

News Release

Listening, assisting, engaging and empowering at-risk youth

Oolagen Youth Mental Health launches new look and new interactive website

Toronto, Ontario – In today’s charity climate, it’s hard for a small non-profit to stand out among the giants. But sometimes expert angels step in--and when they do... just click on www.oolagen.org to see what divine intervention can do.

Oolagen, a Toronto-based youth mental health agency, has been helping young people work through their difficulties for more than 42 years. Although the work they do in the community is big, the organization still has a small profile — which makes it a challenge to attract new donors and volunteers. And yet, Oolagen’s versatile, effective prevention and treatment programs reached more than 4,000 youth and families in 2009.

“One of the ongoing struggles for small organizations in the not-for-profit sector is being able to afford the creative talent and expertise to tell a compelling story and have messages heard beyond ‘preaching to the converted’,” says Bob Engel, Executive Director of Oolagen. “We exhaust our government funding and donation budgets just delivering our programs and services to the people who need them. There’s not a whole lot left over for anything else.” But a grant from the Trillium Foundation and support from the Dell Foundation made it possible for Oolagen to concentrate on bringing their brand image and web presence into the new millennium. Justin Young and Lili Campbell of Profis Communications in Toronto listened to Oolagen’s story and took it to heart.

In addition to working with Oolagen to create their new look and engage interaction with a complete website redesign, Profis went one giant step further. “After listening to Oolagen’s stories about the young people and families they help, right here in our community, we wanted to do as much as we could and then some to spread the word”, said Young. So Profis did the work and then provided additional time and services in kind in the amount of the Trillium grant, to benefit Oolagen.

Honourary Patrons Colin Mochrie and Debra McGrath are thrilled with the new, engaging look of their chosen charity. “We believe in Oolagen, and we invite you to visit our new website and see for yourself how you can help Oolagen help a very deserving group of people — at-risk youth right here in our own community.”

About Oolagen Youth Mental Health: The hopes and aspirations of Oolagen are based on our vision for healthy relationships between youth and their families that recognize and build upon strengths, a community that works in partnership to enhance the social and emotional well being of its citizens, and a comprehensive, flexible service system that effectively responds to the challenging and diverse needs of the people we serve.

Oolagen’s overhead costs are uniquely managed to remain below 10%, which means that over 90% of every dollar goes directly toward helping at-risk youth in Toronto.

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For more information contact:

Caroline Sneath, Director of Development
416-395-0660, Ext. 230
carolinesneath@oolagen.org

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engage
assist
empower

oolagen youth mental health
65 Wellesley Street East
Suite 500
Toronto, Ontario
M4Y 1G7
www.oolagen.org