



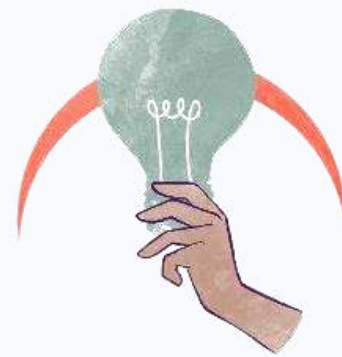
# Ember Mental Health: Strategy 2024 - 2027

SHM Foundation Board Meeting  
25 July 2024

# Who are we?

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**We are an initiative co-founded by the SHM Foundation**, a philanthropic organization focused on mental health, education, employment, and arts accessibility.



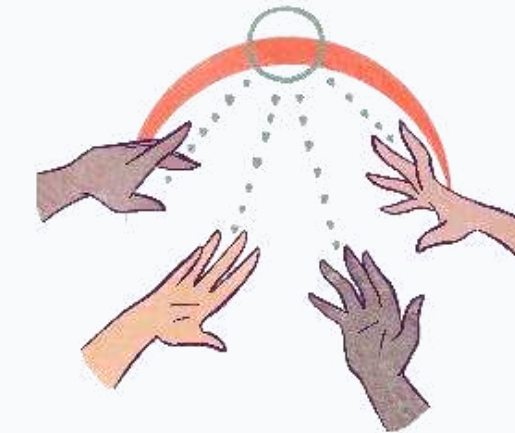
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Our experience with Zumbido Health, a psychosocial support program for adolescents and young people affected by HIV in Southern Africa, taught us about the **challenges faced by community-based projects, particularly in accessing tailored support.**



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To address these challenges, **SHM Foundation partnered with Mental Health Innovation Network (MHIN)** to establish Ember Mental Health.



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At Ember, **we identify, support, and fund community-based mental health initiatives in low-resource settings**, helping them grow and transform the global mental health landscape.



# Our Vision for Ember

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Our vision is a **robust and thriving global mental health ecosystem where individuals and communities can access the mental health support they need, where they are, in ways that work for them.** Ultimately, we strive for a diverse and inclusive ecosystem of care that promotes the mental health and wellbeing of people worldwide.

As a leading funder, we are fully committed **to investing in community-based mental health initiatives (CBMHIs) globally and transforming the current landscape of global mental health** by supporting affordable, culturally appropriate, and accessible mental health care.





# Our Mission

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Ember Mental Health's mission is to **support and fund community based mental health initiatives (CBMHs) in low-resource settings.**

We help these initiatives grow and thrive by **providing mentorship and funding** over a period of 12-24 months.

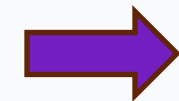
This **involves building sustainability, overcoming challenges, and maximising their potential** to make a significant impact not only in their communities but also in the global mental health field.



# Why the work of community-based mental health initiatives is important to Ember Mental Health?

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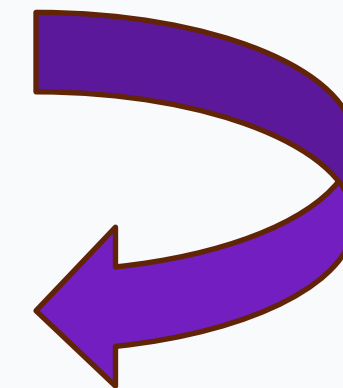
Community-based mental health initiatives (CBMHIs) play an essential role in **supporting local populations to identify and address mental health issues**, promote mental health and wellbeing, and strengthen systems of care.



CBMHIs understand the **needs and priorities within their local contexts** and are equipped to respond with culturally-sensitive and sustainable strategies.



However, these initiatives very often **face scrutiny from international funders, restrictive and insecure funding**, and burdensome administrative processes.



**Ember removes these obstacles!**



# How Ember supports CBMHIs?

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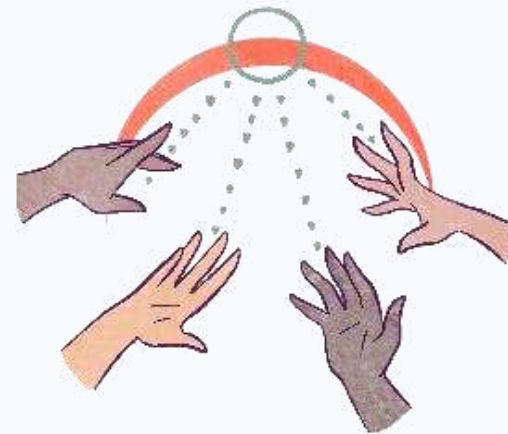
**We build trust-based relationships** with community-based mental health initiatives (CBMHIs) by prioritising listening, care, and flexibility. Utilising best practices from philanthropy, international development, venture capital, and research, we offer tailored support to address their diverse challenges. Our assistance enables them to sustain, replicate, and scale their efforts.

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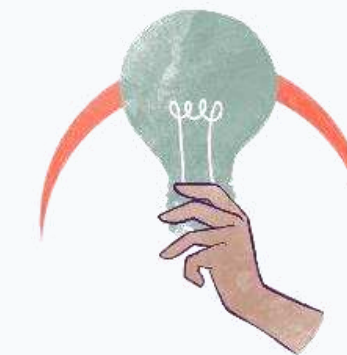
**We co-design strategies** to help organisations develop clearer visions, enhance visibility, engage stakeholders, capture impact, and strengthen their financial situations for long-term success.

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**We provide flexible, non-restricted funds and showcase the vital work of CBMHIs**, aiming to create a blueprint for impactful support and investment. Our goal is to inspire new funders to contribute to global mental health initiatives.

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# Our Approach to Wellbeing

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We believe the solution to the global mental health crisis lies not in a few "silver bullet" solutions but in **fostering a diverse ecosystem of care that emerges from within communities.**

Mental health workers in low-resource settings often face significant psychological and emotional distress due to the nature of their work. While they are trained to help others, it is crucial that they receive support for their own well-being.

To address this, we have established the **Ember Wellbeing Fund, dedicated to supporting the individuals working with our partner initiatives.** Our wellbeing support is multifaceted, including one-on-one therapy, away days, art therapy, and team-building activities. We utilise therapies and methodologies from our pool of partners to support other partners, addressing their specific needs while also generating new income streams for Community-Based Mental Health Initiatives (CBMHIs).



# Our Approach to Philanthropy

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Global mental health has been severely neglected by the philanthropic sector, receiving a mere 0.5% of all global philanthropic funding.

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We are determined to change this. Our goal is to raise a \$6 million fund by 2027.

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In addition to our own efforts, we will **encourage and guide others to invest in this critical area**, addressing the unique needs of community-based mental health initiatives (CBMHIs). We will **provide essential insights** to enhance the support for this ecosystem.

will be selective about our contributors to **ensure a progressive and effective approach to philanthropy**, avoiding the pitfalls of past philanthropic strategies.

As we build our fund, we





# Our Approach to Impact

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We are committed to **evaluating our work and its impact**. Our approach prioritises both a **caring ethos and maintaining rigor without unnecessary bureaucracy**. Our work on impact focuses on three priority areas:

## Providing context-appropriate tools to monitor, evaluate, and communicate CBMHIs' impact

Recognising that impact measurement is resource-intensive and has been traditionally defined by the Global North, we collaborate with initiatives to find ways to capture their impact – without imposing methods or strategies that do not work for them. We listen to their needs, embracing the complexity of mental health and striking a balance between qualitative and quantitative methods of impact measurement.

## Monitoring and evaluating the Ember program, using relevant insights for internal learning

Through our yearly qualitative Ember Evaluation, the Ember Health Check tool, and our internal project management systems, we measure the extent to which our partnerships help initiatives meet their objectives at each phase.

## Using learnings and insights from initiatives' experiences and the evaluation of Ember partnerships

We use these learnings to create a blueprint for supporting and investing in community-based mental health initiatives. This blueprint guides our efforts to advocate for improvements in the funding landscape that help meet the needs of these initiatives.



# Principles

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**Accessible:** We prioritise accessibility and simplicity. We believe rigour and high standards are possible without unnecessary bureaucracy.

**Comprehensive:** We strive to support organisations and their members across the range of their needs as we believe a holistic approach is key to sustainability.

**Comfortable with complexity:** We don't look for silver bullets. We believe that addressing the intersecting nature of mental health challenges can take many forms, shapes, and sizes.

**Inclusive & Diverse:** We believe everyone can and should be part of the conversation around mental health, and that every voice should be respected and heard. We value diversity in representation and participation and aspire to be truly global.

**Tailored:** We take the time to deeply understand needs and tailor the support we provide every single time. No one size fits all, and no two Ember journeys look the same.

**Responsive:** We know that circumstances can change. We are agile and prepared to adapt or change course swiftly to meet evolving needs.

**Flexible:** We believe that people and organisations know best what they need. This is why we embed flexibility in all aspects of our work, from our internal working environment to our flexible, unrestricted approach to funding.

**Caring:** We centre genuine care, trust, and kindness in everything we do. We strive to make others feel understood and supported.

**Collaborative:** We work hand-in-hand with our partners. We aim to foster genuine partnership and respect local leadership.

**Creative:** We embrace art and creative expression in the way we communicate, and we champion a culture of innovation.



# Future Plans and Impact between 2024 - 2027

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## Mission and Vision

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Our mission is to **expand our impact in the global mental health** field by leveraging our successful model to support more community-based mental health initiatives (CBMHs).

Our vision is to **amplify Ember's positive impact on a broader scale**, making mental health support accessible to all.

## Funding Goals

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**We are raising \$6 million for the Ember Fund over the next three years.**

Alongside contributions from existing partners, we aim to **become the largest funders fully committed to investing in CBMHs globally.**

This will enable us to significantly transform the global mental health landscape, providing diverse mental health support to more people.



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## Initiative Selection and Support

**Global Call-Outs:** We will launch two global call-outs, expecting over 300 applications.

**Activation of 2 mentorship programmes:** For each call-out, we will select 8 to 12 CBMHs for the mentorship phase.

**Investments:** We plan to invest in 8-10 CBMHs from the 2025 mentorship programme for a duration of 2 years. Furthermore, our objective is to secure ample funds for the Ember Fund, allowing us to invest in a minimum of five additional CBMHs from the pipeline of former Ember partner organisations

**Comprehensive Support:** We will support up to 40 initiatives through mentorship, the investment phase, awards, and the Ember Wellbeing Fund.

**Financial Sustainability:** We will assist innovators in achieving financial sustainability through philanthropic fundraising and developing income generating activities.

## Events and Engagement

**Events:** We plan to organise 10+ events independently or in collaboration with partners.

**Engagement:** We will spend over 750 hours in direct conversations with innovators, ensuring personalised and impactful support.

## Elevating CBMHs Impact / Fostering a wider recognition of CBMHs / Promoting a diverse ecosystem of care

We aim to produce **compelling evidence and creative works that showcase the significant impact of CBMHs** in addressing the global mental health crisis, enhancing understanding of their importance in the mental health landscape.

## CONCLUSION



Through these strategic initiatives, we aim to strengthen our role and influence in the global mental health field, making a significant positive impact on a global scale. Ember is committed to fostering a diverse and accessible mental health support system for all.

