

HARD FEELINGS MENTAL HEALTH



2017 / 2018 ANNUAL REPORT

Hard Feelings is a non-profit social enterprise. Our mission is to reduce barriers and increase access to mental health supports and resources through an innovative community of practice.

848 Bloor Street West
Toronto, ON
M6G 1M2
416.792.4393

HF

"THE EXACT RIGHT COUNSELLING AT THE EXACT RIGHT TIME."

Client

In its first year, Hard Feelings supported over 380 people, connecting them with low-cost counselling, groups and referrals that support stronger mental health. When clients come through the doors of Hard Feelings, they enter a unique space that offers a new approach to mental health service delivery.

"SUCH NICE PEOPLE WITH REALLY NICE THINGS. SO COMFORTABLE HERE!"

Customer

The storefront offers new ways to access, learn and talk about mental health, fighting stigma and encouraging conversation. Hard Feelings is a go-to destination for carefully curated books and self-care products. Finding the right resource can support big change.

"I HAVE NEVER FELT AS INVESTED AS I HAVE BEEN (HERE). I'VE GROWN IN MY PRACTICE AS A SOCIAL WORKER."

Counsellor

We are committed to supporting the community of counsellors. Hard Feelings has created a new model of clinical practice, bringing together more than 20 private practitioners. We combine low-cost office rentals with ongoing professional development opportunities. Our model enables counsellors to do the work that matters to them.

HARD FEELINGS IN ACTION

CLIENTS accessed supports they wanted and needed

COUNSELLORS were supported in building their practice and professional skill sets

COMMUNITY was engaged through the storefront and conversations about mental health were initiated or deepened

COLLABORATION happened between local vendors, our community, and mental health organizations to reduce stigma and increase access to mental health supports

CONVERSATIONS with media, donors, mental health professionals, and entrepreneurs explored new ways to expand and replicate our model



* Our 2018 Financial Statements are available to view on our website

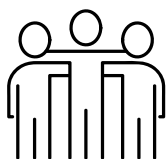
HARD FEELINGS BY THE NUMBERS

IN 2017/2018

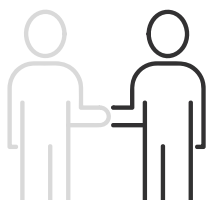
382 clinical intakes
this year



10 volunteers
gave 700+ hours of time



342 individuals
in ongoing counselling



2100 people
shopped in the store



23 counsellors
joined the practice



Looking Forward to 2019

NEW PARTNERSHIPS AND SERVING OUR
COMMUNITY 7 DAYS PER WEEK

Thanks to a generous donation, we have recently been able to hire new staff to open the storefront on Sundays. This means we can facilitate more counselling, support more counsellors in their practice and welcome more customers in the store.

As we move through 2019, we will explore ways to deepen and articulate our impact through in-depth research, collaborations with other mental health organizations and businesses, and documenting the model to share with others.

"I'M SO GRATEFUL THAT THIS PLACE EXISTS AND I
TELL EVERYONE ABOUT IT. MORE LOCATIONS
PLEASE!" Community member

Giving to Hard Feelings

YOUR GIFT SUPPORTS
STRONGER MENTAL HEALTH

Each month, donors from all across Canada support Hard Feelings with a monthly donation. You can join them by visiting Hard Feelings online and making a one-time or monthly donation to help fight stigma and increase access to mental health supports. Your support enables people to access the mental health supports they need.

"WITHOUT HARD FEELINGS I WOULD NEVER HAVE
SOUGHT THE HELP THAT I DESPERATELY NEEDED.
THANK YOU." Client

Board of Directors: Claire Angus, Maureen Carter-Whitney, Arij Elmi, Neil Price, Katherine Roy, Kate Scowen, Kaleigh Wisman.

OUR SUPPORTERS

Diane Dale
Mary Anne McNally



Student
Affairs



Wesstrong Group Inc.
Communication + Design

distility
clarify and conquer