



The SHM Foundation
Annual Report
September 2024 - August 2025





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Our Year

This year, we've witnessed an unprecedented demand to the SHM Foundation for support from community-led mental health organisations across the globe.

In response to our latest Ember call-out, we received applications from over **1,800 organisations**—a powerful reflection that innovation is happening at community level and the need to support grassroots leaders if we are going to create an inclusive mental health care for all.

We recognised that the volume of applications was an opportunity to understand more about the needs of these organisations, so we took the decision to interview **more than 900 organisations**.

Our aim was to listen deeply, understand the challenges they are facing, and explore how we can best support them. These conversations are informing not only our own approach but also we are striving to provide critical insights for the wider sector—many of whom are equally motivated to strengthen mental health support around the world.

To date, we are supporting over **81 community-led mental health organisations**, with offers ranging from intensive partnerships to tailored support in **impact, creativity, governance**, and **wellbeing**.

Through our **Khuluma programme in South Africa**, we've seen remarkable progress. **5 of our young participants are pursuing a degree or National Senior Certificate and 15 are enrolled in shorter accredited courses**, with many also thriving in **internship roles** or **full-time employment**, turning long-standing peer support into personal transformation. Their talents and perspectives are also helping to contribute to **critical research efforts** in partnership with institutions like **UCL**.

In the arts we are proud to have expanded the support we give to a range of arts based organisations in the UK that include the Bloomsbury Festival, Spitalfields Music, Barbican and Good Chance that are all doing important work making the arts accessible to all. We are also proud to be supporting the musician Saied Silbaek who is curating and creating a Palestinian choir in London.

We hope you enjoy reading this report.

None of our work would be possible without the **incredible team at the SHM Foundation**. I want to express my deepest thanks to each and every member of our team—your dedication, commitment, and motivation are the driving forces behind everything we do. Together, you have helped us achieve remarkable outcomes this year.

A heartfelt thank you to:
Ashleigh Beukes, Abi Robertson, Chika Nwaka, Desmond Chauke, Emmy Beazley-Williams, Francesca Zinetti, Georgina Miguel Esponda, Given Monama, Jara Lindsay, Jen Truman, Joshua Olins, June Larrieta, Luma Samawi, Malebo Ngobeni, Natarsha Adomako, Olivia Gutierrez, Ranwa Alkateb, Rini Sinha, Kelebogile Motlopye, Sama Basil Kamal, Sanskriti Baxi, Tanya Dhingra, Tebogo Monese, Victoria Marks, Yasmine Uddin, Zuzana Figerova, and our amazing team of **Khuluma mentors in South Africa**.

Lastly, we are profoundly grateful to our founders, **Professor Maurice Biriotti OBE** and **Professor Dame Henrietta Moore**, for their ongoing generosity and unwavering belief in our mission. We also extend special thanks to **Professor Sarah Fidler** for her invaluable guidance and advice throughout.

Anna Kydd,
 Director of The SHM Foundation



About Us

The SHM Foundation is a forward-looking philanthropic organisation working globally to drive positive social change in the areas of mental health and wellbeing, education and livelihoods, and access to the arts.

Our mission is to support people and communities in developing solutions to the challenges they face, in the ways that work for them.

We support people, communities and organisations to improve their mental health and wellbeing; gain new skills, knowledge and employment opportunities; and access excellent artistic experiences that enrich their lives.

We design and implement our own initiatives, conduct participatory research and provide grants to other organisations and projects. As a small foundation, we fund our own initiatives and also seek funds in partnership with other organisations.

Based in the UK, we have offices in London and Pretoria, South Africa, and work with partners in 14 countries.

The objects of the SHM Foundation are to undertake for public benefit any purpose that is charitable according to the laws of England and Wales as the trustees shall, in their absolute discretion, decide. Our work is always guided by our ethos of taking an empathetic, human approach to solving complex problems. This year we committed **£339,865.92** to fund our global initiatives.



Our Values

At the SHM Foundation, we strongly believe that to work well as a team and to produce high quality work, we must uphold shared values. However, our values are not just inspiration. We put them into practice every day.



Care & Kindness

We promote wellbeing.
Our foremost focus is to look after one another and the people we work with. We dedicate time and resources to supporting the wellbeing of our team, partners and participants. For us, this is a priority, not an add-on.



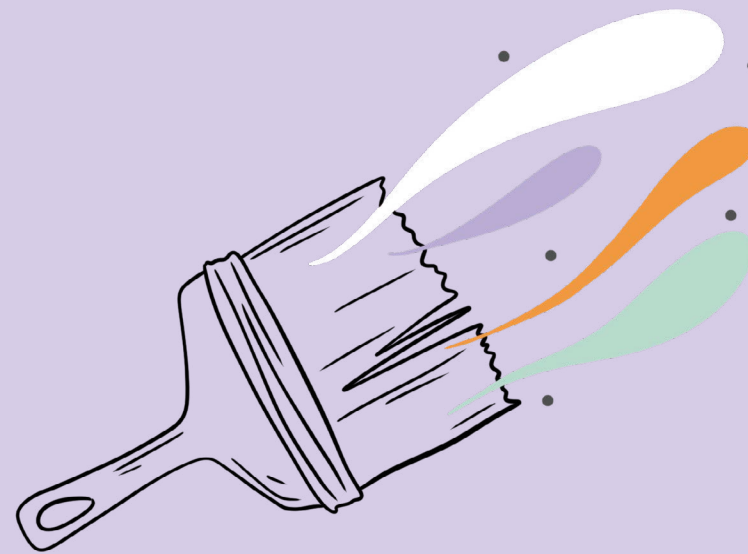
Connection

We promote participatory leadership.
As a team spread over six countries, we've always known that you don't need to be in the same room to create meaningful human connection. The SHM Foundation team collaboratively establishes the Foundation's strategy and develops its programs. We maintain a close-knit, open, and cooperative work environment.



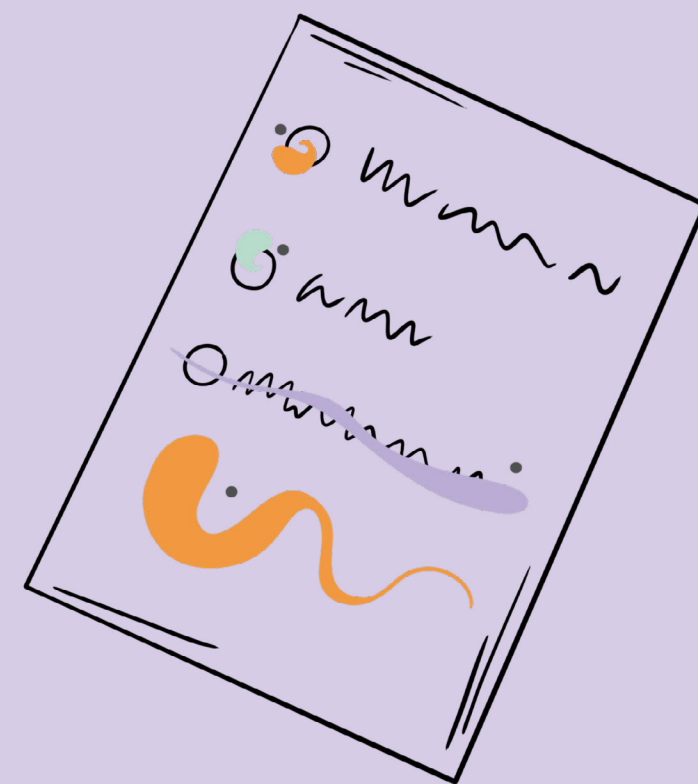
Commitment

We collaborate with communities to co-design programs.
Our commitment to our partners and delivering the support they require is unwavering. We value the wisdom and first-hand experience of our partners and participants and we believe that effective and sustainable programs can only be designed together with them.



Creativity

We put creativity at the core of our work.
We see the power that creativity has in engaging people with the topic of mental health, humanising and destigmatising mental health struggles, and shining a light on the wealth of innovation in the sector. We utilize art and design to facilitate self-expression, foster connections, and treat these perspectives with the respect they deserve.

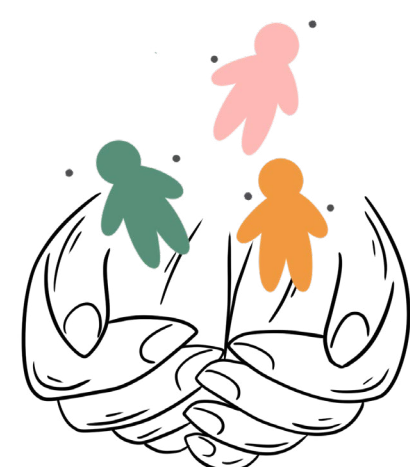


Responsiveness

We pioneer new approaches.
We live in a changing world and challenging times. Every facet of life brings a different challenge, and hence we believe that adaptability, responsiveness and kindness are very important values. We are always learning, innovating and adapting so that our work remains relevant and impactful, and so that we can act fast when our support is needed most.

Our Focus Area

Our projects span across three different areas: **Mental Health and Wellbeing;** **Education and Livelihoods;** and the **Arts.**



Mental Health and Wellbeing

The Zumbido Health Africa

The Zumbido Health model, and particularly programme Khuluma in South Africa, uses mobile phones to create virtual social support groups for vulnerable and isolated populations.

These support groups are enabled by our digital platform, where participants discuss - peer to peer, at any time via text message - a range of issues pertinent to their condition or needs. We have diversified the Zumbido Health model and adapted to different contexts for different populations.

Ember Mental Health Global

Ember Mental Health is dedicated to empowering community-led mental health initiatives in low-resource settings, helping them grow and thrive. Our mission is to foster an inclusive and

diverse mental health ecosystem, ensuring that everyone, regardless of where they are, can access the care they need.



Education & Livelihoods

Marakwet project Kenya

The SHM Foundation empowers young people in the Marakwet region of Kenya through scholarships that make education accessible. By removing financial barriers, we open doors to opportunity, helping students build brighter futures for themselves and their communities.

Through education, the SHM Foundation is transforming lives and nurturing future leaders in Marakwet, Kenya.



Arts

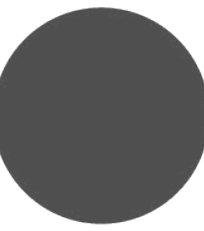
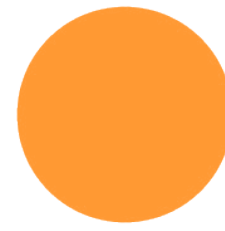
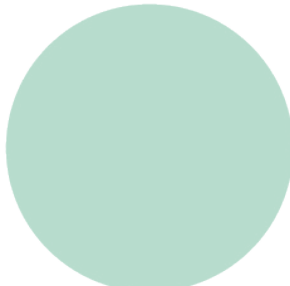
Spitalfields Music London

Bloomsbury Festival London

Barbican London

Palestinian Women Choir London

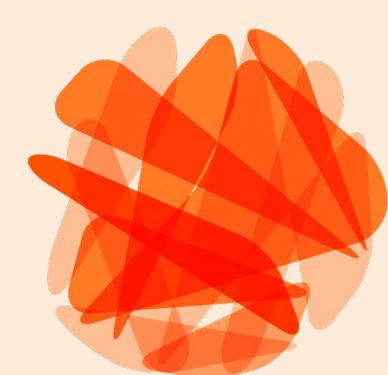
Good Chance



Our Year At a glance

We believe firmly in the ripple effects that are felt across communities, organisations, societies, when people feel cared for, connected, and empowered with knowledge to shape their own futures.

This year, we've witnessed these ripple effects in action, both in expected and surprising ways:



ember

When community organisations feel empowered and connected, the impact ripples outward—strengthening communities, improving care, and driving lasting change in global mental health.

*Seeing Ember's
ripple effect in action*



Evolving

Adapting our model to meet diverse and changing needs. We celebrated potential, supported wellbeing, deepened storytelling, helped capture impact, and offered flexible, trust-based funding — meeting organisations where they are and supporting them in ways that work for them.



Influencing

Each story, connection, and insight becomes part of a wider movement — inviting funders, researchers, and creatives to reimagine how they engage with, fund, and champion community-based mental health care.



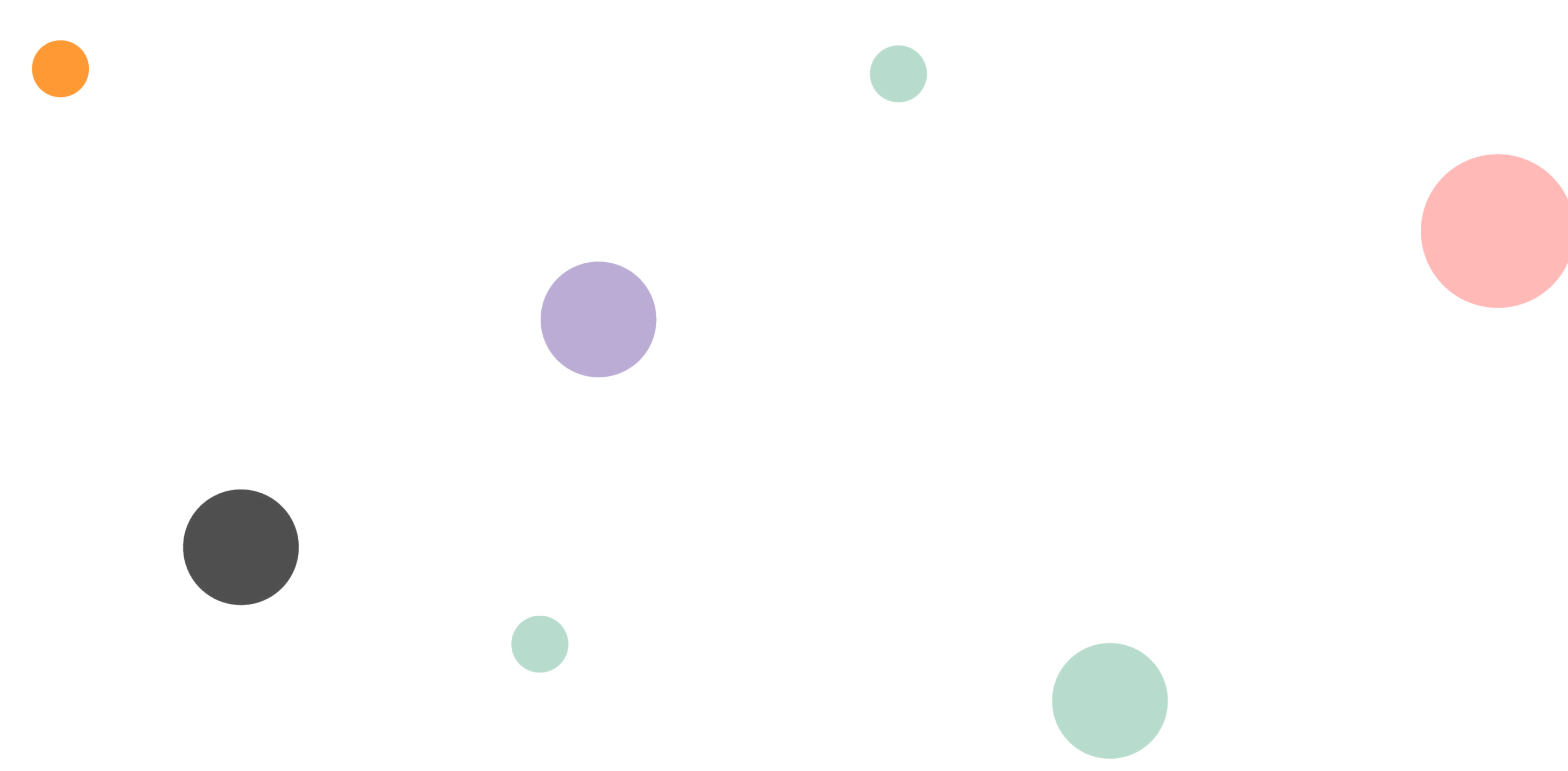
Listening

Understanding the realities, challenges, and dreams of community-based mental health initiatives across the globe. We started by listening deeply — learning what support truly means in each context.



Sharing

Turning community knowledge into tools for reflection, dialogue, and change. Through films, reports, and research papers, we translated what we learn into evidence and art — accessible to anyone in global mental health.



ember

Ember Mental Health

Global

Ember supports community-based mental health initiatives in low-resource settings to grow and thrive through capacity strengthening, mentorship, and funding.

We bring together consultancy, participatory design, creative learning, and philanthropy to create a radically different model of support.

Feeling supported by enhancing capabilities

Ember wrapped up its 2023–2024 Investment Partnerships, delivering over **250 hours** of tailored mentorship and funding to support partners to take bold, strategic steps toward their next stage of growth.

Ember selected 15 community-based mental health organisations from 12 countries to join our 2025-2026 Mentorship Cohort.

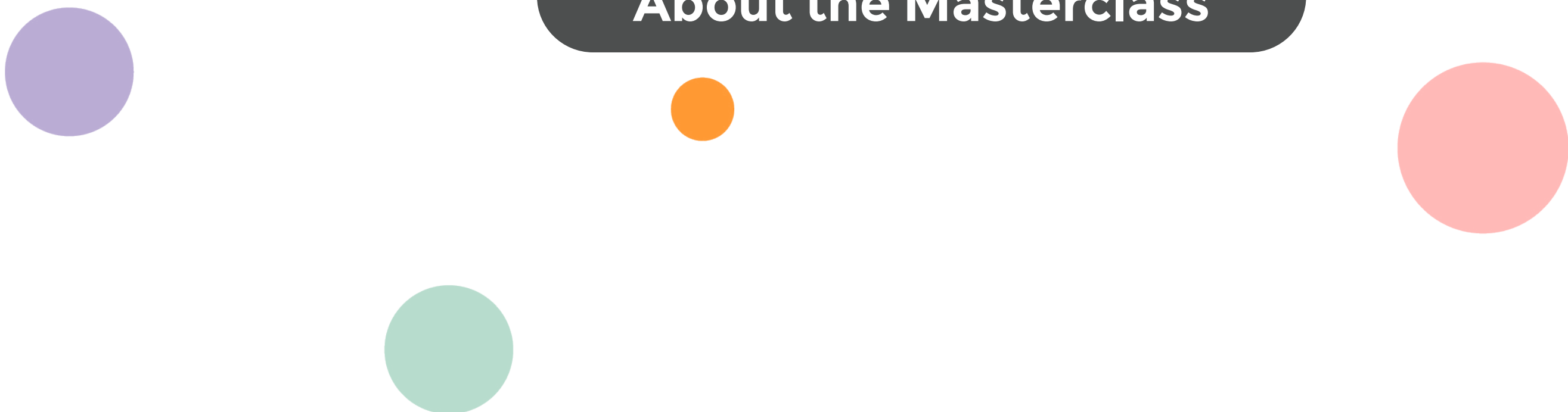
We selected **6 former Innovators for the Ember Nurture Partnerships**, which will provide two years of flexible financial support to strengthen and sustain these initiatives.

Ember conducted its first-ever storytelling masterclass with former Innovators focused on capturing on-ground stories sensitively using mobile phones.

We invested **50k GBP** in 15 Ember Innovators for the 2025-2026 cohort, including stipend and wellbeing vouchers.



About the Masterclass





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Feeling cared for

We continued to provide tailored wellbeing support from the Ember Wellbeing Fund including workshops, away days, therapy, etc. Results from the Ember Wellbeing Fund evaluation survey:

87%

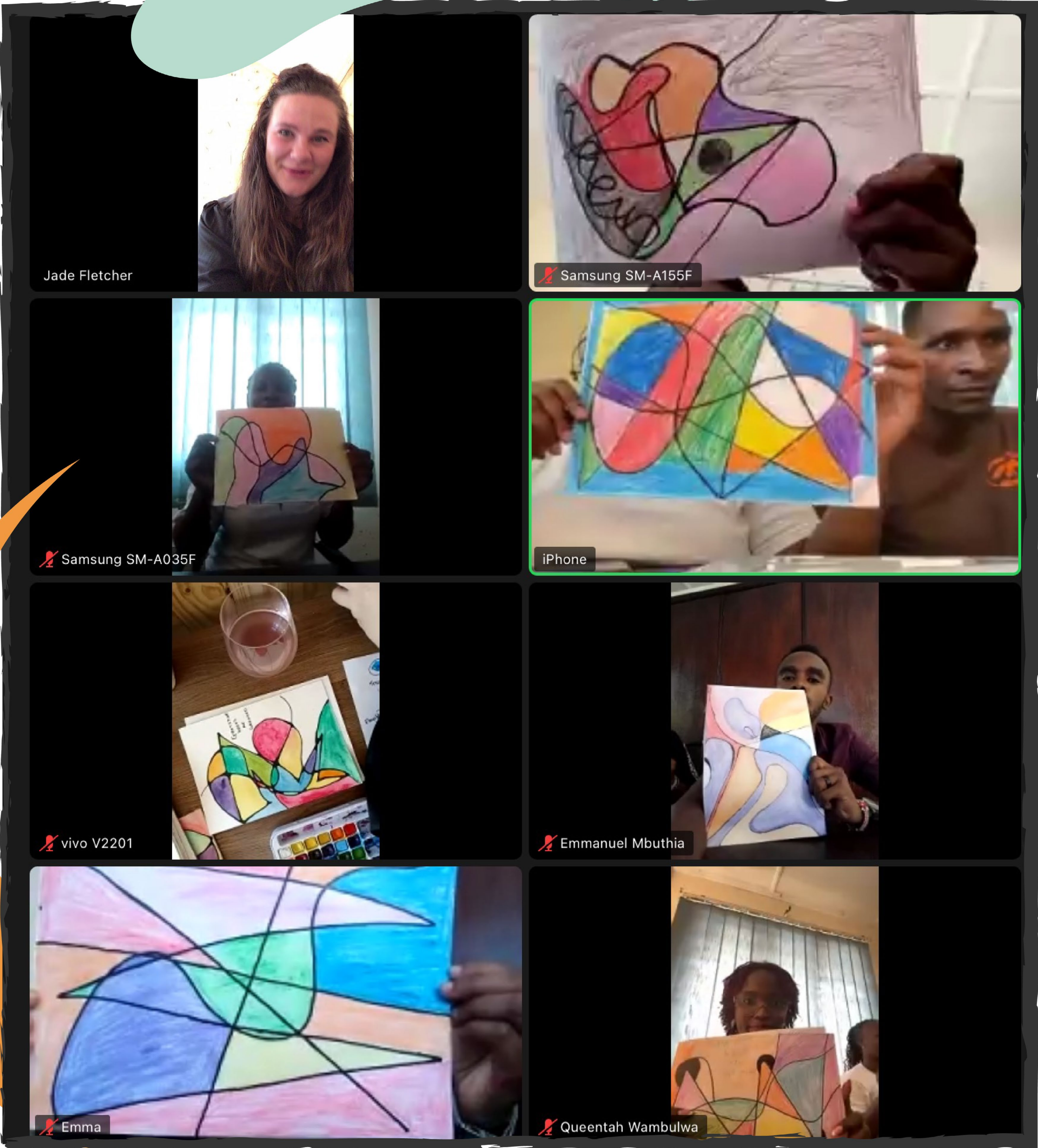
organisations reported that the support or activities received through the Ember Wellbeing Fund led to major improvements in individual wellbeing

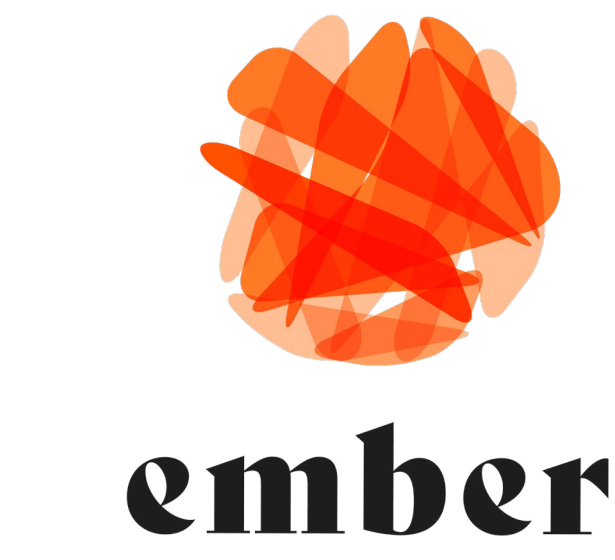
97%

reported major improvements in the wellbeing of the organisation.

Just a huge thank you for looking after us and our wellbeing and for helping us grow as an organisation promoting wellness amongst our staff.

- Ember Innovator





Ember Mental Health Global

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Being connected

Engaged in a total of **18 events** including Global Mental Health Asia Symposium in Singapore, Skoll World Fund, and the Hearth Wellbeing Summit. We also supported Ember Investees, CAFS and Burans in presenting their work at global events.

Being seen

Ember hosted a photo exhibition ‘Shifting Perspectives: Visual Tales of ‘Unexpected’ Mental Health Champions’ in London on World Mental Health Day in collaboration with Bloomsbury showcasing the work of nine Ember Innovators across Latin America, Asia, and Africa.
5 publications highlighting Ember’s work and **the CBMHIs** we support were produced, including a film and magazine and radio features.

Watch the film



Visit Online Exhibition





Ember Mental Health

Global

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Listening & evolving

Nurturing innovation at diverse stages of their journey:

Nurturing innovation at diverse stages of their journey: In response to the needs surfaced through 650+ hours of interviews with over 900 community-based mental health initiatives during the Ember Call-Out 2024 selection process, we have expanded our offerings to provide tailored support and recognition to projects at different stages of innovation.

In addition to the 15 organisations joining the Ember Mentorship Cohort, we have selected 55 organisations to be recognised through a range of awards and tailored support fellowships such as Ember Sparks Award, Creative Award, Wellbeing Fund, and Storytelling & Impact Fellowships.



650+
hours of interviews



900
community-led mental
health initiatives



15
Ember Mentorship
Cohort



55
Ember Awardees &
Fellows

Our Year At a glance

This year, we've witnessed these ripple effects in action, both in expected and surprising ways:



Feeling heard, connected and supported can have a ripple effect on young people living with HIV.

Seeing Khuluma's
ripple effect in action.



Evolving

Over time, Khuluma's model has grown from providing psychosocial care to creating pathways for holistic development. Mentors now receive psychosocial, educational, and career support tailored to their individual goals and contexts.



Listening

By listening closely to mentors' stories, the programme recognised that psychosocial needs, education, and livelihoods are deeply interconnected.



Strengthening and Influencing

Strengthening communities of care and opportunity, Khuluma combines education, skills-building, and peer-led support to nurture young leaders who model resilience and inspire others. It builds safe spaces of belonging and healing where mentors can share, learn, and grow — transforming care into lasting independence and hope.

khuluma

Khuluma

South Africa

Khuluma is a programme that aims to empower young people, living with and affected by HIV, by providing them with psychosocial and wellbeing support and improving their access to education and employment opportunities.

The goal of the programme is for the young people to lead dignified lives by learning new skills and securing meaningful jobs, become inspiring role models in their communities, and spark in them the confidence to chase their dreams.



- This year we pursued the following aims:**
- Expansion of the Khuluma flagship programme to support 25 young mentors living with and affected by HIV.
 - Facilitation of access to vocational training and higher education.
 - Development of strategic partnerships with businesses to create employment and internship opportunities for young people.
 - Increased visibility of the programme among key stakeholders through robust monitoring, evaluation, and dissemination activities.
 - Support for young people in improving livelihoods and access to comprehensive education on issues that affect their lives

Explore the magazine



Khuluma
South Africa

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Mentor wellbeing

25 mentors received consistent psychosocial support through structured group wellbeing sessions and individualised one-on-one sessions. In addition, home visits were conducted by a social worker to understand family dynamics that impact mentor wellbeing.

Educational and Career development support

Our programs aim to bridge the skill development gap by providing access to quality educational resources, digital literacy training, and mentorship opportunities. We achieved the following:

1 Higher Education Employment

5 mentors are currently enrolled in educational institutions, with 3 pursuing degree or diploma programmes and 2 completing their National Senior Certificate (NSC). This reflects a positive shift toward long-term academic engagement and future employability.

2 Skills Development Participation

15 mentors have enrolled in short, accredited courses through the Somandla Entrepreneurship Academy. These courses cover a range of critical areas including technical skills, work readiness, and emotional intelligence, equipping participants with both practical and interpersonal tools for the workforce.

khuluma

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Khuluma Support Groups

The support groups integrated a curriculum focused on mental health, sexual and reproductive health (SRH), HIV prevention (PrEP and PEP), and ART adherence, reflecting the lived realities and expressed needs of participants.

Sessions were **peer-led by trained mentors** to foster open dialogue and trust, while guest speakers with professional or lived experience deepened learning and provided inspiration. A participant-centered approach encouraged **autonomy, critical thinking**, and **co-created learning outcomes**, ensuring young people could voice their perspectives and share experiences.

There were **50** participants who were invited to take part. Key insights highlighted that face-to-face recruitment was most effective with adolescents aged **13-17**, while young adults (**18-24**) preferred transferring care from Kalafong Hospital to local clinics for improved access. SRH education consistently emerged as a critical need, and increased parental support enhanced youth autonomy in decision-making.

Additionally, upgraded mobile devices significantly improved programme delivery and minimized technology-related disruptions.

Education & Livelihoods

We recognise the diversity and complexity of people’s lives in today’s times. When people receive the tailored support they need, it equips them to maximise their potential and pursue their dreams.



Marakwet Project

Kenya

The Marakwet programme, successfully supported **59 young people** of young people into secondary and tertiary education. This year we have also formed a strong partnership with the Kenya Education Fund and SAM Elimu Charity that enabled us to provide the young people with workshops, covering financial literacy, entrepreneurship, leadership, stress management, and career readiness.

The Marakwet programme has strengthened mentorship opportunities, emphasized student well-being, and encouraged alumni engagement, marking a significant step in empowering young people in the community.



Arts

At the SHM Foundation we envision a world where everybody can have access to excellent artistic experiences and opportunities. Art has the power to transform lives – and everybody deserves to experience it.



Spitalfields Music

London

We supported towards the core costs of the learning and participation team in the Tower Hamlets. Specifically supporting music projects for students aged 5-16 and their teachers to open up conversations around wellbeing.



Palestinian Women Choir

London

An arts initiative, supported by the SHM Foundation, dedicated to celebrating Palestinian folklore and music.

The project is structured in two parts:

The first phase took place between May and August 2025, focusing on recording instrumental versions of traditional Palestinian songs using oud, double bass, and percussion. A total of seven tracks were recorded – six folklore pieces and one featuring voices from Gaza.

The second phase centers on the creation of a Palestinian women's choir, composed of nine female singers.



Arts

Bloomsbury Festival London

We have supported funds towards the core costs of running the Bloomsbury Festival every year for 10 days over the month of October. The festival is a creative explosion of arts, culture and science.

Our flagship programme, Ember Mental Health also held a photo exhibition with Bloomsbury on World Mental Health Day.

Good Chance London

We have supported the organisation Good Chance who support displaced artists at centre stage, creating groundbreaking theatre that brings people together and makes big change possible. We have supported the Small Boats play, a story of 27 people who died crossing the English Channel. In addition Stage Door 10 initiative that has supported 10 young people from refugee backgrounds paid work experience and training across theatre across the UK.

Barbican London

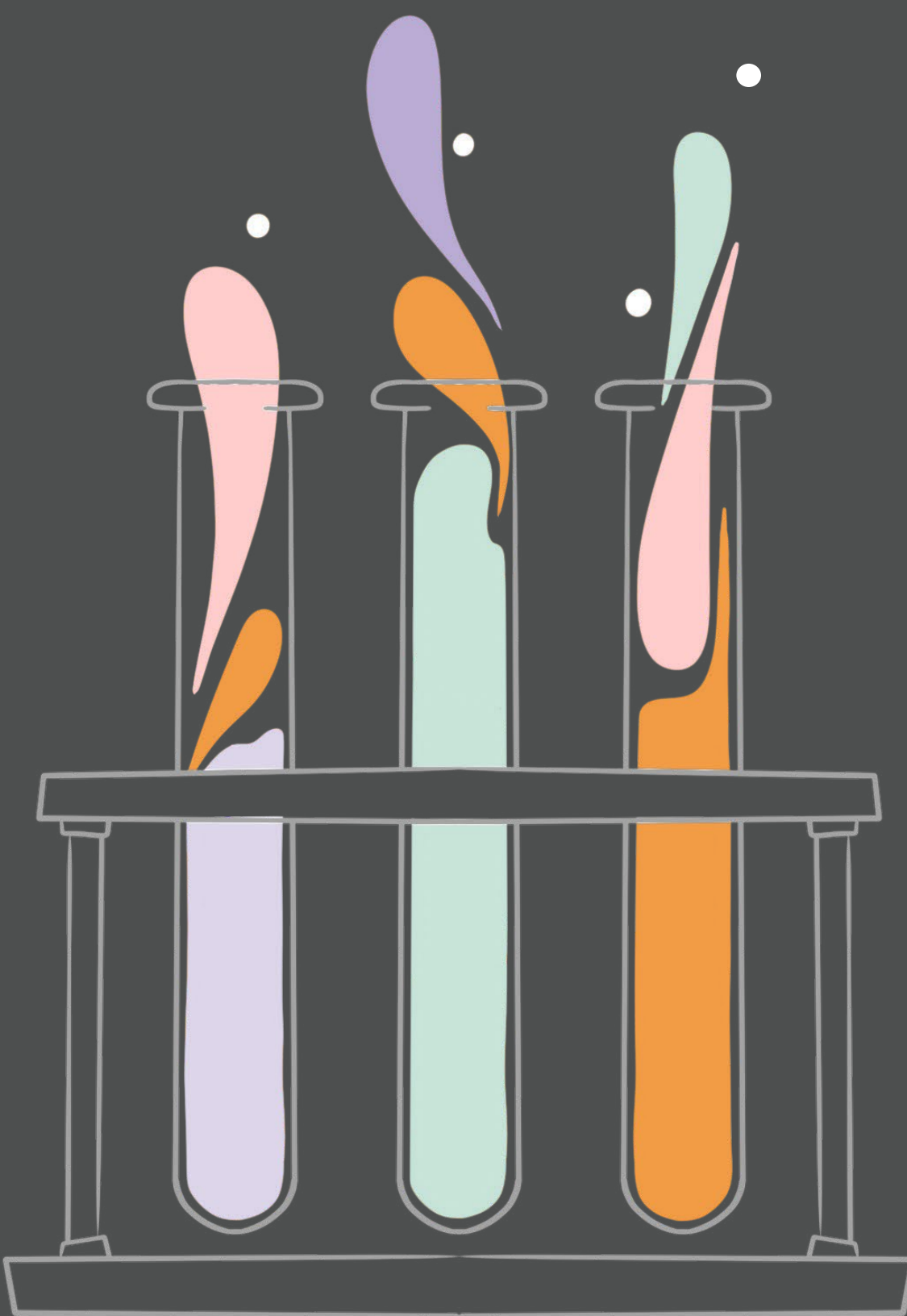
We have supported the Blasio Kavuma's performance at the Barbican. Blasio Kavuma is a classically trained composer collaboration with artists and ensembles to create music at the intersection of western and classical music.



Our Future Plans

We remain committed to staying relevant and responsive to the ever-changing world that we live in and the evolving needs of our partners.

Our future plans reflect this ongoing commitment to ensuring that the positive impact of our work continues to expand and reach more lives around the world. We also want to inspire and encourage private foundations and philanthropists who are not yet funding mental health to begin doing so - supporting this sector in ways that truly meet its needs.



The Ember Fund

The Ember Fund—a pooled funding initiative—has grown significantly, enabling us to support more community-based mental health projects. The strong response to our recent call for proposals highlighted both the immense need and the potential for impact in this area.

Building on this momentum, we are committed to growing the fund, demonstrating the critical importance of investing in community-led mental health initiatives to address the global mental health crisis and in a way that supports community led organisations in the best way possible.

Khuluma

Through a comprehensive approach combining psychosocial support, educational guidance, vocational training, and facilitated peer interaction, we are empowering young people; particularly those living with or affected by HIV, to overcome systemic barriers and build a more hopeful, self-determined future. While significant strides have been made, ongoing challenges such as socio-economic pressures and educational disparities persist, underscoring the continued need for tailored interventions and sustained investment.

We remain committed to adapting our programmes to meet these evolving needs and deeply appreciate the vital role funders play in enabling us to create lasting, positive change in the lives of these young people.

Arts

We envision a future where everyone—regardless of background—can access exceptional artistic experiences. Our Arts strategy reflects this commitment by fostering broader, more diverse audiences and ensuring the arts enrich as many lives as possible.

Central to all our work is driving inclusivity: supporting established arts institutions to become more accessible to diverse artists and communities, while empowering emerging artists with the resources they need to thrive.

Over the next three years, we will expand our arts work globally, with a particular focus on building partnerships across Africa, while continuing to strengthen our collaborations in the United Kingdom.

Our Board of Trustees

We extend our heartfelt gratitude to our Co-founders and Co-chairs, **Professor Dame Henrietta Moore** and **Professor Maurice Biriotti (OBE)**, along with our Trustee, **Professor Sarah Fidler**, for their invaluable guidance, motivation, and support.

We are also delighted to share that SHM Foundation Africa is now fully operational, based in Nairobi, Kenya. We are deeply grateful to our Directors, Rose Waithaka, Amisa Rashid, and Rosebella Iseme; Cathy Mputhia and C. Mputhia Advocates, whose dedication has been instrumental in establishing the Foundation and ensuring its success; and Timothy Kipkeu, and Humphrey Mathenge for their contributions to the Marakwet Programme and operations of the Foundation.



Professor Sarah Fidler



Professor Dame Henrietta Moore



Professor Maurice Biriotti (OBE)

Our Partners

We are deeply grateful to our long-standing supporters, the **Vitol Foundation**, whose invaluable contributions have played a pivotal role in transforming the Global Mental Health field and advancing efforts toward more sustainable mental health funding.

We also extend our heartfelt thanks to our supporters—the **Kokoro Change**, **ICONIQ**, and **the Schooner Foundation**. We are truly honoured that they have chosen to work with us to grow the Ember Fund.

In addition, it has been a pleasure to collaborate with the **Wellbeing Project**, a network of funders working to place wellbeing at the heart of all they do. We are equally delighted to be part of the Funder Safeguarding Collaborative a network of funders working together on safeguarding.

Thanks to the continued support of our co-funders—the **Telles Foundation**—we have been able to continue to support the amazing work of **Zumbido Health** in South Africa.

Lastly, our sincere gratitude goes to **SHM Productions Limited**, our principal partner and steadfast pillar of support. Their unwavering commitment has been instrumental to our success—thank you!



ICONIQ | Impact



kokoro



Our Policies

Policy on reserves

£286,389.03

In the Savings account

The Trustees have decided to maintain free reserves in unrestricted funds in the Savings account at a level which equates to approximately 10-12 months of unrestricted charitable expenditure. The trustees consider that this level will provide sufficient funds for the running of the Foundation assuming no other funds are received.

Policy on grant making

The SHM Foundation's grant making has continued to focus this year on grants that support projects in health, learning, citizenship and the arts. Proposals are invited by the Trustees or initiated at their request. The Foundation works directly with the beneficiaries of each of its projects. Unsolicited requests for funding are not encouraged.

Additional governance issues

Two of the Trustees are directors and shareholders of SHM Productions Limited. During the last year, the Charity's principal sources of funds were donations received from SHM Productions Limited as well as donations made by other charitable bodies to develop collaborative projects with the Foundation. The Foundation always works collaboratively with partner organisations that share its charitable goals and objectives to ensure good governance and sound financial management.

Trustees' consideration of major risks and the systems and procedures to manage them.

The Trustees consider on a regular basis if there are any major risks to The SHM Foundation along with any risks there might be to specific projects that they are currently running. The Trustees are confident that there are adequate systems and procedures in place for reviewing risks and will continue to keep these processes under review.



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Our Financials

The SHM Foundation grants were made to the following projects:

£58,160.68

A grant was made towards the Marakwet Education Project

£20,000.00

A grant of was made to the Primadonna Festival

£2,000.00

A grant was made to Singing with Nightingales

£513.54

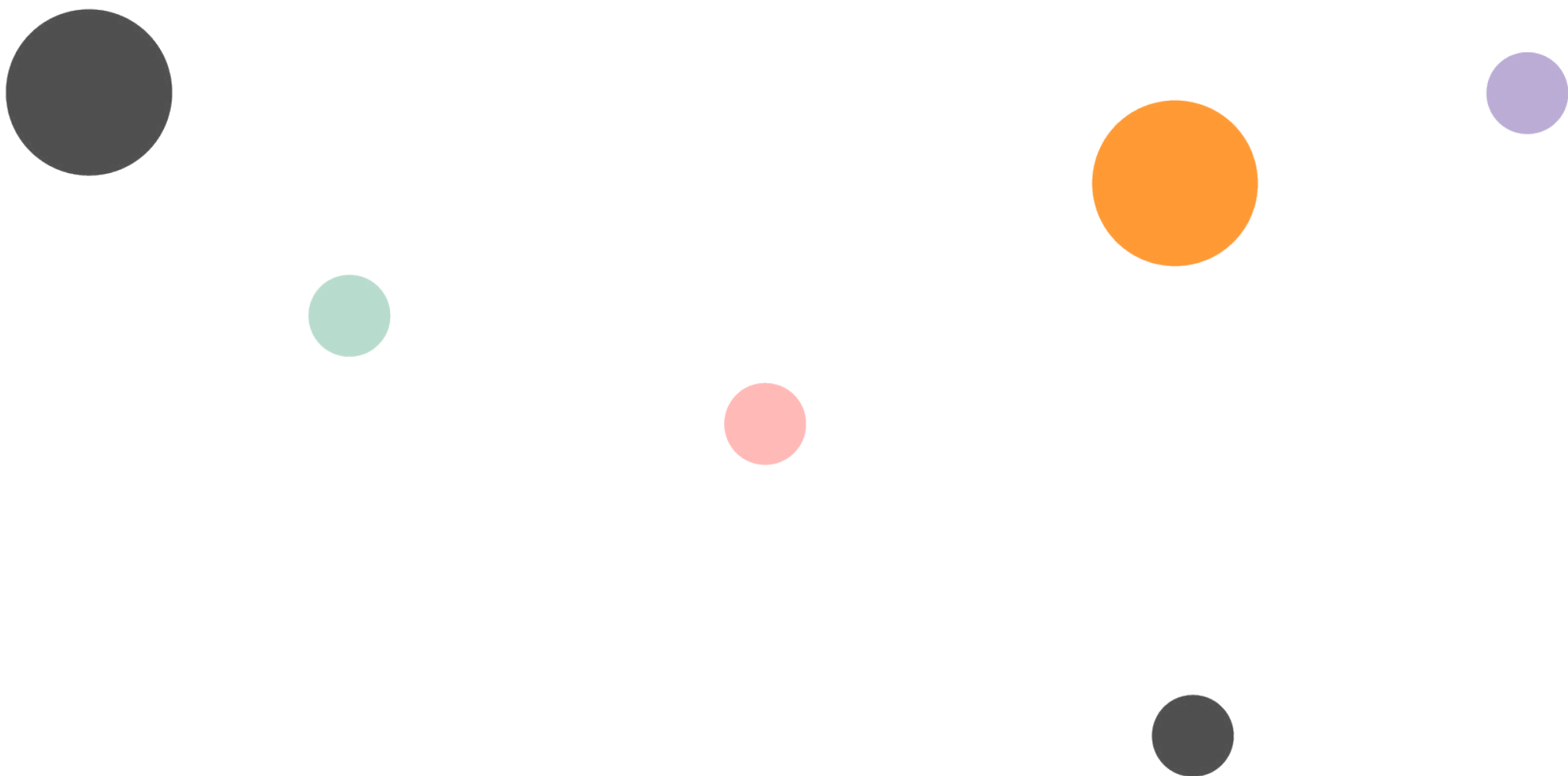
A grant was made to the Funders+Wellbeing Group (The Wellbeing Project)

£58,901.77

Ember funding

Project Ember:

A joint funding model between the Schooner Foundation, Kokoro Change, Vitol Foundation, ICONIQ, SHM Productions Limited and the SHM Foundation allowed us to give out grants to the Ember partners. A total of £58,901.77 was made to Girls for Girls, KPSI, Project Phoenix, Alternatives Madagascar, Centro 32, Bwindi Community Hospital, ADORE Mental Wellbeing & Care, Um pouco d’arte, Urja Trust, Yes Theatre, Pedal Project, Mata Jai Kaur, CAFS, Dlalanathi, Inside Out NPO, Golden Vision Society, Grassroots Transitional House and Centro De Atención A Niños Con Necesidades Educativas Especiales (CNNEE).



Our Financials

Donations:

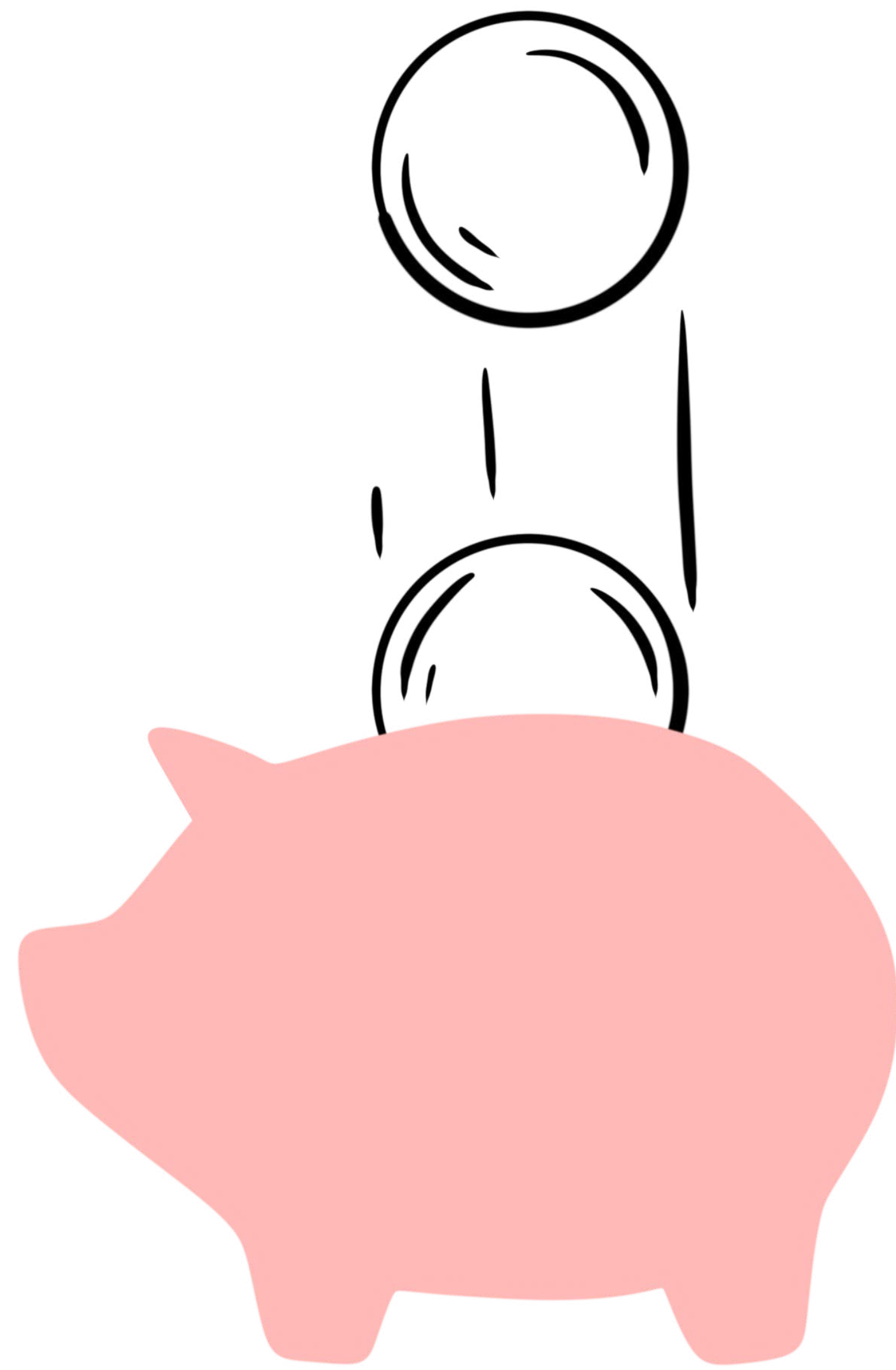
£1,010,903
Total donations and grants.

1 We received donations of **£503,221** from SHM Productions Limited.

2 We received a grant from ICONIQ for the Ember Project.

3 We received grants from Vitol Foundation for the Ember Project.

4 We received a grant and donations from Schooner Foundation for the Ember Project.



Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

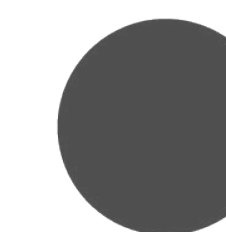
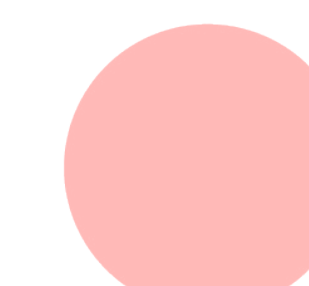
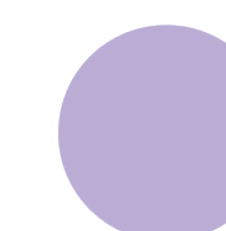
The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial which give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

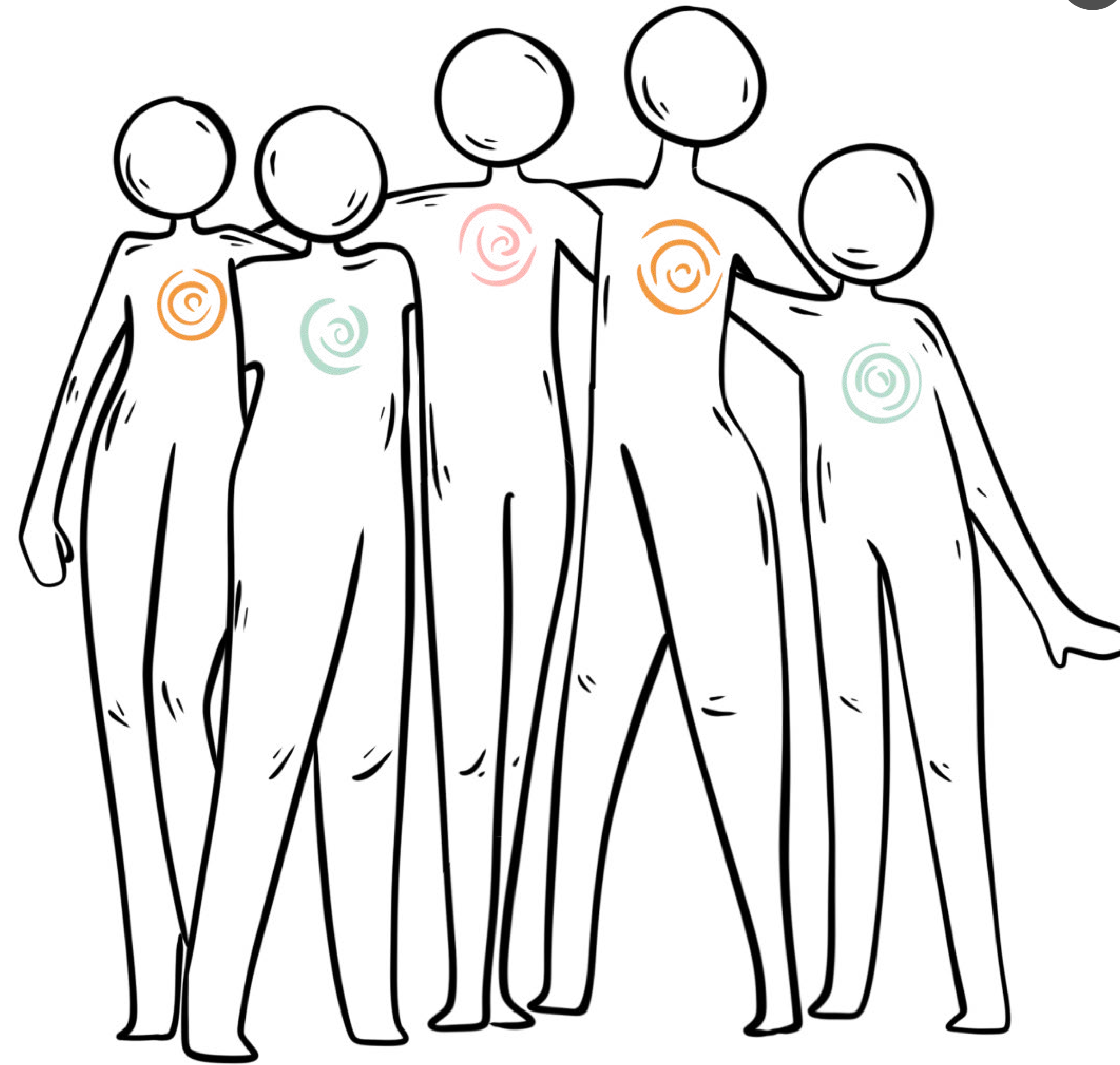
- **Select suitable accounting policies and then apply them consistently;**
- **Observe the methods and principles of the Charities SORP (FRS 102);**
- **Make judgements and accounting estimates that are reasonable and prudent;**
- **State whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;**
- **Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.**

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Trust deed. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities .

Approved by order of the members of the board of Trustees and signed on their behalf by:

Professor H L Moore





<https://www.shmfoundation.org>

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