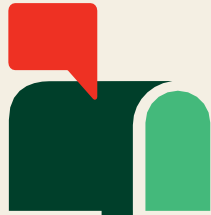




2024 Impact Report - Summary

March 2025



RuralSupport

Our 2024 impact highlights

Rural Support Trust have alleviated acute stressors facing primary producers. Access to the right support increases, and their wellbeing improves.

94%

Clients feel less stressed as a result of engaging with Rural Support Trust.

+5.4 points

On average, clients' mental wellbeing improved by 5.4 points post engagement, on a 10-point scale.

Rural Support Trust have expanded the knowledge and skill base of rural communities. They feel more equipped to navigate issues independently in the future, with the security of knowing Rural Support is there if needed.

84%

Clients “strongly agree” they have more knowledge about where to find external support when they need it.

Rural Support Trust also contributes to a broader societal shift in attitudes towards mental wellbeing (and seeking help) in rural communities.

97%

Clients “strongly agree” / “somewhat agree” they feel more confident in managing future challenges.

“[On the farm] We are the CEO, the financial planner, the HR, the mental health support person... but who is our backbone? Rural Support Trust is our backbone.”

– Rural Support Trust client

4.6 - 5.5x Social Return on Investment

This means that for every dollar that goes into the delivery of Rural Support Trust services, a social value of between \$4.60 and \$5.50 is created.

Our 2024 impact highlights

900+

People completed their journey with us

1500+

New people began their journey with us

400+

Referrals made to other services in our network

What our clients have said about Rural Support Trust...

“[Rural Support Trust] has been amazing advocates for [us], they have been there the whole time.”

“[Rural Support Trust] encouraged me to re-engage with services that can help me.”

“The immediate one [benefit] is to feel that you are not alone. To have someone hear you, then help you all with the innate understanding of what being a farmer is, was for us, immeasurable. We still use the advice given to us during the darkest days and just knowing that that support is there should we ever need it, makes life a hell of a lot easier.”

Impact insights

Key themes of the positive impact Rural Support Trust delivers for rural communities, and the important role the organisation plays

1

Rural Support Trust brings a sense of relief for primary producers who are experiencing a challenging time and improves their wellbeing.

2

Primary producers gain the skills and connections to better manage challenging situations in the future.

3

Rural Support Trust contributes to a cultural shift in rural communities, reducing stigma around seeking support for mental health.

Rural Support Trust Impact Model

We provide

Free and confidential 1:1 peer support for primary producers



Starting with a listening ear, checking in and focusing fully on the person



Connecting with the right people, sharing tools and knowledge



Working together to uncover options, having their back throughout the path forward

Community engagement

Adverse event support

Rural people helping rural people, with impartial, people centered, connected, and trusted approach.

Create these changes

Rural communities feel heard and genuinely cared for

Gain new tools or access to external support, for supporting the wellbeing of themselves and others

Feel a greater sense of hope in finding a way forward

Increased social connections

Reduction in the risks of suicide & harm

Ripple out to

FOR INDIVIDUALS / WHĀNAU

Improved wellbeing

Improved confidence and abilities to manage challenging situations in the future

FOR THEIR FARM / BUSINESS

Better farm performance and financial sustainability

FOR RURAL COMMUNITIES

More connected rural communities

A culture that better supports mental health / wellbeing

Improved access to fit for purpose social and health services

Impact aspirations

Connected and strengthened rural communities

Health and social services and systems that meet the needs of rural communities

A rural culture focused on enabling openness and wellbeing

Flourishing rural economies

Continuing to manage and grow the impact of Rural Support Trust

This year at Rural Support Trust we made a commitment to better understanding the impact of our services. We have:

- Developed our theory of change
- Developed impact measures
- Calculated our social return on investment
- Started gathering data and reporting on our impact

In order to manage and grow our impact, our next steps are to:

- Implement outcomes data collection in our key systems and processes
- Collect data on priority outcomes and indicators
- Analyse and report on our priority outcomes regularly
- Leverage the data to adapt our services to maximise their impact

THANK YOU

