



OUR STORY



L.I.V.E Uganda is supported by



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Dear Partner

One afternoon, during what seemed like an ordinary staff fellowship, two colleagues shared stories that would quietly change the direction of my life.

Neither had spoken to the other beforehand. Neither knew what the other was about to say. Yet both shared a painful truth. Each had recently lost a close friend to suicide.

As they spoke, I realised something deeply unsettling. Suicide was no longer a distant tragedy that happened somewhere else. It had entered our workplaces, our schools, our churches, our families and our friendships. Like many Ugandans, I had read the headlines and heard isolated stories, but this was different. These were people we knew. People whose absence left unanswered questions and immeasurable grief.

What troubled me most was not simply the loss itself, but the silence that surrounded it.

We speak openly about malaria, cancer and HIV. We mobilise communities, raise funds and build institutions around them. Yet when it comes to mental health, too many people continue to struggle alone. Families suffer quietly. Young people hide their pain. Those left behind often carry not only grief but also stigma.

That afternoon planted a question that has remained with me ever since:

What would happen if Uganda became a country where every person felt listened to, included, validated and empowered?

That question became L.I.V.E. It began as an idea. Today, it is evolving into a national ecosystem that brings together people, institutions and ideas to transform how Uganda understands, promotes and responds to mental health and youth wellbeing.

On September 10th, 2025, we convened Uganda's first national conference dedicated exclusively to youth mental health and suicide prevention. More than four hundred leaders from government, development agencies, academia, healthcare, business, civil society, faith communities and youth organisations came together around a shared conviction: that mental wellbeing is not a peripheral issue but a national development priority.

The conference did more than raise awareness. It broke a silence. It created partnerships. It identified national priorities. Most importantly, it demonstrated that Uganda is ready to move from conversation to coordinated action.

The next chapter is even more ambitious. Between 2026 and 2028, L.I.V.E Uganda seeks to build a permanent national platform that connects policy, research, community action, digital innovation and youth leadership into one coordinated ecosystem of care. Our goal is not to duplicate the excellent work already being done by many organisations. Rather, it is to bring those efforts together, strengthen them and help build a coherent national ecosystem capable of delivering lasting, systemic change.

This prospectus is therefore not simply a request for funding.

It is an invitation to partnership.

An invitation to government leaders who believe mental health must become a national priority.

An invitation to businesses that recognise healthy employees and resilient communities are essential for economic growth.

An invitation to development partners seeking high-impact, scalable investments in human capital.

Above all, it is an invitation to every individual who believes that no young person should ever feel that there is nowhere to turn.

Together, we have an opportunity to change the national conversation.

Together, we can build stronger communities.

Together, we can save lives.

Because every life matters.

Andrew Rugasira

Founder & Chairman
L.I.V.E Uganda





UGANDA'S SILENT CRISIS

"Mental Health Is No Longer Just a Health Issue. **It Is a National Crises**"

Uganda is one of the youngest nations in the world. More than three quarters of its population is under the age of 35. This generation represents the country's greatest opportunity for economic transformation, innovation and social progress. Yet it also faces unprecedented pressures that threaten its wellbeing and future.

Across the country, rising levels of emotional distress, anxiety, depression, substance abuse and suicide are affecting families, schools, workplaces and communities. These challenges often remain hidden behind stigma, silence and limited access to care. While the consequences are deeply personal, they are also profoundly national.

Poor mental health affects educational achievement, labour productivity, family stability, community cohesion and long-term economic growth. It undermines Uganda's investment in human capital and places increasing pressure on health and social systems.

Despite the scale of the challenge, mental health remains one of the most underfunded areas of public health. Services are concentrated in a few urban centres, specialist professionals are scarce, and many people—particularly young people—do not seek help until they are in crisis.

Yet this story is not only about need. It is about opportunity.

Around the world, countries that invest in mental wellbeing are seeing measurable returns: stronger educational outcomes, healthier workplaces, reduced healthcare costs and more resilient communities. Uganda has the opportunity to build a modern, community-driven model that combines prevention, early intervention, digital innovation and multi-sector collaboration.

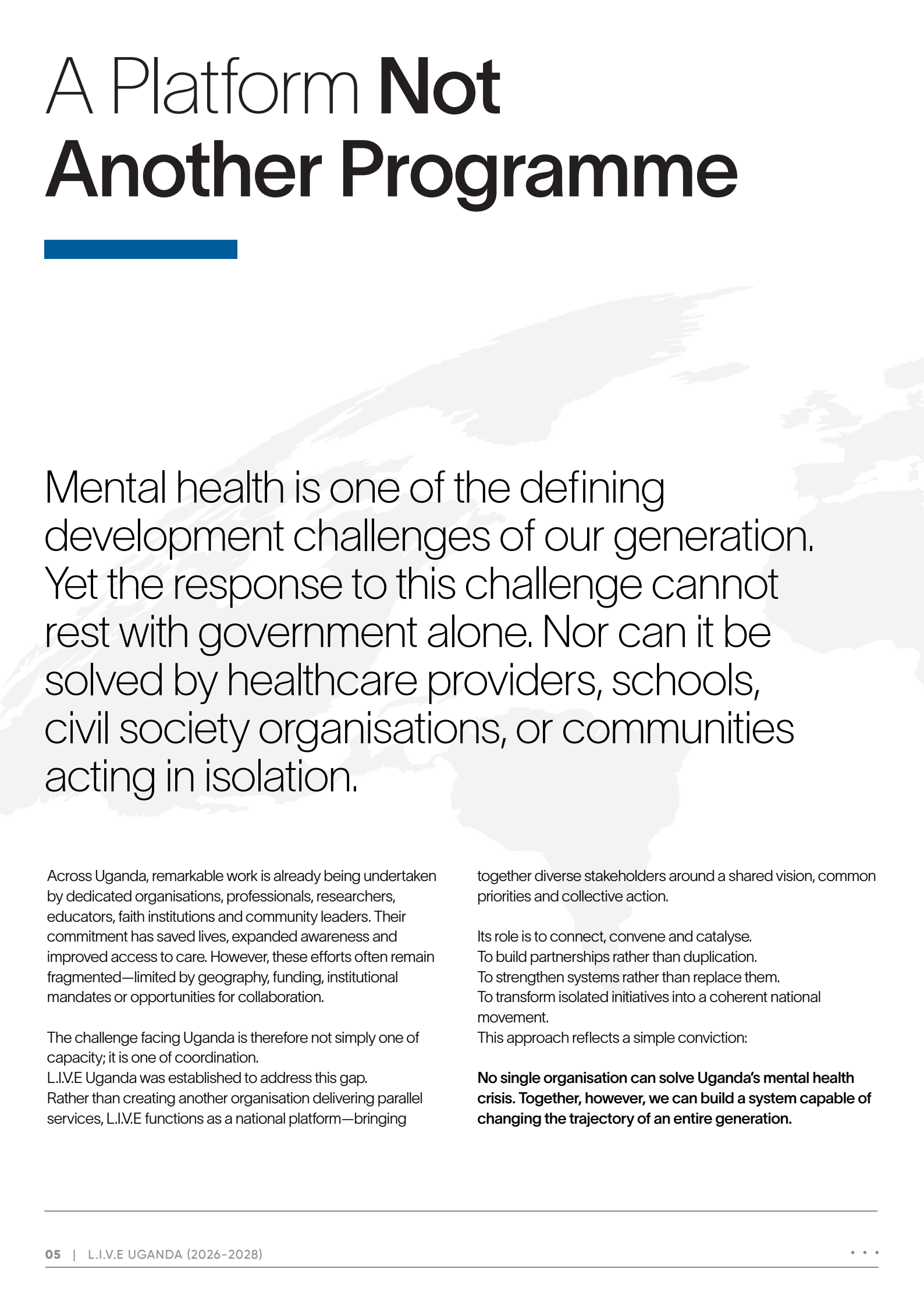
The question is no longer whether mental health deserves national attention.

The question is whether we are prepared to invest in the future of an entire generation.



4 Why L.I.V.E?

A Platform **Not** Another Programme



Mental health is one of the defining development challenges of our generation. Yet the response to this challenge cannot rest with government alone. Nor can it be solved by healthcare providers, schools, civil society organisations, or communities acting in isolation.

Across Uganda, remarkable work is already being undertaken by dedicated organisations, professionals, researchers, educators, faith institutions and community leaders. Their commitment has saved lives, expanded awareness and improved access to care. However, these efforts often remain fragmented—limited by geography, funding, institutional mandates or opportunities for collaboration.

The challenge facing Uganda is therefore not simply one of capacity; it is one of coordination.

L.I.V.E Uganda was established to address this gap. Rather than creating another organisation delivering parallel services, L.I.V.E functions as a national platform—bringing

together diverse stakeholders around a shared vision, common priorities and collective action.

Its role is to connect, convene and catalyse.

To build partnerships rather than duplication.

To strengthen systems rather than replace them.

To transform isolated initiatives into a coherent national movement.

This approach reflects a simple conviction:

No single organisation can solve Uganda's mental health crisis. Together, however, we can build a system capable of changing the trajectory of an entire generation.

What Makes L.I.V.E Different?

We Convene

L.I.V.E brings together sectors that rarely sit around the same table:

- Government
- Development partners
- Healthcare professionals
- Universities
- Schools
- Private sector
- Faith institutions
- Civil society
- Media
- Young people
- People with lived experience

By creating a neutral platform for dialogue and collaboration, L.I.V.E enables these stakeholders to move beyond individual initiatives towards a shared national agenda.

We Catalyse

L.I.V.E does not seek to own every programme.

Instead, it identifies opportunities, mobilises partners, and accelerates collaboration around high-impact initiatives.

This catalytic role allows limited resources to generate disproportionate national impact.

We Generate Evidence

Effective policy requires reliable evidence.

L.I.V.E is committed to becoming Uganda's leading independent platform for mental health knowledge through:

- The annual L.I.V.E Mental Health Report;
- The Uganda Wellbeing Index;
- Policy briefs;
- Research partnerships;
- Knowledge exchange.

By strengthening the evidence base, L.I.V.E helps ensure that decisions are guided by data rather than assumptions.

We Amplify Youth Voices

Too often, programmes designed for young people are created without meaningful youth participation.

L.I.V.E places young people at the centre of the movement—not simply as beneficiaries, but as leaders, advocates, innovators and partners in shaping solutions.

Youth leadership is not an activity within L.I.V.E. It is one of its defining principles.

We Build National Momentum

Conferences create conversation.

Movements create change.

The annual L.I.V.E Conference is not simply an event—it is the national moment when Uganda reflects on progress, shares innovation, renews commitments and strengthens partnerships.

Year after year, it will sustain momentum and accountability while keeping mental health firmly on the national agenda.

The L.I.V.E Difference

Unlike many initiatives that focus on a single aspect of mental health, L.I.V.E brings together prevention, awareness, evidence generation, community action, policy advocacy and strategic partnerships into one integrated national ecosystem for mental health and youth wellbeing.

Its strength lies not in replacing existing services, but in making the entire ecosystem stronger.

This integrated approach is represented by four simple yet powerful principles:

Listen. Include. Validate. Empower.

These are more than words. They are the values that shape every conversation, every partnership and every intervention undertaken by L.I.V.E Uganda.



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The L.I.V.E Model

Building a National Mental Health Ecosystem



LISTEN

Listening is the foundation of every meaningful response.

It means creating safe spaces where people can speak openly, generating evidence through research and lived experience, and ensuring that programmes are shaped by the voices of those they are intended to serve.

We listen before we act.



INCLUDE

Mental wellbeing is a shared responsibility.

L.I.V.E intentionally brings together those who have traditionally worked in isolation—government, communities, schools, faith institutions, employers, researchers, healthcare professionals and young people. Inclusion builds stronger partnerships, broader ownership and more sustainable solutions. We work together because no one can solve this challenge alone.

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VALIDATE

People experiencing mental distress do not first need judgement or advice—they need dignity, compassion and understanding.

Validation acknowledges lived experience, confronts stigma and creates environments where seeking help is recognised as an act of courage rather than weakness.

We replace shame with belonging.



EMPOWER

Awareness without action changes little.

L.I.V.E equips individuals, communities and institutions with the knowledge, skills and resources needed to respond effectively—through peer support, education, digital tools, research, advocacy and strengthened referral systems.

We transform empathy into action.

Around the four principles are the sectors that collectively shape mental wellbeing:

- Families
- Schools
- Communities
- Faith Institutions
- Employers
- Healthcare
- Government

- Civil Society
- Media
- Development Partners
- Young People

Together, they form a national ecosystem in which responsibility is shared and solutions are coordinated.

From Conversation To Transformation

The inaugural L.I.V.E Conference in 2025 proved that Uganda is ready to have a national conversation about mental health.

The next challenge is more ambitious. We must transform that conversation into a coordinated national system that prevents mental illness where possible, identifies distress early, supports individuals compassionately, and connects them to appropriate care.

This is the purpose of the L.I.V.E Uganda 2026–2028 Strategy. Rather than implementing isolated projects, L.I.V.E will build an integrated ecosystem where government, communities, schools, workplaces, healthcare providers, faith institutions, researchers, development partners and young people each play a complementary role.

The strategy is organised around three strategic priorities that reinforce one another and collectively strengthen Uganda's response to mental health and youth wellbeing.

Strategic Priority 1

Institutionalising Uganda's Premier Mental Health Platform

The Annual L.I.V.E National Conference
Every movement needs a moment that brings people together.

For L.I.V.E Uganda, that moment is the Annual National Conference held every year on World Suicide Prevention Day (10 September).

The conference is much more than an event.
It is Uganda's annual platform for:

The conference is much more than an event.
It is Uganda's annual platform for:

- National accountability
- Policy dialogue
- Youth leadership
- Research dissemination
- Innovation showcase
- Partnership development
- Resource mobilisation

Each year the conference will review progress against national commitments, launch new research, celebrate innovation and renew collective action.

It will become the country's most important gathering dedicated to mental health and youth wellbeing.

Strategic Priority 2

Strengthening Community Wellbeing

Most people experiencing emotional distress never begin their journey in a hospital.

They begin at home. At school.

In church. At work. Among friends.

L.I.V.E believes communities should become Uganda's first line of support.

Over the next three years we will strengthen community capacity through:

- Youth Champions
- Peer Support Networks
- School Mental Health Clubs
- University Wellbeing Initiatives
- Faith Leaders Training
- Community Mental Health Champion
- Workplace Wellbeing Programmes

By investing in trusted community relationships, Uganda can identify emotional distress earlier and provide support before crises emerge.

Strategic Priority 3

Making Mental Health Support Accessible

Support should never depend upon where someone lives. Nor should it depend upon whether they can afford specialist care. Technology now allows Uganda to reach young people wherever they are. L.I.V.E will therefore support the development of a national digital ecosystem comprising:

National Mental Health Helpline

A confidential toll-free service providing:

- Emotional support
- Crisis intervention
- Information
- Referral guidance

L.I.V.E Youth Resource Hub

A modern digital platform offering:

- Mental health information
- Self-help resources
- Wellbeing tools
- Service directories
- Youth engagement
- Community forums

Together these platforms will dramatically expand access to support while complementing—not replacing—existing health services.



Our Flagship Programmes

Turning Strategy into Action

The strategic priorities provide direction. The flagship programmes translate that direction into measurable action. Between 2026 and 2028, L.I.V.E Uganda will implement six flagship programmes that together create Uganda's first integrated platform for mental health and youth wellbeing.



1. L.I.V.E National Conference

Uganda's annual gathering for mental health leadership.

Annual investment key outputs

- National conference
- Research launches
- Youth dialogue
- Innovation showcase
- Partnership forum
- Annual communique



2. Youth Champions Programme

Training young people to become peer supporters and ambassadors for mental wellbeing.

Activities include:

- Peer supporter training
- University ambassadors
- Youth dialogues
- School wellbeing clubs
- Community outreach



3. Digital Youth Resource Hub

A national online platform providing:

- Mental health resources
- Self-help tools
- Referrals
- Interactive wellbeing content
- Youth engagement



4. Uganda Mental Health Report

Published annually. Becoming Uganda's definitive publication on:

- Mental health
- Suicide
- Youth wellbeing
- Policy
- Investment
- Research



5. Uganda Wellbeing Index

A nationally recognised measurement framework tracking:

- Emotional wellbeing
- Youth resilience
- Community wellbeing
- Workplace wellbeing
- Published annually.



6. National Coalition Platform

Quarterly forums bringing together:

- Government
- Private Sector
- WHO
- Universities
- Faith Institutions
- NGOs
- Youth
- Researchers
- Development Partners

The Coalition will become the engine that keeps Uganda's national mental health movement connected and accountable.



VALUE

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We create **Lasting
Value and Impact**

Impact **beyond** activities

L.I.V.E Uganda is not defined by the number of conferences it organises, reports it publishes, or meetings it convenes.

Its success will be measured by something far more meaningful:

Lives strengthened. Communities empowered. Systems transformed.

Every activity within this strategy contributes towards a single ambition:

To create a Uganda where mental wellbeing is recognised as a national priority and every young person has somewhere to turn before reaching a point of crisis.

The following outcomes represent the impact we expect to achieve by the end of 2028.

Our 2028 Impact Dashboard

People



150,000+

Ugandans directly and indirectly reached through awareness campaigns, community engagement, digital platforms and partnerships.



10,000+

Young people actively engaged through peer support networks, schools, universities and youth leadership initiatives.



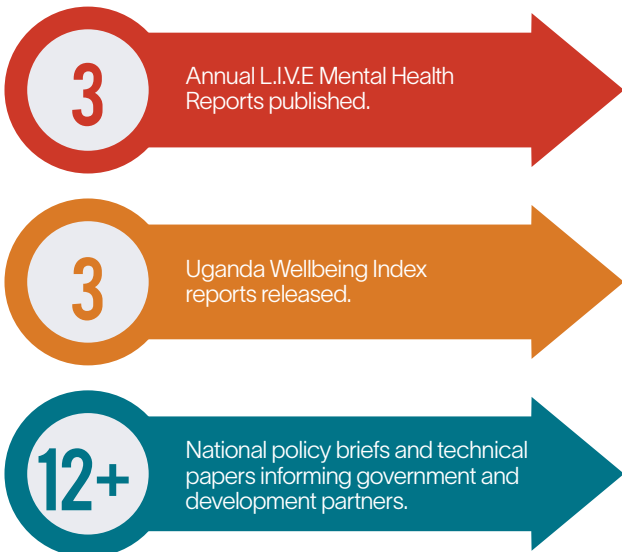
500+

Teachers, faith leaders, employers and community champions trained to recognise distress and respond appropriately.

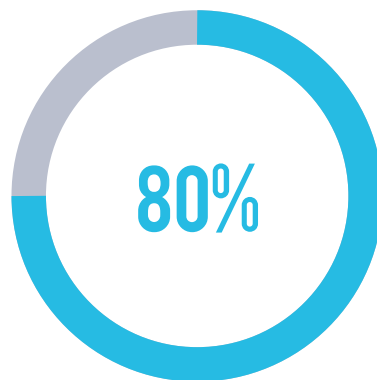
Systems



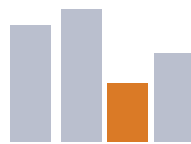
Knowledge



National Reach



District engagement through partnerships, institutions and community initiatives.



500+

Partner organisations actively collaborating through the L.I.V.E platform.

Public Awareness

Millions of Ugandans reached through:
Television, Radio, Print media, Digital campaigns,
Social media, Community outreach Resulting in measurable
reductions in stigma and increased help-seeking behaviour.

How We Measure Success

Rather than focusing solely on outputs, L.I.V.E Uganda will track outcomes across five dimensions.

People

Are more young people seeking support?
Are communities becoming more resilient?

Communities

Are schools, workplaces and faith institutions better equipped to respond?

Policy

Has mental health become a greater national priority?
Are new policies and investments emerging?

Partnerships

Are more organisations working together?
Has fragmentation reduced?

Public Attitudes

Is stigma declining?
Are conversations becoming more open and compassionate?

Our Commitment to Accountability

Every investment entrusted to L.I.V.E Uganda will be managed with transparency and accountability.

Partners will receive:

- Annual audited financial statements;
- Quarterly programme progress reports;
- Annual impact reports;
- Clearly defined performance indicators;
- Independent evaluations where appropriate;
- Opportunities to participate in annual review meetings and strategic dialogues.

Our commitment is simple:

Every dollar invested should create measurable value for the people of Uganda.



Thank you!

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