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**KEVIN STAFFORD AND HILLSIDE FAMILY THERAPY ANNOUNCE
“MENTAL HEALTH MATTERS” A CROWD-FUNDING PROJECT ON INDIEGOGO.COM**

GUELPH, February 4, 2014. Local businessman wants to provide easier access to psychotherapy for those who cannot afford to pay. Kevin Stafford a well-known Registered Marriage and Family Therapist has launched a campaign on the very popular crowd-funding website Indiegogo.com to fund this cause.

Stafford has been in private practice for 16 years and works with individuals, couples and families. He has a history of providing on going services to clients with limited resources, and wants to do even more. Stafford says his idea is to “focus 25% of my practice serving people who cannot afford to pay private practice fees, do not have access to insurance coverage, and have no (or limited) benefits through an employee assistance program”.

Crowd-funding is a rapidly growing trend that uses web based platforms and social media to raise small amounts of money from a large number of people to fund projects.

Stafford describes this initiative as a three way partnership between the client who pays a small portion, the therapist (himself) who reduces his fee (and covers the taxes) and the funders through Indiegogo who contribute the balance.

“The people I want to assist with this fund are those who want to make meaningful change in their lives but can’t afford to pay for therapy or whose access to therapy is limiting” says Stafford. This is a grass roots project that will be of direct benefit to the local community. With the success of this campaign, Stafford says a second campaign could be launched to broaden its reach and “would bring in more therapists, who could help provide easier access to therapy for more people who cannot afford to pay”.

The campaign can be found at:

www.kevinstafford.com and click on the “Mental Health Matters” link on the top right of the home page.

www.indiegogo.com and search “Mental Health Matters”.

Or copy this address into a browser:

<http://www.indiegogo.com/projects/639555/ema/5971598>

About Kevin Stafford: He holds a Master’s of Science degree in Marriage and Family Therapy from the University of Guelph and is a Clinical Fellow and Approved Supervisor with the Ontario and American Associations for Marriage and Family Therapy. He is a teacher and consultant within the field and was appointed to sit on the transitional Council for the new College of Registered Psychotherapists of Ontario. He has over 20 years of experience creating therapeutic conversations with people to help generate new ideas, alternative perspectives and possibilities.

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