



HF Care

Asian Mental Health
and Well-Being

A Bold New Chapter
2026 – 2029



Our Plan and Priorities

For over four decades, HF Care has been a trailblazer, offering culturally rooted mental health care to East and Southeast Asian communities in the Greater Toronto Area. Today, we stand at an inflection point, evolving our role to meet rising needs and shape a more inclusive system.

Priority 1: Grow Our Impact

We are cementing and expanding the HF Way of Care—a progressive model that is culturally rooted, trauma-informed, and person-centered.

New Evidence Base: The Living Lab

We are maturing our Insights and Impact Team to rigorously gather evidence and understand the cost-effectiveness of our culturally rooted and inclusive care. Our direct service is thus both the end (healing and recovery) and the means (evidence) to drive improved care for all.

Strategic Access Expansion

We are expanding our geographic reach through intentional collaboration:

- Scarborough Re-entry: Launching a region-specific, partnership-driven strategy to provide comprehensive mental health support for key populations: youth, new families, and seniors.
- Black Creek Expansion: Expanding further west (Jane and Finch area) to deepen our support for the large population of Southeast Asian people and immigrant families.

National Capacity Building

- We are modernizing our signature Journey to Mental Health training program for settlement professionals and expanding it nationally while ensuring each delivery is region-specific.

Priority 2: Amplify Our Voice and Influence

We will intentionally step into our role as a system leader and trusted voice, centering community experience and evidence to shape research, policy, and critical conversations with decision-makers.

Community-Centered Research Collaborations

- We will invest in research collaborations with academic hospitals and education institutions, leveraging our expertise in care delivery and our good data and insights to drive meaningful research outcomes and tangible change.

Focused Policy and Coalition-building

- We will develop a targeted policy strategy via strategic tables where our investment yields the greatest possible outcomes in upstream change (e.g., advocating at housing tables).
- We will build coalitions with like-minded community organizations towards a collective strategy to advance culturally rooted mental health care.
- We will champion knowledge exchange, publishing unique insights for leaders and decision-makers to inform their systemic choices.

Deepening Support for Youth and Families:

We will expand our talk therapy and peer support programs, including dedicated groups for LGBTQ+ youth and their parents, ensuring timely, focused support.

Supporting Seniors:

We will collaborate with community partners to reduce isolation and provide comprehensive, wraparound supports to improve health outcomes and help seniors age in place.

Priority 3: Strengthen Our Core

We are prioritizing excellence, talent, and adaptability to ensure long-term stability and responsiveness.

Investing in Talent and Efficiency

- We will develop a comprehensive Total Rewards Program to recruit and retain the exceptional, culturally competent talent our clients deserve, working with funders to enable our status as an employer of choice.
- We will cultivate a technology-forward workplace and move towards automation for greater productivity, allowing staff to focus more effort on service impact.

Resources and Scale

- We will prime our tools for translation to scale our education and self-help resources, enabling us to embrace and support more East and Southeast Asian communities.

Empowering Community & Faith Leaders:

We will actively connect with community and faith leaders to equip them with the knowledge, resources, and confidence needed to provide timely and appropriate support for their community members.

Supporting Our Caregivers:

75% of care is provided by unpaid caregivers. We will create new supports for this critical population through direct programming and tailored resources, working in partnership with caregiver support experts.



Who We Are

Mission

To champion culturally rooted mental healthcare for people from East and Southeast Asian communities in the Greater Toronto Area.

Vision

Connected communities where every person can live their fullest, most meaningful life.

Values

Belonging: Everyone is welcome and accepted as part of our community.

Dignity: Everyone has inherent worth and agency.

Courage: We nurture the strength to move forward despite challenges.

Hope: We believe in the capacity of people and communities to heal.

Relations: Our approach is rooted in the power of relationships.

Fundamental Beliefs

- Mental health is health, a crucial part of overall health and quality of life.
- There are reasons for, and solutions to, negative mental health.
- Identity is multifaceted, encompassing ethnoracial context, mental health experiences, care needs, systemic barriers, and other aspects of one's social location.
- It is necessary to dismantle stigma to facilitate healing.
- Every person has the right and the potential to live their fullest and most meaningful life, which is self-defined and directed, and includes access to care and community.
- Healing is relational and rooted in connection. We see health through an inclusive, culturally-rooted lens in which a caring community is a connected community.

We look forward to working together to make our plan a reality for the shared community we all love.

Learn more at hfcare.ca or reach out to us at info@hfcare.ca.

