

COTTON ON
FOUNDATION

Collective

For youth mental health.



Global Partners

Australia, meet your Collective!



Building mental fitness and social connection in today's young people.

They run programs in 176 schools across Australia and New Zealand for students in Year 5 to Year 12, helping them develop important life skills through fun and engaging workshops. These programs bring in not just students, but also parents, teachers, and local mentors to support young people from all angles.

LifeChanger's goal is to support over 1 million young people every year to live happier, healthier lives.



Strong Brother Strong Sister

Strong Brother Strong Sister ensures all Australian First Nations Children and Youth have equal opportunities to live healthy, happy, culturally connected, and self-determined futures and lifestyle.

Funding will support mentoring led by Aboriginal youth specialists and professionals who understand the challenges faced by Aboriginal youth. Funding will contribute to three key mentoring areas: Personally Tailored Mentoring, Group Support, and Social, Emotional, Health and Wellbeing (SEHW) Support.

New Zealand, meet your Collective!



Mental Health Foundation of New Zealand

Since 2019, Cotton On Group has been the official retail partner for Mental Health Foundation of New Zealand's (MHFNZ) 'Pink Shirt Day' the nationwide campaign against bullying.

Funds will go towards providing schools, workplaces and communities with the resources and education around bullying prevention as well as developing initiatives to support youth mental health and wellbeing.

***NOTE:** While MHFNZ is a part of the Mental Health Collective, funds raised through October will not be contributed, due to their standalone fundraising campaign in May.

VOICES *of hope*

Voices of Hope uses the power of lived experience to inspire open conversations about mental health across Aotearoa. Through storytelling, school talks, podcasts, and community campaigns, they help young people feel less alone and encourage them to seek support.

Their work reaches thousands of rangatahi (young people), creating safe, hopeful spaces for those facing mental health challenges to feel seen, supported, and empowered.



Mitey works with schools across Aotearoa to make mental health a normal part of everyday life. Their hands-on, evidence-based programme helps children learn how to understand their feelings, support their friends, and build resilience together.

By partnering with teachers and communities, Mitey creates classrooms where tamariki (children) feel safe to talk, connect, and grow the confidence to look after their own wellbeing and those around them.

South Africa, meet your Collective!



Waves for Change uses the power of surfing to support young people in under-resourced coastal communities across South Africa. Through their Surf Therapy and Take 5 approach, they help kids manage stress, build resilience, and feel a sense of belonging.

Local coaches lead the programmes, creating safe spaces where young people can grow in confidence, connect with others, and strengthen their emotional wellbeing.



Little Lions strengthens mental health support across Cape Town and the Western Cape by engaging children and families through interactive workshops, empowering local role models as advocates, and building collaboration with community organisations.

In schools, they spark open conversations about wellbeing through theatre, while also training youth facilitators from under-resourced areas. Their work creates lasting impact by embedding mental health awareness and resilience across communities.

Asia, meet your Collective!



Malaysia

Tongle works to raise awareness about the importance of mental health, break down stigma, and put mental health into action by partnering with organisations to promote a positive culture of care. They run youth workshops that train students as qualified listeners and offer a 24/7 peer-to-peer support app, creating safe spaces for connection.

With plans to expand awareness, add community facilitators, support rural outreach, and design culturally relevant resources, Tongle is building a more open and supportive mental health culture for young people.



Hong Kong

The New Normal empowers people with lived experience to support their communities through free peer groups, training, and local activities, ensuring no one feels alone in difficult times.

As they expand into the New Territories, the team will train youth facilitators to run peer-led projects, increase outreach, deliver more group sessions, and build partnerships with schools and job platforms, strengthening their internal capacity to reach more young people and embed a culture of care across our communities.



Singapore

The Singapore Association for Mental Health (SAMH) supports individuals with mental health challenges through rehabilitation and reintegration, while also providing emotional and practical support to families and caregivers. Their Resilience Series offers weekly sessions for small groups of referred students, led by art- and movement-based facilitators, focusing on five pillars of resilience: basics, belonging, learning, coping, and core self. The programme is complemented by talks for school staff, parents, and students to promote resilience across the school community.

USA, meet your Collective!

BORN THIS WAY/ FOUNDATION

In September 2023, Cotton On Foundation and Born This Way Foundation came together in a global partnership to support youth mental health and inspire a movement of kindness.

Through this collaboration, they are amplifying the Be There Certificate, a free, self-paced online course that helps young people build mental health literacy and gain the skills and confidence to support their peers. The Kindness in Community Fund grants form part of this partnership.

These grants support local groups delivering vital mental health services for young people, recognizing and strengthening the impact they have within their communities.



Aliento is a youth-led organisation supporting undocumented young people, Dreamers, and mixed-status families to build healing, connection, and confidence.

They run arts-based healing workshops, mental-health support, education programs, and leadership development, helping young people grow their resilience and feel a strong sense of belonging. These programs centre youth voice, creativity, and lived experience.

Aliento's mission is to empower immigrant youth every year to turn their stories into hope, leadership, and meaningful action.



AMP is a Portland-based nonprofit supporting young people experiencing homelessness through creativity, community, and care.

They provide music and art workshops, studio time, drop-in support, meals, and essential supplies, creating a safe space where young people can express themselves, connect, and build confidence.

AMP's mission is to help youth experiencing homelessness feel seen, supported, and empowered to shape their futures.

USA, meet your Collective!



National Youth Foundation works to empower young people through creative writing and storytelling programs.

They provide schools and communities with contests, workshops, and publishing opportunities that give students a platform to express themselves, celebrate underrepresented voices, and develop essential literacy and leadership skills. Their programs often partner with mentors and organizations to reach underserved communities.

National Youth Foundation's mission is to ensure every young person can share their story, build confidence, and access opportunities to thrive.



Ryan Bartel Foundation supports teen mental-wellness and helps prevent youth suicide by creating safe, connected spaces for young people to heal and belong.

They provide communities and families with support groups, creative and wellness workshops, peer-connection events, and a resource library for teens and parents — all designed to foster resilience, belonging, and hope when life gets hard.

Ryan Bartel Foundation's mission is to ensure every young person feels valued, supported, and equipped with tools to cope — so suicide is never seen as a solution, and every teen knows they're not alone.



The Unbreakable Organization is working to protect and support young people's mental health, especially those affected by trauma and gun violence.

They provide schools and communities with trauma-informed workshops, peer-support programs, wellness events, creative initiatives, and a scholarship + mentorship

United Kingdom, meet your Collective!



Beyond is a UK youth mental-health charity working to improve access to early support for young people across the country.

They provide schools and communities with practical resources, grant funding, and a national directory of trusted mental-health services. Their annual wellbeing festival brings conversations about mental health directly into classrooms, led by young people with lived experience.

Beyond's mission is to ensure every young person can access the support they need to feel understood, supported, and able to thrive.



Sister System supports girls and young women aged 13–24 who have experienced the care system, including foster care or residential care.

They provide mentoring, peer support, accredited education, life skills workshops, and career coaching, creating safe, empowering spaces for care-experienced young women to build confidence, resilience, and practical skills.

Sister System's mission is to ensure every care-affected young woman has the support and opportunities she needs to grow, heal, and thrive.

Brazil, meet your Collective!



O Fazendo História é uma organização brasileira que acompanha crianças e adolescentes em situação de acolhimento, ajudando-os a reconstruir suas histórias e compreender suas trajetórias com segurança e afeto.

Seus programas abrangem atividades de memória e narrativa, apoio psicoterapêutico, formação de educadores, acolhimento familiar e acompanhamento de jovens em transição para a vida adulta. Cada iniciativa fortalece autonomia, autoestima e vínculos de cuidado que sustentam seu desenvolvimento.

A missão da organização é garantir que todos os jovens acolhidos tenham a oportunidade de resgatar sua história, reconhecer suas potências e construir um futuro digno e promissor.

Fazendo História is a Brazilian nonprofit working with children and adolescents living in out-of-home care, helping them make sense of their past and build strong, meaningful life stories.

They offer storytelling programs, emotional-health support, caregiver training, and foster-care pathways, as well as mentorship for young people transitioning to adulthood. These initiatives create safe, nurturing environments where children can heal, grow, and thrive.

Their mission is to ensure every young person in care can reclaim their history, discover their strengths, and move confidently toward the future.