

ANNUAL REPORT 2019/20

HARD FEELINGS MENTAL HEALTH
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hardfeelings.org / [@hardfeelingssto](https://www.instagram.com/hardfeelingssto)

In a year of unprecedented challenges, we grew, we struggled, and we stayed the course. The first months of this fiscal year were blossoming, and we were strengthening our position to replicate the model and expand access to more clients, with the support of more counsellors. The dramatic shifts that came with the threat of COVID-19, the resonance of social justice movements, and the impacts of social isolation became a focus of our work towards the end of the year. As we head into a new year with much uncertainty, our commitment remains strong to support those facing barriers in accessing mental health supports.

The Hard Feelings Board of Directors



LOW-COST COUNSELLING

Accessing mental health supports in Toronto is challenging at the best of times. This past year, we saw an increase in demand for navigation support and access to clinicians who could help people manage their mental health challenges at affordable rates. We also saw an increase in demand from counsellors interested in joining our practice. The community of practice at Hard Feelings is recognized as a supportive and enriching environment where counsellors in private practice, at all stages of their careers, can benefit from peer support, ongoing professional trainings, and the camaraderie of colleagues in an otherwise isolated profession.

STOREFRONT

Our storefront continued to act as an important community resource in the city for people seeking navigation support, customers looking for mental health resources, and clients needing a calm and welcoming environment as they embark on their counselling journey. Our retail store operations are an important piece of our financial sustainability, generating revenue that supports our ability to facilitate the delivery of low-cost counselling.



2019/20 in numbers

379 clients attended an intake session with a counsellor

326 clients engaged in ongoing counselling

On average, **207** clients were engaged in counselling each month

24 counsellors offered low-cost counselling through our model

On average, **55** clients were on the waitlist for counselling each month

Over 4,000 people called, emailed, and/or came into our storefront to shop, ask about resources, and find out about connecting with a counsellor

Rent from counsellors and sales in our storefront represent 75% of our revenue. This year we also raised over \$20,000 from private donors to support our work.

