



MENTAL
HEALTH
ASSOCIATION



ANNUAL REPORT

2023-2024

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Hong Fook acknowledges that our communities reside on the traditional territory of many nations, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples. We express deep gratitude to Indigenous peoples for sharing this space with us, the majority of whom are Asian settlers.

Recognizing the weight of history carried by this land, we embrace our diverse experiences and commit to collaborating with other racialized and Indigenous communities toward our shared vision of the future.

Joint Message from President and ED

At Hong Fook, our community is a vibrant tapestry woven from varied cultures, backgrounds, and experiences, with each client, team member, and volunteer contributing their unique identity. Yet collectively, we all share a fundamental need for belonging – a safe place of connection where we feel seen, heard, and valued for who we are. In these connections, we find the strength to hope, the courage to heal, and the resilience to thrive. This story of belonging lies at the core of who we are at Hong Fook and underscores why our work matters.

Over the past year, our organization has doubled down on its efforts to ensure that Hong Fook remains a place where our community can find meaningful connection. At the same time, we have critically examined where we have been directing our energy and resources, ensuring that we can sustainably anticipate and respond to the growing and changing needs of our community. The mental health needs of the Asian community have historically been under-resourced and often misunderstood. We see this as a critical opportunity to bring about change—not just for us but for everyone around us.

As a result, we have integrated our clinical services with our community education programs to create a more seamless client experience. We have bolstered dedicated leadership in case consultations, and empowered a new management team, creating a culture of inclusive decision-making and strategic planning. We also took a stand for economic justice, ensuring every staff member earns at least a living wage, reinforcing our commitment to fair and dignified work. We've begun reshaping our storytelling to inspire more philanthropic and community support. Our ongoing improvements are anchored in our belief that belonging sparks hope and healing.

We are deeply grateful for the enduring commitment of our staff, board, and volunteers, who devote the best of themselves to advance our mission, and do so with such joy. We also extend our profound gratitude to our donors, funders, and partners, whose support has enabled Hong Fook to provide programs and services that have touched thousands of lives this past year. And to our clients and community members—your contributions, including your time, talent, and personal testimony, have kept us grounded and opened our hearts to see the world with empathy and compassion.

Together, we have embodied the true meaning of 'community,' bound by our care for one another and our shared commitment to ensuring Hong Fook remains a place where everyone can belong. We're filled with hope for what we'll continue to build together. Thank you to all for making our community an essential experience for those we've welcomed this past year.



Winnie Tsang
President



Andrew Chung
Executive Director

Agency Spotlights

Investing in Our People

This year, Hong Fook took significant steps to align our human resources strategy with organizational goals, modernize how we work, and make Hong Fook a great place to work.

We implemented a comprehensive HR plan across all levels of the organization, ensuring we get the right people in the right roles. This effort is breaking down silos, fostering a more collaborative and transparent work environment. From co-developing new HR policies and ensuring people make no less than the GTA living wage to piloting summer hours, all these efforts were made to ensure that Hong Fook's greatest organizational assets - its employees - are valued and given space for self-care and a better work-life balance.



All Staff Retreat at Sunnybrook Park

Digitizing Our Operations

Hong Fook launched a comprehensive digital transformation project to modernize the way we work. Adopting an Enterprise Resource Planning (ERP) system and digitizing our workplace are critical steps for our organization to maximize efficiency, streamline operations, and better allocate our limited resources, ultimately enabling us to serve our community more effectively and sustainably. These advancements have established a solid digital foundation for the future. We look forward to completing this project by the end of fiscal year 2024-2025.

Collaborating on Community Spaces

In June 2023, Hong Fook participated in breaking ground for the new Bridletowne Neighbourhood Centre (BNC), which will be a 142,000-square-foot community health hub comprised of organizations like Scarborough Health Network, United Way Greater Toronto, the YMCA of Greater Toronto, Hong Fook, and other community service providers. The BNC will offer vital programs, health care and shared community spaces. This will also be Hong Fook's new Scarborough Office upon its grand opening, which is slated for Summer 2026.



BNC Groundbreaking Ceremony

Elevating Our Impact

Moving the Needle on Equity, Diversity and Inclusion (EDI)

Mental health and EDI are deeply interconnected. It's critical to understand and support the unique mental health needs based on aspects of our identity, such as culture, race, religion, sexual orientation, social location, etc. While our culturally competent care delivery and training for service providers have made significant impact, it remains limited in the face of substantial population growth and the ongoing changing needs in our community.

We're grateful to partner with community service providers, academic institutions, hospitals, and other organizations to exchange knowledge and strengthen our collective capacity. From participating in the University of Toronto Department of Psychiatry's Advocacy Day panel to hosting our inaugural Korean Mental Health Forum with the Consulate General of the Republic of Korea and the bi-annual Diversity and Equity in Mental Health and Addictions Conference, Hong Fook has focused on systems-level discussions on EDI in mental health policies, explored cross-sector collaboration, and shared front-line best practices. We believe these are critical steps in shaping inclusive and effective mental health strategies for racialized communities.

Bridging the Resources between Public and Private Sectors

Research shows that Asian patients are significantly younger than patients from other populations when hospitalized and are more likely to experience one or more psychotic symptoms. The longer mental illness goes without treatment, the more difficult it can be to get people back on track. To reach those in need at critical moments, we deeply appreciate the core funding from the government, but we also recognize the importance of working together across all sectors to achieve our mission.



2024 Diversity and Equity in Mental Health and Addictions Conference

Bell Let's Talk has long supported Hong Fook and Asian mental health initiatives. On Bell Let's Talk Day (BLTD), we were honoured to be among the few organizations selected for a cheque presentation with BLTD Chair Mary Deacon. This recognition also brought us an opportunity to host a conversation with Addictions and Mental Health Ontario (AMHO) and Michael Tibollo, Associate Minister of Mental Health and Addictions. Together, we discussed the human resource challenges in the mental health sector, highlighted the mental health needs of our Asian youth, and emphasized Hong Fook's desire to expand services for this demographic.



Cheque Presentation on Bell Let's Talk Day

CLINICAL SERVICES



2,167

clients accessed **Intake**, for information and referrals or to access our **Case Management**



65

clients received rental subsidy through the **Support within Housing Program**



1,500

one-on-one **Ontario Structured Psychotherapy** and **135 Group Psychotherapy** sessions delivered

Providing a Stepped Care Approach Enhanced Support for Vietnamese Community

Hong Fook has a longstanding commitment to serving the Vietnamese community, a dedication that began when Canada welcomed a large number of refugees from Vietnam, Cambodia, and Laos—the "Boat People"—who primarily settled in the Greater Toronto Area in the early 1980s.

In recent years, our Vietnamese-speaking clients have faced significant mental health challenges, with the top three diagnoses being Depression, Schizophrenia, and PTSD. These clients often seek our support for issues related to medical, legal, and immigration-related language interpretation, as well as psychotropic medication education and service navigation.

Recognizing the unique needs of this community and the scarcity of language-specific healthcare and social service providers in the GTA, we introduced a new pilot role, Community Support Worker, in January 2024. This role, integrated into our Case Management services, is designed to enhance client support by assisting with treatment, recovery, and access to community resources. It also focuses on working closely with families to foster mutual support, and empower them with evidence-based tools and resources for self-care and care for their loved ones.

The Community Support Worker follows a "stepped care" approach to clinical mental health services, ensuring that clients receive the most effective and least resource-intensive care first. This approach recognizes that different individuals require varying levels of care, with the appropriate level determined through careful monitoring of client outcomes. It also allows clients who need ongoing but less intensive care to seamlessly transition from the care of a Mental Health Worker without being discharged from our Clinical Services.

“ They have been with me every step of my mental health journey. ”

“ As a client who has received support from Hong Fook over the years, I feel privileged to have worked with my Mental Health Worker. Her positive attitude and unwavering support helped me reach a turning point in my life. Gradually, I began to notice daily improvements and eventually became the best version of myself. I want to thank all the professionals at Hong Fook who make these opportunities accessible to our community. I am especially grateful to my Mental Health Worker, who truly changed my life for the better. ”

Hong Fook's leadership has been instrumental in developing the Ontario Structured Psychotherapy Chinese pathway, significantly expanding psychotherapy services to Cantonese and Mandarin speakers in our community. Their commitment to inclusivity and cultural competence has enhanced accessibility and support, making a profound impact on the community's mental health and well-being.

Ashley Hogue
Senior Director of Provincial Initiatives
Canadian Mental Health Association
York Region and South Simcoe

Preferred Languages of 365 Case Management clients



Mandarin 28% Cantonese 25.5% Korean 19%
Vietnamese 13.5% English 10% Cambodian 4%

Main Age Groups of 365 Case Management clients



47% 51%
51% Case Management clients were **55 years old and above**, 47% were **25-54 years old**

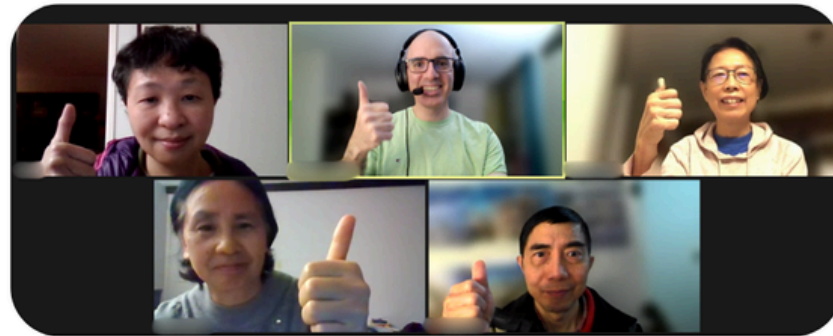


90%
Case Management clients agree or strongly agree Hong Fook's services have helped them deal more effectively with their life challenges (Source: Ontario Perception of Care evaluation)

RECOVERY PROGRAMS



Transforming Recovery The Five-Year Evolution of Our Recovery College



Since 2019, Hong Fook's Recovery College has evolved from a "self-help" model to a learning and strength-based recovery approach, deeply rooted in co-production and adult learning principles. This shift fosters a collaborative environment where peers are empowered to take control of their recovery journeys, actively participating in service delivery and decision-making. By working alongside staff as co-producers and co-facilitators, peers have transitioned from being passive recipients of services to becoming empowered service providers, integral to the programs they help shape.

During the COVID-19 pandemic, the college adapted to virtual platforms, despite initial challenges with digital literacy among peers. The inclusion of peer support elements in programs, such as leisure clubs and exercise groups, played a crucial role in maintaining engagement and combating social isolation. Till today, the virtual programming still remains as an option to reach peers far and wide.

Our college has now grown to include over 730 peers. Our peers have achieved significant improvements on the dimension of mental health and well beings, loneliness and self-esteem across the past five years, which reflect the model's impact and reach.



1,001

sessions of **Recovery College** courses, leisure clubs, and peer support groups delivered



89

family support groups and psychoeducation sessions delivered



24

Peer Supporters empowered in the co-production process through honorarium-based placement

“ There is nothing ‘wrong’ with me, but simply a gap in my skills, which I have learned here. ”

“ Recovery Program provides us with a safe space to share things you usually don't get a chance to talk about. Peer supporters and staff are really friendly, open-minded and empathetic. Instead of being along and hiding at home all the time without any purpose, I have something to look forward to and keep me busy each week. ”

“ I am very happy to participate in the leisure club activities. Through these experiences, I have tapped into my potential and improved my self-confidence. Knitting, in particular, has been a powerful tool for practicing mindfulness during my recovery. The rhythmic and repetitive motions of knitting and sewing foster a sense of calm and focus. Additionally, the peer-led group provides a safe space for sharing and bonding, making it an invaluable resource for all of us. ”

Check out our **Heartwork Online Boutique**, every item made with care and love as our Recovery College peers progress along their mental health journey.



Preferred Languages of 360 Recovery Programs clients



Cantonese 39% English 21.5% Mandarin 17.5%
Korean 14.5% Vietnamese 4.5% Cambodian 3%

Preferred Languages of 105 caregivers with Family Support Program



Cantonese 41% Mandarin 38% Korean 21%



36%

increase in the recovery process for our Recovery Program clients, surpassing the national average (Source: Recovery Program Experience Survey)



100%

caregivers agreed or strongly agreed our services and supports have helped them deal more effectively with the challenges experienced by their loved one (Source: Ontario Perception of Care evaluation)

COMMUNITY PROGRAMS



62

new **Health Ambassadors** trained with mental health literacy and coping skills, volunteering **2,349** hours together with our existing Ambassadors



Addressing Mental Health in Seniors Senior Module of Mental Health First Aid Training

Seniors with mental health challenges or illnesses can account for up to 25% of ER visits. Immigrant seniors in our community report the weakest sense of community belonging and the poorest self-rated mental health. While they were as likely to report suicidal thoughts in the past year as their counterparts, they were far less likely to seek help from a mental health professional.

Our training team has been certified by the Mental Health Commission of Canada to deliver Mental Health First Aid Training for over five years. As we transition into the post-pandemic period, our training team has reintroduced the Senior Module, which is delivered in person. In addition to the standard Mental Health First Aid curriculum, which covers mental illness and the "ALGEE" first aid framework, this 14-hour training provides specialized knowledge on age-specific mental health needs, including dementia and delirium. This training equips participants with the skills to effectively respond to emerging mental health problems or crises until the situation is resolved or appropriate treatment is found. It benefits not only our senior volunteer leaders and caregivers, but also service providers and religious group leaders who are key agents serving our seniors in the community.



4,389

community members engaged through **health promotion** workshops, booth displays and other community education campaigns

95%

participants agreed or strongly agreed the Health Ambassador Training increased their knowledge of mental health and mental illness

“Being a Health Ambassador allows me to enrich the lives of those around me, while becoming kinder to myself.”

“Through the training, I’ve not only gained valuable knowledge but also developed a deeper passion for the stigma reduction work in our community. The Health Ambassador Training has left an incredible mark in my life, and I am truly thankful for all that Hong Fook and the instructor have done with us, with me. As I move forward in my journey and beyond, I will carry the knowledge, not just during the classes but in life.”

It’s our pleasure of having Hong Fook’s Training Team lead a webinar on “Supporting Clients with Mental Health Issues”, as part of CAMH’s national initiative Immigrant and Refugee Mental Health Project. This webinar garnered significant interest with 644 registrants from nine provinces and two territories, which was among the Project’s most sought-after webinars. The webinar introduced cultural factors that influence help seeking, cultural inclusiveness, cultural assessment, cultural formulation interview, and case scenarios. All participants agreed the webinar applicable to their work and/or interests.

Jewel Bailey
Knowledge Broker
Centre for Addiction and Mental Health (CAMH)



772 settlement workers and **410** professionals with corporations, educational and hospital institutions (such as Scarborough Health Network, Centre for Addiction and Mental Health) completed **trainings on Cultural Competency, Workplace Wellness, Crisis Intervention and Mental Health First Aid**



2x

increase in settlement workers’ confidence to motivate clients to take proactive steps towards improving their mental health after the Journey to Promote Mental Health Training



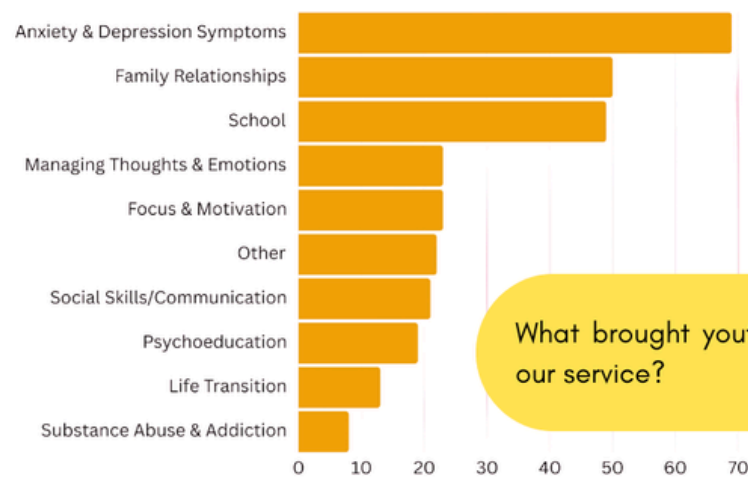
88%

professionals indicated that they have learnt self-care and new relaxation techniques after the Workplace Wellness Training

YOUTH AND FAMILY SERVICES



Early Intervention in Youth Mental Health Brief Counselling Service for Asian Youth



Since 2020, Hong Fook has provided individual counselling to Asian-identifying youth aged 12 to 25 through our Registered Social Workers and Registered Psychotherapists. Our Brief Counselling Service offers free, immediate, single-session therapy using a Walk-In model, as well as short-term therapy with up to eight sessions. This service is available not only to newcomer youth, but also to Canadian-born Asian youth, and their families. The service is available both in person and online. Virtual access has increased our reach across Ontario, making it easier for youth in distress to seek help independently.

Mental health is interconnected with physical wellbeing. Over the past few years, 67% of our youth counselling clients reported sleep issues and 17% mentioned headaches as key physical concerns. Our Counselling Service has a significant impact on help-seeking behaviour, emotional intelligence, self-awareness, and resilience. For many youth, Walk-In Counselling in particular serves as their first point of contact with mental health support, fostering trust in professional care and reducing stigma concerning mental health.

487 youth and **138** parents participated in **prevention, recovery and inter-generational programs**

214 youth and **63** parents accessed **588 Brief Counselling** sessions in Toronto and York Region

7 Youth Ambassadors, 3 Youth Peer Supporters, and 4 Youth Council Members were empowered to support their peers' mental health journeys and speak up for common concerns

“I am transformed to stand up for the voiceless, including the quiet me from four years ago.”

Hong Fook's Counselling Service has been immensely helpful throughout my mental health journey. I've been able to identify specific parts of my life that I wanted guidance on. The Counselling that I've received has given me strategies to improve my communication with loved ones, a space to process emotions and experiences, and clear steps I can take to become more comfortable with taking actions. I always feel encouraged by the Clinicians to continue my mental health journey with my best foot forward even when I'm feeling down.

Having a teenage son is hard, especially when he's rebellious, but the Parent Support Network (PSN) has taught me new skills to handle it better. Each session has different topics, and learning about emotion regulation and effective family relationships has made a big difference. It's been a safe place for me to share my experiences and talk to other parents who understand what I'm going through. My partner also joined the group, and he is slowly changing the way he communicates with our son. Their relationship has improved too. I feel more supported and less alone because of PSN.

Scan here for our **Youth and Family Services Catalogue**



After counselling:



84% of youth are more willing to seek help for their concerns in the future



89.5% of youth have a better understanding of the concerns they came for



54.2% of youth self-reported a lower level of stress, compared to just **10.5%** before the counselling

Financial Snapshot

Revenues 2023-2024 (Year ended March 31, 2024)

Government Funding

Ontario Health East	\$ 2,755,099	47%
Ontario Ministry of Health	\$ 424,645	7%
Regional Municipality of York	\$ 255,765	4%
Immigration, Refugees and Citizenship Canada	\$ 199,930	3%
City of Toronto	\$ 44,757	1%
Employment and Social Development Canada	\$ 34,076	1%

Non-Government Grants

United Way Greater Toronto	\$ 306,505	5%
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Foundation Contributions

Hong Fook Mental Health Foundation	\$ 305,000	5%
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Other Revenues

Hospital and Community Partnerships	\$ 863,148	15%
Rent Supplement Program	\$ 385,659	7%
Donations	\$ 66,923	1%
Other Income	\$ 127,257	2%
Amortization of Deferred Capital Contribution	\$ 76,541	1%

Total Revenue \$ 5,845,305

Expenses 2023-2024 (Year ended March 31, 2024)

Community Mental Health	\$ 2,764,376	47%
Rent Supplement Program	\$ 810,305	14%
Community Programs	\$ 590,849	10%
Youth and Family Services	\$ 581,915	10%
Psychotherapy and Counselling Programs	\$ 438,738	8%
Professional Training (Journey to Promote Mental Health)	\$ 199,863	3%
Other Programs and General	\$ 370,089	6%
Amortization	\$ 84,725	1%

Total Expenses \$ 5,840,860

Excess of Revenue over Expenses \$ 4,445

Year Over Year Comparison

2023-2024



2022-2023



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Josephine Wong	Winnie Tsang
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	Yvonne Lo

Foundation Highlights

Thanks to the dedication of our donors and volunteers, Hong Fook Mental Health Foundation drives change through philanthropy and delivers vital support to the Association.

Our Foundation is led by a group of visionary leaders who guide our mission with their expertise and commitment.

Board of Directors 2023 - 2024

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We are deeply grateful for the transformational contributions of forward-thinking philanthropists who are deeply committed to shaping the future with us through sustained giving.

**Champion Level
(\$100,000 +)**

- The New Hope Foundation
- RBC Foundation
- TD Bank Group
- Bell Canada

**Gold Level
(\$50,000+)**

- JD Development Group
- Toronto Hong Kong Lions Club
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(\$30,000+)**

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(\$15,000+)**

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- The Good Harvest Trust
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- The Frank Scarpitti Charitable Foundation
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Our sincere appreciation for over thousand donors in the past year, including these contributing \$1,000 and above:

- Andrew Chung
- Angela C.S. Tam
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A heartfelt thanks to our 2024 Gala sponsors

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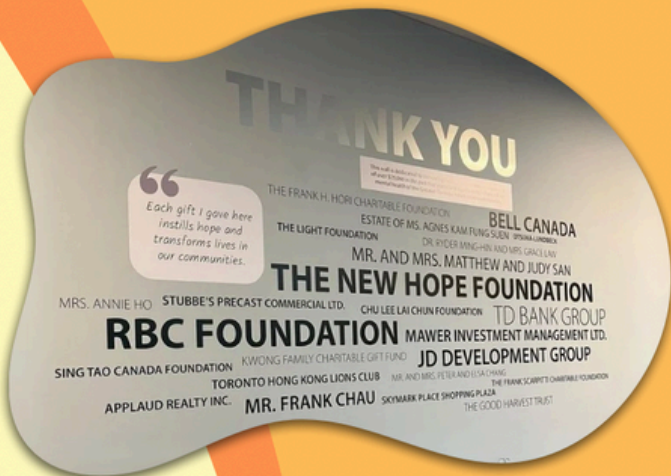
Gold Sponsor

Sing Tao Canada Foundation

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- North Toronto Sleep Centre
- Otsuka Canada Pharmaceutical Inc.
- Skymark Place Shopping Plaza
- Stubbe's Precast Commercial Ltd.





Moving Our Values into Action

As I reflect on a year filled with enlightening conversations, inspirational storytelling, and impactful campaigns, I am deeply grateful for the incredible support from all of our supporters. Your united generosity and compassion have not only brought our care to youth, adults, families, and seniors when they need us most, but also sent a powerful message of hope to those facing mental health challenges that they are not alone.

Mental health touches everyone. We all experience challenges regarding our mental well-being when managing life's highs and lows, emotions, and relationships. One in five Canadians experience a mental illness at any given time of the year. In the Greater Toronto Area, where 25% of the racialized population is East and Southeast Asian, our community has one of the poorest self-rated mental health statuses, while being less likely to seek mental health support in the community and more likely to experience severe episodes during ER visits or hospitalization. Factors contributing to this include lower mental health literacy, mistrust in the healthcare system, stigma, and long wait times.

From our Gala and Radiothon to our year-end campaign, through annual giving and monthly contributions, our donors, sponsors, and staff have co-created a space that embraces the broader fabric of who we are and accelerated our life-changing care. This ensures that everyone in our community is encouraged to seek help when needed and empowered to live a meaningful and connected life.

Each year, our culturally competent care serves approximately 4,000 individuals through a wide spectrum of services and programs. As we move forward, every single gift, contributed at the level that is meaningful to you, will help us reach more people in need than ever before.

Thank you for being a vital part of our community.

We are grateful for your open hearts.

Sunny Wang
Director, External Relations



VOLUNTEER WITH US



Our remarkable growth and impact have been closely tied to the enthusiastic efforts of our dedicated volunteers, board and committee members. We always welcome individuals sharing common values, passion, commitment for Asian Mental Health joining our work at different levels in reducing stigma, facilitating service access, promoting mental wellness, and supporting individuals' recovery journey. If you are interested in joining us, please email volunteer@hongfook.ca.

SUPPORT US



Our communities thrive because each of our supporters contributes at a level that is meaningful to them. Together, we are accelerating the right care at the right time, and cultivating an equitable opportunity for Asian Canadians to achieve the best possible mental health and well-being. If you are interested in knowing more about our work and impact and explore ways to express your care and support through giving, please email foundation@hongfook.ca.

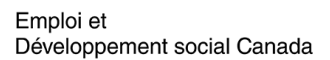
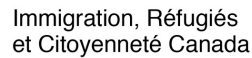
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Stay tuned with our upcoming programs and latest updates in many ways. Sign up for our monthly calendars, seasonal catalogues for youth, and quarterly newsletters. For any inquiries, please email info@hongfook.ca.



WE WISH TO THANK OUR FUNDERS



Downtown Toronto Office 407 Huron Street, 3rd Floor, Toronto, ON M5S 2G5

Markham Office 3621 Highway 7 East, Suite 301, Markham, ON L3R 0G6

North York Office 1751 Sheppard Avenue East, G/F, North York, ON M2J 0A4

HF Connecting Health Nurse Practitioner-Led Clinic 3660 Midland Avenue, Suite 201, Scarborough, ON M1V 0B8 Clinic Telephone: 416-479-7600

Telephone: 416-493-4242 Fax: 416-493-2214 E-mail: info@hongfook.ca www.hongfook.ca

