

Fund Development Philosophy

At Hard Feelings our goal is to meet the needs of those who face barriers in accessing mental health supports due to long wait times, high private practice fees, and the complexity of navigating the mental healthcare system. We work with mental health professionals, community members and partners in the delivery of low-cost counselling, the curation of mental health resources, and fostering conversations that fight stigma.

Our work helps individuals needing mental health supports as well as counsellors providing those supports. But it is much more than that. It is meant to bring change to the way mental health is supported, delivered, and viewed and to significantly reduce barriers to access, especially for the most vulnerable and marginalized.

In asking individuals, foundations, organizations, associations, employee groups, corporations, and others to donate to Hard Feelings we are asking for support for our mission and vision. We see donors as investors who want **not only to,**

- “help” **but also to** invest in an initiative trying to achieve a positive social impact.
- perform an act of charity **but also to** invest in creating equitable and just outcomes.
- provide immediate relief **but also to** invest in an initiative that creates longer-term change.
- reap the benefits of feeling good about oneself and getting a tax receipt **but also to** invest in a world with less instability and strife for themselves, their family, friends, and community.