



# Māori Suicide Prevention & Postvention Community Fund

Guidelines September 2025



TE RAU ORA

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# Māori Community Suicide Prevention Fund

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Suicide has a long-lasting and far-reaching impact on the lives of many people in New Zealand: individuals, their whānau and families, friends, peers, colleagues, hapū, iwi and wider communities. Every year, hundreds of people die by suicide while Māori suffer disproportionately with loss from suicide at rates up to 2.75 times higher than non-Māori (Ministry of Health, 2024).

Preventing suicide is a responsibility we all share. At Te Rau Ora, our vision is to uplift Māori whānau and communities by strengthening their capacity, capability, and resilience to live well and thrive. Through collaboration, learning, innovation, and shared leadership, we can spark new possibilities and create strategies that honour Māori strengths. With courage and commitment, we inspire and support whānau and communities to reach out, stand alongside, and respond in ways that nurture wellbeing and prevent suicide.

## Goals and Objectives

The desired outcomes of the Fund are that successful initiatives support the visions and solutions of Tūramarama ki te Ora: National Māori Strategy for Addressing Suicide Prevention, and the overarching goals and objectives of Every Life Matters – He Tapu te Oranga o ia Tangata – the New Zealand Strategy and Action Plan to prevent suicide in Aotearoa New Zealand.

The Goals of the Fund are to:

- Build the capacity of Māori whānau, hapū and iwi to prevent suicide within communities and to respond effectively if, and when, a suicide occurs by:
  - Reducing Māori suicides
  - Reducing suicidal attempts
  - Easing the impact of suicide.

The key objectives of the Fund are to:

- Provide support to Māori whānau, hapū and iwi that are experiencing suicide risk and/or are bereaved by suicide.
- Prioritise population groups within their communities that are known to be at higher risk of suicidal distress, including men, youth, rainbow communities and rural communities.
- Build inclusive communities and strengthening community resilience.
- Encourage a focus on mental wellbeing.
- Raising awareness about available support services.

Successful initiatives from the Fund will help:

- Promote Māori ownership of Māori wellbeing and suicide prevention.
- Build on the strengths of Māori whānau, hapū, iwi and communities.
- Deliver culturally safe supports and services.
- Prioritise whānau-centred treatment and management models.
- Acknowledge intergenerational trauma, grief, and loss of mana.
- Provide suicide bereavement responses that protect the continuation of whakapapa, hapū and iwi structures, and;
- Build the evidence base and Mātauranga Māori of what works for Māori.

## Who can apply?

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### Eligibility

To be eligible to apply for Funding a group must be either:

- A recognised whānau or hapū group with a registered bank account in the name of the whānau or hapū group.
- A local community or advocacy group that is a legal entity or registered charity.
- An Iwi or Māori Provider that is delivering services primarily but not exclusively to Māori.
- A Regional or National collaboration between Iwi or Māori Providers.

All applicants must demonstrate that their proposed initiatives:

- Contribute to the outcomes of the Fund.
- Have an alignment to the key objectives of the Fund.
- Have the capacity and capability to design and deliver the proposed initiative, and
- Demonstrate appropriate plan for budget and timeline.

Other eligibility conditions:





- We will accept one application per roopu.
- Current Te Rau Ora staff are not eligible to apply for this fund. There is a three-month standdown period for former Te Rau Ora staff from the date they ended employment with Te Rau Ora.
- Initiatives with previous outstanding milestones (milestones that have not been submitted or not completed in its entirety) from a previous Community Fund contract are not eligible to apply for this funding round. Applications will be accepted only when all previous milestones have been completed in its entirety, approved and final payment completed.

Applications will not be accepted from non-Māori Governing Providers, Government Organisations, Health NZ (formerly District Health Boards), Tertiary Education Providers or Crown Research Institutes.

### Activities that will not be Funded

- Ongoing service delivery and/or an already established and funded project.
- FTE, full or part-time permanent positions (staff can be seconded onto specific initiatives and facilitator koha is accepted).
- Supervision or mentoring fees or costs.
- Lease or purchase of vehicles (hire costs are accepted).
- Rent, lease or purchase of building or premises (venue hire costs are accepted).
- International travel.
- Any ongoing fees or licences.
- Capital purchases over \$5,000.

## Funding Criteria & Eligibility at a Glance

Category	 Whānau & Hapu	 Māori Community Groups	 Iwi and Māori Providers	 Iwi and Māori Provider Collaborations
Funding Available	Up to <b>\$10,000</b>	Up to <b>\$25,000</b>	Up to <b>\$50,000</b>	Up to <b>\$100,000</b>
Eligibility Criteria and Evidence Required	You will need to be part of a whānau or hapū	You will need to be a legal entity or registered charity. *In the application you will need to provide a certificate or proof of your legal entity or registered charity.	You will need to be a legal entity or registered charity. *In the application you will need to provide a certificate or proof of your legal entity or registered charity.	You will need to be a legal entity or registered charity. *In the application you will need to provide a certificate or proof of your legal entity or registered charity.
	You will need to have a bank account in your whānau or hapū name.  *You will need to give bank account verification in the application.	Your group must have a majority Māori governance or ownership. *You will need to confirm the Māori majority or ownership in the application or explain the structure of your entity in relation to Māori.	Your organisation must have a majority Māori governance or ownership. *You will need to confirm the Māori majority or ownership in the application or explain the structure of your entity in relation to Māori.	Your organisation must have a majority Māori governance or ownership. *You will need to confirm the Māori majority or ownership in the application or explain the structure of your entity in relation to Māori.
			Your organisation must be a provider of services in health, social services, justice, whānau ora and/or other related areas. *You will need to provide details of a current contract you hold, the type and value in the application form.	Your organisation must be a provider of services in health, social services, justice, whānau ora and/or other related areas. *You will need to provide details of a current contract you hold, the type and value in the application form.

# Funding Criteria & Eligibility

## 1. Whānau & Hapū

Each Whānau and Hapū has their own sense of identity and connection that affirms the confidence, safety, and security of every member. A whānau-centred approach to suicide prevention is about empowering whānau to determine their own solutions for wellness.

Whānau and Hapū groups can apply for up to \$10,000 worth of funding to support health promotion, suicide prevention or postvention initiatives.

If successful, Whānau and Hapū groups will be required to provide progress reports and appropriate financial information. The successful applicant will need to agree to complete a profile (of their initiative) and take part in an evaluation of the Fund.

Whānau & Hapū groups must supply bank account verification of a bank account in the name of the whānau or hapū group. (As in the Table 1 (below): Eligibility Criteria for Whānau or Hapū).

**Table 1: Eligibility Criteria for Whānau or Hapū**

Criteria	Evidence
The whānau or hapū group has a bank account in the name of the whānau or hapū group.	Bank Account verification of account name.

## 2. Māori Community Groups

Māori community groups that are a legal entity or recognised charity can apply for up to \$25,000 in funding to support health promotion, suicide prevention, intervention or postvention initiatives. Groups who are not a legal entity will be encouraged to work in partnership with an Iwi or Māori Provider or other Community group that can support the implementation of the proposed initiative.

If successful, the community groups will receive a contract for services and be required to provide regular progress reports and appropriate financial information. The successful applicant will need to agree to complete a profile (of their initiative) and take part in an evaluation of the Fund.

Please see Table 2: Eligibility Criteria for Māori Community Groups (below) and required documentation.

**Table 2: Eligibility Criteria for Māori Community Groups**

Criteria	Evidence
The organisation is a legal entity OR The organisation is registered with the NZ Charities Commission.	Current certificate supplied with application.
The majority of members on the Board are Māori and this is sustained and/or the majority of owners/directors of the company are Māori.	
	Confirmation is captured within the application.

## 3. Iwi and Māori Providers

Iwi and Māori Providers are organisations with a proven track record in delivering contracts in one or more fields including (but not limited to) Health, Social Services, Justice, Whānau Ora Providers and other contracted community programmes. Iwi and Māori Providers who demonstrate their experience, capability and capacity to design and implement a community-based initiative will be eligible to apply for up to \$50,000 of funding.



If successful, a provider will receive a contract for services and be required to provide regular progress reports and appropriate financial information by agreed contracted dates. The successful applicant will need to agree to complete a profile (of their initiative) and take part in an evaluation of the Fund.

Table 3 (below) shows the eligibility Criteria for Iwi and Māori Providers, and the associated documentation required.

**Table 3: Eligibility Criteria for Iwi and Māori Providers**

Criteria	Evidence
The applicant is an Iwi or Māori Provider	Meets the definition above
The applicant holds current contracts for the provision of health, social services, justice or whānau ora that are primarily but not exclusively targeted to Māori.	Current health contracts, type and value including the funder's details must be listed in the application form.
The organisation is a legal entity / or	Current certificate supplied with application.
The organisation is registered with the NZ Charities Commission.	
The majority of Board members are Māori, and this is sustained throughout the initiative and/or the majority of owners/directors of the company are Māori.	Confirmation is captured within the application.

## 4. Iwi and Māori Provider Collaborations

Iwi and Māori Providers are organisations with a proven track record in delivering contracts in one or more fields including (but not limited to) Health, Social Services, Justice, Whānau Ora Providers and other contracted community programmes. Collaborations between Iwi or Māori are two or more Iwi and Māori Providers that have the experience, capability and capacity to design and implement a Regional or National Project in collaboration with other Iwi or Māori Provider(s). Iwi and Māori Provider Collaborations will be able to apply for up to \$100,000 of funding.

If successful, the lead provider will receive a contract for services and be required to provide regular progress reports and appropriate financial information. The successful applicant will need to agree to complete a profile (of their initiative) and take part in an evaluation of the Fund.

Please see Table 4: Eligibility Criteria for Iwi and Māori Providers (below) eligibility criteria for documentation required for eligibility.

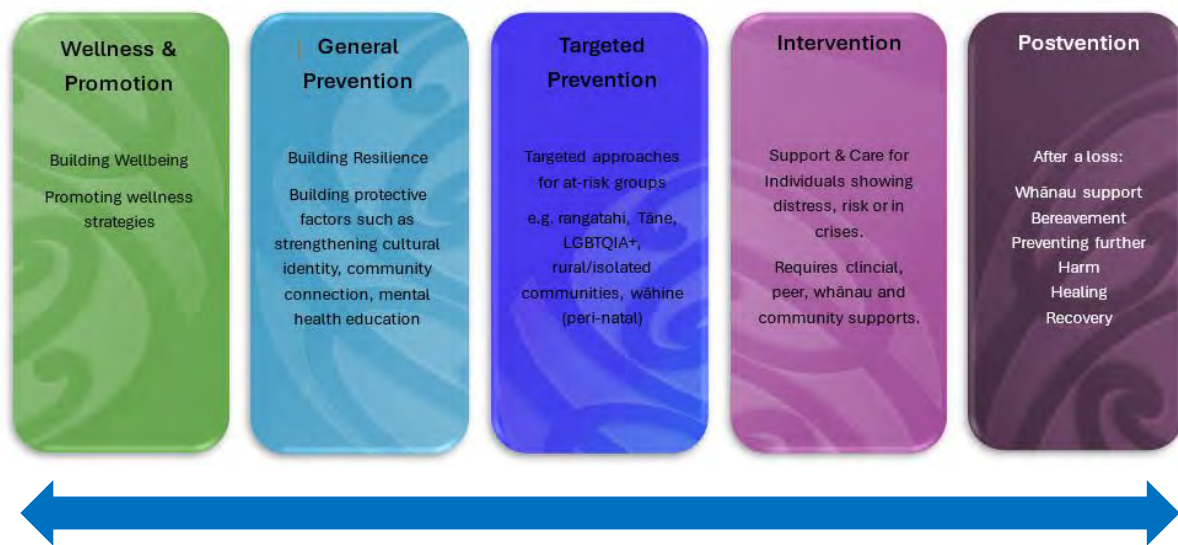
**Table 4: Eligibility Criteria for Iwi or Māori Provider Collaborations**

Criteria	Evidence
The lead applicant is an Iwi or Māori Provider	Has a proven track record in delivering contracts in Health, social services, Justice, Whānau Ora providers or other contracts to deliver community programmes.
The applicant holds current contracts for the provision of health, social services, justice or whānau ora that are primarily but not exclusively targeted to Māori.	Current health contracts, type and value including the funder's details must be listed in the application form.
The organisation is a legal entity / or	Current certificate supplied with application.
The organisation is registered with the NZ Charities Commission.	

## Suicide Prevention Continuum

There are many factors that lead a person into mental distress. There are also many solutions that can lead a person to wellness. Suicide prevention can be looked at along a continuum of wellbeing, prevention, intervention and postvention. Understanding the Suicide Prevention Continuum and looking at the ideas below may give you some inspiration on how you might put together a successful Suicide prevention initiative of your own.

### Te Ara Whakahaere i te Oranga Suicide Prevention Continuum



### 1. Wellness

Wellness is about more than just good mental health. One model of wellbeing is the concept of 'Te Whare Tapa Wha', where wellbeing has four key components: taha tinana (physical health), taha hinengaro (mental health), taha whānau (whānau health) and taha wairua (spiritual health) (Durie 1994). Promotion of wellbeing reduces the risk of suicidal distress and behaviour, bolsters resilience and improves capability to deal with stressful or challenging experiences.

Three distinct factors related to promoting wellbeing and fundamental to reducing suicide risk are: strengthening our sense of identity; reinforcing our connection to others, to land and to place; and feeling accepted and included by others.

Having individual, whānau and community strength, resilience and connectedness provides the best possible environment for wellbeing to flourish. Everyone needs to experience safe, strong personal relationships, a sense of purpose for the future with a whānau and community that promotes and supports their wellbeing in ways that are meaningful for them.

Some ideas to build wellbeing include:

- A program that supports Rangatahi in the transition from school to further study or work.
- An initiative to provide whānau, hapū, iwi and school or community-based wellbeing activities that support Māori tamariki and rangatahi Māori to connect to their culture and build a strong cultural identity.



- Creating and delivering culturally meaningful wellbeing programmes with a focus on at risk communities such as Rangatahi, Māori men, rainbow or rural communities. Programmes could draw on local pūrakau, Māori mātauranga, tikanga and mediums such as arts, film, music, written or spoken work and/or other forms of healthy expression.
- Think about what ideas you have to build wellbeing.

#### Past Example:

The Tapu-te-Ranga Trust's Toi Hauora initiative aimed to improve the wellbeing of Māori within the Lower Hutt community by providing a safe space for those feeling isolated to build connections. The initiative involved weekly sessions where Toi Māori was used as rongoā, with tohunga mahi toi introducing participants to various art forms. The sessions included tikanga to reinforce cultural connections, with karakia opening and closing the meetings. . These successes highlight the importance of empathy, cultural relevance, and flexibility in delivering effective mental health and wellbeing programs.

## 2. Prevention

It is not uncommon for people to feel overwhelmed, to see no way out or to have no hope that things can be different. Being able to recognise early signs of distress and having the confidence to talk to that person about their thoughts can open a door to early intervention and support. These skills are particularly important for whānau, families and communities to build.

Early support when someone may be experiencing distress is important. Support needs to be culturally-appropriate, wide-ranging, flexible, and responsive to the needs of each person seeking help. Whānau and Hapū are uniquely positioned to understand the needs of their own whānau and to find meaningful solutions to support each other when going through hard times. Iwi or Māori Providers, NGOs, kaupapa Māori services, primary health organisations (PHOs) and DHBs can provide a range of pathways of support that are accessible at the earliest opportunity.

Some ideas for prevention initiatives include:

- Bring together community to raise awareness, foster hope and create networks to support whānau experiencing distress.
- Provide activities and/or wānanga using whakapapa, Mātauranga Māori and connection with te taiao to explore strategies for working through difficult emotions as individuals, whānau and community.
- Rainbow Community-Led programme that provides a sense of identity and belonging for Rangatahi and/or Rainbow communities.
- Work with Rangatahi to promote wellbeing using inclusive activities that are specific to Rangatahi and their needs.

#### Past Example:

"Reti Rapa Ora 2.0" provided a unique platform for Māori wāhine and takatāpui to engage with kaupapa Māori through the medium of roller derby. Conducting wānanga on the marae affirmed and strengthened participants' Māori identities, contributing to their mental health and self-worth. This initiative focused on health and wellbeing, deepening knowledge of Te Ao Māori, suicide prevention, and strengthening resilience. Activities integrated karakia, waiata, te reo, tikanga, mahi toi, and mau rākau. These wānanga successfully met most expectations, enriching members' connections with their Māori heritage.

### 3. Intervention

Having timely access to appropriate, culturally responsive and safe care is critical when someone's safety is at risk. Frontline contact is an opportunity to intervene early. Supporting whānau, hapū, iwi and community members to undertake culturally appropriate suicide prevention training will help ensure early intervention. This training needs to be accessible and shared across communities and Providers.

Some ideas for intervention initiatives could include:

- Bringing together whānau and community to learn strategies to have those difficult conversations with others – especially those they may be worried about. Develop kaupapa-Māori based intervention plans with and/or for whānau members experiencing suicidal ideation.
- Bring together a local peer-support network for regular wānanga to build knowledge and capacity in suicide prevention and wellness.
- Create a programme for Kaumatua-Mokopuna connections, learning together, whakapapa, pūrakau and knowledge sharing. Activities could revolve around kai, waiata, kapa haka and/or connections with whenua, moana, maunga or ngāhere.

#### Past Example:

The conference hosted by Ngāi Te Rākatō Academy in Wairoa was an extremely humbling experience. With word-of mouth engagement, thorough preparation by rangatahi, and a safe environment on the whenua, the academy exceeded its goals and expectations. The primary goal of teaching rangatahi the skills to overcome mental distress was achieved by keeping the programme simple and authentic. The well-prepared and confident rangatahi leaders delivered workshops effectively to all levels of learners and attitudes alike. The initiative saw three full days of rangatahi, tamariki, and kaumatua enjoying and learning from each other on the marae. Rangatahi managed tricky situations, led conversations about their hardships, and shared methods to combat their mental health issues. The community came together to kaitahi and support the growing kaitiaki.

### 4. Postvention

Suicide postvention (support provided after a loss) is all about supporting whānau, hapū, iwi and communities that have suffered loss through suicide. Postvention becomes prevention for those who are affected by loss. Finding ways to respond and support whānau, friends and communities can help on the journey to find hope and healing.

Some ideas for postvention initiatives include:

- Providing and nurturing a safe space for whānau and community to drop-in and kōrero when needed. Supports can be tailored to the specific needs of that person and/or whānau.
- Creating a positive community event for suicide awareness and prevention such as a hikoi for life or waka ama regatta. Reach could be aimed at whānau who have lost loved ones to bring together whānau to participate.
- A wānanga or resource for Marae to objectively look at protocols that ensure a safe and supportive place for whānau who have lost loved ones to suicide. It could take Kaumatua and Marae whānau through a journey to ensure that tikanga supports the whānau pani during tangihanga while upholding kawa.

#### Practice Example:

Ngā Manga Pūriri's Tūrama - Tai Tokerau initiative aimed to support those bereaved by suicide and their whānau through trauma relief and coping strategies rooted in Rongoa and whānau support. The workshops were designed with trauma-informed principles, ensuring a safe and supportive environment where participants felt heard and respected. Mental health professionals and trained facilitators provided expert guidance, and peer support fostered a community atmosphere. Practical techniques like mindfulness and grounding exercises were taught, and a system for follow-up support was established. Positive feedback and high levels of engagement indicated that the wānanga successfully relieved trauma and aided in coping and healing.

## Applications

### Applications - Further Information

- While facilitator koha is accepted in the budget, please note that assessors will look at what is reasonable as well as in relation to your overall budget. Note, that it could be unfavourable to external assessors if a large portion of your budget is directed to facilitator koha.
- Paper copies and/or emailed copies of applications will not be accepted under any circumstances. **All applications must be submitted through the online funding portal.**
- If applicable, you will be asked if your company has a Māori company structure (e.g., majority Māori board or leadership). If you answer no, you will be asked to provide an explanation of your roopu structure in relation to Māori leadership, and to elaborate on the role and relationship of your roopu to Māori whānau, hapū and/or community. We welcome our non-Māori whānau that support our Māori communities to apply.

## External Assessment

All applications to the Fund will be assessed by an all-Māori external evaluation panel comprising a selection of experienced sector leaders, clinical practitioners, whānau, lived experienced and/or cultural advisors. The final recommendations from the Panel will be made to the Chief Executive of Te Rau Ora.

The External Assessment Panel will assess each application on criteria which is derived from Tūramarama ki te Ora: National Māori Strategy for Addressing Suicide Prevention 2017-2024, and the overarching goals and objectives of Every Life Matters – He Tapu te Oranga o ia Tangata – the New Zealand Strategy and Action Plan to prevent suicide in Aotearoa New Zealand. This criteria is as follows:

- The alignment of overall project/initiative to the goals and objectives of the Māori Community Fund (see page 3 for goals and objectives).
- The initiative encourages a strong focus on wellbeing. Supporting whānau at any point along the Suicide Prevention Continuum (Wellbeing, Prevention, Intervention or Postvention)
- Initiative is aimed to provide support for Māori Whānau, Hapu, Iwi and specific communities that experience suicide risk and/or are bereaved by suicide.
- The benefits and effectiveness of the initiative to Māori Whānau, Hapū, Iwi and target communities.
- The initiative builds inclusive Māori communities and strengthens resilience.
- The initiative has capability to meet project plan, budget and timeline.

## Contracting

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### Contracting - Further Information

- Contracting of successful initiatives will begin in January 2026. Te Rau Ora reserve the right to withdraw offer of funding if contracting is not completed within three months from the start date.
- It is the responsibility of the initiative to maintain their own financial records during the contract period. Te Rau Ora reserve the right to request financial records of the funding provided at any time during the contract period.

## 2025 Funding Round Timeline

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Funding Applications Open	29 September 2025, 9am
Funding Applications Close	24 November 2025, 11.59pm
External Assessment Panels	12-16 January 2026
Notifications	21 January 2026
Contracting	From 21 January 2026
Implementation	1 February 2026 to 1 September 2026

## Glossary

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- **Capital Purchase** – A capital purchase is any item that cost \$5,000 or more and has a useful life of more than one year. It must also be an individual, stand-alone, movable, or tangible item. Examples include: Furniture.
- **Initiative** – The project you are applying to receive funding for.
- **Suicide Prevention Continuum** – Refers to pages 7 – 9 which explains the spectrum through wellness, prevention, intervention and postvention.
- **FTE** – Full-time equivalent staff.
- **NGO** – Non-government Organisation.
- **PHO** – Primary Health Organisation.
- **DHB** – District Health Board.

## Contact

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Get in touch with the Community Fund team:

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