



Help Lesotho
Media Press Kit

About Help Lesotho

Help Lesotho is a registered non-profit organization in both Canada and Lesotho (Southern Africa) delivering life skills training and mental health support in rural communities in Southern Africa. Since 2004, we have been working on the ground in Lesotho, one of the countries hardest hit by HIV/AIDS, gender-based violence, and poverty.

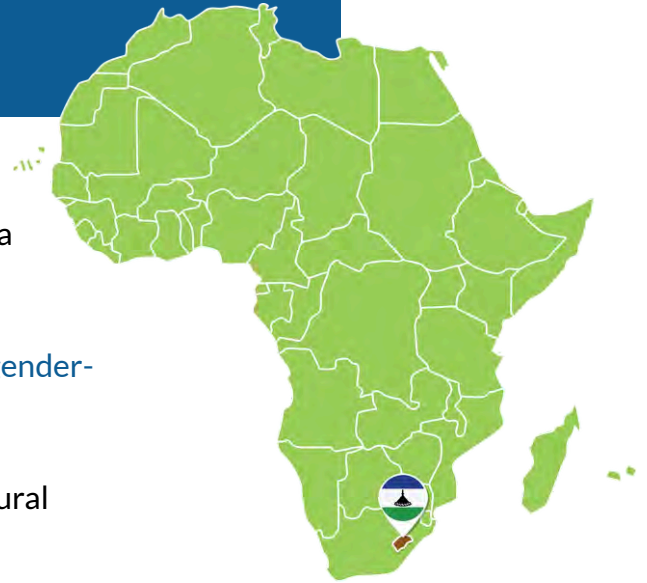
Since 2004, Help Lesotho has proudly supported over 59,000 graduates through intensive life skills and psychosocial support programs, reaching more than 365,000 vulnerable individuals across Lesotho.

Empowering change from the inside out

Help Lesotho delivers life skills training and mental health support in rural Lesotho. AIDS decimated a generation – together we're helping those who remain move on and create lasting change in their communities.



Why Lesotho?



Nearly **1 in 4** people are **HIV-positive**, leaving a generation of orphaned children



86% of girls and women report experiencing **gender-based violence**



Over **50%** of the population lives in **poverty**; rural areas face the highest unemployment rates

When people experience trauma and have few opportunities for support or guidance, their personal and professional development falls behind. Help Lesotho's programs equip vulnerable individuals with the tools and knowledge to overcome challenges, advocate for their rights, and build healthier futures.

Help Lesotho's programs are delivered through five interconnected impact pillars:



Mental health and resilience



Gender equity and violence prevention



Youth leadership, education and livelihoods



Community care and household strengthening



Sexual and reproductive health education



Our programming fosters self-esteem and resilience by creating safe spaces for honest conversations, mentorship, and community healing.

Leading the Team

Kate Lambert, **Executive Director**

Kate has been with Help Lesotho for over 17 years. With a background in International Development and Project Management, she oversees fundraising, communications, operations, and impact reporting. Kate lives in Ottawa but frequently travels to Lesotho to support local staff, build partnerships and further Help Lesotho's mission.



Sello Matsoso, **Programs Director**

Sello brings over a decade of experience in youth development, grant management, and community empowerment. With a background in Social Work, he has led program implementation, managed donor relations, and built strong partnerships with government and civil society in Lesotho. A passionate advocate for youth empowerment, Sello plays a key role in ensuring the success and sustainability of our programs.



Founding Story

Dr. Peg Herbert founded Help Lesotho in 2004 after a visit to the small southern African country left her deeply moved by the resilience of its people and the devastating impact of HIV/AIDS. With a background in education and psychology, her vision was to create sustainable change through education, leadership training and emotional support. Under her guidance, Help Lesotho grew from a grassroots idea to a thriving organization with deep local impact. She retired in 2023.



In the Media

Explore Help Lesotho's latest media coverage below. For additional features and archived stories, [please visit our Media Page](#).

- [Supporting young mothers to build healthier futures in Leribe and Thaba-Tseka](#) (UNICEF)
- [Bringing Light to Lesotho](#) (One Young World)
- [The small African country with the world's highest suicide rate](#) (BBC)
- [Addressing mental health in Lesotho](#) (The Borgen Project)
- [Special report: are churches letting down the suicide capital of the world?](#) (Religion Unplugged)
- [Inside one organization's fight to lower Lesotho's suicide rate](#) (Okay Africa)

Get in Contact

We welcome the opportunity to connect you with our Executive Director in Canada or our team in Lesotho, who are at the forefront of our programming. For interview requests, video footage, or high-resolution images, please contact info@helplesotho.org.

