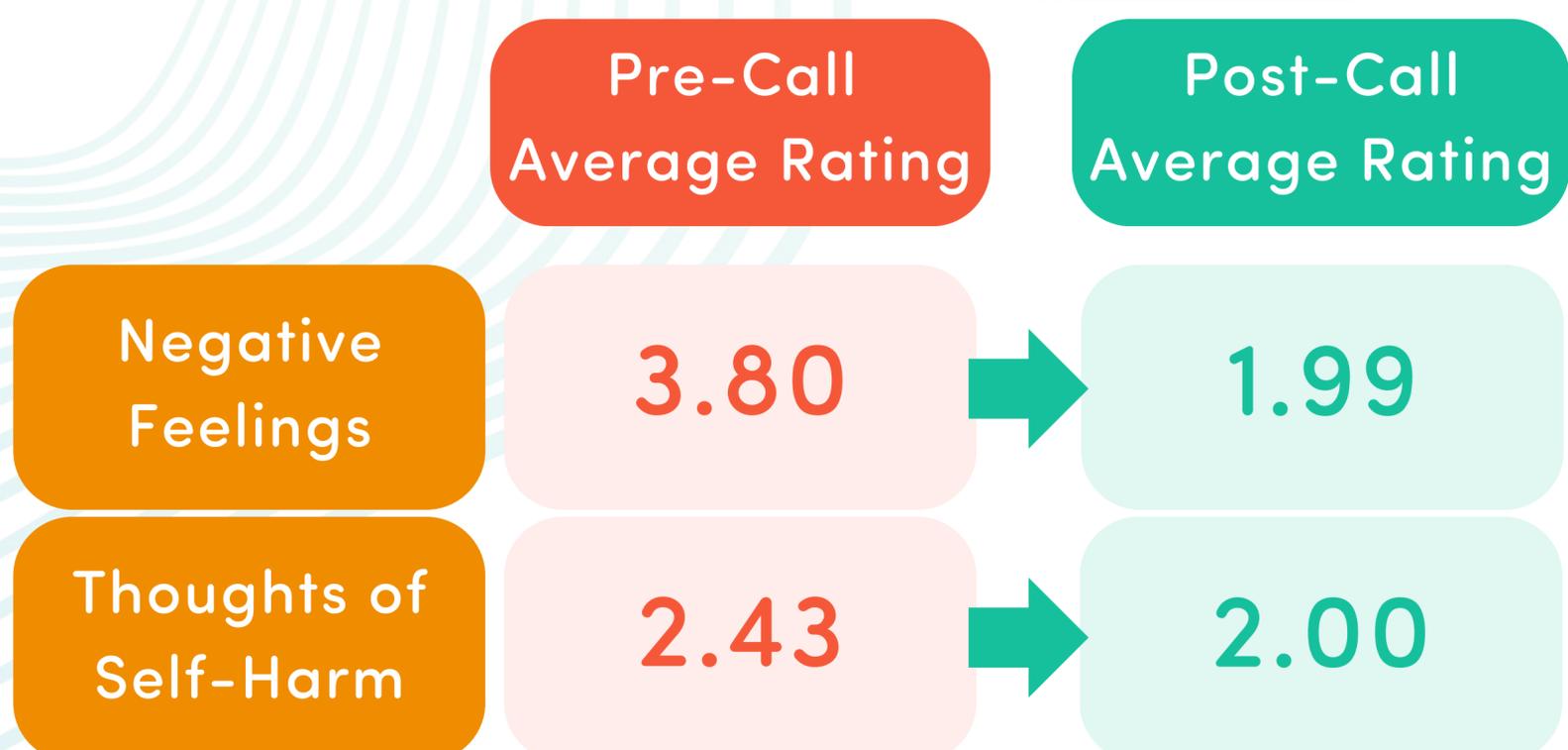
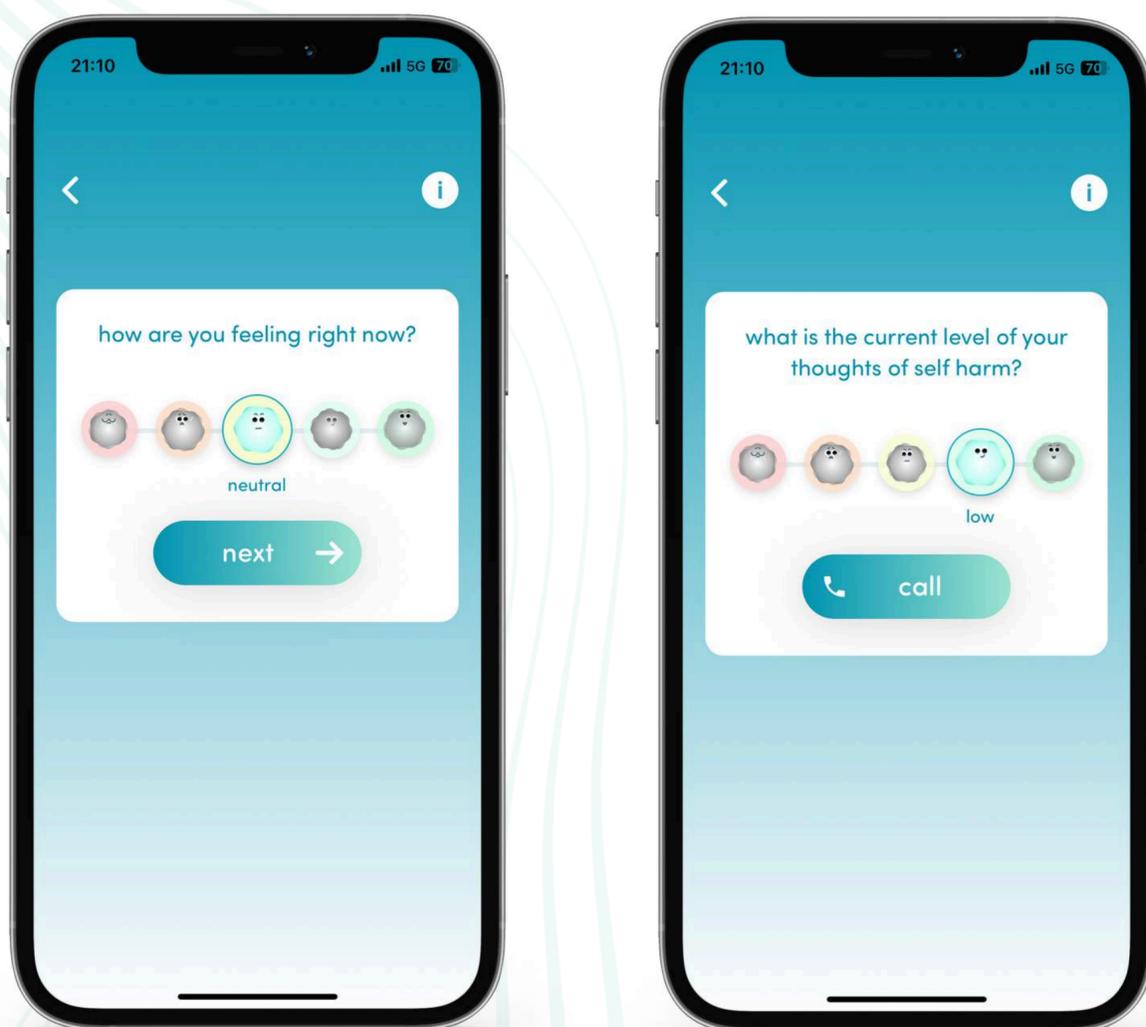


Total minutes converted



Average Pre- VS Post-Call Self Ratings

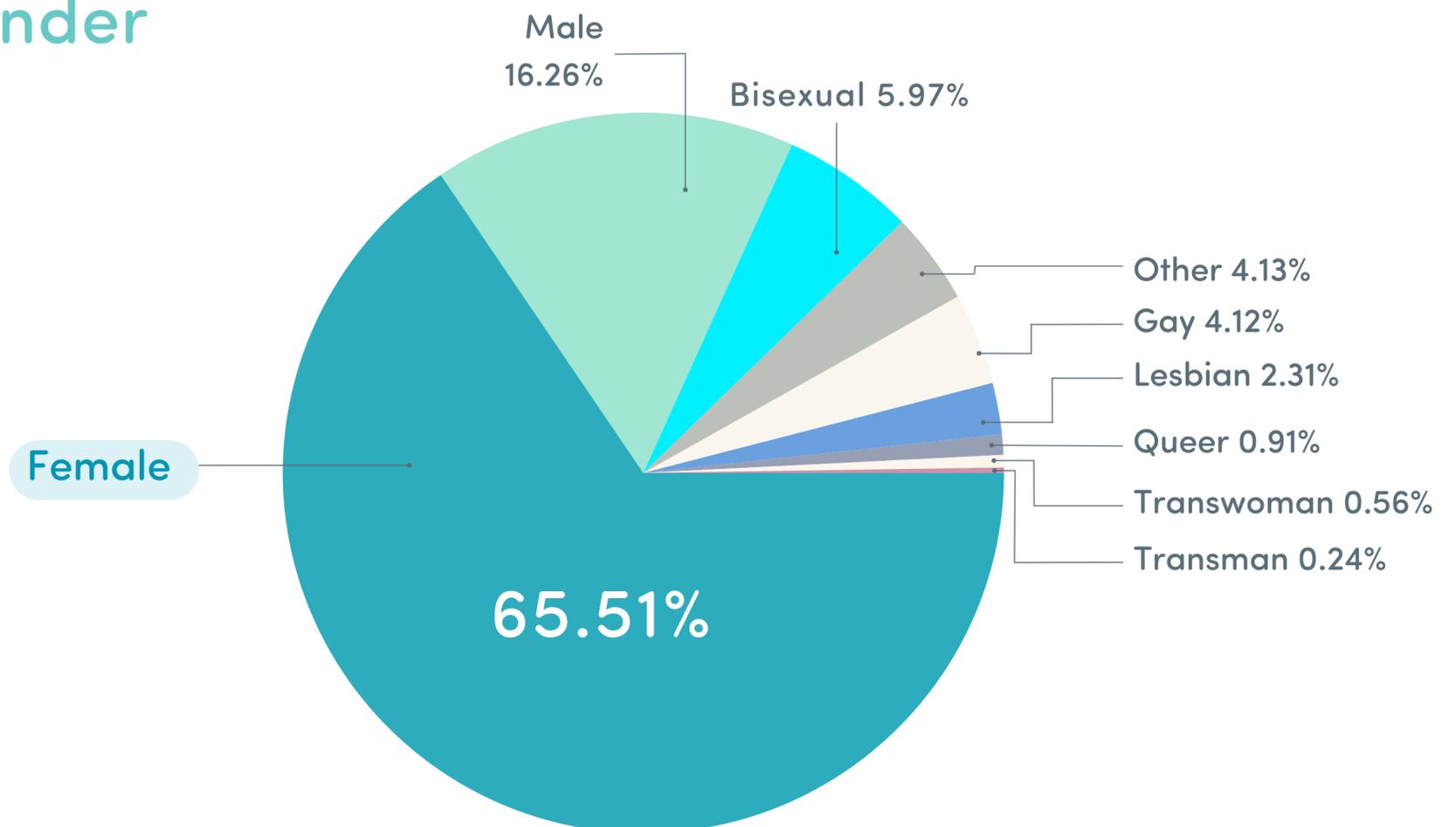
Our analysis, based on 2,010 user self-rating questionnaires administered both before and after each call, revealed a decrease in negative feelings and thoughts of self-harm. These findings highlight the transformative influence of our peer support system on our user's mental well-being.



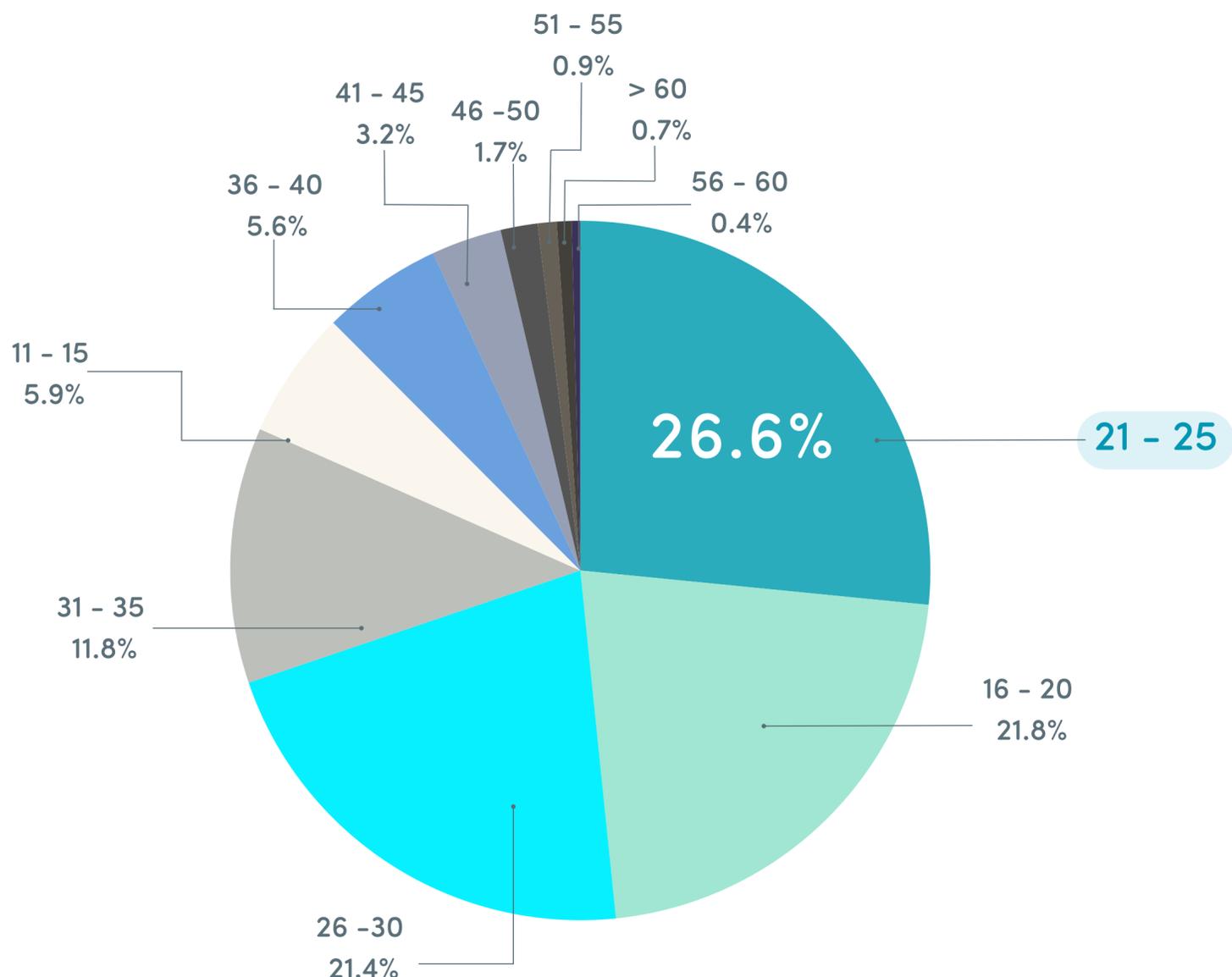
Data Analysis

From our collective data, we found that the majority of our users were female (65.51%) and were mainly between the ages of 21 to 25 years (26.6%).

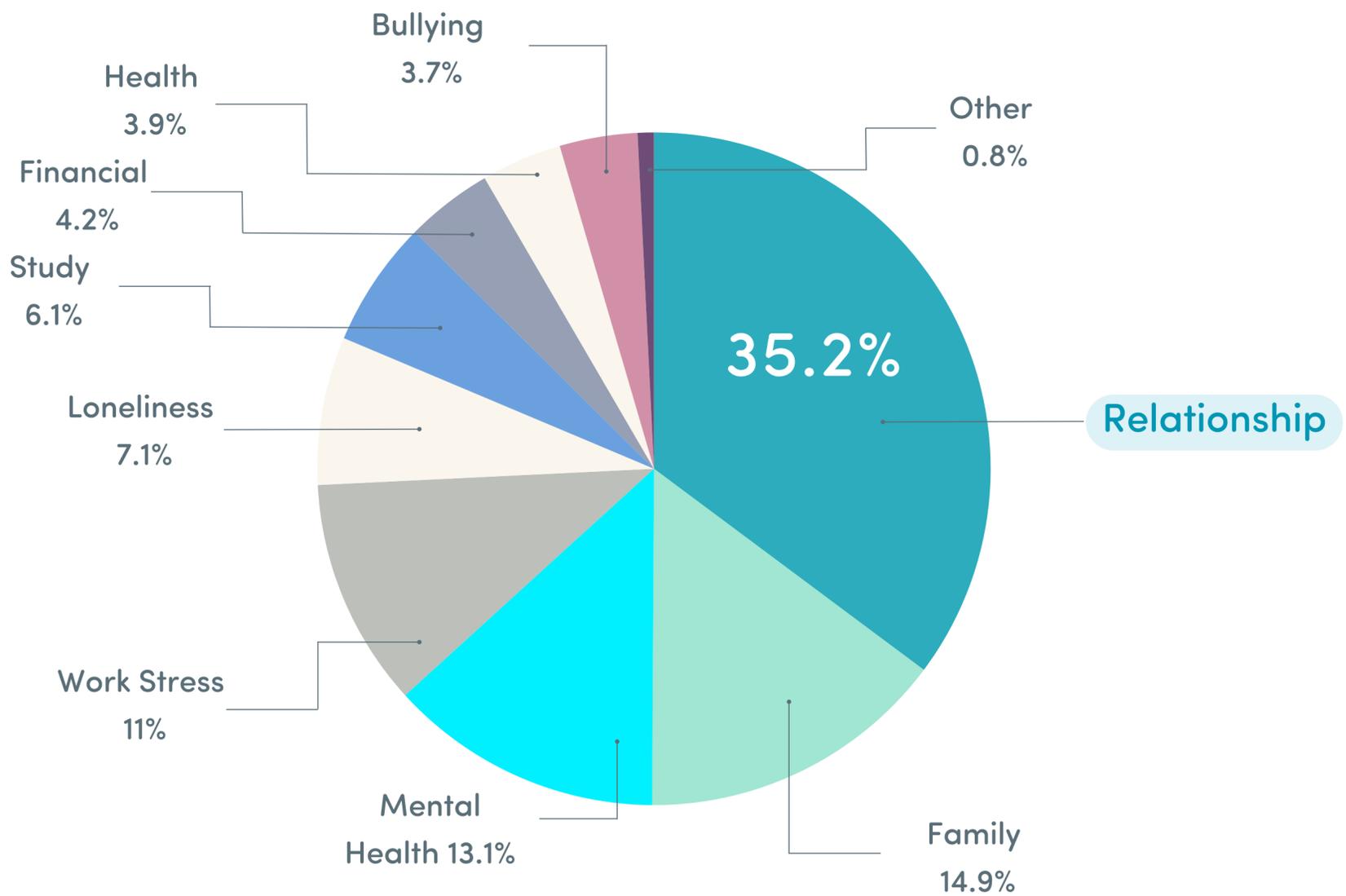
Gender



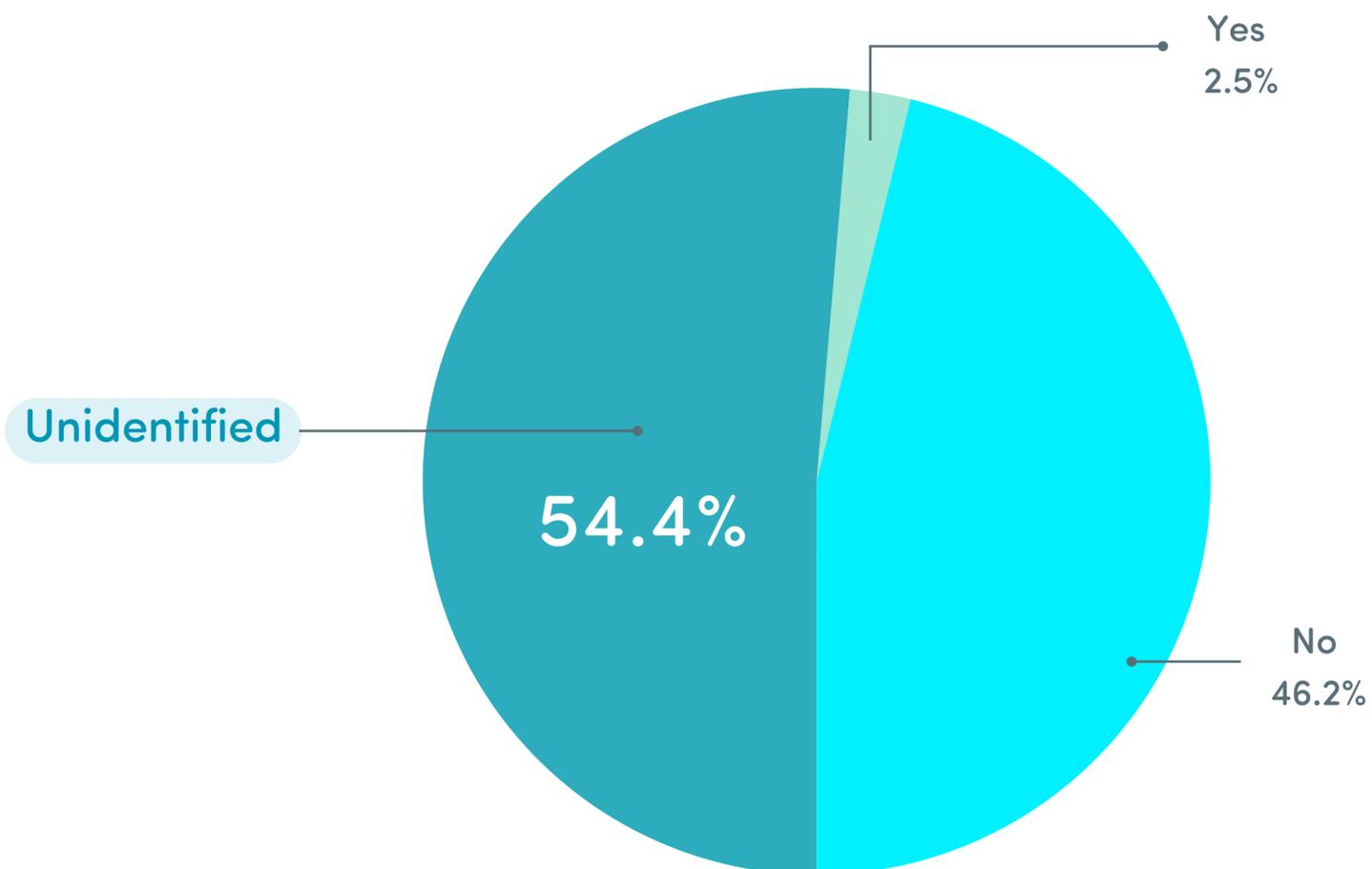
Age



User Stress Factor

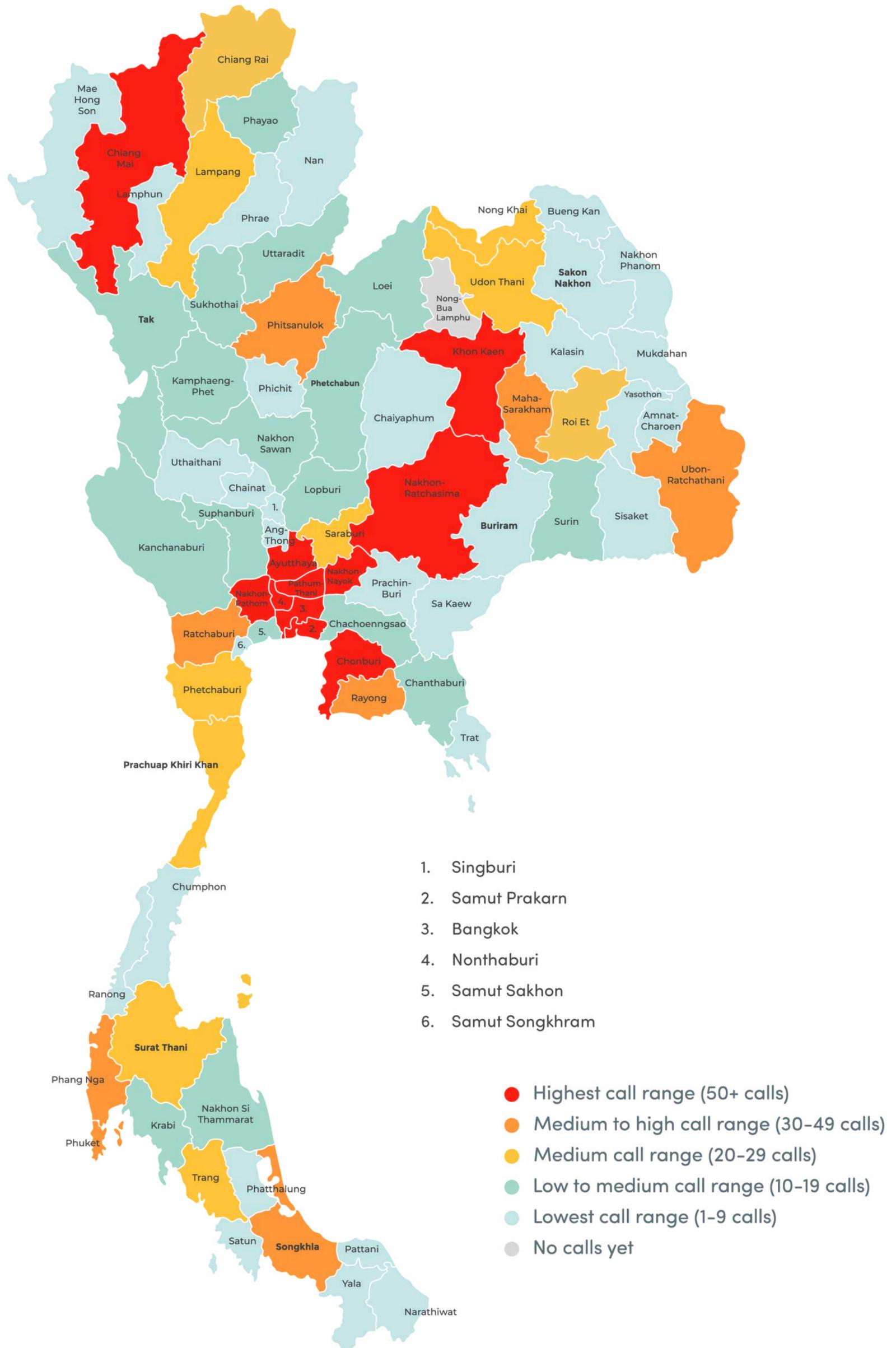


Suicidal Ideation



The data also presented the majority of users' stress factors to be relationship (35.2%) and our users' suicidal ideation was mostly unidentified (54.4%).

Geographical Reach

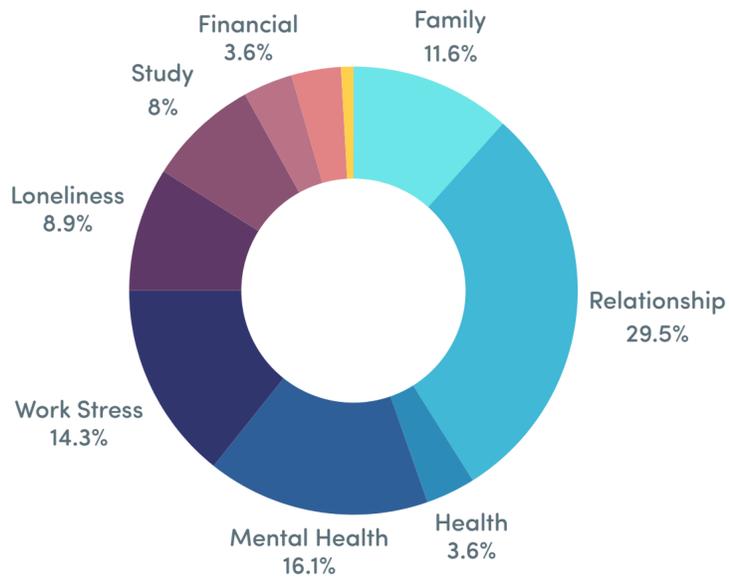


1. Singburi
2. Samut Prakarn
3. Bangkok
4. Nonthaburi
5. Samut Sakhon
6. Samut Songkhram

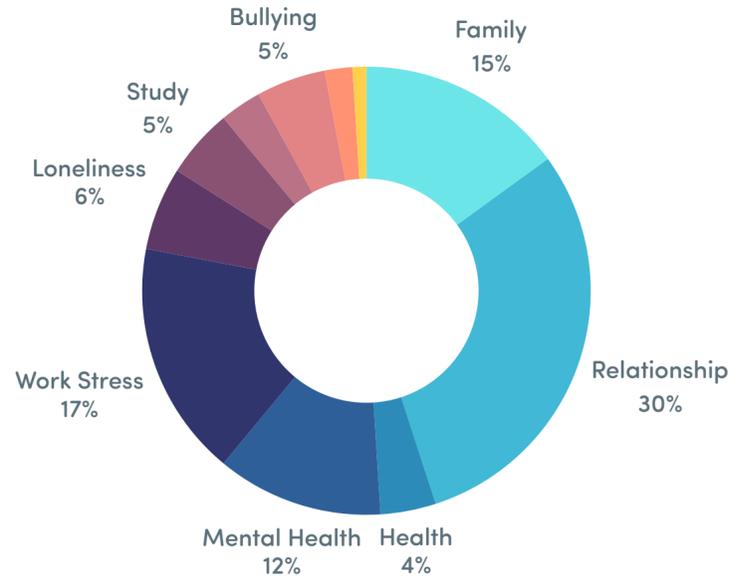
- Highest call range (50+ calls)
- Medium to high call range (30-49 calls)
- Medium call range (20-29 calls)
- Low to medium call range (10-19 calls)
- Lowest call range (1-9 calls)
- No calls yet

Stress Factor Per Region

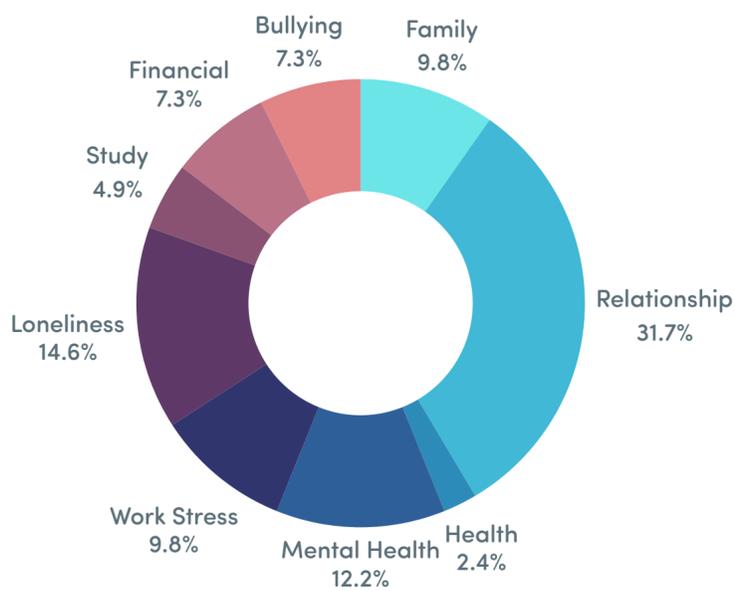
North



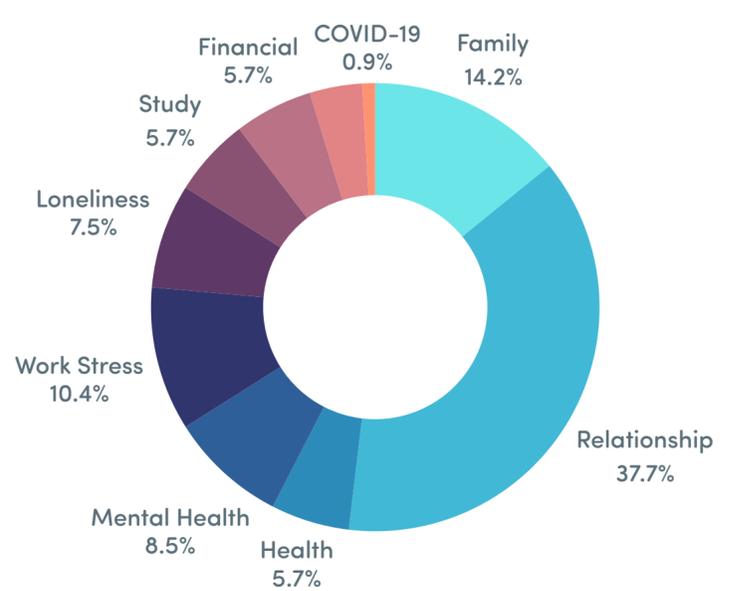
North-East



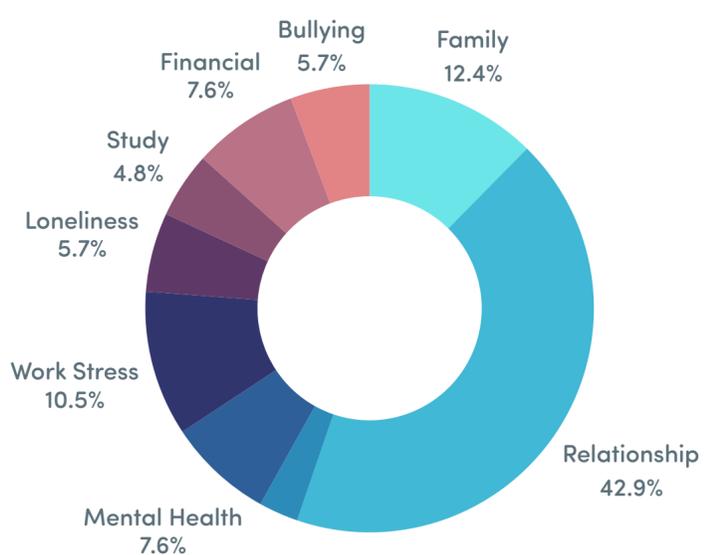
West



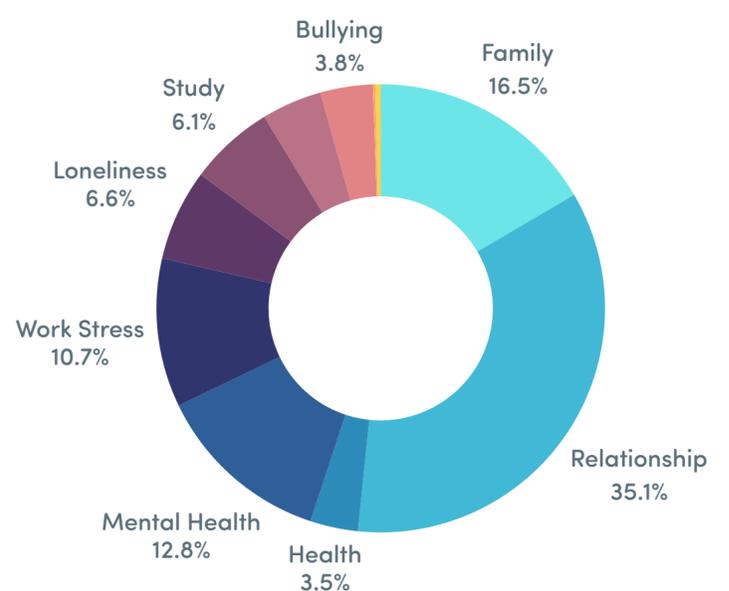
East



South



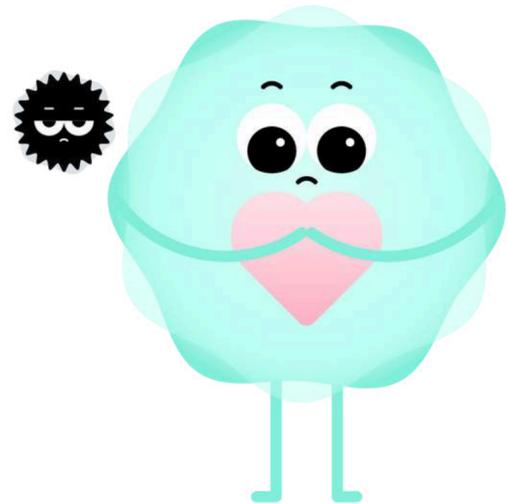
Bangkok & Perimeter



No.1 Stress Factor For All Regions

Relationship

Our user data analysis provides compelling evidence that relationship-related issues stand out as the primary stress factor among our user base. While the specific dimension of these relationships is not explicitly outlined in the data, the overarching theme suggests a common thread of relational challenges that transcend geographical boundaries.



What We See:

Through our data analysis, we observe clear patterns suggesting that interpersonal relationships significantly impact the overall well-being of our users. This finding can be due to the majority of our users being concentrated between the ages of 21 to 25 suggesting a specific group where individuals may be particularly susceptible to relationship challenges, underscoring the importance of targeted interventions for this group.

Policy-Making Implementation:

According to our data analysis, the results provide a clearer understanding of the top stress factors, particularly highlighting the significant impact of interpersonal relationships, notably among individuals aged 21 to 25. This insight equips policymakers with valuable information to implement targeted interventions that address relationship-related stress effectively, fostering enhanced well-being for all people.

Suggestions from us include the establishment of community engagement initiatives, such as social events and peer support groups, alongside the integration of ongoing research and monitoring of user data into policy-making processes.

Voices from Our Community

Stories of Our Users and Volunteers

User Testimonials

I am so happy to talk to you today. Thank you very much for listening.

Thank you for highlighting the solution to the problems by allowing me to reflect and listen to myself.

The volunteer is one of the best listener I've yet to encounter. Very calm, understanding, attentive. Help process my issues with me with kindness and gentleness. It was a great session. Thank you deeply for spending your time with me and I hope we get to talk again. :)

You gave really good insights and, most importantly, you are a really good listener. I felt so relieved.

Thank you for making the door in my heart that had been closed opened up again.

Thanks to you, I could live through the pressure and became more confident in my abilities to efficiently cope with the obstacles in my life. I wish you a healthy life and hope you be our awesome listener for a long time. Thank you for your warmth, love, goodwill as well as the empathetic heart to help other people release from their sufferings. Appreciated.

Gaps We Heard

I called and no one answered the phone. :(

Due to a significant increase in calls, there were not enough volunteers available then. Our Sati App team is actively working to increase the number of trained listeners by redeveloping our PFA training and enhancing our system to accommodate more incoming calls.

I couldn't hear anything from the other side.

Technical issues, such as disabled access to the speaker, have led us to encourage users to perform test calls, with all initial calls being mock setups to configure their devices. Additionally, instances of spam calling may discourage our volunteers from speaking first. To address this, we are currently implementing secure login measures to eliminate all spam callers.

Listener Testimonials

“ The first time I started I was quite hesitant, but after finishing the first call, I felt more confident. The feedback exceeded expectations and it helped increasing my confidence in continuing to help other people more.

What I got from being a volunteer here is I've come to know myself better. I can understand my nature more deeply. I respect and love myself more. Additionally, I chose to use Sati App to help society because I understand the importance of having someone to listen to when facing problems. That's why I appreciate having apps like this and am proud to be part of the system.

I have learned about life, emotions, and life limitations from callers in various dimensions. Each individual's suffering is important and they deserve respect. Sati offers the opportunity to extend love and kindness to fellow humans. Being a volunteer and offering empathetic listening to others reaffirms that we still have an impact on this world. I also have learned that the world still needs spaces for humans to connect from the heart, and this space is something many people are searching for.

“ What I got from being a volunteer at Sati App is an opportunity to help fellow human beings without revealing one's identity, allowing us to offer help purely with our hearts. I recommend this app as it's a great app that aids humanity and society, which is crucial in mental health assistance nowadays. It's convenient, user-friendly, and the staffs take good care of volunteers while also ensuring the security of our private information when providing help to users.

Sati opens up opportunities for people who want to help without overly strict conditions. Unlike elsewhere, where only those with specialized psychological training are given the chance to contribute, generally, it's very difficult for those without such qualifications to participate. However, Sati allows anyone with a willing heart to help and listen with empathy to others, making it accessible to everyone. Another good thing is that when I go online, I can receive calls immediately after just a short wait, and calls keep coming in continuously.

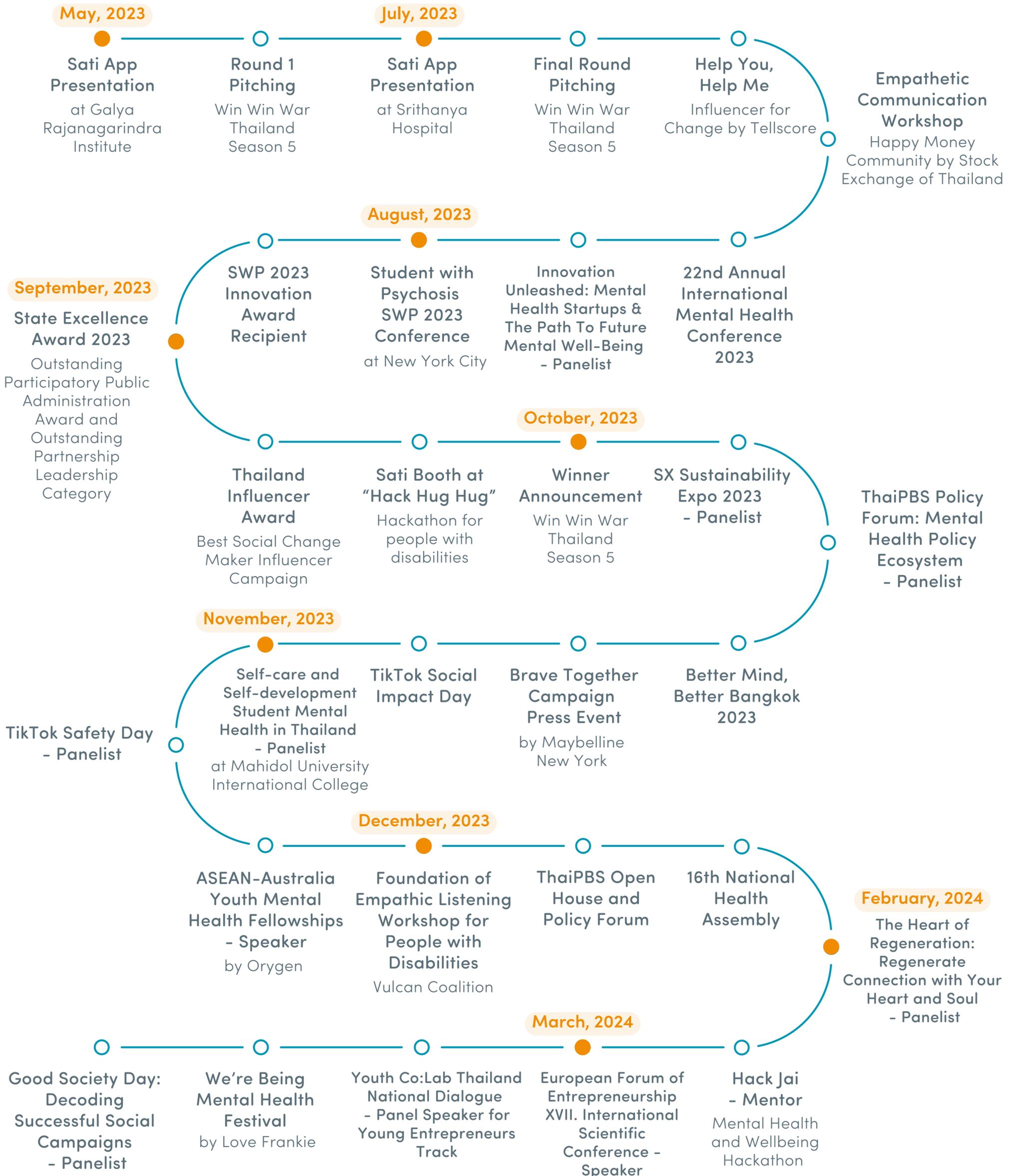
“ Sati App brings emotional benefits and provides a channel to help others by utilizing volunteers' potential and expertise to the fullest extent.

I highly recommend Sati App and I've been recommending it. It's fast and allows you to talk deeply and extensively and this app is trustworthy, easy to use, quick, and offers volunteer training before becoming a listener.

Activity Highlights

This Year's Highlights: Key Milestones and Achievements

Our Activities



2023 Better Mind Better Bangkok



World Mental Health Day Event
8th October, 2023 at Samyan Mitrtown

Sati App took the initiative in leading the World Mental Health Day event under the banner, "Better Mind, Better Bangkok", with the support of Thailand Institute for Mental Health Sustainability. The overarching theme for the event was SEAS.

The SEAS (Security, Equity, Adaptability, Serenity) approach to mental health encapsulates critical aspects, guiding us towards a more comprehensive understanding of mental health.

SECURITY

Explore strategies to foster a **SAFE ENVIRONMENT** that supports and promotes mental wellbeing.
Learn about tools and techniques to establish a secure internal and external landscape that encourages emotional stability.

EQUITY

Discuss ways to create better **ACCESS** to mental health care for all, irrespective of social, economic, or geographical differences.
Explore initiatives that aim to bridge gaps and ensure everyone has fair opportunities to achieve optimal mental health.

ADAPTABILITY

Delve into methods for building **RESILIENCE** within oneself and within communities at large.
Discover how adaptability can help us navigate through life's ups and downs, fostering a healthy and robust mental state.

SERENITY

Explore the crucial role of **NONVIOLENT COMMUNICATION** in cultivating a state of tranquility.
Learn how this empathetic and respectful form of communication can reduce conflict, improve relationships, and contribute to personal and collective serenity.

Our panel included advocates, individuals with lived experiences, influencers, mental health specialists, and media experts. With speakers from Thailand Institute for Mental Health Sustainability (TIMS), Department of Mental Health, Bangkok Metropolitan Administration, TikTok Thailand, and ThaiPBS

Event Highlights

During the event, more than 300 individuals actively participated. Notably, 176 attendees registered for our lucky draw, providing valuable insights into the demographics of our audience. This data has enhanced our understanding of who is engaging with our event.

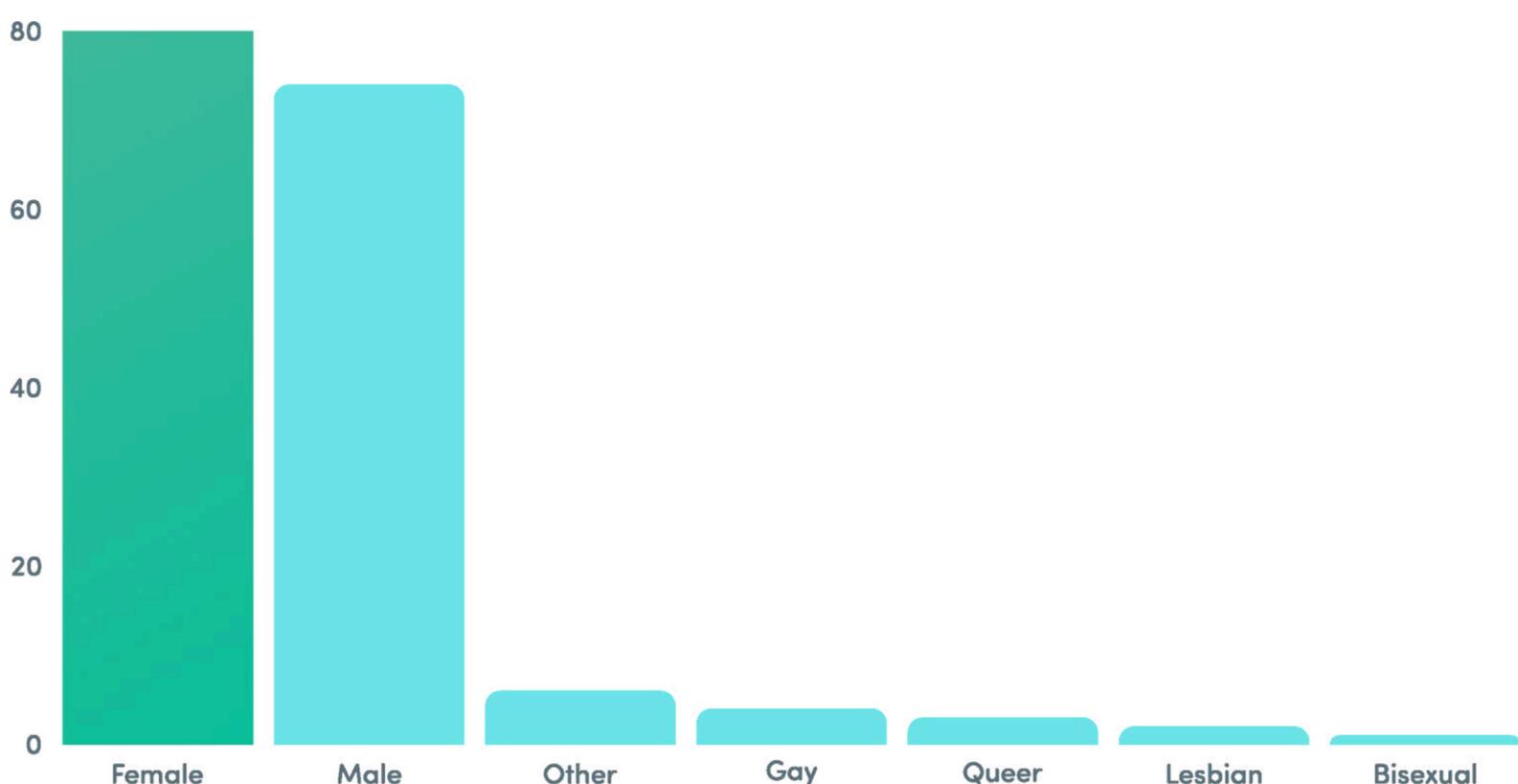
Gender Identity among Event Attendees

*From participants who checked in at the event

With 80 female attendees, the event notably resonated with women, possibly reflecting their interests or needs in the themes addressed by the event.

The presence of 74 male attendees demonstrates significant engagement from this group, indicating that the event's content was also relevant and appealing to men.

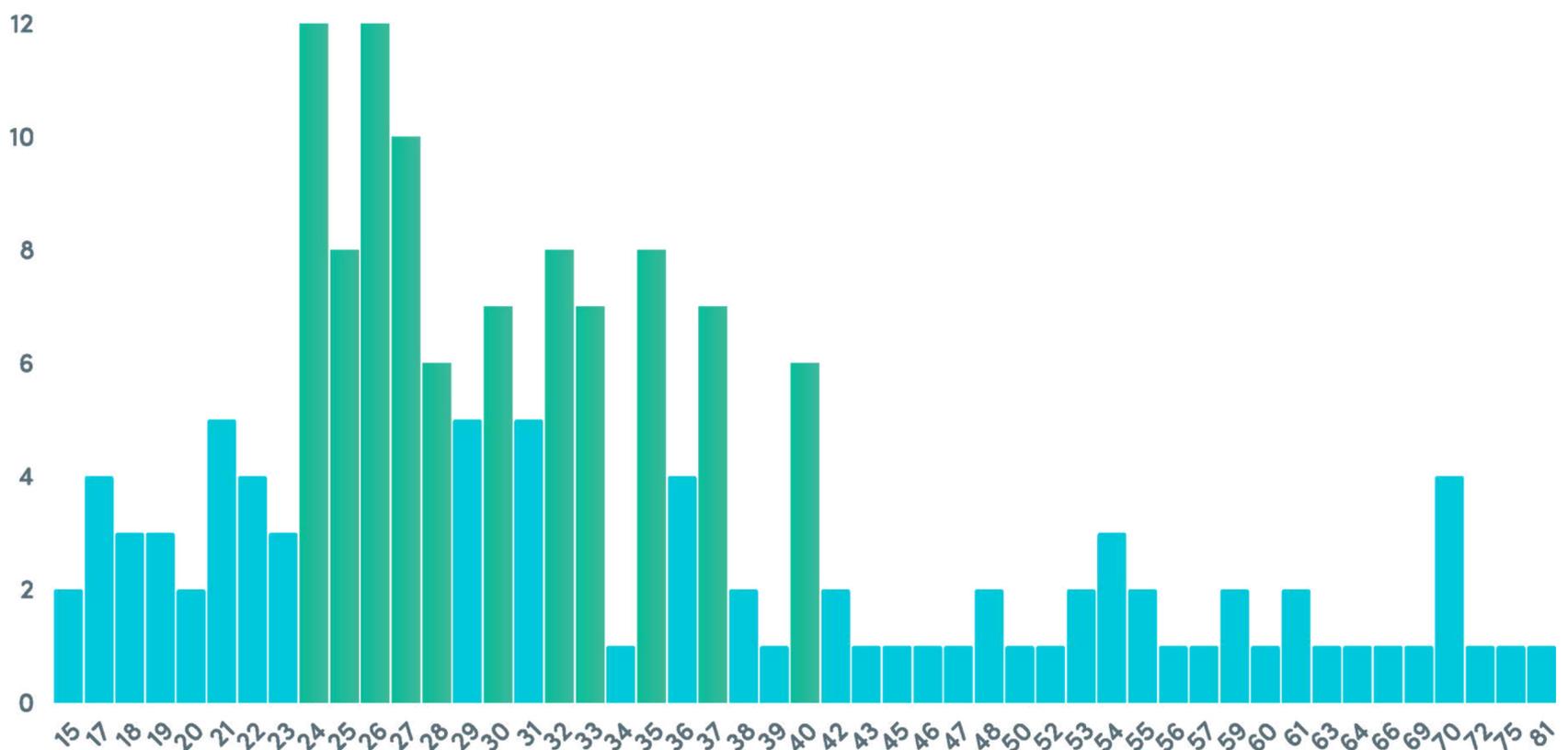
The attendance of individuals identifying as Other (6), Gay (4), Queer (3), Lesbian (2), and Bisexual (1) reflects the event's inclusive nature. This variety is crucial in creating a space that recognizes and respects a spectrum of gender identities.



Age Distribution Analysis of Event Attendees

*From participants who checked in at the event

The most represented age group at the event was young to middle-aged adults, primarily in their late twenties to early thirties. Despite the focus on this particular age group, there was a broad range of ages among attendees, ages ranging from 15 to 81 years.



Event Livestreaming

We extend our heartfelt thanks to ThaiPBS and TikTok for their invaluable support in live streaming our panel discussions across YouTube, TikTok, and Facebook. Their assistance was crucial in expanding our reach to audiences who could not attend the event in person.



Panel Security - SAFE ENVIRONMENT



**Dujdao
Vadhanapakorn**

Founder - Empathy Sauce
Emphatic communication expert
Dance Movement Psychotherapist
Host - R U OK Podcast



**Sanon
Wangsrangboon**

Deputy Governor of Bangkok



**Nattaya
Waewwirakupt**

Director of The Active by ThaiPBS



**James
Rusameekae Fagerlund**

Actor

Panel Equity - BETTER ACCESS



**Natee
Ekwijit**

Producer
Founder - Prombuak



**Assoc. Prof.
Dr. Tavida Kamolvej**

Deputy Governor of Bangkok



**Dr. Varoth
Chotpitayasunondh M.D.**

Spokesperson of DMH,
Co-founder of TIMS



**Amornthep
Sachamuneewongse**

Founder - Sati App

Panel Adaptability - BUILDING RESILIENCE



**Polawat
Pupipat**

TNN News



**Asst. Prof.
Dr. Nattasuda Taephant**

Dean of The Faculty of Psychology
Chulalongkorn University



**Amanda
Obdam**

Miss Universe Thailand 2020
Founder - Have You Listened Campaign
Mental Health Advocate



**Piyada
Hachaiyapoom**

Consulting psychiatry
Mind designer
and Mindful Executive Consult

Panel Serenity - NONVIOLENT COMMUNICATION



**Jomquan
Laopetch**

YouTuber



**Chanida
Klyphun**

Head of Public Policy
TikTok Thailand



**Pataradanai
Setsuwan**

Psychotherapist
Existential Psychotherapy - PhD Candidate
Activist and Artist



**Dr. Chatwut
Wangwan**

Director of Health Risk Control
(Section 2)

Thank you sponsors and supporters

This event's success was made possible through the collaborative efforts of Sati App, Thailand Institute for Mental Health Sustainability, Bangkok Metropolitan Administration, Samyan Mitrtown, ThaiPBS, and TikTok. Furthermore, the unwavering support from more than 20 partner organizations played a crucial role in ensuring the event's success.



Event Photos



Maybelline Brave Together Campaign

Sati App is honored to collaborate with Maybelline New York as the local partner for their Brave Together Campaign. This global initiative is dedicated to supporting individuals experiencing anxiety and depression, with a focus on destigmatizing these conditions worldwide. The campaign aims to make peer support and other resources freely accessible, facilitating open conversations about mental health.

Our partnership with Maybelline New York has been incredibly fruitful, earning substantial support and respect from their team. Thanks to their commitment, Sati App has significantly expanded its reach and the volume of peer support services provided through our mobile application.



The collaboration has also inspired the creation of a poignant video advertisement that highlights the critical importance of mental health awareness and peer support. This piece serves as a call to action for individuals to seek help when needed and to offer support to others around them.

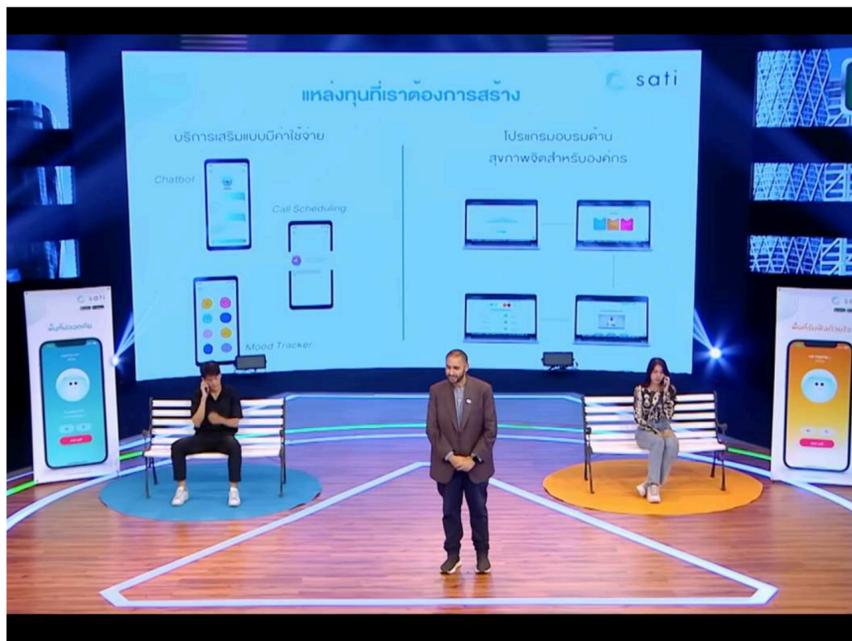
Our joint efforts are ongoing as we continue to make peer support more accessible and conduct workshops for young people. These initiatives are designed to equip individuals with the necessary tools and courage to seek help when needed and to provide a safe space for those in need.

Win Win War Thailand



We are thrilled to share that **Sati App won Win Win War Thailand Season 5, securing the 2 million Thai Baht prize.** This critical funding will significantly enhance our ongoing efforts and sustain our mission to expand our impact and ensure the long-term viability of our organization.

Win Win War Thailand, is a prestigious competition aimed at identifying the country's top social entrepreneurs. Facing stiff competition from hundreds of social enterprises and projects, it was a rigorous contest with a grand prize of 2 million Thai Baht at stake.



Competing alongside many of Thailand's remarkable social entrepreneurs was not only an honor but also a profound source of inspiration and learning for us. Our participation underscored our commitment to the societal impact of our work, particularly in **providing essential mental health care at no cost—a right we believe should be universally accessible.**



Strengthening Digital Safety and Well-Being with TikTok Thailand

We are profoundly grateful to TikTok Thailand for including Sati App in their TikTok Safety Day at the Creator House. This event underscored TikTok’s commitment to the well-being and safety of its users, with a special focus on mental health; a priority that aligns closely with our mission.

Support and Collaboration for Greater Impact

We deeply appreciate the continued support from TikTok, which has significantly bolstered Sati App’s initiatives across Thailand. Such collaborations are crucial as they enhance our ability to foster a safer digital community, demonstrating the power of partnership in expanding our reach and impact.

Promotional Support and User Engagement

As part of our collaboration, **Sati App received USD 93,000 in ad credits** from TikTok, which we utilized to create and promote content focused on well-being on our TikTok profile. This content not only highlighted TikTok’s well-being features but also aimed to enhance user safety. The campaign was a tremendous success, **garnering over 28.5 million views**. This level of engagement is a testament to the relevance and effectiveness of our joint efforts to promote mental health awareness and digital safety.



16th National Health Assembly: Shaping National Policy

Central to Sati App's mission is our commitment to fostering data-driven policymaking for mental health in Thailand and ensuring equitable access to mental health care for all. We prioritize collecting diverse data, crucial for shaping both national and localized mental health policies. Our ongoing data collection efforts help us identify stress factors across various demographics and the prevalence of these factors in different regions of Thailand.

We are immensely honored to have participated in the drafting committee for the mental health policy titled "Mental Well-being System for a Non-Violent Thai Society," alongside various government and social organizations. This policy was presented at the 16th National Health Assembly, where it received formal acceptance. During the assembly, we also reaffirmed our belief that access to mental health care is a fundamental human right. **We are committed to collaborating with various sectors to achieve this goal, further emphasizing our dedication to equitable mental health care for all.**



Policy Statement:

"As violence in Thai society escalates in frequency and severity, regardless of its form or type, it is imperative to develop a mental health system that involves all sectors and societal levels. Our comprehensive approach includes the development of individual mental health skills, behaviors, lifestyles, and treatment modalities, along with the design and implementation of policies adhering to universal principles. These policies are designed to be inclusive, ensuring that no one is left behind and promoting good mental health for everyone in Thailand, especially children and youth. Our strategy encompasses promotion, prevention, screening, treatment, and rehabilitation, taking into account the social and economic factors that impact mental health.

This proactive, inclusive, and non-stigmatizing approach guarantees accessibility in line with the varied levels of care required by the mental health system while aligning with the lifestyles and cultural contexts of communities, and adhering to both national and international rules, treaties, and agreements."

Mental Health Festival: We're Being by The NOOK

We are thrilled to have been a part of We're Being, a mental health festival by Love Frankie, a vibrant gathering dedicated to mental health advocacy. It was an enriching experience to be surrounded by friends and fellow advocates actively engaged in the mental health space. This festival was not just an event, but a stepping stone towards stronger community ties and better mental health initiatives. We look forward to fostering these relationships and continuing our work to create a significant social impact in the mental health field.

Curating Impactful Discussions

Sati App played a pivotal role in shaping the festival's agenda by curating topics for the panel discussions. One of the highlights was our participation as a moderator in a panel on the role of technology in mental health, featuring representatives from diverse organizations including ME HUG - An Innovative Mental Health Wellness Center, Kunst Kids, and LINE. The discussions were not only insightful but also an excellent opportunity for learning and collaboration, aimed at amplifying our collective impact on society.



Volunteer Engagement & Community Building

We extend our heartfelt thanks to our amazing Sati App volunteers who were the core of creating an empathetic environment at the festival. Their dedication enabled participants to find a space to relax, share, and reflect on their emotions. The volunteers also provided invaluable feedback and insights, which are essential for us to enhance our services.



Good Society Day: Championing Social Impact Through Collaboration

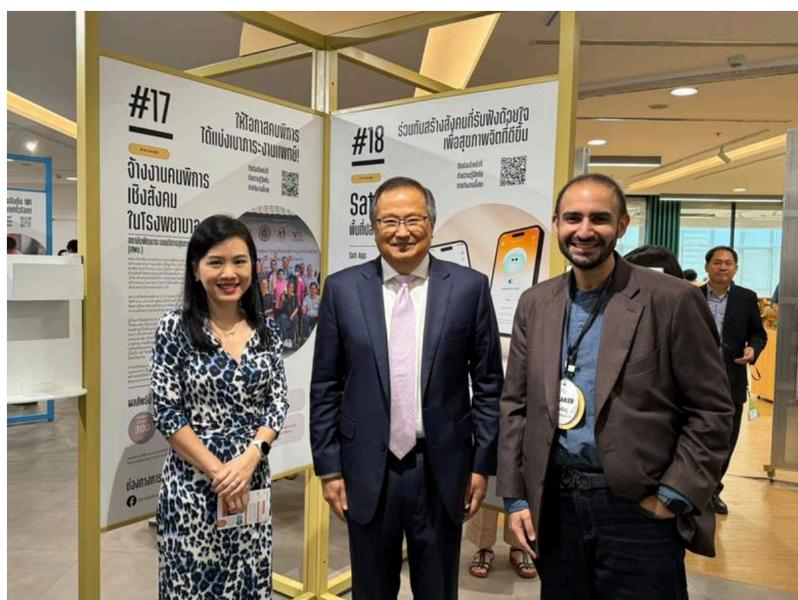
We were honored to participate in the Good Society Day panel titled “Decoding Successful Social Campaigns,” where we shared insights from our impactful partnership with Maybelline’s Brave Together Campaign.

Trust was a fundamental element of our success. Our narrative, along with those of many silently battling mental health issues, inspired Maybelline and their team to create a poignant video advertisement. This piece beautifully illustrates the critical importance of mental health awareness, the necessity for peer support, and the need to reach out for help, whether for ourselves or to assist others around us.



During the event, we also highlighted our ongoing initiative, “Better Mind Better Bangkok,” in conjunction with World Mental Health Day. This campaign demonstrates our commitment to leveraging the collective power of the community to host successful events and foster significant social change.

Being among so many inspiring social entrepreneurs at Good Society Day has energized us and affirmed our dedication to continue creating positive social impacts. These interactions are invaluable as they fuel our commitment to advancing mental health initiatives and collaborative efforts.



Our Finances

A Detailed Look at Our Finances

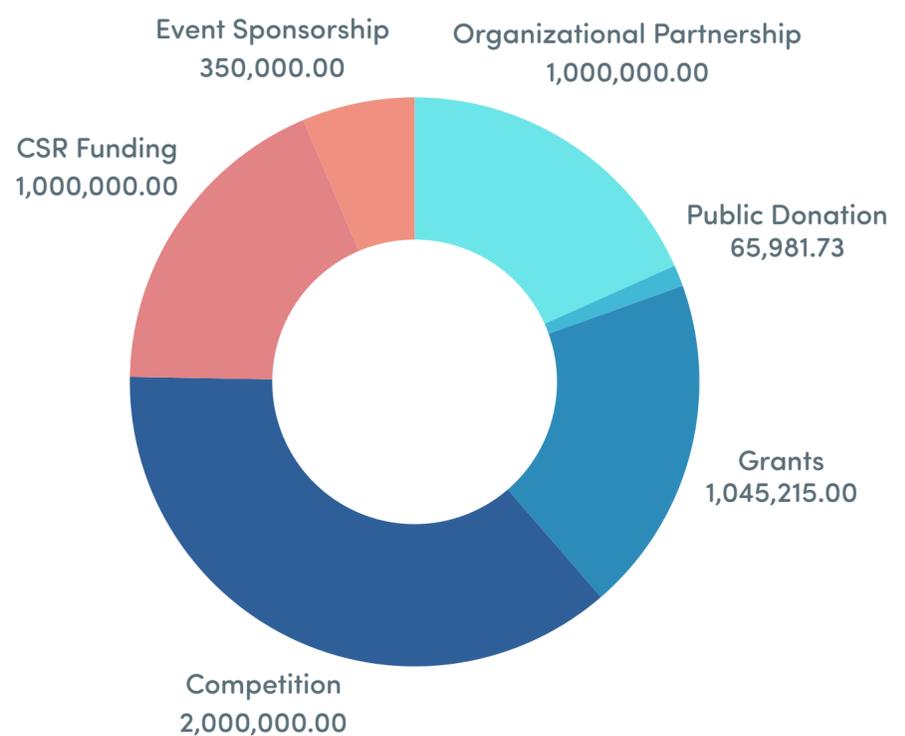
Finances

Between April 1st, 2023, and March 31st, 2024, Sati App accrued a total revenue of 5,461,196.73 baht, predominantly derived from competition rewards. Simultaneously, our expenditures totaled 1,967,241.7 baht, primarily allocated to the app’s developmental fees. The remaining balance will be strategically utilized to continue our mission for equitable access to mental health care.

Revenue	5,461,196.73 THB
Expenses	1,967,241.70 THB

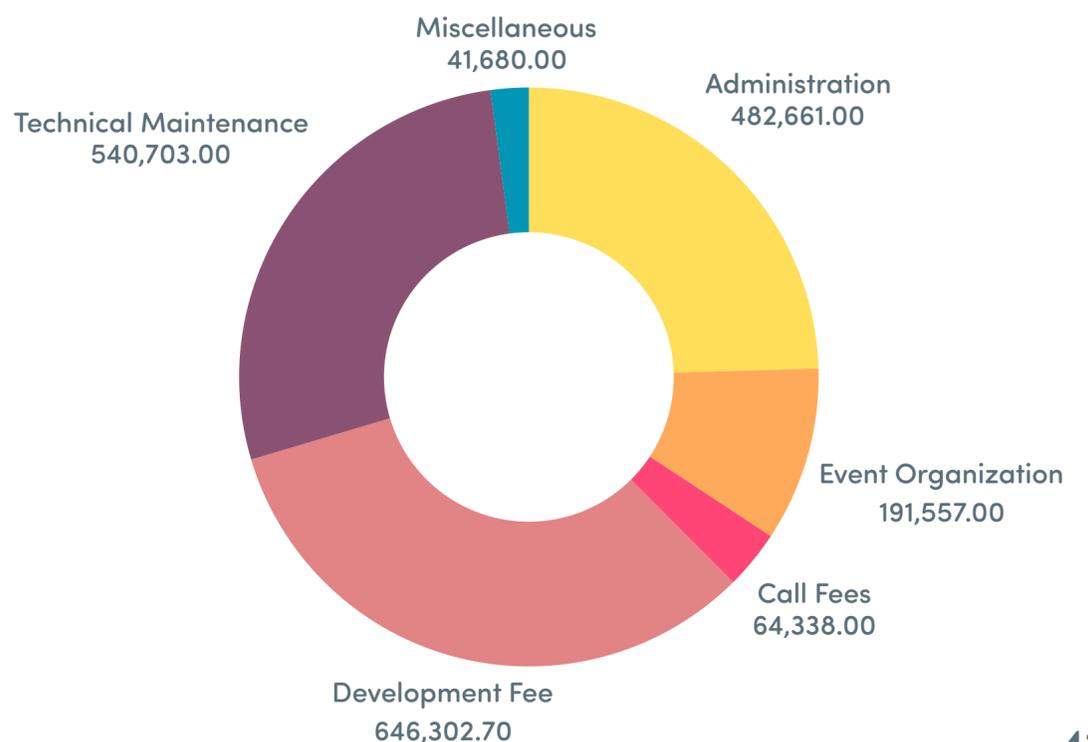
Revenue Breakdown

In 2023, our main income derived from participating in the Win Win War Thailand competition. Additionally, we secured funding from external organizations such as the Government Savings Bank, BKIND, and Socialgiver through CSR initiatives and grants. Moreover, Maybelline New York provided further support through an organizational partnership on the Brave Together Campaign. We secured event sponsorship from TIMS and Khon Thai Foundation for Better Mind Better Bangkok 2023. Public donations through our website and other channels also contributed to our funding.



Expenditure Breakdown

Most of our 2023 spending focused on app development and maintenance, aiming to improve user experience and ensure efficient administration. Furthermore, we allocated revenue to the event organization for hosting our annual mental health awareness event, Better Mind Better Bangkok, in October 2023.



In the Pipeline

The Road Ahead: Exciting Developments for Our Future

This Year

In our upcoming plans, we have several ambitious projects that will move our mission forward. Simultaneously, we are diligently devising sustainable funding strategies to ensure the continuity of our services and facilitate our growth ambitions. As we eagerly anticipate the year ahead, we envision a journey marked by progress, cooperation, and impactful outcomes. Such achievements are only possible through the concerted efforts of our dedicated team, the invaluable contributions of our volunteers, and the steadfast support of our esteemed partners.

Bench with Ears Project: Fostering Community and Compassion



Inspired by Dr. Dixon Chibanda's pioneering work with the Friendship Bench, we are currently developing our "Bench with Ears" project. This initiative is designed to create a compassionate and welcoming environment where community members can openly share their experiences, challenges, and joys.

The "Bench with Ears" serves as a safe space that encourages active listening and mutual understanding, aiming to alleviate loneliness, anxiety, and depression. By addressing gaps in mental health care and reinforcing social bonds, the project pursues the following objectives:



Through the "Bench with Ears," we aim to transform public spaces into havens of emotional support and connection, making a significant impact on community mental health.

Enhancing Psychological First Aid (PFA) Training

Sati App is actively redeveloping our Psychological First Aid (PFA) course, a pivotal initiative undertaken in collaboration with the TIMS: Thailand Institute for Mental Health Sustainability, Mahidol Rajasuda Institute, and Vulcan Coalition. Our goal is to enrich the training of our volunteers by deepening their understanding of PFA theories and equipping them with practical skills to handle real-world cases effectively.

Expanding Volunteer Diversity and Empowerment

Since January 2024, we have broadened our volunteer base to include individuals with disabilities, focusing on those with visual and mobility impairments. This initiative not only creates new pathways for people with disabilities to become peer supporters but also shifts the narrative—highlighting their capabilities to provide support rather than just receive it. This effort aligns with securing new opportunities under Section 35 of the Persons with Disabilities Empowerment Act, and we are exploring partnerships with corporations to create job opportunities for them as corporate peer supporters.

Focusing on Inclusivity and Volunteer Feedback

In April 2024, we convened a focus group of 20 Sati App volunteers to pinpoint gaps in our training process and explore ways to make it more inclusive. The candid feedback provided by our volunteers has been invaluable. Their insights will lay a solid foundation for the continuous enhancement of our PFA course, ensuring it remains relevant to the current landscape, more inclusive, and better prepares our volunteers for their roles.



Better Mind, Better Bangkok 2024

Sati App is excited to announce the continuation of our annual World Mental Health Day event for the third consecutive year. Scheduled for October 6th, 2024, this event is a cornerstone of our ongoing commitment to addressing mental health issues on a global scale.

This year, our focus will extend beyond discussions on the current state of mental health. We aim to foster deeper conversations about self-care and community support, engaging with a broader array of stakeholders who recognize the critical need for discussion and investment in mental health initiatives.

International Expansion

In an exciting development, our 2024 event will not only take place in Bangkok but will also expand to include venues in Prague and Vientiane. This expansion allows us to connect with international audiences and partners, increasing the impact of our efforts. The details of the events are as follows:

- **Better Mind Better Bangkok**
- **Better Mind Better Prague** – Launching our first event in Europe, broadening our scope and embracing cross-cultural exchanges on mental health.
- **Better Mind Better Vientiane** – In partnership with our youth partner in Laos, Gamlangchai, this event aims to empower the youth and expand our outreach in Southeast Asia.



These events signify our dedication to creating a global dialogue on mental health, emphasizing the universal importance of mental well-being. We are proud to lead these initiatives, fostering environments where open discussions can lead to actionable insights and stronger community support systems.

2024
Better Mind 
Better Bangkok

Financial Stability for Sati App

Ensuring financial stability is paramount for Sati App's sustainability and impact. It enables us to sustainably pursue our mission, adapt to evolving challenges, and expand our reach. Diversifying funding sources is crucial for resilience, ensuring continuity in our efforts to address societal needs. Our focus lies in diversifying funding sources across three key areas:

University Partnerships: Enhancing Training and Support

Sati App is working on partnership with psychology programs at leading universities. This collaboration is designed to offer internships for psychology students, allowing them to accumulate the counseling hours required for graduation while providing supervision to our volunteer listeners.

Key Benefits of the Partnership:

- **Academic Integration:** Students gain practical experience and fulfill their academic requirements through supervision and supporting our trained volunteers.
- **Expanded Capacity:** By involving trained students, we enhance our platform's ability to reach and support more individuals needing mental health services.
- **Credit Banking:** An initiative we are exploring will allow our volunteer listeners to earn credits that may count towards university credits for certain courses.

This partnership creates a mutually beneficial ecosystem for aspiring mental health professionals, our trained volunteers, and users of Sati App, strengthening the support network available through our platform.

Transforming Workplace Well-being

Sati App is working on launching a comprehensive Employee Wellness Program that will be able to provide a long-lasting and meaningful impact for corporates and businesses that are looking to improve their employees' mental health and well-being.

Project Objectives:



Improve employees' mental health and well-being

Through Sati's corporate training and tools, employees will become more equipped to take care of not only their mental well-being but also their peers'.



Increase employees' and teams' productivity

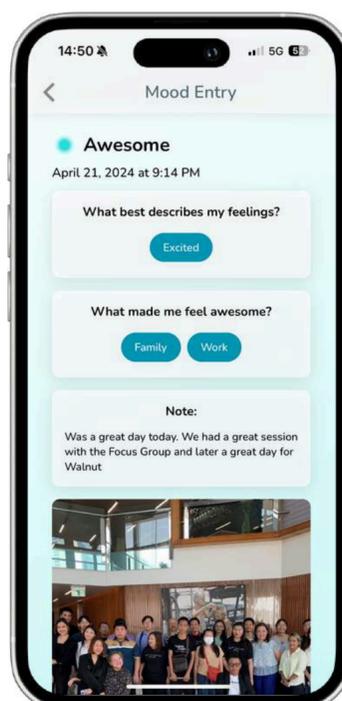
Employees who feel supported and valued by their employers, when it comes to mental health, report better productivity and lower rates of absenteeism.



Increase employee satisfaction and decrease turnover

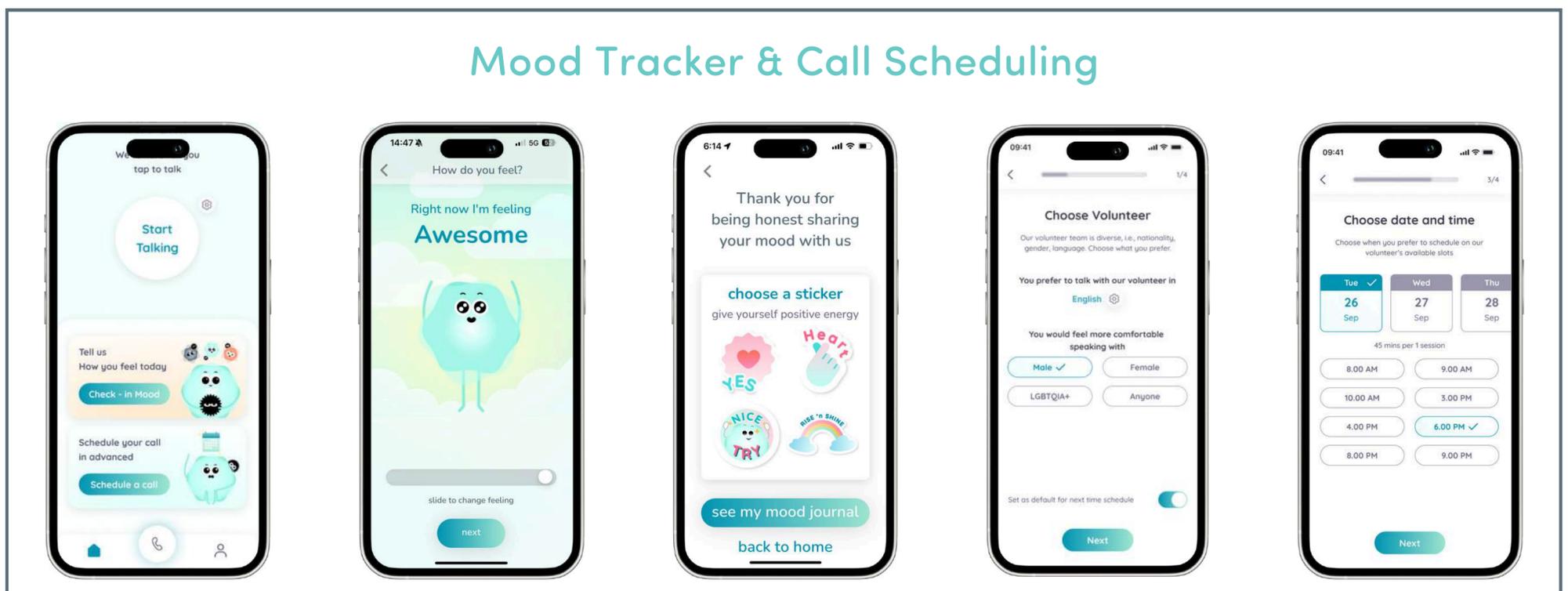
Half of millennials and 75% of Gen Zs have left their jobs for mental health reasons. With increased care, turnover rates can be lowered.

Our approach will include providing both our proprietary in-person trainings and online tools to enable employees to interact and engage meaningfully with certified facilitators and psychologists as well as have the resources on Sati App to practice emotional intelligence skills at their own pace.



Launching Freemium Services: Sustaining Our Mission

This year, Sati App is set to introduce Freemium services, a strategic move to ensure sustainable funding while continuing to offer critical support. Our core service of connecting users with trained psychological first aid volunteers remains free. However, opting into our Freemium subscription provides additional valuable features:



Mood Tracker: This tool enables users to monitor their daily emotional states, helping them identify sources of happiness and stress. It offers insights through visual representations of emotional health over various time frames and provides tailored resources and support based on user needs.

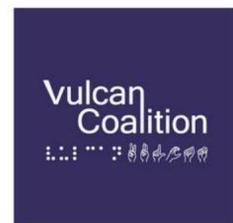
Call Scheduling: Users can schedule calls with our trained psychological first aid volunteers, ensuring timely support is available when anticipated.

Freemium Goals:

- **Reconnect:** Enhance self-awareness with a deeper version of the Mood Tracker and tools to engage with one's inner voice.
- **Remind and Ignite:** Encourage positive self-talk through motivational stickers and reflection tools that reinforce life values.
- **Relieve:** Offer a direct outlet for stress relief through conversations with trained psychological first aid volunteers.

By introducing Freemium services, Sati App aims to build a more robust support system for our users while securing the financial viability needed to continue our mission.

Our Allies



Featured In

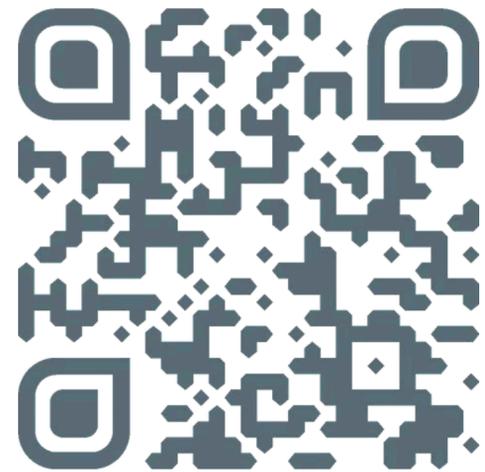


Support Us

Grow Your Empathetic Listening

Enhance your skills with our **Psychological First Aid course** on our e-learning platform. Upon completion, support the Sati App Foundation and receive your certification.

**training currently available only in Thai language*



e-learning.satiapp.co

Fuel Our Impact

Be part of the impact through online donations.



via Sati App



via Punboon by TTB



via Socialgiver

Follow our work on Social Media



@SatiApp



@MindfulSati



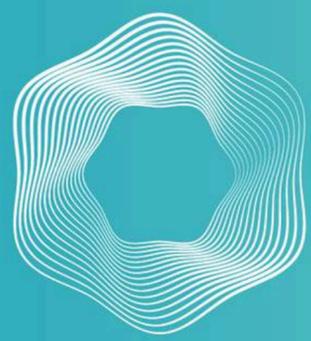
@SatiApp



@SatiApp

Download Sati App





sati

your safe space to share

www.satiapp.co

available on

