

**2023**  
**ANNUAL REPORT**

*kokoro*

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# INTRODUCTION

Kokoro is a not-for-profit company, founded in 2021 by Natasha Müller, to mobilise action and capital to create a mentally healthy world. By 2035, we want to see global momentum behind a shared understanding of what a mentally healthy world looks like. Leaders of major organisations (public, private and 3rd sector) will have the evidence for how positive mental health contributes to our individual, collective and planetary health, and will be taking action towards globally agreed targets and milestones.

We are helping to spark this systemic shift by:

## CONNECTING

- We convene broad and diverse communities of private mental health funders; we connect those communities to each other and into broader action and systemic change.

## SCALING

- We are working to scale the human and financial capital dedicated to global mental health.

## CHAMPIONING

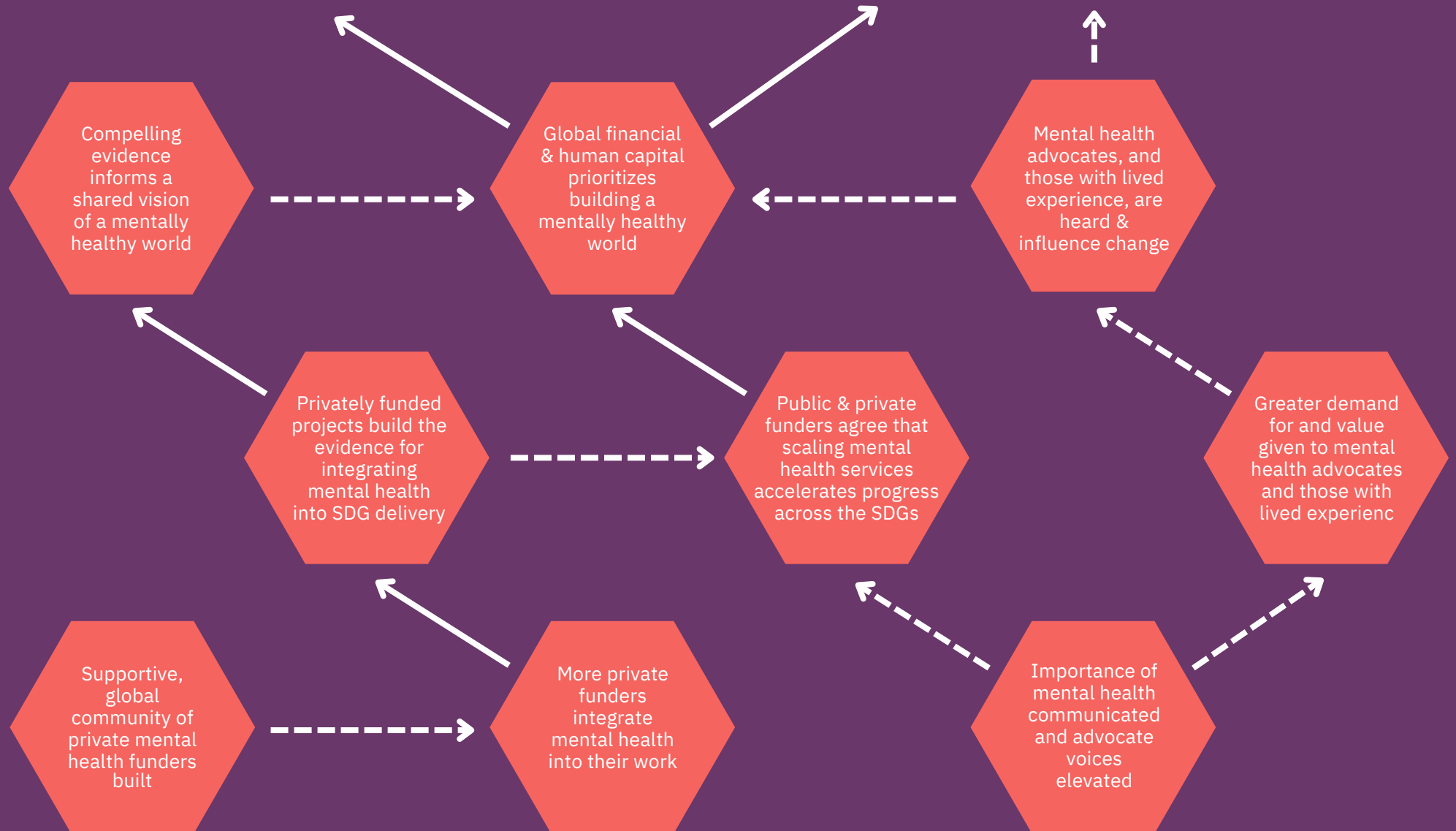
- We are proud to champion ingenuity and collaboration in mental health, elevating diverse voices of those having real impact on the ground.

**OUR  
THEORY OF  
CHANGE**



By 2035, a shared vision of a mentally health world is driving governments, companies and foundations around the world to fund mental health.

By 2035, globally agreed mechanisms and targets are delivering the action needed to create a mentally healthy world.



# IMPACT IN 2023



## Building a global private sector funder community

In 2023, we were excited to continue growing a strong peer-to-peer network for major private sector funders of mental health services, education and advocacy. Known as the Future Mental Health Collective, this community has 140+ members from 23 countries who support mental health all around the world. The Collective is a trusted forum for funders to hold space for each other, amplify each other's work and take shared action.

While lots of the good stuff that we are passionate about doing, such as building trust and really great relationships is tricky to capture in metrics, we do track our impact in the following ways:



**ENGAGEMENT SCORE:** Based on criteria such as attending meetings, helping fellow members and getting involved in Collective initiatives, we measure over time how Collective members engage with and contribute to the community. In the past year, 75% of our members were 'engaged', 'very engaged' or 'extremely engaged'.



**CONNECTIONS MADE:** This year, we have made 114 connections for Collective members. Of these connections, we understand that at least 10% have resulted in a tangible result, such as a decision for those connected to co-finance, co-create, co-promote or coordinate their work, or to share best practice, research, due diligence or helpful contacts.



**PEER RECOMMENDATIONS:** Through the Collective's online database, members are able to search 342 peer-recommended not-for-profit and for-profit organisations by size, geography, audience, area of expertise and SDG intersection.

# RADICAL COLLABORATION

To achieve impact at scale and to facilitate collaboration across sectors, we use the UN's Sustainable Development Goals as our framework and work in partnership with a strong network of allies with whom we have an aligned desire to tackle the global mental health crisis. We have Memoranda of Understanding to help guide these relationships and to bring practical benefits by bridging our communities.

## Existing partners



[United for Global Mental Health](#)



[International Alliance of Mental Health Research Funders](#)



[Global Mental Health Peer Network](#)



[Mental Health Innovation Network](#)

## New for 2023



[East Africa Philanthropy Network](#)



[Latimpacto](#)



[BrainMind](#)

# IMPACT IN 2023



## Facilitating the scaling of mental health funding

### *next wave* **CHAMPIONS**

In 2022, we co-launched 'Next Wave Champions' alongside fellow mental health funders who want to help those who are new to mental health funding or are curious to know more.

In 2023, we collectively figured out ways in which the Next Wave Champions could provide practical support for new funders, helping them to avoid early pitfalls and quickly build up their impact. We developed the Next Wave Champions [website](#) to house this combined support for new funders, including, [masterclasses](#), factsheets and recommendations (e.g. on advisors who Next Wave Champions have found to be helpful or organisations that have strong impact, expertise and/or potential to scale).

Next Wave Champions currently include: Rare Beauty, SHM Foundation, Grand Challenges Canada, Natasha Müller, Mariwala Health Initiative, Fondation D'Harcourt, The Goodness Web, Maya Ghosn, The Charles Engelhard Foundation, Pinterest, Eda Ozmen, The Flourishing Minds Fund and Citrone 33.

Please [contact us](#) if you would like to get involved - either as an existing funder of mental health or as someone who is starting to think about getting started in mental health funding.



# IMPACT IN 2023

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## Facilitating the scaling of mental health funding

In 2023, we started exploring how we can contribute to a far higher level of ambition and action for a mentally healthy world by making it easier for private-sector implementer funders to plug in to a platform for cross-sectoral mental health collaboration.

Throughout the year, we convened a number of cross-sectoral brainstormings on what it would take to scale mental health innovation globally, and to incentivise different types of capital to get involved. Our collective findings are captured in [a white paper](#), which we co-authored with McKinsey Health Institute, outlining 3 pathways to scale, and [an annex](#) of live projects, which were contributed by experts from around the world of examples to show the pathways in action. This work was launched in partnership with [The Clinton Global Initiative](#) (CGI) during their annual Summit in September.

Our next steps, in 2024, entail building on the momentum among leaders from all sectors to drive action on the ideas initially discussed. This will be delivered through a new CGI Action Network called the Coalition for Mental Health Investment, which has been co-founded by McKinsey Health Institute, CGI, The Wellcome Trust and Kokoro. Watch this space! 🙄

# IMPACT IN 2023

3

## Amplifying expert voices and lived experience

Every week, we hear the stories of extraordinary funders, innovators, researchers and activists, many of whom have lived experience and a strong sense of what truly makes a difference to people's mental health. We are committed to shining a light on grass root voices and together, raising the ambition for global mental health. The following are some of the organisations that we are proud to have championed in 2023 - each is amplifying the voices of lived experience and mental health expertise around the world, and helping their combined knowledge to drive action.



ember

COP<sup>2</sup>

# AMPLIFYING EXPERT VOICES

## GMHPN



## Global Mental Health Peer Network

### WHO IS THE GLOBAL MENTAL HEALTH PEER NETWORK (GMHPN)?

GMHPN is an international organisation that builds capacity among people with lived experience of a mental health condition through empowerment, peer-to-peer mentorship and support. Their vision is to strengthen the voices of persons with lived experience worldwide to inspire respect and acknowledgement of their experiences, views, and opinions throughout the global mental health sector.

### KOKORO'S SUPPORT - A FAIR MODEL FOR LIVED EXPERIENCE EXPERTISE

This year, in collaboration with our partners at the Vitol Foundation, we are supporting GMHPN in creating a costing framework that aims to develop a fair, reasonable and standardised model of informing global remuneration practices for lived experience expertise within diverse sectors of mental health. The development of the costing model is currently underway and will go through a pilot testing phase before being finalised and, hopefully, ready to share and roll out in 2024!

This project builds on GMHPN's work to recognise the value that people with lived experience contribute towards local and global goals that, in turn, guide positive change towards a mentally healthy world.



Check out GMHPN's report that offers guidance on how you can best support lived experience initiatives.

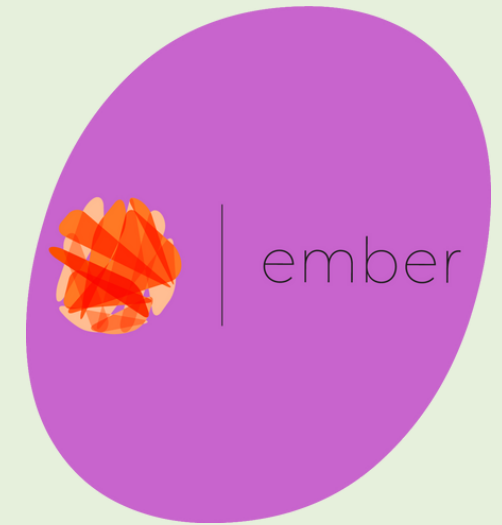
# AMPLIFYING EXPERT VOICES

## EMBER MENTAL HEALTH



### WHO IS EMBER MENTAL HEALTH?

Ember Mental Health, is a programme of the SHM Foundation, founded in 2019, that aims to nurture a diverse global ecosystem of mental health care by providing mentorship, funding, and wellbeing support to cutting-edge community-based initiatives in low-resource settings, while championing a fresh approach to resourcing innovation in the sector.



### KOKORO'S SUPPORT - THE EMBER FUND

Through the Ember Fund, this year Kokoro supported Ember in their important work to help grassroots mental health initiatives in low-resources settings thrive.

### Some Ember wins that Kokoro contributed to in 2023:

- Scaling the work of [existing innovators](#) from previous Investee Cohorts.
- [Selecting & supporting](#) the innovators of the Ember Investee Cohort 2023. Check them out!
- [Sparks Meet-Up 2023, Nairobi](#): a one-of-its-kind event bringing together 30+ organisations to collaborate, share knowledge and brainstorm some of the most pressing issues in global mental health.
- [Taking Care of the Carers report](#)- The wellbeing of mental health workers is a key priority in Ember's work. In this report, Ember explains its approach and outlines some steps that other funders can take to do the same.



Positive Connections



Global Mental Health Peer Network



KPSI



Church of Uganda Kisiizi Hospital



Project Burans



Girls for Girls Africa Mental Health Foundation

# AMPLIFYING EXPERT VOICES

**COP2**



## What is COP SQUARED?

COP<sup>2</sup> is a global network of 450+ organisations that reflect the knowledge, practice, activism and lived experience that go into bolstering the ‘social climate’ and emotional resilience that we need to care for a sustainable earth.

Kokoro is proud to have supported COP<sup>2</sup>'s for a second year, including its work to develop through regional and youth dialogues, and expert consultations across the world, a Roadmap that explains how mental health can be integrated effectively into the world's climate adaptation efforts, creating win-wins for both people and planet.

COP<sup>2</sup>'s [roadmap](#) was launched at COP28 and highlights:

- The concept of psychological tipping points when hope can give way to hopelessness, empathy to enmity, agency to apathy, solidarity to schism, and responsibility to retreat by those with the power to avert a worsening crisis.
- A five step implementation cycle through which local communities can work with the global COP<sup>2</sup> network to co-create support that is most impactful for them.
- Those Early Adopters from the Race to Resilience, who are already working with COP<sup>2</sup> to put this roadmap into practice to support groups on the front lines of the climate crisis.



# YEAR 3 AMBITIONS

## DEEPENING OUR IMPACT

In 2024, we will:

### CONNECTING

- Host our first Future Mental Health Collective retreat with 60 major funders from around the world meeting to discuss the collaboration and accelerating the impact of the mental health ecosystem.
- Support our Collective members as they build their own collaborations within this global, cross-sectoral group.

### SCALING

- Scale our Next Wave Champions' Network and support, and launch our first Champions report.
- Launch the Coalition for Mental Health Investment in partnership with Clinton Global Initiative, McKinsey Health Institute and the Wellcome Trust, creating a platform for leaders across sectors to collaborate on ambitious, global action for a mentally healthy world.

### CHAMPIONING

- Launch a programme of speaking and event opportunities for diverse voices and fellow mental health activators.
- Continue to promote and support joint moments of championing and advocacy among the communities that we admire.
- In partnership with the GMHPN and Vitol, launch global standards for compensating the expertise of People With Lived Experience.

# 2023 AT A GLANCE

Natasha was proud to contribute to:



footage

apolitical



ember

Co—  
Impact

A GLOBAL COLLABORATIVE FOR SYSTEMS CHANGE



CLIMATE CARES

Mental health in the climate crisis



Universität  
Zürich<sup>UZH</sup>



GLOBAL  
MENTAL  
HEALTH  
PEER NETWORK

COP<sup>2</sup>

PEOPLE  
X  
PLANET

*kokoro*

unicef 

***kokoro***  
POWERING OUR COLLECTIVE SPIRIT

**Please get in touch if you would like to collaborate!**  
**[hello@kokorochange.com](mailto:hello@kokorochange.com)**