

2024

ANNUAL IMPACT REPORT

Creating generational change in mental health



Acknowledgement of Country

We recognise and pay respect to First Nations people and Elders past, present and future from across this country.

We acknowledge the importance of connection to land, culture, spirituality, ancestry, family and community for the wellbeing of all First Nations children and their families.



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Who We Are

Smiling Mind has been at the forefront of mental wellbeing innovation for over 12 years, helping minds thrive with evidence-based tools and resources. We're proud to have impacted the lives of millions of people globally.

Our mission is Lifelong Mental Fitness. We aim to create generational change in mental health, providing proactive tools and programs that help every mind thrive. We've impacted millions of people through our renowned mental wellbeing app and school-based programs—but this is just the beginning.

Smiling Mind's programs and tools are designed for minds of all ages and stages to learn the skills that promote mental wellbeing and create the habits to thrive. We empower people to live mindfully, embrace flexible thinking, grow connections, act purposefully and recharge the body at home and at school.

Find out more at: www.smilingmind.com.au

Our vision

We aim to create generational change in mental health, providing proactive tools and programs that help every mind thrive

Our mission

Lifelong Mental Fitness

Smiling Mind Mental Fitness Model

Evidence shows there are a range of skills that underpin mental wellbeing. Just like we train different muscles to build physical fitness, we can practise skills to build mental fitness and support our ability to thrive.

What is mental fitness?

Mental fitness reflects our ability to be at our best each day, navigate challenges, and support a state of positive mental wellbeing. It's our foundation for thriving. In practice, mental fitness involves consistently and intentionally developing the mental skills we can draw upon to respond to setbacks, sustain healthy relationships, navigate change and uncertainty, and make effective decisions.

These skills can be proactively developed before mental ill-health arises, and help us navigate life's ups and downs. Everyone can practise mental fitness—it's never too late, or too early, to get started.

What are the components?

Live Mindfully

Skills to help us be present, pay attention and respond well to the things that happen around us.

Embrace Flexible Thinking

Skills to help us make decisions, solve problems and be creative.

Grow Connections

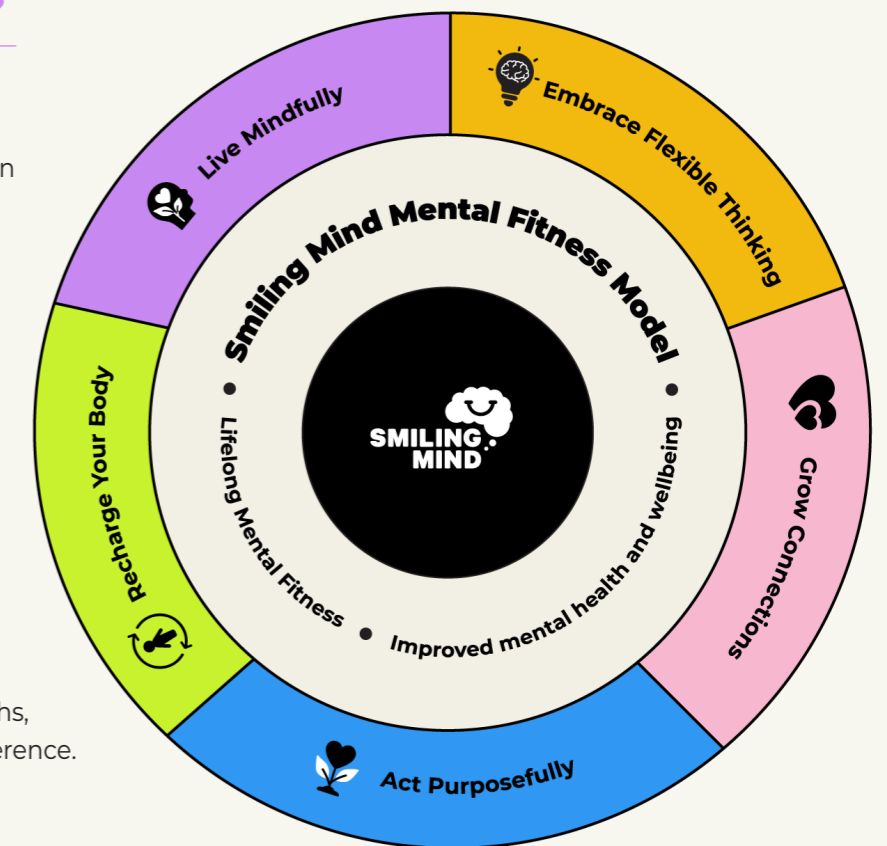
Skills to help us build good relationships with others and ourselves.

Act Purposefully

Skills to help us understand our strengths, values and how we want to make a difference.

Recharge Your Body

Skills to support our mind and body through movement, rest, relaxation and sleep.



Smiling Mind Mental Fitness Model

Mental Fitness Skills in Schools and at Home

Smiling Mind aims to create generational change in mental health outcomes by equipping children with the skills they need to thrive and preventing mental illness.

We do this through two key pathways - at Home and at School.

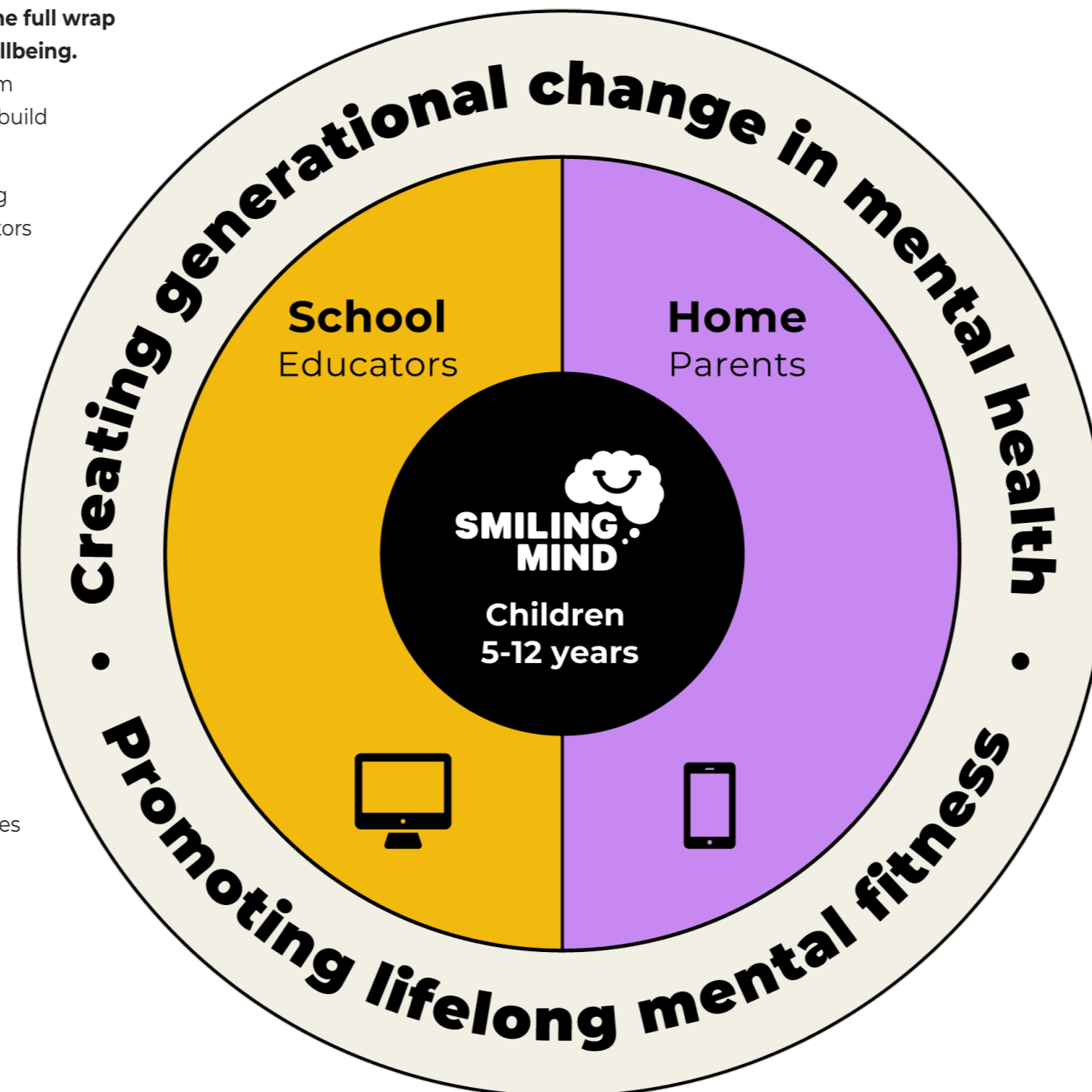
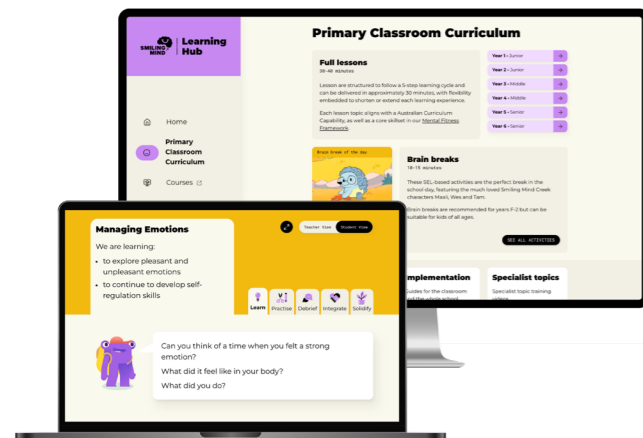
At School

Smiling Mind's comprehensive whole school program offers the full wrap around training and support schools need to support child wellbeing.

Aligned with the Australian curriculum, the digital school program focuses on 20 key social and emotional learning topics known to build mental wellbeing and protect against mental ill health.

The program consists of 120+ digital lessons and mapped learning resources for years 1 - 6, co-designed by psychologists and educators to help children build essential social and emotional skills.

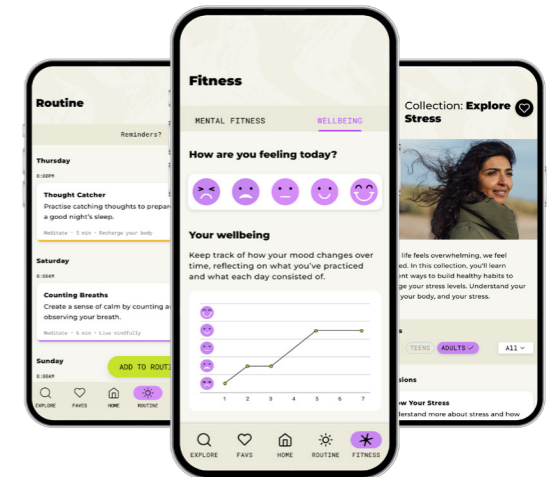
- ✓ **A proven model**
Independently evaluated for skill building and wellbeing impact, informing an evidence based and validated approach
- ✓ **20 SEL topics for Year 1-6**
Codesigned by psychologists and educators to help children learn, practice and integrate social and emotional skills
- ✓ **Structured but flexible**
Flexible lesson plans to save educators time and increase program fidelity
- ✓ **Regular professional learning opportunities**
Educators have access to professional learning opportunities



At Home

The evidence-based Smiling Mind App is our main tool for supporting children and families at home. Free for over 12 years, it offers **700+ pieces of evidence-based content across 50+ collections** designed by psychologists to promote mental fitness in fun, personalised ways.

- ✓ **Free for everyone**
Free to access for over 12 years, ensuring everyone has the tools to thrive
- ✓ **Evidence-led content**
Over 700 psychologist-designed pieces of content across 50+ collections for adults and children
- ✓ **Fun and personalised support**
Content is designed to support mental fitness in fun, engaging, easy, and personalised ways



A Note From Our CEO



Those who know us, know we are on a mission to transform mental wellbeing for future generations. As we witness alarming trends in children's mental health, we recognise the profound and lasting impact these challenges can have on their lives, both now and in the future.

This year was an incredibly stressful year for many Australians, with families and communities facing a cost of living crisis, which has exacerbated our enduring mental health crisis. Our research, highlighted in the State of Mind Report 2024, revealed the fact that nearly two in five children (42%) are experiencing anxiety and 85% of parents and caregivers are experiencing mental health challenges including anxiety, stress, and depression, with nearly three in four parents feeling overwhelmed at least weekly. Wow, right?

“ **Mental health issues often begin in childhood, with 50% of all adult mental health disorders emerging before the age of 14. The statistics are alarming, and yet, they serve as a powerful reminder of why early intervention and proactive support are crucial.** ”

This is why our commitment to the mental wellbeing of primary school-aged children and the adults that surround them is so timely, and has never been more important. Our role is twofold: to equip children with the tools to manage life's challenges and thrive, and to empower those around them—parents/caregivers, and educators—to support their own growth and mental fitness. This is at the heart of everything we do.

“ **Our vision is to create the first generation of young people who take proactive steps to care for their mental health, reducing the impact of mental illness and setting the stage for healthier, more resilient lives.** ”

In 2024, we shifted our approach to further align with the growing need for proactive mental fitness across our communities. We introduced our Mental Fitness Model, a forward-thinking, evidence-based framework designed to build resilience and positive mental health, which is now integrated into the Smiling Mind App and School Program.

“ **Our State of Mind Report revealed that children who regularly practised mental fitness strategies scored significantly higher on mental wellbeing scales, with similar benefits found for parents and caregivers.** ”

We are proud of our achievements in 2024, especially the impact of our Primary School Program:

- **Our digital programs now empower over 14 million children and young people globally, with 9 million in Australia alone, helping them build lifelong mental fitness.**
- **We reached over 850 schools and directly benefited 317,000 students.**
- **An independent program evaluation by the Australian Council for Educational Research (ACER) showed the program was proven to enhance emotional resilience and improve mental wellbeing.**
- **Nearly two-thirds of students (67%) reported benefits to their mental wellbeing**
- **84% of educators were more confident teaching SEL skills**

The feedback we received demonstrates how critical it is for our educational system to prioritise mental fitness for students.

This year's report details the progress we've made in advancing mental fitness across Australia and highlights the significant impact we are having on individuals, schools, and families. Our work would not be possible without the support of our incredible partners, funders, and dedicated staff and board, whose contributions have allowed us to scale our impact. Together, we are paving the way for a generation of children equipped with the mental fitness to face life's challenges, with the tools and resilience to thrive.

As we move forward, our focus is on expanding our school program significantly, reaching even more children, and building on the tools within our app using the best evidence-based strategies and technology-driven solutions. We remain committed to creating a future where mental fitness is prioritised just as physical fitness is.

Together, with the support of our partners, educators, and community, we can make this vision a reality.

Thank you for being part of this journey.

Sarah La Roche
CEO, Smiling Mind

A Note From Our Founders



As we witness the ongoing mental health crisis and the alarming rise in anxiety among children, we remain more committed than ever to equip the next generation with the tools to thrive. It's not enough to react to mental health challenges—we need to empower children, educators, and families to build resilience from the ground up and prevent mental ill-health, before it starts. That's why, in 2024, we introduced our Mental Fitness Model, a forward-thinking, evidence-based framework that we believe will shape the future of mental wellbeing.

This shift marks a new chapter in our 12 year history and we are proud to be united in our new mission of Lifelong Mental Fitness. The new Mental Fitness Model goes beyond addressing mental health issues as they arise and focuses on developing a foundation of resilience that lasts a lifetime.

As we continue to evolve, we are more determined than ever to expand our reach, enhance our programs, and provide the most effective, technology-driven solutions to support mental wellbeing. We're proud to be paving the way for a generation that understands mental fitness is just as essential as physical fitness for overall health and wellbeing.

Jane Martino & James Tutton
Founders, Smiling Mind

Building a Generation With the Mental Fitness to Thrive, for Life

Studies show an alarming global trend in children's mental wellbeing. Australian children and young people are facing a mental health crisis, leading to disengagement from school and community—and further long-term challenges¹.

50% of all adult mental health issues emerge before the age of 14.²

1 in 7 children and young people aged between 4 and 17 experience a mental health disorder.³



Falling behind: Mental health concerns are increasingly common in Australian primary schools, and students with mental disorders in year 3 are already 7-11 months behind.⁴



Strategies to promote mental health and prevent mental illness during early childhood have greater outcomes than those delayed until later life.⁵



Mental health concerns during youth have been well established as a precursor for serious mental illness in adulthood, supporting repeated calls for greater investment into early intervention.⁶



Smiling Mind helps people navigate life's challenges by providing tools for lifelong mental fitness. We aim to empower individuals to build their own mental wellbeing and support the children in their lives to do the same.

We support minds of all ages and stages with accessible, engaging and impactful digital programs and services for use in homes and schools. Our goal is to create the first generation of children who proactively care for their mental health and wellbeing, reducing mental illness.

1. Eapen, V., Stylianakis, A., Scott, E., Milroy, H., Bowden, M., Haslam, R., & Stathis, S. (2023). Stemming the tide of mental health problems in young people: challenges and potential solutions. *Australian & New Zealand Journal of Psychiatry*, 57(4), 482-488.
2. Kessler RC, Berglund P, Demler O, Jin R, Merikangas KR, Walters EE. (2005). Lifetime Prevalence and Age-of-Onset Distributions of DSM-IV Disorders in the National Comorbidity Survey Replication. *Archives of General Psychiatry*, 62 (6) pp. 593-602. doi:10.1001/archpsyc.62.6.593.
3. Lawrence D, Johnson S, Hafekost J, Botelho De Haan K, Sawyer M, Ainsley J, Zubrick SR. (2015). The Mental Health of Children and Adolescents. Report on the second Australian Child and Adolescent Survey of Mental Health and Wellbeing. Canberra: Department of Health.
4. Telethon Kids Institute. (2015). Young Minds Matter: the second Australian Child and Adolescent Survey of Mental Health and Wellbeing.
5. Shonkoff, J. P., & Garner, A. S. (2012). The Lifelong Effects of Early Childhood Adversity and Toxic Stress (Technical Report). *Pediatrics*. 129(1) e232-e246. doi:10.1542/peds.2011-2663
6. McGorry PD, Mei C. Early intervention in youth mental health: progress and future directions. *Evid Based Ment Health*. 2018Nov;21(4):182-184. doi: 10.1136/ebmental-2018-300060. Epub 2018 Oct 23. PMID: 30352884; PMCID: PMC10270418.



Impact at Scale

Over 12 years we have supported millions of people through our programs and services for use in homes and schools.

All time,

In 2024,

9.3M

App downloads: Global, 9.3M. Australia, 5.1M.



+746K

New app downloads, with 394K in Australia.

14M

Children and young people (under 25) supported via the app and programs: Global, 14M. Australia, 9M.



+1.2M

New children and young people, with 64% (754K) in Australia.

619K

App users identifying as parents: Global, 619K, Australia, 372K.



+84K

New app users identifying as parents.

1,769

Australian schools have participated in the Smiling Mind Primary School Program.



853

New Australian Schools participated in the Smiling Mind Primary School Program, including 25,745 educators, 16,329 non-teaching staff and 317,581 students.

The [2024 State of Mind report](#) revealed that regular practice of mental fitness strategies improves wellbeing for children and their parents and caregivers.


[ACER's 2024 published independent evaluation of the Smiling Mind Primary School Program](#), showed 95% of educators were satisfied with the program and 2 in 3 students reported at least one wellbeing benefit.

1

Shifting the National Dialogue on Mental Health



Smiling Mind's New Mission, Lifelong Mental Fitness




Live Mindfully

Skills: Awareness, Attention & Focus, Attitudes




Embrace Flexible Thinking

Skills: Mindset, Emotional Management, Gratitude




Grow Connections

Skills: Empathy & Kindness, Compassion, Positive Communication



Live Purposefully

Skills: Values, Strengths, Meaningful Contribution



Recharge Your Body

Skills: Movement, Sleep, Rest, Relaxation & Recovery

In response to Australia's growing mental health challenges, Smiling Mind introduced the Mental Fitness Model, an evidence-based framework to help individuals build resilience and wellbeing. This model identifies five key mental fitness skill sets that empower people to thrive, providing practical tools for all ages to enhance mental health.

Developed by our team of researchers, psychologists, and mental health experts, the model focuses on proactive development. It helps individuals navigate life's challenges, sustain relationships, manage stress, and make effective decisions. Designed for parents, children, teachers, and adults, it promotes a preventative approach to mental health.

A Smiling Mind survey of 900 Australians revealed that the term mental health is still often associated with negativity, while mental fitness is seen more positively and is linked to personal growth. Australians also associate mental fitness with physical fitness, recognising the importance of proactive practices to maintain mental resilience, much like physical exercise.

In 2024, Smiling Mind launched the Mental Fitness Model alongside its new mission, Lifelong Mental Fitness, aimed at tackling Australia's mental health crisis and reducing stigma.

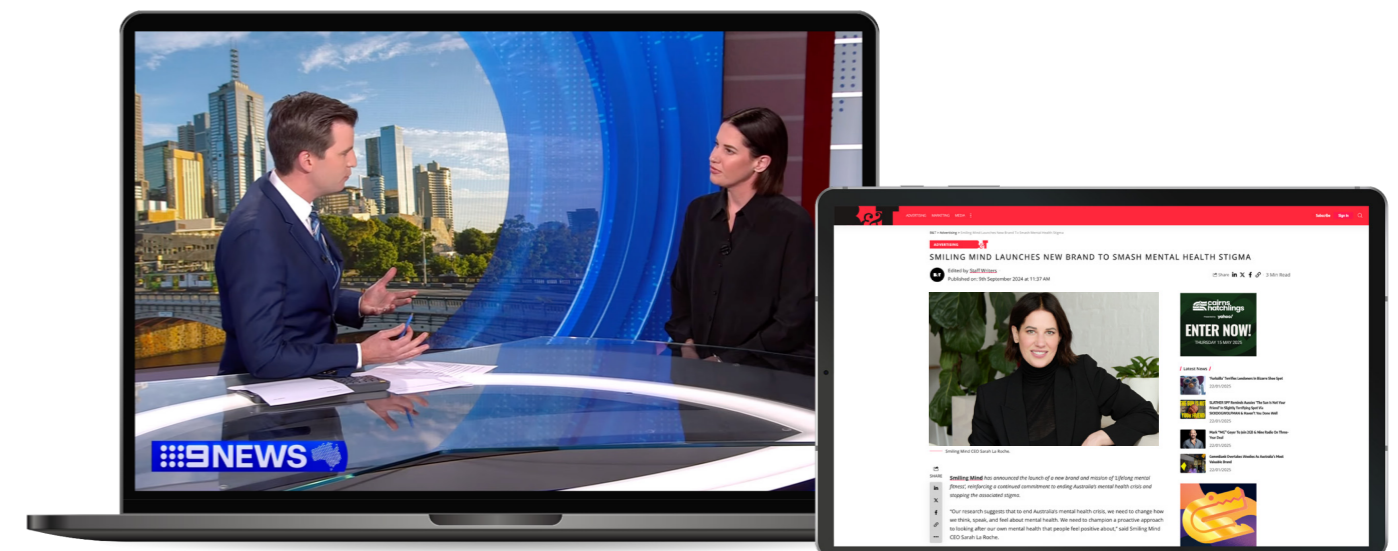
“ Just as we're taught to keep our bodies healthy, we need to raise awareness of how to keep our minds healthy, giving kids the skills to thrive before mental ill-health prevails.

- Sarah La Roche, Smiling Mind CEO

The model emphasises prevention, focusing on building mental skills from a young age to better cope with life's stresses and reduce mental illness prevalence. By reframing mental health as something everyone can proactively improve, Smiling Mind aims to transform the national approach to mental wellbeing.

The Mental Fitness Model encourages Australians to treat mental health with the same importance as physical health, helping individuals of all ages thrive. As the model continues to grow, it offers a hopeful path forward, empowering people to take control of their mental wellbeing and build lives full of resilience and connection.

The launch of Smiling Mind's new mission and model made national news headlines.



State of Mind Report 2024 Launched

Smiling Mind, in collaboration with KPMG Australia, released its State of Mind Report in November 2024, revealing concerning trends in the mental health of Australian children. The nationally representative report, based on a survey of 2,004 parents and caregivers and representing 2,802 children aged 4 to 12, highlighted the mental health challenges facing our nation's families.

Key findings from the report include:

- ➔ **High Rates of Anxiety and Stress:** Nearly two in five children (42%) show signs of anxiety, while one in three (27%) experience stress and 11% exhibit depressive symptoms.
- ➔ **Parental Struggles:** A staggering 85% of parents and caregivers report experiencing mental health challenges, including anxiety, stress, and depression, with nearly three in four parents feeling overwhelmed at least weekly.
- ➔ **Declining Wellbeing with Age:** Children's wellbeing declines significantly with age. While 64% of 4 to 5 year olds report high levels of wellbeing, this drops to 48% for 8 to 12 year olds, highlighting the need for early intervention.

A Worrying Trend: Parental Mental Health and its Impact







The report also underscores the profound connection between parental mental health and the mental wellbeing of children. The report shows parents who report experiencing mental ill-health are significantly more likely to report similar symptoms in their children. With caregivers often facing heightened stress due to economic pressures, the report stresses the importance of supporting parents to better equip them to support their children.

Mental Fitness as a Solution

Despite some sombre findings, the report found a positive correlation between children's mental fitness and wellbeing. Children who regularly practised mental fitness strategies scored significantly higher on mental wellbeing scales, with similar benefits found for parents and caregivers. This reinforces our ongoing advocacy for more proactive policies and programs to support Australian families with the skills they need to thrive.

Key Recommendations for Action

To address the trends highlighted in the report, Smiling Mind has outlined six key recommendations:

-  **Increase Investment in Child Mental Health Programs:** Focus on funding initiatives specifically for children under 12.
-  **Access to Early Support Resources:** Ensure families can access timely programs during key life transitions.
-  **Integrate Self-Directed Mental Health Programs:** Incorporate low-intensity, self-help resources into the child mental health system.
-  **Increase Access to Parent Support:** Provide evidence-based programs, practical toolkits, and financial and social support for parents.
-  **Launch a National Mental Fitness Campaign:** Promote proactive mental health approaches to reduce stigma.
-  **Tailored Support for Diverse Families:** Offer culturally sensitive resources to support families facing unique challenges.



The State of Mind Report 2024 was officially launched via a webinar on November 20th, 2024. The event featured prominent speakers such as Dr. Norman Swan, Professor Frank Oberklaid AM, and parenting expert Maggie Dent.

The State of Mind webinar and report was organically promoted across social media, website and email communications with an extensive earned media campaign delivered. Overall the activities from this campaign achieved an audience reach of 7.7M people (not unique) and over 20K conversion actions taken.

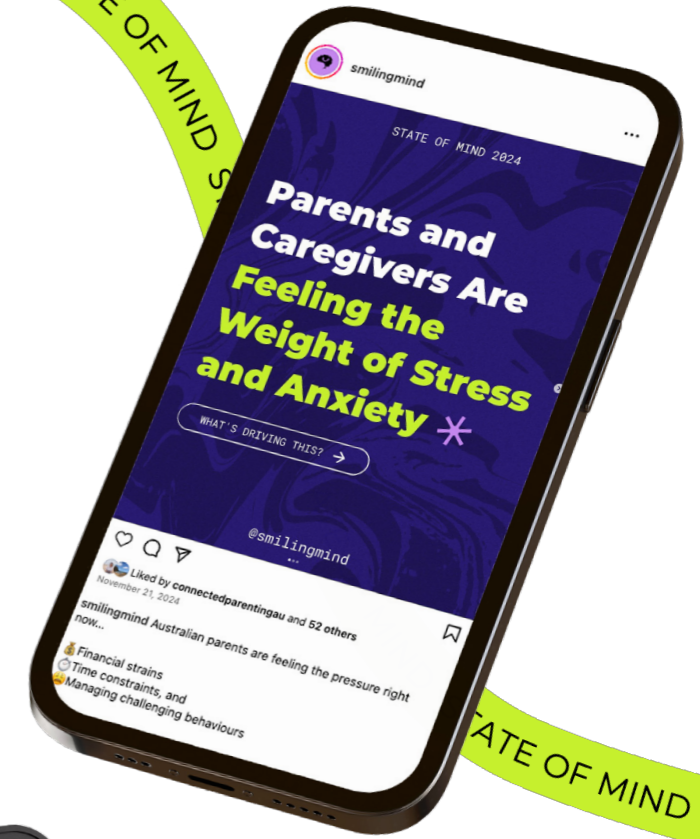
The State of Mind Report underscores a pivotal moment for child mental health in Australia, calling for immediate action and long-term investment to support both children and parents in building the mental resilience needed to thrive.

7.7M

campaign audience reach

20K

conversion actions taken



We need to start a conversation to raise awareness of things we can do really practically to support children. Imagine how our world could be if we all started paying more attention to mental fitness, particularly in children.

- Dr Kerrie Buhagiar, Smiling Mind Chief Programs Officer and State of Mind Panellist



There's been an extraordinary underinvestment in children's mental health by the government, which has been the elephant in the room for decades. There's so many opportunities for prevention and early intervention.



- Prof Frank Oberklaid AM, MD, FRACP, DCH, Co-Group Leader, Policy and Equity at Murdoch Children's Research Institute and State of Mind Panellist



Looking back at past generations, parents could manage with more affordable mortgages, and often one caregiver could stay home. Today, with the rising cost of living, it's a challenge for many families as both parents now need to work to make ends meet.

- Adele Barbaro, Parent, Entrepreneur and State of Mind Panellist



2

Impact in Schools



Independent ACER Evaluation of the Smiling Mind Primary School Program

In 2024, the Smiling Mind Primary School Program was delivered in over 850 schools nationally supporting **317,581 students**, 25,745 educators and 16,329 non-teaching staff. Across the years we have delivered the program, it has positively impacted students across 1,769 schools.

The Smiling Mind Primary School Program integrates SEL learning with evidence-based psychological techniques to help students manage stress, build resilience, and improve their overall mental health. Delivered digitally by trained educators, the curriculum is designed to fit seamlessly into classroom environments while promoting emotional regulation, mental wellness, and positive social interaction.

“
Relaxing and breathing can help me keep my cool and keep track of my emotions. I feel calmer, nicer and safer if I do these things.

- Year 4 student

The Australian Council for Educational Research (ACER) published an independent evaluation of the Smiling Mind Primary School Program in 2024 which showed the Smiling Mind Primary School Program delivers a range of positive benefits for students, educators and school communities.

In response to growing mental health challenges faced by young Australians, the Smiling Mind Primary School Program (the Program) has emerged as a crucial tool for supporting the mental wellbeing of primary school students. The evaluation conducted by ACER highlights the Program's positive impact on student resilience, mental health, and engagement in learning.

Designed as a mental fitness and mindfulness based social and emotional learning (M-SEL) curriculum, the Program aims to enhance emotional resilience in students from Years 1 to 6 through a fully digital platform. The evidence presented demonstrates that the Program not only supports students but also empowers educators with the skills and confidence needed to nurture mental wellbeing in the classroom.

“
I learned that recognising our emotions is extremely important, and can help us during tough times. It will help us learn to calm down when we are uncertain about things as well.

- Year 6 student



In 2023, the ACER Evaluation surveyed 2,654 educators and 8,981 students across 733 primary schools nationwide. This large-scale study was aimed at assessing the Program's effectiveness in improving student mental health and providing educators with the necessary tools to support their students' emotional wellbeing.

Key findings include:

- ➔ **Widespread Program Adoption:** The Program reached 979 Australian Primary Schools across all states and territories, impacting 268,027 students and involving 21,728 educators.
- ➔ **Student Impact:** Nearly two-thirds of students (67%) reported benefits to their mental wellbeing from participating in the program.
- ➔ **Educator Feedback:** 95% of educators expressed satisfaction with the program, with 84% feeling more confident in teaching social and emotional learning (SEL) skills.

Key results

Student Mental Health Improvements:

78%

of educators noted a marked improvement in students' knowledge of mental health and wellbeing.

68%

of educators observed improvements in students' overall mental health.

67%

of students reported that the Program positively impacted their wellbeing.

Increased Educator Confidence:

84%

of educators felt more confident teaching SEL skills.

82%

of educators reported greater confidence in supporting student mental health and wellbeing.

Enhanced School Climate and Culture:

88%

of educators report that their schools or classrooms have improved as a result of the program, including:



More positive learning environments



Social and emotional skills development



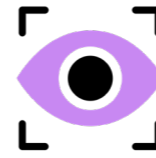
Engagement with learning



Students who had positive interactions with the Program reported higher wellbeing outcomes, including improvements in happiness, optimism, empathy, self-regulation, and school engagement.

Notable Wellbeing Benefits for Students:

Two-thirds of students reported at least one significant wellbeing benefit, including:



Being more focused on school work



Ability to keep calm more easily when worried



Playtime more enjoyable



Feel closer to friends and family



Feeling less worried about school work



Recognising and managing emotions better



Ability to solve problems more easily



Smiling Mind makes you nice and calm, ready for you to start learning.

- Year 3 student

The Smiling Mind Primary School Program offers a proven, evidence-based approach to enhancing the mental wellbeing of primary school students. As young Australians continue to face unprecedented challenges related to mental health, the Program has shown that early intervention in social and emotional learning can empower children with the essential skills they need to thrive in school and life.

The Smiling Mind Primary School Program is proudly supported by:



3

Impact in Homes



Smiling Mind App's Latest Update: Empowering Lifelong Mental Fitness

The Smiling Mind App received a major update in 2024, making it more accessible, engaging, and impactful than ever before. Available for free on the Apple App Store and Google Play Store, this new version of the app is a key milestone in Smiling Mind's ambition to support everyone to manage their mental wellbeing at every age and stage of life.

How Smiling Mind is leading the way

Mental health and wellbeing have never been more important, and as the world evolves, so do the needs of the people we serve. Smiling Mind has always been committed to providing free, evidence-based resources and as part of our evolution to our new Mental Fitness Model, we redeveloped the Smiling Mind App into a comprehensive toolkit for building and maintaining lifelong mental fitness.

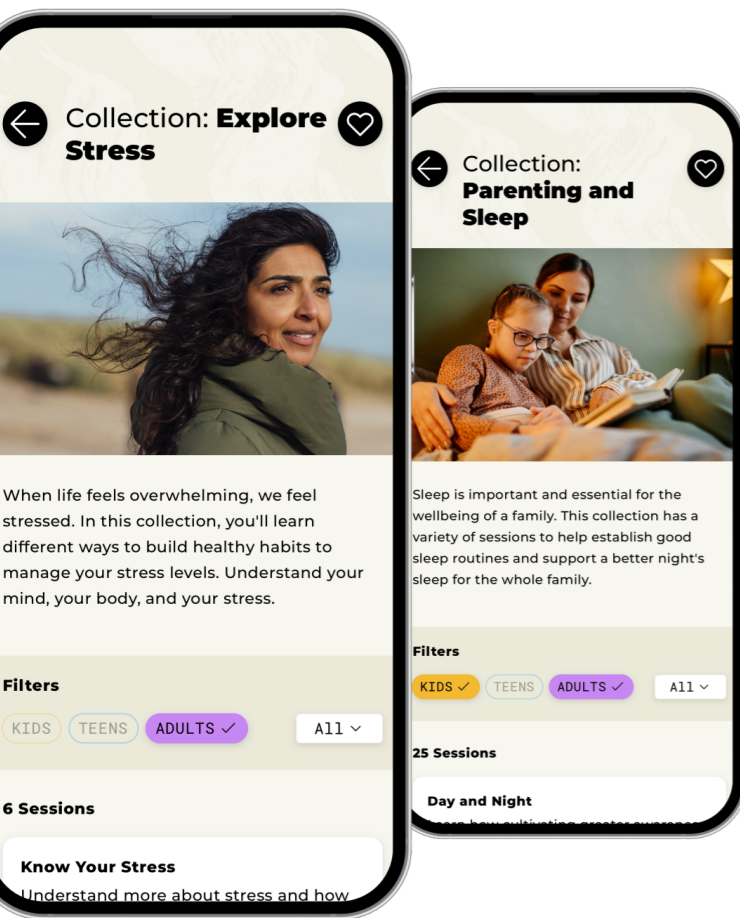
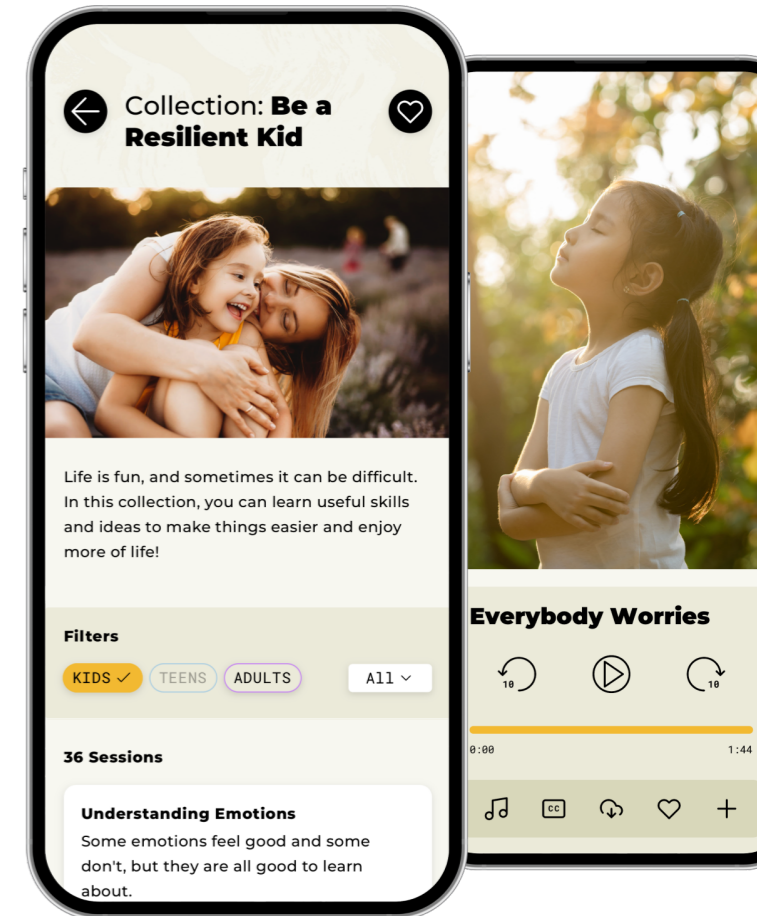
The Development Journey

This update was years in the making, and we collaborated closely with Thinkplace, MakerX, and BCGx to bring the new version to life, underpinned by feedback from users, research, and advancements in technology to include more features, content, and interactivity.

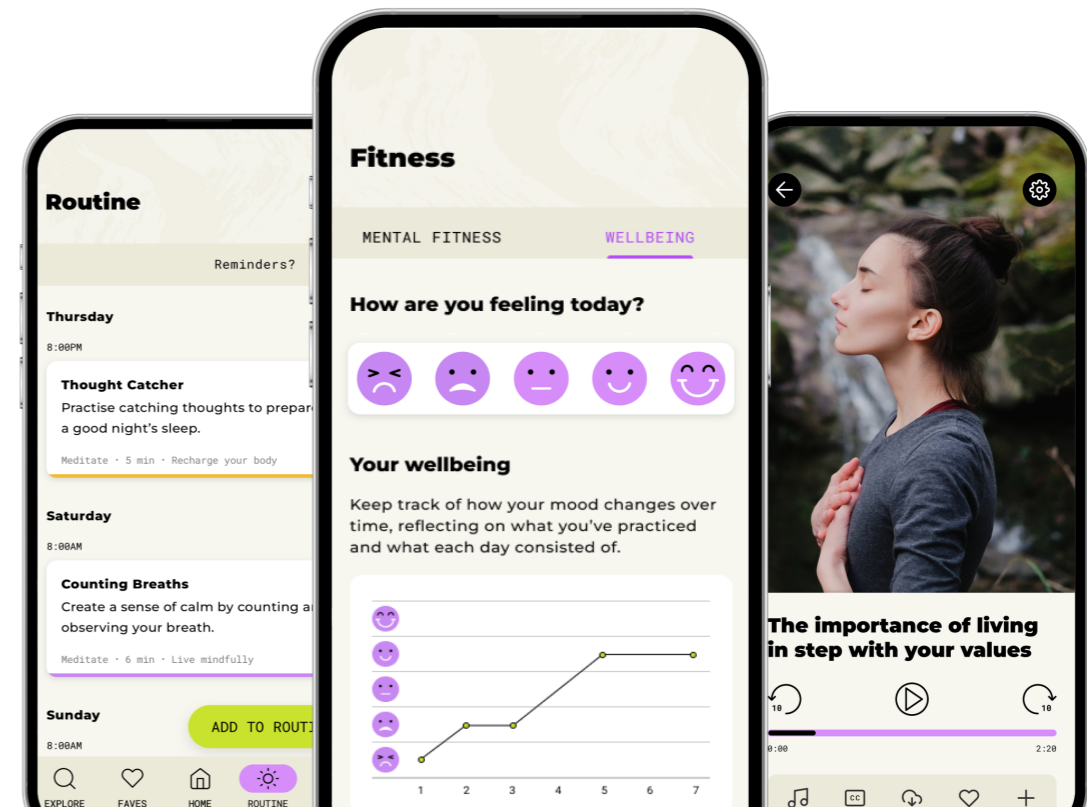
The Smiling Mind App underwent multiple rounds of usability testing and was fine-tuned through real user feedback. Our goal was simple: to create an app that is not just useful but delightful to use.

New Features for Lifelong Mental Fitness

- ➔ **Extensive Resources:** Over 700 evidence-based practices curated into 50+ collections designed by psychologists for both adults and children.
- ➔ **New & Updated Sessions:** More than 280 fresh and improved sessions, including learning modules, meditations, soundscapes, and videos.
- ➔ **Routines:** Customisable routines that help users build consistent mental fitness practices.
- ➔ **Personalised Content:** Content is now organised based on specific needs and goals, making it easier for users to find what works for them.
- ➔ **Mental Fitness Tracking:** Users can monitor their progress, gaining insights into what techniques are most effective for their wellbeing.



*** These updates ensure that the Smiling Mind App is more than just an app—it's a lifelong mental fitness companion.**



Early Impact and Success

Since the new version of the app was launched to all users in September, we've seen a remarkable increase in user engagement. Here are some of the key metrics:

Time Spent: Average time spent on the app has increased from 4m 17s to 5m 16s per session, indicating deeper engagement.

Onboarding Success: The app's onboarding completion rate skyrocketed from 72.6% to 98.7%, making it easier for users to dive right into the experience.

Content Consumption: Among users who complete onboarding, 71.9% now start a session.

Active Usage: Monthly active users are now interacting with the app more frequently, with the average number of sessions per user rising from 6 to 7 per month.

Additionally, the app has been featured as **App of the Day** on the Apple App Store three times since its release, a testament to its growing popularity and impact.

Our Commitment to Support Mental Fitness for All

Smiling Mind continues to serve millions of Australians, free of charge, with support from our community, partners, and funders. Despite no government funding, we remain committed to keeping the app accessible for everyone.

Looking Ahead

As we continue to enhance the app's features and content, we remain focused on our goal: to empower individuals, families, and communities to proactively manage their mental wellbeing in accessible and engaging ways.

The new app is more than just an update—it's a new chapter in our journey to support mental fitness for all. Whether you're just starting your mental fitness journey or looking to deepen your practice, the Smiling Mind App is here to help you thrive—now and in the future.

The Smiling Mind App is proudly supported by:



Reviews of the updated app from our community of users:



I've been using Smiling Mind for years with my rowdy kids who beg for it every night, and also for myself. At first I freaked out when it suddenly looked so different!! BUT... it's all still there but now there's SO much more!! We're still doing the sleep meditations, and I'm also now going through the 'resilient kids' collection with my 8 year old to learn more about emotions and friendships. Highly recommend it. Thank you so much, Smiling Mind.



A lifesaver during a real personal crisis. I decided to give this app a real chance. I am experiencing benefits now: calmness, compassion, much less anxiety, more acceptance. Thank you for this great initiative. To all who are in a crisis. Don't do this alone. Reach out to other humans and add this app to give daily life structure and to slow it down.



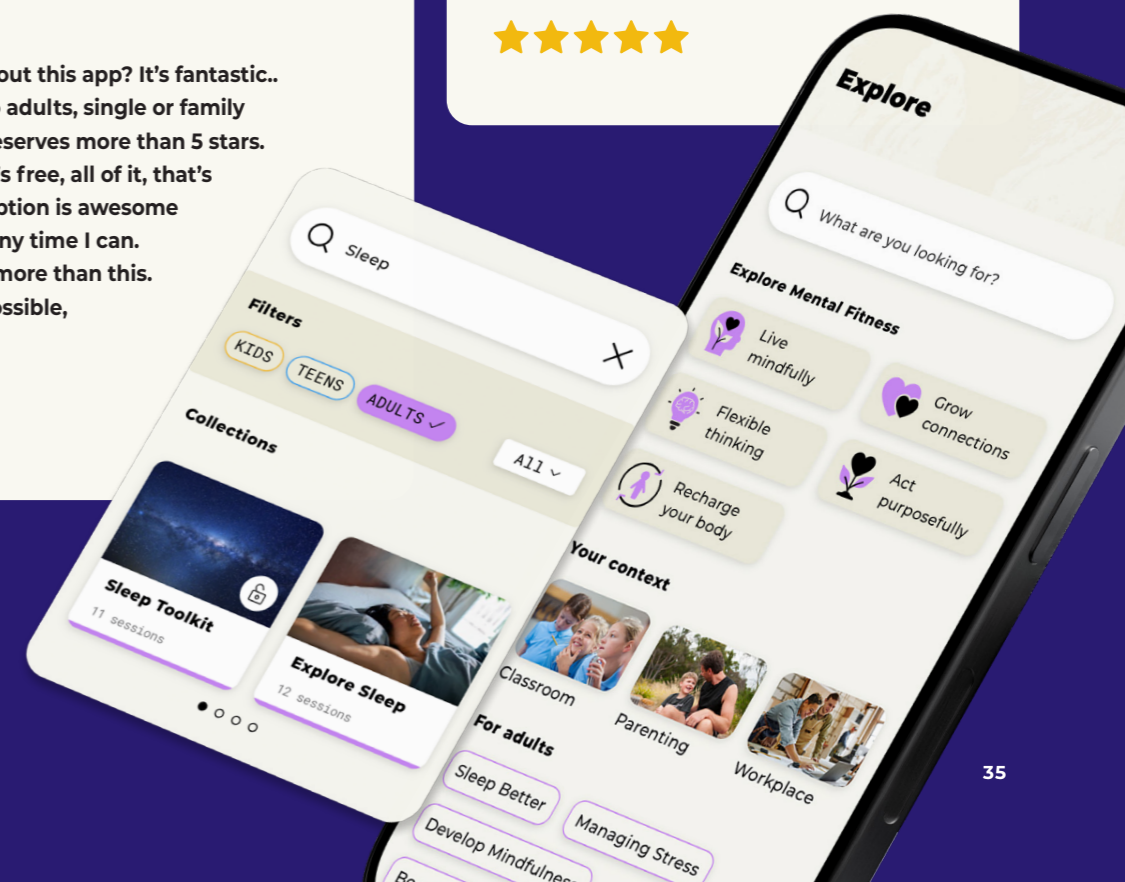
Smiling Mind has been a huge help for teenage life, it has helped me sleep, appreciate myself, and so much more. I think this is a great way to settle down and really think about the things going on around you and in your mind. It helps you feel better about yourself and I think that is really important for everyone.



I love what this organisation stands for, it has helped me so much during tough times and the fact that it's still free in 2024 is incredible. I've downloaded many apps to try and ease my anxiety attacks before sleep and none of them have any good resources for free and usually need a subscription. Spending money to afford mental help isn't accessible to many including me. I just want to thank whoever created this app and kept it free - it helps so many!



How did I ever manage without this app? It's fantastic.. Beginners to pro, children to adults, single or family whoever you are, this app deserves more than 5 stars. I can not praise it enough. It's free, all of it, that's so hard to find...donations option is awesome and I'll be happy to donate any time I can. There is no app I can praise more than this. Thanks to all who make it possible, much love and thanks.



Smiling Mind's Impact Partners

Smiling Mind's ambition for generational change is powered by authentic, purpose-driven partnerships. Our partners are deeply committed to our impact mission and driving systemic change.

Their support helps Smiling Mind to deliver impact at scale, supporting millions of Australians across homes and schools each year and advocating for the prioritisation of children's mental wellbeing to create generational change in mental health.

Our partners share our vision of a world where all Australian have have the lifelong mental fitness skills to thrive.

Founding Partner

DECJUBA FOUNDATION

Philanthropic Partner



Brian M. Davis Charitable Foundation



Future Generation Global INVESTMENT SOCIAL RETURNS

GANDEL FOUNDATION



Supporting Partner

myob



SISTERHOOD FOUNDATION



Campaign Partner



Commonwealth Bank

Probono Partner

ERA^{CO}

KPMG

MinterEllison

Smiling Mind's impact is also supported by our generous community of donors. We are grateful to everyone who has donated to Smiling Mind in 2024. However big or small, your support is critical to helping every mind thrive with accessible, lifelong mental fitness tools.

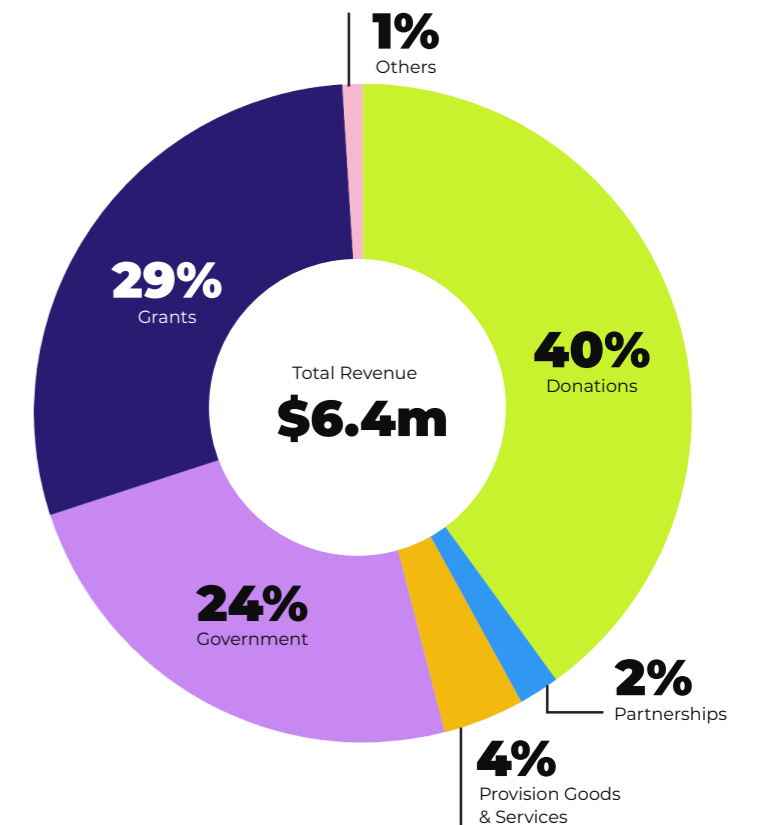
Financial Performance

For the financial year ending 30 June 2024

During the 2024 financial year, while navigating a dynamic fiscal landscape, Smiling Mind recorded \$6.41 million dollars in revenue, a 4% decrease on the previous year.

We are grateful that our generous donors contributed \$2.56 million towards our operational and vital programs. We received an additional \$1.53 million in government funding, which allowed us the opportunity to reach more schools than ever before through our impactful Primary School Program. A further \$1.84 million in grant funding fortified our capacity and programmatic initiatives.

We look forward to exploring diverse funding opportunities to ensure Smiling Mind's sustainability and support our transformative program expansion in the upcoming year.



Income Source	Total	% Share
Donations	\$2,559,411	40%
Partnerships	\$147,836	2%
Provision Goods & Services	\$247,761	4%
Government	\$1,530,781	24%
Grants	\$1,841,150	29%
Other	\$83,149	1%
Total Revenue	\$6,410,088	

For more information, including full Annual Information Statements, we welcome you to visit the [Annual Charity Register here](#).

**More information can be found
on the Smiling Mind website
www.smilingmind.com.au**



 www.smilingmind.com.au

 info@smilingmind.com.au

**Smiling Mind is a 100% not-for-profit
organisation that aims to create
generational change in mental health.**