

Good Wave
FOUNDATION

MAKING WAVES

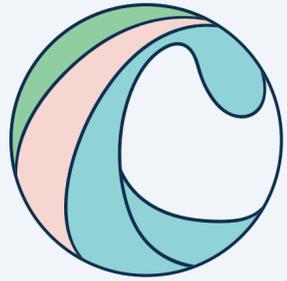
CHANGING THE CONVERSATION AROUND MENTAL HEALTH

IMPACT REPORT *2025-26*

The Good Wave Foundation

Advancing Accessible Mental Health Support Across Communities

Creating a world where no one has to navigate mental health challenges alone.



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Over the past few years, the conversation around mental health in India has grown louder, but access to support has not kept pace.

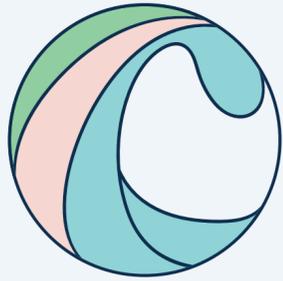
At The Good Wave Foundation, our mission is simple

make mental health support accessible, equitable, and stigma-free.

What began as a small initiative offering free counselling sessions has grown into a movement connecting individuals across cities, communities, and professions to the support they deserve.

Over the last year, we continued to expand our reach, deepen our services, and strengthen the ecosystem of professionals who make this work possible. From free therapy sessions to community support groups and outreach workshops, every step forward reflects the power of collective care.

This report captures the impact we created together and the wave we are continuing to build.



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The Good Wave Foundation is a **Section 8 non-profit organisation dedicated to improving mental health accessibility across India and beyond.**

Our work focuses on bridging the gap between individuals seeking support and the professionals who can provide it. Through **free counselling services, community programs, and awareness initiatives**, we aim to build a future where mental health support is not a privilege but a basic right.

Our initiatives focus on three core goals

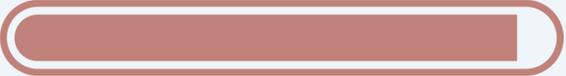
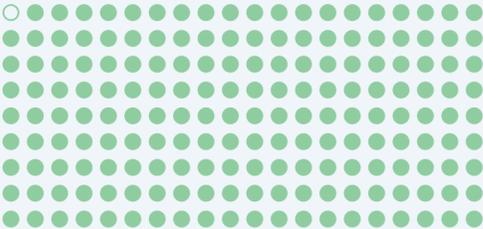
- **Access** – making therapy affordable and available
- **Awareness** – reducing stigma around mental health
- **Community** – creating supportive networks for healing

We believe that when individuals feel supported, communities become stronger.

OUR *reality*



MENTAL HEALTH CHALLENGES REMAIN ONE OF THE MOST UNDER-ADDRESSED PUBLIC HEALTH CONCERNS IN INDIA.

 <p>1 in 7 Indian adults requires mental health support</p>	 <p>UPTO 92% remain untreated due to stigma and lack of awareness</p>	 <p>0.75 psychiatrists per 100,000 people (WHO recommends at least 3)</p>
<p>2400+ years of healthy life lost per 100,000 people annually</p>	<p>\$1.03 TRILLION projected economic loss by 2030</p>	<p>Mental health conditions often begin early</p>  <p>50% begin before age 14 75% begin before age 24</p>

Which means one thing: Early intervention is critical.

WHY ACCESS *remains limited*



DESPITE GROWING AWARENESS, SEVERAL BARRIERS PREVENT PEOPLE FROM SEEKING SUPPORT.

● *Stigma*

Many individuals fear judgment or social consequences for discussing mental health.

● *Financial Barriers*

Professional therapy remains unaffordable for many.

● *Limited Infrastructure*

India faces a severe shortage of trained mental health professionals.

● *Lack of Awareness*

Mental health literacy remains low, particularly in smaller cities.

These barriers create a treatment gap that leaves millions unsupported.

THE GOOD WAVE *approach*



OUR WORK IS BUILT ON THREE PILLARS.

1. Destigmatising Mental Health

- Changing how society talks about mental health.
- We promote open conversations through awareness campaigns, community discussions, and safe spaces for dialogue.

Our goal: make mental health conversations normal.

2. Making Therapy Accessible

- Mental health care should not depend on income or location.
- Through our digital platform, individuals can access professional counselling sessions at no cost.
- This model allows us to support individuals across multiple cities and time zones.

3. Creating Community Support

- Healing rarely happens in isolation.
- Programs like Safe Circle create group environments where individuals can share experiences and support each other under professional guidance.

OUR *journey*

THE TIMELINE



The Good Wave Foundation incorporated as a Section 8 non-profit.

2022

First fundraiser at 91Springboard, Mumbai.

2023

Awfis R-City fundraiser event.

2024

Launch of Safe Circle community sessions.

2025

2023

Launch of counselling services and first therapy cohort.

2024

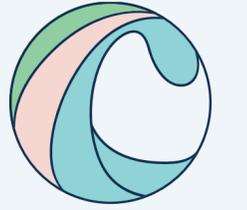
80G certification enabling tax-deductible donations.

2025

Winner of e4m **Do Good Awards Mental Health Category**

IMPACT *snapshot*

THE WAVE WE CREATED



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4.8/5

average client rating

3495

counselling sessions delivered

833

individuals supported

85%

people worked consistently
with the same counsellor
signalling consistency

98%

clients who gave feedback
said that sessions helped
them gratefully

45%+

Adoption across
Tier 2 & 3 Towns

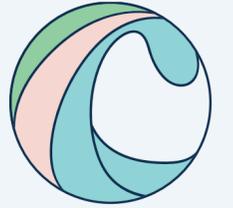
OUR *reach*

COMMUNITY HEALING

Our digital therapy model allowed us to reach individuals across

141 cities globally

Many of these regions face severe shortages of mental health professionals. Through technology, we bring therapy **directly to those who need it most.**

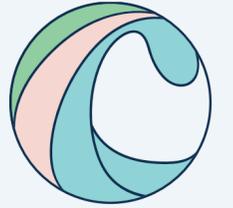


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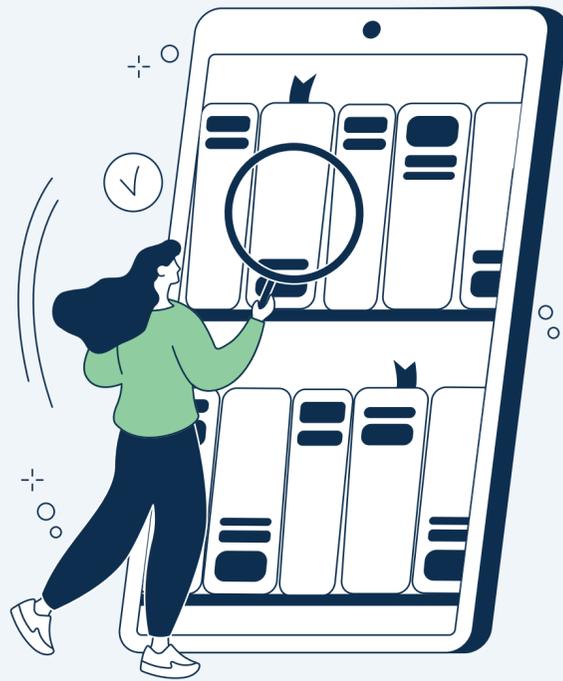


COUNSELLING *model*

ACCESSING THERAPY THROUGH GOOD WAVE IS DESIGNED TO BE SIMPLE.



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discover

Browse our network of trained mental health professionals.



match

Choose a therapist aligned with your needs.

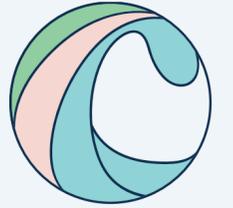


heal

Book and attend your session—completely free of cost.

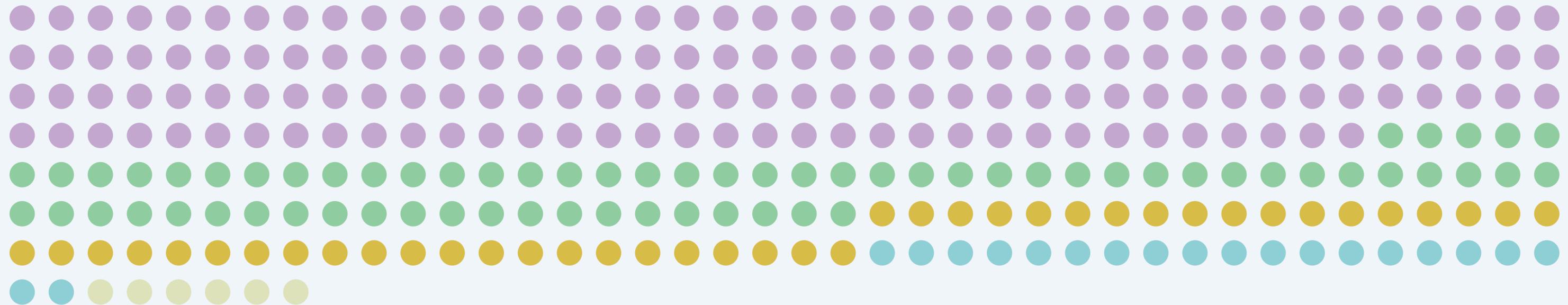
This frictionless model removes the most common barriers to care.

ENGAGEMENT *with therapy*



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ONE OF THE STRONG INDICATORS OF IMPACT IS
CONTINUED ENGAGEMENT.

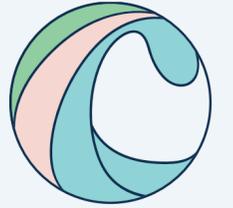


55% of clients return for multiple sessions

Out of 288 users, 155 attended 2-4 sessions. 67 attended 4-8 sessions, 40 attended 8-20 sessions, 20 attended 20-40 sessions and 6 attended 40+ sessions.

Average therapy engagement: **4 sessions per client**

MOST COMMON *concerns*



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OUR MULTILINGUAL THERAPISTS ADDRESS A WIDE SPECTRUM OF CONCERNS.



Other Issues:

PTSD, Sexual Abuse, Domestic Violence, Stress Management

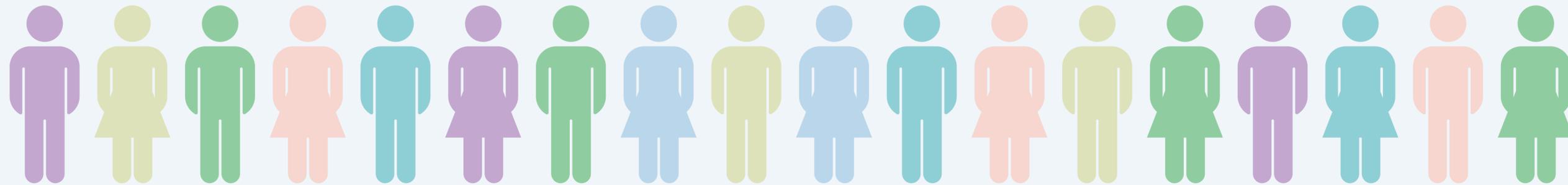
This diversity highlights how mental health intersects with every aspect of life.

SUPPORTING *in crisis*



WHILE GOOD WAVE IS NOT A CRISIS HOTLINE, OUR THERAPISTS OFTEN ENCOUNTER INDIVIDUALS EXPERIENCING SEVERE DISTRESS.

38 high-risk cases identified and supported



Each case follows structured safety protocols to ensure the individual receives the necessary support. For many beneficiaries, therapy becomes the **first safe space where they can express their struggles.**

WHAT OUR *beneficiaries say*



"It was a fulfilling experience. My counsellor made sure I felt calm, secure, and comfortable."



"I felt so peaceful and relieved after my session. I would love to book a follow-up session"



"I feel safe and heard during all my sessions."



"My experience was good, the counsellor listened to me and helped me with doing exercises. I have booked another session and would like to explore more."



"This was my first therapy session, and I already feel so much lighter. My therapist was very kind and understood my problems well."



"The counselor created a safe space for me to talk, and I felt good talking about my issues with her. She was really understanding and professional in her conduct."



Average Rating: **4.8 / 5**

Beneficiary experiences remain the strongest measure of impact.

SAFE *circle*

COMMUNITY HEALING

Seeking help can feel intimidating. **Safe Circle** was created to make the process easier.

These guided group sessions provide:

- **peer support**
- **guided reflection**
- **shared experiences**
- **emotional connection**

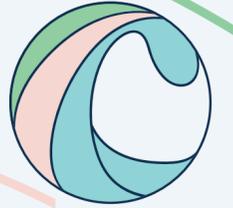
EMOTIONAL CONNECTION

SHARED EXPERIENCES

GUIDED REFLECTION

PEER SUPPORT

you



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Participants learn coping strategies while discovering that **they are not alone.**

STRENGTHENING *communities*

EMPOWERING COMMUNITIES, SUPPORTING CARE



Expanding Impact Beyond Counselling

- Delivered mental health awareness workshops in collaboration with Udayan Care
- Focus areas included exam stress, mindfulness, emotional resilience, and grounding techniques
- Sessions were experienced as interactive, reflective, and empowering by participants

Supporting Mental Health Professionals

- Facilitated peer supervision to enhance practitioner effectiveness
- Provided ethical guidance frameworks for quality care
- Built collaborative communities for shared learning and support

Our Approach

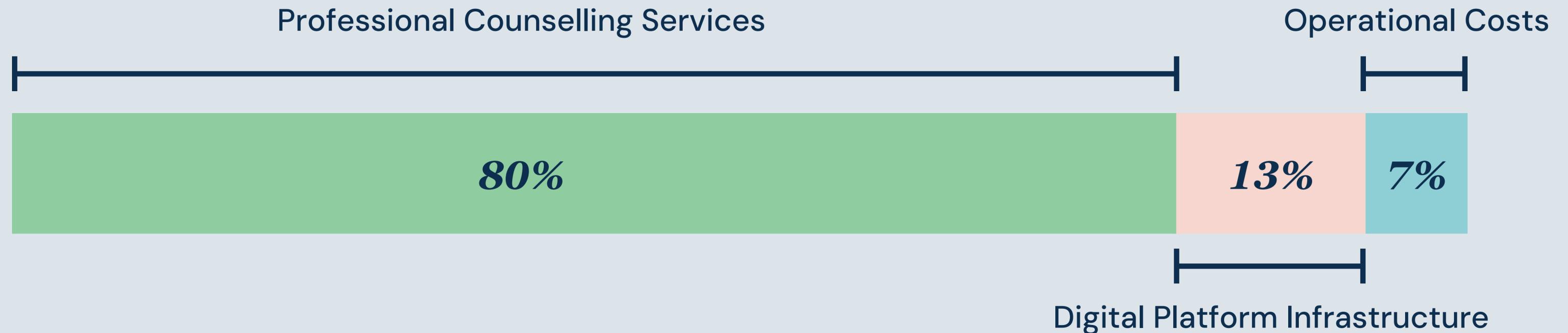
Creating impact at both ends, i.e. empowering individuals and strengthening the professionals who support them. These initiatives help prevent burnout and maintain high standards of care.

FINANCIAL *transparency*

EVERY DONATION DIRECTLY SUPPORTS MENTAL HEALTH SERVICES.

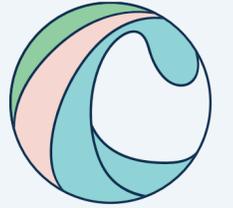


Fund Allocation



We maintain a lean operational model to **maximise impact.**

YOUR *CSR Advantage*



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WHY THIS MATTERS FOR YOUR CSR GOALS

- *Aligned with SDG 3*

Directly contributes to advancing health, well-being, and quality of life for all.

- *National Reach, Local Impact*

Active across Tier 1, 2, and 3 cities—extending mental health support beyond urban centers.

- *Scalable & Measurable*

Built for growth with replicable models, real-time tracking, and consistent reporting.

- *Report-Ready Data*

Access anonymized impact metrics, engagement insights, and participation data aligned with ESG and CSR reporting.



LOOKING *ahead*



THE NEED FOR MENTAL HEALTH SERVICES CONTINUES TO GROW.

● *Always On Awareness & Support*

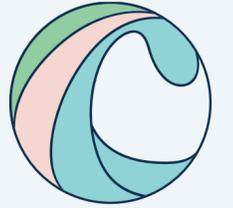
- Increase Penetration into Tier 2 & Tier 3 towns
- Onboard 3X more counsellors to meet increasing demand
- Always on Open Slots in 10+ Languages
- 24X7 Support Systems enabling over 20,000 hours each year

● *Physical Centers in Metros and Tier 2 Towns*

- Lean co-working models to provide a safe space for people to avail free face to face counselling
- Increase penetration to 5 cities and Tier 2 Towns
- Increase awareness to build support systems for communities & marginalized cohorts
- Leverage technology to build safety protocols and an SOS community

LOOKING *ahead*

THE NEED FOR MENTAL HEALTH SERVICES CONTINUES TO GROW.



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● *Training & Certification for Counsellors*

- Build an academy for advanced certifications for counsellors to become Trauma Informed, LGBTQI+ Allies, Posca and Crisis Intervention, Digital Addiction in Teens
- Build a community of Counselling Supervisors to improve quality of therapy
- Client community engagement to improve client to counsellor ratio in India.

● *Research & AI Modelling*

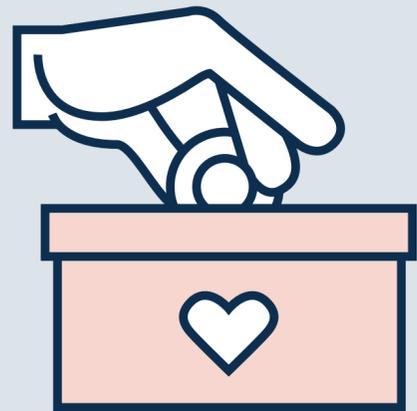
- Commission annual research to understand gaps in Mental Health across India
- White paper presentation to create awareness at scale. Present findings to impact Process and Policy
- Building predictive data models highlighting potential critical cases thus exploring preemptive care.

JOIN *the wave*

CHANGE HAPPENS WHEN COMMUNITIES COME TOGETHER.



You can support the Good Wave Foundation by



Donating



Volunteering



Partnering
With Us



Spreading
Awareness

Together, we can ensure that **no one has to face mental health challenges alone.**

IMP *details*

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Unique Registration Number AAKCG0452DF20221

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