

# HARD FEELINGS MENTAL HEALTH STRATEGIC PLAN 2025 – 2029

## Overview

Hard Feelings continues its commitment to making mental health support accessible and sustainable. As we build on our accomplishments from the 2021-2024 strategic plan, this refresh maintains our core focus while adapting to evolving needs in the mental health landscape. This updated strategic plan (2025-2029) outlines our priorities for the next phase of our journey, strengthening our organization, expanding our impact, and ensuring our long-term sustainability.

## Strategic Priorities

1

**Support and Strengthen our Clinical Programs and Community of Practice.**

2

**Strengthen and Grow our Organizational Structure and Leadership.**

3

**Expand our Community-based Partnerships and Networks.**

4

**Secure Revenues that Support a Sustainable Model.**

5

**Increase Service Navigation and Mental Health Resource Offerings.**

6

**Build Evaluation & Data Collection Capacity for Storytelling & Impact Assessment.**