



Global Coalition for
YOUTH MENTAL HEALTH

unicef 
for every child

2024 Annual Report

Global Coalition for **Youth** **Mental Health**





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Content

01	Foreword	3
02	Who we are	4
03	Key highlights of 2024	7
04	Driving action on child and youth mental health	8
05	What’s next?	10
06	Spotlight on members	10



01 Foreword

In 2024, the Global Coalition for Youth Mental Health (Coalition) continued to grow in both membership and impact, addressing the pressing challenges of child, youth and caregiver mental health worldwide. Through collective calls to action and by amplifying mental health at key global moments, the Coalition has consistently raised awareness, addressed stigma and shaped the global conversation on youth mental health. Members have contributed vital resources to support multi-sectoral programmes that directly impact child, youth and caregiver mental health across promotion, prevention and care.

This year, young people continued to face rising challenges due to armed conflict, humanitarian crises, climate and ecological emergencies, and persistent inequities that can increase the risk of mental health needs arising. Yet, alongside these challenges, we have witnessed a growing collective movement across civil society and the public and private sectors calling for improved support for children's mental health – better financing of mental health services, better support to promote good mental health and better actions to prevent mental health conditions and intervene early. This unprecedented collaboration across sectors, industries and countries signals a collective determination to act on a global scale.

The Coalition has been at the forefront of this movement, joining the calls and also actively accelerating the conversation and shaping innovative approaches, particularly through private sector engagement. In 2022, UNICEF piloted its first Mental Health Thematic Fund (a global mental health funding pool), enabling donors to make flexible investments that support critical mental health work wherever it is needed most. Tailored partnerships have also brought the Coalition together with like-minded organizations to build areas of impact and develop innovative approaches and tools.

As a result, 2023 marked a significant milestone: through collective contributions and engagement, the Coalition achieved its shared goal of strengthening skills and supportive environments for the mental health of 30 million children and young people in 130 countries by 2030. Building on this success, the Coalition has set a refreshed and ambitious target for 2024 and beyond – to reach 50 million children and young people in 150 countries by 2030. This expansion represents a commitment to amplify impact and drive transformative change.

We are delighted to introduce the Coalition's second annual report, demonstrating the breadth of activity undertaken to support UNICEF's advocacy, programmes and action on child and youth mental health. We are deeply grateful to Coalition members whose programmatic investments not only directly support child and youth mental health, but also elevate global calls for action. We are equally excited to welcome new organizations joining this growing movement and to see longstanding members reaffirm their commitment.

This is just the beginning of something truly transformative. Together, through our voices, investments and actions, we can truly make a difference to children and families' lives, within our organizations as well as globally. Together, we are strengthening UNICEF's lifesaving mental health work, ensuring every child has the support they need to survive and thrive.



Carla Haddad Mardini

Director, Division of Private Fundraising
and Partnerships, UNICEF

02 Who we are

The Global Coalition for Youth Mental Health was launched in 2022 with the support of the Z Zurich Foundation. It was born out of the belief that addressing youth mental health challenges requires concerted and collective action by a range of stakeholders. Today, the Coalition is an alliance of UNICEF partners including **Jo Malone London, lululemon, Pinterest, Sony Group Corporation, Spotify, Zurich Insurance Company and the Z Zurich Foundation.**

As a global collective, we believe the world cannot afford to overlook the mental health of children, youth and caregivers. The costs to individuals, families and societies are simply too great. The private sector has a vital role in shaping a brighter future for every child.

We unite as organizations with diverse networks, industries and global reach to advocate the prioritization of mental health on the global agenda. Mental health is foundational for children and young people – not only to survive, but also to thrive. It equips them to cope with life's challenges, learn effectively, build meaningful relationships, realize their potential and shape their futures.

While the root causes of poor mental health often emerge in childhood, they are preventable. Together, we can ensure that mental health is no longer overlooked and becomes a pillar of every child's right to a healthy, fulfilled life.

Acting early to support children, youth and caregivers is the best investment we can make to promote good mental health, prevent poor mental health and respond to the complex mental health issues children face today. All members, therefore, directly invest in UNICEF programmes, either through the Global Thematic Fund for Mental Health or through specific programmes.

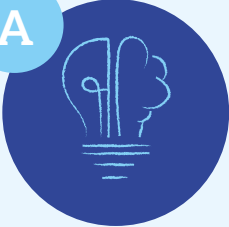
Recognizing the need to look at our organizations' impact on mental health, we also highlight the role of the private sector in supporting employees, shaping workplaces and considering the impact of products and services in communities. This led to the Coalition's work to drive better business practices – sharing knowledge to drive change globally and by changing cultures, environments and support closer to home.

The overarching mission, therefore, is to secure investment and action to support the mental health of all children and youth by mobilizing a global network of private sector actors and other partners. We do this by engaging in collective action harnessing people, platforms and influence at the global and local levels.



The Coalition's objectives for advocacy are to:

A

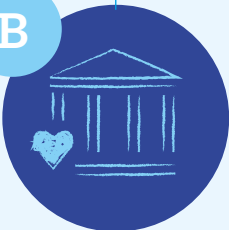


Challenge stigma, raise awareness and change the global conversation on the need to protect and support child and youth mental health.

We will:

- **Build awareness and understanding** among business leaders, decision makers and other stakeholders on the importance of protecting and supporting child, youth and caregiver mental health.
- Through private sector engagement, **challenge the prevailing stigmas and discrimination** associated with mental health conditions.
- Promote the importance of **supporting children's right to the best possible standard of mental health**.

B

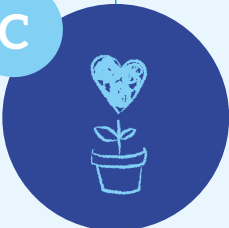


Call for governments to act on child and youth mental health.

We will **leverage the influence** of the Coalition and its members to support UNICEF's **advocacy with governments to:**

- **Develop, improve and implement national plans** or strategies for child and youth mental health and increase holistic and multi-sectoral domestic and overseas mental health investment and financing.
- **Implement multi-sectoral approaches to support children, youth, parents and caregivers** across sectors, including in primary health care, education, child protection and social welfare.
- Our advocacy will continue to prioritize **accelerating programmes and policies** to promote positive parenting and nurturing caregiving, support caregiver mental health and well-being, and integrate mental health support in schools and learning environments, while ensuring mental health is integrated in other national policies, for example linking it to climate change and gender.

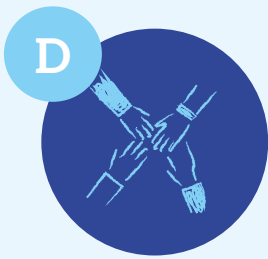
C



Increase private and public investment in child and youth mental health.

We will:

- Contribute to addressing the global need by **advocating greater investment** in holistic and multi-sectoral mental health and psychosocial support services for all children, young people and families, in all countries.
- Contribute to **filling the funding gap** at a national and global level, including through UNICEF programming.



Drive business practices and influence to support child, youth and caregiver mental health, **including in the workplace.**

We will:

- **Drive business practices** to promote and protect the mental health of caregivers in the workplace and by extension children, young people and the wider community.
- **Adopt a holistic approach on the influence businesses can have** through their products, services and promotion.

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Our Impact Story

We are the Global Coalition for Youth Mental Health, a UNICEF-led platform that unites global leaders and businesses in a mission to address the rising global burden of child and youth mental health conditions through strategic investment and action. Our aim is to strengthen the skills and supportive environments for the mental health of 50 million children and youth in 150 countries by 2030.

Since the Coalition's 2022 launch, members have collectively invested over US\$35 million in child and youth mental health, catalysing significant impact in numerous countries. Our direct investment has empowered children and youth globally with tools, training and awareness initiatives. So, what does this mean? It means that young people around the world are equipped with the necessary resources to navigate their mental health, enabling them to face life's challenges with resilience and confidence.

Beyond the numbers, the collective impact extends to changing the global narrative on child and youth mental health. Through strategic partnerships, we have brought a spotlight to this critical issue, influencing global agendas and advocating investment and action globally. Recognizing the integral role of the private sector, we champion improved business practices related to workplace mental health, contributing not only to caregivers' mental health, but also to the broader societal goal of promoting mental health and well-being for all children, youth and communities.



Join us in shaping a world where businesses drive meaningful change, nurturing child, youth and caregiver mental health with care and commitment.

03 Key highlights of 2024



01

January

Organized the first in-person member strategy meeting, hosted by Jo Malone London in London. The event brought together Coalition focal points and UNICEF experts to set strategic priorities for the year and build trust and relationships. The Coalition and its members also inputted into the World Economic Forum in Davos.

04

April

Organized an event at the UNICEF-Brighter Futures Mental Health Research Conference in Stockholm, connecting private sector partners, funders, practitioners and academic experts.

02-04

February–April

Co-created the 2024 advocacy campaign strategy through collaborative workshops with members.

05

May

Launched the Coalition's *Call to Action* video and Open Letter, calling on the global investment gap in mental health to be urgently closed, amplified across UNICEF channels and member platforms and with senior leaders during Mental Health Awareness Month.

08-09

August–September

Welcomed new members lululemon and Pinterest, expanding the Coalition to seven global partners spanning diverse sectors and industries.

09

September

- Published the [Open Letter](#) across mainstream and social media, securing over 40 organizational signatories from more than 20 countries.
- Convened a public-private round table at the United Nations General Assembly (UNGA) to launch the Open Letter and identify concrete public-private partnership opportunities.
- Hosted a UNGA side event on creativity and innovation in mental health.

10

October

Released the Coalition's inaugural business influence guide, *Care at Work: Nurturing Caregiver Mental Health*, featuring best practices from member companies. The launch included a global webinar in collaboration with the UN Global Compact.



04 Driving action on child and youth mental health

Despite the growing burden of mental health issues on children, adolescents and caregivers worldwide, **there is a severe global shortage of funding and action on mental health promotion and prevention.** On average, just 2.1 per cent of government health expenditure is allocated for mental health globally, and only 0.1 per cent of development assistance to health was devoted to child and adolescent mental health.¹



Society pays a high economic price for this neglect around **US\$387.2 billion²** worth of lost human potential.

In every part of the world, mental health conditions significantly impact young people's well-being, often going unnoticed, hindering their health and education and limiting their ability to realize their potential.

Prioritizing child and youth mental health includes improved quality of life, increased likelihood of completing education, long-term economic returns and lower premature mortality rates.³

Despite growing awareness, stigma and discrimination about mental health challenges remain a powerful force, blocking the opportunities of young people to grow, learn and thrive.

1

Expanding membership reach and impact

The Coalition aims to be the leading voice on global child, youth and caregiver mental health with the private sector, driven by UNICEF's years of expertise and credibility in delivering change for children.

In 2024, the Coalition focused on increasing and diversifying its membership by collaborating with UNICEF's offices to expand reach and support.

The Coalition welcomed new members, Pinterest and lululemon, as contributors to the [Mental Health Thematic Fund](#) and renewed the Z Zurich Foundation's partnership on youth mental health and well-being.

This led to over US\$35 million in funding for mental health and psychosocial support programmes, reaching nearly 35 million children in 130 countries.⁴

1 - World Health Organization, Mental Health Atlas 2020, WHO, 2021, <<https://iris.who.int/bitstream/handle/10665/345946/9789240036703-eng.pdf?sequence=1>>. 2 - United Nations Children's Fund, 'The State of the World's Children 2021: On My Mind: Promoting, Protecting and Caring for Children's Mental Health', UNICEF, 2021, <www.unicef.org/media/114636/file/SOWC-2021-full-report-English.pdf>. 3 - Idem. 4 - Based on latest UNICEF data available from 2023, [Spotlight on the Global Mental Health Funding Pool](#).

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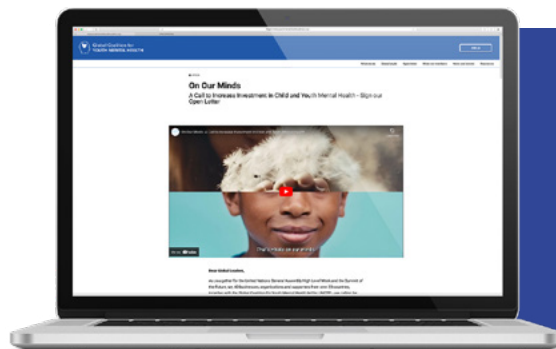
Collective advocacy at a global scale

Universal mental health coverage remains far out of reach due to extreme underinvestment, with severe treatment gaps and minimal government funding, especially for child and youth mental health.

Despite knowing the solutions, global action is lacking. The Coalition, with UNICEF and leading brands, advocates sustainable global financing and coordinated action across sectors to promote, protect and care for mental health.

In 2024, the Coalition's advocacy highlighted:

- Current gaps in support and the need for global action and financing.
- The role of business and the private sector in advancing change.
- The importance of focusing on child, youth and caregiver mental health.
- UNICEF and the Coalition as vehicles for change and collective action.



The Coalition's call to action included a video launch and an Open Letter, generating over 40 signatories from 20 countries and reaching nearly 400,000 impressions.

3

Driving better business practice

One in four children lives with a parent who has a mental disorder, and 71 per cent of workers globally have caregiving responsibilities.⁵ Poor mental health is projected to cost US\$16 trillion in lost productivity between 2011 and 2030. Supporting the mental health of parents and caregivers enables them to care for their children, promoting the mental health and well-being of young people.

To drive change, organizations must act both externally and internally. The Coalition and its members prioritize improving internal business practices while influencing other businesses to act. As an incubator for best practices, the Coalition hosted knowledge-sharing opportunities, including an annual in-person workshop hosted by Jo Malone London in 2024 and year-round sessions to elevate members' advocacy work.

In 2024, the Coalition focused on caregiver mental health in the workplace, acknowledging its role in supporting child and youth mental health. A first Business Influence Guide, [Care at work: Nurturing caregiver mental health in the workplace, was produced by UNICEF and Coalition members. The guide drew on UNICEF's evidence linking family-friendly workplace policies to caregiver and child mental health](#), featuring case studies from Jo Malone London, Spotify, Zurich Insurance Company and the Z Zurich Foundation.

5 - Marsh, 'Win the war for talent by caring for caregivers', 2023, www.marsh.com/en/services/employee-health-benefits/insights/win-the-war-for-talent-by-caring-for-caregivers.html.

05 What's next?

Building on the progress made in 2024, UNICEF and the Coalition will continue to build momentum on mental health through programmatic impact, global advocacy and partnerships. The year 2025 presents a unique opportunity to further elevate mental health on the global agenda and drive more organizations to act. UNICEF, the Coalition and its members will be central to this effort, especially with the upcoming United Nations General Assembly and the High-Level Meeting on Non-Communicable Diseases and Mental Health.

These forums will allow us to push for tangible commitments towards improving child and youth mental health, ensuring that this issue remains a priority for governments and the private sector.

The Coalition's next three-year strategy (2025–2027) will focus on advocacy, membership growth and measurable impact. This strategy will guide us towards creating meaningful change for children, youth and caregivers.



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06 Spotlight on members



As part of their Coalition membership, all members fund Mental Health and Psychosocial Support programmes for UNICEF globally. These programmes have made significant progress over the past year, positively affecting children's lives worldwide. The achievements and focus of members are highlighted below.

Spotlight on members

Jo Malone London

JO MALONE
LONDON

For more than 10 years, Jo Malone London has been committed to helping stamp out the stigma surrounding mental health, focusing on raising awareness and providing support through inspirational charities. This included focusing on the calming effect of nature on mental health to empower people to recover, reconnect and grow. Jo Malone London and UNICEF are working together to protect and promote mental health and well-being for children, young people and caregivers around the world.

By donating to UNICEF's global mental health work through a thematic fund, Jo Malone London is contributing to a mix of work, from country programmes to national and global advocacy, providing support where it is needed most.

The partnership also engages Jo Malone London customers through the sale of the Charity Candle, point of sale fundraising online and in store in multiple markets, with 70–75 per cent of profits donated to UNICEF – and 100 per cent of the proceeds of the Charity Candle donated to UNICEF on World Mental Health Day 2024. Jo Malone London employees fundraise, support and advocate for UNICEF through meaningful engagement opportunities.



We have worked to protect mental health and well-being for over a decade, raising awareness, providing support and stamping out stigmas by proudly supporting inspirational charities. Our partnership with UNICEF is a milestone in our investment in mental health. By intervening early to support children and caregivers, we hope to break the cycle of poor mental health that affects so many, helping to create a brighter tomorrow."

Jo Dancey, Senior Vice President, Global General Manager, Jo Malone London

Spotlight on members

lululemon



Physical activity and exercise, as well as feeling connected to friends and community, are among key factors to support mental health and wellbeing of children and young people. As a brand rooted in community and movement, lululemon announced a commitment in 2024 to United for Global Mental Health, the Global Coalition for Youth Mental Health led by UNICEF, UNICEF's Global Mental Health Fund and the National Alliance on Mental Illness to continue their work in advancing wellbeing across the globe.

lululemon and UNICEF's three-year partnership, announced in September, will help protect and promote the mental health and wellbeing of children, young people and caregivers around the world.



At lululemon, we believe everyone has the right to be well and the path to wellbeing is only possible when tools, support, and resources are accessible to all. UNICEF has the expertise to lead global efforts in supporting youth mental health and wellbeing. We are proud to be part of this UNICEF-led coalition working to improve mental health outcomes of children and youth around the world.”

Anne Wintroub, Head of Social Impact and Engagement at lululemon

Spotlight on members

Pinterest



With over half a billion monthly active users on its platform, Pinterest prioritizes supporting and safeguarding the mental health of Pinterest users. Pinterest works across a variety of mental health projects with a range of organizations, including co-founding the Youth Mental Health Corps to recruit and train young adults to serve as mental health navigators in schools, serving as a founding partner for the Inspired Internet Pledge, funding innovative mental health solutions through the Pinterest Impact Fund, and supporting mental health advocacy and awareness internationally.

Since 2022, Pinterest has been supporting UNICEF's work to improve child, youth and caregiver mental health through joint advocacy and programmes. In 2024, Pinterest became a member of the UNICEF-led Global Coalition for Youth Mental Health and expanded its programming support to include an investment in arts-based interventions and resources for at-risk children.

Pinterest's support will help UNICEF curate a package of arts-based interventions, resources and methodologies for at-risk children. The overall goal of the package, which will be informed by pre-existing evidence, is to support children's mental health and psychosocial well-being through creative expression. Once developed, UNICEF will roll out the package in settings where UNICEF is supporting mental health and psychosocial support programming.



At Pinterest, we are creating an inspirational and positive online experience for young people everywhere. Supporting youth mental health and well-being is foundational to our mission, and this work requires everyone coming together. We are proud to partner with UNICEF and other Coalition members to leverage our collective resources and help tackle the mental health funding gap."

Wanji Walcott, Chief, Legal and Business Affairs Officer, Pinterest

Spotlight on members

Sony Group Corporation



As a business, Sony Group supports a variety of mental health initiatives for employees and their families, artists, creators and customers at Sony Group companies.

In September 2023, Sony Group Corporation and UNICEF joined forces to help ensure that children and youth are not left behind in a rapidly changing digital landscape amid the long-lasting consequences of the COVID-19 pandemic. The collaboration, which builds on Sony's previous support to UNICEF's pandemic response, focuses on areas where the pandemic's impact continues to be felt – in education and mental health.

COVID-19 has had a long-term negative impact on children's health and well-being, underscoring the urgent need for increased mental health care tailored to young people in every community. The partnership focuses on supporting UNICEF's global efforts to strengthen and integrate mental health services in primary care facilities, schools and community health-care centres.

This will include strengthening national delivery of child and adolescent mental health services and reducing barriers to access among young people and their families.



Sony is proud to collaborate with UNICEF to provide critical support to the most vulnerable children and families. Established in April 2020, 'Sony Global Relief Fund for COVID-19' has supported those affected by the pandemic in the areas of 'medical', 'education' and 'creative communities'. Through the partnership with UNICEF, we will further support efforts to address social issues that have become more serious or apparent since the outbreak of COVID-19."

Shiro Kambe, Senior Executive Vice President, Sony Group Corporation

Spotlight on members

Spotify



Spotify is committed to supporting mental health. Knowing that music and audio can help support mental health, Spotify is dedicated to using the power of the platform to bring resources to people directly where they are. Spotify also does significant work on mental health internally, including Heart & Soul, which is a global mental health initiative for all Spotify employees. Spotify believes that everyone's experiences of mental health – from illness to well-being – are welcomed, respected and championed. Spotify's aim is to cultivate a stigma-free workplace that is open and caring about all mental health issues.

In 2022, Spotify and UNICEF started a multi-year partnership to support the mental health and well-being of young people through the power of audio. Together, they launched 'Our Minds Matter', a co-created youth mental health and well-being hub on Spotify, initially focusing on responding to the urgent mental health needs of those affected by the war in Ukraine. By the end of 2024, the hub had expanded to 26 countries and five languages, reaching young people in both emergency and non-emergency contexts. Together, Spotify and UNICEF are committed to further expanding their reach and impact.

Spotify and UNICEF aim to have a significant impact on the promotion of youth mental health and well-being across the world by combining Spotify's platform, user reach and expertise in content with UNICEF's mental health expertise, programme reach and collaboration experience. Together, they are harnessing the power of music and audio to deliver trusted and engaging mental health content to young people, their caregivers and communities. UNICEF's partnership with Spotify aims to help reduce the large gap between the mental health resources young people need and what is currently available to them. By using audio content, the partners have created an opportunity to expand and maximize reach, especially to the hardest-to-reach and most vulnerable young people who may face barriers in accessing traditional mental health services – and give young people resources right at their fingertips.



We are proud of our ongoing partnership with UNICEF and we remain committed to making a meaningful impact on improving mental health and well-being outcomes for our listeners, artists and creators."

Katarina Berg, General Manager Sweden + CHRO, Sustainability, Global Workplace Services, Spotify

Spotlight on members

The Z Zurich Foundation



The Z Zurich Foundation focuses on prevention, promotion and impact on young people to make positive, transformative change and improve mental health and well-being for young people. Adolescence is not only a tumultuous period, but also a crucial time to lay the groundwork for life-long healthy behaviour patterns and social/emotional learning. Current spending overwhelmingly prioritizes care and treatment over prevention. As a result, there is an alarming shortfall in funding and attention for proactively managing mental health and well-being before crises occur. The Z Zurich Foundation sees great value in addressing this gap and aims to redefine how mental health is addressed globally, engaging on this issue through advocacy, research, systems change and partnering to deliver solutions globally.

In October 2024, the Z Zurich Foundation and UNICEF renewed their commitment to improve youth mental health and well-being by launching a second phase of their global partnership, Thriving Together. The partnership aims to support at least 11 million people by the end of 2027.

Employing a system-change approach at government, community and individual levels, the partnership enhances countries' capacities for addressing youth mental health and well-being while focusing on preventing mental health disorders. At the core of the initiative is an innovative set of programme tools, collaboratively developed and field tested. They offer innovative in-person as well as digital interventions, providing adolescents and caregivers with useful information, skills and strategies on topics such as emotional regulation, stress management and problem solving.

Since its inception in September 2021, Thriving Together has positively impacted the lives of more than 2,000,000 adolescents and caregivers worldwide. Countries around the world have started to adopt and implement programme tools and approaches promoted through this partnership, demonstrating its role as a catalyst for broader global impact. To cater to increasing global needs, the partnership has expanded its geographic reach from seven to 15 programme countries, including Argentina, Bangladesh, Bhutan, Colombia, Ecuador, Egypt, India, Indonesia, Jordan, Malaysia, the Maldives, Mexico, Nepal, Pakistan and Viet Nam. Impact of the partnership is being scaled by supplementing programmatic interventions with new digital, school-based and policy platforms, as well as catering to new adolescent subgroups, such as refugee youth or young people with disabilities.



We are dedicated to relentlessly contributing to mental well-being programmes that can best support youth to thrive in all aspects of their life. It's encouraging to witness the positive response from various sectors to our call for increased investment in mental health globally. Although there is still much work to be done, these efforts will significantly help to address the mental health needs of all young people, particularly those who are most vulnerable."

Gary Shaughnessy, Chair, The Z Zurich Foundation

Spotlight on members

Zurich Insurance Company



Workplace absence, income protection and a rise in employees struggling with mental health all form part of Zurich's broader strategy to improve mental health outcomes for policyholders and respond to the increasing prevalence of mental health conditions globally.

In 2022, Zurich Insurance Company joined the Global Coalition for Youth Mental Health and supported its first call to action: supporting children and families of Ukraine. Zurich Insurance Company supported UNICEF's work focused on the well-being of adolescents and caregivers from Ukraine who were displaced from their homes and country. This support included psychosocial interventions including teaching adolescents and caregivers emotional well-being skills to promote continued well-being and prevent severe mental health conditions. Zurich Insurance Company's support also helped to provide caregivers with the necessary information and support to help strengthen relationships, provided a safe space within their homes and supported the caregivers' mental health and well-being. Zurich Insurance Company's commitment to the Ukraine response finished on December 31st 2024.

Initially, the focus was on supporting young refugees from Ukraine only. Drawing from the relevance of the model, the programme has expanded to benefit the mental health and well-being of youth from all backgrounds. *The delivery of the programs in Italy and Poland was successfully concluded in December 2024.*

Migrant and refugee youth face dual challenges: managing past trauma and adapting to a new environment. Zurich Insurance Company supports this programme aimed at supporting the mental well-being of these vulnerable adolescents.





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