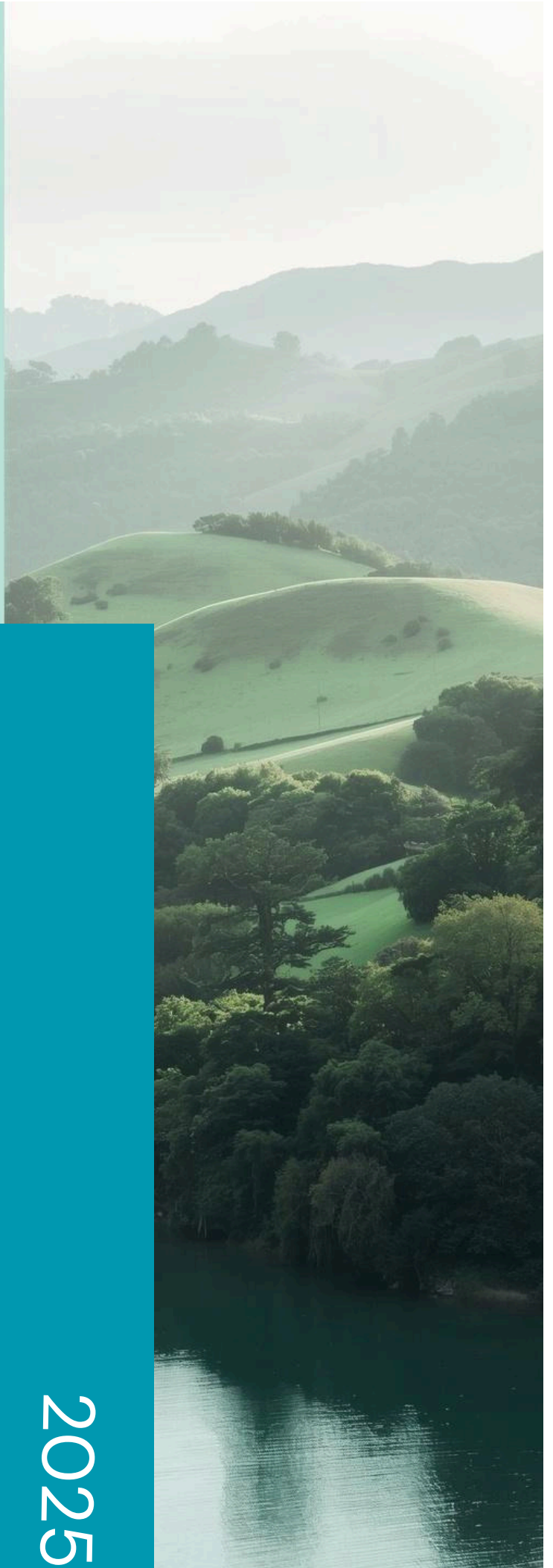


ANXIETY NZ

Impact Report

2025



CEO Report



In 2025, Anxiety New Zealand Trust continued to provide accessible mental health support for people, families and whānau across Aotearoa. Our mission remains to grow the mental health and wellbeing of people in Aotearoa New Zealand through support, education, and evidence-based treatment for anxiety and related conditions. This year, our focus was on strengthening the long-term sustainability of the organisation so we can continue delivering essential services well into the future. Anxiety remains one of the most common mental health challenges in New Zealand. Around 1 in 4 New Zealanders will experience an anxiety disorder in their lifetime, and we continue to see increasing need due to social pressures, financial strain, digital overload, climate events, and the lasting impacts of stress and uncertainty. People across the motu rely on us for timely support, especially when they are unsure where else to turn. Our role is to provide early intervention, reduce distress, and empower people toward recovery and resilience.

This year, we had over 300,000 points of contact with children, adults, and whānau across the country seeking support for anxiety, either for themselves or for loved ones.

We also provided guidance and resources to professionals in schools, community organisations, and health services who were looking for ways to support people experiencing anxiety or distress.

A major highlight was a nationwide mailout of mental health resources to every intermediate, high school, and university in New Zealand, as well as community and health organisations — made possible through generous support from NZ Post, Lindsay Foundation and Christine Taylor Mental Health Foundation.

None of our work would be possible without our volunteers. This year, more than 100 volunteers generously gave their time to support our organisation, both on the helpline and in office-based roles. Our volunteers are the backbone of the organisation, ensuring that no one has to face anxiety alone.

Thank you to our funders, volunteers, staff, Board, and partners for helping keep these essential services available to all who need them.

Ngā mihi

A handwritten signature in black ink, reading "Sarah Woollard". The signature is written in a cursive style and is positioned above the printed name.

Sarah Woollard
CEO | kaiwhakahaere matua

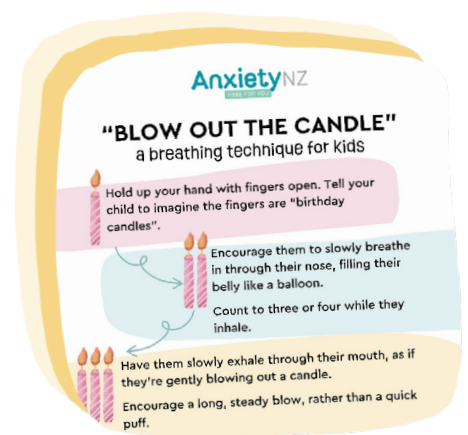
SNAPSHOT OF ANXIETY NZ'S WORK THIS YEAR

National Anxiety Helpline

- Recruited, trained, and supported 61 new Helpline team members from across New Zealand.
- Promoted five specialist Helpline volunteers into the role of Duty Manager.
- Recognised outstanding contributions through the *Volunteer of the Month* initiative.
- Handled complex calls with improved management strategies, ensuring our callers received exceptional support.

Education & Resources

- Continued to offer Empowered, a free online course, with 740 enrolments this year. The course offers tools for managing anxiety.
- 161 teachers and schools received access to free bundle of resources
- 1300 enrolments across digital community education offerings



Impact Highlights

- Facilitated over **300,000 connections** through in-person, online, and digital services.
- Received overwhelmingly positive feedback from clients, with testimonials highlighting the transformative impact of our resources and programs.

Join our free, self-paced, online course

EMPOWERED



www.anxiety.org.nz/empowered

"What an AMAZING course! Super easy to follow, super simple, and extremely informative and educational. I love the worksheets! They are very appealing, and the instructions are simple." - Anon

Stories of Impact

Quotes from callers and survey responses

"I'd like to say thank you for being available in times of uncertainty"

"Love the quick and easy online resources, print-outs and quick online workshops for supporting mental wellbeing."

"I felt heard and I felt the service was really helpful"

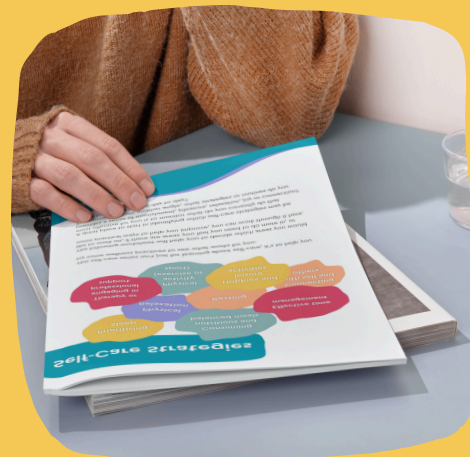
"It's nice to know there is support out there from organisations who understand"

"I work in a really challenging area .. (and) I have called the anxiety helpline when I have been in burn out and saw no alternative support around me.... It helps me to know it's out there."

"Knowing I'm not alone is really comforting"

"I have called the helpline with young people and found it excellent."

"It was a difficult time for me and knowing there was help available really reassured me."



300+

Educators reached
across Aotearoa

Understanding Anxiety in Children – Practical Tools for Kaiako Webinar

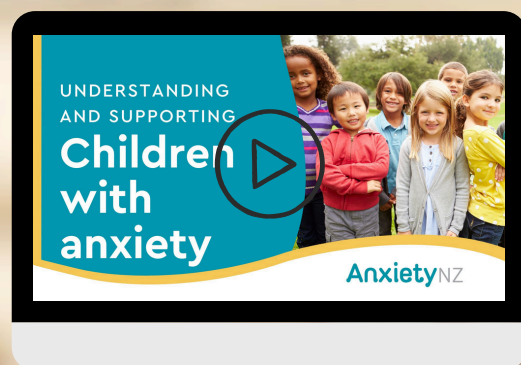
The Counties Health and Education Panel invited Anxiety NZ to create and host a region-wide webinar supporting schools to better understand and respond to anxiety in children.

Registered psychologist at Anxiety NZ, Goldie Hamilton, provided a clear and accessible overview of what anxiety is and how it affects the body, brain, and emotions, helping kaiako recognise when a child may be experiencing distress.

A key outcome of the session was the range of practical, evidence-based tools shared with educators.

Goldie demonstrated simple techniques to support children in the moment, including grounding strategies, breathing exercises, and tension-relief games. These approaches give kaiako immediate ways to help calm the nervous system and create a sense of safety in the classroom.

This webinar strengthened local school capability to respond early and confidently to anxiety, supporting positive wellbeing outcomes for tamariki across the region.



Find a copy of the webinar in our 'Teachers and Schools Bundle' here:
<https://anxiety-s-site.thinkific.com/products/courses/teacherandschools>

Delivering Mental Health Resources to Every Corner of Aotearoa

Backed by NZ Post, Lindsay Foundation, and the Christine Taylor Mental Health Foundation, Anxiety NZ launched one of its largest outreach efforts – printing and delivering 40,000 resources to 220 health centres, 100 Citizens Advice Bureaus, and 860 intermediate, high schools and universities across Aotearoa New Zealand.

Each organisation received a pack featuring posters and practical tools for managing anxiety, including mindfulness and breathing exercises, alongside clear pathways to support services like our free 24/7 Helpline.

The initiative aimed to boost mental health literacy and break down stigma in classrooms and communities. By equipping educators and health providers, we're building stronger, more informed communities ready to support mental wellbeing.

Find our resources here:
<https://anxiety.org.nz/resources>

AnxietyNZ
HERE FOR YOU

Free National Anxiety Helpline

0800 269 438

For when you or a loved one is feeling stressed or anxious. Here for you when you need us, 24 hours a day, 7 days a week.
Waea mai ki a mātau – Give us a call!

Call us if you or someone you know may benefit from:

- Brief interventions to help reduce stress or anxiety
- Anxiety management support, advice and encouragement
- Education about anxiety and associated issues
- Information about other support services
- Coping strategies for stress, panic attacks, social anxiety, OCD and more

Feel empowered today with free mental health resources and tools at: anxiety.org.nz

Specific Phobias (Māori: Mātauranga Māori)
 Panic Attacks (Maurire)
 Obsessions & Compulsions (OCD)
 Generalised Anxiety Disorder (GAD)

Separation Anxiety (Manawapā Wehe)
 Anxiety in Children (Manawapā Tamariki)
 Social Anxiety (Mae Piringa Tangata)
 Health Anxiety (Manawapā Hauora)

Each poster includes information about the condition and tips for managing it, with a call to action to use the knowledge as a starting point to move forward on one's own journey.

AnxietyNZ
HERE FOR YOU

BOX BREATHING

Start here Count the seconds

Breathe in through your nose	1	2	3	4	Hold
4					1
3					2
2					3
1					4
Pause					
	4	3	2	1	Breathe out through your mouth

0800 ANXIETY Helpline: **0800 269 438**

Waea mai ki a mātau. Call us to practice this technique with a real person.

Resilient & Thriving Aotearoa

New Resource Tackles Climate Anxiety

Steady in Uncertain Times

Anxiety NZ has developed a new free micro-course *Steady in Uncertain Times*, designed to help people manage anxiety linked to climate change and environmental uncertainty.

With climate-related mental health challenges on the rise, this resource aims to build resilience, reduce feelings of helplessness, and empower people and communities to take positive action for wellbeing and the planet. The course explores what anxiety is, how it shows up in relation to nature and extreme weather, and offers practical strategies like mindfulness and breathing exercises.

This resource was developed with funding from Auckland Council.

Find the course here:

<https://anxiety.org.nz/updates/steady>

Message from the Board



Over the past year, Anxiety NZ has remained a steady and reliable source of support for people seeking mental health care across Aotearoa. At a time when demand for services continues to rise, our focus has been on delivering the essentials: a 24/7 Helpline available day and night, timely clinical services, and education programmes that help people better understand and manage anxiety.

This work is made possible by a dedicated team of staff, clinicians, and more than 100 volunteers who bring compassion and professionalism to their roles every day. Their commitment ensures that anyone reaching out for help is met with understanding and practical support.

We are also proud of our role in developing the future mental health workforce. Through volunteering opportunities and structured internships for counselling and psychology students, we support

emerging practitioners to grow professionally while contributing meaningfully to the wellbeing of our community.

I thank our funders, partners, and community supporters for enabling us to continue this essential work.

A handwritten signature in black ink, appearing to read 'R. Kydd', with a horizontal line underneath.

Professor Robert Kydd
Board Chair | Kaiwhakahaere Hui

Thanks to our Funders

We are deeply grateful to the organisations and individuals who have supported Anxiety NZ throughout 2025.

Your generosity enables us to continue delivering vital mental health resources and support services across Aotearoa. Together, we are making a real difference in the lives of New Zealanders experiencing anxiety.

Every contribution, whether large or small, helps us reach more communities, develop new resources, and provide accessible support to those who need it most. We could not do this important mahi without you.

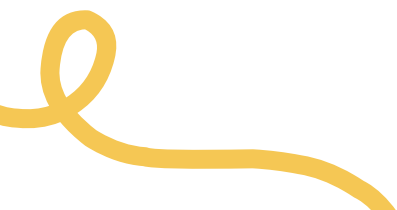
WARM THANKS TO OUR 2025 FUNDERS

Acorn Foundation
Albert-Eden Local Board
Aotearoa Gaming Trust

Auckland Council
Blue Sky Community Trust
Christine Taylor Fund
Community Organisation Grants (COGS)
Community Trust of Mid & South Canterbury
David Ellison Charitable Trust
DIA National Lottery Fund
Dragon Community Trust
D V Bryant Trust

Eastern & Central Community Trust
Foundation North
Four Winds Foundation
Hawkes Bay Community Foundation
Kiwi Gaming Trust
Lion Foundation
Mainland Foundation
Milestone Foundation
North & South Trust
Northland Community Trust
Otago Community Trust
Oxford Sports Foundation

Page Trust (Public Trust)
Potter Masonic Trust
Pub Charity
Russell Henderson Charitable Trust
South Canterbury Trusts
TECT
TG Macarthy Trust
Trust Waikato
We Care Community Trust
West Coast Community Trust
Whanganui Community Trust



THANK YOU FOR SUPPORTING OUR MISSION

Acknowledgments:

- **Board of Trustees:** Your guidance and leadership are invaluable.
- **Volunteers and Peer Workers:** Your compassion and commitment are the heartbeat of our work.
- **Funders and Donors:** Your generosity enables us to make a meaningful difference every day.
- **Partners and Supporters:** Thank you for believing in our mission and working alongside us to create positive change.

Together, we can create a future where everyone feels supported to live their best life.

CONNECT WITH US

NEWSLETTER

Sign up to our digital newsletter for lots of helpful tips and free resources.

anxiety.org.nz/newsletter

DONATE

You can make a difference in the lives of the growing number of Kiwis seeking support for anxiety and other mental health issues. Your support helps us to answer 0800 ANXIETY Helpline calls 24/7 and support people when it's most needed.

anxiety.org.nz/donate



Telephone: +64 9 846 9776

Website: www.anxiety.org.nz

Email: reception@anxiety.org.nz



anxietynewzealand



anxiety-new-zealand-trust



anxietynztrust or
smokeyanxietynz

Free Anxiety Helpline:

0800 ANXIETY

0800 269 438

Here for you, 24 hours a day, 7 days a week.

Waea mai ki a mātau. Give us a call!