FOR PARTNERS · CAPABILITIES

Why Pamumvuri

We connect healthier people, stronger communities and sustainable commercial value.



Illustrative image, not a photograph of a Pamumvuri event.

Pamumvuri PVO is a Zimbabwean private voluntary organisation working to strengthen mental health, community resilience and partnerships that create meaningful social outcomes. Our approach recognises that mental wealth matters because of what it enables people to achieve: better decisions, stronger relationships, improved preparedness, safer workplaces, sustainable livelihoods and stronger communities.

> **"We do not begin by asking your business to fund our activity. We begin by understanding your objectives and the people you want to serve."**

Our purpose

To connect the human capabilities people need to pursue worthwhile outcomes with the organisations that can legitimately help, creating both social benefit and sustainable value.

Why we work with businesses

Commercial value and social impact need not be opposing objectives. When business investment funds something people genuinely value, and the business behaves transparently, communities receive support and businesses earn relevance.

Why we reject generic funding requests

Asking a business to "support our event" leaves it to work out why. We design programmes around the business's actual objectives and the needs of its intended audience.

Our experience

Mental health advocacy, community engagement, multi-stakeholder coordination and substance-use prevention. This informs our ability to mobilise communities, coordinate professionals and partners, and keep participant welfare central.

Our professional ecosystem

The Wellness Experts Alliance (WE Alliance) provides qualified professionals for facilitation, content and safeguarding, with other appropriately qualified partners where needed.

Our approach to partnerships

- Audience-first design
- Suitability of the business's offering
- Shared value for every party
- Agreed deliverables
- Transparency about the commercial relationship
- Responsible reporting

Leadership

Tapiwa Chinyadza, Executive Director, Pamumvuri PVO.

Institutional relationships

Pamumvuri's records describe collaboration involving Zimbabwean public-health institutions, national mental health coordination efforts, WHO-related initiatives, Thrive Together and civil-society organisations.

These references describe collaboration, not endorsement. No public body, international organisation or partner endorses Conversations That Count or any participating business. Details and current status are available on request.

What you can expect from us

1. **Your objectives come first.** We take time to understand the commercial and relationship outcomes your organisation is pursuing before proposing a programme.
2. **The audience must benefit.** The people participating should gain real value through useful information, practical support, resources or better preparedness.
3. **The programme must fit your market.** We design around specific audiences, relevant needs and suitable business objectives instead of distributing generic packages.
4. **The value should extend beyond the event.** We consider how useful resources and approved follow-up can support people who attend and, where appropriate, wider audiences.
5. **Your investment must be accountable.** We agree on measurable objectives, deliverables, reporting arrangements and review points.

Next step

Tell us the audience you want to reach and the objective behind it. It takes about two minutes and commits you to nothing.

> **Build My Customer Engagement Campaign:** www.conversationsthatcount.org/businesses/#plan

Or contact Pamumvuri directly: **tapiwa@nojobsjustwork.com** · **+263 72 003 7858** (phone and WhatsApp).