

Annual Report 2021-2022



Mental Health Foundation
OF NEW ZEALAND
mauri tū, mauri ora



Photo by Te Pania on Unsplash

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Te Kaupapa | Our Mission

To lift the mental health and wellbeing of all people in Aotearoa New Zealand

Imagine a country where everyone can enjoy positive mental health and wellbeing — a place where those who do have mental health challenges are still hopeful, connected, supported, and can voice how they want to be treated. A place where all communities are strong and safe, where diversity is celebrated, and everyone feels proud and uplifted in their culture and identity.

That's the Aotearoa the Mental Health Foundation of New Zealand (MHFNZ) has been working towards since 1977.

We believe everyone can enjoy a state of flourishing and wellbeing — whether or not you have experience of mental distress.

We firmly believe that no New Zealander should feel alone when things get tough.



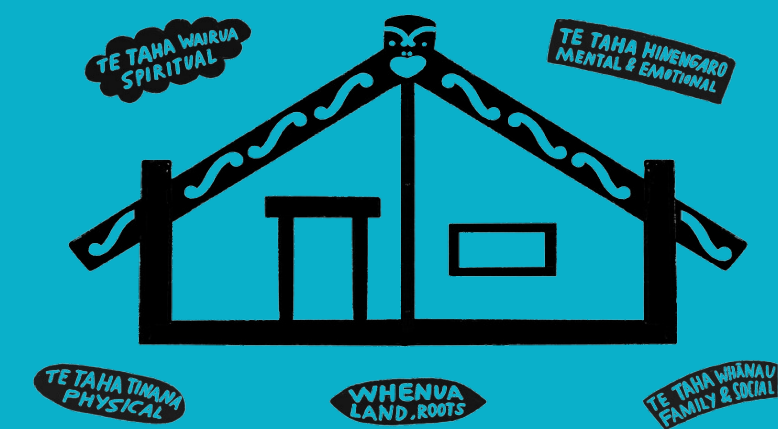
Mā tātou katoa

We endeavour to learn from and prioritise Te Ao Māori (the Māori world) values. Under Te Tiriti o Waitangi we want to deliver mahi that is appropriate for Māori and use our voice to advocate for equitable mental health outcomes for Māori.

Our work is inclusive and incorporates mātauranga Māori (Māori knowledge) and western wellbeing science.

It is informed and guided by our engagement with people with lived experience of mental distress, as well as other groups who have experienced discrimination and disadvantage, including rangatahi, rainbow communities, people with disabilities and those who live rurally.

But ultimately, all New Zealanders benefit from our work through the building of supportive, resilient communities and the promotion of positive mental health and wellbeing.



Te Whare Tapa Whā, Sir Mason Durie.

Message from our CE & Chair

The world of 2021/22 continued to be heavily impacted by the Covid-19 pandemic. The Mental Health Foundation continued to pivot and respond with targeted resources and community focused campaigns to help people get through.

Lockdowns and Covid risks meant our team had to work very differently to creatively maintain engagement with communities. While some work had to be delayed it has been quickly reactivated. The team were awesome — Mīharo!

Much of what the Mental Health Foundation achieves is via our partnerships — Nōku te Ao anti-discrimination work partners with Hāpai te Hauora and Nga Hau e Whā, Farmstrong with FMG and ACC, Pause Breathe Smile with Southern Cross and the PBS Trust, Sparklers with Canterbury DHB Public Health Team and Head First with NZ Rugby and the Movember Foundation.

As the whakataukī says: Nā tō rourou, nā taku rourou ka ora ai te iwi – with what is in my food basket and what is in yours, the people will flourish.

Sadly there remain many barriers to people flourishing. Our society is not fair and just and a great deal of change is required within mental

health services. The Mental Health Foundation has maintained respectful pressure on decision makers to make transformational change in line with the recommendations of He Ara Oranga the 2018 Inquiry into Mental Health and Addictions.

We would also like to acknowledge the vast contribution of our board members, past and present, particularly Jeremy Gardiner who stepped down as chair during the year. His kind, wise and thoughtful leadership during the Covid years have been invaluable.

None of our mahi would be possible without the huge generosity of our donors, fundraisers and sponsors. Nearly half our income comes from fundraising which allows us to innovate and be an independent voice for change. The thousands of people who supported us allowed us to reach over one million people in 2021/22 and uplift their mental health and wellbeing.

Thank you.



Shaun Robinson,
Chief Executive

Kevin Allan,
Chair



Shaun Robinson, Chief Executive

Our Mahi

The Mental Health Foundation aims to uplift the mental health and wellbeing of everyone in Aotearoa. Here are some highlights from the last year.

Disaster Response

What we did:

Building on expertise developed through the Christchurch earthquake response, we created an evidence based social marketing campaign to encourage people to do things that uplifted their wellbeing during the Covid-19 pandemic. The first phase, [Getting Through Together](#), prioritised Māori and Pacifica. As the Omicron wave hit the Ministry of Health funded us to create the [All Sorts](#) campaign, validating the many emotions people were experiencing during those difficult times.

The impact:

- 66% of people who saw the Getting Through Together campaign said it helped them to remember to be there for others.
- 60% said it made them think more about their own wellbeing.
- 57% of people who saw All Sorts campaign said it reassured them that it was okay to feel however they were feeling.

Mental Health Awareness Week

What we did:

[Mental Health Awareness Week](#) in September 2021 was closely linked to the Covid response, promoting connecting with loved ones. One of the highlights was its reach and impact on priority Māori audiences.

The impact:

- 80% of Māori who saw Mental Health Awareness Week said it made them think more about their wellbeing, compared to 61% of the general population.
- 78% of Māori said it supported them to connect with friends and whānau, compared to 59% of the general population.

Tested positive for COVID and feeling all sorts of ways?



OUR MAHI

Pink Shirt Day

What we did:

[Pink Shirt Day](#) is an annual campaign focused on promoting kindness and inclusion as a way to eliminate bullying behaviour in our schools, workplaces and communities. This year's campaign reached over 77% of the New Zealand population and 80% of all schools and kura took part.

The funds raised on Pink Shirt Day helped fund InsideOUT to deliver 45 rainbow inclusive workshops in the last year to schools around the motu, as well as provide over 160,000 free resources around bullying prevention to schools and workplaces. We are now focused on a long-term strategy around eliminating bullying. The Pink Shirt Day campaign continues to grow every year, and we know that repeated exposure to the kaupapa is having positive impacts.

The impact:

- Of those who were already aware of Pink Shirt Day before the 2022 campaign, 79% say they have been more aware of bullying and its effects.
- 77% say they have taken some action to stop bullying or increase kindness and inclusion.

Resources

What we did:

In the last year we added four new resources to our suite of suicide prevention and postvention resources that we promote and distribute both online and kānohi ki te kānohi (face-to-face):

- **Chur! All Good, Bro?** - tips for tāne Māori to kōrero about the tough stuff
- **Funerals in Aotearoa after a death by suicide** - guidance for bereaved whānau and those supporting them
- **Guide to planning a safe suicide prevention event**
- **Ko wai ahau?** - a young person's version of the Personal Safety Plan, (the plan was also turned into an app, in partnership with Waitemata DHB)

The [After A Suicide](#) website was also updated and revamped.

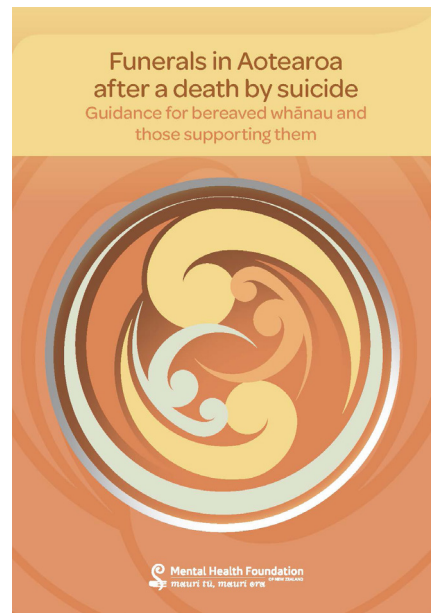
The numbers:

- 17,700 people used the [After A Suicide](#) Website, up 34% over two years.
- 159,819 suicide prevention resources distributed and downloaded online.
- 753,787 non-suicide prevention resources distributed and downloaded online.



“When I arrived at my organisation, there was not much talk about mental health and wellbeing. I ordered your resources to put up on our walls and add to our customers’ kete. This has helped to broaden the conversations we are now having in our office.”

- Resource & Information Service user



Support for Te Tiriti of Waitangi and the rights of tāngata whaiora (people with lived experience of mental distress) are woven throughout our work to influence policy and decision makers to push for positive change.

In the last year we advocated for change by:

- Attending 36 meetings with politicians and officials.
- Being mentioned in the media 1188 times.
- Writing 15 submissions including to the Ministry of Health, the Ministry of Business, Innovation and Employment, the Ministry of Social Development as well as the Department of Internal Affairs, Statistics NZ, and the Justice sub-committee and others.
- Jointly supporting four submissions or reports covering subjects including family and sexual violence, poverty elimination, and gambling harm.
- Writing or co-signing 21 letters to ministers and government officials including supporting alternative responses to community mental and suicidal crisis, calling for improvements to vaccination rates for tāngata whaiora, and ending criminal detention of asylum seekers.
- Releasing four new position statements including endorsing a significant shift in New Zealand's approach to perinatal mental health and eating disorders towards one of promotion and prevention, as well as the need to invest in mental health promotion and a public statement that Covid-19 vaccines are our best way to protect the mental health and wellbeing of New Zealanders.
- Responded to six consultations including signing a declaration for a global call to action to support vaccine prioritisation of tāngata whaiora, and provided significant feedback on the development of the He Ara Āwhina monitoring framework.

“I have found all the resources so helpful for my own practice and most importantly planting these seeds among our whānau and encouraging them to recognise the goodness within themselves.”
 - Resource & Information Service user

Policy and Advocacy

What we did:

We use our position as a respected and trusted non-government organisation to provide independent and evidence-based advocacy on a range of issues including mental health system reform, the social determinants of mental health, equitable outcomes and the importance of wellbeing promotion.

Statement of Performance 2021-2022

Our Intent: To reach everyone in Aotearoa New Zealand and have a measurable positive impact on their mental wellbeing.

How: Utilise a range of mental wellbeing promotion strategies to support whānau, communities, schools, workplaces and Aotearoa to be mentally and emotionally safe, strong and supportive.

To achieve this the MHF will:	We will do this by:	Performance indicator:	Result:	Outcome:
Give people the tools, skills, information and motivation to look after their mental wellbeing and support others.	Utilising a range of activities such as distribution of information resources, community engagement, social media, and other promotion activities to disseminate evidence based information about mental health and wellbeing.	Number of physical information resources distributed per year	558,605	Mental health and wellbeing messages are extended into the population.
		Number of information resources downloaded from the MHF website per year.	347,473	Mental health and wellbeing messages are extended into the population.
		Percentage of perceived usefulness of resources.	83%	Information resources are useful and relevant.
		Percentage who feel more informed, and know better what to do or say, as a result of receiving an information pamphlet.	89%	Information pamphlets are useful and relevant.
Deliver social marketing campaigns that aim to improve mental health and wellbeing		Percentage who feel reassured and have a sense of hope as a result of receiving suicide prevention and bereavement resources.	82%	Suicide prevention and bereavement information and resources are useful and relevant.
		Percentage who feel the wellbeing resources helped them start a conversation about wellbeing and mental health.	95%	Wellbeing resources are useful and relevant.
		Number of unique users of the MHF website per year.	1,022,362	The public seek information and resources from the MHF site.
Advocate for a fair society and better mental health system.	Influencing government at all levels of decision making in order to contribute to policies, legislation and resourcing that supports mental wellbeing and mauri ora for all New Zealanders.	Percentage of respondents who strongly agree or agree that they are more likely to think about their wellbeing as a result of Mental Health Awareness Week (MHAW).	61%	Awareness about mental wellbeing across individuals, schools and workplaces grows.
		Percentage of respondents who had seen or heard about the MHAW campaign by ethnicity.	68% Māori 51% Pasifika 37% Asian	Māori and other specific audiences engage with MHAW messaging.
		Percentage of respondents aware that Pink Shirt Day is a bullying elimination campaign.	58%	Awareness about Pink Shirt Day and the importance of taking action against bullying grows.
		Percentage of respondents aware of Pink Shirt Day who strongly agree or agree that they're more likely to do something to stop bullying when they witness it.	80%	People consider changing their behaviour to become Upstanders.
		Number of meetings with politicians and officials.	36	Influence decision making to reflect MHF advice.
		Number of submissions, letters and consultations responded to over the year.	51	Influence policies and legislation to reflect MHF advice.
	Influencing public discussion on mental health and wellbeing.	Number of times MHF is mentioned in the media.	1,188	Influence public attitudes and decision makers to reduce stigma and discrimination, and improve understanding of mental health and wellbeing.

Our Board

The Mental Health Foundation is served by a board of committed trustees who represent Aotearoa's rich and vibrant diversity and bring their unique skills and experience to further our mission.

Kevin Allan (Chair)

joined August 2021

Kevin has served as Mental Health Commissioner and Deputy Commissioner with the office of the Health and Disability Commissioner. Previous roles include CE of the Life Flight Trust, CE of CCS Disability Action, Deputy Secretary with the Ministry of Justice and a Performance Review Manager with the Public Service Commission.



Ngila Bevan

joined June 2022

Ngila is a human rights lawyer with international advocacy and litigation experience in Aotearoa, Australia, Africa, the UK and Europe. She is a former Co-Chief Executive Officer of People with Disability Australia and an expert in disability rights including legal capacity, violence prevention, and intersectional discrimination.



Chris Black

joined June 2022

Chris is a Chartered Accountant who has spent much of his career in financial services at a senior executive and board level. Since stepping down as CEO of rural-based insurer FMG in late 2021, Chris is a non-executive director/trustee of three of the core entities under the Southern Cross brand, now chairs Toka Tū Ake | EQC, and has been appointed to the board of Rabobank NZ Limited.



Vipul Dev

joined August 2021

Vipul is a financial professional with a Chartered Accountant qualification and is a member of CAANZ. He has experience in Financial Assurance at PwC NZ. He has worked with some of the top listed entities on the NZX. Vipul chairs the Mental Health Foundation's finance committee and assists The Board with the review of financial reports, budgets and audit processes.



Sarah Gordon

joined September 2020

Sarah works as a service user academic with the Department of Psychological Medicine, University of Otago. She currently leads World Of Difference a service user academia education and research team focused on ending discrimination, and promoting recovery, inclusion, and respect for the human rights of people who experience mental distress



Luke Moss

joined June 2022

Luke is a trustee on Te Nehenehenui Trust, the Post Settlement Governance entity for Ngaati Maniapoto, Te Reo Irirangi o Maniapoto, Te Mana o te Taiao Advisory Group, and the Ngaa Wai o Maniapoto Co-Governance Committee. Luke works as a Programmes Coordinator at the University of Waikato specialising in youth leadership.



Jaqui Ngawaka

joined June 2022

Jaqui is a smart, capable leader who has cultivated a strong set of professional skills and qualifications with over fifteen years of senior experience across education, broadcasting, and Te Tiriti partnership development. She is a director of Mind and Body Consultants Ltd.



Ranjna Patel

joined November 2017

Ranjna is the co-founder of Auckland's Nirvana Health Group, New Zealand's largest independent primary health care network. She has extensive involvement in charitable and community groups for which she received a QSM in 2009 and ONZM in 2017.



Julia Peters

joined November 2018

Julia's specialist training is in public health medicine, and she has held a variety of health sector leadership roles, including as Clinical Director of the Auckland Regional Public Health Service and as a past President of the New Zealand College of Public Health Medicine.



Anthony Grant Ruakere, Taranaki, Te Ātiwa, Ngāti Porou, Te-Aitanga-ā-Māhaki

joined February 2021

An experienced business consultant and former lawyer, Anthony's work has a heavy emphasis on addressing inequities experienced by and improving outcomes for Māori.



Anipale Sauni

joined February 2020

Pale is a leading figure within the Pasifika mental health community having held a range of roles including DHB MH Child and Adolescent Service Manager.



Polly Schaverien

joined November 2017

Polly is a clinical psychologist who works both in mental health and supporting young people who are struggling with school-based learning.



Adrian Te Patu, Aotea, Kurahaupo

joined February 2020

For nearly four decades Adrian has worked for government departments, crown agencies, community organisations, iwi, and health providers including District Health Boards. He currently represents New Zealand and the Asia-Pacific region on the governing council of the World Federation of Public Health Associations.



Rochelle Stewart-Withers (Deputy Chair)

joined June 2010

Rochelle is an academic at Massey University in the School of People, Environment and Planning: Development Studies. The focus of her teaching and research is understanding processes that are transforming people's lives around the world, particularly on poorer countries.



Kiritahi Firmin

joined Nov 2018, left Dec 2021

Kiritahi Firmin is the founder and CEO of Kimiora Trust, a Māori suicide prevention training organisation. he has been involved in business and education for over 20 years.



Jeremy Gardiner (past Chair)

joined Sept 2009, left Dec 2021

Jeremy is Chief Executive of Te Rūnanga o Ngāti Awa. He has had roles in public and private sectors, including the development of a new governance model for Maori, as a communications consultant and working on Y2K in London's investment banking industry.



Financial Statements

Consolidated Statement of Comprehensive Revenue and Expense for the year ended June 2022

	Notes	2022	2021
		\$	\$
Revenue from non-exchange transactions			
Contract income		4,210,014	2,765,844
Donations, legacies and sponsorship income	17	2,683,418	4,678,678
Grants and other contract income	17	962,196	717,103
Revenue from exchange transactions			
Service and training income		205,589	202,586
Resource & fundraising product sales		573,306	441,402
Total revenue (excluding gains)		8,634,523	8,805,614
Expenses			
Audit fee		(23,300)	(13,803)
Depreciation	13	(121,574)	(72,759)
Leasing costs	22	(736,760)	(298,759)
Employee costs		(3,676,173)	(3,288,010)
Project Related costs	5	(3,770,800)	(2,714,877)
Infrastructure costs	5	(743,332)	(575,005)
Total expenses		(9,071,938)	(6,963,212)
Realised Gain/Loss on investment		(91,978)	-
Finance income	6	44,372	132,204
Finance costs	6	(574)	(533)
Net finance income		(48,180)	131,671
Net surplus/(deficit) for the year		(485,595)	1,974,073
Other comprehensive revenue and expense		-	-
Total comprehensive revenue and expense for the year		(485,595)	1,974,073

Statement of changes in net assets/equity for the year ended 30 June 2022

	Notes	Accumulated comprehensive revenue and expense
		\$
At 1 July 2020		3,136,079
Surplus for the year		1,974,073
Other comprehensive revenue and expense		-
Total comprehensive revenue and expense for the year		1,974,073
At 30 June 2021		5,110,152
At 1 July 2021		5,110,152
Deficit for the year		(485,595)
Other comprehensive revenue and expense		-
Total comprehensive revenue and expense for the year		(485,595)
As 30 June 2022		4,624,557

These financial statements are extracts from our full set of statutory financial statements for the year, which contain other details such as accounting policies and details notes to the financial statements. Our full financial statements have been audited and contain an unmodified audit opinion from our independent auditors RSM Hayes Audit. Our full audited financial statements are available for viewing on the DIA Charities Services website www.charities.govt.nz

Statement of Financial Position as at 30 June 2022

	Notes	2022	2021
		\$	\$
Current assets			
Cash and cash equivalents	7	5,012,501	4,582,377
Short term investments		541,245	535,161
Receivables from non-exchange transactions	8	134,066	177,921
Receivables from exchange transactions	8	20,442	11,138
Inventory	9	721	4,192
Financial assets at fair value through surplus or deficit	12	493,146	623,859
Goods and services tax		115,018	55,919
		<u>6,357,138</u>	<u>5,990,568</u>
Current liabilities			
Payables under exchange transactions	10	897,997	292,734
Payables under non-exchange transactions	10	1,451,649	1,116,619
Employee benefits liability	11	283,524	209,555
Finance lease liability	15	4,871	4,639
		<u>2,638,041</u>	<u>1,673,547</u>
Working capital surplus/(deficit)		<u>3,719,097</u>	<u>4,317,021</u>
Non-current assets			
Financial assets at fair value through surplus or deficit	12	423,502	367,212
Property, plant and equipment	13	376,923	262,541
Rental bond	15	108,983	172,196
		<u>909,408</u>	<u>801,949</u>
Non-current liabilities			
Finance lease liability	15	3,948	8,918
NET ASSETS		<u><u>4,624,557</u></u>	<u><u>5,110,152</u></u>
EQUITY			
Accumulated comprehensive revenue and expense		<u>4,624,557</u>	<u>5,110,152</u>
TOTAL EQUITY		<u><u>4,624,557</u></u>	<u><u>5,110,152</u></u>

Statement of Cash Flows for the year ended 30 June 2022

	Notes	2022	2021
		\$	\$
Cash flows from operating activities			
Cash receipts from contract income, grants and donations		8,953,378	9,245,296
Cash paid to suppliers and employees		(8,196,864)	(6,830,386)
GST Net receipt/(payment)		(99,099)	(325,487)
Net cash flows from operating activities		<u>657,415</u>	<u>2,089,423</u>
Cash flows from investing activities			
Interest received		31,490	29,816
Short term investment withdraw/(investment)		(6,084)	(8,072)
(Purchase) Proceeds from sale of financial instruments		(11,529)	(10,383)
Purchase of PP&E, net of disposal		(235,956)	(90,284)
Net cash flows from investing activities		<u>(222,079)</u>	<u>(78,923)</u>
Cash flows from financing activities			
Interest expense		(574)	(533)
Repayments of finance lease		(4,638)	(3,042)
Net cash flows from financing activities		<u>(5,212)</u>	<u>(3,575)</u>
Net increase in cash and cash equivalents		430,124	2,006,925
Cash and cash equivalents at 1 July		4,582,377	2,575,452
Cash and cash equivalents at 30 June	7	<u><u>5,012,501</u></u>	<u><u>4,582,377</u></u>



YOUR PERSPIRATION IS MY INSPIRATION

Give
BE ACTIVE
KEEP LEARNING
TAKE NOTICE
CONNECT

FIVE WAYS TO WELLBEING

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