

Annual Report | 2023–2024

MENTAL HEALTH FOUNDATION OF NEW ZEALAND





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ACKNOWLEDGEMENTS

The Mental Health Foundation of New Zealand acknowledges ngā iwi Māori o Aotearoa as tangata whenua. We embrace Te Tiriti o Waitangi and we support the rights of tangata whenua to exercise tino rangatiratanga.

We pay respect to all people who have contributed to the success of the Mental Health Foundation since its formation.

We also acknowledge the vital contribution of New Zealanders with lived experience of mental distress or illness, and their families and communities. We value the courage shown by those who share their experiences so we can actively learn from and respond to their unique perspectives, leading to more impactful outcomes.

We send our aroha to people who have lost loved ones to suicide this year, and reiterate our commitment to work tirelessly to provide hope to those in need.

He murimuri aroha ki ngā taonga kua riro. Our deepest sympathy to loved ones.

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[@mentalhealthfoundationNZ](https://www.facebook.com/mentalhealthfoundationNZ)



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Foreword

Message from our Chief Executive and Chair

This past financial year was full of change and challenge for the people of Aotearoa. The aftermath of major weather events continued to impact many communities, and everyone — especially people on lower incomes — was affected by the cost-of-living crisis. These challenges all had significant impacts on New Zealand's mental health and wellbeing.

Climate change, poor economic prospects, and racism and discrimination have been identified as major concerns by our young people. Rates of poor mental health for youth continue at alarming levels, especially for rangatahi Māori and those affected by inequity. At the same time, reports have shown that the ability to access the right services for young people remains inadequate.

The Mental Health Foundation is dedicated to working towards positive change. We give New Zealanders the tools to build their mental wellbeing and to support people around them. We also advocate for better systems and services to support our communities across the country. Our ambitious goal is to reach everyone in Aotearoa and have a positive impact on their mental health and wellbeing.

Despite the challenging times we've been through, there are many signs of hope witnessed in the impacts of our programmes, information resources, campaigns, and advocacy.

- We distributed 1,261,924 print and digital resources this financial year and 86% of surveyed recipients told us these resources provided them with a better idea of how to support someone, and a greater sense of hope for themselves as a result.
- School programmes like *Pause Breathe Smile* have taught wellbeing skills to 30% of all primary and intermediate children, and shown a 12% increase in positive behaviours.
- 10,500 farmers, growers or workers attributed our rural programme *Farmstrong* with improving their wellbeing.
- *Mental Health Awareness Week* motivated 1,033,000 people to take action to improve their mental wellbeing.
- Our campaigns take an equity approach, and reach and positively impact Māori at a higher rate than the wider population.
- Our *All Sorts* disaster response campaign addressed the mental and emotional impacts of the Auckland floods and Cyclone Gabrielle. We worked closely with partners such as *Farmstrong* and with local communities. This work continues to support the long process of recovery.
- We have challenged the new Minister of Mental Health to come up with an action plan for youth mental health by June 2025, and he has met with us to discuss ideas.

- We plan to do even more:
 - Our new programme in residential construction, *Waihanga Ora: Live Well, Build Well*, is gaining momentum.
 - We have established five pilot student-led wellbeing programmes in high schools, which we hope to learn from and expand.

The Mental Health Foundation has not been immune to change and challenges. Like many organisations we underwent a staff restructure to be more effective and financially sustainable. The board also strengthened the Foundation’s reserves and risk management policies to ensure we continue to serve the community through turbulent times.

Through all this our staff have continued to work tirelessly to improve the mental health and wellbeing of our communities. You are an inspiration, thank you so much – mīharo!

Our board also provided valuable advice and support throughout the year. Its stepping up of the refresh of its governance approach with Te Tiriti training provided new perspective and direction. Thank you for your guidance and oversight.

The year saw Anipale Sauni and Julia Peters step down from the board at the conclusion of their terms. We are very grateful for their years of service.

The Mental Health Foundation can’t and shouldn’t do this mahi alone – **Nā tō rourou, nā taku rourou ka ora ai te iwi – With your basket and my basket the people will thrive.** Much of what the

Foundation achieves is through collaborations and partnerships – for example, the *Nōku te Ao* anti-discrimination mahi is produced in partnership with Hāpai te Hauora and the former Nga Hau e Whā, *Farmstrong* with FMG; *Pause Breathe Smile* with Southern Cross and PBS Trust; *Sparklers* with the Canterbury team of the Public Health Service; *Mind Set Engage* (formerly *Head First*) with NZ Rugby and the Movember Foundation; and our projects in the residential construction sector with Construction Health and Safety NZ, and the Business Leaders Health and Safety Federation.

The year ahead is full of hope and hard mahi as we tackle the many serious challenges our communities face. The work of the Mental Health Foundation has never been needed more, and we will continue to serve with the aim of uplifting the mental wellbeing of all.

SHAUN ROBINSON

Chief Executive

KEVIN ALLAN

Chair

Our Whakatauki

Mauri Tū, Mauri Ora – creating space for, and unleashing the positive life force, found in all things



Year in review

2023

July

The Mental Health Foundation [MHF] launched a 2023 General Election campaign which challenged political parties to adopt 12 actions for meaningful change to our mental health system.

“Investing in wellbeing promotion now prevents people from needing more acute support down the line – it’s the smart thing to do and it’s the right thing to do.”

– Shaun Robinson,
Chief Executive

August

2,867 fundraisers took part in *Mindfulness Month*.



September



Mental Health Awareness Week focused the public’s attention on the Five Ways to Wellbeing.

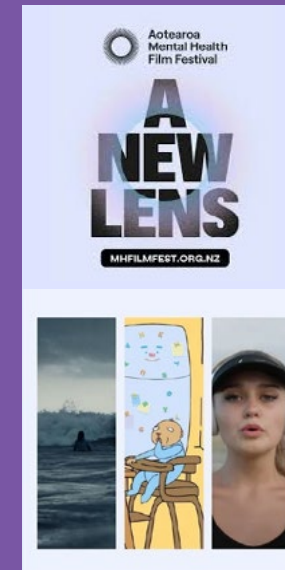
October



A new information pamphlet was published helping people better understand psychosis and how to access support.

November

MHF hosted the first *Aotearoa Mental Health Film Festival*.



December



Corporate sponsor Kiwi Property gave away a record 25,000 children’s books at Christmas featuring a story teaching tamariki about their emotions.

2024

February



Early findings released from MHF-commissioned research looked at the wellbeing impacts of Cyclone Gabrielle and other extreme weather events of 2023.

March

We unleashed the power of the mullet across Aotearoa with the second annual *The Mullet Matters* campaign, which supported people to have more kōrero around mental health.



Three brothers and a mate set off from Cape Reinga on a 75-day epic kayak down the east coast of the North Island. They promoted the power of good mental health and raised \$8,606 for MHF.

“It doesn’t matter if it’s the moana (ocean), the ngahere (forest), the awa (river), or the maunga (mountain), whatever taiao (environment) you feel connected to, use that to connect your mind, body and soul.”

– Kurt Stewart,
Paddle for Purpose

April

MHF launched a campaign calling on the Government to retain current relationships and sexuality education (RSE) guidelines in schools and kura. We received support from 4,280 schools, organisations, community groups and individuals to our open letter.

May



38,200 official *Pink Shirt Day* t-shirts were sold at Cotton On to support bullying elimination in New Zealand.

“We’re looking forward to mobilising our incredible community of team members and customers to be part of this movement of Upstanders.”

– Tim Diamond,
Cotton On Foundation

June

The MHF responds to the Ministry of Health’s survey showing over half of New Zealanders aged 15–24 experience anxiety or depression.

“Our young people deserve better, and we must do better.”

– Shaun Robinson,
Chief Executive

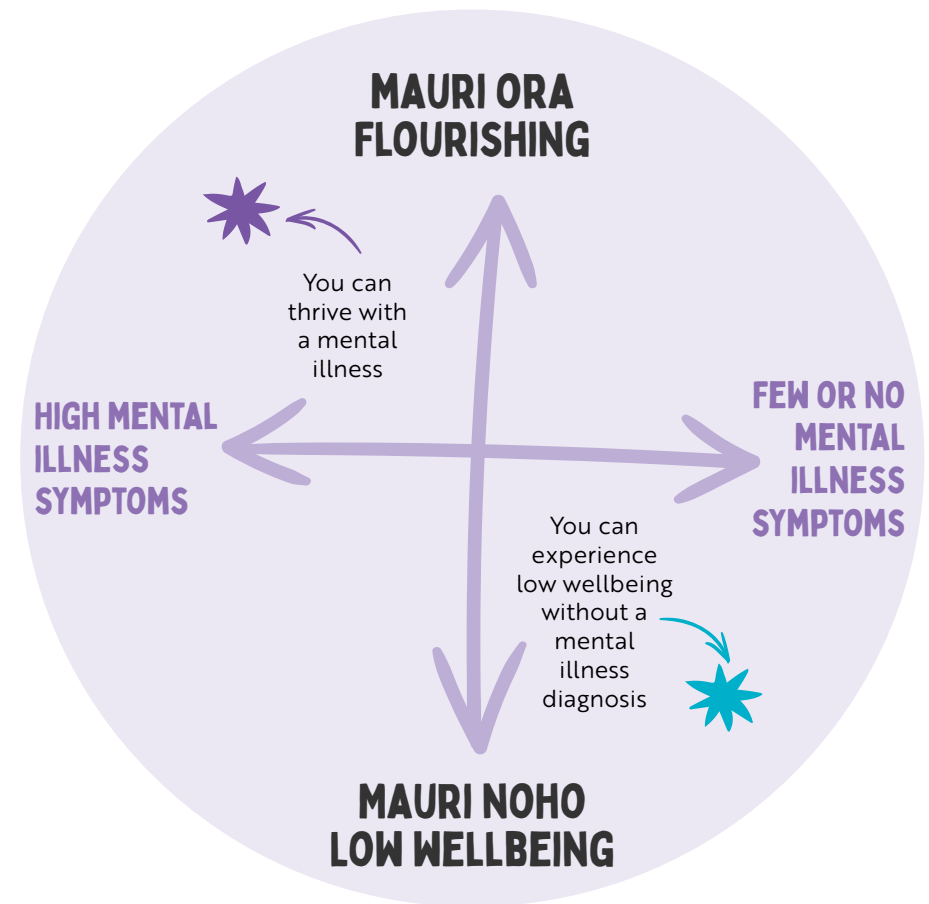
Why we do what we do

At any one time up to one million people in Aotearoa New Zealand are experiencing mental distress or illness.

Many people are under the impression that supporting mental health and wellbeing is all about supporting mental health services. While more services are needed, waiting until someone needs mental health services is like waiting with an ambulance at the bottom of a cliff - it's more effective and cost-efficient to build cliff fences, too. Our focus is on providing New Zealanders with some of these cliff fences - evidence-based tools to care for their wellbeing every day which empower people and communities to grow positive mental health and support each other during tough times.

After all, there's no health without mental health. Whāia te hauora hinengaro kia puāwai ai te hauora tangata.

The graphic on the right explains the mental wellbeing continuum. Regardless of whether we live with a mental illness diagnosis or not, we can all experience high, or low, wellbeing. Wellbeing is for everyone!



Source: Adapted from Keyes, 2022

Our approach

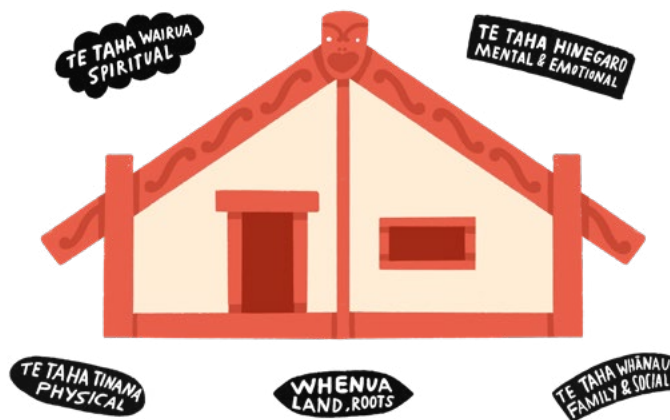
We know that with the right tools and social conditions, everyone in Aotearoa can be supported to enjoy high wellbeing, or mauri ora.

We focus on three main areas to achieving this goal:

1. Mental health promotion for behaviour change

We uplift communities, by providing people with the tools to help them be well, and stay well. In the same way that people learn the importance of good nutrition, movement and sleep for their physical wellbeing, they also need to learn the practical skills that can protect and grow their mental health and wellbeing.

Our mental health promotion mahi actively upholds the articles of Te Tiriti o Waitangi, including understanding and honouring te ao Māori models of mental health and wellbeing, such as Te Whare Tapa Whā.



Te Whare Tapa Whā developed by Tā Mason Durie

We also work to reduce the prejudice and discrimination around mental distress at a societal level. Mental distress discrimination can affect people's access to employment, housing, healthcare or insurance; prevent people's recovery; and even discourage them from seeking support when they most need it.

2. Empowering communities

We work to help create safe, strong and supportive environments that build on the innate strengths within each community. This means we help spaces like schools, workplaces, marae, and sports clubs to be places where mentally healthy lifestyles are the norm – where mental wellbeing is embedded in the culture; where discrimination can't thrive; where people with experience of mental distress are supported; and where people feel empowered to help each other through tough times.

3. Influencing system change

Good mental wellbeing doesn't happen by accident – it's affected by how we live, think and what's happening around us. These social determinants such as whether we're employed, have a safe home, or access to education have a huge impact on our mental wellbeing. At the Mental Health Foundation, we use our position as a respected and trusted organisation to influence MPs and policymakers to make positive changes to these social determinants, alongside making change to the mental health system, and the laws and policies that govern it.



“The Mental Health Foundation has genuinely been a suicide and mental health game-changer for us as a country.”

TRICIA HENDRY

Suicide prevention advocate

The year in numbers

1,033,000¹

New Zealanders were motivated to take small steps to improve their mental wellbeing because of *Mental Health Awareness Week 2023*

MHAW
Mental Health Awareness Week

90%²

of people surveyed felt our wellbeing resources helped them start a conversation about mental health and wellbeing

89%²

of people surveyed felt reassured and hopeful after receiving our suicide prevention and bereavement resources

73%³

of people said *Pink Shirt Day* helped them do something to stop bullying when they've seen or heard it

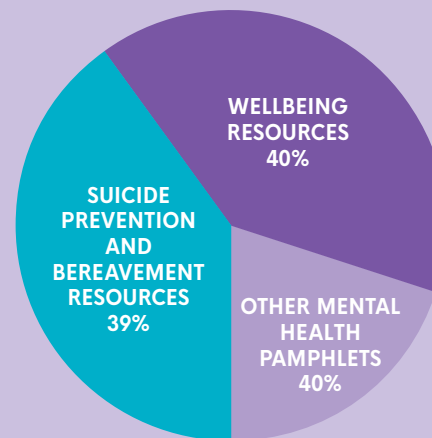


36⁴

meetings with politicians and officials to advocate for change

766,034⁵

free printed mental health resources were distributed across Aotearoa



495,890⁶

resources were downloaded online

599⁷

media articles, editorials and MHF mentions

3,718⁸

tickets were sold to the inaugural *Aotearoa Mental Health Film Festival*

1,254,357⁶

unique visitors to www.mentalhealth.org.nz

1. MHAW evaluation, Ipsos (2023)
2. MHF Annual Resource Survey (December 2023)
3. PSD evaluation, Ipsos (2024)
4. MHF policy and advocacy team data

5. Resource information service data
6. MHF website analytics
7. Isentia (media monitoring company)
8. Eventbrite

Promoting positive mental health

Just like physical health, mental health is something we all have, and we all need to look after it. For almost 50 years, the Mental Health Foundation has been New Zealand's leading charity promoting mental health and wellbeing. We do this through campaigns and programmes with broad reach and a focus on promoting positive behaviour change.

We apply an equity lens, engaging with key audiences, such as Māori, Pasifika and rangatahi/youth. Some programmes and campaigns are run by the Mental Health Foundation alone, and others we support through our partnerships. They include initiatives like:

Mental Health Awareness Week

Mental Health Awareness Week 2023 was held between 18–24 September. The theme was 'Five Ways, Five Days', promoting the Five Ways to Wellbeing – a set of simple, evidence-based actions that we can all introduce into our lives at any stage and benefit from. With the challenges our country has experienced over the last few years, we felt it was timely to remind Aotearoa of proven strategies we can all use to boost our own wellbeing.

Impact*

- 78% of New Zealanders were aware of *Mental Health Awareness Week* in 2023.
- 79% of people said *Mental Health Awareness Week* was valuable for them personally; 86% said it was valuable for their workmates, whānau and friends; and 91% believed it was valuable for their community.
- 71% of people who saw the campaign said it helped them to think more about their mental wellbeing, and 63% said they would take small actions to improve their wellbeing as a result.

* MHAW evaluation, Ipsos (2023)



"The visuals, the resources, the ideas and links – it was so easy to deliver content to the team and not to reinvent the wheel. It was simple, effective and enjoyable. Thank you." – survey respondent, *Mental Health Awareness Week 2023*

Pink Shirt Day

A campaign celebrated annually around the globe, the Mental Health Foundation has run *Pink Shirt Day* in Aotearoa since 2012, inspiring tāngata to Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak Up, Stand Together, Stop Bullying!

85% of New Zealanders were aware of *Pink Shirt Day* in 2024, with 25% of people being reached for the first time this year.

The funds raised on *Pink Shirt Day* helped us to deliver thousands of free resources and activities to schools and workplaces across the motu, educating them on the impacts of bullying and how to create a culture of kindness. We are also developing a youth-led wellbeing project which will support schools and communities to be more positive environments where bullying can't thrive.

Impact*

- 71% of people said *Pink Shirt Day* was valuable for them personally; 84% said it was valuable for their workmates, whānau, friends and school; and 85% believed it was valuable for their community.
- 72% of people who saw the campaign said they would do something to increase kindness and inclusion, and 71% said they were more aware of how to prevent bullying.

* PSD evaluation, Ipsos (2024)

“I really love the way New Zealand came together to celebrate inclusion in the midst of diversity while bringing awareness to bullying.”

– survey respondent, *Pink Shirt Day* 2024





Aotearoa Mental Health Film Festival

Mental distress and illness were brought into focus at movie theatres across the motu during November and December 2023, at the inaugural *Aotearoa Mental Health Film Festival*, hosted by the Mental Health Foundation.

The kaupapa of the festival was to share positive portrayals of mental distress to reduce prejudice and discrimination, provide hope, and promote behaviours that support our mental health and wellbeing.

Over half of us will experience mental distress or illness at some point in our lives, and yet, fewer than two percent of characters in top grossing box office films reflect that reality.

The *Aotearoa Mental Health Film Festival* aimed to put a new lens on mental distress, changing film narratives that are too often violent, stigmatising and hopeless, into ones showcasing hope and recovery. Here's how some of the over 3,000 audience members reacted:

“Delightful, challenging, raw and beautiful, all wrapped up into one unique experience.”

“I loved all the different short films. More people need to see these and realise that mental health problems are not just the extreme cases and that there is help for people.”

– feedback from *Aotearoa Mental Health Film Festival* attendees

Our Partnerships

Pause Breathe Smile with Southern Cross

Pause Breathe Smile is a mind health programme developed by the Mental Health Foundation. The programme equips children aged five to 12 with tools to manage the ups and downs of life, and it has been funded for schools by Southern Cross since 2020. The *Pause Breathe Smile* programme is delivered by the Pause Breathe Smile Charitable Trust.

Over the past year, *Pause Breathe Smile*:

- Reached 17,633 children
- Was used in 80 new schools
- Trained 1,335 educators.

Since Southern Cross started sponsoring in 2020, *Pause Breathe Smile* has reached over 25% (n=505) of eligible schools nationwide. Its mindfulness lessons have been delivered by more than 9,700 trained educators to over 30% of all tamariki aged five to 12.

“The students are really engaging with the mindfulness activities and are showing a greater sense of calmness and focus in class.”

“The kids love learning the science behind it. The mindful movement has been a great every day go to, to break up mat sessions. Our kids are generally more focused, and most are able to regulate their emotions better.”

– Feedback from *Pause Breathe Smile* educator

Pause Breathe Smile

Brought to schools by Southern Cross

100% free

“I think Pause Breathe Smile is a really positive addition to our school culture and strategies for managing and regulating emotions and behaviours are evident.”
– Teacher

Pause Breathe Smile

A uniquely New Zealand mind health programme designed to equip children aged 5 to 12 with tools to manage the ups and downs of life and set them up for a healthy future. Primarily delivered in schools, by educators, it is evidence-based and funded by Southern Cross.

Delivered under licence from
Mental Health Foundation
MĀHĀRIKI EIA, MĀHĀRIKI O PŪA
www.mentalhealth.org.nz

pausebreathesmile.nz

Empowering communities

We believe in the power of people and communities to support each other when times are tough. We help empower these communities to build upon the strengths they already have, by providing them with the tools to get through. While everyone in Aotearoa benefits from our mental health promotion, we recognise there are some groups who experience poorer mental health outcomes than others, and who require more specific and relevant approaches. We also work hard to ensure the voices of people with lived experience inform everything we do. Here are some examples of how we directly, or through partnerships, empowered communities over the last year.

All Sorts

We knew strong emotions and painful memories would arise for some people as the one-year anniversaries of Cyclone Gabrielle and the Auckland Anniversary Weekend floods neared in early 2024.

We wanted to help these affected communities anticipate and understand their recovery journeys ahead, while reminding them of the little steps they could take to look after themselves.

At the end of January, we launched a campaign across radio, TV and social media outlining the pathways to psychosocial recovery after a natural disaster and reminding communities that “through perseverance and hope we will overcome – Kei roto i te pōuri, te marama e whiti ana.”

We also wanted to understand the wellbeing impacts for the communities most affected by these severe weather events.

We commissioned research which gathered the views of 1,524 people living in Northland, Auckland, Gisborne, Hawke’s Bay, Coromandel, Tararua and Wairarapa. The research showed:

6 in 10
people
reported a
direct negative
impact from
the weather
events

7 in 10
people who weren’t
directly affected still
felt extra stress, like
feeling sad for others
or dealing with a
changed environment

#1
thing people
said would help
their wellbeing:
more community
events and
activities

*WHO-5 Wellbeing Index, n=1524



“When cut off, meeting together at the river for supplies, having a BBQ and connecting. Helping each other. Getting to know each other more.”

– survey participant on how their community helped them through extreme weather events.

Farmstrong

One community which experienced particular stresses this past year was the agriculture sector. Alongside Farmers Mutual Group (FMG), the Mental Health Foundation founded *Farmstrong*, a programme helping farmers, growers and their families adapt and thrive in a constantly changing world. ACC is a strategic partner in this work.

Now in its tenth year, *Farmstrong* was in a fortunate position to use its brand and networks to support people in the wider farming sector during such a challenging period. Many people were still dealing with the long tail of recovery from the North Island's extreme weather events of early 2023, as well as stresses and pressures caused by high inflation, interest rates and fluctuating supply and demand issues in global markets.

The *Farmstrong* approach builds on practical tips, shared by farmers and growers, that encourage all people working in farming to adopt small and regular habits that increase their mental wellbeing.

Over the last year, *Farmstrong* has:

- Rolled out a series of comedy shows in flood-affected communities to get people off the farm for a fun night out.
- Captured the stories of farmers about what helped them



The Bitches Box comedy show on tour to support cyclone affected communities.

get back on their feet and collated them into a new book, *Getting Through: What It Takes To Recover from Extreme Weather Events*, which will be released later in 2024.

- Supported a network of farmers and growers who give *Farmstrong* talks and presentations at agriculture events, conferences and at Lincoln University.

Some of the impacts *Farmstrong* achieved in the last year include:

- 22,000 farmers, growers and workers engaging with *Farmstrong*
- 20% of those in cyclone recovery regions attributing *Farmstrong* with supporting an improvement in their wellbeing
- 10,500 farmers, growers or workers attributing *Farmstrong* with moderate or large improvements in their wellbeing.

“People can get through extremely challenging times. Families rally round, neighbours support one another, communities come together, and sector organisations act as essential advocates.”

– Sam Whitelock, *Farmstrong* ambassador

Our partnerships

Nōku te Ao

Nōku te Ao is a public awareness programme led by, and for, people with lived experience of mental distress. It aims to increase social inclusion and end mental distress prejudice and discrimination.

Nōku te Ao is a programme grounded in Te Tiriti o Waitangi and kaupapa Māori principles. Funded by Te Whatu Ora | Health New Zealand, the programme is run in partnership with five different organisations. The Mental Health Foundation works with our partners to deliver the Social Movement part of the kaupapa, and we head the Social Action Grants.

In the last year the Social Movement mahi included:

- Running lived experience wānanga across Aotearoa, to create safe spaces for people who live with mental distress to share their stories and visions for the future. From these wānanga we developed a workshop, and later an online resource, to help people tell their lived experience stories safely.
- Completing the community launch of our co-design report *Me Haere Ngātahi Tātou | Shared Journeys - Voices of the Lived Experience Community*. This report included eight recommendations developed from insights gathered from over 800 people at these lived experience wānanga across the motu.
- Developing a resource around challenging mental distress prejudice which we promoted at Polyfest. We received over

1,000 engagements at Polyfest, including some beautiful whakaaro from rangatahi around the question, "How would you help a friend who was feeling down?"

Rangatahi at Polyfest shared their ideas around how to help a friend experiencing mental distress feel more accepted.



The Social Action Grants support individuals, communities, hapū and iwi to carry out projects that challenge mental distress prejudice and discrimination. In the last year, seven projects were supported with \$165,000 worth of funding. These projects included:

- *Mad Like Me* – a podcast which aimed to dispel mental distress myths by sharing stories of everyday people's mental distress experiences
- *KAVAX* – a Pasifika-designed talanoa platform that offered a safe space to discuss the unfair judgements, discrimination, and social exclusion that Pacific peoples with mental distress can experience.
- *E tava tagata uma! Everyone has value!* – a project bringing meaningful talanoa sessions about mental distress or illness to 10 Pasifika church groups across Aotearoa.

Our partnerships

Mind Set Engage with New Zealand Rugby

Rugby has a unique ability to support a positive wellbeing shift in some of New Zealand's most vulnerable communities through the reach of its brand, the voices of its players, and familiar and relatable language. New Zealand rugby's response to these insights is *Mind Set Engage* – a mental health and wellbeing programme created with expert support from the Mental Health Foundation.

In the last year, the *Mind Set Engage* team delivered 50 workshops across the motu, reaching over 1,000 individuals through community rugby clubs, secondary school teams, community referees, and coaches and volunteers. These face-to-face workshops helped rugby whānau to support their own and others' wellbeing.

An independent evaluation of participants who attended the workshops showed:

- 95% came away with strategies to help strengthen their wellbeing
- 96% increased their knowledge of mental health and wellbeing
- 90% increased their knowledge of support pathways
- 90% were more confident to have a conversation with someone about their mental health.



“Share this around more, beautiful chat and I’m happy to say I’ve learnt a lot.”

“Very inspirational and has really given me confidence to be able to support my peers, but also seek help when I need it myself.”

– Participant feedback

Rangatahi/Youth

Over half of all New Zealanders aged 15–24 experience anxiety or depression, and the number of young people with moderate to high distress has nearly doubled since 2016/17.¹ Suicide is the leading cause of death for this age group.²

Our young people deserve better and we have taken actions to help.

In the last year, we have:

- Distributed 68,724 free mental health resources to schools, kura, and tertiary institutes to help teachers/kaiako, counsellors and social workers have conversations with taura/students who may be experiencing anxiety, self-harming, or thinking about suicide.
- Advocated for the Government to retain current relationships and sexuality education (RSE) guidelines in schools and kura which provide tools to help schools foster safe and inclusive environments where bullying can't thrive (especially for rainbow and takatāpui taura who experience higher bullying rates than others).
- Delivered 3,269 *Pink Shirt Day* resource packs to schools.
- Continued to provide free resources and activities on the *Sparklers* website, helping teachers and whānau to support tamariki with their wellbeing.

“I engage with students by setting up a table around exam time to talk about stress and anxiety, and start a conversation about how to cope with the stress of exams. We reach hundreds of students this way and provide them with your stress and anxiety pamphlets and some freebies.”

– Feedback from the 2023 resource users survey

Youth-led action for mental wellbeing

In the last year we also began the development of a new hauora/wellbeing project for rangatahi/youth. This project will empower our youth to be a leading light as mental health advocates, amplifying their voices on the issues that matter most to them – like racism, social media, relationships, climate change and inequitable access to mental health support. By the end of June 2024, we had selected 14 youth to be part of the Youth Advisory Group leading this project.

We look forward to seeing what they create over the year ahead.

1. Government Inquiry into Mental Health and Addiction. (2018). He Ara Oranga: Report of the Government Inquiry into Mental Health and Addiction.

2. Te Whatu Ora Health New Zealand. (2022). Suicide web tool.

Suicide prevention and postvention

Preventing suicide is everyone's responsibility, and the Mental Health Foundation plays an important role in facilitating this. We provide information and resources to guide people responding to suicide; we advise and support community organisations; we influence relevant policies; and we work with the media to encourage safe and accurate reporting on suicide-related topics.

In the last year, we:

- Continued the development of a new resource supporting workplaces to respond to a death by suspected suicide
- Continued the development of a new suicide prevention resource for workers in the youth justice system
- Supported lived experience groups such as our Suicide Bereavement Advisory Group to meet regularly, discuss their work, and share information and resources
- Distributed 299,000 suicide prevention and bereavement resources.



"I resonated deeply with the Ko Wai Ahau booklet which made me feel less like something was wrong with me and more like I had just forgotten who I was and needed to reconnect with myself. It felt healing and affirming."

– Respondent, MHF Resource User Survey 2023

Suicide media response service

Responsible reporting around suicide is a critical part of suicide prevention. Widely disseminated stories of deaths by suspected suicide can be followed by more suicides, while stories of overcoming a suicidal crisis can lead to fewer subsequent suicides. The aim of our media engagement is to ensure that media portrayals of suspected suicide provide messages of hope and recovery.

The Suicide Media Response Service is funded by Te Whatu Ora| Health New Zealand. A prominent role of the Service is to engage with the media to ensure that media stories being told comply with Section 71 of the Coroners Act 2006 and the suicide media guidelines.

Over the past year:

- We monitored 1,704 articles, resulting in 69 interactions with media outlets.
- The Service applied for and received funding to attend an International Association for Suicide Prevention World Congress in Slovenia, attending sessions led by academics and practitioners in the field of media reporting and suicide. Much

of the latest research focused on the influence of the Papageno Effect – where media/social media stories or content that include hope and recovery messaging can help reduce suicide.

- The Service undertook four presentations to journalism learning institutes on best practice media reporting, and how to apply suicide media guidelines to their work.
- In the lead up to the 2023 election, MPs and media outlets were sent a fact sheet offering guidance on how to talk about suicide and mental health safely and accurately during campaign stops, debates, community meetings and on social media.
- Recent reporting on new and novel methods of suicide resulted in engagement with media to ensure harmful details were not revealed. The Service worked across government agencies to help ensure reporting was safely.
- The Service continues to review scripts from film and television producers to ensure suicide is depicted in a way that reduces the chance of imitation, and fosters recovery.

Influencing system change

Creating long-lasting improvements to Aotearoa's mental health and wellbeing requires system change. Of course, our mental health system needs more resources, and we regularly advocate for it to receive the attention and investment it deserves. At the same time, we must address the social determinants of poor mental health outcomes – such as racism, poverty, a lack of employment and housing, and more. It's also about working to ensure mental distress and illness are spoken about by those with influence in safe and respectful ways.



Policy and advocacy

We use our position as a respected and trusted non-government organisation (NGO) to influence government and decision-makers to push for positive change. We speak on a range of issues including mental health system reform; the social determinants of mental health; equitable outcomes; and the importance of mental wellbeing promotion.

Our mahi champions Te Tiriti o Waitangi and the rights of tāngata whaiora (people with lived experience of mental distress). We often advocate for change collectively, alongside relevant ally organisations.

We've advocated for change in a number of ways over the past year, including by:

- Sending 18 letters, seven factsheets and four briefings to politicians, and attending 36 meetings with decision-makers including the Minister for Mental Health.
- Writing 11 submissions (including to parliamentary committees), one of which directly influenced the establishment of a legal mandate for a national mental health and wellbeing strategy.
- Delivering two advocacy campaigns:
 - One calling for the Minister of Education, Erica Stanford, to retain current Relationships and Sexuality Education (RSE) guidelines in schools, to ensure all children and young people



feel safe and included. This campaign centred around an open letter to the Minister of Education (signed by 4,280 schools, community groups and individuals, and developed alongside 40 rainbow and ally organisations) and was supported by a dedicated hub on the MHF website; media engagement; and a social media and e-newsletter campaign delivered in collaboration with *Pink Shirt Day 2024*. This advocacy work led to our current engagement in the school curriculum review.

- A pre-2023 General Election advocacy campaign, which influenced both major political leaders to understand and adopt effective mental health policies, and encouraged voters to advocate for mental health system change. This advocacy campaign resulted in over 15,000 visits to our dedicated 2023 Election website hub; nearly 1,680 resource downloads; and the influencing of several political party policy commitments.
- Being mentioned in the media 599 times and publishing six advocacy-related media releases.
- Growing our dedicated advocacy e-newsletter by 181%, to keep people informed about our mahi and provide opportunities for them to participate in their own advocacy.
- We've had over 14,000 downloads from our online library of submissions and policy positions.
- We've seen many MHF calls-to-action reflected in Government briefings and reports, including the Auditor-General's 2024 recommendations for youth mental health.

Statement of service performance

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

How: Utilise a range of mental wellbeing promotion strategies to support whānau, communities, schools, workplaces and Aotearoa as a whole 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 resources, community engagement, social media, and other promotional activities to disseminate evidence-based information about mental health and wellbeing.	Number of physical resources distributed per year.	778,589 ¹ (2022-2023 FY) 766,034 (2023-2024 FY)	Mental health and wellbeing messages and tools are extended into the population.
		Number of resources downloaded from the MHF website per year.	341,689 ² (2022-2023 FY) 495,890 (2023-2024 FY)	Mental health and wellbeing messages and tools are extended into the population.
		Percentage of perceived usefulness of resources.	82% ³ (2022-2023 FY) 84% (2023-2024 FY)	Information resources are useful and relevant.
		Percentage who feel more informed, and know what to do or say, as a result of receiving an information pamphlet.	89% ⁴ (2022-2023 FY) 86% ⁵ (2023-2024 FY)	Information pamphlets are useful and relevant.
		Percentage who feel reassured and have a sense of hope as a result of receiving suicide prevention and bereavement resources.	82% ⁶ (2022-2023 FY) 89% (2023-2024 FY)	Suicide prevention and bereavement information and resources are useful and relevant.

To achieve this the MHF will:	We will do this by:	Performance Indicator:	Result:	Outcome:
		Percentage who feel our wellbeing resources helped them start a conversation about mental health and wellbeing.	82% ⁷ (2022-2023 FY) 90% (2023-2024 FY)	Wellbeing resources are useful and relevant.
		Number of unique visitors to the MHF website per year.	906,733 ⁸ (2022-2023 FY) 828,794 (2023-2024)	The public seek information and resources from the MHF website.
Deliver social marketing campaigns that aim to improve mental health and wellbeing		Percentage of respondents who strongly agree or agree that they're more likely to think about their wellbeing as a result of <i>Mental Health Awareness Week (MHAW)</i> .	79% ⁹ (2022-2023 FY) 71% (2023-2024 FY)	Awareness about mental wellbeing across individuals, schools and workplaces grows.
		Percentage of respondents who had seen or heard about the <i>MHAW</i> campaign by ethnicity.	2022-2023 FY ¹⁰ Māori 46% Pasifika 53% Asian 41% 2023-2024 FY Māori 53% Pasifika 43% Asian 38%	Māori and other specific audiences engage with <i>MHAW</i> messaging.
		Percentage of respondents aware of <i>Pink Shirt Day</i> , a bullying elimination campaign.	80% (2022-23 FY) ¹¹ 85% (2023-2024 FY)	Awareness about <i>Pink Shirt Day</i> and the importance of taking action against bullying grows.
		Of respondents aware of <i>Pink Shirt Day</i> , those who strongly agree or agree that they're more likely to do something to stop bullying when they witness it.	73% (2022-23 FY) ¹² 73% (2023-2024 FY)	People consider changing their behaviour to become Upstanders ¹³ .

To achieve this the MHF will:	We will do this by:	Performance Indicator:	Result:	Outcome:
Advocate for a fairer 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.	Number of meetings with politicians and officials.	35 ¹⁴ (2022-23 FY) 36 (2023-2024 FY)	Influence decision-making to reflect the MHF's advice.
		Number of submissions, letters and consultations responded to over the year.	36 (2022-23 FY) 45 (2023-2024 FY)	Influence policies and legislation to reflect MHF advice.
	Influencing public discussion around mental health and wellbeing.	Number of times the MHF is mentioned in the media.	738 ¹⁵ (2022-23 FY) 599 (2023-24 FY)	Influence public attitudes and decision-makers to reduce prejudice and discrimination, and improve public understanding of mental health and wellbeing.

1 Resource Information Service data

2 MHF website analytics

3 MHF Annual Resource Survey (December 2022). Number of respondents = 728. Respondents were asked to rate the usefulness of resources on a scale of 1 (not useful at all) to 100 (very useful) of three groups of resources; wellbeing resources, information pamphlets and the suicide prevention and bereavement resources.

4 MHF Annual Resource survey (December 2022). Number of respondents = 226. % of respondents 'very much' + 'somewhat'.

5 In 2023, we changed the response options to: no, not at all – not very much – not sure – yes, a little – yes, very much so, with only the last two options now being clearly positive (and the middle value seen as neutral). This change has led to a seeming reduction in satisfaction numbers compared to 2022, so it's important to keep this in mind when comparing to the previous year's results

6 MHF Annual Resource survey (December 2022). Number of respondents = 449. % of respondents 'very much' + 'somewhat'.

7 MHF Annual Resource survey (December 2022). Number of respondents = 643. % of respondents 'very much' + 'somewhat'

8 MHF website analytics

9 MHAW Evaluation, IPSOS (2022). Number of respondents = 419.

10 MHAW Evaluation, IPSOS (2022). Number of respondents = Māori; n=175, Pasifika; n=70, Asian; n=80.

11 PSD Evaluation IPSOS (2023),pg4. Number of respondents = 1,002

12 PSD Evaluation IPSOS (2023), pg11. Number of respondents = 434

13 An upstander is someone who sees bullying and uses their works or actions to help the person being bullied.

14 Data from Policy and Advocacy team and Click Up

15 From Isentia – media monitoring company

Fundraising

We reached millions of people this year through mahi only made possible by the generosity of our donors, fundraisers and sponsors. Our income from non-government sources gives us the freedom to be innovative in promoting positive mental health, and courageous as a voice for change. To the thousands of people who supported us this year, thank you so much.

The Mullet Matters 2024

“Conversations are a big part of it, you don’t have to walk up to someone and say, ‘Do you want to talk about mental health?’ But someone’s going to come up to you and be like, ‘What’s up with the mullet? That’s your in. You’ve got it.”

– Haydo, fundraiser and mullet legend



Mindfulness Month 2023

“I’m still blown away by how many people got behind my fundraising. I decided to make and sell suncatchers. They symbolise a way to remember loved ones who are no longer with us, as well as hope. They’re a tool I use to remind me that even in dark times there is always hope that the light will shine again.”

– Sarah-Jane, Mindfulness Month Fundraiser



Move for Mental Health 2023

“We learnt a lot of things about each other, and I appreciated being out in the fresh air and being back in the real world again.”

– 88-year-old John Preston was one of many residents and staff at Oceania Healthcare’s retirement villages who raised over \$20,000 by collectively walking 1,230 kilometres



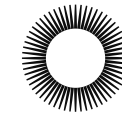
\$207,316
raised
1,633
fundraisers



Aotearoa Mental Health Film Festival 2023



\$118,846
raised through
sponsorship and
ticket sales



**Aotearoa
Mental Health
Film Festival**

Pink Shirt Day 2023

TBI Health helped boost vital funds raised on *Pink Shirt Day* by matching all donations up to \$35,000. Ka mau te wehi!

**Pink Shirt Day* funds from 1 July 2023–30 June 2024, a combination of donations from *Pink Shirt Day* 2023 and 2024.



\$1,125,072
raised*

Financial statements

Consolidated statement of comprehensive revenue and expenses for year ended 30 June 2024

	Notes	2024	2023
		\$	\$
Revenue from non-exchange transactions			
Contract income		3,696,773	4,603,630
Donations, legacies and sponsorship income	17	4,319,070	3,099,223
Grants and other contract income	17	1,379,978	1,082,488
Revenue from exchange transactions			
Service and training income		15,311	346
Resource and fundraising product sales		95	536,196
Total revenue (excluding gains)		9,411,227	9,321,883
Expenses			
Audit fee		(36,680)	(27,898)
Depreciation	13	(119,138)	(153,657)
Leasing costs		(318,285)	(354,583)
Employee costs		(4,781,677)	(4,457,347)
Project related costs	5	(4,372,648)	(4,270,035)
Infrastructure costs	5	(765,056)	(770,834)
Total expenses		(10,393,484)	(10,034,354)
Realised gain/loss on investment		11,004	34,793
Finance income	6	133,853	97,161
Finance costs	6	(293)	(343)
Net finance income		144,564	131,611
Net surplus/(deficit) for the year		(837,693)	(580,860)
Other comprehensive revenue and expense		-	-
Total comprehensive revenue and expense for the year		(837,693)	(580,860)

**Statement of changes in net assets/equity
for the year ended 30 June 2024**

	Note	Accumulated comprehensive revenue and expense
		\$
At 1 July 2022		4,624,557
Deficit for the year		(580,860)
Other comprehensive revenue and expense		-
Total comprehensive revenue and expense for the year		(580,860)
At 30 June 2023		4,043,697
At 1 July 2023		4,043,697
Deficit for the year		(837,693)
Other comprehensive revenue and expense		-
Total comprehensive revenue and expense for the year		(837,693)
At 30 June 2024		3,206,004

**Statement of financial position
as at 30 June 2024**

	Notes	2024	2023
		\$	\$
Current assets			
Cash and cash equivalents	7	2,543,118	2,668,100
Short term investments		304,613	521,578
Receivables from non-exchange transactions	8	1,908,931	1,425,753
Receivables from exchange transactions	8	39,169	43,898
Inventory	9	33	33
Investments	12	3,514	529,888
Goods and services tax receivable		-	15,366
		4,799,378	5,204,616
Current liabilities			
Payables under exchange transactions	10	362,265	357,837
Payables under non-exchange transactions	10	1,160,899	1,304,062
Employee benefits liability	11	289,947	292,796
Finance lease liability	15	3,753	2,209
Goods and services tax payable		30,893	-
		1,847,757	1,956,904
Working capital surplus		2,951,621	3,247,712
Non-current assets			
Investments	12	-	443,962
Property, plant and equipment	13	148,820	244,779
Rental bond	15	108,983	108,983
		257,803	797,723
Non-current liabilities			
Finance lease liability	15	3,420	1,739
NET ASSETS		3,206,004	4,043,697
EQUITY			
Accumulated comprehensive revenue and expense		3,206,004	4,043,697
TOTAL EQUITY		3,206,004	4,043,697

Statement of cashflows for year ended 30 June 2024

	Notes	2024	2023
		\$	\$
Cashflows from operating activities			
Cash receipts from contract income, grants and donations		8,807,803	8,030,196
Cash paid to suppliers and employees		(10,260,402)	(10,581,941)
GST net receipt		46,258	139,651
Net cashflows from operating activities		(1,406,340)	(2,412,094)
Cashflows from investing activities			
Interest received		110,935	86,727
Short term investment (investment)/withdraw		216,965	19,667
Proceeds/(Purchase) from sale of financial instruments		981,340	(11,975)
Purchase of PP&E, net of disposal		(25,381)	(21,512)
Net cashflows from investing activities		1,283,859	72,907
Cashflows from financing activities			
Interest expense		(293)	(343)
Repayments of finance lease		(2,209)	(4,871)
Net cashflows from financing activities		(2,502)	(5,214)
Net decrease in cash and cash equivalents		(124,984)	(2,344,401)
Cash and cash equivalents at 1 July		2,668,100	5,012,501
Cash and cash equivalents at 30 June	7	2,543,116	2,668,100

These financial statements are extracts from our full set of statutory financial statements for the year, which contain other notes such as accounting policies and detailed notes to the financial statements. Our full audited financial statements are available for viewing on the DIA Charities Service website: www.charities.govt.nz

Our board

The Mental Health Foundation is guided by a committed board of trustees, which includes people with mental health expertise as well as tangata whaiora/mental health consumers. They bring a wealth of legal, financial and governance expertise, ensuring the organisation is well-positioned to continue serving the people of Aotearoa.

Kevin Allan, Chair

Kevin has served as Mental Health Commissioner and held leadership roles at Life Flight Trust, CCS Disability Action, the Ministry of Justice and the Public Service Commission. He has also undertaken a number of governance roles including chair of the Mary Potter Hospice.



Ngila Bevan

Ngāpuhi

Ngila is a human rights lawyer with international advocacy and litigation experience in New Zealand, Australia, Africa, the UK and Europe. She is also chair of the Oxfam Aotearoa board and formerly co-chief executive officer of People with Disability Australia.



Chris Black

Chris brings more than 25 years' governance and executive experience to the MHF board. He is currently chair of the Natural Hazards Commission Toka Tū Ake, Rabobank NZ and Southern Cross Medical Care Society. He is also a trustee of Southern Cross Health Trust and a director of Southern Cross Healthcare.



Vipul Dev

Vipul chairs the MHF's finance committee and assists the board with the review of financial reports, budgets and audits processes, using his years of experience as a chartered accountant and member of CAANZ, and in financial assurance at PwC NZ.



Dr Sarah Gordon

Through her work with the Department of Psychological Medicine at the University of Otago, Sarah has established a research team which uses people's experience of mental distress to inform teaching and research to improve the support of and social perceptions of mental distress.



Luke Moss

Ngāti Maniapoto, Ngāti Tuwharetoa
Luke is a Māori consultant, an elected trustee on Te Nehenehenui Trust – the post-settlement governance entity for Ngāti Maniapoto – and programme coordinator for Māori Student Achievement at the University of Waikato.



Jaqui Ngawaka

Ngāti Maniapoto, Ngāpuhi

Jaqui is a smart, capable leader who has cultivated a strong set of professional skills and distinguished qualifications with significant experience across education, broadcasting, and Te Tiriti partnership development.



Ranjna Patel

Ranjna is the co-founder of Tāmaki Health, New Zealand's largest independent primary healthcare network. She has extensive involvement in charitable and community groups for which she received a QSM in 2009 and ONZM in 2017. She is the founder of the Gandhi Nivas, a family violence prevention programme.



Polly Schaverien

A clinical psychologist specialising in working with people experiencing disordered eating and broader mental health concerns, Polly also supports people to live well with neurodiversity. She was a strategic advisor in the government sector and a professional company director, serving on the boards of three large state sector organisations.



Adrian Te Patu

Aotea, Kurahaupo

For nearly four decades Adrian has worked for government departments, crown agencies, community organisations, iwi and health providers. He has been a health promoter, cultural advisor, trainer, lecturer and advisor in public health, particularly indigenous health.



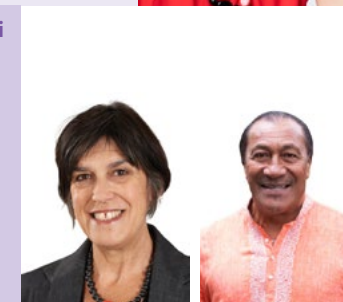
Rochelle Stewart-Withers, Deputy Chair

Rochelle is Head of Programme for the Institute of Development Studies at the School of People, Environment and Planning, Massey University. Prior to academia she was a registered nurse and has held a number of senior clinical, leadership and advisory positions.



Julia Peters and Anipale Sauni

Both trustees, who have extensive public health leadership experience, resigned from their terms on the Mental Health Foundation board during the 2023-2024 financial year.



Sponsors and grants

Corporate sponsorships are an essential part of sustaining our mahi uplifting the mental health and wellbeing of everyone in Aotearoa New Zealand.

We love creating meaningful, authentic partnerships with our sponsors, and supporting them to put the wellbeing of their staff, customers and communities first.

We also thank the Lottery Grants Board for supporting two staff members to represent the Mental Health Foundation at the International Association of Suicide Prevention World Congress in Piran, Slovenia.

Arohanui to all of our supporters.
Ngā mihi mutunga kore.

Funders and grants

Health New Zealand
Te Whatu Ora



Major Sponsors

COTTON:ON
FOUNDATION



Proud Sponsors



Proud Supporters



Proud Mates

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Bequests We also acknowledge the estates of Jennifer Caldwell, Ronald Lyal Rosser and Roger William Scherer who each left a bequest to the Mental Health Foundation during the past year.

Major Donation We are extremely grateful to Southern Cross Travel Insurance who donated \$911,200 in this financial year. Thank you so much.

