

### IMPACT REPORT



#### 40TH ANNIVERSARY SPECIAL EDITION



## EXECUTIVE MESSAGE



Sara Asalya Executive Director

Celebrating 40 Years and Looking Forward to the Next 40 As we celebrate Women's History Month, we are honored to commemorate a remarkable milestone – our 40th anniversary as an organization dedicated to the empowerment of newcomer women. This milestone not only signifies the longevity of our organization, but also serves as a testament to the incredible journey we have undertaken, side by side with the resilient newcomer women in our community.

Our journey began in 1983 by a group of Latin American refugee women with a vision of strong women build strong communities. Today, we can proudly say that we have made significant strides toward that vision. We have seen newcomer women break barriers, shatter glass ceilings, redefine what is possible and pave the way for future generations. Their achievements, often against great odds, inspire us daily. Our commitment to newcomer women's empowerment has been unwavering, and the impact has been profound.

Our organization has been a platform for newcomer women to connect, learn, grow, and inspire one another. It has been a safe space for them to share their stories, express their aspirations, and find the support and encouragement they need to thrive. For over 40 years, NEW has been on the frontlines, addressing inequality and forging pathways for social and economic opportunities for newcomer women. The 2022 – 2023 year was no exception. As you will see in this year's Impact Report, NEW had a year of immense growth and impact.

Over the past four decades, we have tirelessly worked to empower newcomer women from all walks of life. We have embarked on an extraordinary journey, filled with innovation, growth, and resilience. As we reflect on our accomplishments, we are excited about the possibilities that lie ahead and the legacy we continue to build. We also acknowledge that our success is the result of the collective efforts of our employees, partners, and clients. Your dedication, creativity, and trust have been essential in shaping who we are today. We extend our heartfelt thanks to each and every one of you. Together, we have made a difference in the lives of countless newcomer women, and together, we will continue to do so in the years to come.

The next 40 years hold the promise of even greater impact, as we continue to adapt and evolve to meet the changing needs of newcomer women and their families. Our commitment to empowering and uplifting these women remains as strong as ever, and we invite you all to join us in this exciting journey.

Thank you for 40 years of unwavering support and dedication to the empowerment of newcomer women. Here's to the next 40 years of progress, empowerment, and celebration!

Sincerely,

Sara Asalya Executive Director

## MESSAGE FROM THE BOARD





#### Samantha Jackson Cathy Winter



Bo Wang-Frape



Rustam Juma





Thulasi Thedchanamoorthy

Nailah Gordon-Decicieo





### Cynthia Vukets

Jill Wagman

Snehal Kukreja





Mina Etezadi



Fazila Moosa

**Dear NEW Members:** 

It is with great privilege and celebration that we pen this letter for this impact report. The energy and excitement exuded by Newcomer Women's Services (NEW) today is fitting of an organization that has made life-changing investments into the lives of thousands of newcomer women for four decades. Congratulations to everyone who has enabled & championed NEW and its impact on Toronto over these past 40 years!

This year is one of unprecedented growth, but one that stands on the shoulders of 40 years of excellence. This organizational growth happened when everyone at the sector continued to navigate real challenges including the ongoing impacts of the pandemic, economic uncertainty, and our city's ongoing reckoning with racial injustice, among other things. Through this, NEW has shown remarkable resilience by doubling down on its mission of supporting newcomer women, who continue to disproportionately bear the burden of these challenges.

NEW's resilience and growth is fueled by excellence in leadership and execution. The Board extends its sincere thanks to Sara Asalya for leading the organization into this period of exciting development. Through Sara, NEW's trajectory is guided by a vision for the future grounded in deep investments in the core fundamentals of a strong organization: people and processes. On this front, the Board extends its deep gratitude to all members of NEW's management and staff. This year's success is owed to your unwavering dedication to supporting newcomer women, as well as your excitement to embrace new ways of tackling long standing problems.

By continuing to strengthen NEW's internal foundations, NEW and the people who drive its impact will keep building on its 40 years of client-centered excellence. The Board looks forward to continuing to support NEW in its mission to effect systems change by deepening its partnerships, programming, and most importantly, its impact on the people it serves.

Sincerely,

Samantha Jackson Board Chair on behalf of NEW Board of Directors

# OUR STORY

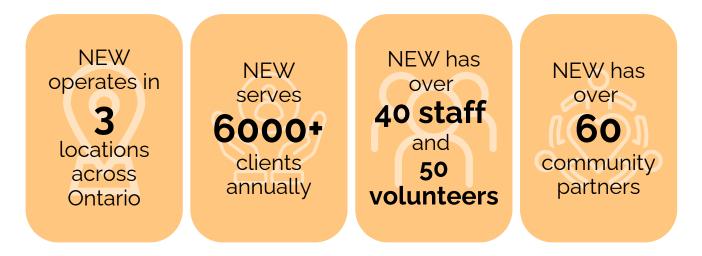
Newcomer Women's Services Toronto (NEW) was founded by a group of Latin American Refugee Women in 1983. The original organization name was NEW Experiences for Refugee Women. The name was then changed to Newcomer Women's Services Toronto in 2005.

The founders of NEW at the time realized that Latin American refugee women new to Toronto, faced tremendous obstacles to overcome in settling here. Disorientation, unemployment, and an inability to communicate in English, prevented them from integrating into their new Canadian society.

The first office for NEW was located at 299 Queen Street West. Back then, NEW was offering three key pillar programs:

- English as a Second Language
- Orientation, Information and Life Skills
- Employment Services

Fast forward to today, we are celebrating 40 incredible years of empowering newcomer women:



**NEW** is a member of the Citywide Commons – a group of non-profit agencies providing a wide variety of supports at 355 Church Street, Toronto Together, we offer: Counselling services, Settlement Services, Mental Health Support, HIV & AIDS Support Services, Seniors Support Service, Grief Support Services, Family Support Services Community Development.

Non-Profit Agencies Providing Support at CITYWIDE COMMONS

- Family Service Toronto (FST)
- Newcomer Women's Services Toronto (NEW)
- Madison Community Services (MCS)
- The Teresa Group (TTG)
- Bereaved Families of Ontario (BFO)
- Hard Feelings (HF)



### OUR VISION

#### Strong women build strong communities.

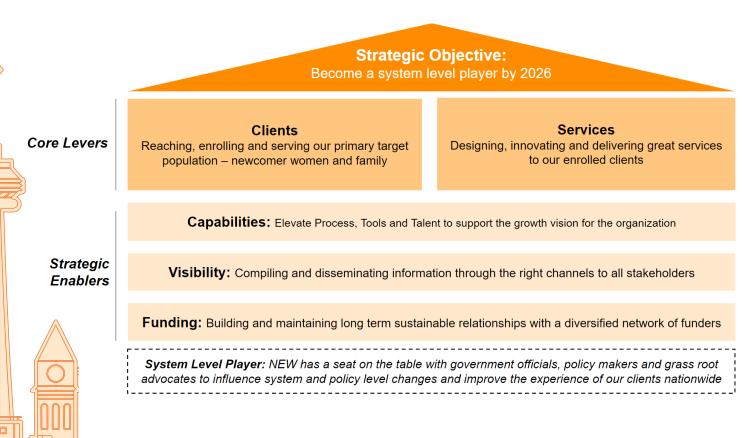
### OUR MISSION

**NEW** empowers newcomer women and their families in building a life in Canada, by connecting them to social and economic opportunities and fostering a sense of belonging.

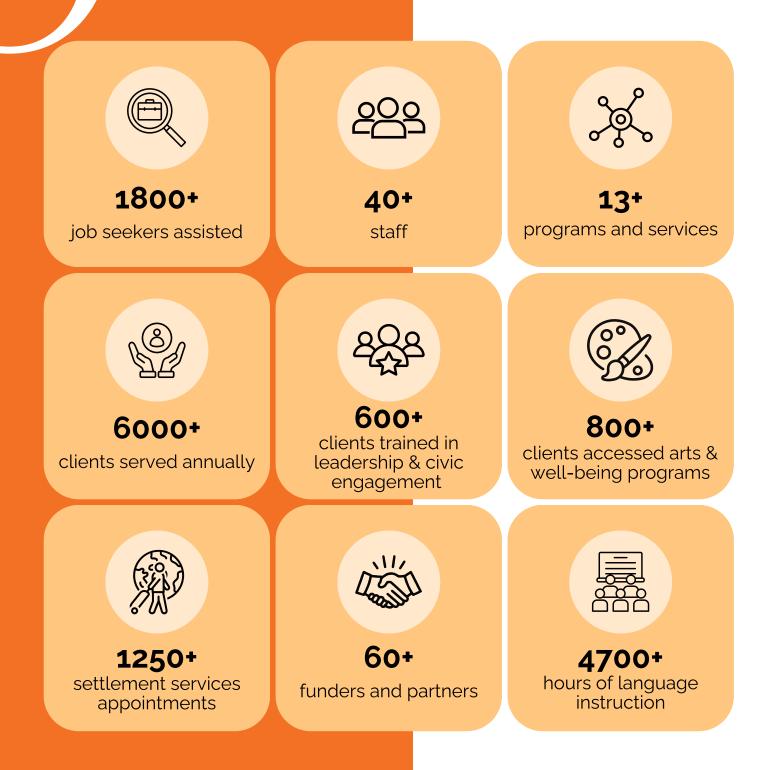
### **OUR VALUES**



### **NEW'S STRATEGIC PRIORITIES**



## IMPACT AT A GLANCE



#### OCT 2022

Minister of Labour, Immigration, Training and Skills Development visits NEW and meets staff, clients and partners of NEW's Advanced Leadership program that supported the economic integration & advancement of over 75 immigrant and refugee women.

#### MAR 2023

NEW recieved \$1.55 million to scale up the program.





### JAN 2023

NEW was selected as one of 6 organization's joining LEAP Pecaut Centre for Social Impact The Equity Opportunity initiative: Advancing women's economic resilience and well-being.

#### These immigrant women are lifting each other up while advancing their careers

BAISAKHI ROY SPECIAL TO THE GLOBE AND MAIL PUBLISHED APRIL 11, 2022

This article was published more than 1 year ago. Some information may no longer be current.



Sahar Sayedy had just completed a Fulbright Scholarship in the U.S. when the Taliban takeover in Afghanistan prevented her from returning home. 'In a matter of weeks, my entire life was disrupted.'

**APR 2022** NEW was featured in a Globe and Mail article to showcase one of its program's impact.



#### OCT 2022 Introduced the agency's first all-staff Strategy & Leadership Retreat, enhancing employees' engagement.

MAR 2023 NEW celebrates International Women's Day by hosting the Newcomer Women Conference.





**FEB 2023** NEW featured in a Global News "Making a Difference " segment.



#### MAR 2023

NEW's Executive Director invited as an expert witness to the Senate of Canada committee of Social Affairs, Science & Technology to provide insights and contribute to current study on Canada's Temporary & Migrant Labour Force.

## Helping job seekers succeed Employment Services

During the period of April 1st, 2022 to March 31, 2023, Newcomer Women's Services Toronto offered intensive one-on-one job search development services and support to a total of **207** job seekers. More than **1500** clients benefitted from job-search and career-coaching workshops.



## SERVICE IMPACT SUPPORT TO EMPLOYERS

During the 2022-2023 Fiscal Year, NEW was able to assist a growing number of Employer Clients. As part of the Employment Ontario (EO) suite of programs, the professional services offered to employers included:

- HR Solutions
- Recruitment Services
- Community Exposure
- Vocational Testing
- Cultural Intelligence
- Job Matching and Placement (with and without incentives)

### CLIENT Testimonial

"The employment counsellors were very supportive and I appreciated the check-ins. They helped me with my resume, passed me relevant job listings (which saved me a lot of time from searching myself) and coached me before my interviews. They were like my cheerleaders."

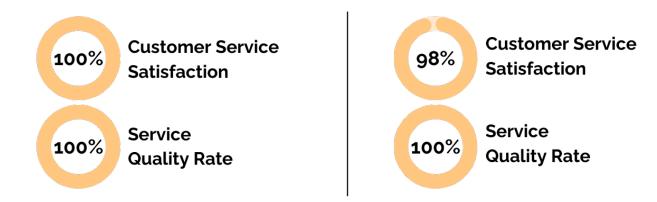


## Youth Job Connection Summer

## Youth Job Connection

These programs serve indigenous and racialized youths between 15 – 29 years of age. NEW offers free career coaching, paid pre-employment training and job skills workshops; that focus on interview preparation, resume building, and labour market access.

During the period of April 1st, 2022 to March 31, 2023, NEW offered job search development services and support to a total of 17 clients registered in the Youth Job Connection Summer Program, and 52 new clients registered in the Youth Job Connection Program.



### CLIENT TESTIMONIAL

"Thanks to the Youth Job Connection program, I received valuable guidance, support, and resources that helped me find my first job. The program's dedicated team provided me with the skills and confidence I needed to succeed in the job market. They didn't just see me as another participant; they saw my potential and believed in my ability to succeed."

## Canada Ontario Job Grant

Canada Ontario Job Grant is a government-funded subsidy that offsets the cost of training new and existing employees. The goal of this program is to support job creation, increase job quality and provide job advancement opportunities. Our role as an Employment Ontario agency is to help employers navigate the application process and distribute reimbursements on behalf of Employment Ontario. During the 2022-2023 Fiscal Year, NEW assisted:

> Employers requested assistance and funds to train their workforces

25

Participants benefited from this initiative, updating or upgrading their workplace capabilities.

## Equipping newcomer women with the language skills to start their new lives in Canada

## English Language Program

NEW operates a women-only English Language school. We provide free English language instruction with classes for all levels – from beginners through to those with an advanced grasp of English.

The classes are held in a supportive environment where newcomer women can improve their communication skills and explore different cultures. NEW also offers an onsite childminding program.

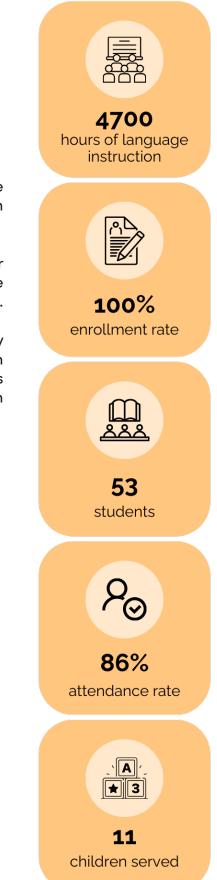
NEW has continued its partnership with The Corporation of Massey Hall and Roy Thomson Hall for more than four years. Learn English Through Songs (LETS), is a 10-week program offered to students at our school to improve their English communication skills through music.

### CLIENT TESTIMONIAL

"When I came to Canada, I felt lonely and unlucky. When I started at NEW, I hated English because I thought I was too old to learn a new language. Now I think English is useful and I am lucky to study in this school. I like English more and more. I am happy to come to school every day. I like my teacher, my classmates, and my school.

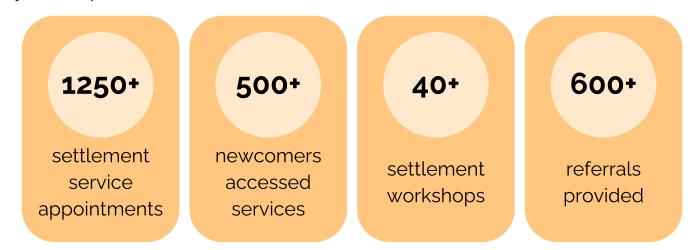
The English Language Program annual food basket and toy drive continues to benefit many of our clients. Through this initiative, NEW aims to tackle some of the most prominent challenges facing the newcomer community, including poverty and food insecruity.





## Supporting newcomers at every step of their settlement journey Newcomer Settlement Program

The program assists newcomers of all ages, genders and immigration status to adjust and integrate into Canadian society and connect with helpful community-facing resources. We offer many individual support and group sessions in the following languages: Arabic, Farsi, Mandarin, Bangla, Hindy, Urdu, Punjabi and Spanish.



## **Journeys to Active Citizenship**

Journeys to Active Citizenship is a collaborative project to build a more inclusive Canada where immigrants and refugees are empowered to play a greater role in shaping their communities, and where the immigrant and refugee serving sector is equipped with curriculum and tools to promote civic engagement.

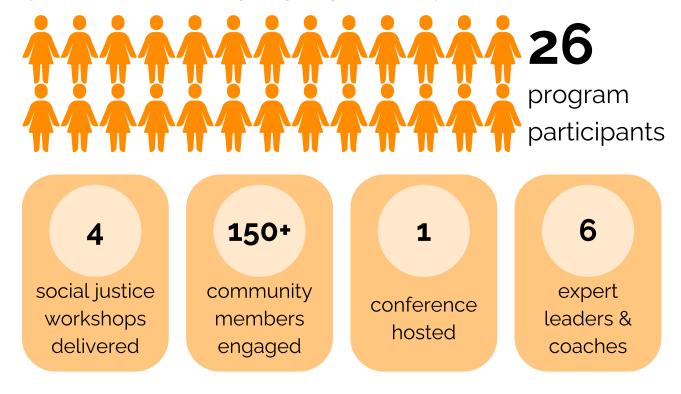
This project is led by North York Community House (NYCH), The Ontario Council of Agencies Serving Immigrants (OCASI), and Toronto Metropolitan University's Democratic Engagement Exchange. In partnership with these organizations, NEW piloted and delivered a number of civic engagement sessions to newcomer women and their families.



# NEW gives newcomer women the tools to have their voices heard

## Social Justice Lab Fellowship

Funded by the Canadian Race Relations Foundation, Social Justice Lab Fellowship is a unique program that provides training and education on social justice issues, intersectional concepts, and public polices that impact newcomer women in areas related to their immigration, settlement, and labour market access. The participants work to develop actionable solution-oriented projects to a social justice issue while networking and gaining hands-on experience.



### **CLIENT TESTIMONIAL**

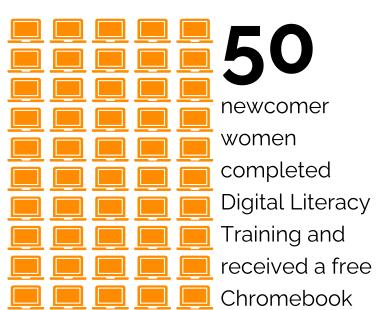


"The Social Justice Lab Fellowship was an eyeopening program. For me, it was great because it helped me connect with fellow newcomers and see that I am not alone in my struggles as an immigrant. The program not only educated us but gave us tools to advocate for the issues faced by immigrants."

## Digital Literacy Program

In partnership with Human-I-T, NEW offered a digital literacy program that includes training as well as free Chromebooks for 50 newcomer women who do not have access to digital tools and resources.

Through this partnership, NEW has enabled our clients to access technology and acquire digital skills that will help them in their settlement journey and will improve their labour market access and outcomes.



## **SistersatthecentrE**

SistersatthecentrE is a collaborative program between NEW and WomenatthecentrE that aims to support & empower newcomer survivors of gender-based violence (GBV) on their healing and advocacy journeys.

WomenatthecentrE delivered four workshops founded on their C6 framework of gender-based violence: context, consequence, communication, care, culture, and control. The participants in the program also experienced a unique approach to addressing gender-based violence through "forum theatre." Forum theatre or "theatre of the oppressed" presents an amalgam of real-life vignettes that depict issues in hopes of igniting action and social change.



### **CLIENT TESTIMONIAL**

"I recently attended a gender-based violence workshop and was blown away by the depth of knowledge and expertise that the facilitators brought to the table. Throughout the workshop, they created a safe and supportive environment that allowed us to dive into some of the most complex and difficult issues related to gender-based violence." NEW empowers newcomer women to successfully start their new careers

## SISTER2SISTER Advanced Leadership Program

Sister2Sister Advanced Leadership Program is a skills and leadership development program that bridges the gap between employer needs and newcomer women skills through an intensive training in soft and hard skills capped by a paid internship. The program builds leadership capacity for racialized newcomer women while supporting their upskilling, upward mobility and economic integration and advancement.

Participants were provided with a suite of counseling services including resume writing, profile building, and job interview rehearsals. Skills training including Foundations of Project Management certificate, cross-cultural communications, leadersip and conflict resolution were also provided.

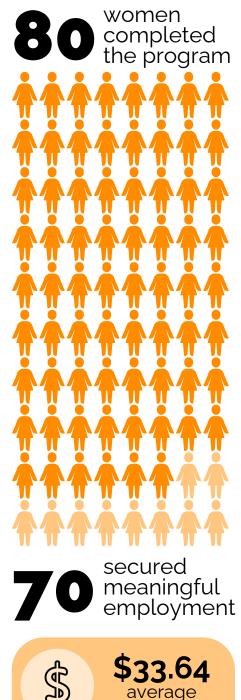
### CLIENT TESTIMONIAL

"My experience was outstanding and exceptional. I have acquired a variety of new abilities, the self-assurance to return to the workforce after a professional break, knowledge of my own worth, and the guts to take initiative."

### EMPLOYER TESTIMONIAL

"As an employer partner, we are pleased to be part of the Sister2Sister Advanced Leadership program. The program prepares immigrant women and equips them with the tools, resources and skills required to succeed in the Canadian labour market."





hourly wage

## Fostering a sense of belonging in the community

## SISTER2SISTER Community Leadership Program

This is a leadership development program that works to reduce social isolation and gender violence by building leadership skills, self-sufficiency and mutual support among at-risk multicultural/multiethnic immigrant and refugee women.



### CLIENT TESTIMONIAL

"Through this project, the sisters were able to find opportunities for growth, understand their passion and strength, create their own safe spaces and challenge oppression."

## **Creative Empowerment**

Through generous funding from Toronto Arts Council, NEW launched a new arts-based program called Creative Empowerment. This program builds community, promotes anti-oppressive frameworks, empowers women to tell their unique stories, and emphasizes arts for well-being.

NEW hosted an Activation day, inviting the public to celebrate the unique newcomer women's stories and their artistic creations. The ongoing exhibition of the women's stories was available for viewing throughout the summer of 2023 at Montgomery's Inn.



### NEW celebrates 40 years of empowering newcomer women

As we celebrate our 40th anniversary, NEW is launching its inaugral awards in different categories, recognizing the remarkable contribution, leadership, and unwavering commitment of volunteers, staff, partners, and fellow immigrant women who are deeply committed to the empowerment and advancement of newcomer women.

## IMMIGRANT WOMEN OF INFLUENCE AWARD

This award recognizes the unique achievements of diverse immigrant women & their remarkable contributions to women's advancement. Each distinguished recipient demonstrates strength & leadership.



#### Dr. Gina Cody

Gina Parvaneh Cody immigrated to Canada from Iran in 1979. She holds a master's and a doctorate in building engineering from Concordia University, making her Canada's first woman PhD in the discipline. Cody is an accomplished engineer with over 30 years in the private sector as an engineer, corporate executive, and principal shareholder of a national engineering firm. She has served as a member of the Discipline Committee and chair of the Professional Practice Committee at the Professional Engineers of Ontario.



#### Saadia Muzaffar

Saadia Muzaffar is a tech entrepreneur, author, and passionate advocate of responsible innovation, decent work for everyone, and the prosperity of immigrant talent in STEM. She is the founder of TGC, a national not-for-profit working to advance a STEM economy where women thrive – and co-founder of Tech Reset Canada, a group of business people, technologists, and other residents advocating for innovation that is focused on the public good. Saadia is featured in Canada 150 Women, a book about 150 of the most influential and groundbreaking women in Canada, and Toronto museum's 2023 exhibit The 52: Stories of Women Who Transformed Toronto.



#### **Alwar Pillali**

Alwar Pillai is the Co-Founder and CEO of Fable, a leading accessibility platform powered by people with disabilities. Before founding Fable, Alwar led large scale accessibility initiatives in both the public and private sector. From her UX and design experience, Alwar learned that experiences of people with disabilities need to be central to improving digital accessibility. Alwar has been celebrated as one of Forbes' Top 30 Under 30 Social Entrepreneurs, and one of The Globe and Mail's Top 50 Changemakers.

## IMMIGRANT WOMAN OF RESILIENCE AWARD

This award honours an extraordinary woman has displayed remarkable resilience in her immigration journey. It celebrates her unwavering strength, courage, and ability to thrive in the face of adversity.



#### Sahar Sayedy

Sahar Sayedy has established a successful career marked by significant contributions to global health initiatives. She has worked with esteemed partners and organizations including WHO, UNICEF, Action Against Hunger, Nutrition Clusters, and Global Affairs of Canada. Sahar holds a MSc in Community Health Promotion from the University of Arkansas. Despite all the challenges that Sahar faced as a newcomer to Canada, she was able to land her first job within 6 months of her arrival, only to be promoted shortly thereafter to a leadership position that allows her to give back to the community and support many fellow immigrant women.

## VOLUNTEER OF THE YEAR AWARD

This award recognizes one outstanding volunteer whose commitment and contributions have significantly enriched the lives of those we serve. Their unwavering support has made a lasting impact on NEW.



#### **Rania Younes**

Rania Younes is the Senior Manager for Employer Networks and National Engagement at the Immigrant Employment Council of BC. Passionate about social justice, she co-founded WelcomeHomeTO, addressing settlement challenges and fostering a dynamic network that welcomes newcomers with open hearts. Rania has been a committed volunteer for over 5 years. Her unwavering support to NEW has made a huge impact in the lives of our clients.

## EMPLOYEE OF THE YEAR AWARD

This award honours our remarkable staff member of 18 years for their exceptional dedication, outstanding performance, and significant contributions to NEW's organizational mission.



#### **Cynthia Ding**

Cynthia Ding started with NEW in 2005, she joined the agency as a receptionist, offering warm reception to clients. She was promoted to Employment Assistance Program Administrator in 2006 to support employment counselors. A year later, she transferred her focus to Language Instruction for Newcomers to Canada (LINC) program. Cynthia has served as the English Language Program Manager for over a decade. She is proud of her team's outstanding performance over the years. She believes a great team is led by a visionary leader.

## TOP EMPLOYER PARTNER AWARDS

This award recognizes partners who showcased their unwavering commitment to fostering immigrant women inclusion in all aspects of Canadian society. The award acknowledges organizations' outstanding commitment to immigrant women empowerment and advancement.

#### **Family Service Toronto**

Family Service Toronto works with individuals, families and communities destabilized by precarious mental health and/or socioeconomic circumstances, to achieve greater resilience, stability and equity. Family Service Toronto has made a profound impact on the communities we serve through actively participating in our Advanced Leadership Program and Employment Services to provide meaningful experiential learning and employment opportunities, exciting job fairs and info sessions to our clients. Moreover, FST supports NEW's capacity building initiatives with a focus on collaborative joint staff training, professional development and mental health and well-being programs.

#### Enbridge



FAMILY SERVICE TORONTO

Enbridge is a prominent energy infrastructure company specializing in the transportation and distribution of oil, natural gas, and renewable energy. Enbridge has been a committed partner to our cause generously donating to support our programs and create a lasting impact on the thousands of clients we serve. For two years in a row, Enbridge supported NEW through their Fueling Future program. This partnership allowed NEW to expand its equity-focused programs, and launch a new initiative focused on building bridges and solidarities between newcomer and indigenous communities.

#### **Evenings and Weekends Consulting**



Evenings and Weekends Consulting work to advance equity, justice and social impact through collaboration with non-profit organizations, grassroots groups, charities, and more. Evenings and Weekends Consulting recently joined our employer partners network in the Advanced Leadership program and have gone above and beyond to embody their vision of a more just and equitable world through offering a number of exceptional internship and workforce development opportunities to immigrant and refugee women, creating pathways to labour market inclusion.

## TREASURER'S REPORT

Dear NEW Members,

As we close out another operationally successful year, I would like to take this opportunity to thank NEW's management and finance team for their continued support and dedication to the organization's operations and success.

I am pleased to present the treasurer's report for Newcomer Women's Services Toronto covering the fiscal year ending March 31, 2023. NEW received an unqualified opinion on its financial statements performed by MNP LLP, an external audit service company. The opinion indicates that the financial statements have been prepared and fairly presented in accordance with Canadian accounting standards for not-for-profit organizations.

The detailed audited statement has been shared with the members and can be accessed through our website. We present a few highlighted financials below:

	2023	2022
Revenue	2,587,339	2,108,101
Expenses	2,530,978	2,167,047
Excess (deficiency) of revenue over expenses	56,361	(58,946)

NEW continued to demonstrate strong financial performance during fiscal 2022/2023 with quick recovery of its operations from post pandemic. For the year ended March 31, 2023, NEW had revenue in excess of its expenses of \$56,361 primarily pertaining to other operational contributions such as fundraising and donations.

We extend our gratitude to all our donors, volunteers, and supporters for their unwavering dedication and contributions. Members are welcome to contact me with any questions regarding the financials or for further information.

Sincerely,

**Bo Wang-Frape** NEW Board Treasurer

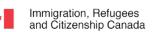
# FUNDERS AND PARTNERS

# Canada









Immigration, Réfugiés et Citoyenneté Canada

# Toronto T





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FONDATION CANADIENNE DES FEMMES



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WomenatthecentrE



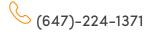


## **Connect With Us**

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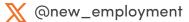


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