

# Rituals and Unicef join forces to improve global youth mental health

**AMSTERDAM, 27 May 2025 – Today, Rituals and UNICEF announced their new partnership, dedicated to strengthening the mental health of children and young people worldwide.**

Today, one in seven adolescents lives with a mental health condition. Good mental health helps young people handle stress, build meaningful relationships and make informed choices. By combining UNICEF's decades-long expertise with Rituals' commitment to wellbeing of people and planet, the partnership aims to support the mental health of these young minds globally, helping them build a brighter future and thrive. The partnership launch comes during May Mental Health Awareness month with culminating efforts to advocate for children and young people's mental health.



## Rituals supports UNICEF's mental health programmes and advocacy

The contribution of Rituals to UNICEF's Global Mental Health Fund will support lasting, tangible change strengthening community-based mental health services; promoting awareness among teachers at schools; strengthening social services that help to identify children in need of

psychological care and support, and beyond, to ensure sustainable impact for children's mental health and psychosocial wellbeing.

Rituals will also advocate for increased action and investment by the private sector as a member of the UNICEF-led Global Coalition for Youth Mental Health to address stigma and discrimination, improve data and research on children's mental health, advocate for better policies, and improve business practice related to workplace mental health.

Rituals' support is part of its 10% profit pledge, committing 10% of its annual net profit to support causes that improve the wellbeing of people and planet – including UNICEF's flexible funding, which ensures aid reaches the most vulnerable children where and when it's needed most.

*"We are excited to join forces with Rituals in our global mission to support children and young people's mental health. UNICEF's goal is to reach 150 million children and young people in 150 countries by 2030 with programmes and resources that improve their mental health and wellbeing. This is only possible with the support of partners like Rituals," said Kitty van der Heijden, Deputy Executive Director, Partnerships UNICEF. Raymond Cloosterman, founder and CEO at Rituals: "The shocking numbers of how many young people are struggling with mental health issues, really struck a chord with me and I realised we wanted to do more as a company. In my vision of 21st-century entrepreneurship, it is not just about growth and profit, but primarily about the impact we make. In today's world, we believe it is more important than ever to stand together in partnerships like these to create lasting positive change. As the future of children is our future we must support building their mental resilience. We are very proud to partner with UNICEF and are dedicated to enhancing the mental health and wellbeing for young people and communities worldwide."*

**UNICEF does not endorse any company, brand, product, or service**

**More information:**

**About UNICEF**

UNICEF, the United Nations agency for children, works to protect the rights of every child, everywhere, especially the most disadvantaged children and in the toughest places to reach. Across more than 190 countries and territories, we do whatever it takes to help children survive, thrive, and fulfil their potential. Follow UNICEF on [X](#), [Facebook](#), [Instagram](#) and [YouTube](#). About the Global Coalition for Youth Mental Health The Global Coalition for Youth Mental Health is the largest private-sector alliance dedicated to youth mental health globally. Led by UNICEF, it unites eight members to drive investment and action, aiming to support 150 million young people across 150 countries by 2030. To learn more, visit: <https://www.youthmentalhealthcoalition.org/>

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