

The SHM Foundation
Annual Report
September 2023 - August 2024



Our Year



This year we have witnessed how critical our work has continued to be in supporting communities across the globe in the areas of mental health, the arts and education and livelihoods. As the global mental health crisis continues and funding to support communities continues to be challenging globally we have seen a huge need for our work. We believe firmly in the ripple effects that are felt in communities, organisations and societies, when people feel supported, cared for and capable to exercise agencies in their own lives. We have continued to strive to remain relevant and responsive to what is going on in the world and to our partners' needs.

There are many achievements from this year that you can read in this report but there are two that I would particularly like to highlight are:

We have worked hard to design a model for our mentor programme in South Africa for adolescents and young people living with HIV that supports them to think about their future and make plans.

We have provided them with opportunities to explore career options, find employment, receive wellbeing support, work with international research teams and to support others with shared lived experience using the skills they have developed in facilitation and emotional support.

At Ember we have continued to grow this year, providing more opportunities for community based mental health initiatives to partner with us. We were delighted to have had so many initiatives apply to our latest call out, with 1860 from 80 countries. Showing the need for the kind of support that we provide and also the amount of innovation happening in communities all across the globe.

We hope you enjoy reading this report. None of our work would be possible without the incredible team that works at the SHM Foundation.

I would like to say a huge thank you to all the members of the team that make all our work possible, their commitment and motivation to the work we are doing is incredible and led us to some amazing outcomes.

Ashleigh Beukes, Desmond Chauke, Francesca Zinetti, Georgina Miguel Esponda, Given Monama, Helena Carone

Wheatley, Jara Lindsay, Joshua Olins, June Larrieta, Luma Samawi, Malebo Ngobeni, Natasha Adomako, Olivia Gutierre, Ranwa Alkateb, Rini Sinha, Kelebogile Motlopye, Sama Basil Kamal, Tanya Dhingra, Tebogo Monese, Victoria Marks, Dr Vittorio Sandri, Yasmine Uddin, Zuzana Figerova, and our amazing team of Khuluma mentors in South Africa.

Lastly, we are forever grateful to our founders **Professor Maurice Biriotti OBE** and **Professor Dame Henrietta Moore** for their continued support and generosity to the SHM Foundation alongside **Professor Sarah Fidler** who has supported us with invaluable guidance and advice.

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 **£285,325.82** 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.



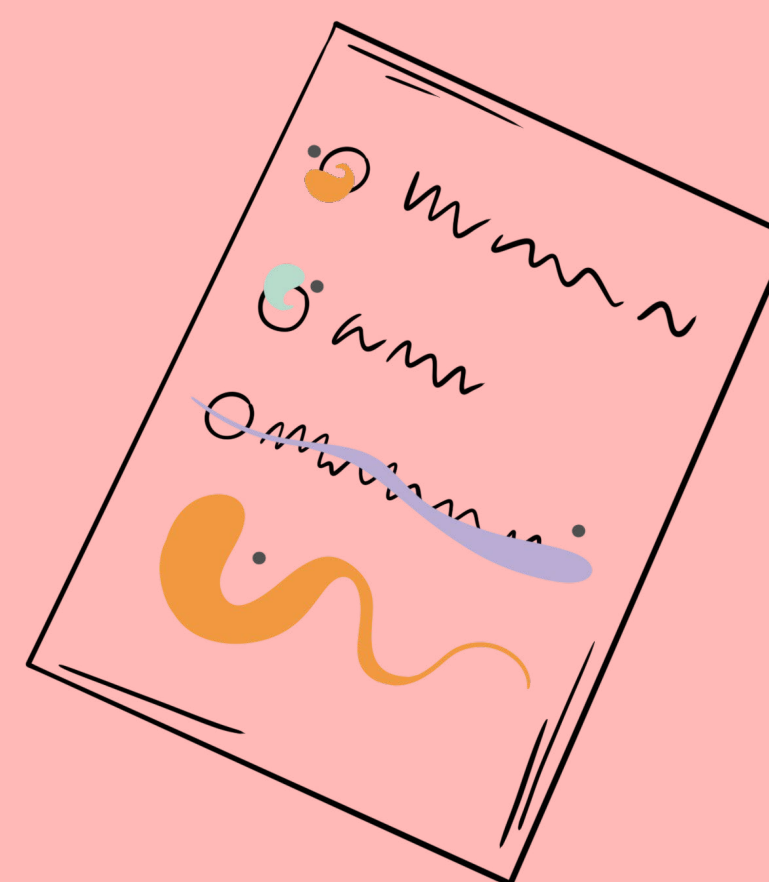
Connection

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.



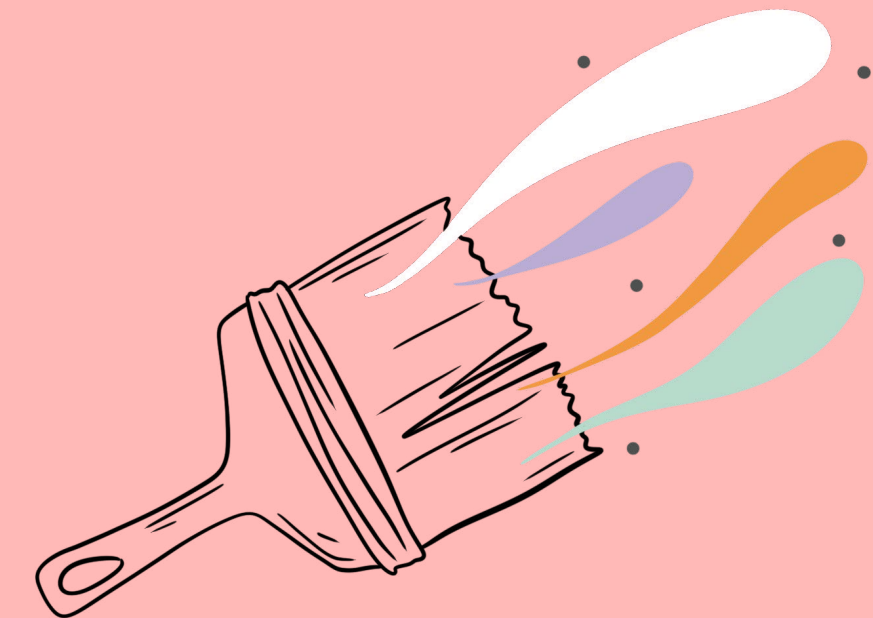
Commitment

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.



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.

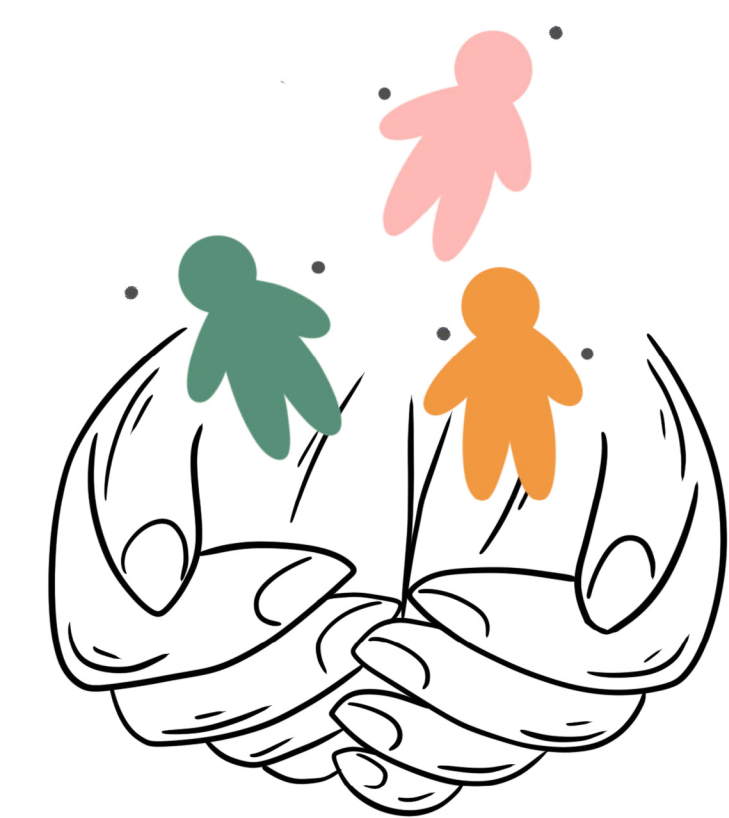


Creativity

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.

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 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 it into different contexts for isolated populations and have run the following programmes this year:

- **Khuluma Productions, South Africa.**
- **The Young Mother's Lounge, Zimbabwe.**

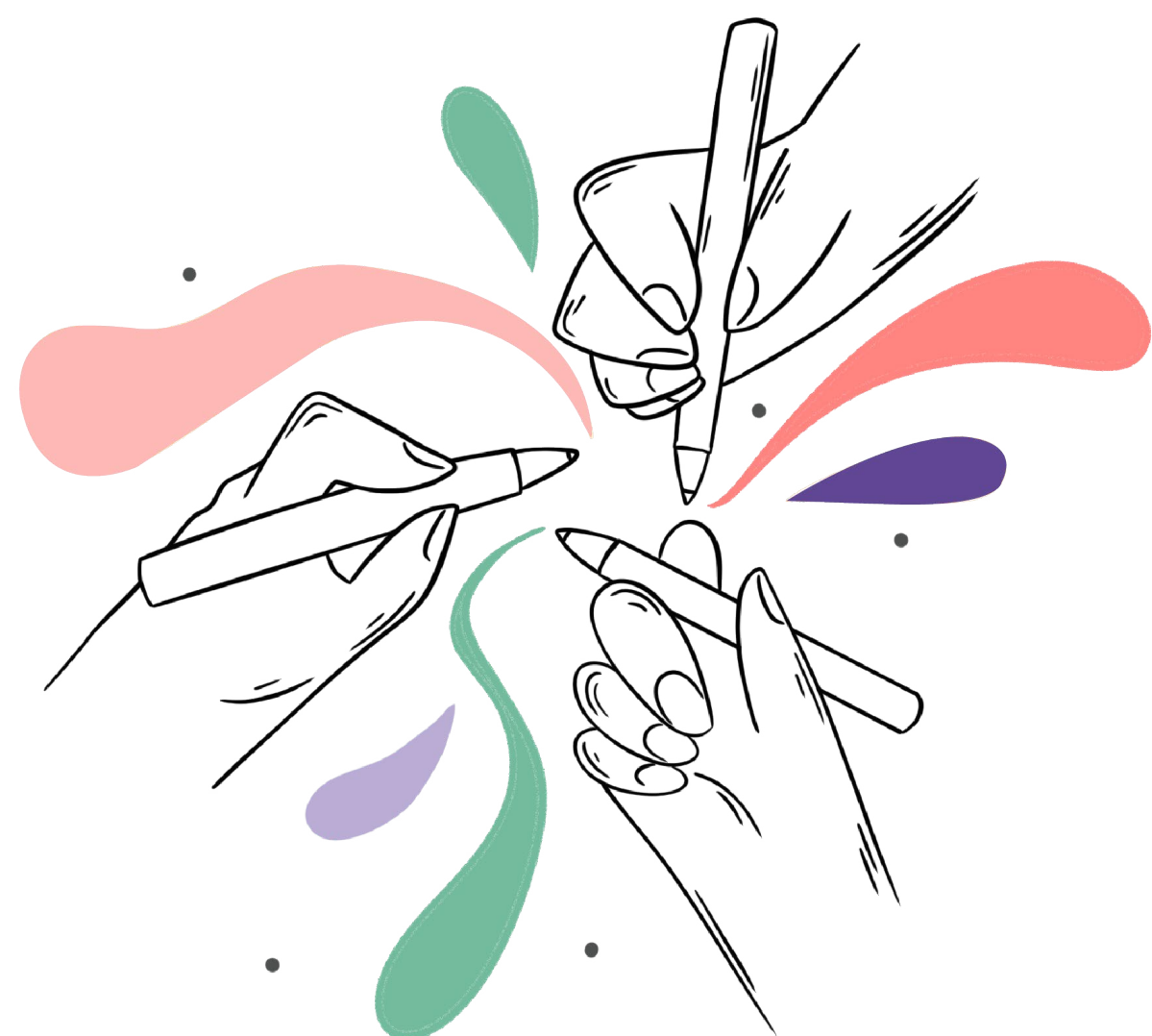
Ember Mental Health Global

Ember Mental Health is dedicated to empowering community-based 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 Education Project Kenya



Arts

Spitalfields Music London

Palestinian Women Choir London

Bloomsbury Festival London

Our Year At a glance

Seeing **ripple effects**
in action.

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:



Creating pathways to dignified livelihoods and sustainable futures by equipping young people and marginalized groups with essential skills and economic opportunities.



Building safe spaces of support and resilience to foster emotional well-being, where participants can openly share, heal, and grow within their communities.



Igniting connections and conversations that drive systemic change and spark global dialogue, amplifying voices from grassroots mental health initiatives and inspiring new funding models.

MENTAL HEALTH & WELLBEING

Ripple effects examples



Our Year At a glance

MENTAL HEALTH & WELLBEING

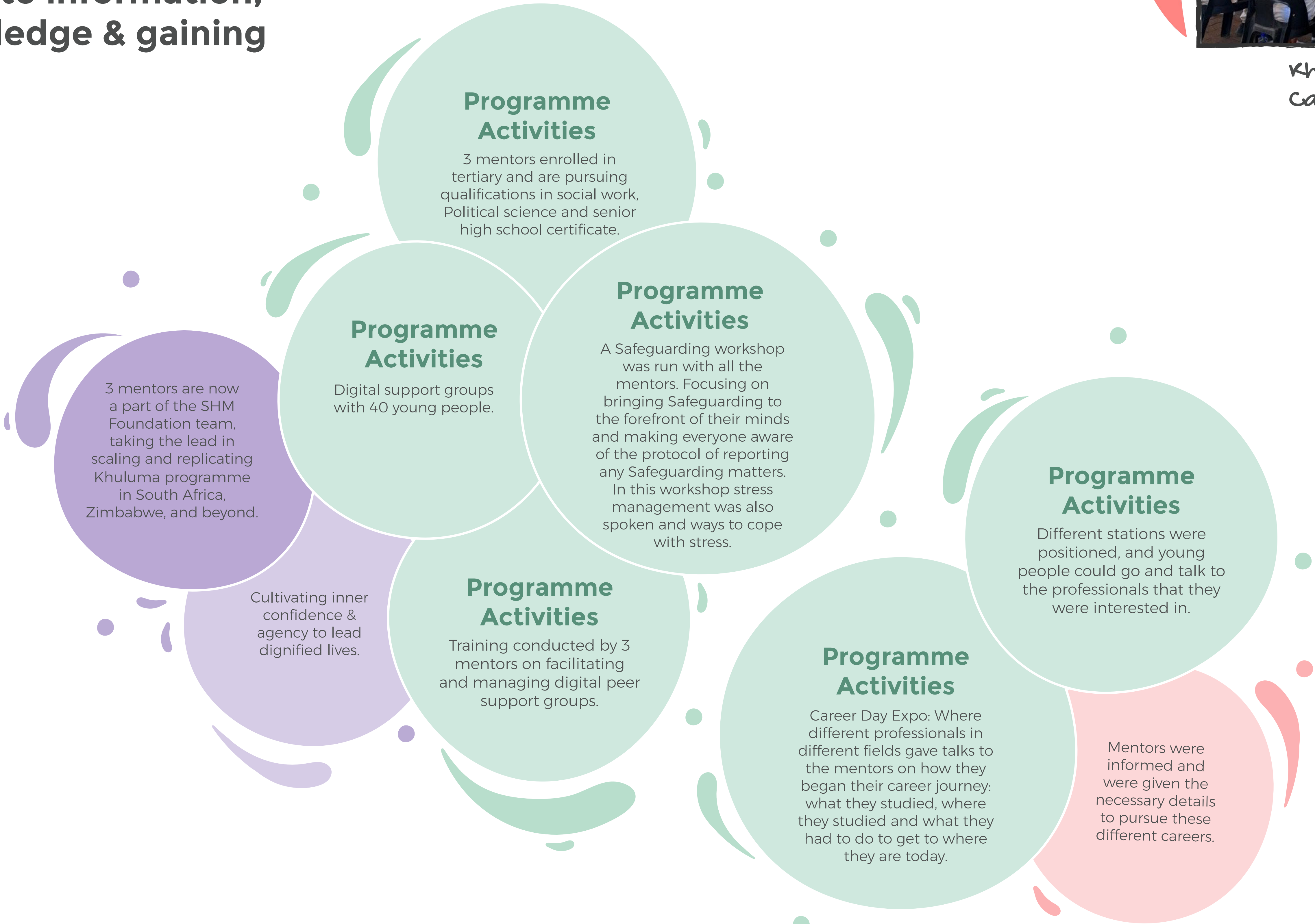
Feeling empowered, connected,
and supported can have a ripple
effect on young people.



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.

Feeling empowered - through
having access to information,
building knowledge & gaining
awareness



Khuluma team
Career Day

Our Year At a glance

MENTAL HEALTH & WELLBEING

Feeling empowered, connected,
and supported can have a ripple
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Khuluma
South Africa

Feeling supported



Our Year At a glance

MENTAL HEALTH & WELLBEING

Feeling empowered, connected,
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Khuluma
South Africa

Feeling connected- Through friendly spaces to open up, like-minded buddies to confide in



Khuluma team
hiking trip



Khuluma team
Art therapy workshop



Our Year At a glance

MENTAL HEALTH & WELLBEING



Ember Mental Health *Global*

Ember is dedicated to empowering community-based mental health initiatives in low-resource settings, helping them grow and thrive. Since its launch in 2019 as a collaboration between the SHM Foundation and the Mental Health Innovation Network, Ember has supported over 30 initiatives worldwide, investing more than £450K to transform mental health support in local communities. Through over 1,600 hours of direct engagement, we've gained deep insights into the challenges faced by grassroots organisations.

We believe that local communities hold powerful solutions to global mental health challenges, yet often lack the visibility and resources they need to succeed.

While traditional funding models tend to support large, research-based organizations, smaller, locally-led, and volunteer-driven initiatives are frequently overlooked. Ember bridges this gap by selecting and mentoring grassroots mental health projects for 12-24 months, helping them navigate challenges and build long-term sustainability.

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.

Our experience shows that when community-based mental health organisations feel empowered, supported, connected, and valued the impact extends far beyond the individuals they serve. It strengthens entire communities and improves the overall quality of mental health care, creating a ripple effect of positive change.

Feeling supported by enhancing capabilities



Our Year At a glance

MENTAL HEALTH & WELLBEING



Ember Mental Health
Global

Feeling cared for



Being connected



Our Year At a glance

MENTAL HEALTH & WELLBEING



Ember Mental Health
Global

Being seen



Our Year At a glance

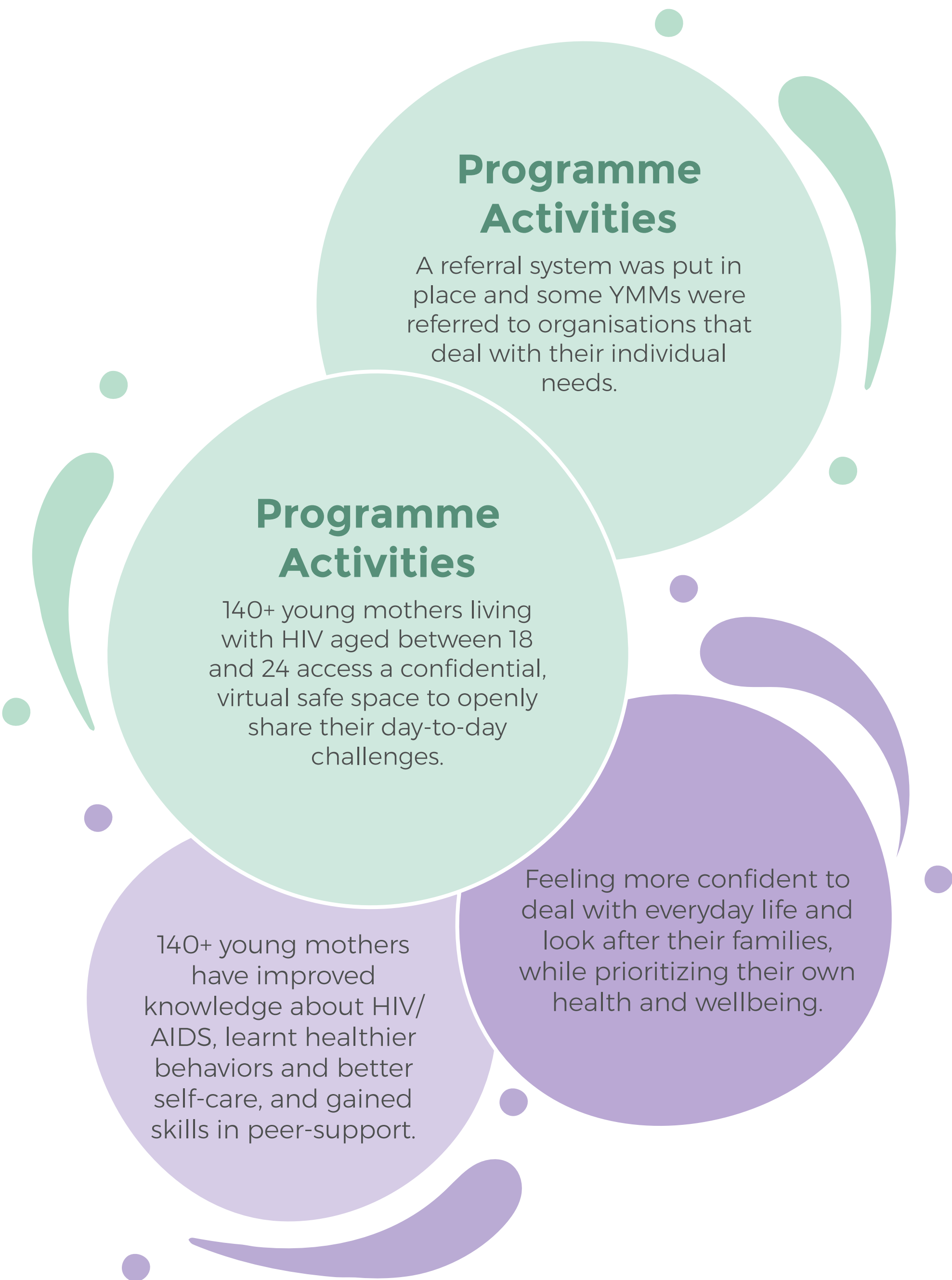
MENTAL HEALTH & WELLBEING



YMM Project Zimbabwe

When young mothers aged 18 and 25 living with HIV, residing in some of the remotest parts of the world are connected to a safe virtual space for the first time, it helps them unburden themselves by sharing their vulnerabilities. Feeling seen and heard in a community of people with shared experiences catalyses the ripple effect of cultivating their confidence to share their stories at global platforms, and encouraging them on a journey towards financial independence.

Feeling connected and supported



Feeling empowered



EDUCATION & LIVELIHOODS

Ripple effects examples



Our Year At a glance

Education & Livelihoods

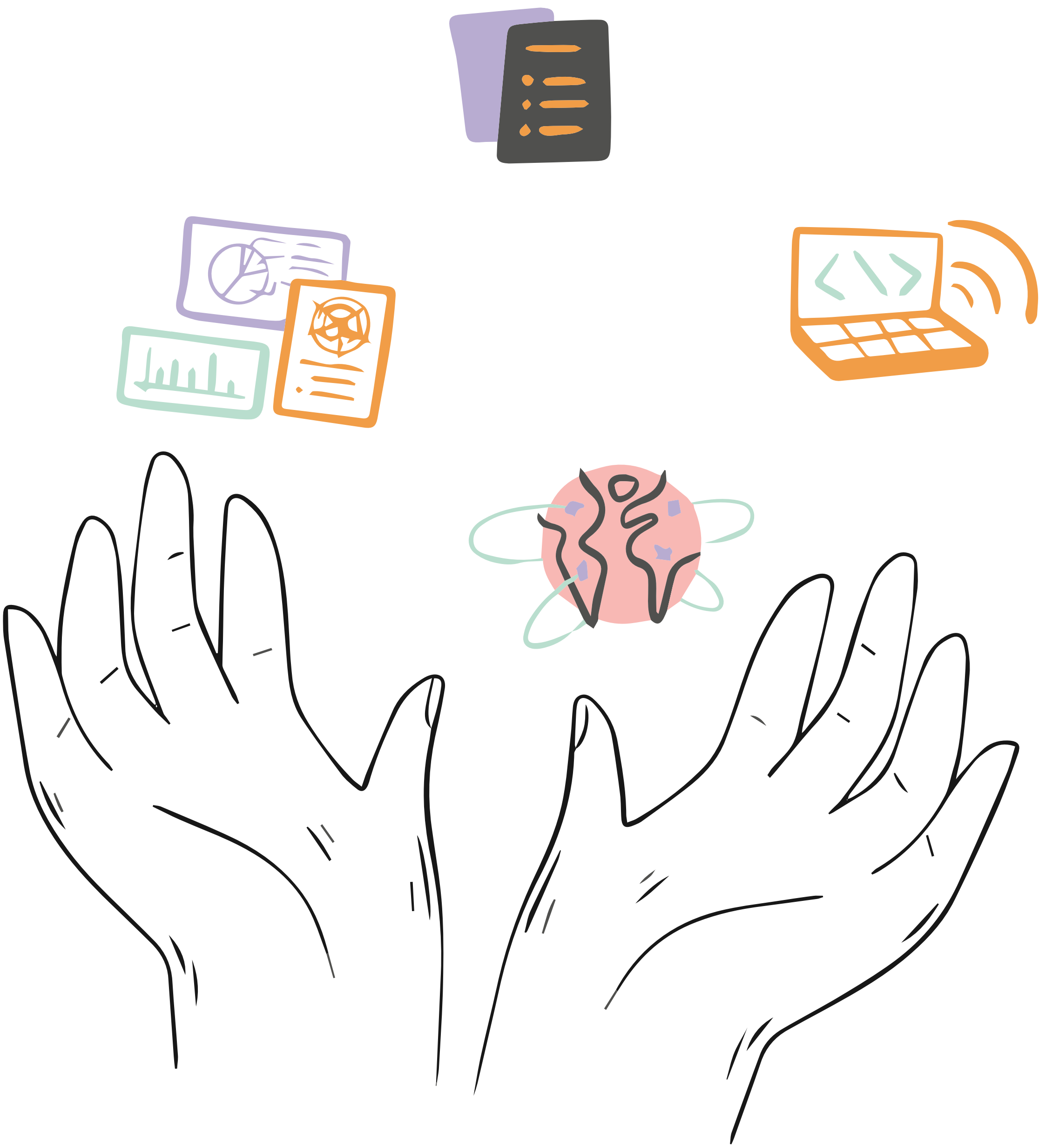
We recognise the *diversity* and *complexity* of people's lives in today's times. When people receive the tailored support they need, it equips them to *maximise their potential* and *pursue their dreams*.

Marakwet Project Kenya

Programme Activities

Identified 65 number of students to support through primary, secondary and tertiary education and provided upkeep fees to enable them to cover daily necessities.

Students who would not normally be able to study due to financial hardship can access quality primary, secondary and tertiary education. Getting a good education is very often life changing for these students as they are then able to provide for their families and inspire their children and communities.



ARTS

Ripple effects examples



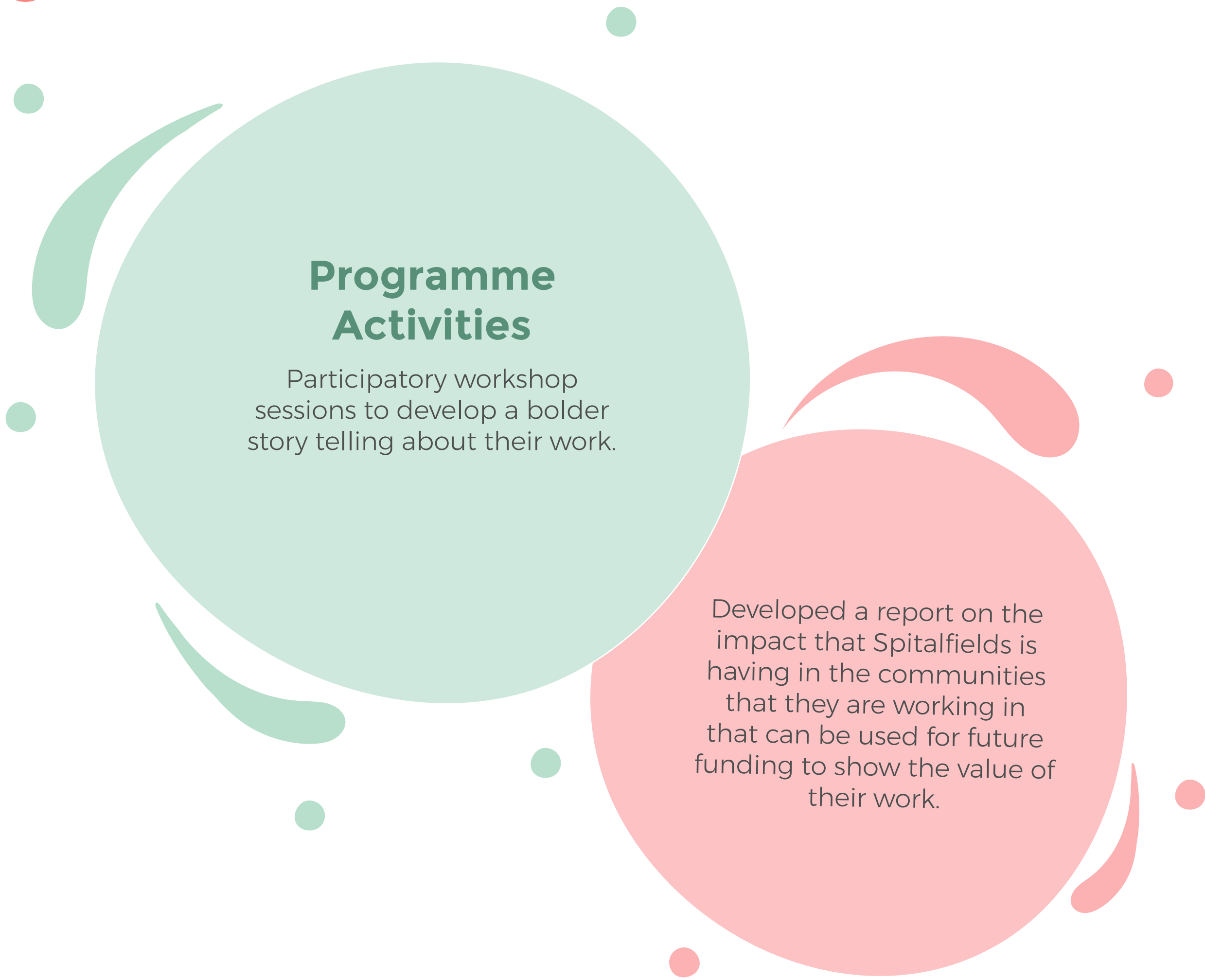
Our Year At a glance

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.*

We have supported the musician Saied Silbak a Palestinian musician based in the UK to work on the launch of a choir in 2025 to highlight Palestinian folklore in a contemporary light, mixing traditional and contemporary instruments.

Spitalfields Music UK



Our Future Plans

We have been deeply motivated by witnessing the ripple effect firsthand of how **support, care, and empowerment transform** individuals and radiate outward to communities, organisations, and societies. **We want to remain relevant and responsive to what is going on in the world and to our partners’ needs.**

This year, we have worked on developing ambitious strategies across our two core focus areas—**Mental Health** and **Wellbeing** (Ember Mental Health, Zumbido Health) and **Arts**—with a clear vision to expand this ripple effect and reach even more people, fostering greater impact and change. Our future plans reflect this commitment to ensuring that the positive effects of our work continue to grow and touch more lives around the world.

The Ember Fund

The Ember fund has exhibited a promising growth trajectory since its inception, and we are poised to sustain this momentum in the forthcoming years with the vision of becoming the largest funders fully committed to investing in CBMHIs globally. Our projections envision a targeted growth for the Ember Fund to attain **\$6 million** in the next three years, which would allow Ember to support **30 to 40** CBMHIs, amplifying Ember’s positive impact on a broader scale, making mental health support accessible to all.

Our strategic aim is to spark a ripple effect within the philanthropic sphere—to inspire and encourage private foundations and philanthropists, currently funding in different areas, to invest in the mental health sector. Our strategy also includes exploring different private sector industries where mental health could be a relevant topic to address and to support. This underscores our commitment to fostering cross-sectoral collaboration for increased investment in CBMHIs.

Zumbido Health

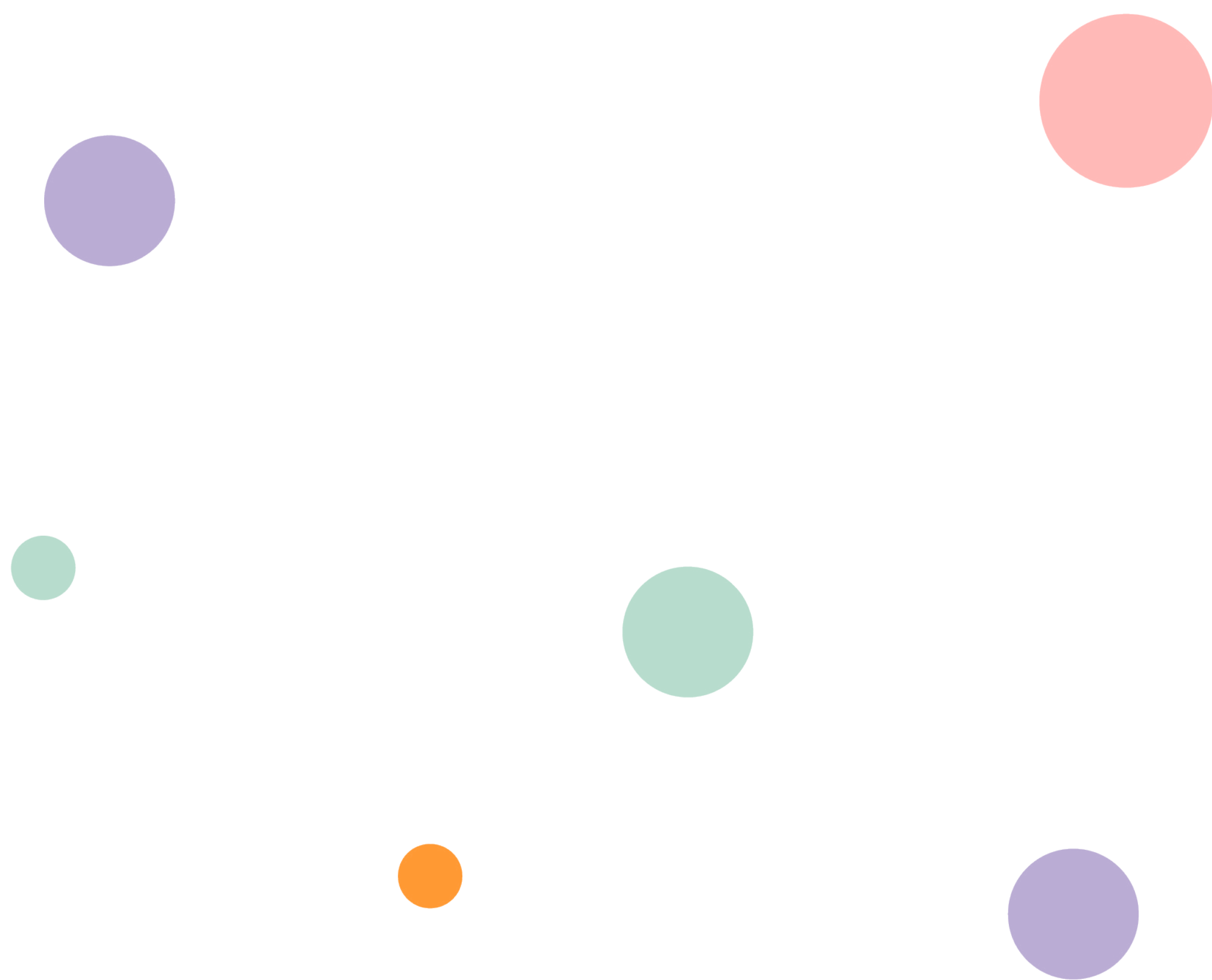
As we celebrate a decade of piloting Khuluma in South Africa, we are committed to building on this success. Over the next five years, we will grow Zumbido Health into a youth-led initiative that empowers adolescents and young people, both in South Africa and beyond, to navigate their lives with confidence. By focusing on psychosocial support, vocational training, and skills development, we strive to help young people not only navigate their own lives but also uplift those around them.

Zumbido Health will also scale up the Khuluma Mentor program, providing opportunities for alumni to contribute to the sustainability of the program while empowering new participants. By supporting their education, employment, and mental well-being, we are building a ripple effect of positive change for the next generation

Arts

We envision a future where everyone, regardless of background, has access to exceptional artistic experiences. Our Arts strategy reflects this commitment by fostering broader, more diverse audiences and ensuring that the arts enrich as many lives as possible. We aim to harness the power of the arts as a tool for social change, raising awareness and inspiring audiences to engage with complex global challenges. Our strategy focuses on driving inclusivity by helping established

arts institutions become more accessible to diverse artists and communities. Additionally, we will empower emerging artists by providing the essential resources they need to thrive. Over the next three years, we are expanding our arts work globally, with a special focus on building partnerships across Africa, while continuing to strengthen our collaborations with key institutions such as the Barbican, Bloomsbury Festival, and the Royal Academy of Music.



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. This year, we would like to give special recognition to the establishment of SHM Foundation Africa, based in Nairobi, Kenya. We are deeply inspired by our Directors, **Rose Waithaka**, **Amisa Rashid**, and **Rosebella Iseme**, as well as **Cathy Mputhia** and the **C. Mputhia Advocates**, whose instrumental support made the creation of this entity possible.

Our Partners

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

We would also like to extend our heartfelt thanks to our supporters, **Kokoro Change**, **Schooner Foundation**, and **Pinterest**. We are truly honored that they have chosen to join us in our mission to transform the Global Mental Health landscape. Additionally, it has been a pleasure to collaborate with the Wellbeing Project, highlighting the critical importance of supporting those who support others.

Thanks to the continued support of our co-funders—**ViiV Healthcare**, the **Vitol Foundation**, and the **Telles Foundation**—we have been able to scale and replicate the **Zumbido Health** model across Southern Africa, working closely with our implementation and academic partners, **Zvandiri** in Zimbabwe and **Kalafong Hospital** in Pretoria, South Africa.

We have also had the pleasure of strengthening our partnership and developing new programs with the **Bartlett Development Planning Unit (DPU)** at **University College London (UCL)**.

Lastly, our gratitude goes to SHM Productions Limited, our main partner and pillar. Their unwavering support has been instrumental to our success—thank you!



Our policies

Policy on reserves

There is **£259,742.44** 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.

Our financials

The SHM Foundation grants were made to the following projects:

- A grant of **£32,548.57** was made towards the Marakwet Education Project.
- A grant of **£5,000.00** was made to the Primadonna Festival.

Project Ember:

A joint funding model between the Schooner Foundation, Pinterest, Kokoro Change, Vitol Foundation, SHM Productions Limited and the SHM Foundation allowed us to give out grants to the Ember partners. A total of **£ 124,037.00** was made to Hope Restoration & Health Initiative, Global Mental Health Peer Network, Girls for Girls, Church of Uganda Kisiizi Hospital, Mental Health & Wellbeing on Campus, KPSI, The Taala Foundation, ACUFA, Burans and Positive Konnections – Renewal.

Donations:

We received a total of **£905,259.28** in donations and grants.

- We received donations of **£422,807.25** from SHM Productions Limited.
- We received a grant from ViiV Healthcare for The Young Mother’s Lounge Project.
- We received a grant from the Schooner Foundation for the Ember Project.
- We received a grant from Vitol Foundation for the Ember Project.
- We received a grant from Telles Foundation for the Khuluma Project.
- We received a donation from Roddenberry Foundation.

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).

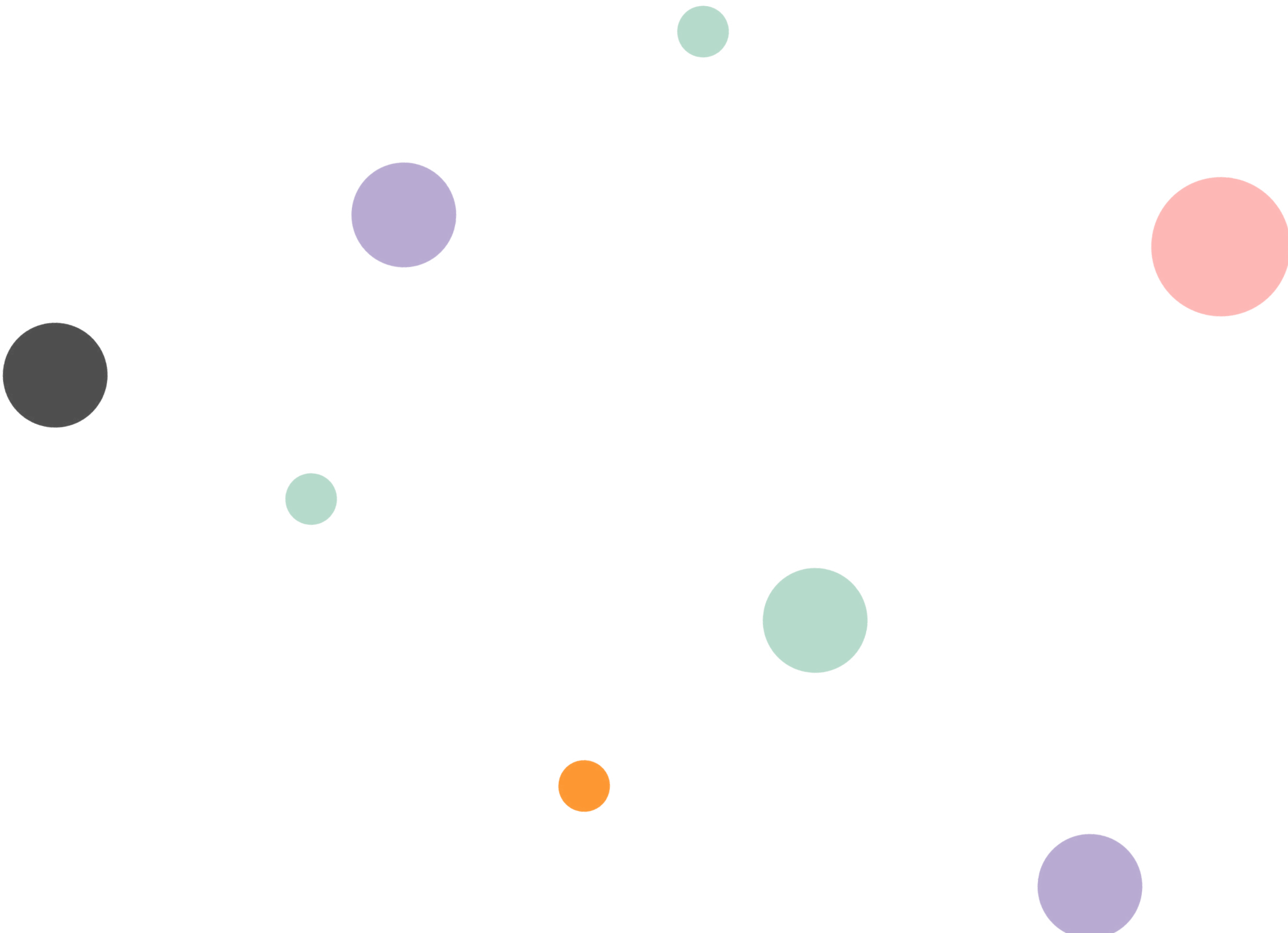
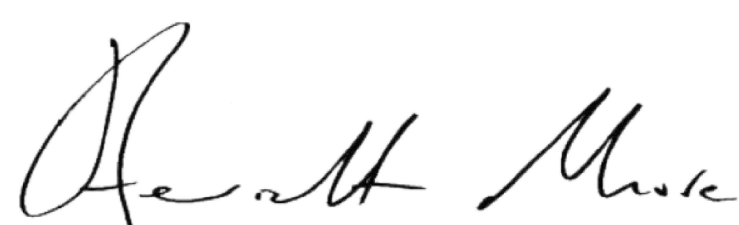
The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial which give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that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

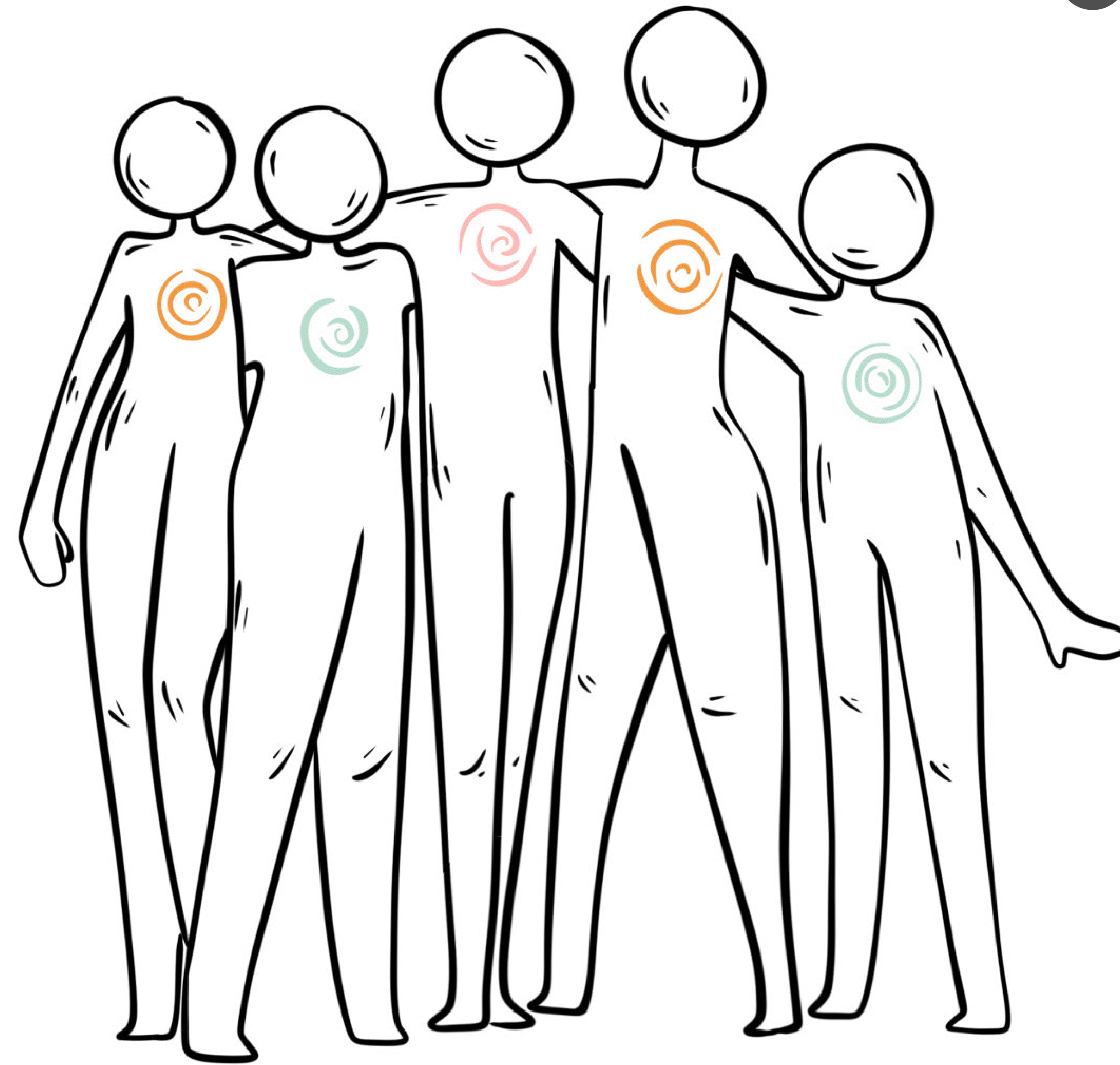
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject 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>

Contact details:

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