



2024-2025 IMPACT REPORT

FanciedStory.Network



Content Index

01

Who we are

02

Founder's Report

03

Our Theory of Change

04

Impact By Numbers

05

Social Clinics

06

Review

07

Team





WHO WE ARE

The Fancied Story Network (FSN) is a Pan-African, youth-led movement working to make mental health **Accessible, Relatable, and Community-owned**. FSN combines storytelling with practical Mental Health First Aid training to equip young people with the language, self-awareness, and skills needed to support their own wellbeing and that of their peers. Our work responds to under-resourced mental health systems by prioritizing early intervention, prevention, and peer-led care that complements, rather than replaces, professional services

FSN advances community-led mental health solutions rooted in lived experience, cultural context, and dignity, ensuring care remains relevant, respectful, and locally owned. We don't work alone. Our impact is built on collaboration with schools, community groups, and mission-aligned organizations to strengthen existing support systems rather than operate in isolation. Through community campaigns, healing-focused workshops, and specialized training in Mental Health First Aid (MHFA), we use storytelling to reduce stigma and pair awareness with **Practical, Actionable skills**.

Today, our core community of over 600 young people is actively shaping healthier mental health narratives across Africa. Guided by this collective, We have a Bold vision to train **one million mental health first aiders** across the continent, contributing to resilient, community-driven mental health ecosystems.



Laurette Uwituze Phocas
Visionary Founder, FSN

Founder's Report

The past few years have been incredibly difficult for young people across Africa. Between rising unemployment and political instability, we are navigating a world built on systems that simply do not have our mental health in mind. Because of this, FSN has taken a clear leadership position, moving beyond advocacy to building community-led systems that make mental health support practical, accessible, and sustainable. At Fancied Story Network (FSN), our work is intentionally designed to meet young people where they are, equipping them with real tools to support their mental wellbeing and that of their communities.

The future of Africa is being written by the hands of its youth; hands that have carried heavy burdens, yet remain eager to build, to learn, and to care for one another.

We believe that when we open our doors to one Fancied Aider in Kilifi, or host a social clinic in an indigenous village in Sri Lanka, we are giving an entire community the tools to better their own mental health. Our greatest heroes are the young people who show up for our programs and fill our festivals. It takes immense courage to believe you can offer first aid to your community and be a voice of hope when things feel dark. As FSN continues to grow, we remain committed to stewarding this work with integrity and intention, using storytelling and community-led care to build systems that allow young people to support themselves and one another, at scale.





FSN TEAM Report



Dennis Erima

Events lead, FSN

As the lead for events, I focused on creating Social Clinics through intentional gatherings like "The Story I Tell Myself" picnic and the Pwani Niskizee festival. These events address the deep isolation and silence that prevents young people from seeking help by moving healing into warm, non-judgmental community spaces. We used storytelling and play to help participants find the language for their emotions, allowing them to move from silent struggle to active disclosure in an environment that feels safe and relatable.

The impact of these events was a measurable shift from loneliness to community agency. Hundreds of young people moved from their first disclosures at our picnics to actively using storytelling as a daily tool for their own well-being. Through strategic partnerships, we helped participants build renewed peer-support networks and gain the confidence to navigate workplace anxiety. Ultimately, these sessions proved that when young people have the right social tools, they choose connection and healing over silence.

Therapist's Report



Angela Silantoi

Lead therapist, FSN

The Fancied Aiders curriculum is a standardized training model designed to bridge the gap between clinical theory and community-based psychological first aid. By utilizing a "Village Task-Shifting" approach, we have successfully moved six cohorts through a structured program that prioritizes immediate, evidence-based intervention. The efficacy of this model is rooted in its Dual Impact: it equips the Aider with the self-regulation tools necessary for personal resilience, while simultaneously providing them with the technical skills to identify and mitigate mental health crises in others.

Our mission to train one million Fancied Aiders is a strategic response to the severe shortage of formal mental health infrastructure across the continent. This curriculum creates a decentralized safety net of skilled responders available in schools, homes, and corporate offices. In 2025, our evidence-based approach demonstrated a measurable reduction in community stigma and a high rate of successful referrals to professional care. By centering this training on women and workplace leaders, we ensure that those carrying the highest emotional burden are protected by professional boundaries and empowered to maintain collective productivity.

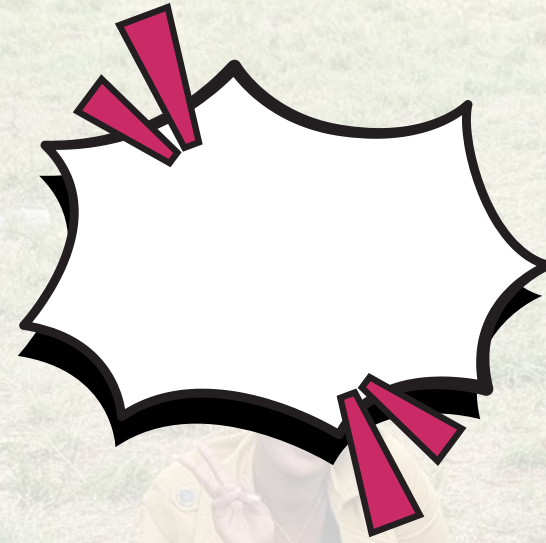
Our Story

STORIES



Our journey began in 2022 as a storytelling movement, fueled by the belief that narratives are a diagnostic tool for a continent facing a mental health crisis. What started as a personal creative outlet quickly grew into a collective movement that used digital campaigns and storytelling to bypass stigma. In August 2023, we hosted the "A Letter to My Younger Self" campaign to address childhood trauma, marking a pivotal moment where we moved from individual expression to creating a shared cultural language for healing.

In 2023, FSN expanded from digital storytelling into physical community spaces, testing our 'Village' model through community-led picnics. These events, such as our first picnic for 73 students, proved that "Narrative Immersion" works by bringing professional therapy into non-threatening, communal settings. We expanded this concept to targeted festivals in 2024, including the "You Are Seen" festival for 150 women and the "Niskizee" festival for men's mental health.



AIDERS

By 2025, FSN evolved into a holistic ecosystem where storytelling, communal villages, and professional training co-exist to create a full continuum of care. We officially launched the Fancied Aiders MHFA curriculum backed by ALGEE, moving from providing care to training a decentralized network of peer providers. This model contributes to economic resilience by reducing transitional anxiety for job-seekers and supporting sustained productivity within communities.



OUR THEORY OF CHANGE



FSN Theory of Change : **Village Task-Shifting**

Fancied Story Network (FSN) transforms mental health care from a clinical luxury into a community-led movement. By rooting our work in African traditions, we ensure every young person has the support they need to thrive emotionally and economically.

Our Strategic Approach

We focus on moving care out of traditional settings and directly into the hands of the community through a specialized four-step process:

- **Community Connection:** We use communal gatherings like festivals and picnics to break the silence around mental health and create a safe space for dialogue.
- **Empowerment through Training:** We equip youth leaders with essential mental health first aid skills, turning them into active support nodes within their own social circles.
- **The Social Clinic:** We leverage the African tradition of communality to identify distress early and provide immediate peer-level support.
- **A Continuous Safety Net:** Our network ensures that those needing higher levels of care are quickly and safely connected to professional healthcare providers.



Community Connection

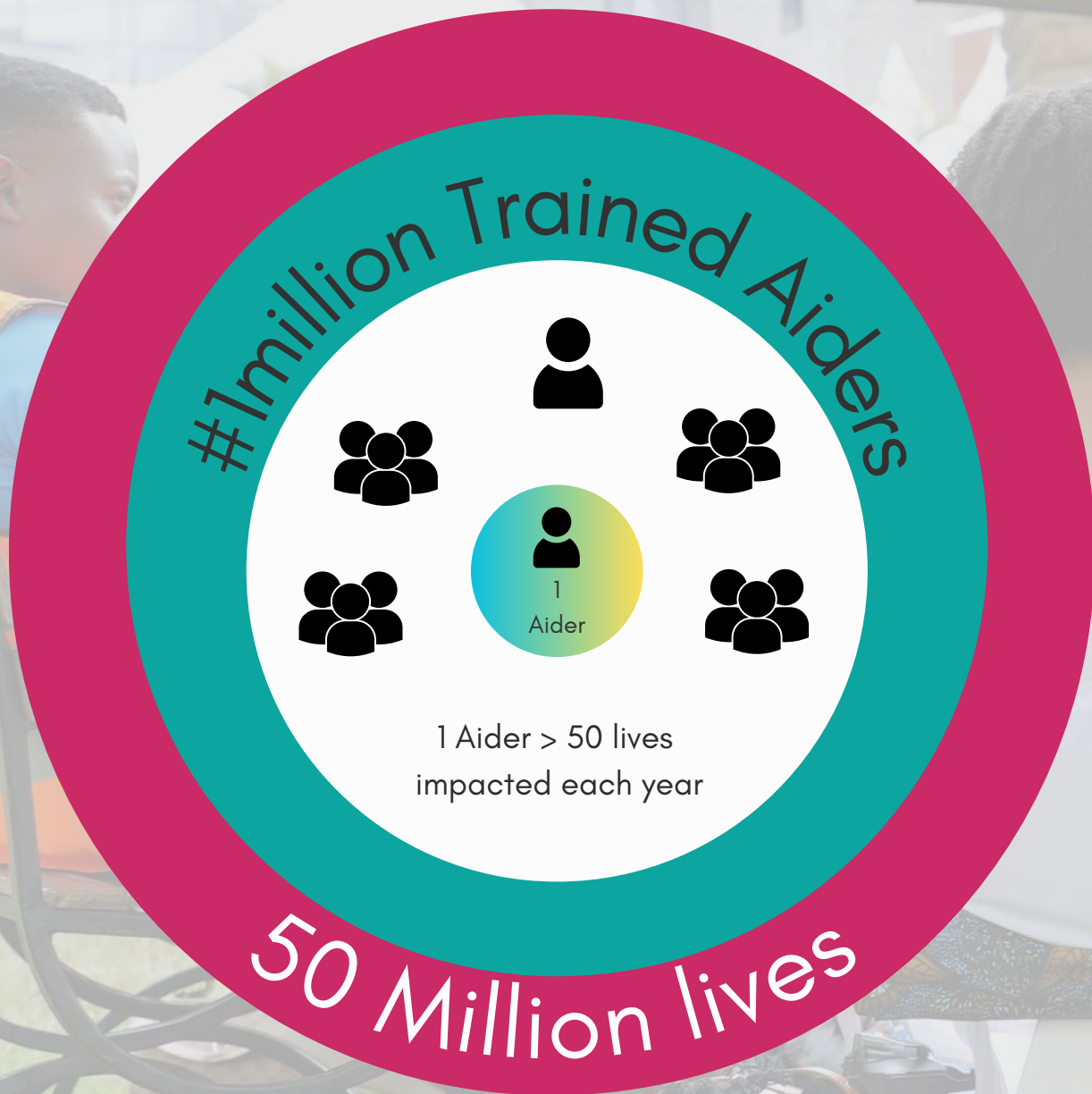


Fancied Aiders Training



Social Clinics

The Math of Change



Component	Target / Metric	The "How"	Outcome
The Aiders	1 Million Trained	Use Task-Shifting to put clinical MHFA skills into the hands of peers.	Democratized Care: Professional-grade support in every neighborhood.
The Ripple	50 Million Lives	Each 1 Aider impacts 50 lives annually.	Community Stability: Massive reduction in stigma and isolation.
The Economy	Workforce Ready	Provide youth with soft skills (empathy, crisis management).	Economic Return: Higher productivity and lower strain on state hospitals.

Impact By The Numbers



\$ 1,870.59

Fundraised in 2025 through grants, partnerships, programs and crowdfunding

200,000

Lives Impacted (This figure represents unique engagements across both in-person and digital platform)

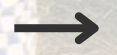


136 Trained Aiders

6 Storytelling Campaigns

12 Partners

9 Events





OUR NUMBERS TELL A STORY...

"I couldn't afford traditional therapy, so I enrolled for the Fancied Aiders course. It gave me the language to express my needs and the tools to seek help. Now, I have the confidence to support my colleagues at work, transforming how I show up even in my professional life."



OUR NUMBERS TELL A STORY...

“ In our culture, we don't talk about these things, but seeing everyone else share their stories at the festival gave me the permission to finally speak my truth.”





SOCIAL CLINICS

In 2025, we reimagined what mental health support looks like by moving away from clinical isolation and toward the Social Clinic. Unlike traditional models, our Social Clinics are informal, community-led gatherings (like our signature picnics and festivals) where healing happens in the heart of the community.

The Fancied Aider Difference

What truly set the 2025 Social Clinics apart was the presence of Fancied Aiders, our decentralized network of peer responders trained in our specialized MHFA curriculum backed by ALGEE.

Because these sessions were facilitated by Aiders, the Social Clinic became:

- Culturally Safe: Facilitators are peers who understand the local context, language, and shared lived experiences.
- Proactive: Aiders use Narrative Immersion to identify distress early, providing immediate support before a crisis develops.
- A Clinical Bridge: While the setting is social, the facilitation is professional. Aiders provide the Aider Advantage, ensuring every participant is seen and heard while maintaining a direct referral pathway to specialist care.

These clinics proved that when you combine the power of the Village with trained peer leadership, you create a sustainable engine for both emotional wellbeing and economic resilience.





FSN TEAM

“We are all a little bit crazy. Crazy enough to believe we can change the mental health narrative in Africa.”



What's next?



FSN 2025/2026 Strategic Direction

In 2026, we are placing our Fancied Aiders at the forefront of our mission. Our focus is on making this community-driven approach the primary way we deliver care and build resilience across the continent.

2026: The Aider First Year

- Aider-Led Social Clinics: Our trained Aiders will now take the lead, facilitating their own Villages in neighborhoods and workplaces. This shifts the power from our staff to the community itself.
- Specialized Women's Capacity Building: We are centering women in our training, specifically addressing the heavy emotional burden of providing care. This module helps women establish firm boundaries and teaches storytelling as an actionable tool to manage their own well-being.
- The Enhanced Aider Course: We have incorporated **Thriving at Work** directly into our core training. This ensures every Aider graduates with practical tools for career resilience and managing professional anxiety.
- Strategic Partnerships: we are collaborating with organizations to train their teams as Aiders. We view these mental health skills as vital assets for a productive and sustainable workforce.



OUR 2026 ROADMAP

Focus Area	Our Plan	The Goal
Aider Leadership	Aider-Led Social Clinics: Transitioning the facilitation of our "Villages" to our network of trained Aiders.	To decentralize care, making it a community-driven movement led by the people it serves.
Women's Wellbeing	Capacity Building & Boundaries: Using storytelling as a tool for women to set healthy boundaries and manage emotional labor.	To protect the wellbeing of women and ensure they have the tools to lead without burning out.
Economic Growth	"Thriving at Work" Integration: Building career resilience and workplace anxiety tools directly into the Fancied Aiders course.	To ensure our members have a professional advantage and remain economically productive.
Workforce Impact	Strategic Partnerships: Collaborating with companies and organizations to train their entire teams as Aiders.	To build a mental health safety net across the workforce and protect Africa's economic potential.





Call To Action

If you are...	Our plan for you	Our goals
Corporate & Business	Workforce Resilience: Enroll leadership and staff in the Mental Health Fancied Aider course.	To reduce the economic cost of burnout and protect professional productivity.
Philanthropy & Donors	Women's Capacity Building: Fund specialized modules for women to manage emotional labor and set healthy boundaries.	To protect the wellbeing of women in leadership and ensure they can lead without burning out.
Sponsors & Individuals	Fancied Families: Adopt a student by paying Ksh 240 per term for their school meals.	To remove hunger as a barrier to learning and ensure students have the physical fuel for mental focus.
Creative & Media	Narrative Advocacy: Partner with our storytelling campaigns to replace mental health stigma with relatable wellness language.	To build a Pan-African culture where seeking help is recognized as a sign of leadership and strength.
MH Advocates & Leaders	Fancied Aiders Certification: Sign up for our professional-grade Mental Health First Aid curriculum.	To build a decentralized network of certified peers capable of providing immediate crisis support.
Community & Youth Orgs	Social Clinic Expansion: Collaborate to host Aider-led "Villages" in local neighborhoods.	To decentralize care and ensure mental health support is culturally relevant and accessible.



BEST OF 2025





AWARDS AND MEDIA



We received two awards at the Cities Rise End of year Awards. The Innovation in Youth Mental Health Award, and the digital storytelling and communications excellence award.



Our Leadership team had two members seat at the steering committee of The Resilience Project UK



We were awarded among the seed grant winners by Peace First Organisation



Our visionary was featured on National TV During our suicide Awareness Campaign, OfImportance Ni Wewe



Partnership Review by The Resilience Project CEO



Thank You



📍 Nairobi Kenya

🌐 FanciedStory.Network

☎ 254-769-316-491