

SANE **PROSPECTUS**



**TRANSFORMING
COMPLEX MENTAL
HEALTH CARE IN
AUSTRALIA.**



A MESSAGE FROM OUR CEO.

Help us end mental health inequity, discrimination and social exclusion for people with complex mental health issues and trauma.

For almost 40 years, SANE has worked tirelessly to improve the lives of those impacted by complex mental health issues. Our services, programs and resources have helped hundreds of thousands of individuals and families in desperate need of information, guidance and support; and championed the voices of lived experience to reduce the stigma, inequality and exclusion experienced by so many.

What sets us apart is our commitment to innovation. We are leading the way in delivering essential mental health services using scalable, digital tools that are transforming how care is accessed – making it more connected, accessible, and inclusive. Using the collective intelligence of our community, we're actively advocating for changes to the system that empower people to recover and lead contributing lives. As an organisation founded by individuals and families living with complex mental health issues and trauma, the unique needs of our community always sit at the heart of everything we do.

But we cannot do this alone.

Corporate partnerships and philanthropic support is critical to achieving our vision of ending mental health inequity and discrimination. With your help, we can ensure our tailored and effective support services are available to anyone in need and change the conversation around complex mental health in Australia.

Whether you're considering a single or multi-year gift or an investment into our future capacity to deliver ground-breaking innovation, there are many ways that your financial support can contribute to our vital mission.

Your support powers our impact. To learn more or to make a gift, please contact us at philanthropy@sane.org or call 03 9190 0610. I look forward to connecting with you.

Warm regards,

Rachel Green
SANE CEO

MAKING SPACE FOR COMPLEX MENTAL HEALTH.

Together we can give Australians with complex mental health needs free, accessible support, connection, hope and guidance towards recovery.

About SANE

SANE is the leading organisation in Australia for people with complex mental health issues and trauma, and for the families and friends that support them. We provide a range of free digital and telehealth services to bridge the gaps in mental health and support recovery, including our counselling, peer support, online community Forums, peer-led groups and information resources.

SANE is working to end mental health inequity, discrimination and exclusion. We exist to break barriers, raise expectations, and champion the voices of people with lived experience, and their families and community, to increase peer-led, connected support and drive systemic change.

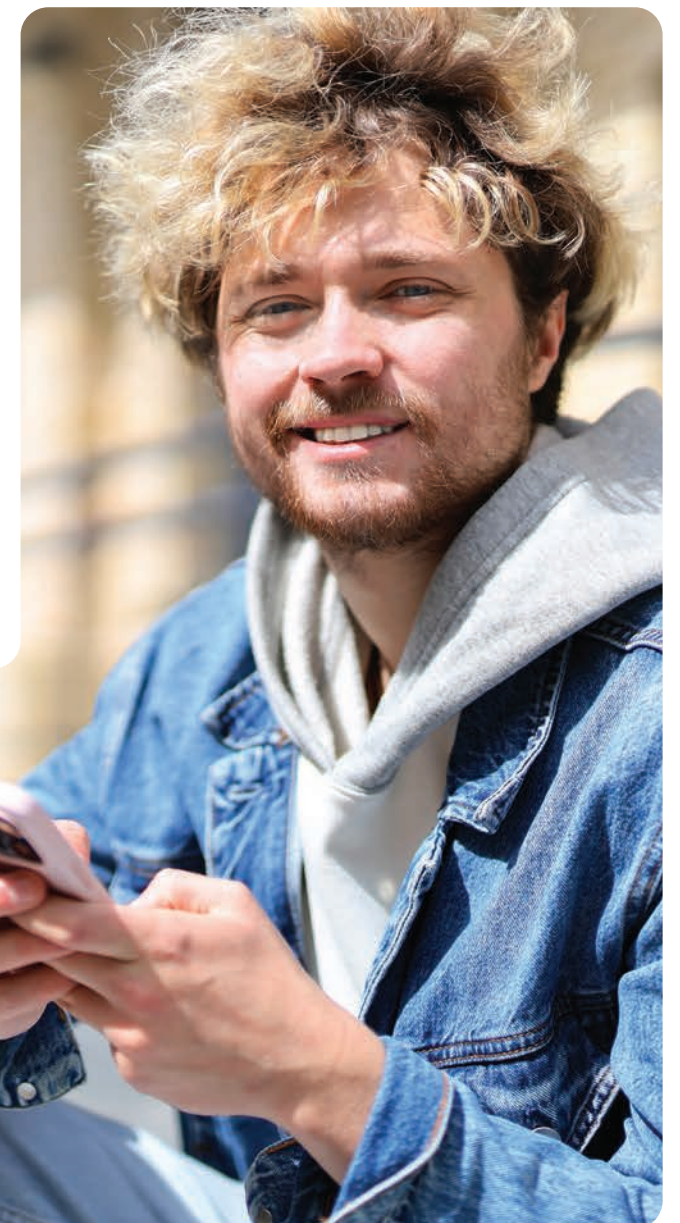
SANE is for those of us with recurring, persistent and severe mental health challenges, often experiencing several things at once. We support people with complex mental health issues, including schizophrenia, bipolar, OCD, PTSD, eating disorders, depression or anxiety, or a combination of mental health conditions, or with other challenges such as housing, poverty, trauma, domestic violence, suicide ideation, self-harm, neurodiversity and disabilities.



Scan here to learn about our strategy.

"I am literally here because of the support I was fortunate to have access to through SANE."

SANE Service User



AROUND 2 IN 5 AUSTRALIAN ADULTS WILL EXPERIENCE A MENTAL ILLNESS THIS YEAR.

WHY CHANGE IS NEEDED.

Australia's mental health system is under immense strain. We are witnessing growing demand on an already overstretched system, rising service costs, and a lack of adequate support for those with the most complex needs. Too many people are struggling to access even basic mental health care, and many receive no support at all.

People with complex mental health issues still face disproportionate inequity. We believe that gaining access to specialist mental health services should not be determined by where you live and how much money you have. Too often, despite decades of reform, people still cannot find the help they need when they need it.

"SANE has given me hope. I'm not where I want to be yet, but I'm on my way. And that's something I never thought I'd say."

SANE Service User

A NEW WAY FORWARD.

SANE is at the forefront of transforming mental health care for people living with complex mental health issues and trauma. Our mission is to eliminate mental health inequity and ensure no one is left behind due to the severity or complexity of their condition.

Through innovative, lived experience designed and evidence-based programs, SANE delivers free, person-centred digital and telehealth services that are accessible nationwide. These include multi-session counselling, peer support, and a national support line, all designed to meet people where they are – both emotionally and geographically. We create resources and programs that can be found nowhere else, and they are always co-designed with our lived experience community to ensure we remain respectful, relevant and effective.

SANE drives systemic change through initiatives like the Digital Mental Health Navigation Project and the Anne Deveson Research Collaborative. Our tireless work in addressing mental health stigma through programs such as StigmaWatch is changing the narrative around complex mental health conditions and improving understanding and acceptance.

In the future, SANE will continue to scale these vital services, expand our reach, and build a more inclusive, responsive mental health system. Importantly, we are continuing to challenge the status quo by seeking innovative digital solutions to entrenched societal issues such as suicide, unemployment and social exclusion.

By supporting SANE, you will have a direct impact on the lives of millions of Australians.

THERE ARE AN ESTIMATED 5 MILLION AUSTRALIANS LIVING WITH COMPLEX MENTAL HEALTH ISSUES AND TRAUMA, AND A FURTHER 1.5 MILLION AUSTRALIANS WHO SUPPORT THEM.



WAYS TO SUPPORT SANE.

1. Make an Impactful Gift.

With increased demand for more and better services, a steady stream of flexible funding is more important than ever.

Unrestricted gifts (those not tied to a specific project) allow SANE to rapidly respond to changes in the environment and focus on the areas of greatest impact and need, when and where they're needed. Whether it is expanding innovative services into new geographic areas, co-designing and delivering more tailored programs for specific populations or building our internal capacity by investing in our people, technology, and innovation, these gifts allow us to meet growing demands. Critically, it enables us to cover core operational costs that are often invisible but vital to delivering high-quality, safe and accredited services.



2. Become an Impact Collective member.

The Impact Collective is a passionate community of visionary supporters who commit to giving significant, multi-year gifts for three years or more.

This commitment provides more than just funding; it brings stability, confidence, and hope. With the support of the Impact Collective, we can plan boldly for the future, scale life-changing programs, explore new ways to support people living with complex mental health needs and trauma, and reach even more individuals and families across Australia.

Impact Collective donors are true partners in our mission. Their belief in our work drives change at every level of the organisation, sparking innovation, deepening our impact, and helping to transform lives.

"Without unrestricted funds from the Paul Ramsay Foundation back in 2021, SANE couldn't have transformed their service platform to embrace digital technology. As a result of the foresight and courage shown by both the funding body and SANE governance, they've been able to deliver significant health impacts to more people in need."

Craig Connelly, SANE Patron and former Board member

3. Partner with us.

Corporate Partnerships provide collaborative and mutually beneficial opportunities to achieve organisational corporate social responsibility goals.

While corporate partnerships provide much needed access to grant or unrestricted funding, they can also help us fill our skilled volunteering opportunities and increase our fundraising, matched giving and workplace giving. Importantly, partnerships also provide engagement opportunities to promote stigma reduction, encourage help-seeking behaviour and provide increased awareness of SANE's services in the community.

4. Support a Project.

Targeted investment in specific projects enables SANE to turn our strategy into tangible action. It allows us to accelerate the development and delivery of initiatives that align with our broader vision, whether it's piloting an innovative service model, expanding digital support tools, or responding to a critical emerging need.

Several strategic funding projects are in the pipeline to help scale up our services and technological capabilities. These have been outlined in the 'Invest in our Vision' section of this document.

Please contact us to learn more about how you can support SANE to achieve our life changing vision of providing a better future for people impacted by complex mental health conditions.

INVEST IN OUR VISION.

Investing in SANE’s vision is an investment in a better future for people living with complex mental health needs and trauma. Your support enables us to deliver innovative, evidence-based services that fill critical gaps in the system, break down stigma, and empower people to lead hopeful, connected, and meaningful lives. Together, we can create lasting change in the mental health landscape.

As SANE scales up its services and technological capabilities, future investment opportunities have been identified in the following areas:

Digital Innovation for support at scale.

Digital mental health is bridging the gaps for people with complex mental health conditions by providing free, effective and accessible services and support to people, whether they live in a remote part of Australia or metropolitan cities.

Our innovative, scalable digital tools can create connection, community, continuity and contribution for every person and family with complex mental health needs in Australia.

We have a pipeline of transformation projects to build capability in our services, improve the participant experience through technology enhancements and enable connection with other service providers.

Your investment will help SANE personalise our support services, enabling service users to access the right level of support at the right time, and ensure a greater number of Australians with complex mental health conditions receive quality, free, and accessible support.



"I had my first counselling session today and I have come away from that phone call feeling listened to, understood and positive to give some new strategies a go."

SANE Service User

National Stigma Report Card.

Understanding and acceptance of mental ill health has advanced considerably over the past decades, however these improvements have not always extended to complex or severe conditions such as schizophrenia, personality disorder, obsessive compulsive disorder and complex trauma. The entrenched stigma around these conditions drives discrimination and exclusion across many parts of our society, having significant impacts on the lives of individuals, families and carers.

Conducted in partnership with the University of Melbourne, the SANE National Stigma Report Card aims to gather evidence on the impact stigma has on those with mental illness as well as measuring the attitudes and perceptions of the general public. The latest survey of 6,000 Australians has been completed, and results are currently being evaluated, with the final report card due for publication in late 2025.

Investment into this project will enable SANE to translate Report Card findings into national stigma reduction programs that improve public recognition of mental health stigma and help advocate for changes to the systems, structures and policies that amplify it.

StigmaWise.

Mental health stigma remains a significant barrier to inclusion, economic participation, and recovery with around one third of those living with complex mental health issues experiencing discrimination in the workplace by an existing or potential employer.

Workplace stigma can manifest in reduced participation in a number of ways, including fear of disclosing complex mental health issues, bias in recruitment practices, lack of reasonable adjustments or exclusion from workplace culture and career progression.

SANE StigmaWise will be delivered as national initiative targeting participation and inclusion through education campaigns designed to raise the bar on the elimination of stigma and discrimination for a more inclusive Australia.

First Nations Partnerships to deliver culturally safe online social and emotional wellbeing services.

In partnership with Aboriginal and Torres Strait Islander governed organisations and projects including Thirrili and WellMob, SANE is embarking on a journey to deliver a culturally safe, 24/7 online Yarning Space as part of our commitment to the Gayaa Dhuwi Proud Spirit Declaration and in line with frameworks such as Transforming Indigenous Mental Health and Wellbeing which call for the implementation of culturally safe social and emotional wellbeing based programs in mainstream services.

Investment in these efforts will support SANE to partner and invest in First Nations leadership roles, experts and communities to support the co-design and develop governance for a 24/7 service offering delivered in partnership with Aboriginal Community Controlled Health Organisations (ACCHOs) and support development and growth of Aboriginal and Torres Strait Islander lived experience and professional roles at SANE, by extension supporting the growth of the Aboriginal health workforce, data sovereignty efforts and community governance.

"SANE saved my life and helped me through a very dark place."

SANE Service User

Care after a suicide attempt – to reach everyone in need.

Each year, more than 65,000 Australians attempt suicide and many more experience suicidal ideation. Existing models of suicide prevention focus primarily on early signs of risk and access to crisis support, with few services available for someone who has already made an attempt or lives with chronic suicidality.

Aftercare has been proven to significantly reduce the risk of further suicide attempts, however existing place-based models in Australia are costly, workforce-intensive, and difficult to scale to meet the level of need.

SANE has developed a three-year plan to implement a digital aftercare model, using our existing service technology, which includes 24/7 peer-to-peer communities, e-learning tools, and structured safety planning and support within a secure digital environment. SANE is currently seeking financial support from both government and non-government sources to implement the model – initially with a pilot and minimum viable product (MVP) which will be progressively scaled over the next three years.



Investment in this project will assist SANE to leverage its technology to bridge the gap in aftercare services, to ensure that no one leaves a suicide-related crisis without immediate support and pathway to recovery.

Your investment will help SANE to improve our services and ensure a greater number of Australians with complex mental health conditions and trauma receive quality, FREE and accessible support no matter where they live.

Our Vision is to create brighter futures for people with complex mental health issues by continuing to provide free and accessible services to those who need it most, and end stigma and discrimination and increase inclusion for those living with complex mental health conditions.

YOUR SUPPORT CAN MAKE A DIFFERENCE.

Philanthropy plays a critical role in expanding our network through strategic partnerships and collaboration opportunities.

We need to increase our reach and enhance our technological capability, people and partnerships to continue to provide measurable impact in people's lives.

Philanthropic support in either multi-year, unrestricted, project income and seed funding are a critical mix to realise SANE's vision.

For any enquiries regarding philanthropic, major giving, corporate partnerships or bequests please contact our Philanthropy Team.



AUSTRALIAN COMMISSION
ON SAFETY AND QUALITY IN HEALTH CARE

**Accredited for Compliance
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SANE's free support services.



sane.org/get-support



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National Standards for
Mental Health Services
Quality Accredited Organisation

Acknowledgement of Country

In the spirit of reconciliation, SANE acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.

Lived Experience Recognition

SANE respects and champions the individual and collective expertise of people with a lived experience of mental health issues and their families, and communities, and people impacted by suicide.

We recognise their vital contribution at all levels and value the courage of those who share this unique perspective for the purpose of learning and growing together to achieve better outcomes for all.

SANE Australian ABN 9200 653 3060 (DGR-1 Status).
All donations of \$2 or more are tax deductible.

