

54

WOLSELEY

**THE BUILDING
FOR MENTAL
HEALTH CAMPAIGN**





Stella's Place is a Lifeline

It's not an exaggeration to say it's a matter of life and death: Every day, vibrant spirits are crushed, bright futures are stolen, loving families are torn apart. And sadly, sometimes precious lives are lost. Such is the reality of our young adults' mental health. What is causing this silent epidemic? And what can be done?

What we know is this: Mental health is about thoughts and feelings and our ability to regulate them. For this we need resilience,

the ability to bend but not break. Resilience is not something that can be prescribed—it needs to be developed, which requires skills and a nurturing environment with people who care deeply about our wellbeing...a home. A community. Stella's Place.

If you knew \$13 million could build a facility that would vastly improve the mental health for Canada's struggling young adults, would you help us reach our goal?

The Building for Mental Health Campaign will raise \$13 million to build a vital healing hub in the heart of downtown Toronto. Together we will forever transform the mental health of young adults. Co-designed by our young people and

purpose-built for them, this welcoming three-storey 11,222 square foot building will be a permanent home. It will double our capacity and offer a wide range of services all under one roof.

Stella's Place is a thriving hub of creativity, positive energy, and support that makes me feel like I am part of something. It validates my experience and improves my mental well-being. It provides me with reassurance that Toronto wants me to exist within it, and most importantly, wants me to thrive.

—Stella's Place Participant

We provide online and in-person peer support, psychotherapy, psychiatry, primary care, employment and wellness services.

Stella's Place serves 1,500 young adults (ages 16 to 29) each year.

OUR MISSION: Partnering young adults and professionals to provide a collaborative, innovative model of mental health services

OUR VISION: Healthy, resilient young adults living the lives they choose

2010

Donna Green forms the dream for Stella's Place

2011

Executive Director, Jenny Carver, joins the team

2012

International best practice research study completed on young adult mental health

2013

Registered as a national charity and first Board of Directors is formed

2014

First staff members are hired

First co-designed Strategic Plan is released

2015

Peer Support Training Program is developed and first cohort graduates

Bean Bag Chat peer support app goes into development

First round of programs begin co-design with young adults

2016

Doors open to public at 18 Camden Street, Toronto

Peer Support & Clinical Counselling, DBT, Psychiatry, Fitness, Studio and Cafe programs launch

2017

Stella's Place doubles capacity, staff increases to 32 FTE

First year of full program model is delivered & evaluated

2018

Community Healing Project begins in partnership with the City of Toronto

Bean Bag Chat program launches at Stella's Place

2019

Building for Mental Health Capital Campaign launches with Mayor John Tory

RBC Pathway to Peers project launches in partnership with Mount Sinai Hospital

Results released from 2-year NexJ Connected Wellness research study

2020

4,000 lives impacted to date

Renovations start at 54 Wolseley Street (to begin)



Stella's Story

“It's not easy having a child (now a young adult) who needs professional attention and none is available. I've lived that anguish. That's why my family and I founded Stella's Place.”

—Donna Green,
Founder & Board Chair

Stella was a typical 17 year old teen—enjoying music, sports, friends, and school. But Stella's Mother, Donna Green, began noticing some distressing changes. Her daughter was struggling with homework late into the night. Stella felt overwhelmed by the thought of getting out of bed in the morning, taking a shower, eating, and planning her day. “Then,” says Donna, “we got the call from the school. The wheels had completely fallen off. She couldn't go another step. She was paralyzed with depression and anxiety.”

“I knew nothing then of the clinical complexity of mood disorders. But I did know that our child was severely depressed and desperately needed help.”

After years of private treatment in the USA, Donna knew her daughter wasn't the only one who couldn't find adequate help in Canada.

Donna made it her life's mission to improve the situation for young people.

She won the Governor General's Meritorious Service Medal in 2018 as a result of founding Stella's Place.

Staggering Statistics

Imagine if you didn't have the energy to get out of bed, make breakfast or shower. If you felt so low that you couldn't look in a mirror or so terrified that you couldn't leave your room.

Every day in Ontario, 1 in 5 young people with mental health challenges wakes up to these harsh realities; Few have a place to turn to for help.

Canada's mental health system is failing young adults. Emergency rooms are overwhelmed and ill-suited to treating young

people for their mental health struggles. Untreated mental illness is debilitating, and all too frequently has tragic consequences.

Emergency department visits by young people in distress have increased by 75% over the last decade. This has come at significant cost to the health system, with limited positive outcomes for young adults. At Stella's Place, we have designed and are delivering a solution that is responsive to the needs of young adults while relieving the strain on hospitals.



Not enough Access to Services

By age 25, approximately

1 in 5

Canadians will have developed a mental illness.

Less than

20%

will receive appropriate treatment

Alarming Suicide Rates

Suicide is the

#1

health related cause of death for people between the ages of 15 and 24

In Canada,

14

young adults will die by suicide THIS WEEK

This Can't Wait

4 out of 5

suicides HAD WARNING SIGNS



Young Adult Council
members with Founder
Donna Green and
Executive Director
Jenny Carver.

Stella's Place has been informed, developed and vetted by leading experts, extensive global research on the best innovative and integrated approaches in community based mental health support, and by young adults themselves...in fact, we believe they know best.

The Stella's Place Difference

The mental health needs of young adults are urgent and complex. To be fully effective, a comprehensive solution must reach young people immediately, pull them in to stay safe and connected, and offer a continuum of relevant mental health and wellness support choices. Our core elements are purposely designed to do all of this—under one roof:

Co-design is our cornerstone process of seeking and incorporating the voices and ideas of young adults into the design, delivery, and evaluation of all of our spaces, programs and services. We firmly believe that the best way to reach young adults and support them in defining and realizing their goals is to develop everything we do at Stella's Place with them, rather than for them.

Stella's Place believes that young adults with lived experience are experts. That me and other young adults know what we want. And the results of this collaboration between young adults and professionals is that we are creating services young people will find safe, comfortable, and incredibly relevant.

—Co-design participant and Peer Facilitator

Core Elements of Support

The Café is our signature space, our “front door” to support—an inclusive, comfortable “living room” in the heart of the city where young adults come to relax, connect with each other and our trained Access Team, and begin to take part in our programs and services at their own pace.

Young adults can walk into Stella’s Place and get involved in one of our Drop-in Programs such as walk-in counselling, art in the cafe,

yoga and fitness. These programs (that change and develop over time according to young adult interest) provide a variety of wellness options that don’t require a long-term time commitment or the completion of registration forms. Most importantly, participants can connect with each other over a shared interest, make friends, and benefit from looking forward to something that is on offer most every day.



Peer Supporters have lived experience with mental health and recovery, and are trained to provide safe and effective support to other young adults experiencing similar challenges. Having “been there” themselves, a peer supporter can listen and respond from a place of true understanding: By having enough healing and distance from their own crises, they can communicate hope and optimism.

Our Clinicians believe in a compassionate and creative therapeutic process that respects young adults experiencing mental health challenges as experts in their own recovery process. Through individual and group counselling, clinicians support young adults to learn the skills they need and develop the tools necessary to manage their emotions and difficult situations in their lives.

Stella’s Studio, our innovative arts-based program, provides multiple avenues for participants to create and share drawing, writing, painting, improv and music—deepening self-reflection and building confidence through art.

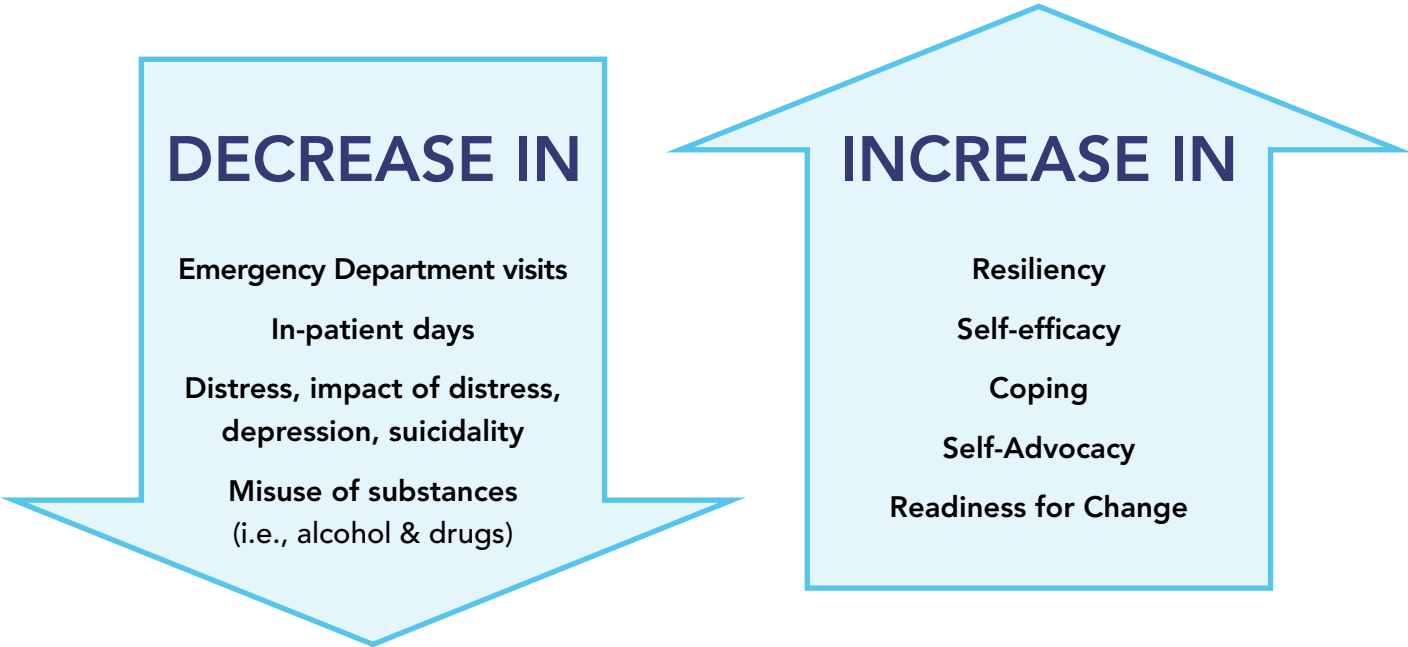
I was feeling very lost and isolated—but Stella’s Place changed all that. Two and a half years later, I volunteer on the Young Adult Council and am part of the co-design of what the new Cafe will look like at 54 Wolseley. I now enjoy being involved and I’ve accessed many other Stella’s Place programs and resources—all because of how I felt that first time I walked into the Cafe.

—Mara Howard,
YAC member

Striking Results

The young people who come through our doors are experiencing high levels of distress. Last year, almost 70% were at risk of suicide at intake. Close to 50% had visited a hospital emergency room for mental health reasons prior to seeking help at Stella’s Place.

Our ground-breaking approach delivers better mental health results for our young adults with significant cost savings for our healthcare system. After joining Stella’s Place, our participants reported:



On a systemic level, offering community-based mental healthcare results in cost savings of

\$5.9million
ANNUALLY
to our healthcare system.

Economic Impact

Stella’s Place is keeping young people out of emergency departments and costly inpatient services, saving Ontario \$2.75M in direct costs annually. Employment participation outcomes

save an additional \$2.88M in social assistance payments, while increasing provincial income tax payments by \$232,000.



“I really don’t think there is anywhere else like this. I can only imagine how many other young people are stuck in the darkness, trying to find help. I don’t know what I would have done without Stella’s Place. It changed my life.”

—Sarah, Stella’s Place DBT Program Participant, pictured above



Stella's Place trains Peer Supporters and Community Healers across Toronto, like Abdul above.

Building for Mental Health

From listening to young people, we know that it is crucially important to provide them with their own space—a home-away-from home that is welcoming, inspiring and beautiful. A place where they feel comfortable, safe, and listened-to.

We have outgrown our leased space at 18 Camden Street and must relocate—or risk turning away young adults in need. A newer, larger and permanent flagship location will reassure our young adult participants that Stella's Place is here to stay.

From 18 Camden	To 54 Wolseley
From leased	To owned
From 5,772 Feet	To 11,222 sq feet
From inaccessible	To fully accessible
From 1 group room	To 5 group rooms

“When we started our first program in 2015, we had 12 staff and 130 young adult participants. Today, our team comprises 40 staff and we serve more than 1,500 participants annually. Anyone who visits our current location knows we’ve outgrown our capacity. We’ve made the best of it for a long time, but if we don’t expand now, our quality of care will suffer and we’ll be forced to turn deserving young people away.”

—Jenny Carver,
Executive Director

More Than Bricks & Mortar

Stella's Place at 54 Wolseley will be a vital healing hub with:

Vibrant, open spaces bathed in natural light, uplifting the senses and fostering a spirit of hope

Natural materials and green space, soothing the body and grounding the mind

Unobstructed sightlines and intuitive building navigation, promoting a sense of ease and belonging



STELLA'S PLACE, CAFE
JUNE, 2019



STELLA'S PLACE, ENTRANCE
JUNE, 2019



Modern technology and multi-media resources, supporting the spectrum of young adult learning styles and enhancing experiential healing

Inclusive, barrier-free design, respecting the dignity of all individuals

Multi-function room design, accommodating our wide menu of current and future programs

Fully equipped community and teaching kitchens, encouraging sharing and holistic wellness

Comfortable and flexible work space for staff, expanding our ability to create, collaborate, innovate and grow

The First of its Kind

Nothing is off the table. We bake the enthusiasm of Stella's Place young adult co-participants' vision right into the process.

—James Strong,
Stantec Intern Architect



Show Our Young Adults They Matter

Stella’s Place is poised to shape the future of young adult mental health in Canada—by generating significant inspiration, innovation and imagination.

We have a shared responsibility to ensure our next generation gets the crucial help

they need at a critical time in their lives. Supporting the Building for Mental Health Campaign is one of the most visionary investments you can make. Together we will build the future of mental health, today.

I’m very confident in Stella’s Place because our public servants at City Hall have chosen to partner with Stella’s Place here in dealing with one of the biggest challenges we face.

—Mayor John Tory

Mayor John Tory speaking at the ‘Building Together’ event in June, 2019



“Stella’s Place and Stantec share the vision for 54 Wolseley to be an inviting, vibrant, inclusive place in the heart of our city, with myriad opportunities for young people not only to get and stay well, but to flourish, thrive and learn to live life to the fullest.”

— Jane Wigle, Lead Architect

ITEM	PRICE
Building Purchase	\$6,719,279.00
Construction	\$4,207,701
Consulting & Ancillaries	\$591,806
Campaign Costs	\$584,786
Project Contingency (5%)	\$210,385
Net HST	\$205,899
Moving, Furniture, Fixtures, Equipment & IT	\$165,960
Financing cost	\$105,000
Exclusions	\$83,152
Design Contingencies	\$50,000
TOTAL PROJECT COST	\$12,923,968



Wing Tse & Alex Hoerner,
Community Members

“This is a compelling and unprecedented opportunity for individuals, businesses and communities to build something together to change and save lives. Our permanent flagship at 54 Wolseley Street is about much more than bricks and mortar. It’s about empowering our next generation. It’s about the confidence and peace of mind that comes from knowing that the front door to the best mental health care for our sons, daughters and grandchildren is right in our own backyard.”

—Jamie Goad,
Cityscape Development Corporation

54 Facility Committee Members

The ‘54 Facility Committee’ is a Board subcommittee that guides the development of the new site of Stella’s Place located at 54 Wolseley Street, Toronto.

James Goad, OAA, MRAIC

As an architect and construction coordinator, Jamie Goad manages Cityscape’s design and construction projects. Most notably Mr. Goad has overseen the construction and restoration of The Distillery District, the largest historic restoration in the country.

Geoff Seaborn, MBA

After nearly 26 years as the Bursar of Trinity College Geoff Seaborn retired in 2016. As a steward of Trinity’s rich architectural heritage, he led large capital projects, among them are the John. W. Graham Library, the Centre for Ethics, and the restoration of Strachan Hall.

Martha Tory, FCPA, FCA, ICD.D

Martha Tory retired as a partner at Ernst & Young after more than 35 years of providing assurance and business advisory services for healthcare, not-for-profit and university industry groups in Canada. Martha currently serves on several boards, including Stella’s Place.

Mark Garland

As President of LCL Builds, Mark has over 30 years of construction expertise in Canada, the Continental US, Alaska, Asia and New Zealand. He holds a Bachelor’s Degree in Civil Engineering from the University of Washington, and is a Registered Civil Engineer.

Donna Green, MSM

Donna Green has over 40 years’ experience in real estate, arts and culture, and community development. Donna is a tireless community activist and philanthropist. Donna won the Governor General’s Meritorious Service Medal for her community work. She is founder of Stella’s Place and Chair of the Board.

Jenny Carver, MSW

Jenny Carver is the founding Executive Director of Stella’s Place and brings 30 years of clinical, program development and leadership experience to the role. Prior to joining Stella’s Place Jenny led project teams in several capital projects in the mental health and museum sectors.

Faith Bachlow

Faith Bachlow is the Campaign Manager for Stella’s Place specializing in strategy, development, and fundraising. Prior to joining Stella’s Place, Faith served at WE charity where she helped to raise \$50 million towards the WE Global Leadership Centre.

Sulmaz Ghoraishi

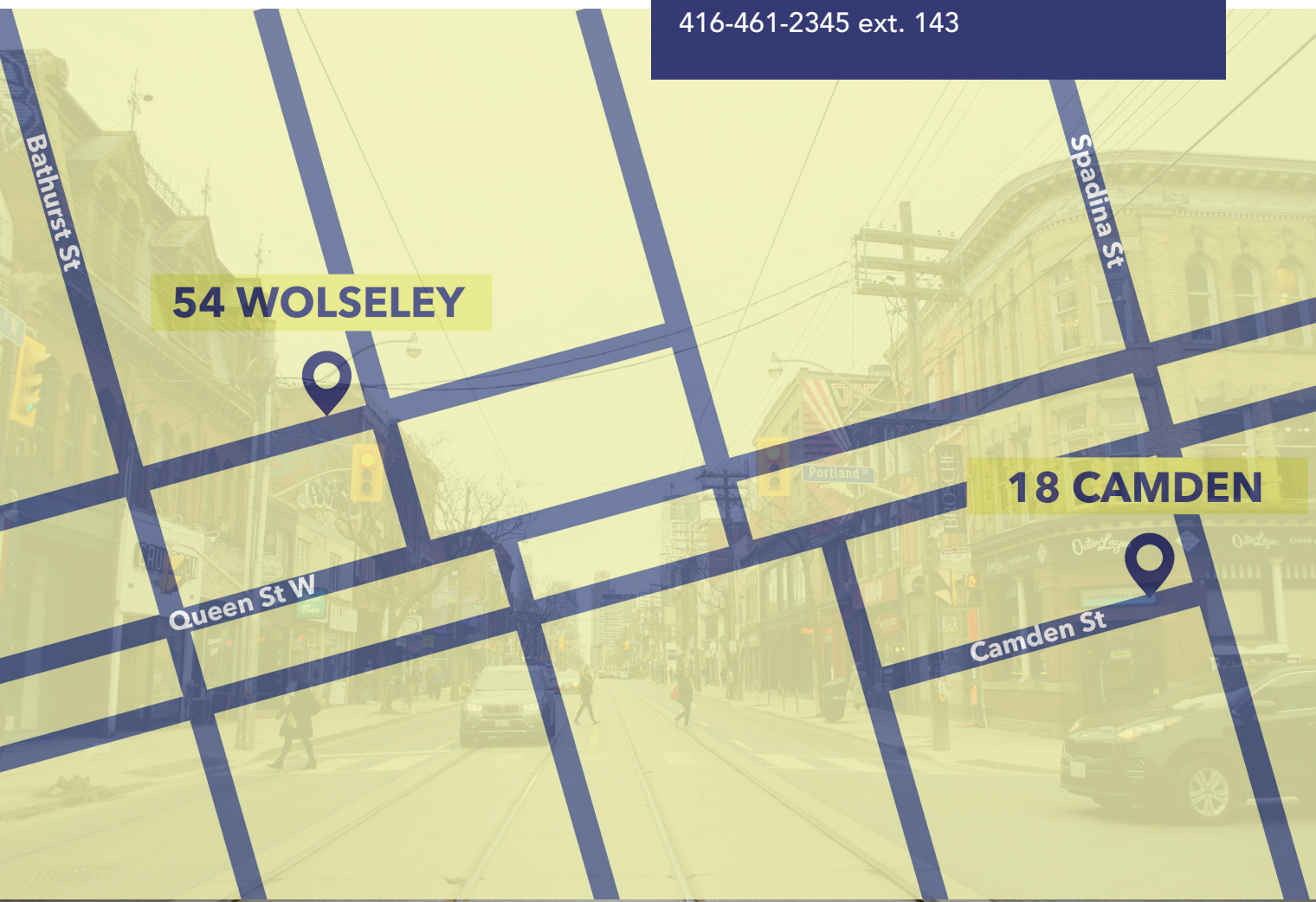
Sulmaz Ghoraishi is the Executive Assistant at Stella’s Place and coordinates the 54 Facility Committee. Sulmaz brings 10+ years of experience in operations for not-for-profit organizations.

Let's Put Shovels in the Ground in 2020

Since 2017, we have raised \$10 million, almost 80% of our goal. Stella's Place purchased 54 Wolseley in the vibrant Queen West Neighbourhood. How rare that the perfect piece of real estate became available right in the heart of the city where we need to be! Participants tell us that Stella's Place must be accessible by transportation and close to all the amenities.

You can choose to have a profound impact on countless young adult lives. With a gift to the Building for Mental Health campaign you will join a group of visionaries and city builders who are taking matters into their own hands and are actively shaping the future of mental health for our young people.

For more information, please contact
Faith Bachlow, Campaign Manager:
fbachlow@stellasplace.ca
416-461-2345 ext. 143



Join these Transformational Philanthropists

\$5,000,000 +

Green Sanderson Family Foundation

\$1,000,000 - \$5,000,000

Comart Foundation

Goldie Feldman

\$100,000 - \$1,000,000

The Oulahen Family

LCL Builds

Lori McBurney

Minto Foundation Inc.,
Alan Greenberg, Marion Greenberg
and Families

Karen Green Charitable Trust

Lindy Green & Family

Stantec

\$10,000 - \$100,000

Home Depot Foundation

McLean Foundation

Ken & Norah Rae

Scott and Sasha Sandler

Board of Directors

Donna Green

Founder & Board Chair

Trustee, Green Sanderson Family Foundation

Megan Evans

Secretary

VP & Chief Legal & Risk Officer, Sick Kids

Martha Tory

Treasurer

Retired Partner, Ernst & Young LLP

Colin MacDonald

Principal, Navigator Ltd.

Steve Wilson

Managing Partner, Growth Matters

Mario Cappelli, PhD

*Senior Child & Youth Clinician-Scientist,
Centre of Excellence for Child and Youth
Mental Health*

Kari MacKay

Partner, Goodmans LLP

Melanie Lovering

*Director, Marketing & Communications,
Camp Oochigeas*

Donald Blair

President & CEO, Pivotworks



We are on Indigenous Land

Many of us are settlers on this land which is now named Toronto.

Toronto is in the 'Dish With One Spoon Territory' which is a treaty between the Anishinaabe, Mississaugas and Haudenosaunee. We are all treaty people who live, work and organize on occupied land. In recognizing that this

space occupies colonized First Nations territories, and out of respect for the rights of Indigenous peoples in Canada, it is important that we acknowledge our traumatic colonial histories and present-day implications to honour, protect and sustain this land.

A message from our Founder

Stella's Place was founded because my daughter, like so many other young adults, was deeply struggling with her mental health. We learned quickly that the system has been failing our adult kids with nothing available for their specific needs. And so, 10 years ago the journey began. By 2015, we had designed an approach built on a partnership with young people to hear what they needed. One of the key elements was a location based in the community where they could develop friendships and connections and not feel alone in their journey.

We now have a model in place that is making a difference. With service free of charge, Stella's Place takes a whole-person approach to supporting young adults struggling with mental health. Through peer support, walk-in counseling, clinical, psychiatry, employment services, fitness & wellness, art therapy, nutrition, and recovery programs young adults are supported to learn skills to cope and manage their mental health. As

a grassroots organization, we now support 1,500 individuals aged 16 to 29 every year. This new building will give us the capacity to double those numbers.

The COVID-19 pandemic is a reminder of the devastating impact that social distancing, job loss and other mental health challenges can have on the well-being of young adults. Mental health experts say that pre-existing problems, exacerbated by the consequences of COVID-19, could lead to a perfect storm when it comes to the risk of suicide which is the second leading cause of death in Canada among youth and young adults 15 to 34.

70% of the young adults we see at Stella's Place are at high risk of suicide, and we expect this number to increase as the mental health echo pandemic unfolds.

This building will be the first of its kind, and we are here asking for your investment into the future of young adult mental health. Let us not let these young adults down, and let's step up to the challenge. I hope we can count on your support.

Donna Green,

A handwritten signature in black ink, appearing to read 'Donna Green'.

Founder and Chair, Stella's Place



The Building for Mental Health Capital Campaign is an unprecedented opportunity for you to make a significant impact on our young people, our city, and our country for generations to come.

Only with your compassion and generosity can we make sure our next generation gets the crucial help they need—now.



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