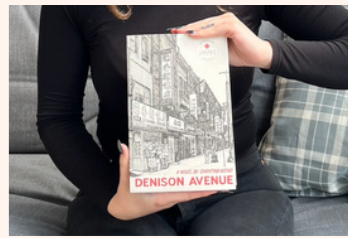


ANNUAL REPORT 2023/24

HARD FEELINGS MENTAL HEALTH
353 Church Street
Toronto, ON, M5B 0B2

hardfeelings.org | @hardfeelingsto



Our storefront space at 353 Church Street is a place for connection, mental health resources, and service navigation. Since July 2023, we had over **2,940 visits** to our storefront space. We also celebrated the growth of our volunteer program, where **15** storefront volunteers contributed over **1,200** hours to assist in running our storefront and in-store programming.

OUR MISSION AND VALUES

Our mission is to bring innovation to the mental health sector that reduces barriers and increases access to stronger mental health.

We work with mental health professionals, community members, and partners to facilitate the delivery of low-cost counselling, curate mental health resources, and foster conversations that fight stigma.

GROWTH & TRANSFORMATION

Change happens, whether we like it or not. When we reflect on change, we often realize that it was the impetus for growth – growth that can lead to transformation. Looking back over the past year, the evidence of this at Hard Feelings is clear.

We said goodbye to some important team members, who were big contributors to our work, and we welcomed new people and partnerships that transformed our ways of connecting with others.

In our new location on Church Street, we have built community from both within and without. We share the building with five extraordinary organizations that, collectively, are known as the Citywide Commons. Together, we collaborate on service provision that fosters a diverse, equitable, and inclusive culture of access, ensuring that more people get the support they need to thrive.

Beyond our walls, we have built community and connections with schools, groups, individuals, and organizations that are aligned with our mission, and engaged in supporting people connect with the supports and resources that will strengthen their mental health.

As the world grows more complex every day, we are growing to become an anchor within the city, where people can connect with accessible and meaningful mental health supports. Today, Hard Feelings is stronger than ever, and ready to welcome more change in the years ahead.

Kate Scowen
Executive Director

LOW-COST COUNSELLING

As usual, we leaned into flexibility and change this past year. While some key staff were on leave, we re-designed the parameters of our work to accommodate an interim plan. This led to some interesting growth and collaborations that have enabled us to support more counsellors, and individuals seeking low-cost counselling.

Demand for in-person therapy grew rapidly last year, and we responded by securing a counselling room that is now booked five days per week. We are excited to be expanding to more in-person counselling options next year. With the support of our Clinical Advisory Committee, we refined our practice policy to address changes within the sector, and shaped our model to meet emerging needs.

In one of our biggest areas of growth - service navigation - we experienced an almost 400% increase in demand. In response to this, we secured expertise to review and design service navigation options that include evaluation measures, to ensure we are having an impact. As we explore scaling our model across the city and beyond, we are looking forward to new collaborations and partnerships that will help connect more people with the supports they need to build and sustain stronger mental health.



We saw major growth in our Community of Practice (CoP) this year, including the expansion of our in-person counselling sessions to multiple days a week. Pictured here are some of the wonderful members of our CoP this past year.

2023/24 IN NUMBERS

401 clients engaged in ongoing counselling

2,800+ hours of counselling were provided

On average, **160** clients were engaged in counselling each month

25 counsellors offered low-cost counselling through our model

2,940+ people accessed our storefront for support navigating mental health resources, to learn about our work, and participate in community programs.

OUR PEOPLE & COMMUNITY ENGAGEMENT

This year was a big year of growth for our volunteer program. Through the Community Services Recovery Fund, Hard Feelings was able to expand and modernize our storefront volunteer program. During the grant period, we were able to onboard 12 new storefront volunteers. We also created a digital volunteer database, along with a digital hub for HF volunteer information.

Our volunteers greatly contributed to our ability to increase access to stronger mental health by providing their expertise to co-develop and launch two new volunteer-led events. To celebrate our volunteers, we launched our first ever volunteer appreciation event, where we engaged in some friendly competition and team building.

On the community side, we conducted a community survey to assess the needs of our downtown community. With over 30 responses, we took all the feedback we received and were able to improve our in-store offerings, in part by forming partnerships with two other organizations who are now offering regular in-store events.

Our Hard Feelings community continues to grow, with a strong outlook for the coming year rooted in new volunteer initiatives, and a strong data collection process to assess our impact.



We celebrated the expansion of our storefront volunteer program this year with a team building excursion to Danforth Bowl. Pictured here are our the storefront volunteers who were able to attend (Kes Murray, Mel Brétécher, Hai Yan Zhu, Jana Milicevic, Caitlin Gordon, Angela Do, Alyssa Lim, and Ava Blundell-Patterson), as well as Stacey Abellanos (Storefront Manager) and Martin Seal (Manager, People & Data).

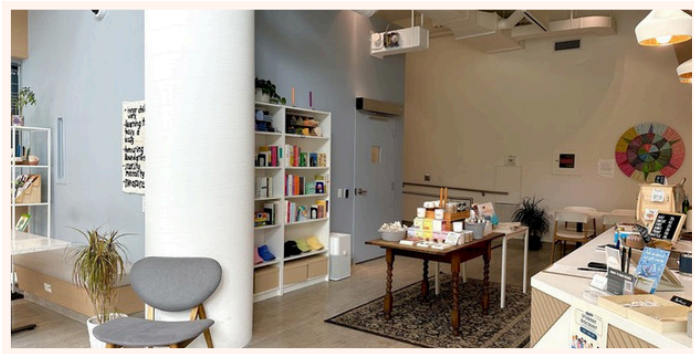
2023/24 IN NUMBERS

15 storefront volunteers:

provided **1,220+** hours of assistance in our storefront, including welcoming **2,940+** visitors to our storefront space at 353 Church Street

responded to **40+** service navigation requests

facilitated or assisted with **70+** events in the storefront, attended by **370+** individuals



STOREFRONT

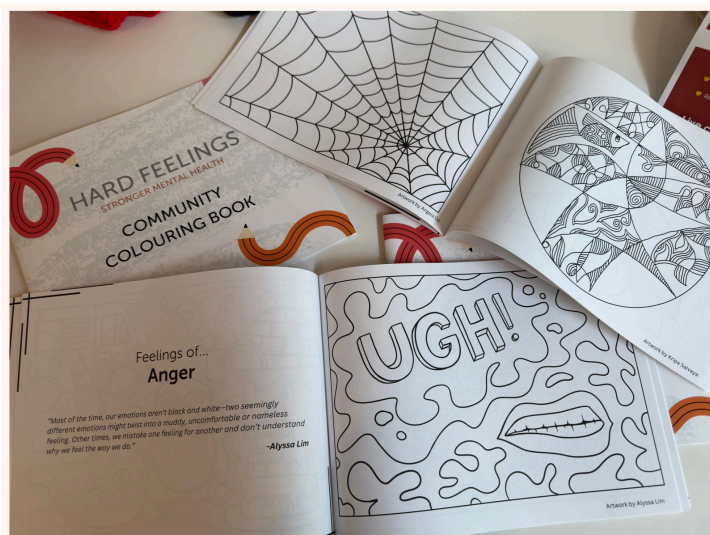
This past year, our retail team adapted to the needs of our community by observing retail trends on both a local and global scale. We introduced over 100 new products - new book titles, activity cards, fidget toys, stickers, and much more. In tandem with these products, we launched a new consignment program, opening opportunities for small Toronto makers to sell their creations.

We welcomed nearly 3000 visitors to our storefront this past year. We are especially proud to see our recurring events continue to grow. Our weekly Hard Feelings Hangouts, where we facilitate craft-based activities, are a staple drop-in event for our community. Our Mental Health Library grew to 199 patrons, with 388 books in our catalogue, and a monthly average of 61 books actively checked out.

Additionally, we've collaborated with other organizations to further strengthen our local connections and expand our community. We are proud to call Good Foot Delivery, an organization that employs neurodiverse individuals, our local online delivery partner. Our Neurodiverse Social, one of our most attended monthly events, has created a space where folks can partake in a facilitated socialization led in collaboration with Blue Sky Learning.

We are also grateful for opportunities to table at CIBC Square. Doing so allows us to expand our reach to an audience that may not typically come across our storefront.

We humbly recognize that growth like this can only be made possible with a team of amazing staff and volunteers, all of whom help facilitate events, connect with community members, and support the storefront's daily operations.



Pictured above is one of our achievements as a community in the storefront this year - a Hard Feelings colouring book, filled with artwork submitted by staff, volunteers, and community members.

Words from a participant:

"[I enjoyed the] [r]elaxed, safe, atmosphere, friendly volunteer doing origami. I had a really good time & hope to be back. And, I found a book I was looking for in the hf library. I am MOST grateful! Thanks, Hard Feelings!" *Hard Feelings Hangout attendee*

BOARD REPORT

This was another year of change and growth for Hard Feelings. We became a registered charity, which will allow us to better support our work to offer access to mental health services, resources, navigation, and community-based programming. We have had a successful year of fundraising due to the hard work of the Hard Feelings staff and board members. The counsellors in our Community of Practice have continued to provide high-quality, low-cost therapy to eligible clients. In addition to selling curated mental health resources, our retail store has become a popular space that offers opportunities to connect with others through drop-in wellness programs and our Mental Health Library.

We have wonderful, committed staff and volunteers at Hard Feelings. Many thanks to Kate Scowen and Claire Angus for their strong leadership. We want to thank Taima Humbert, who left us this year after more than three years with Hard Feelings. Stacey Abellanosa joined us as Storefront Manager, and Martin Seal moved from being our Volunteer and Community Engagement Project Lead to the new position of Manager, People and Data. We were also happy to welcome two new board members this year - Jennifer Burt-Yanoff and Michael Fitzhenry - and said a grateful farewell to Jean Hopkins. We have begun the process of refreshing our strategic direction as we look forward to the exciting possibilities ahead.

The Hard Feelings Board of Directors

How to reach us:

Board: board@hardfeelings.org

Executive Director: kate@hardfeelings.org

Storefront: stacey@hardfeelings.org

Counselling: elise@hardfeelings.org

People & Data: martin@hardfeelings.org

Financials: claire@hardfeelings.org

Hard Feelings Board of Directors

Rona Abramovitch	Trish Cislak
Annabelle Bernard	Michael Fitzhenry
Maia Bessemer	Saisha Guzder
Jennifer Burt-Yanoff	Neil Price
Maureen Carter-Whitney	Jazba Singh



Our Board of Directors - From left to right, top to bottom: Rona Abramovitch, Annabelle Bernard, Maia Bessemer, Jennifer Burt-Yanoff, Maureen Carter-Whitney, Trish Cislak, Michael Fitzhenry, Saisha Guzder, Neil Price, and Jazba Singh.

Where to find us:

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Socials:

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

Charitable Registration Number:

715507323 RR 0001