

# Annual Report 2022-2023



**Mental Health Foundation**

OF NEW ZEALAND

*mauri tū, mauri ora*



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# Contents

TE KAUPAPA	4-5
MESSAGE FROM OUR CE & CHAIR	6-7
OUR BOARD	8-9
OUR MAHI	10-16
OUR PARTNERS	17-21
STATEMENT OF PERFORMANCE	22-23
FINANCIAL STATEMENTS	24-27

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# Te Kaupapa

## Our Whakatauki

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

## Our Purpose

To uplift the mental health and wellbeing of all people in Aotearoa New Zealand by **giving people tools and encouragement** to look after their own mental health and to support others, and by **advocating for positive change** in social conditions, policies and services that affect mental health.



Like physical health, mental health is something we all have, and we need to look after it. **After all, there is no health without mental health.**

With the support of many generous donors, funders, corporate partners and through government contracts, the Mental Health Foundation strives to reach everyone in Aotearoa New Zealand and have a measurable impact on their mental health and wellbeing.

**For almost 50 years we have been the leading charity promoting good mental health and wellbeing and the rights of those experiencing mental health challenges in Aotearoa New Zealand.**

**We uplift. And we fight.** The more we can lessen the pressure on the mental health sector the better — for the hard-working staff and for those who need support and care.

## Mā tātou katoa

We endeavour to learn from and prioritise Te Ao Māori (the Māori world) values.

Under Te Tiriti o Waitangi we want to deliver mahi that is appropriate for Māori and use our voice to advocate for equitable mental health outcomes for Māori.

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

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

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

**Whāia te hauora hinengaro kia puāwai ai te hauora tangata. There is no health without mental health.**



Te Whare Tapa Whā, Sir Mason Durie.

# Message from our CE & Chair

The year to June 2023 was challenging for Aotearoa New Zealand. We faced ongoing impacts from Covid-19, the Auckland Anniversary Day floods, Cyclone Gabrielle and a cost-of-living crisis. These are all factors that affect people's mental health. The Mental Health Foundation remained fleet-footed as it responded to these issues.

Our ongoing promotion of ways to build mental and emotional wellbeing come into their own in times of crisis, as do our resources that guide people on how to support one another. On top of this we pivoted our All Sorts disaster response campaign to the pandemic, then the Auckland Anniversary floods, then to Cyclone Gabrielle. We worked closely with partners such as Farmstrong and with local communities. This work continues to support the long process of recovery.

Our team of highly talented and dedicated staff worked extremely hard to support the

community despite many being affected by weather events and Covid themselves. You're awesome — Mīharo!

Collaboration is the way to make progress on the nation's mental health — **Nā tō rourou, nā taku rourou ka ora ai te iwi – with what is in your food basket and what is in mine the people will flourish.**

Much of what the Mental Health Foundation achieves is through our collaborations and partnerships — our Nōku te Ao anti-discrimination work partners with Hāpai te Hauora and 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 and manufacturing sectors with Construction Health and Safety NZ (CHANZ) and the Business Leaders Health and Safety Forum.

As we moved towards the election in 2023 the Mental Health Foundation heightened its work to influence mental health policy and systems. We met with all political parties to support good mental health policy and prepared a comprehensive guide for the public when thinking about what to look for from our politicians.

In addition we maintained our respectful critique of the existing systems and services and our pressure to influence improvement and transformation of Aotearoa New Zealand's mental health approach.

The year saw both Kiritahi Firmin and Anthony Ruakere step down from the board. We are very grateful for their years of service.

The board stepped up its refresh of its governance approach with a review of its own processes and of the Foundation's strategy. We thank our Trustees for their valuable guidance and support.

The Mental Health Foundation reaches well over one million people a year. This mahi would not be possible without 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.**

The future continues to be one of both positive change and optimism, as well as ongoing barriers to good mental health. The work of the Mental Health Foundation has never been needed more and we will continue to serve the community with the aim of uplifting the mental wellbeing of all.



Shaun Robinson,  
Chief Executive

Kevin Allan,  
Chair

# Our Board

The Mental Health Foundation is served by a committed board of trustees, made up of people with mental health expertise as well as legal, management and financial skills and include Māori, Pacific Nation migrant and tangata whaiora/mental health consumer members.

## Kevin Allan (Chair)

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



## Ngila Bevan

Ngila is a human rights lawyer with international advocacy and litigation experience in Aotearoa, Australia, Africa, the UK and Europe. She is a former Co-Chief Executive Officer of People with Disability Australia.



## Chris Black

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



## Vipul Dev

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



## Sarah Gordon

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



## Luke Moss

Luke is a trustee on Te Nehenehenui Trust, Te Reo Irirangi o Maniapoto, Te Mana o te Taiao Advisory Group, and the Nga Wai o Maniapoto Co-Governance Committee. He is Programmes Coordinator at the University of Waikato specialising in youth leadership.





**Jaqui Ngawaka**

Jaqui is a smart, capable leader who has cultivated a strong set of professional skills and qualifications with over 15 years of senior experience across education, broadcasting, and Te Tiriti partnership development. She is a director of Mind and Body Consultants Ltd.



**Ranjna Patel**

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



**Julia Peters**

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



**Anipale Sauni**

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



**Polly Schaverien**

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



**Adrian Te Patu, Aotea, Kurahaupo**

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



**Rochelle Stewart-Withers (Deputy Chair)**

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



# Our Mahi

Our work is complex, varied and at times challenging. It is also important, impactful and focused on achieving positive outcomes for everyone in Aotearoa New Zealand. Here are some highlights from the last year:

## Mental Health Awareness Week

[Mental Health Awareness Week](#) [MHAW] was held in September 2022 with the theme, 'Reconnect with the people and places that lift you up, hei pikinga waiora'. The theme came out of an overwhelming sense that people in Aotearoa felt disconnected from each other post lockdowns, and the globally increasing issue of loneliness. Connection is vital to wellbeing and the campaign sought to remind New Zealanders of this, encouraging them to reach out to one another and reconnect with the people and places special to them.

8 in 10 New Zealanders were aware of Mental Health Awareness Week in 2022.

### Impact\*

- 83% of people said MHAW was valuable for them personally, 90% said it was valuable for their workmates, whānau and friends, and 95% believed it was valuable for their community.

- 93% of people who saw the campaign said it reminded them that connecting with others has a positive impact on their wellbeing.
- 91% said MHAW encouraged them to have everyday conversations about mental health and wellbeing with others.



***“Your theme and resources were on par with what NZ was going through after Covid. We needed this to reconnect. Thank you for all your hard work creating the theme and resources.”***

***“Love the focus on connection and being connected - that really resonated with our whānau.”***

MHAW 2022 Survey Respondents  
\*IPSOS, 2022

## All Sorts

[All Sorts](#) was launched in March 2022 as a psychosocial response to the Omicron outbreak of Covid-19. It is funded by Te Whatu Ora, HealthNZ.

In December 2022 we launched a summer wellbeing campaign that challenged the value we placed on material things, reminding people it's the love we share and the time spent together that matters most. Near the end of that campaign two major weather events occurred — the Auckland Anniversary floods and Cyclone Gabrielle.

All Sorts quickly turned to a disaster response. Rather than telling people what they 'should' be doing, we offered emotional validation and reassurance and encouraged people to accept whatever emotions and reactions they may have had during that difficult time.

As many communities were without power or digital access for some days and weeks after the cyclone, we ran radio ads across much of the North Island, as well ads in newspapers, and on social media and television.

We also published and distributed a leaflet to 20,000 people in the Hawke's Bay and Gisborne areas just days after the event.

We encouraged people to accept 'all sorts' of emotions, while reminding them of the importance of staying connected to their community and loved ones. We also provided helplines for support.

### Impact

Social media comments and anecdotal evidence confirmed that in the immediate aftermath of a natural disaster, people respond best to gentle messages of emotional validation and reassurance.

All Sorts also contributed to help-seeking behaviour, for example, the 1737 helpline which was promoted in the campaign reported an 8% increase in SMS traffic and a 13% increase in phone calls during the campaign period.

**Recovery looks different for everyone. But with a bit of tautoko, we'll all get there.**

Mental Health Foundation  
mauri iā, mauri ora

Te Whatu Ora  
Health New Zealand



## Pink Shirt Day

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

8 in 10 New Zealanders were aware of Pink Shirt Day this year, and we received 23 million impressions across our digital channels.

The funds raised on [Pink Shirt Day](#) helped fund InsideOUT to deliver 35 rainbow inclusive workshops to schools around the motu between February 2022 and June 2023, and we provided over 173,000 free resources to schools and workplaces to educate them on the impact of bullying and how to create a culture of kindness. We are now focused on a long-term strategy around eliminating bullying, including the development of a new initiative for youth that will uplift the wellbeing of all students and staff and reduce bullying.

### Impact\*

As a result of the messages they heard or saw through Pink Shirt Day, 73% said they



would do something to increase kindness and inclusion because of the campaign, and 71% said they were more aware of how to prevent bullying.

Of those who were already aware of Pink Shirt Day before the 2023 campaign, 62% said it helped them to take action to either stop bullying when witnessed or increase kindness and inclusion throughout the year.

\*IPSOS, 2023

## Resources and Information

In the FY 2022-2023, we ramped up our resource distribution to reach more schools, workplaces, and communities around the country. With the lockdowns behind us, we were able to distribute more than 500,000 items from the office mailroom.

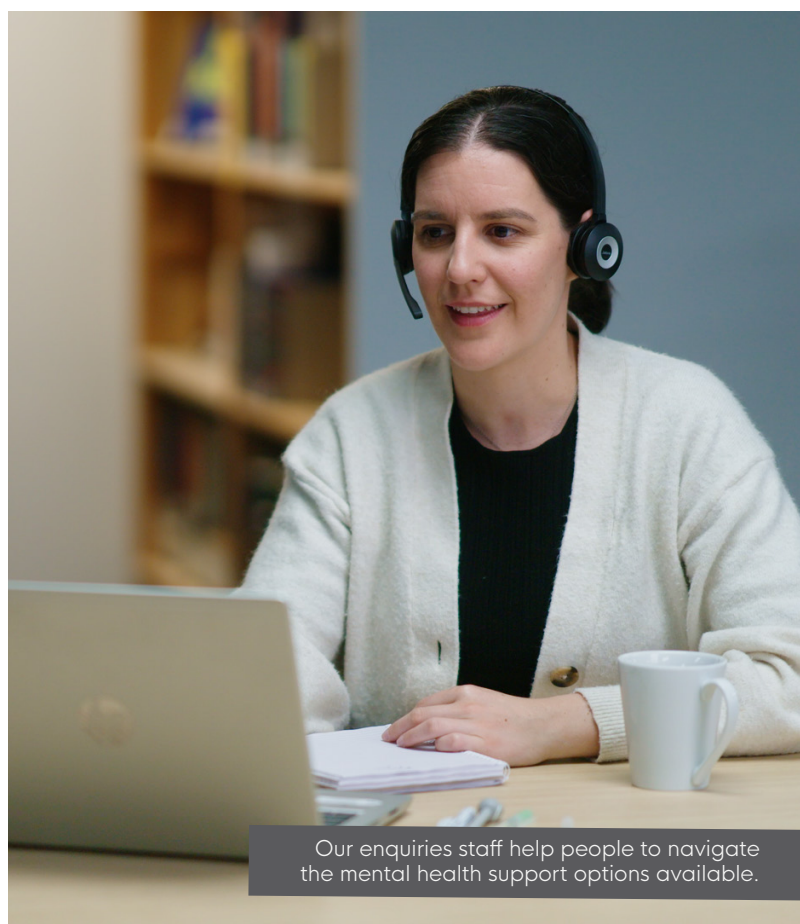
Our users tell us the resources help them to better understand what they or someone else is going through, feel reassured and have a sense of hope, and see a way forward to find support.

***“I’ve used this [Ko Wai Ahau resource] with rangatahi who are thinking of ending their life. They are often surprised that their own thoughts/feelings are there on paper. It makes them realise they are not alone in how they feel.”***  
- Youth Worker

Feedback from Resource Users Annual Survey, Dec 2022

After an upgrade of our phone systems we relaunched the Enquiry Services phone line, supporting hundreds of people to navigate mental health services.

A grant from Sutherland Trust enabled us to update 21 web articles with evidence-based content on mental health topics.



Other highlights include:

- 1,984 contacts to the enquiry service
- 728 new items added to the mental health library collection
- 741 new subscribers to E-Bulletin, a fortnightly newsletter with research and news for anyone interested in the field of mental health and wellbeing
- 242 research and evaluation requests.

***“I have filled out many forms and called lots of mental health support places and nobody replied to me but you. Thank you for your help, I will use the information you provided and try my best to get my friend the help she desperately needs.”***

- Enquiries Service user feedback

## Policy and Advocacy

We use our position as a respected and trusted non-government organisation 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 wellbeing promotion.

Support for Te Tiriti of Waitangi and the rights of tāngata whaiora (people with lived experience of mental distress) are woven throughout our work.

In the last year we advocated for change in a number of ways including:

- Attending 35 meetings with politicians and government officials.
- Being mentioned in the media 738 times.
- Writing six submissions including to parliament select committees, the Ministry of Health/Manatū Hauora, the Law Commission and the Independent Electoral Review Panel.
- Writing or co-signing 22 letters to politicians, ministers and government officials, including how to respond to rising mental health needs now and in the future, on the process and policy to repeal and replace the Mental Health

Act, encouraging government not to delay producing a plan to realise the UN Declaration of the Right of Indigenous Peoples in Aotearoa, and on justice reform.

- Releasing a General Election Statement providing advice for all politicians on what good mental health policy should look like.
- Creating a dedicated policy and advocacy e-newsletter, to keep people informed about our mahi in this space, and provide opportunities for them to participate in their own advocacy.

## Suicide Prevention & Postvention

Suicide is a major public health issue in Aotearoa New Zealand. We want New Zealanders to know what puts people at risk of suicide, how to get help for themselves or someone else and what we can do to prevent people from becoming suicidal. Most of all, we want people to know that suicide is preventable.

Much of our work around suicide prevention and postvention is funded by Te Whatu Ora, HealthNZ particularly the distribution and promotion of existing resources and the development of new publications for targeted audiences.



In the 22-23 FY we continued to respond to a wide range of queries from professionals working in this field, as well as members of the public, helping advise on ways to work that minimise harm and provide necessary support. We participated in a number of working groups including the Zero Suicide working group for Te Whatu Ora Auckland, and an interagency group focused on digital media and suicide risk.

One of our staff members chairs the Mental Health Foundation Suicide Bereavement Service Advisory Group made up of people with lived experience of close suicide loss. It provides feedback on the development of new publications, including a new resource for youth in the justice system and resource for workplaces after a suicide attempt and/or suicide death.

We joined the design group for the Coronial

Investigation Review, led by the Suicide Prevention Office, aimed at identifying ways to improve the interaction of suicide bereaved whānau with the coronial service.

## **Suicide Media Response Service**

The stories we tell ourselves matter, and journalists and editors can influence public opinion. Our suicide media response service, funded by Te Whatu Ora, Health NZ, proactively engages with media to ensure the telling of stories around suicide is compliant with Section 71 of the Coroners Act 2006.

We monitored 2,988 stories in the last year, reviewing them for adherence to the suicide media guidelines. These resulted in interactions with 50 media outlets and multiple journalists and editors.

We support journalists in the safe publication of stories by sourcing appropriate statistics, information and spokespeople and occasionally will advise media not to report stories relating to a specific suspected suicide particularly if that person is well known and young.

Recently the Service presented at a University of Auckland/IASP conference about applying the suicide media guidelines in practice. We regularly present to students at journalism schools around the motu on how to interpret the guidelines and best

practice reporting on suicide.

The service also works with film and television producers to ensure the portrayal of suicide and mental health is done in a safe, non-discriminatory way.

We worked with the Suicide Prevention Office and other government agencies to develop a series of guidelines on using social media safely, including minimising suicidal behaviour on TikTok following the suspected suicide death of an influencer.





# Our Partners

Partnerships and collaboration are a key means to achieve the Mental Health Foundation's mission of uplifting the mental health and wellbeing of all. They allow us to share knowledge, resources, expertise, and community relationships around our common values and commitment to see people thrive.

**By working together, we achieve more.**

In 2022/23 new collaborations developed in the residential construction and manufacturing workplace wellbeing space while our other collaborative programmes deepened their impacts. As the whakatauki says, mā whero mā pango ka oti ai te mahi; with the red and the black the work is completed.

## Farmstrong



The last year has been one filled with many challenges and pressures for those involved in farming and growing, from weather-related events to fluctuating global markets.

[Farmstrong](#) continues to make important improvements in the wellbeing of farmers and growers across the country. Results from our annual survey show that in 2023 over 14,000 farmers and growers attributed an improvement in their wellbeing to their

involvement in the Farmstrong programme. We know that the tools, resources and advice provided through Farmstrong to help farmers and growers cope better with the ups and downs of farming is needed now more than ever.

The Mental Health Foundation acknowledges Farmers Mutual Group (FMG) as our other founding partner in the Farmstrong programme, and our strategic partner ACC for its ongoing support to help farmers, growers and their families to adapt and thrive in a constantly changing world.



## Pause Breathe Smile



[Pause Breathe Smile](#) is a mind health programme developed by the Mental Health Foundation 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. Delivered in schools, by teachers, it is evidence based, curriculum-aligned and funded for schools by Southern Cross.

In the 22-23 FY the Pause Breathe Smile team trained 1,802 educators from 102 schools, reaching a further 26,378 children. This means that over 20% of all eligible schools in Aotearoa have now trained in Pause Breathe Smile over the past three years.

Southern Cross announced Sir Ashley Bloomfield as Pause Breathe Smile Mind Health Ambassador, to help raise awareness of the programme.

Pause Breathe Smile also joined the Kindness Institute to support the Mental Health Foundation's Mindfulness Month campaign in July 2022, creating daily mindful activities for participants.

*"Hugely beneficial to help our students regulate and discuss their worries after the cyclone."*

*"Children are able to verbalise what they are feeling. You will hear children tell others or talking aloud to themselves to pause, breathe and smile."*

Pause Breathe Smile teacher feedback



Pause Breathe Smile Ambassador, Sir Ashley Bloomfield

## Sparklers



[Sparklers](#) is a website of wellbeing resources and activities to support tamariki with their wellbeing. It's based on holistic understanding of hauora, as described by Sir Mason Durie's Te Whare Tapa Whā model.

Its core audience is teachers/kaiako, especially those in primary school/kura.

It also hosts a section of whānau activities designed to look after wellbeing at home.

Sparklers was originally developed in response to the impacts of the Canterbury earthquakes on tamariki and was a collaboration between the Mental Health Foundation, Canterbury District Health Board and the Ministry of Health.

Here are some of the key statistics for the 2022-2023 financial year:

- Average monthly website visitors - 5860
- Sparklers for Teachers Facebook Group - 5571 members, 3580 active.
- Sparklers e-newsletter subscribers - 8000 approx.
- 90% of survey respondents use Sparklers at least 1-2 times a week.

In the last year Sparklers underwent a curriculum alignment project with the New Zealand Health Education Association and a strengthening of alignment for Māori, including a strong focus on Maramataka and deepening use of tikanga Māori in relation to new activities that draw on Te Whare Tapa Whā concepts.

A number of key external events were supported with Sparklers content including Waitangi Day, Play Week, Matariki, Pacific Language Week, Pink Shirt Day and Mental Health Awareness Week.



Students using one of the 70+ activities on the Sparklers website

## Mind Set Engage

**MIND.  
SET.  
ENGAGE.**

New Zealand Rugby recognises it has a unique ability to support a positive shift in the wellbeing of some of our most vulnerable communities through the reach of its brand, the voices of its players, and the familiarity of language and concepts that are often less confronting for such groups.

Its [Mind Set Engage](#) programme has been created with expert support from the Mental Health Foundation.

In the last year the Mind Set Engage team delivered 30 face-to-face workshops in community rugby clubs that help players, coaches, support staff, volunteers and the wider rugby whānau to support their own wellbeing and that of others.

Independent evaluation results showed that after attending the workshops, 98% of participants reported they knew a range of strategies that will help strengthen their wellbeing. Participants also reported increased knowledge of mental health and wellbeing (99%), increased knowledge of support pathways (94%), and greater confidence in having a conversation with someone about their mental health (93%).

Through the programme, rugby clubs were also connected to local providers in their community who can work with them to improve the likelihood of sustainable change.

## Nōku te Ao



[Nōku te Ao](#) is a program that aims to increase social inclusion and end discrimination towards people with experience of mental distress. Te Whatu

Ora funds two streams of work within Nōku te Ao that the Mental Health Foundation delivers — Social Action Grants and Social Movement. Our partners, Hāpai Te Hauora and Ngā Hau e Whā, collaborate with us in delivering our Social Movement kaupapa.

In the last year, we launched the first round of our Puna Pūtea | Social Action Grants under Nōku te Ao. These help grassroots communities tackle mental distress discrimination they have experienced head-on. 13 grantees were awarded pūtea to bring their projects to life.

The funded projects included:

- Mad Like Me delivered six live podcast shows to 323 people in five locations.
- Imoa and Amelia Setefano, delivered their programme to 457 individuals across Aotearoa in 10 church youth groups.
- KAVAX: Mental Distress in the Moana delivered seven talanoa sessions to Pacific communities in the North Island.

In addition, our social movement team traveled around the motu and held over 30 co-design hui to capture the lived experience stories of our communities.

The insights from these co-design hui will inform the highly-anticipated Social Movement Insights report launching in 2024.

## Live Well, Build Well



[Live Well, Build Well](#) was set up by the Mental Health Foundation and ACC in 2022 to share practical ideas that residential construction businesses can use to build resilience, reduce stress levels and help prevent common workplace injuries.

The “tradie-led” programme sees builders and tradies share ideas of how they overcame their own challenges and describe the mental tools they use to thrive.

Positive outcomes include increased engagement, creating a supportive tradies community and improved awareness of the mental skills required to overcome the unpredictability of the construction sector.

More concepts are being packaged into free, online learning modules that tradies will be able to access on their mobile phones.

## Mental Wellbeing by Design

The Mental Health Foundation is collaborating with the [Business Leaders](#)

[Health and Safety Forum](#) on a pilot sponsored by ACC which is looking at how businesses can use good work design to eliminate or minimise factors that harm mental wellbeing at work, and to promote factors that protect mental wellbeing.

The Mental Wellbeing by Design pilot is focused on manufacturing businesses in Auckland and Waikato, particularly those employing Māori and Pasifika workers.

The process highlights the importance of fixing problems with the work, not just the worker, by identifying factors at work that can harm mental wellbeing. Workers are supported to identify those factors and come up with ways to redesign the work to reduce the harm and increase the protection.

For example, one company completed the process and discovered that benches people worked at were often too high or low for them to work comfortably. The business moved to install height adjustable workstations for its manufacturing staff.

Participating businesses were also pleasantly surprised by the protective factors workers identified about their jobs. Many described their workmates as their second family.

# Statement of Service Performance

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

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

To achieve this the MHF will:	We will do this by:	Performance Indicator:	Result:	Outcome:
<b>Give people the tools, skills, information and motivation to look after their mental wellbeing and support others.</b>	Utilising a range of activities such as distribution of information resources, community engagement, social media, and other promotion activities to disseminate evidence based information about mental health and wellbeing.	Number of physical information resources distributed per year.	558,605 <sup>1</sup> (2021-2022FY) 778,589 (2022-2023FY)	Mental health and wellbeing messages are extended into the population.
		Number of information resources downloaded from the MHF website per year.	347,473 <sup>2</sup> (2021-22 FY) 341,689 (2022-2023 FY)	Mental health and wellbeing messages are extended into the population.
		Percentage of perceived usefulness of resources.	No survey conducted in the prior year. 82% <sup>3</sup> (2022-2023 FY)	Information resources are useful and relevant.
		Percentage of people who feel more informed, and know better what to do or say, as a result of receiving an information pamphlet.	No survey conducted in the prior year. 89% <sup>4</sup> (2022-2023 FY)	Information resources are useful and relevant.
		Percentage of people who feel reassured and have a sense of hope as a result of receiving suicide prevention and bereavement resources.	No survey conducted in the prior year. 82% <sup>5</sup> (2022-2023 FY)	Suicide prevention and bereavement information and resources are useful and relevant.
		Percentage who feel the wellbeing resources helped them start a conversation about wellbeing and mental health.	No survey conducted in the prior year. 82% <sup>6</sup> (2022-2023 FY)	Wellbeing resources are useful and relevant.

<sup>1</sup> Resource Information Service data

<sup>2</sup> MHF website analytics

<sup>3</sup> 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.

<sup>4</sup> MHF Annual Resource Survey (December 2022). Number of respondents 226.% of respondents 'very much' + 'somewhat'.

<sup>5</sup> MHF Annual Resource Survey (December 2022). Number of respondents 449.% of respondents 'very much' + 'somewhat'

To achieve this the MHF will:	We will do this by:	Performance Indicator:	Result:	Outcome:
		Number of unique users of the MHF website per year.	1,022,362 <sup>7</sup> (2021-22 FY) 906,733 (2022-2023 FY)	The public seek information and resources from the MHF website.
<b>Deliver social marketing campaigns that aim to improve mental health and wellbeing.</b>		Percentage of respondents who strongly agree or agree that they are more likely to think about their wellbeing as a result of Mental Health Awareness Week (MHAW).	61% <sup>8</sup> (2021-2022 FY) 79% <sup>9</sup> (2022-2023 FY)	Awareness about mental wellbeing across individuals, schools and workplaces grows.
		Percentage of respondents who had seen or heard about the MHAW campaign by ethnicity.	(2021-2022 FY <sup>10</sup> ) Māori 68% Pasifika 51% Asian 37% 2022-2023 FY <sup>11</sup> ) Māori 46% Pasifika 53% Asian 41%	Māori and other specific audiences engage with MHAW messaging.
		Percentage of respondents aware of Pink Shirt Day, a bullying prevention campaign.	84% <sup>12</sup> (2021-2022 FY) 80% <sup>13</sup> (2022-2023 FY)	Awareness about Pink Shirt Day and the importance of taking action against bullying grows.
		Of respondents aware of Pink Shirt Day, those who strongly agree or agree that they are more likely to do something to stop bullying when they witness it.	80% <sup>14</sup> (2021-2022 FY) 73% <sup>15</sup> (2022-2023 FY)	People consider changing their behaviour to become upstanders <sup>16</sup> .
<b>Advocate for a fair society and better mental health system.</b>	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.	36 (2021-2022 FY) <sup>17</sup> 35 (2022-2023 FY)	Influence policies and legislation to reflect MHF advice.
		Number of submissions, letters and consultations responded to over the year.	51 (2021-2022 FY) 36 (2022-2023 FY)	Influence policies and legislation to reflect MHF advice.
	Influence public discussion on mental health and wellbeing.	Number of times MHF is mentioned in the media.	1,188 <sup>18</sup> (2021-2022 FY) 738 (2022-2023 FY)	Influence public attitudes and decision makers to reduce stigma and discrimination, and improve understanding of mental health and wellbeing.

<sup>6</sup> MHF Annual Resource Survey (December 2022). Number of respondents 643.% of respondents 'very much' + 'somewhat'.

<sup>7</sup> MHF website analytics.

<sup>8</sup> MHAW Evaluation, IPSOS (2021). Number of respondents = 542.

<sup>9</sup> MHAW Evaluation, IPSOS (2022). Number of respondents = 419.

<sup>10</sup> MHAW Evaluation, IPSOS (2021). Number of respondents = Māori n=161; Asian n=55; Pasifika n=102.

<sup>11</sup> MHAW Evaluation, IPSOS (2022). Number of respondents = Māori n=175; Asian n=70; Pasifika n=80.

<sup>12</sup> PSD Evaluation, IPSOS (2022), pg4. Number of respondents = 1,003.

<sup>13</sup> PSD Evaluation, IPSOS (2022), pg4. Number of respondents = 1,002.

<sup>14</sup> PSD Evaluation, IPSOS (2022), pg10. Number of respondents = 576.

<sup>15</sup> PSD Evaluation, IPSOS (2022), pg11. Number of respondents = 434.

<sup>16</sup> An upstander is someone who sees bullying and uses their words or actions to help the person being bullied.

<sup>17</sup> Data from Policy and Advocacy team and Click Up.

<sup>18</sup> Isentia - media monitoring company.

# Financial Statements

## Consolidated Statement of Comprehensive Revenue and Expense for the year ended June 2023

	Notes	2023	2022
		\$	\$
<b>Revenue from non-exchange transactions</b>			
Contract income		4,603,630	4,210,014
Donations, legacies and sponsorship income	17	3,099,223	2,683,418
Grants and other contract income	17	1,082,488	962,196
<b>Revenue from exchange transactions</b>			
Service and training income		346	205,589
Resource & fundraising product sales		536,196	573,306
<b>Total revenue (excluding gains)</b>		<b>9,321,883</b>	<b>8,634,523</b>
<b>Expenses</b>			
Audit fee		(27,899)	(23,300)
Depreciation	13	(153,657)	(121,574)
Leasing costs		(354,583)	(736,760)
Employee costs		(4,457,347)	(3,676,173)
Project related costs	5	(4,270,035)	(3,770,800)
Infrastructure costs	5	(770,834)	(743,332)
<b>Total expenses</b>		<b>(10,034,355)</b>	<b>(9,071,938)</b>
Realised gain/Loss on investment		34,793	(91,978)
Finance income	6	97,161	44,372
Finance costs	6	(343)	(574)
<b>Net finance income</b>		<b>131,611</b>	<b>(48,180)</b>
<b>Net surplus/(deficit) for the year</b>		<b>(580,860)</b>	<b>(485,595)</b>
<b>Other comprehensive revenue and expense</b>		<b>-</b>	<b>-</b>
<b>Total comprehensive revenue and expense for the year</b>		<b>(580,860)</b>	<b>(485,595)</b>



## Statement of changes in net assets/equity for the year ended 30 June 2023

	Notes	Accumulated comprehensive revenue and expense
		\$
At 1 July 2021		5,110,152
Deficit for the year		(485,595)
Other comprehensive revenue and expense		-
<i>Total comprehensive revenue and expense for the year</i>		<u>(485,595)</u>
<b>At 30 June 2022</b>		<b><u>4,624,557</u></b>
At 1 July 2022		4,624,557
Deficit for the year		(580,860)
Other comprehensive revenue and expense		-
<i>Total comprehensive revenue and expense for the year</i>		<u>(580,860)</u>
<b>As 30 June 2023</b>		<b><u>4,043,696</u></b>

# Statement of Financial Position

## as at 30 June 2023

	Notes	2023	2022
		\$	\$
<b><i>Current assets</i></b>			
Cash and cash equivalents	7	2,668,100	5,012,501
Short term investments		521,578	541,245
Receivables from non-exchange transactions	8	1,425,753	134,066
Receivables from exchange transactions	8	43,898	20,442
Inventory	9	33	721
Financial assets at fair value through surplus or deficit	12	529,888	493,146
Goods and services tax		15,366	115,018
		<b>5,204,616</b>	<b>6,357,138</b>
<b><i>Current liabilities</i></b>			
Payables under exchange transactions	10	357,837	897,997
Payables under non-exchange transactions	10	1,304,062	1,451,649
Employee benefits liability	11	292,796	283,524
Finance lease liability	15	2,209	4,871
		<b>1,956,904</b>	<b>2,638,041</b>
<b>Working capital surplus/(deficit)</b>		<b>3,247,712</b>	<b>3,719,097</b>
<b><i>Non-current assets</i></b>			
Financial assets at fair value through surplus or deficit	12	443,962	423,502
Property, plant and equipment	13	244,779	376,923
Rental bond	15	108,983	108,983
		<b>797,723</b>	<b>909,408</b>
<b><i>Non-current liabilities</i></b>			
Finance lease liability	15	1,739	3,948
<b>NET ASSETS</b>		<b>4,043,697</b>	<b>4,624,557</b>
<b>EQUITY</b>			
Accumulated comprehensive revenue and expense		4,043,697	4,624,557
<b>TOTAL EQUITY</b>		<b>4,043,697</b>	<b>4,624,557</b>

## Statement of Cash Flows for the year ended 30 June 2023

	Notes	2023	2022
		\$	\$
<b>Cash flows from operating activities</b>			
Cash receipts from contract income, grants and donations		8,030,196	8,953,378
Cash paid to suppliers and employees		(10,581,941)	(8,196,864)
GST Net receipt/(payment)		139,652	(99,099)
<b>Net cash flows from operating activities</b>		<b>(2,412,093)</b>	<b>657,415</b>
<b>Cash flows from investing activities</b>			
Interest received		86,728	31,490
Short term investment withdraw/(investment)		19,667	(6,084)
(Purchase) Proceeds from sale of financial instruments		(11,975)	(11,529)
Purchase of PP&E, net of disposal		(21,512)	(235,956)
<b>Net cash flows from investing activities</b>		<b>72,907</b>	<b>(222,079)</b>
<b>Cash flows from financing activities</b>			
Interest expense		(343)	(574)
Repayments of finance lease		(4,871)	(4,638)
<b>Net cash flows from financing activities</b>		<b>(5,214)</b>	<b>(5,212)</b>
Net increase in cash and cash equivalents		(2,344,401)	430,124
Cash and cash equivalents at 1 July		5,012,501	4,582,377
<b>Cash and cash equivalents at 30 June</b>	7	<b>2,668,100</b>	<b>5,012,501</b>

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 financial statements have been audited and contain an unmodified audit opinion from our independent auditors RSM Hayes Audit. Our full audited financial statements are available for viewing on the DIA Charities Services website [www.charities.govt.nz](http://www.charities.govt.nz)

# Ngā mihi

We acknowledge and thank all our partners, sponsors and donors for helping build a brighter future for Aotearoa New Zealand.

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We would also like to thank the many other organisations and people who made valuable contributions by way of their time, donations, gifts and estate legacies.

**Nāku te rourou nāu te rourou ka ora ai te iwi.  
We all have a part to play to support each other.**

**Tēnā koe e tautoko ana i a Te Hauora Hinengaro o Aotearoa.  
Thank you for supporting the  
Mental Health Foundation of New Zealand.**

