

Hard Feelings Uses \$89,600 Resilient Communities Fund Grant To Help With Online Services

Toronto, ON: In late 2020, Hard Feelings, a non-profit mental health social enterprise, learned that it was receiving an \$89,600 Resilient Communities Fund grant from the Ontario Trillium Foundation. Through this funding, Hard Feelings has been able to rebuild and recover from impacts of COVID-19 by securing the expertise of two Recovery Leaders who have helped to increase internal capacity to deliver online services and generate revenue.

“The pandemic has placed new psychological and emotional burdens on all Ontarians. Many in our community have lost loved ones, are reeling from the financial pressures of job and income loss and are dealing with the effects of social isolation on mental and physical health,” said Jessica Bell, MPP. “A big thank you to Hard Feelings for helping to reduce barriers to mental health services in University-Rosedale during this time, and I look forward to watching your organization grow.”

Key to this rebuilding has been the growth and redesign of the Hard Feelings online store (<https://hard-feelings.myshopify.com/>) where customers are now able to shop by “feeling”. Curated collections focused on feelings of worry, sadness, love, vulnerability, curiosity, and relaxation connect customers with the books and products that support stronger mental health.

The growth of the community of practice at Hard Feelings has been focused on supporting these therapists through the pandemic as they shifted to online practice and responded to intensified demands for service, taking care of those on the front lines of the worsening mental health crisis in Canada. This has also ensured that clients are getting the best care possible.

Support from the Ontario Trillium Foundation has allowed Hard Feelings to: Re-design and re-launch the Hard Feelings shop both online and the bricks-and-mortar space, and increase revenue to support the Hard Feelings business **model**; and to re-build the online community of practice to ensure continued access for clients and stronger supports for counsellors. **Hard Feelings is set to relaunch its bricks and mortar store on November 24, 2021. Kate Scowen, Founder and Acting Executive Director of Hard Feelings, invites everyone to visit in-person or online to learn more about, and support Hard Feelings.**

About Hard Feelings: Hard Feelings is a non-profit social enterprise focused on building stronger mental health. Hard Feelings generates revenue through counsellor memberships and by selling products through its online and in-person retail stores. The profit made is then re-invested in supporting counsellors and operating the virtual and physical spaces. This self-sustaining loop supports the Hard Feelings mission of reducing barriers and increasing access to mental health supports and resources.

About The Ontario Trillium Foundation: The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada’s leading granting foundations. Last year, nearly \$112M was invested into 1,384 community projects and partnerships to build healthy and vibrant communities and strengthen the impact of Ontario’s non-profit sector. In 2020/21, OTF supported Ontario’s economic recovery by helping non-profit organizations rebuild and recover from the impacts of COVID-19. Please visit: www.otf.ca