

Annual Impact Report | 2025–2026



Whare Manaaki, Top Up Community Grants 2026 recipient.



MENTAL HEALTH FOUNDATION

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-  [/mental-health-foundation-of-new-zealand/](https://www.linkedin.com/company/mental-health-foundation-of-new-zealand/)
-  [@mhfnz](https://www.youtube.com/mhfnz)

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Foreword

The 'Snakes and Ladders' of mental health

This year, the Mental Health Foundation expanded its impact in every area. We had more influence for positive change, supported more people through tough times, and helped more people adopt habits that improve their wellbeing. This matters because Aotearoa New Zealand's response to mental health has been like a game of 'snakes and ladders': some areas are progressing, while many others are going backwards.

The MHF had many highlights this year. We climbed several important 'ladders'.

- We successfully advocated for a planned approach to mental health and an urgent response to the needs of young people. This has already led to funding for new services.
- We helped slow changes to the police step back from crisis responses, to give time for health services to better respond and new services to be stood up.
- We supported major changes to mental health legislation that strengthen patient choice and rights.
- We distributed more than 1.4 million tools, tips and resources.

- We supported wellbeing promotion activities, including the new national Top Up campaign. Through this work, we helped approx. 1.5 million people adopt habits that support their wellbeing.
- We supported schools and workplaces to become places that uplift and protect mental health.
- We held regional wānanga for the lived experience community. These strengthened our collective work to combat stigma, prejudice and discrimination.
- We significantly expanded our grants programmes to support flax-roots community initiatives focused on wellbeing, stigma and suicide prevention.
- We supported Farmstrong to become an independent charity.

These are only some of the year's highlights.

Aotearoa has also climbed some 'ladders'. Peer-led services in the community and emergency departments are beginning to fill vital gaps. So are co-response teams that work alongside police to support people in crisis. New youth mental health hubs have been

¹ Monitoring mental health and addiction system performance in Aotearoa/NZ June 2025 page 6

² Mental Health Awareness Week evaluation, Ipsos (2024)

funded, telehealth is expanding, and early support services in GP and community health centres are growing.

However, none of this is fully implemented. Staff vacancy and turnover rates remain too high. Major inequities persist between different populations, and access to services remains a significant problem, especially for young people. We still have a long way to go to realise the promise of the new Mental Health Act 2026, build a new crisis system, and provide a decent mental health response to meet the unique needs of young people, Māori and others who experience inequitable mental health outcomes.

There have also been many 'snakes' to slide down. Several conditions are causing more harm to people's mental health than they did a year ago. Government actions have increased the risk of discrimination and bullying for the rainbow community in schools. Housing support has been reduced while the 50 percent of unhoused people who experience mental health and addiction challenges will now face criminalisation. Public debate and legislation have attacked Te Tiriti o Waitangi and contributed to undermining a sense of identity and belonging for Māori. Some political and community leaders have fuelled divisive rhetoric. Together with the cost of living, fuel crises and major weather events, these developments have placed substantial pressure on people's mental health.

The biggest missing 'ladder' is genuine prevention. We cannot just address mental health one person at a time through services. We also need to reduce the factors that harm mental health, and support communities, schools, workplaces and whānau to be places that build all people's positive mental wellbeing.

As the MHF enters its 50th year, a population-level prevention approach will continue to guide our work in advocacy, support and wellbeing. This is the only way Aotearoa will make sustainable progress in mental health and wellbeing.

Our achievements over the past year – and the mahi we will undertake in the next – would not be possible without the tremendous support of our donors and supporters. This includes individuals, corporate partners and philanthropic organisations. Thank you for your enthusiasm for the cause and for your generosity.

To our staff: the quality and volume of work delivered by the MHF is remarkable. Our kaimahi are deeply committed to the issues, and work extremely hard for the people of Aotearoa. The past couple of years have brought difficult challenges. Throughout, our team have maintained an exceptional level of commitment. Thank you.

Finally, thank you to our talented and diverse board for your time, skill and deep support for the Foundation's vital work.

Kevin Allan
Board Chair



Shaun Robinson
Chief Executive





Who we are

The Mental Health Foundation of New Zealand (the MHF) has been the nation's trusted, independent voice for better mental health for almost 50 years. We empower all New Zealanders to lift their mental wellbeing and support one another through tough times. We also advocate for a better mental health system and society – and hold governments to account for progress.



Why this work matters

Whāia te hauora hinengaro kia puāwai
ai te hauora tangata.

There is no health without mental health.

Good mental health and wellbeing doesn't happen by chance. It is shaped by our relationships, the environment we live in, our ability to live healthy lifestyles, and the support and services available to us during tough times.

Achieving lasting improvements in mental health and wellbeing across Aotearoa New Zealand requires stronger services and systems, communities that feel confident and equipped to support one another, greater opportunities for healthy living, and improved social conditions. We work to make a meaningful difference in each of these areas, so more people can enjoy good mental health and wellbeing.

“When I was sick, I had a strong belief that there was something better and even though I was in a dark place, I held onto the belief that there was a way out. Now that I understand what is going on inside me, I have wanted to support others and the Mental Health Foundation gives me a pathway to help.”

– Kieran M, supporter



Our whakataukī

Mauri tū, Mauri ora
*Creating space for,
and unleashing the
positive life force
found in all things.*



Our approach

The MHF takes a population health approach to mental health and wellbeing. This means we develop programmes, campaigns and resources that help whole communities, whānau, schools and workplaces – not just individuals. We take this approach because wellbeing is holistic, and better mental health services are just one part of creating a mentally well Aotearoa.

Much of what the MHF achieves is through collaborations and partnerships. The Mental Health Foundation can't and shouldn't do this mahi alone.

Ehara taku toa i te toa takitahi, engari he toa takitini.

My strength is not that of one, but that of many.

Broadly, the work we do falls under three areas:

1

Promoting everyday
actions that lift
wellbeing

2

Providing tools that
support people
through tough times

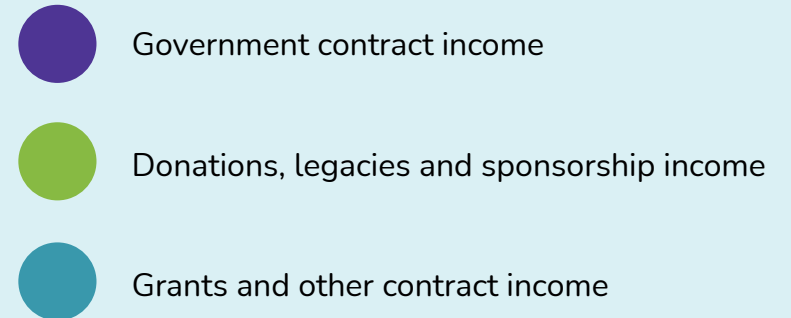
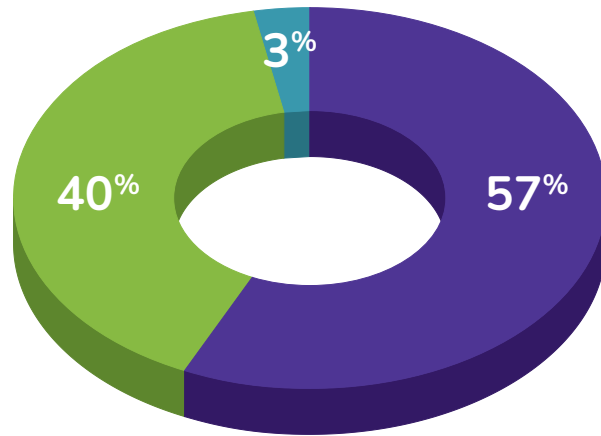
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Advocating for a
better mental health
system and society

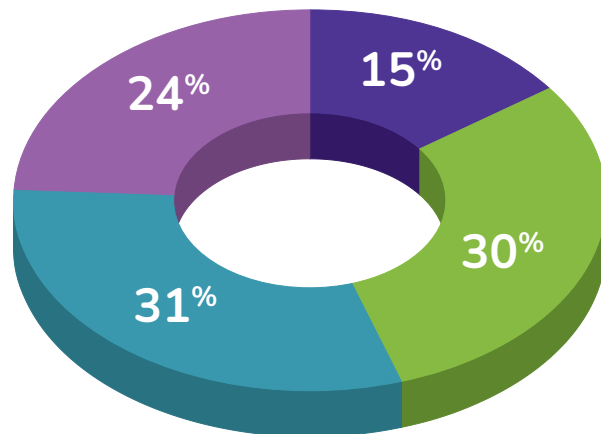
The Mental Health Foundation is dedicated to being a tangata tiriti organisation – an organisation that upholds Te Tiriti o Waitangi. We recognise that decolonisation and embedding Te Tiriti-based practices in society are vital for driving positive mental health and wellbeing for Māori, and other equitable outcomes.

We value the voices of people with lived experience of mental health challenges and people affected by suicide, as well as their whānau and loved ones. We aim to reflect their needs and aspirations in the work we do.

Where our money came from



How we spent our money, FY26



Our impact at a glance

1.4 million+

free resources and tools accessed, supporting people to lift their wellbeing, understand mental health and find support through tough times.

89%

of people surveyed said our suicide prevention and bereavement resources helped them see a way forward to find support.

1.5 million

people took small steps to improve their mental wellbeing and that of others as a result of our campaigns, tips and tools.

20,000

petition signatures calling for action on youth mental health.

31

grants awarded to enable community-led projects that lift wellbeing, reduce stigma and prevent suicide.

900,000+

unique visits to the Mental Health Foundation website.

17 million+

push ups completed for mental health.

92%

of Push-Up Challenge participants said the challenge lifted their mood.

1.3 million

adults took action to stop bullying or increase kindness and inclusion through Pink Shirt Day.

66

meetings with politicians and decision-makers to advocate for a better mental health system.



Promoting actions that lift wellbeing

We strengthen mental wellbeing across Aotearoa New Zealand by promoting simple, proven actions that support people to feel their best – like those in the Five Ways to Wellbeing and Te Whare Tapa Whā. Our national wellbeing campaigns, resources, and partnerships give schools, workplaces and communities practical tools and information to lift their wellbeing, wherever they are across the motu.

He iti hoki te mokoroa, nāna i kakati te kahikatea.

While the mokoroa grub is small, it cuts through the white pine. In other words, there is power in small things.

James Barnsley, Push Up Challenge participant ►



What's new in wellbeing?

This year, we continued to find new ways to help people look after their mental health and wellbeing, while reaching more people across Aotearoa.

We distributed **542,662** free wellbeing resources across the motu and expanded our resource suite with a new wellbeing plan and weekly planner based on the Five Ways to Wellbeing.

We continued sharing evidence-based wellbeing tips through our wellbeing hub, social media and monthly newsletter, covering topics from climate anxiety and kindness to connecting with nature. We also strengthened our focus on workplace wellbeing, providing support and resources while listening to organisations about what they need.

Our inaugural Push-Up Challenge brought more than **25,000** people together, while our first podcast series, Moments That Matter, gave well-known New Zealanders a chance to share the moments that have shaped their mental health and wellbeing.

We've advised on the new national wellbeing campaign 'Top Up' - to date, the campaign has helped approximately **1.5 million** New Zealanders recognise the small habits that support their wellbeing. As part of this mahi, we also launched the Top Up Community Grants 2025/2026, funding seven community-led wellbeing initiatives across Aotearoa.

Find out more about our wellbeing mahi on the following pages.



“When I was at my lowest, I couldn’t even bring myself to get out of bed and would find myself sleeping days and weeks away. I stopped going out in public, going for walks and doing things that I would usually do when I was well. Being sent wellbeing newsletters to my email has helped me shake off feeling so low. Now I find myself getting out more, going for walks, getting out into the garden. Small steps to start off with, but what a difference it’s made me feel. Thank you to all the team at the Mental Health Foundation for your support & kindness.” – Wellbeing newsletter recipient

Improving wellbeing through digital innovation

In 2025 we embarked on Project Whakapuāwai, a transformation of our digital platforms to create a more personalised and accessible way for people to find trusted mental health and wellbeing information online.

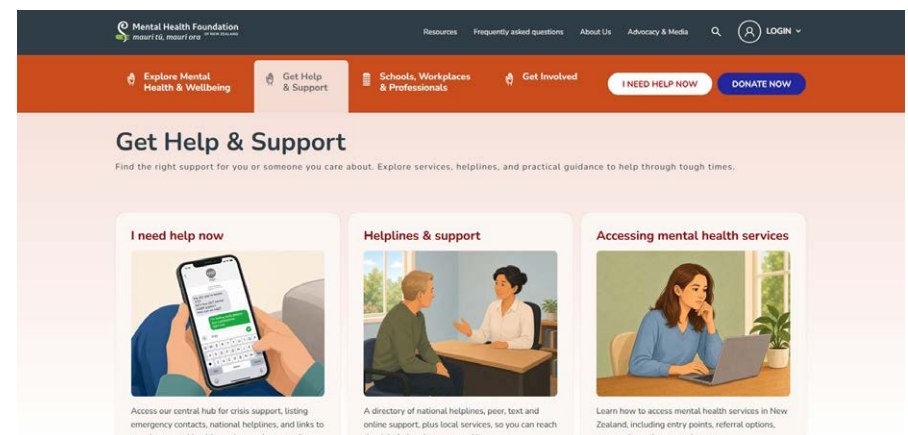
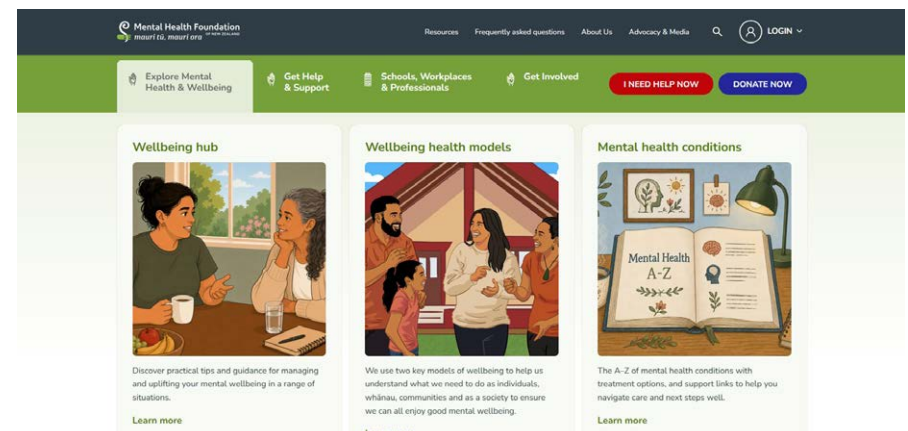
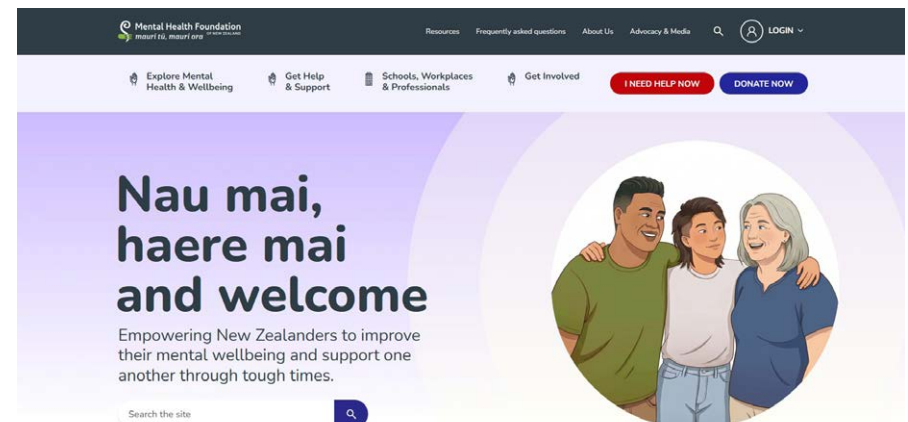
The result is a new website that brings together information and resources previously spread across multiple websites.

Designed around the needs of the people who use it, the website helps people quickly find mental health and wellbeing information, resources and support relevant to them, their whānau and their communities.

Since launching in May 2026, the website has seen significant growth in users across both major centres and smaller regional communities, alongside a 12.6% increase in mobile access, helping more people access information and support wherever they are in Aotearoa.

The project is also expected to help people build the knowledge, confidence and skills to support their wellbeing.

An independent evaluation found that for every \$1 invested, Project Whakapuāwai generates an estimated \$3.05 in social value through improved wellbeing outcomes and stronger communities.



Mental Health Awareness Week

“The week reminds people to look out for each other, and to remember that what you see on the outside isn't always how someone feels on the inside.” – Mental Health Awareness Week participant

Mental Health Awareness Week 2025 was held from 6–12 October with the theme Top Up Together, aligning with the national Top Up wellbeing campaign by Health New Zealand/Te Whatu Ora. The week encouraged people across Aotearoa to take simple, practical steps to top up their own wellbeing and support the wellbeing of their whānau, friends, colleagues and communities.

The campaign focused on the power of connection and collective support, bringing the Five Ways to Wellbeing to life through community videos, resources, events, social content, workplace activity and the launch of a podcast series.

61% *discovered how connecting with others can enhance both their own wellbeing and the wellbeing of others.**



2.2 million⁺
*people reached across social media, YouTube, billboards, and website activity.**

73%
*of New Zealanders who saw the campaign said it helped them understand the role social connection plays in wellbeing.**

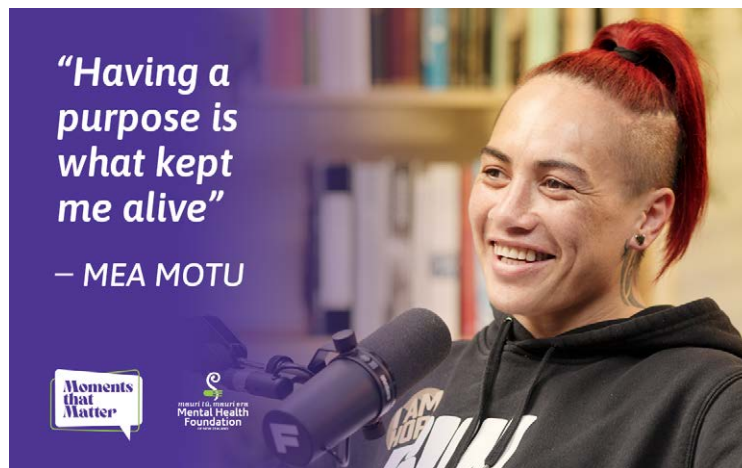
* Ipsos, Mental Health Awareness Week 2025

Moments that Matter podcast series

We know that when people share their lived experiences of mental health challenges, it helps equip others with tools to navigate their own, while also providing reassurance that they are not alone. During Mental Health Awareness Week, we launched our first ever mini podcast series titled Moments That Matter.

Presented by award-winning journalist **Jehan Casinader**, the six-part series featured well-known personalities from Aotearoa reflecting on pivotal moments that have shaped their mental health and wellbeing. These moments range from confidence boosts that altered life trajectories, to insights that helped navigate crisis, grief, or change.

Guests including **Stan Walker**, **Hamish Kerr** and **Mea Motu** highlighted the importance of connection and support networks, the role of purpose in moving forward, and the reminder that even after significant challenge, it is possible to rediscover joy.



The podcast was shared across all MHF social platforms, and housed on Spotify and YouTube.

*Social clips
generated over*

**26
million**

impressions and

**14.7
million**

*in reach on
TikTok.*

*On YouTube, Stan
Walker's episode
alone generated
over*

1.2 million

views and

1,772 hrs

of watch time.

Topping up wellbeing in the community

Through the [Top Up Community Grants 2025/2026](#) round, we supported seven community-led wellbeing initiatives by organisations across Aotearoa: Fa'atauanau, Ki Tua o Matariki, Ngāti Maru Runanga, Radiqal Movement, TOI (Te Ohomauri Innovations), WELLfed, and Whare Manaaki o te Tai Poutini.

Their projects brought the Five Ways to Wellbeing to life through grassroots sport, mara kai, movement, mātauranga Māori, shared cooking, creative wānanga and connection to te taiao. Together, they are helping communities build practical, culturally grounded ways to strengthen everyday wellbeing.

One shining example of collective wellbeing in action is **Te Ara o Te Hue – Wānanga for Wellbeing**, delivered by Whare Manaaki in Greymouth. The kaupapa supports whānau wellbeing through connection, creativity and culturally grounded experiences, including weaving, meditation, surfing and more.

“There’s happiness, and there’s joy,” one participant told us with a beaming smile.

Through these experiences, whānau are supported to reconnect with te ao, with others and with themselves, while exploring different forms of rongoā that can strengthen their wellbeing.

“We want to go back to who we were born as, and reignite that flame,” says Raukura Manihera, Pou Ārahi.



The Push-Up Challenge – an Aotearoa first

In its first year, The Push-Up Challenge brought thousands of New Zealanders together to push for better mental health. Over **25,000** legends completed 2,000 push-ups each over 23 days in February, honouring the approximately 2,000 people who die by suicide globally each day.

Most importantly the campaign sparked important kōrero with friends, whānau and workmates.

At Vector, Gokul Gnaneswaran rallied a team of 100 workmates and kept them motivated with daily videos and team push-up sessions. “I loved the positive vibes of this challenge - it made me get out and do stuff and try to get everyone involved,” says Gokul.

25,568 participants registered

\$826,633 raised for the Mental Health Foundation of New Zealand

More than **17 million** push-ups completed

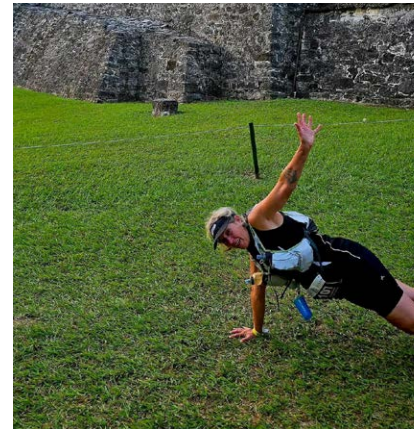
83% of surveyed participants said the challenge prompted them to have conversations about mental health

88% said it made seeking help easier

92% said it lifted their mood.*

“Showing up and continuing with integrity is what counts. The Challenge reminded me that repetition creates strength and ease and most importantly, that I’m far more capable than what I may think.”

– Roisin Bennett, Push-Up Challenge participant



Team Sparkies from Vector raised \$9,563 for the Mental Health Foundation during The Push-Up Challenge and strengthened a culture of team wellbeing and showing up for each other. ▼



MHF staff doing their share of push ups on their lunch break. ►

Farmstrong ambassador Sam Whitelock and Gerard Vaughan at National Fieldays 2026 ►

Farmstrong

Farmstrong helps farmers, growers and their families adapt and thrive in a constantly changing world. By building on practical tips shared by farmers and growers, the programme encourages all people working in agriculture and horticulture to adopt small, regular habits that increase their mental wellbeing.

The programme has maintained strong momentum over the past twelve months. Media channels have been used to engage with and reach more farm workers, including those under the age of 35. Other highlights include supporting a network of Farmer Champions to share their stories, creating new partnerships to expand reach, and promoting the Farmstrong toolbox at agriculture and horticulture events – made up of print resources, podcasts, AV's and simple tools.

This year, Farmstrong:

had a
presence at
131
events

featured
in **281**
media
articles

distributed
13,653
Farmstrong
books and
flyers

averaged
1872
listens
on each
of their
podcast
episodes

received **4.1 million** views on
online content shared as part of the
'Cut the Bull' campaign



"Whether you are a farmer, grower or a professional athlete, locking in Farmstrong habits has a positive, cumulative effect over time and makes you more resilient."

– Sam Whitelock, Farmstrong Ambassador

The 2025 annual monitor survey found that **83%** of those who engaged in Farmstrong attributed an improvement to their wellbeing – that's equivalent to **20,000** farmers and growers.

Waihanga Ora: Live Well Build Well

Building on the success of **Farmstrong**, in 2023 ACC funded the residential construction pilot [Waihanga Ora: Live Well Build Well](#) (LWBW). This Mental Health Foundation programme shares practical tools and ideas that construction workers can use to build wellbeing and resilience and reduce stress levels contributing to common workplace injuries.

LWBW continued to support construction workers across the motu by delivering 50 toolbox talks, and using social media to engage with the LWBW community, sharing updates, stories and wellbeing tips.

A highlight included **winning** the Mates in Construction Mental Health and Wellbeing award at the Site Safe 2026 Evening of Celebration. This award recognises outstanding efforts to support the wellbeing of construction workers.

6.5k builders engaged
with onsite through
toolbox talks and
presentations.

1 million
social impressions on
LWBW social media
platforms since 2023.

33%
of New Zealand builders
have heard of LWBW.

38%
listening to tradies' mental
health stories.

“Rafael is a prominent mental health champion within the residential construction sector, leading the innovative Live Well Build Well programme. He focuses on ‘Mental Fitness’, teaching tradespeople practical skills to build psychological strength and manage daily stress.

By reframing mental health as a positive, achievable goal, Rafael makes complex wellbeing concepts accessible. His widespread presence across New Zealand worksites has provided essential tools for builders to navigate life’s challenges effectively.”

– Site Safe 2026 Evening of Celebration



Mind Set Engage

Rugby holds a unique power to drive positive wellbeing change within some of Aotearoa's most vulnerable communities through the reach of its brand, the voices of its players, and the use of familiar, relatable language. New Zealand Rugby's response to these insights is [Mind Set Engage](#), a mental health and wellbeing programme developed with expert support from the Mental Health Foundation.

Through workshops, rugby whānau are provided with the knowledge and confidence to support their own wellbeing and others.

This year, the Mind Set Engage team delivered:

52 workshops to community rugby clubs, reaching
1,829 participants.

10 workshops in professional spaces to a further
188 people.



"It was one of those sessions where everything just clicked. The way it was presented made things easy to understand, and it genuinely made us feel backed and supported moving forward."

"Awesome session, it really simplified things. I walked away with a clearer understanding and a real sense that we've got the support around us when we need it."

– Workshop participants

Sparklers

[Sparklers](#), a Health New Zealand funded programme, is a social and emotional learning toolkit that nurtures the wellbeing of tamariki. It is designed to support primary schools, whānau and anyone who works with tamariki in hands-on, real-life environments. The fun wellbeing activities are evidence-based, and created by behaviour and mental health promotion experts.

An independent evaluation found that Sparklers improves the mental wellbeing of tamariki, increases their engagement in learning, and reduces bullying.

The Sparklers activity suite is used by teachers and whānau across the motu, with **87,279** visits to the website this year. The most downloaded activities were ***Fill My Whare Tapa Whā, My Pepeha***, and ***Your Whare Tapa Whā Wall Display***.

This year, Sparklers developed a new learning module called [Kai & Inu Wai](#). The activities are designed to support teachers, tamariki, and whānau to explore the connections between kai, whenua, relationships, and wellbeing through Te Whare Tapa Whā – helping tamariki discover the many ways these connections support hauora.



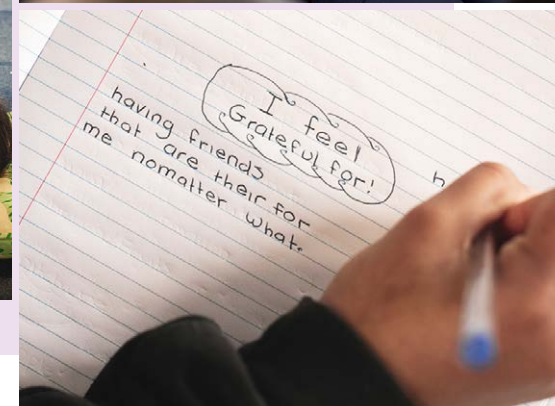
Pause Breathe Smile

Pause Breathe Smile is a mind health programme developed at the Mental Health Foundation, and operated by the Pause Breathe Smile Trust. Since 2020, the programme has been funded in schools by Southern Cross Healthcare. Locally designed and internationally recognised, the programme equips tamariki aged five to 12 with practical, evidence-based tools to help them manage life's ups and downs.

Research shows that Pause Breathe Smile helps tamariki feel calmer, more focused and self-aware, and better able to develop positive relationships.

Since Southern Cross began sponsoring the programme in 2020, Pause Breathe Smile has:

- reached **200,000** tamariki, achieving this exciting milestone in 2026
- trained over **10,800** kaiako across more than 700 schools, which is almost 34% of eligible primary and intermediate schools in Aotearoa
- supported **738,735** minutes of mindfulness through its guided audio tracks.



What teachers say:

"The program has been very well received - the students actually request it now, which is fantastic. It's a work in progress, but the momentum from the rest of the class is really encouraging."

"It is a base part of our daily programme with the mindfulness walk and breathing being how we start every day."

Providing tools to support people through tough times

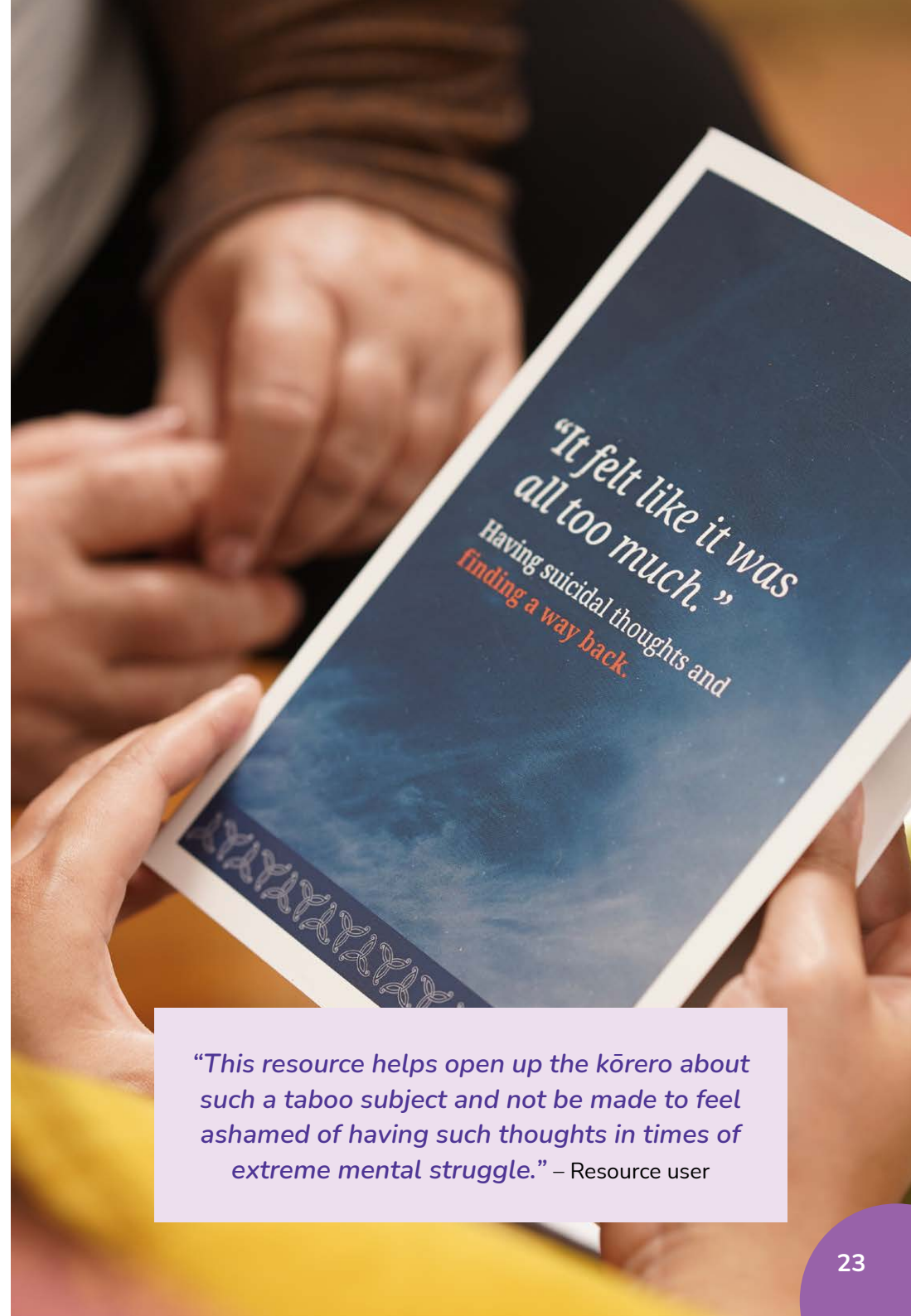
Almost half of us (47%) will experience mental health challenges in our lifetimes – and we shouldn't have to go it alone.

In the last year, we provided **602,862** free resources to help individuals, whānau and communities better understand and respond to mental health challenges, together. This includes information for those who have lost someone they care about to suicide, to help them through tough times and prevent further suicide.

We also provide information to workplaces, health providers, social agencies and community organisations; influence suicide prevention policy; and help shape national conversations around suicide prevention and postvention.

Rūia te pō, ka ao, ka awatea.

Move from the darkness, into the light.



"This resource helps open up the kōrero about such a taboo subject and not be made to feel ashamed of having such thoughts in times of extreme mental struggle." – Resource user

The collage displays nine book covers from the 'Teen Talk' series. The covers are arranged in a grid-like fashion. The titles visible are: 'TAKING IT UP', 'CHATting with teenagers', 'Tired, Mad, or Bored?', 'Kawaii Culture', 'Churros with a Side of...', 'Churros with a Side of...', 'Churros with a Side of...', 'Churros with a Side of...', and 'Churros with a Side of...'. Each cover has a unique design with various colors and illustrations.

Jordyn says the resources often help open the door to conversations that many people find difficult to start.

Jordyn regularly orders our workplace resources, particularly the postvention guide developed to support organisations following a suspected suicide.

She says the resource's practical guidance can make a significant difference during an overwhelming time.

In these situations, Jordyn describes herself as someone who's 'helping the helpers', by providing support for those who are focused on caring for others.

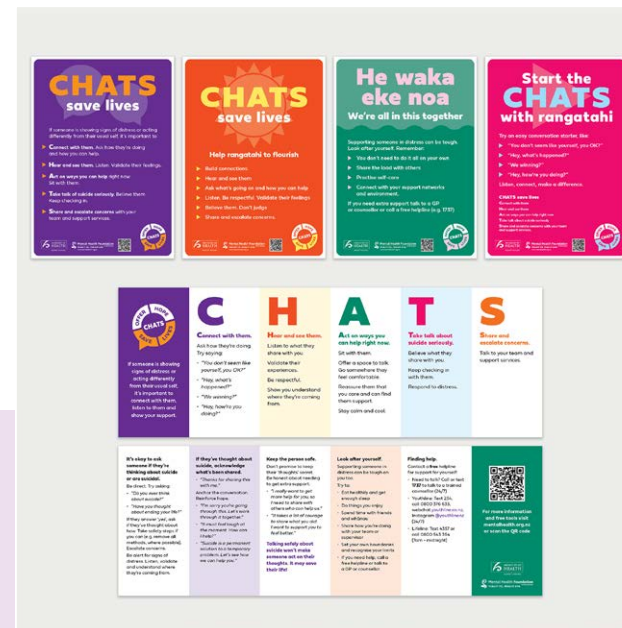
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New resource suite: CHATS save lives

This year, we launched suicide prevention resources designed to guide, educate and support people who work with or alongside rangatahi/young people.

The resource suite offers practical guidance on how to safely recognise and respond to mental distress or suicidality, using the **CHATS** acronym as an easy-to-remember framework for support.

Open, non-judgemental, safe and age-appropriate kōrero about suicide can reduce feelings of shame and isolation and encourage rangatahi to seek help when they need it.



Business mental health toolkit

This year, we were commissioned by Health NZ | Te Whatu Ora to develop a **Business mental health toolkit** aimed at increasing awareness of free mental health support services offered across Aotearoa.

Recognising that many small and medium-sized businesses don't have access to formal Employee Assistance Programmes (EAPs), the toolkit helps connect employers and their teams with free government-funded mental health support and wellbeing resources available to all New Zealanders.



Normalising difficult feelings in All Sorts of tough times

In early 2026, our psychosocial response campaign **All Sorts** received funding to address emerging pressures affecting communities across Aotearoa. The campaign first supported people in Tairāwhiti, Northland and Tauranga following severe weather events, before pivoting to address the wellbeing impacts of the fuel and cost-of-living crisis.

Across radio, social media and out-of-home advertising, the severe weather response normalised difficult feelings, offered reassurance and connected people with practical wellbeing support.

This phase generated nearly **2 million** radio impacts, **3.57 million** social impressions and almost **15,000** landing page views, while the later cost-of-living campaign delivered more than **7.1 million** social impressions, over **34,000** clicks and radio reach of more than **1 million** adults.

Pro-bono billboard support from Go Media also extended the campaign nationwide at no cost to the Mental Health Foundation.

The All Sorts resources remain sought-after, with one user stating that *“the messages [on the All Sorts posters] are just beautiful and for me, as soon as I read one, I instantly feel more relaxed and calm”*.



Supporting those bereaved by suicide

Any death is difficult, but losing someone to suicide can be especially hard to cope with. Our work helps people find practical information and advice designed to support themselves and others after a suicide loss.

Our free suicide bereavement resources and tools offer information for service providers, individuals, whānau and communities, helping them through tough times and reducing the risk of further suicide. For people wanting to set-up and run suicide loss peer support groups in their local communities, we provide guidance and practical tools as well as opportunities to connect with others doing similar work.

More than 86% of respondents in our annual survey said our suicide prevention and bereavement resources helped them or those they supported to feel reassured and have a sense of hope.

This year, our suicide bereavement mahi included:

- Reviewing and updating Funerals in Aotearoa after a death by suicide (guidance for whānau).
- Conducting a significant review and content and design refresh of the Support Groups for Suicide Loss handbook.
- Building and maintaining strong relationships with people and organisations working in the suicide prevention and postvention sector across Aotearoa.
- Engaging with and advising suicide bereaved whānau, organisations and regional service providers on best practice for supporting people bereaved by suicide or at risk of suicide.



"I found the bereavement resources to be really helpful when guiding whānau during their time of grief and talking through the processes that would take place." – Health worker

- Provided information on loss, grief and trauma as well as guidance on safety planning and delivering community wellbeing and suicide prevention events to organisations, sectors and cultural groups.
- Coordinating and facilitating the MHF Suicide Bereavement Service Advisory Group quarterly meetings. As well as providing input and feedback on MHF's suite of resources, the group participated in a co-design workshop for the framework of a new national postvention service, Te Ahi Kā o te Whānau.
- Reviewed and added five new factsheets to the After a Suicide website to support people bereaved or impacted by suicide. These resources were gifted to the MHF by Victim Support.
- Supporting and connecting with more than 417 individuals, community organisations and sector specialists nationwide.

On the ground, community-led suicide prevention

A significant milestone for suicide prevention in Aotearoa, our All-of-Population Suicide Prevention Community Fund awarded **\$1.5 million** to **18** community-led projects across the motu. This major investment is enabling communities to lead solutions that respond to their own strengths, cultures and needs.

The funded initiatives reflect the diverse ways communities are strengthening suicide prevention, wellbeing and support after suicide – from kaupapa Māori wānanga and rural men's connection programmes to maternal mental health support, rainbow community resources, rangatahi initiatives and accessible bereavement services.

Together, these projects are building connection, resilience and culturally grounded support for communities across the motu – learn more about them [here](#).



Advocating for a better mental health system and society

Long-lasting improvements to our collective mental health and wellbeing require service and system change. We use our trusted, independent voice to influence politicians and policymakers to deliver positive change, and help the public understand and challenge barriers to our collective mental health and wellbeing.

**Whakanuia te orange.
Hangaia tō tātou anamata.**

Value wellbeing. Better our future.



Our policy and advocacy work aims to influence MPs, ministers and decision-makers to develop policies, legislation, services and resourcing that support wellbeing and mauri ora for all New Zealanders. We also influence them indirectly through engagement with the public and media. Here is a snapshot of our advocacy mahi from this year.

- After six years of advocacy, we finally welcomed a mental health implementation plan to drive sequenced system progress.
- Significantly influenced the scope and detail of the Government's Mental Health and Wellbeing Strategy, and informed the framing and actions of the national eating disorder strategy.
- Launched a petition calling for the Minister for Mental Health to take urgent action to address youth mental health, including developing a youth mental health action plan. The petition was developed in response to concern about the growing trend of worsening child and youth mental health statistics. It drew significant media attention (21 pieces of news coverage) and close to 20,000 petition signatures from the public, contributing to pressure and momentum for change alongside other events. In 2026 the Government committed to develop a youth mental health action plan by June 2027.
- Drew public and media attention to the reduced focus on mental health and lack of any information on rainbow communities in the refreshed draft school curriculum (with five media stories). We were pleased to see mental health explicitly recognised throughout the final Health and Physical Education Years 0-10 curriculum (published September 2026).



- Stood up against the Regulatory Standards Bill and Pae Ora (Healthy Futures) Amendment Bill as they sought to diminish the status of Te Tiriti o Waitangi and Māori tino rangatiratanga, which are essential for improving mental health, wellbeing, and social outcomes for Māori.
- Opposed changes that impacted the lived experience community, including proposals to introduce punitive measures in response to assaults against first responders when someone is in crisis, and move-on orders for people experiencing homelessness, many of whom are already living with mental health and addiction challenges. In both cases, we believe criminal penalties are the wrong tool for addressing the problem at hand.
- Worked in formal partnerships with organisations, including supporting the inaugural Youthline Mental Health Summit and working with the Equally Well Collaborative to develop a national scorecard assessing how well New Zealand's policies, guidelines and strategic plans address the physical health of tāngata whaiora.
- All MPs received our policy guide [What works](#) and advice on [how to safely talk about mental health](#).

Highlights from our policy and advocacy mahi

66

*meetings with
politicians and
decision-makers.*

22

*letters to decision-
makers.*

49

*pieces of media
coverage earned
across TV, print,
digital, podcast and
radio channels.*

61,363

*website downloads of
our submissions and
position statements.*

1

*petition to a
government minister.*

3

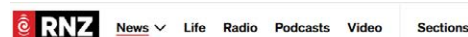
signed open letters.

Over 1.7million

*people reached over social media,
through organic (unpaid) and paid content.*

213,219

*people engaged, liked,
commented on or shared our social media content.*



News / Politics 28 October 2025, 4:58pm

'Not good enough': Petition calls for government action on youth mental health



Mental Health Foundation chief executive Shaun Robinson. RNZ / Cole Eastham-Parrelly

31,824

*subscribers to our
P&A e-newsletter.*

42%

*increase over the
past financial year.*

5

*media releases
advocating for change.*

Empowering youth-led action for mental health

This year marked the third year of [Rangatahi Rise](#)'s pilot programme. In this time, it has engaged 19 kura and schools and empowered rangatahi to identify local wellbeing challenges and lead meaningful action to address them.

As a youth led mental health social action programme, Rangatahi Rise provides students with practical tools, mentoring and opportunities for peer collaboration. It enables rangatahi to develop the skills, confidence and connections needed to create positive and lasting change in their communities.

“Rangatahi Rise is all about youth empowerment. Its kaupapa is to provide the tools rangatahi need so they can lead conversations about mental health and drive social change in their own kura, school or community,” says MHF's Head of Health Promotion, Programmes and Resources, Kylie Ryan.

To support future growth and improve accessibility, this year a new digital platform was launched, providing students and teachers with access to a range of resources, including three new 'how to' guides and a suite of video learning tools.

“Young people understand the issues affecting our communities because we experience them directly. When we're involved in leading change, we can bring new perspectives, speak up about what young people actually need, and help create solutions that are relevant to the people they're meant to support.” – Jackie



At **Hamilton's Hillcrest High**, students identified a lack of awareness about the school's available mental health support as a barrier to help-seeking.

In response, they created a simple and accessible flow chart that directs students to the appropriate people and services, sharing it through the school's website and social media channels.

The team also explored the connection between culture, identity and wellbeing, producing a short film that shared students' stories and encouraged peers to celebrate their culture and strengthen their sense of belonging.

Students at **Mount Hutt College** wanted to understand the wellbeing challenges faced by their peers.

They conducted a school-wide survey, which identified low awareness and uptake of wellbeing support services as well as a limited confidence in existing services.

Guided by the survey findings, the team is now developing initiatives to increase awareness of available support and make it easier for young people to access help when they need it.

Words matter – Supporting safe conversations about suicide

A key part of Mark Wilson's role at the Mental Health Foundation is to help ensure stories about suicide are told safely, lawfully, and in ways that promote hope and recovery.

Last year, he engaged with more than 100 journalists and media organisations to support accurate and responsible reporting about suicide. This included addressing potential breaches of the law, advising on story framing, and encouraging the use of images and language that align with best practice guidelines.

As the lead for the MHF's Suicide Media Response Service, Mark works with news organisations, website publishers, social media creators and moderators, playwrights, scriptwriters, and law and journalism students.

"Suicide is a complex public health issue. We know a suicide can have far-reaching impacts that can ripple beyond those directly

connected with the person who died," Mark explains.

"So, it's very important that anyone who could be sharing information about suicide knows how to do so in a way that follows best practice and complies with the law."

Many of Mark's conversations with journalism students and media professionals focus on Section 71 of the Coroners Act 2006, which restricts what can be made public about a suicide or suspected suicide.

"By prohibiting the publication of specific details, Section 71 helps to prevent suicide contagion and copycat behaviour. It also spares grieving families and friends from the trauma of graphic or intrusive public reporting."

While industry guidelines exist for reporting on suicide, journalists often contact Mark when they're working on a suicide-related story.

"Talking about suicide is important, but it must be done responsibly. I help journalists to tell stories accurately, respectfully and in a way that minimises harm."

More than 3800 articles relating to suicide were published in Aotearoa last year. While some required Mark to contact journalists about potential breaches of reporting guidelines or Section 71, he also makes a point of offering praise for a story done well.

"Positive feedback is just as important as asking someone to amend a story. When journalists get it right, their reporting can help reduce stigma, encourage help-seeking and promote hope."

Drawing on his lived experience of suicide loss and his voluntary role as a leader of the suicide bereavement support group, Solace, Mark sees storytelling an important part of suicide prevention.

"When stories or posts focus on hope, resilience, and overcoming crises, they can offer people facing similar struggles a pathway through their own crisis. When done well, this can inspire a culture of support and recovery."



"Proactive reporting of stories of hope and recovery can contribute to a reduction in suicidal behaviours and an increase in help seeking." – WHO

Mark Wilson, Mental Health Foundation ▲

Taking a stand against bullying with Pink Shirt Day

Pink Shirt Day on Friday 15 May brought tens of thousands of people across Aotearoa together once again to stand against bullying.

Pink Shirt Day continues to make a real difference beyond the day itself, with **53%** of people who have seen the campaign over the years saying it has helped them stop bullying or increase kindness and inclusion.* That's **1.37 million** adults taking some sort of action because of the Pink Shirt Day movement we have been leading since 2012.

Our partnership with Cotton On Foundation saw a record **493,476** official Pink Shirt Day t-shirts sold at stores around the motu. Together, the Cotton On team and their customers raised **\$671,000** to support the ongoing work of the Mental Health Foundation to prevent bullying and promote mental wellbeing.



▲ The winning entry in the Pink Shirt Day photo competition from Lindisfarne College.

"To me it means choosing to be kind in my words and actions and making sure no one feels left out or hurt."

"It's been a couple of weeks since Pink Shirt Day and I still hear tamariki around school saying things like, 'Hey, it's free to be nice! Don't you remember what we learnt on Pink Shirt Day?'"



▲ This year's Pink Shirt Day tee was designed by Wellington based artist, Bonnie Brown.

*Ipsos, Pink Shirt Day evaluation, 2026

Challenging mental distress stigma and discrimination

In the 2025/2026 funding round, the **Nōku te Ao Puna Pūtea | Social Action Grants** received 770 applications from communities across Aotearoa, highlighting the growing energy behind this kaupapa to challenge mental distress stigma and discrimination.

Six initiatives:

Between Two Worlds by Voice of Aroha, **The Ihi Camp** by Toi Matarua, **Aorere Mirror Room** by Samantha Sanders, **Tha Movement** by David Saotupe, **Ngā Māuiui Kai** by Te Tira Wānanga Māuiui Kai: Māori Eating Disorders Network, and **Aroha Mai, Aroha Atu** by Guardians of HOPE Aotearoa, were awarded a total of **\$160,000** to uplift local solutions grounded in lived experience.

These initiatives reflect the creativity and determination of local communities who are working together to create spaces that foster supportive, stigma-free environments.

Already, this mahi is reaching well beyond the funded projects themselves. **Ngā Māuiui Kai**, for example, created an accessible animated series that helps whānau engage with eating disorder care in a culturally safe and relatable way, all the while also gaining international recognition and connecting with other Indigenous and First Nations communities. As one Navajo community member reflected: *“I am grateful to see others’ indigenous work such as this, for inspiration and examples.”*



▲ Ihi Camp, Social Action Grant recipient.

Similarly, **The Ihi Camp** created a safe, kaupapa Māori space for young people to explore wellbeing through performance, storytelling and peer-led kōrero. Participants have spoken of greater understanding and compassion around mental distress, while as many as thirty rangatahi leaders were equipped to take that learning back into their communities through their own wellbeing initiatives.

Coming together to share lived experience wisdom

Over the past year, **Nōku te Ao** delivered four Regional Wānanga across the motu, in Whangārei, New Plymouth, Christchurch and Wellington.

The event series, **He reo tini, he wawata kotahi – Many voices, one goal to end mental distress discrimination**, brought people together for powerful days of connection, learning and collective action. Systems change leaders, mental health professionals and lived experience advocates shared knowledge, built relationships and explored practical ways to help end mental distress discrimination in Aotearoa.

The four wānanga featured an inspiring line-up of speakers and facilitators, including Kerri Butler, Egan Bidois, Hannah Whittaker-Komatsu, Heemi Kapa-Kingi and John Kingi, alongside many other lived experience leaders and advocates.

As one participant reflected: ***“As someone working in our community, the most valuable key takeaway was sitting among those with lived experience of mental distress.”***



New resource – Inside a Young Person's Mind

This year, we developed 'Inside a Young Person's Mind' – a Nōku te Ao resource designed to support understanding and kōrero about mental distress among rangatahi. The resource has received strong demand from schools, youth-focused organisations and rangatahi across Aotearoa, with nearly **2000** copies ordered.

Champions for change – spotlight on our fundraising heroes

Amateur cyclists take on Tour de France and raise \$18,085

In 2026, seven amateur cyclists took on the incredible challenge of riding the entire 3,500km Tour de France route – and they did it during Europe's heatwave. Despite temperatures exceeding 40°C, the team powered through three weeks of physically gruelling cycling across France. Their inspiring efforts earned media attention and raised awareness and funds for mental health.



▲ Left to Right: Guy Wingfield, Leigh Mikkelson, Gary Mikkelson, Paul Arnesen, Steve Fish, David Eglesfield, Mike Conza



MAGS raises \$4,600 for the MHF

Mt Albert Grammar School held their annual Academic Council Quiz Night on August 7. They raised \$4,600 towards the Mental Health Foundation. The night was full of colourful, quirky costumes and mind-boggling questions. We'd like to extend a huge thank you to the students, parents, teaching staff and local businesses who supported the event.

Champions for change – spotlight on our fundraising heroes

Storage King makes space for mental health

Just over a year ago, Storage King chose to support the Mental Health Foundation of New Zealand with its charitable giving. In their first year, they exceeded their sponsorship goals by over **\$7,438**. They've supported us in many different ways – from getting their staff involved with Pink Shirt Day and Mental Health Awareness Week, to creating specially branded carry boxes and donating proceeds from the sales.

"A lot of our customers come to us when they're not in a good headspace. Their lease has run out, they've had a death in the family, or they're going through a divorce," says Sharon Dorward, Regional Operations Manager at Storage King.

"That's why the mental health cause is so important to us – we want to support both our employees and our customers through life's tough moments."

Storage King employees taking part in Pink Shirt Day and the Push Up Challenge ▶



Champions for change – spotlight on our fundraising heroes

“Taking my power back” – Mia’s run for mental health

When Mia Simcock signed up for the Auckland half marathon 2026, the decision to raise funds for the MHF was an easy choice.

The cause is deeply personal to Mia. In 2021, while studying at the University of Otago, she became unwell and experienced a period of psychosis. She was later diagnosed with bipolar disorder.

“At first, my diagnosis was a lot to process. I was scared of being put in a box or having people see me differently. There are so many misconceptions around bipolar disorder and psychosis.”

But today, she has a very different perspective. *“I’ve taken my power back. I’m not ashamed of my diagnosis. It means I have a lifelong condition that I need to manage, but it doesn’t define who I am or what I’m capable of.”*



The power of music and Good 'n Tensions

Good 'n Tensions is a group of friends and music enthusiasts who started an amateur ukulele group. They can now be found performing at markets across Tāmaki Makaurau. In 2026, the group has generously donated funds from several busking sessions to the MHF.

“Good mental health is a universal need,” says group member Shereen Jones. *“Yet it remains underfunded and undervalued. We wanted to do our little bit to contribute to such an important cause.”*

“Music is an incredible healer, and we encourage others to find their own inner strength and courage, potentially through music.”

Funders and sponsors

To our funders, sponsors and donors, ngā mihi mutunga kore. Your commitment and generosity have empowered us to grow, innovate, and make a meaningful difference for the communities we serve.

In memory and gratitude

We would like to honour the memory of **Vicki Mackay** and acknowledge her generous gift to the Mental Health Foundation of New Zealand through her will.

Having experienced mental illness at different times throughout her life, Vicki understood how important it is for people to have access to support when they need it. It was Vicki's hope that her gift to the Mental Health Foundation would help create a future where more people feel supported, mental health is better understood, and fewer people have to face their struggles alone.

Her generosity reflects her caring nature and her wish to make a positive difference in the lives of others, even after her passing.



FUNDERS

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FOUNDATION**

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Bequests: We acknowledge the estates of Alan Keith Witty, Carolyn Gay Morrison, Brian George Alfred Green, Mohamed Yousef, Vicki Mackay and Constance Feary, who each left a bequest to the Mental Health Foundation during the past year.

Our board

The Mental Health Foundation is guided by a committed and diverse board of trustees, which includes people with clinical mental health expertise as well as people with lived experience and people who whakapapa Māori. Our board brings a wealth of legal, financial and governance expertise, ensuring the organisation is well-positioned to continue serving the people of Aotearoa New Zealand.



Chris Black

Chris brings more than 25 years' governance and senior executive experience to the Mental Health Foundation board. He works predominantly with values-based and purpose driven organisations who have the betterment of New Zealand at their core.



Ngila Bevan

Ngila is a professional director and advisor to government and the not-for-profit sector. She brings skills in strategy, policy, and risk and assurance.



Kevin Allan, Chair

A long-standing supporter of the MHF's work, Kevin has a strong commitment to promoting mental wellbeing in Aotearoa New Zealand and doing so in a way that upholds the Treaty of Waitangi. He has a broad range of leadership experience in the health, disability and justice sectors, and was Mental Health Commissioner before joining the MHF's board in 2021.



Polly Schaverien

Polly is a clinical psychologist who specialises in working with people experiencing disordered eating and broader mental health concerns. She also supports people to live well with neurodiversity. Polly has over 20 years of governance experience on state sector and NGO boards.



Vipul Dev

Vipul is a Chartered Accountant and a member of CAANZ. He chairs the Mental Health Foundation's finance committee and assists The Board with the review of financial reports, budgets and audit processes.



Jaqui Taituha-Ngawaka

Rereahu, Ngāpuhi

Jaqui is a strategic advisor and iwi leader with 20+ years experience shaping governance and executive decision-making across iwi, community and regulatory sectors. Her relational style is grounded in tikanga Māori. She is a capable speaker of te reo, and committed to effective governance and organisational practice.



Dame Ranjna Patel

Dame Ranjna is the co-founder of Tamaki Health, NZ's largest primary care and urgent care network, and Gandhi Nivas. She was appointed a Dame Companion of the New Zealand Order of Merit in the 2025 King's Birthday Honours for her exceptional contributions to ethnic communities, health, and family violence prevention.



Adrian Te Patu

Aotea, Kurahaupo

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

You can learn more about our board members on the [MHF website](#).

Statement of service performance for the year ended 30 June 2026

Intent: Lift the mental health and wellbeing of all people in Aotearoa New Zealand.

How: By using a population health approach to transform systems, empower communities, and influence the wider determinants of mental health, through advocacy, partnerships, and the cumulative impact of our mental health promotion.

To achieve this the MHF will:	We will do this by:	Performance Indicator:	Result: July 25 – June 26	Result: July 24 – June 25	Outcome:
Strategy 1. Promote everyday actions that lift mental wellbeing.	Using a range of activities such as social marketing campaigns, distribution of information resources/tools/tips, community engagement, social media, and other promotion activities to support people to adopt actions that have an evidence base for improving mental wellbeing.	Number of wellbeing information resources and tools distributed downloaded or accessed online per year.	Total: 829,766 ¹ Printed: 388,332 Downloads: 344,901 Online: 96,533	Total: 920,976 Printed: 485,643 Downloads: 339,540 Online: 95,793	Mental health and wellbeing messages are extended into the population.
		Percentage taking active steps to improve wellbeing as a result of resources.	86% ²	81%	Information resources promote wellbeing behaviors.
		Percentage who feel that the wellbeing resources helped them start a conversation about wellbeing and mental health.	90% ³	89%	Wellbeing resources are useful and relevant.

¹ Resource Information Service data and MHF website analytics.

² MHF Annual Resource Survey (December 2025). Number of respondents = 486. % of respondents 'yes, very much so' + 'yes, a little'.

³ MHF Annual Resource Survey (December 2025). Number of respondents = 486. % of respondents 'yes, very much so' + 'yes, a little'.

To achieve this the MHF will:	We will do this by:	Performance Indicator:	Result: July 25 – June 26	Result: July 24 – June 25	Outcome:
		Percentage of respondents aware of Mental Health Awareness Week, (a wellbeing promotion campaign) due to previous years' campaigns and current year's campaign.	59% Previous years ⁴ 14% Current year ⁵	60% Previous years 21% Current year	Growth of awareness of wellbeing messages amongst the public.
		Percentage of respondents who strongly agree or agree that they took small actions to improve their wellbeing and that of others as a result of Mental Health Awareness Week (MHAW).	65% ⁶	67%	Public motivated to take actions to improve mental wellbeing.
		Percentage of respondents who had seen or heard about the MHAW campaign by ethnicity.	Māori 33% Pasifika 28% Asian 19% ⁷	Māori 38% Pasifika 32% Asian 36%	Māori and other specific audiences engage with MHAW wellbeing messaging.
		Percentage of respondents who strongly agree or agree that they took action to increase kindness and inclusion because of Pink Shirt Day campaign (PSD).	73% ⁸	70%	Public motivated to take actions to improve mental wellbeing.

⁴ MHAW Evaluation IPSOS (2025) page 4.

⁵ MHAW Evaluation, IPSOS (2025), page 5. Number of respondents = 1004.

⁶ MHAW Evaluation, IPSOS (2025), page 10. Number of respondents = 243.

⁷ MHAW Evaluation, IPSOS (2025), page 15. Number of respondents = 1004.

⁸ PSD Evaluation Ipsos (2026), page 11. Number of respondents = 360.

To achieve this the MHF will:	We will do this by:	Performance Indicator:	Result: July 25 – June 26	Result: July 24 – June 25	Outcome:
Strategy 2. Provide tools that support people through tough times.	Using a range of activities such as social marketing campaigns, distribution of information resources and tools, community engagement, social media, and other promotion activities to support people through tough times.	Number of suicide prevention, postvention and bereavement resources, tools and tips distributed, downloaded or accessed online per year.	Total: 252,370 ⁹ <i>Printed: 150,507</i> <i>Downloads: 66,258</i> <i>Online: 35,605</i>	Total: 268,920 <i>Printed: 200,834</i> <i>Downloads: 60,186</i> <i>Online: 7,900</i>	Suicide prevention, postvention and bereavement messages are extended into the population.
		Percentage who feel the suicide prevention postvention and bereavement resources helped them learn something about how to help themselves or someone else.	90% ¹⁰	88%	Suicide prevention, postvention and bereavement information and resources are useful and relevant.
		Percentage who feel reassured and have a sense of hope as a result of receiving suicide prevention, postvention and bereavement resources.	87% ¹¹	83%	Suicide prevention, postvention and bereavement information and resources are useful and relevant.

⁹ Resource Information Service data and MHF website analytics.

¹⁰ MHF Annual Resource Survey (December 2025). Number of respondents = 352. % of respondents 'yes, very much so' + 'yes, a little'.

¹¹ MHF Annual Resource Survey (December 2025). Number of respondents = 352. % of respondents 'yes, very much so' + 'yes, a little'.

To achieve this the MHF will:	We will do this by:	Performance Indicator:	Result: July 25 – June 26	Result: July 24 – June 25	Outcome:
		Number of mental health information resources and tools distributed, downloaded or accessed online per year.	Total: 350,492 ¹² <i>Printed: 156,547</i> <i>Downloads: 38,142</i> <i>Online: 155,803</i>	Total: 288,906 <i>Printed: 103,162</i> <i>Downloads: 30,088</i> <i>Online: 155,656</i>	Mental health information is extended into the population.
		Median usefulness score for information pamphlets with a sliding scale from 0 (not at all useful) to 100.	93 ¹³	95	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 resource or tool.	89% ¹⁴	93%	Information resources and tools are useful and relevant.
Strategy 3. Advocate for a fair society and better mental health system.	Influencing the public, and government at all levels of decision making to contribute to behaviors, policies, legislation and resourcing that supports mental wellbeing for all New Zealanders.	Number of submissions, letters, consultations responded to, and other advocacy material produced.	50 ¹⁵	61	Influence policies and legislation to reflect MHF advice.
		Number of meetings with politicians and officials.	66 ¹⁶	56	Influence policies and legislation to reflect MHF advice.

¹² Resource Information Service data and MHF website analytics.

¹³ MHF Annual Resource Survey (December 2025). Number of respondents = 207. Median of sliding scale from 0 (not at all useful) to 100.

¹⁴ MHF Annual Resource Survey (December 2025). Number of respondents = 233. % of respondents 'yes, very much so' + 'yes, a little'.

¹⁵ Data from Policy and Advocacy team.

¹⁶ Data from Policy and Advocacy team.

To achieve this the MHF will:	We will do this by:	Performance Indicator:	Result: July 25 – June 26	Result: July 24 – June 25	Outcome:
	Influencing public discussion on mental health and wellbeing.	Number of times MHF is mentioned in the media.	610 ¹⁷	497	Influence public attitudes and decision makers to reduce stigma and discrimination, and improve understanding of mental health and wellbeing.
	Influencing public action to reduce bullying.	Percentage of respondents aware of Pink Shirt Day, a bullying elimination campaign.	83% ¹⁸	83%	Awareness about Pink Shirt Day and the importance of taking action against bullying grows.
		Of respondents aware of Pink Shirt Day, percentage who strongly agree or agree that they're more likely to do something to stop bullying when they witness it.	76% ¹⁹	67%	People consider changing their behaviour to become upstanders ²⁰ .
	Supporting communities to take action to reduce discrimination and prejudice against people with prolonged and severe mental distress.	Number of community grants administered for projects to reduce discrimination and prejudice against people with prolonged and severe mental distress.	6 ²¹	4	Communities take action to reduce discrimination and prejudice against people with prolonged and severe mental health challenges.

¹⁷ Data from Isentia media monitoring.

¹⁸ PSD Evaluation Ipsos (2026), pg. 5. Number of respondents = 1,001.

¹⁹ PSD Evaluation Ipsos (2026), pg. 11. Number of respondents = 360.

²⁰ An upstander is someone who sees bullying and uses their words or actions to help the person being bullied.

²¹ Data from Programmes and Resources team.

Financial Statements

Statement of Comprehensive Revenue and Expense For the year ended 30 June 2026

	2026	2025
	\$	\$
Revenue from non-exchange transactions	9,575,524	7,460,960
Revenue from exchange transactions	3,641	5,803
Total revenue	9,579,165	7,466,763
Expenses		
Audit fees	(47,250)	(51,450)
Depreciation	(51,868)	(67,543)
Leasing costs	(433,826)	(425,801)
Employee costs	(4,032,970)	(4,065,792)
Project related costs*	(5,044,541)	(3,213,739)
Infrastructure costs	(545,550)	(551,422)
Deficit before net financing income	(576,840)	(908,984)
Finance income	37,114	74,296
Finance costs	(126)	(278)
Net finance income	36,988	74,018
Net deficit for the year	(539,852)	(834,966)
Other comprehensive revenue and expenses	-	-
Total comprehensive revenue and expense for the year	(539,852)	(834,966)

Statement of Changes in Net Assets/Equity For the year ended 30 June 2026

	Accumulated comprehensive revenue and expense
	\$
Balance at 1 July 2024	3,206,004
Deficit for the year	(834,966)
Other comprehensive revenue and expense	-
Total comprehensive revenue and expense for the year	(834,966)
Balance at 30 June 2025	2,371,038
Balance at 1 July 2025	2,371,038
Deficit for the year	(539,852)
Other comprehensive revenue and expense	-
Total comprehensive revenue and expense for the year	(539,852)
Balance at 30 June 2026	1,831,186

* Project-related costs includes a one-off payment of \$944,000 of accrued fundraising for Farmstrong.

Statement of Financial Position As at 30 June 2026

	2026	2025
	\$	\$
Current assets		
Cash and cash equivalents	2,516,384	2,033,663
Receivables from non-exchange transactions	414,995	991,976
Prepayments	95,084	57,525
Inventory	33	33
Goods and services tax receivable	189,459	49,191
	<u>3,215,955</u>	<u>3,132,388</u>
Current liabilities		
Payables from exchange transactions	973,218	402,427
Non-exchange liabilities	244,549	290,147
Employee benefits liability	315,903	265,943
Finance leases payable	1,293	1,293
	<u>1,534,963</u>	<u>959,810</u>
Working capital surplus	<u>1,680,992</u>	<u>2,172,578</u>
Non-current assets		
Property, plant and equipment	41,211	91,604
Rental bond	108,983	108,983
	<u>150,194</u>	<u>200,587</u>
Non-current liabilities		
Finance lease liability	-	2,127
NET ASSETS	<u>1,831,186</u>	<u>2,371,038</u>
EQUITY		
Accumulated comprehensive revenue and expense	<u>1,831,186</u>	<u>2,371,038</u>
TOTAL EQUITY	<u>1,831,186</u>	<u>2,371,038</u>

Statement of Cash Flows For the year ended 30 June 2026

	2026	2025
	\$	\$
Cash flows from operating activities		
Cash was provided from:		
Receipts from contract income	6,078,079	3,107,603
Receipts from grants, donations, and bequests	2,973,883	3,818,605
Receipts from fundraising	1,104,185	470,439
Net GST received	-	36,235
	10,156,147	7,432,882
Cash was applied to:		
Cash paid to suppliers and employees	(9,566,543)	(8,310,403)
Net GST paid	(140,269)	-
	(9,706,812)	(8,310,403)
Net cash inflow/(outflow) from operating activities	449,335	(877,521)
Cash flows from investing activities		
Cash was provided from:		
Interest received	36,564	73,544
Other income	550	752
Proceeds from short-term investments	-	304,613
	37,114	378,909
Cash was applied to:		
Purchase of property, plant and equipment	(1,475)	(10,326)
	(1,475)	(10,326)
Net cash inflow from investing activities	35,639	368,583
Cash flows from financing activities		
Cash was applied to:		
Interest paid	(126)	(277)
Payments of finance lease principal	(2,127)	(3,754)
	(2,253)	(4,031)
Net cash inflow from financing activities	(2,253)	(4,031)
Net increase/(decrease) in cash and cash equivalents	482,721	(512,969)
Cash and cash equivalents at 1 July	2,033,663	2,546,632
Cash and cash equivalents at 30 June	2,516,384	2,033,663



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.



Push-Up Challenge participant.