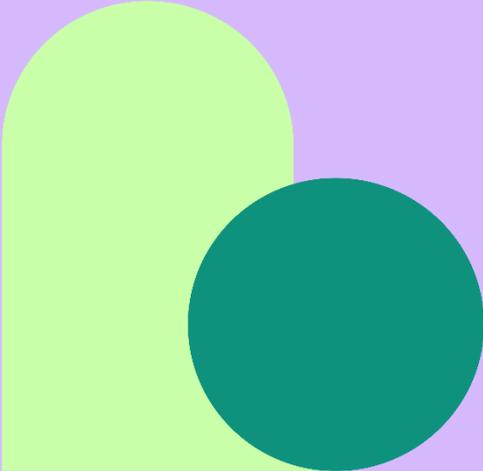


# Pranaiya & Arthur Magoffin Foundation

Annual Report  
for the period

1 January 2024 to 31 December 2024



# TRUSTEES' REPORT

We've been busy with our heads down during 2024 and pleased to provide a summary of our activities during the year. First and foremost, I would like to thank our supporters who have donated, enabling us to undertake our initiatives and also those that have supported in non-monetary ways – giving their time and expertise to improve Perinatal Mental Health (“PMH”).

## Pillar 1) Awareness & Education

We continued our general awareness building and education during the year, with a focus on Thailand for content creation and Hamish continuing to raise awareness through his running. As per usual, our content can be viewed online here: [Instagram](#), [Facebook](#), and [YouTube](#).

During the year we decided that our main Instagram account, [@pam.foundation](#), would focus on delivering information about PMH in Thai, and setup a separate account, [@pam.foundationnews](#), to inform people about the work we're doing.

In the second half of the year we had new graphics developed to provide a more engaging social media account, and using this as a platform to develop content to inform mothers and broader society about all PMH conditions – looking beyond postpartum depression to anxiety, OCD, etc.

In addition to education about conditions, we would like to provide information for partners, friends, and families about how to support those suffering from PMH problems, along with self-help, and information where to seek help.

### Action on Postpartum Psychosis (“APP”)

APP are a UK-based charity that address postpartum psychosis, which affects roughly 1-in-1,000 new mothers. We are working with them to provide information on this affliction in Thai and look forward to disseminating the final products in 2025.



Figure 1 - PAM Foundation Instagram

### Hamish's Running

PAM Foundation founder, Hamish Magoffin, expanded his efforts during 2024 to raise awareness through not only marathon running, but also take to the trails and running “ultra” marathons, i.e. races longer than a marathon.

Some key highlights from the year the Chicago Marathon, New York Marathon, and three Ultra Trail de Mont Blanc (“UTMB”) series runs, Slovenia (120kms), Malaysia (100kms), and Chiang Mai (175kms). Unfortunately, Hamish only completed 93kms for UTMB Chiang Mai before sustaining an injury.



Figure 2 - Hamish running in Chiang Mai in PAM Foundation kit

In addition to Hamish running, we have been lucky to have been awarded charity spots for London marathon for 2025 through to 2029. We welcome those that would like to raise awareness and funding to reach out to us.

### Documentary Development

Additional material continues to be gathered as our work continues, along with development of the broader ecosystem.

## **Pillar II) Care**

### Training

After our successful Pilot Training Course in 2023, in 2024 we started to apply our learnings and experience to develop other training courses to be rolled-out across Thailand.

In the meantime, we continue to sponsor training for mental health professionals in Thailand and have been working with [Centre of Perinatal Excellence](#) (“COPE”) in Australia for educational material. There are currently 8 Thai psychiatrists undertaking training provided by COPE.

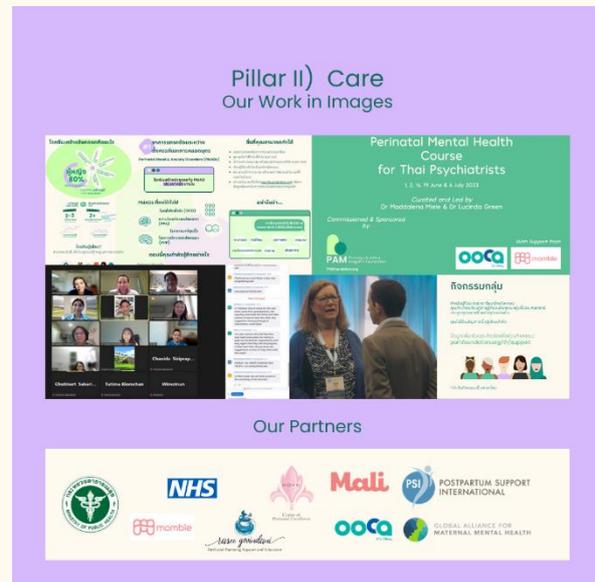


Figure 3 - Social Media post during the year about Pillar II) Care

### Thailand Ministry of Public Health (“MOPH”)

Consolidating our efforts, in 2024 we’ve had meetings with the Department of Health, within the MOPH to discuss our initiatives and how we might work together to address PMH problems. Headed by Director-General Dr Amporn (who was a participant of our Pilot Training Course) and attended by the Mother and Baby Unit, at our last meeting we discussed topics such as establishing National Guidelines, screening, and treatment. We look forward to continued progress with the ministry.

## Social Support

Our Mentors and Group Support Leaders continue to offer their services, and we look to integrate this offering, alongside a new awareness and educational campaign in 2025.

## **Pillar III) Research**

We are proud to announce that by the end of 2024, research was starting to be undertaken in all areas that we wished to address: medical, economic, and epidemiological.

### Siriraj University / Mahidol University – Epidemiological Research

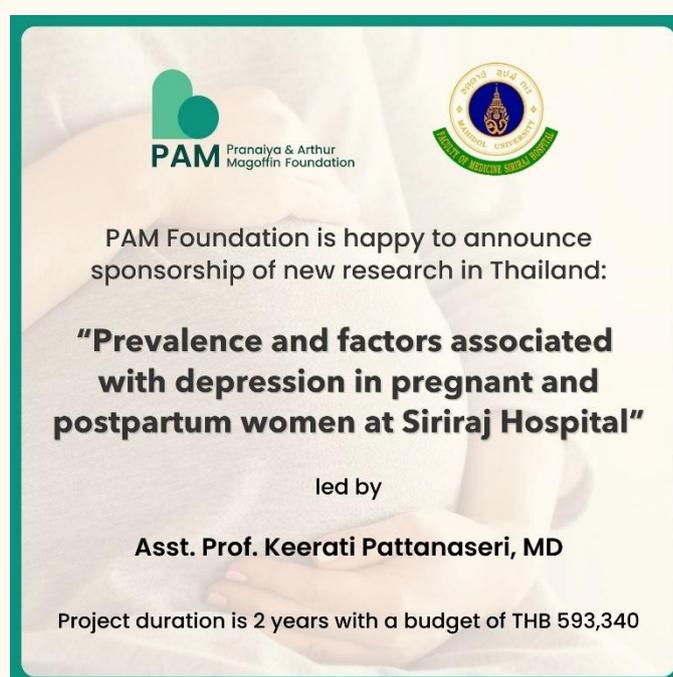
Towards the end of 2024 we announced a new research project that we would be supporting at Siriraj Hospital, Thailand's oldest and largest public hospital. During the year we were thrilled when Asst. Prof. Keerati at Siriraj Hospital (who is also participating in the LSE-led project) reached out to us, expressing interest to undertake a cohort study examining PMH issues at their hospital (See Fig. 7).

The project is a cross-department collaboration between the Department of Psychiatry, Department of Child and Adolescent Psychiatry, Department of Obstetrics & Gynaecology, and Department of Paediatrics.

Aiming to study a cohort of over 400 participants over two years, it is an extensive study which we all hope will help to shine some light on PMH in Thailand.

Supporting epidemiological research in Thailand was one of the goals that we set out to achieve, so are happy that interest is being driven locally in Thailand to address this.

We hope to announce more partners in this project going forward, and with a two-year study period are looking ahead to announce results in 2026-2027.



*Figure 4 - Post announcing the research to be undertaken Siriraj Hospital that is being supported by PAM Foundation*

London School of Economics and Political Sciences (“LSE”) – Economic Research

The project with LSE that was announced at the end of 2023 begun in earnest this past year, with a meeting held in Bangkok at Siriraj Hospital hosted by PAM Foundation (Fig. 6).

This project, whilst being led by LSE, is a collaboration between many parties – attending the meeting in March were representatives not only from PAM, LSE, and Siriraj, but also Monash University, University of Cape Town, GAMMH, Prince of Songkla University, Queen Sirikit National Institute of Child Health, Thammasat University, Chulalongkorn University, and Ooca.



Figure 5 - Announcing LSE project meeting

To recap, this project is examining the economic cost of PMH problems in Thailand, in addition to exploring the “Return on Investment” of addressing them – i.e. attempting to identify how best to allocate resources to improve Perinatal Mental Health.

This project is continuing into 2025 and we look forward to announcing the results in due course.

University of Oxford – Medical Research

Our Stage 1 project has expanded beyond its initial scope and so release of the outcome and report is now expected in 2025. Beyond this, the 3-year, “Stage 2” study is ongoing and we similarly look forward to initial results in 2025 or 2026.

Finally, in the meantime we continue to raise funding for “Stage 3”, the biomedical research endowment.

During the year, St Anne’s College kindly acknowledged our contributions towards the college by adding our name to their donor board.

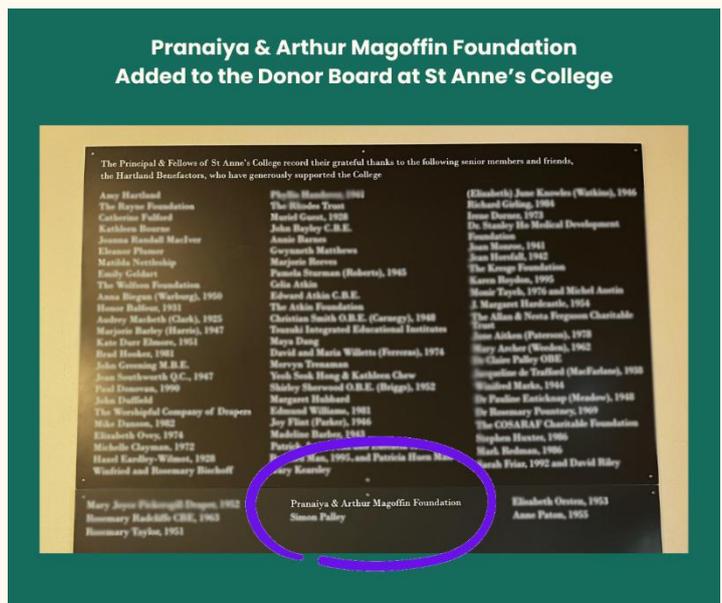


Figure 6 - Acknowledgement of PAM Foundation on the St Anne's donor board



Figure 8 - Meeting at St Anne's College, University of Oxford

Finally, “worlds combined” with a meeting in Oxford with researchers from “Stage 1” and “Stage 2” Oxford projects, along with Annette from the LSE and other representatives from University of Cape Town, Global Alliance for Maternal Mental Health (“GAMMH”), and Dustoff Films (see Fig. 8). Topics of discussion included everything from the physiology of PMH illnesses through to economic impacts and beyond and provided an opportunity for everyone to expand their knowledge in other “silos” of PMH.

## Other Activities

### [The Big Give Matched Funding Campaign](#)

During the year we ran a matched-funding campaign with The Big Give, alongside announcing a 3-year summary of our work, details of which can be found [here on Medium](#). We successfully raised in excess of £11,000 as part of this campaign and would like to thank all the donors who contributed, those that acted as “Pledgers”, providing the matched funding, and The Big Give, who donated £1,000.

### [PAM Foundation, Inc.](#)

Whilst not directly related to our UK entity and operating as a separate organisation, “PAM Foundation, Inc.” in the US recently received its 501(c)3 exemption from the IRS, enabling it to receive tax-deductible donations from US taxpayers. We look forward to PAM Foundation’s operations in the US expanding awareness about PMH problems and gathering resources to address them.

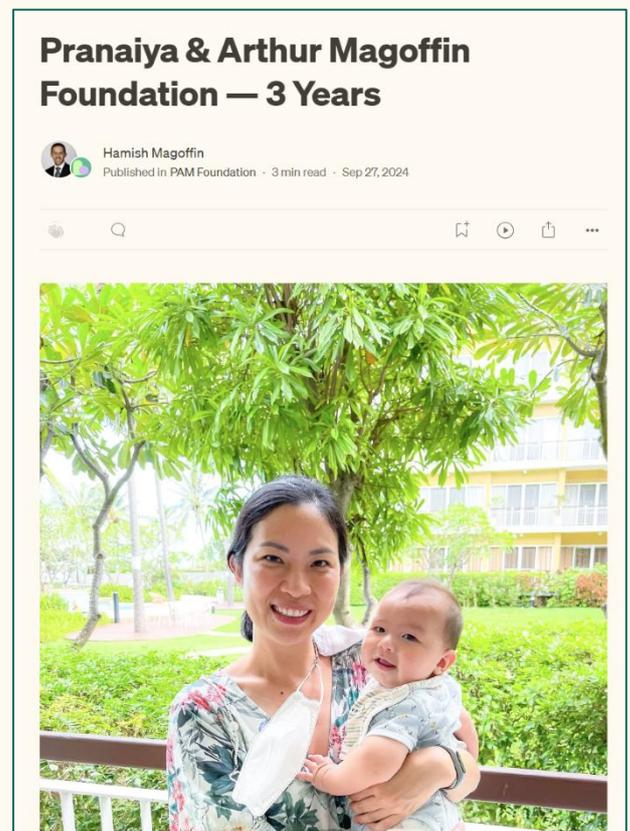


Figure 9 - Medium article recapping 3 years

## Looking Ahead to 2025

We are now addressing nearly all the initiatives that were established as part of PAM Foundation's roadmap when it was established. 2025 will be a year of continuing to push these along and hopefully scale our efforts.

Thank you yet again to all our supporters – family, friends, volunteers, donors, collaborators, and partners. And finally, to learn more and stay updated please follow us on social media ([Facebook](#), [LinkedIn](#), [Instagram](#), [YouTube](#)).

Regards,

A handwritten signature in black ink, appearing to read 'Hamish Magoffin', written in a cursive style.

Hamish Magoffin, Founder  
and Pranaiya & Arthur Magoffin Foundation trustees