

VOICES
of hope

A YEAR

IN REVIEW

2022

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OUR STORY SO FAR

OUR MISSION

Voices Of Hope aims to create and implement change for mental health, whilst providing hope through the voices of those with lived experience. Through advocacy, campaigning and story-telling, Voices Of Hope produces strategy and content with intent to influence global, communal and individual change.

OUR PURPOSE

To save lives through the power of hope

ABOUT US

Mental Health Charity , Voices of Hope (VoH) was founded in 2014 by Genevieve Mora and Jazz Thornton. Both having fought mental illness they felt the need to use their past experiences alongside their passion for creating content to provoke and bring change.

Voices of Hope is a lived experience storytelling platform.

VoH share stories of people who have faced mental health challenges, focusing on the skills and tools they used on their journeys. Through the voices of those with lived experience, VoH shares real, raw and vulnerable content.

Both founders regularly speak at schools, corporates and conferences sharing their own lived experience.

Since the launch of Voices of Hope, their content has received both national and international recognition and has caught the attention of people and organisations wanting to support their vision.

CO-FOUNDERS Q & A

GENEVIEVE & JAZZ

What three words best describe 2022 at VoH?

Impactful, hope-filled and inspiring

What is your standout highlight from this year?

Definitely the 'behind the jersey campaign'. It was our biggest campaign to date and hearing how people were positively impacted by hearing stories of those with lived experience was incredible

What has been your biggest challenge and what have you learnt from it?

Work life balance is always hard, especially when you love what you do. We've both found it really important to prioritise our own wellbeing, set boundaries and practice what we preach!

What are you most excited about for next year?

We have some exciting campaign plans underway and look forward to hopefully impacting more people positively!



OUR BOARD



CHRIS

It's a real honour to work with Gen, Jazz and the VoH team. Since day one, they've been fully committed to helping others, advocating for change and showing people it is not weak to speak up. I love doing my part to help VoH have a positive impact in Aotearoa and all over the world.



STEPH

Internationally we are experiencing a mental health crisis so the VoH team work tirelessly and passionately to ensure hope is given to many thousands who need this support everyday. VoH also helps break the stigma of mental illness and it is an absolute privilege to be part of this wonderful team.

OUR BOARD



KIRSTEN

It's an honour to support the work of the Voices of Hope team in bringing hope to so many in our community. Their reach and impact, especially for young New Zealanders seeking support is simply outstanding.



WAYNE

With my work I interact with so many that are suffering with a whole raft of mental health issues. It's awesome to be able to be a small part of VoH offering real help to real people. I'm so proud of our amazing team!

OUR TEAM



HAZEL

This is my third year with Voices of Hope and I've really enjoyed being involved with our campaigns and seeing the impact they have. Personally, Unite Against Loneliness is a yearly highlight – seeing everyone come together to spread a bit of joy is so special. I've also enjoyed getting to put things together for the care packages project and being a Westfield Local Hero Finalist this year was an incredible moment.



CLAUDIA

I feel honoured to be able to contribute to the amazing work that's done. As well as this, the inclusivity and support from the whole of the VOH team is also amazing.



LANI

I love being part of the VOH team because it means getting to play a small part in creating meaningful, encouraging and uplifting content for those who struggle with their mental health. It's such an awesome thing to see the positive impact and reach that VOH has not only on the young people of New Zealand, but also youth all around the world!



MADDI

As the new kid on the block, it has been an exciting couple of months getting to know what goes on behind the scenes at VoH. It's an absolute honour to support Gen and this kaupapa and to see how far the impact is running. In the short time that I have been around, I have already seen so many new pockets VoH has taken the conversation of mental health to.

STATISTICS 2022

23K

TIK TOK FOLLOWERS
REACHING
309K PEOPLE

41.7K

INSTAGRAM FOLLOWERS

REACHING
2.2 MILLION

8.1K

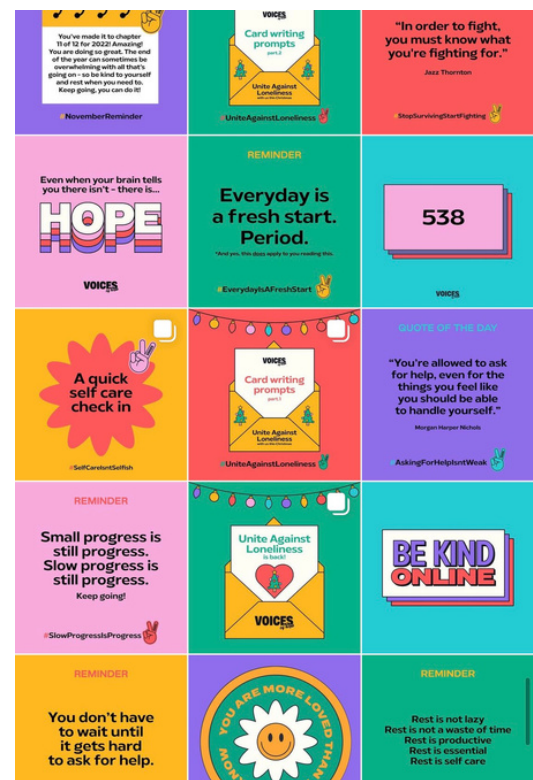
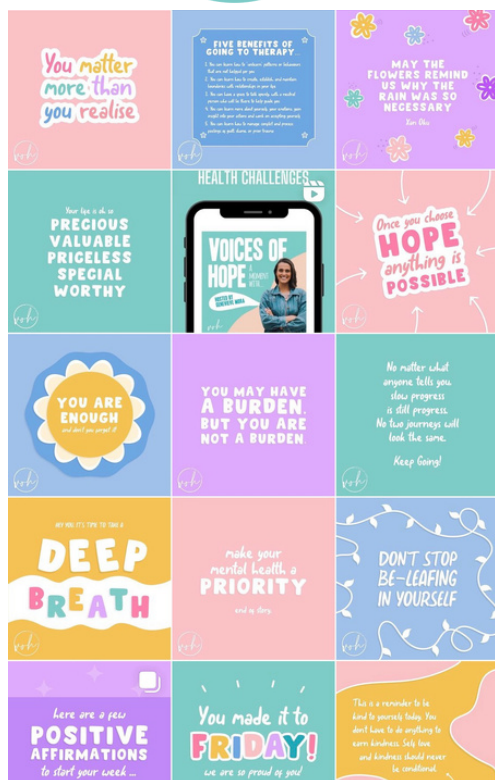
YOUTUBE FOLLOWERS

26K

FACEBOOK FOLLOWERS

2022 HIGHLIGHTS REBRAND

To best reflect both our audience and our direction, we rebranded Voices of Hope this year. With the help of Someday Studio, we created a new brand that is bold, full of hope and more inclusive. This has allowed us to connect with new audiences and have a brand that feels aligned with our purpose.

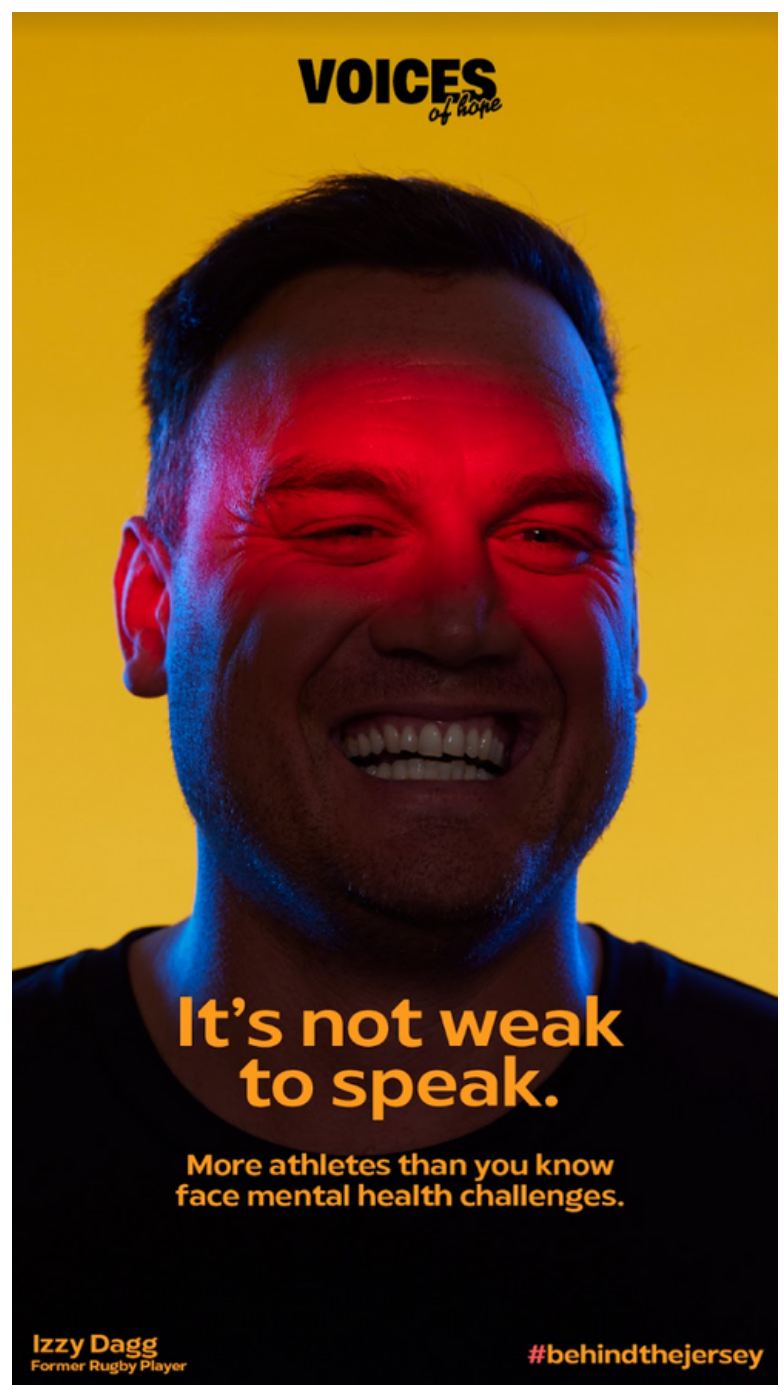


2022 HIGHLIGHTS BEHIND THE JERSEY

The Behind the Jersey campaign was created to continue the global conversation around the importance of mental health awareness in sport. In early 2022, we reached out to over 600 New Zealand sporting individuals; 99% of participants came back with feedback about their personal mental health challenges. The overwhelming response sparked the need for a localised campaign.

Our Behind the Jersey campaign presents a series of impactful and emotive interviews with a range of New Zealand athletes who share their personal stories for the very first time in a bid to spark conversations and bring awareness to mental health in the sporting world.

17 athletes in total have revealed their personal challenges they face on and off the sports field, in two 60 second videos. Four widely recognised athletes, Niall Williams, Symone Tafuna'i, Tai Wynyard and Izzy Dagg, then feature in depth 40 minute interviews telling their full story. These are streaming on TVNZ+ and Three Now.



IMPACT

Capturing the kind of impact 'Behind the Jersey' had across Aotearoa

"Great work VOH team. I follow a few sportspeople and a few have started sharing their challenges and stories and it is so so crucial and important. Yes they have the highest of expectations put on them (plus what they put on themselves which is probably even higher) but they are still human, Thanks for making this series and bringing this topic to life."

"I actually can't find the right words to say so I'll just stick with these: sharing your journey will help so many people feel less alone and that is something to be so proud of"

"Thank you for sharing your struggles. It has really helped my teen boy to know it is OK to feel those overwhelming emotions"

"This is an outstanding way to bring mental health issues to life. Love what you're doing @voicesofhope."

"This is everything! You don't realise how many people this will touch and reach. Your voice matters! We love you"

400,000 +
REACH

281,573
VIEWS

2022 HIGHLIGHTS BEHIND THE JERSEY



[CLICK HERE TO HEAR NIALL'S STORY](#)



[CLICK HERE TO HEAR IZZY'S STORY](#)



[CLICK HERE TO HEAR SYMONE'S STORY](#)



[CLICK HERE TO HEAR TAI'S STORY](#)

2022 EVENTS IT'S NOT WEAK TO SPEAK

This year we took our “It’s Not Weak To Speak” message to events in Auckland and Christchurch (in-person – YAY), as well as a nation-wide live streaming.

We had Jazz as our keynote speaker and Gen leading a panel featuring voices of locals with lived experience (including The Kite Program’s Hannah-Hardy Jones in Christchurch and TV & ZM radio host Bree Tomasel in Auckland).

They shared their journey’s alongside professionals sharing their insights to give hope and empower the audience to ultimately spread awareness and help attendees feel less alone in their fight.



hey gen, i just wanted to message to say a big thank you for tonight. i've had anorexia for 2 1/2 years and tonight gave me so much hope and inspiration to continue my fight. you have accomplished so much and i'm so fortunate to have people like you and jazz to look up to during such a hard battle. thank you again for showing everyone that it's not weak to speak and thank u again for everything you do to advocate for mental health. your so inspiring and it was really good to hear other peoples stories and experiences tonight and learn that it does get better ❤️

Hey gen no words can describe how happy I was to see you guys the other night I've been struggling alot and this made my night. Thank you 💕

2022 HIGHLIGHTS PODCAST SEASON 1

A moment with, Hosted by Co-Founder and General Manager, Genevieve Mora, is a podcast series by Voices of Hope that digs deep into people's lived experience of mental health challenges.

In Season one we spoke to kiwis covering a range experiences from postpartum bipolar, PTSD, anxiety, ADHD, depression, male mental health, eating disorders and more whilst highlighting the tools, lessons they've learned along the way,

In March 2023 we will be recording Season 2 and we're on the hunt for people who'd like to share their own lived experience to empower, inspiring and remind people that they are not alone in their fight. The positive feedback we have received from listeners shows the impact these stories and episodes have had.



"So encouraging hearing stories of people who made it through when things were hard"

"Beautiful kōrero about stuff that matters and the hope beyond the dark times"

"I love the podcast! It's a way that opens up conversations about mental health and there's always advice and tips to take away from it".

2022 HIGHLIGHTS UNITE AGAINST LONLINESS



'UNITE AGAINST LONELINESS' focuses on raising awareness around loneliness and how this has skyrocketed due to the global pandemic. As part of this campaign we ask New Zealanders to create/write Christmas cards that can be sent out to people to help combat loneliness over the festive season.

We are thrilled to be partnering again with Age Concern to distribute these cards. We sent over 3000 cards this year, bringing our three year total to nearly 10,000 cards distributed (collected from the NZ public) all around the country through Age Concern centres, St John and retirement homes. They are distributed to elderly in the local community who may be socially isolated and/or alone for the holidays. We have received a lot of positive feedback, both from those writing the cards, who said it gave them a sense of purpose and also from the receivers, who felt so loved and cared about through receiving a kind message in a card.



2022 HIGHLIGHTS CARE PACKAGES

This year we received funding from the Louisa & Patrick Emmett Murphy Foundation to put together uniquely curated care packs to send to people who are going through a tough time with mental illness.

These packs include two books – My Journey Starts Here and Letters To You, a Messages of Hope box for daily inspiration inspired by Voices of Hope’s digital app and other comfort items. This pack would not only be comforting to the receiver but will be very resourceful and something they can utilise along their journey with Mental Illness.

People were able to nominate someone (within the Auckland region) they knew who may be going through some challenges with their mental health and wellbeing and would be able to utilise one of Voices of Hope’s Mental Health Care Packages. The rest of the packages were sent to Youthline Auckland and CFU Auckland who we work with closely. In total, we distributed 92 care packages.



2022

HIGHLIGHTS

CELEBRITY TREASURE ISLAND AND BAKE OFF

Celebrity Treasure Island 2022 brings together celebrities from across Aotearoa to compete in challenges and raise money for worthy causes.

Shortland Street actress, Courtenay Louise, had chosen Voices of Hope as her charity as it is a cause close to her heart. She openly talks about her battle with an eating disorder and wishes that something like Voice of Hope was around when she was younger. Courtenay did an incredible job and won Voices of Hope \$10,000.

To top it off, six CTI stars entered the Great Kiwi Bake Off to raise money for their chosen charities which added another \$9000 to what Courtenay raised for us.



2022 HIGHLIGHTS DANCING WITH THE STARS

After a covid-induced hiatus, Dancing with the Stars made a comeback to the tv screens of Aotearoa. Jazz was named a competitor for 2022, along with her dance partner Brad Coleman, with Youthline as their chosen charity. After 10 weeks of hard work and successfully avoiding covid, Jazz and Brad were named the winners of the season.



Through her dancing she told stories of how she fought her own battle with Mental Illness. Through this platform Jazz was able to advocate for opening up conversations around mental health, share messages of hope and raise money to support the amazing work Youthline does to support our young people.

2022 HIGHLIGHTS CANVA X LUMO

“Yours Sincerely” is a Voices of Hope project in collaboration with Canva and Lumo Digital Outdoor as part of their Billboards for Good partnership.

Earlier this year we launched the campaign that aimed to spread messages of hope throughout the country to remind people that the world is better with them in it. Canva provided the creative and design support and Lumo provided inventory across LED screens in Auckland, Christchurch, Wellington, Tauranga and Hamilton for the project.



2022 HIGHLIGHTS

OOH MEDIA

We are so grateful for the ongoing support of Ooh Media who help us share our messaging far and wide.

We receive messages from people daily who have spotted our screens around the country and we know the impact something as simple as a positive message can have on someone's well-being.

Check out some of the screens below:



2022 HIGHLIGHTS MUSIC HOLDS HOPE

Music Holds Hope is a collaboration of musicians speaking about mental health. In collaboration with the NZ Music Commission, we wanted to highlight the mental health experiences of musical creatives, focusing on the challenges they have faced but more importantly how they have overcome them.

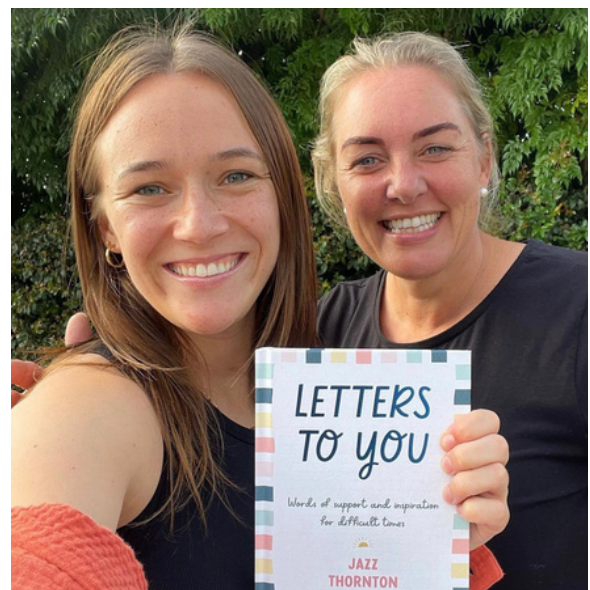
The 2022 Music Holds Hope campaign featured Kings, Ella Monnery, Alayna and Diggy Dupe. You can find their stories [here](#).



2022 HIGHLIGHTS LETTERS TO YOU

Our co-founder Jazz released her third book, Letters to You in March. The book was designed to be read not just once, or in any particular order, but to be used again and again as a tool when you encounter difficult emotions and experiences, to help you feel less alone.

It is based on something that helped Jazz on her own journey towards mental health. A good friend wrote her a set of letters each in a separate labelled envelope. Every letter was specifically designed to help fight a particular feeling or situation, and Jazz read them all many times.



2022 HIGHLIGHTS OUR WHY

"Thank you for being my reason why – for saving me every single day when I didn't want to be here! Your social media has saved my life, and because of you, I'm still fighting. Forever grateful for you"

"I wanted to tell you how much of an inspiration you all are on here – it makes me so happy every time I see your posts and gives me so much motivation to recover – you always say the right things and I really, really appreciate it"

"I love what you have done to advocate for mental health. Thank you for helping me overcome my challenges and because of you I want to help others."

"You have both immensely helped save my life. Thank you"

"Your videos remind people that I'm not alone and they give me strength. You are an inspiration to many people"

We asked some of the attendees at our It's Not Weak To Speak mental health awareness event in Auckland how Voices of Hope has helped them along their own journey's, hear what they had to say [here](#).

2022 HIGHLIGHTS AWARDS

Hazel finalist for Westfield Local Hero

Every year Westfield shines a spotlight on individuals who make a positive impact to their local community, and provide more than \$1.2 million in grants to support their work to grow. Westfield Local Heroes are nominated and voted by their communities, and represent a diverse range of sectors. This year, Hazel Reid, our communications manager, was a finalist for Westfield St Lukes and received a \$5000 grant for Voices of Hope!

Kate Spade Council

Kate Spade New York has introduced a new Social Impact Council, which is comprised of women's empowerment and mental health leaders from around the world, including our very own Jazz! The council will work with Kate Spade New York to address stigma surrounding mental health and provide access to resources for women and girls globally. The founding women in Kate Spade New York's Social Impact Council will bring their expertise to the brand as it works to create positive change and encourage more conversation, education and research around the cause.

Forbes Asia 30 Under 30

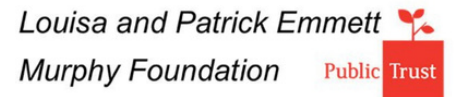
Every year Forbes recognises a cohort of 300 young entrepreneurs, disruptors and stars from the Asia Pacific region. Gen and Jazz were selected among this global community of innovative young leaders for their work creating influential social impact with Voices of Hope. Alongside them also representing Aotearoa, was Shaneel Lal, founder of the ban conversion therapy action group.

2023

PARTNERS AND SPONSORS

S O P H I E

LUMO
The smart billboard company



Supernormal



THANK YOU

**FOR YOUR
CONTINUED
SUPPORT. WE
COULDN'T DO IT
WITHOUT YOU.**

We want to send a HUGE thank you to everyone who partnered with us, fundraised for us, donated to us, shared our content and joined the community of spreading voices of hope.

This work is a collective effort and we are so inspired by the amount of support we have received this year.

See you in 2023!
We have an exciting year planned!