



THE
YOUTH IMPACT
FOUNDATION

Because all rangatahi deserve to thrive.

CASE FOR SUPPORT

The Youth Impact Foundation delivers evidence-based preventative mental health and wellbeing programmes across camps, face-to-face, and digital formats. These are offered in schools, communities, and to families, with subsidised access for people experiencing disadvantage.

The Youth Impact Foundation grows its impact by collaborating youth mental health charities, which increase affordability and access to high-quality, life-changing mental health programmes for young people.



WHAT'S THE ISSUE AT HAND?



Despite numerous well-intentioned efforts, rates of youth suicide and mental ill-health remain alarmingly high, particularly among disadvantaged and marginalised young people. New Zealand has one of the worst youth suicide rates in the OECD.

Rates of psychological distress are highest in young people aged 15–24, with one in five (21.2%) experiencing high or very high levels of psychological distress.

74% of young people reported their mental health was worse since COVID-19.

Over 75% of mental health issues occur before the age of 25, and 50% of mental health disorders begin before the age of 14.

This persistent and worsening crisis indicates the need for a more effective, collaborative, and scalable approach.

To respond to this crisis New Zealand doesn't have a well-established youth national mental health protective factor focused sector. This means we are not tackling the issue in a preventative way but being forced to manage the crisis once it's too late.

OUR PURPOSE

The Youth Impact Foundation exists to drive meaningful change in youth mental health, wellbeing, and leadership. We provide impactful experiences for young people, teachers, and communities across Aotearoa, New Zealand, through camps, in-person programmes, and digital resources.

In 2025 We...



Impacted
117,100 Young People



Partnered with
180 Schools



Delivered 676
Events & Programmes

Critically, over 50% of our programmes reached young people facing barriers to accessing support across our three priority cohorts for impact: young people experiencing disadvantage; Māori and Pacifica Young people; and regional and rural young people.

HOW WE CREATE CHANGE

Our Vision is a world where all young people thrive, understand their influence and impact the world selflessly.

We address this challenge through a two-pronged approach:

We deliver an increasing number of protective factor focused, strengths-based programmes that equip young people with the tools, knowledge, and confidence to improve their mental health and wellbeing.

01 Scalable Programmes



02 Collaboration & Consolidation

Recognising the inefficiencies of duplication across the sector, we are building a scalable, open-source model that creates economies of scale, empowering the entire youth charity sector and maximising impact.



WE ACHIEVE THIS BY

Fostering Collaboration

We actively build relationships with other youth organisations and facilitate a network for resource sharing, knowledge exchange, and the creation of communities of practice that strengthen the sector.

Strategic Consolidation

Through a rigorous due diligence process, we integrate organisations aligned to our mission into The Youth Impact Foundation.

Our centralised service model provides shared service delivery of programmes with experts in facilitation and event management helping organise and deliver programmes, as well as back-end systems and processes (HR, IT, administration, finance, marketing, impact measurement developed with the University of Melbourne, reporting, and governance), allowing programme staff to focus on their core strength: programme delivery.

This model also provides talent retention, succession planning, and professional development opportunities.

Maintaining Brand Identity and Achieving Efficiencies

Integrated organisations retain their brand identity within The Youth Impact Foundation family of programmes while realising significant benefits. This leads to funding diversification, long-term sustainability, and greater capacity for innovation.



OUR MODEL



Sustainable Funding Model:

Our model is further strengthened by growing social enterprise revenue streams. Over 85% of our revenue comes from programme and delivery fees.

By 2030, our aim is for 95% of our revenue to be social enterprise fee for service revenue to help ensure long-term sustainability by reducing our reliance on funders. Our social enterprise revenue generates a surplus to support free and subsidised programmes for young people facing barriers through our scholarship program.

The Youth Impact Foundation grows its impact by consolidating youth mental health charities, which increase affordability and access to high-quality, life-changing mental health programmes for youth.

Our Consolidation Model:

By reducing the number of fragmented charities and fostering sector-wide collaboration, we:

- Amplify programme impact on young people, especially within our priority cohorts.
- Support impactful programmes to grow, thrive and increase their sustainability.
- Create economies of scale to enhance service delivery.
- Improve funding diversification and sustainability.
- Embed and enhance success factors across brands.
- Undertake consistent and improvement-oriented monitoring and evaluation, so we learn what works best.
- Provide more opportunities to access life-altering programmes for disadvantaged young people.



OUR BRANDS

attitude

♥ Face to Face 🧑 Yr 5 - Yr 13

Attitude has been operating since 1998 and provides New Zealand Curriculum-aligned health and wellbeing presentations to young people in school.

Burn Bright

♥ Face to Face 🧑 Yr 5 - Yr 13

Burn Bright delivers student leadership, wellbeing programmes and national camps.

Inner Fit

♥ Online 🧑 Yr 4 - Yr 7

At InnerFit we take an holistic approach through learning and development with a return to evidence based, curriculum aligned character education for our children.

Our integrated brands have seen a...

41.57%

Increase in earned revenue

20.51%

Reduction in operating costs

17.59%

Increase in net profit



“

I remember a talk about mental health or along those lines, but that kōrero influenced me to go to counselling to sort through some tough stuff. Attitude has really put my life back on track and I just want to say thank you”.

Christchurch Adventist School Student

”

“

I am happy to say that he really changed my perspective on the way I look at things with my mental health. I walked in that room thinking that this would be an ordinary public speaker. But he was different, the energy was incredible. My last year at school will have a different view.

Rosehill College Student

”

OUR 2025 IMPACT

58,000+
followers across
social media
channels

676
Programmes

117,100
young people
impacted nationally

5,234
participants
on
our online
courses

180
Schools

3
Camps &
Conferences

53
Partnered Events

Programmes
across all
regions in
Aotearoa



WHY A PREVENTION SECTOR MATTERS



The problem isn't a lack of services. **It's a missing sector.**

New Zealand has a real, if strained, clinical mental health system for young people. Access and Choice, ICAMHS, and a set of well-known standalone charities doing valuable prevention and crisis work.

What it doesn't have is a consolidated, evidence-based, adequately funded sector sitting upstream of that clinical system, universal, preventative infrastructure that builds resilience before distress becomes crisis.

That's the gap The Youth Impact Foundation is built to close.

THE EVIDENCE

HIGHEST UNMET NEED

Young people report the highest unmet mental health need of any age group. The Auditor-General describes a fragmented system not designed around them and calls for integrated, youth-focused care.

GOVERNMENT GAP

The 2026-2036 Mental Health and Wellbeing Strategy sets a 10-year direction toward prevention and early intervention, recognising the system remains weighted towards crisis response.

RESEARCHERS CALLING FOR THIS MODEL

Koi Tū has urged policymakers to back preventative resilience-building programmes from early childhood through high school, particularly for rangatahi Māori, rainbow youth and young people living in poverty.

PREVENTION IS FRAGILE

Current prevention interventions remain severely underfunded and vulnerable to political and funding cycles. A consolidated, diversified-revenue model is built to withstand that fragility.

**1 in 5
15-24 year olds reported
high psychological
distress in 2022-23**

**#1 leading cause of
adolescent death in
New Zealand is suicide**

**20 years since the last
national youth mental
health prevalence
survey**

THE EQUITY GAP - Whaia Te Pūawai.

Māori young people face lower access, higher forgone healthcare, and more discrimination in the systems that do exist. So TYIF built Whaia Te Pūawai to directly address the prevention gap to this specific cohort of young people.

ATTITUDE: PROOF THAT CONSOLIDATION WORKS



Attitude is TYIF's longest-running brand, and the clearest evidence yet that consolidation delivers what it promises.

Attitude has been delivering NZ Curriculum-aligned health and wellbeing presentations to Years 5–13 since 1998 - over 25 years of face-to-face work in schools across the motu.

Attitude talks tackle the issues young people are actually carrying: relationships and sexual health, vaping and substance use (Hā Ki Roto), and mental health (Te Pō).

The reach spans mainstream secondary schools and kura kaupapa Māori alike, including presentations delivered in te reo and tikanga Māori contexts — a track record TYIF's Whaia Te Pūawai kaupapa builds directly on.

In 2022 Attitude moved onto TYIF's shared back-office (HR, IT, finance, marketing, impact measurement and governance), freeing its team to focus on programme delivery instead of running the business of running a charity. This has led to an increase in earned revenue, greater sustainability and year-on-year growth.

“The Youth Impact Foundation has allowed us to sustainably operate Attitude in partnership while maintaining our core values and identity. It has also allowed me to lean into a team of experts to help support Attitude's growth and allow my team and I to focus on expanding our impact.”

— Christian Gallen, Attitude NZ Presenter of over 15 years

“I've attended five Attitude presentations over my high school years, and each time I've thought, laughed and learnt so much. Today's talk was about mental health, something I've struggled with for years. I'm in counselling and talk to my whānau about it, yet I struggle to open up because I feel like a burden. From today's presentation I learnt that it's okay to ask for help and not to struggle alone.”

— Year 13 student, Kaiapoi High School

“Engaging for tamariki, a relatable presenter — they loved the jokes. A holistic view, approach to hauora.”

— Kaiako, Te Kura Kaupapa Māori o Te Whānau Tahi, Ōtautahi

OUTCOMES

Based upon our measurement partnership with the University of Melbourne, we have seen the results below:



RESULTS

 **21%**
increase on the self-leadership scale

 **9%**
increase in resilience scales

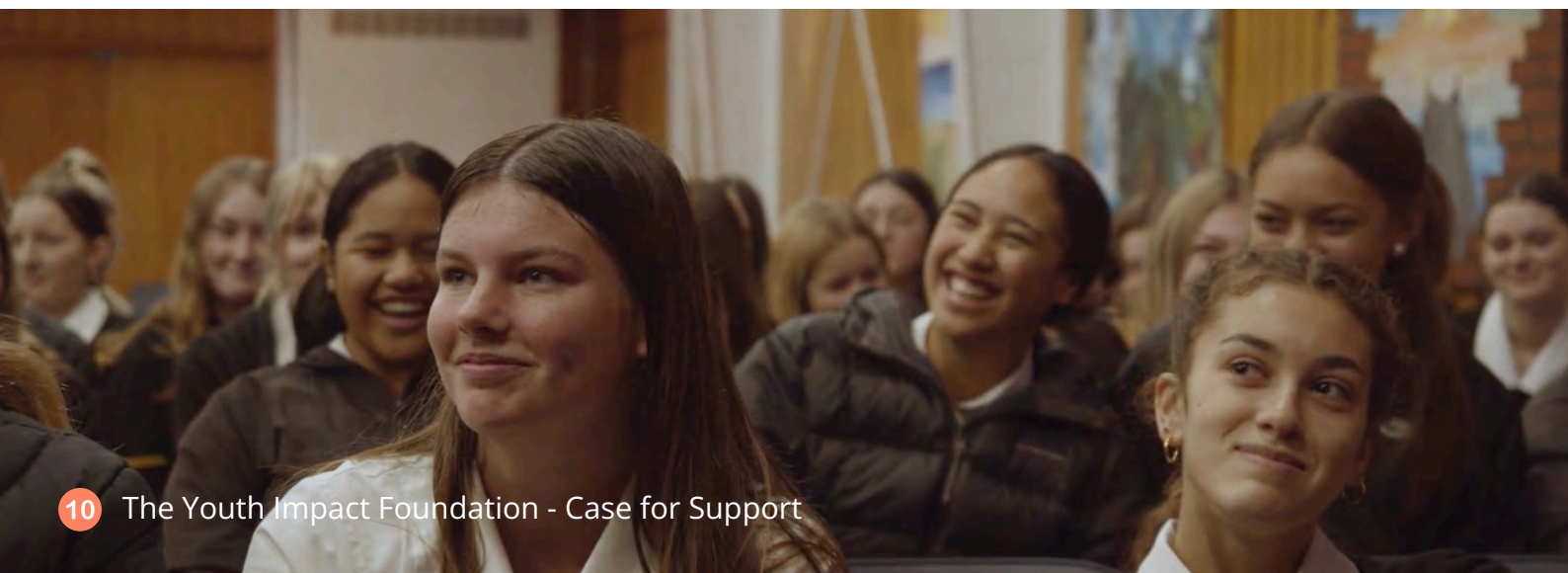
 **15%**
increase on the positive relationships scale

 **18%**
increase in positive emotion scale

 **6%**
reduction in suicidal ideation

 **8%**
decrease in negative affect

- Improved social connection and positive relationships
- Enhanced socio-emotional skills
- Enhanced leadership
- Increased prosocial behaviour and contribution to the community
- Increased resilience and wellbeing supporting behaviours



OUR ULTIMATE AIM

*We envision a world where all young people **thrive**, understand their **influence** and impact the world **selflessly**.*

We aim to create a transformative ripple effect in youth mental health and wellbeing, and leadership education so that all young people have access to programmes that lead to a brighter future for themselves and the communities in which they live.

Our ambition is to reach **1 million young people by 2030** through our programmes and partnerships.



NGĀ MIHI KI O MĀTOU POU TANGATA

- Wayne Francis Charitable Trust
- Te Pūtahitanga o Te Waipounamu
- Launch Foundation
- Alpine Spas
- Mātua Trust
- Jones Foundation
- Home Foundation
- Benchmark Homes
- Monic Holdings
- The Edward Alexander Foundation
- The University of Melbourne
- Thyne Reid Foundation
- VivCourt Trading
- Community Organisation Grants Scheme
 - Papakura/Franklin Committee
 - Kahungunu Ki Heretaunga Committee
 - Wellington Committee
 - Auckland City Committee

Plus many other generous individuals, families and foundations who wish not to be named.



PRIORITIES IN NEED OF YOUR SUPPORT

Support Our Model Development For Long-Term Impact

Despite our significant achievements – reaching over 117,000 young people, improving their protective factors, mental health and leadership skills, and driving sector efficiency – The Youth Impact Foundation recognises the urgency of addressing the current youth mental health crisis.

Our growing social enterprise revenue ensures financial sustainability and reduced dependence on philanthropic giving in the long term, but strategic investment now will accelerate our trajectory, enabling us to maximise our impact and reach our ambitious goals even faster. We need to act now to reach more young people and create lasting change.

We welcome the opportunity to have a conversation about investment amounts and partnership to support operational costs.

Scaling our Impact through Integration, Impact Evaluation, and Strategy

Support one of our priority projects:

With the support of a \$50,000 contribution, we can fast-track the integration of another brand into our Foundation, rapidly expanding our scale and producing their services more efficiently and effectively.

Our impact evaluation framework, developed in collaboration with the University of Melbourne, has been received well by existing and prospective supporters. However, we require support to implement it across our suborganisations and maintain its use.

Establishing a Youth Advisory Committee is an essential step for us to continue offering relevant services that meet the needs of our beneficiaries. It would offer invaluable strategic direction for the Foundation's acquisition and service plans.



Support a Programme We Deliver- Attitude

With your support, we can make Attitude presentations available to more students in more schools across Aotearoa.

For over 25 years Attitude have been equipping rangatahi with the tools and key insights to build meaningful lives through engaging and inspiring presentations reinforced with high quality resources, events and training. They cover a broad range of topics from strength based decision making around drugs and alcohol to negotiating relationships and friendships to normalising mental health issues and encouraging help seeking behaviour.

Support Our Ongoing Development of Māori resources and programmes

The project began in 2022 as we responded to the need for youth health programmes for rangatahi Māori. We partnered with a Whānau Ora Commissioning Agency to develop programmes and resources on the topics of sexual health, mental health, vaping and substances. Our team have reached 22,000 rangatahi with 151 school presentations throughout the South Island.

With your support we can continue this mahi by developing further resources and resourcing our staff to improve outcomes for young Māori throughout the whole country.



Ngā mihi!



THE
YOUTH IMPACT
FOUNDATION

With your support, we can achieve **substantial scale** and realise the full potential of our **unique model**. Together, we can reach more young people and create lasting change because **all rangatahi deserve to thrive** and have access to positive programmes that have a lasting impact.

We would welcome the opportunity to meet with you and share our exciting plans.



Michaela Latimer, Chair

✉ michaela.latimer@theyouthimpactfoundation.org.nz

[Visit Our Website](#)



Christian Gallen, COO NZ

✉ christian.gallen@theyouthimpactfoundation.org.nz

[Visit Our Website](#)