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March 7, 2016

Dear Catherine,

On behalf of Fresh Restaurants, I would like to thank you for inviting us to join Stella's Place in the important work you do for the mental health of youth in the City of Toronto.

We recognize that 10-20% of youth in Toronto will be in need of mental health assistance at some point. To put things in perspective, we employ a workforce of around 200 staff, largely between the ages of 19 and 30. Mathematically, 20% of 200 is equivalent to the entire staff at one of our four locations!

So you can understand why the availability of assistance in navigating the world of mental health facilities for people in this age group is very important to us.

A facility that removes the stigma in seeking help with one's mental health, while encouraging participation and providing a welcoming environment far from a hospital is an organization that we feel lucky to be able to support.

We believe that it takes a holistic approach to help young people to combat mental health issues. Counselling and therapy are one part, supported by exercise and nutrition. Stella's Place works with the JCC to provide the exercise component, and we at Fresh are pleased to offer our assistance in eating well, by providing discounts on our food and juice, and offering a safe and welcoming environment for Stella's Place participants to seek employment with.

We hope that Fresh inspires other organizations to get involved with Stella's Place.

Best,

Barry Alper
Business Manager/Partner
Fresh Restaurants