

HARD FEELINGS MENTAL HEALTH

ANNUAL REPORT
2018 / 2019



SOCIAL INNOVATION IN MENTAL
HEALTH SERVICE ACCESS & DELIVERY

848 BLOOR STREET WEST
TORONTO, ON
M6G 1M2

FROM THE BOARD OF DIRECTORS

Since opening in September 2017, the demand for and support of Hard Feelings has been both exciting and challenging. We have grown from 8 counsellors to 27, and from being fully volunteer run to having two paid staff, with considerable ongoing volunteer support. As we look back, we reflect on the amazing ways people have embraced our work and stepped forward to join us as counsellors, volunteers, donors, advisors, and contributors on all levels of our growing organization. We hear what people are telling us - that our work is innovative and much needed - and we plan to build on our model so we can reach more people with supports and resources that build stronger mental health.

As we look forward into a new decade and our third year of operation, we have plans to reflect on our work and build connections that will support our growth. Thank you for taking this journey with us and believing in a small idea that is having tremendous impact.

Sincerely,

Kate Scowen (President), Claire Angus (Treasurer), Maureen Carter-Whitney (Secretary), Arij Elmi, Katherine Roy, and Kaleigh Wisman

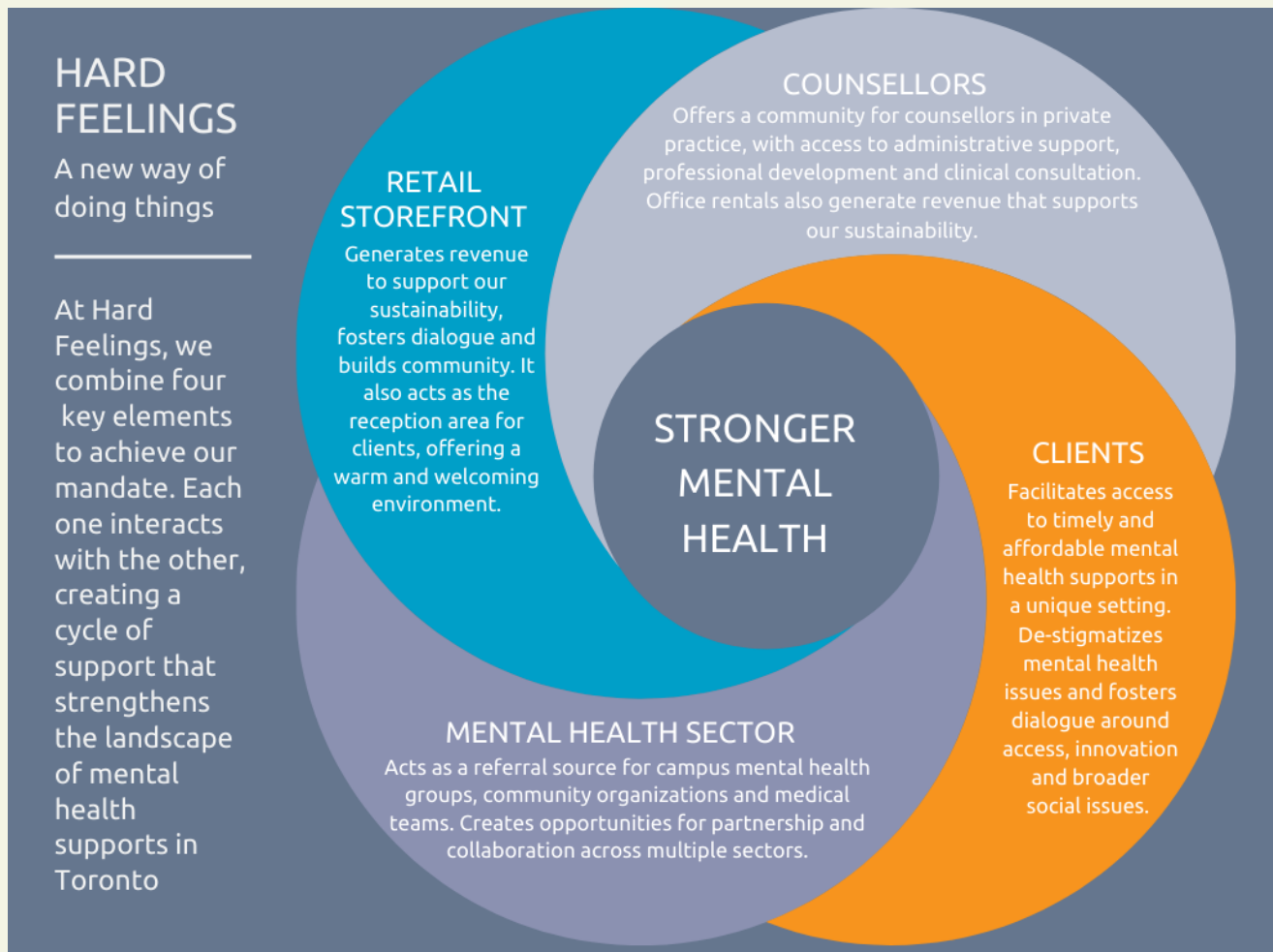
THANK YOU TO OUR FOUNDING SUPPORTERS & DONORS FOR THEIR ONGOING BELIEF IN HARD FEELINGS

Ryerson University, Student Affairs
Mary Anne McNally
Diane Dale
Wesstrong Group
Distility
Pluck Tea
Annick Press
Blakes, Cassells

AND, OUR ADVISORY COMMITTEE:

Robert Barnard, CEO Decode
Dr. Lisa Berger, Clinical Psychologist
Maureen Fair, ED West Neighbourhood House
Janis Gillan, Business Owner
Cathy Mallove, Communications Professional
Solomon Mckenzie, Articling Student
Iris Nemani, CPO Harbourfront Centre
Neil Price, Associate Dean Humber College
Dr. Micheal Shier, Assistant Professor FIFSW
Dr. Sarah Thompson, Clinical Psychologist

UNDERSTANDING OUR MODEL



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.

FEEDBACK FROM SERVICE USERS:

"I had a great experience at Hard Feelings. Because I don't make a lot of money, I never felt like I could afford it until I came upon this. I really benefited from having someone to talk to and help dissolve unhelpful patterns of thought."

"I can't thank you enough for making this option available to me. I came in at a very challenging time in my life and through the help of my counsellor I now feel equipped to better deal with my current situation as well as managing stress and anxiety longer term."

"I truly loved the model of Hard Feelings, and it allowed me to work through things that I wouldn't have had the opportunity to do without such an affordable option (and amazing therapist!). Plus I loved the vibe and the location."

NUMBERS IN 2018/19

485 individual intake sessions
424 individuals in ongoing counselling
27+ counsellors practicing
5,000+ individuals visited the storefront

1.5 STAFF

25+ VOLUNTEERS

100+ DONORS

2,800+ FOLLOWERS ON SOCIAL MEDIA

REQUESTS TO REPLICATE

We receive frequent requests to replicate our model in other communities, to open more locations in Toronto and to support others to open similar models in communities across the country.

We spent time this past year exploring what this might look like and connecting with partners, collaborators and supporters who might help us realize our goal of reducing barriers and increasing access to even more people in the years to come.

OUR VALUES

Integrity / Innovation / Inclusion / Empathy



I love this service and would like to see it widely available, so my only feedback would be to GROW :) - SERVICE USER

EVALUATION & PLANNING IN 2018/19 AND MOVING FORWARD

Dream Jam

We have been working with two amazing consultants, Val Fox and Maggie Greyson, as we explore our growth and potential. Val and Maggie led our Advisory Committee through a half-day of dreaming what Hard Feelings might be in the future and how to start realizing those dreams. Stay tuned for more on this in 2020.

IN THE NEWS

Hard Feelings is a model people are talking about. We were profiled in the following publications in 2018/19:

alive Magazine

Broadview Magazine

REACH Magazine

University of Toronto Magazine

West End Phoenix

U of T Social Impact Study

We are excited and honoured to be the focus of a study on the social impact of our work, led by Professor Micheal Shier and Aaron Turpin MSW, RSW from the Factor-Inwentash Faculty of Social Work at the University of Toronto. Preliminary research findings indicate that our model is reducing barriers for people seeking mental health supports and resources, and confirms the demand for us to replicate and grow. The final report will be published in 2020.



848 Bloor Street West
Toronto, ON
M6G 1M2
416-792-4393

www.hardfeelings.org
[@hardfeelingsto](https://twitter.com/hardfeelingsto)