



ANNUAL REPORT

STRONG WOMEN
BUILD STRONG COMMUNITIES

2019/2020

4 Our Mission

Settlement, English Classes, Employment Services

8 Message from the Judy Fantham

Her mission. Her mandate.

10 Sister2Sister Program

Seeing eye to eye.

12 Present Day

State of the Nation.

13 #givingtuesdaynow

NEW launches its fundraising era.

14 Score Card

How did we perform this year?

19 Meet the NEW Team

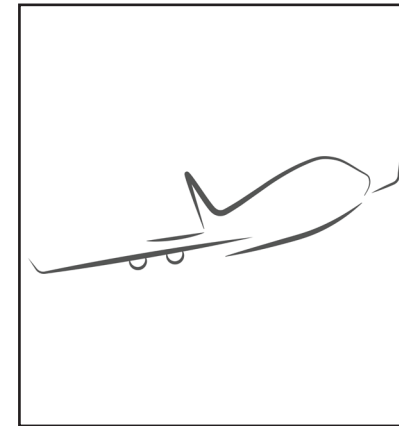
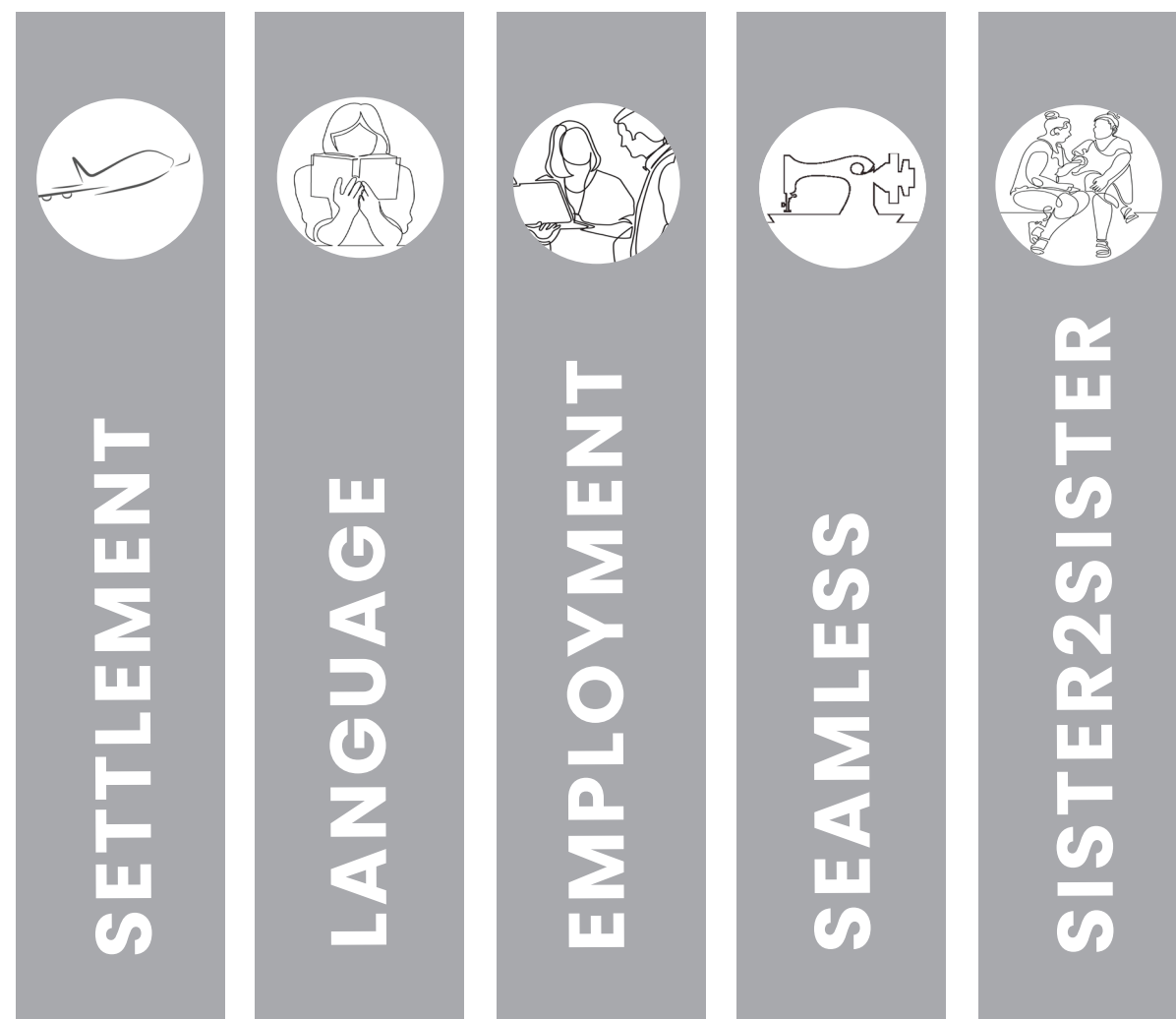
Human signposts that show clients the way.



Settle In. Learn English. Work.

Our Mission

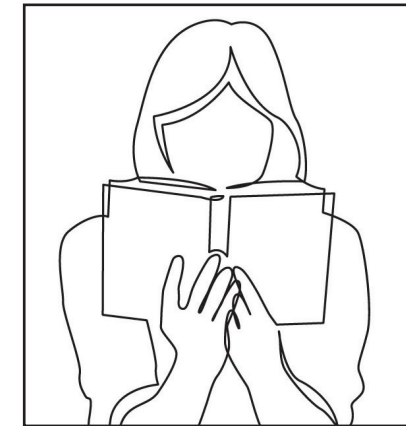
NEW **empowers** newcomer women and their families in building a life in Canada, by connecting them to social and economic opportunities and fostering a sense of belonging.



Settlement

Settle In

The Newcomer Settlement Program (NSP) seeks to support the successful settlement and integration of newcomers, including immigrants and refugees, through the provision of early settlement and longer-term integration support. We help them with the fundamentals—like finding a doctor, getting their children enrolled in school to opening a bank account.



Language

Learn English

The goal of NEW's English Language Program (ELP) is ultimately 'self-actualization.' We take a holistic approach that not only provides language training but life skills coaching from how to advocate for themselves and their children in society to societal norms around parenting to building confidence to seek employment, ask questions about finances and taxes and groom contributing citizens.



Employment

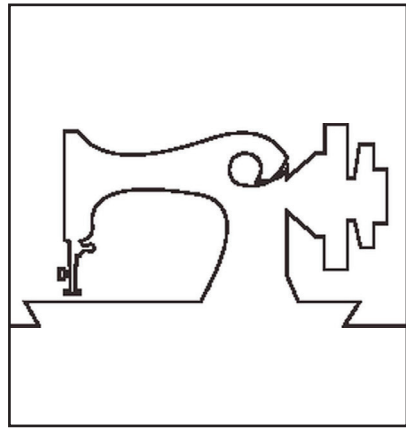
Work

The Employment Team recognizes that individuals are part of a larger, complex system that may contain visible and invisible barriers and customizes its approach by building trust, knowledge, skill and strategic community connections through wrap-around case management delivered by staff with lived experience. Our goal is to help clients find meaningful work that enriches their life.



Like the North Star, she [Settlement Program Manager, Natasa] shed light on the path I needed to take and slowly but steadily and consistently, she helped me navigate through the daunting, unknowns of transition and change in a foreign land. Without any friends or family in Canada and with four kids, I found solace in her sincere, honest and practical resilience.

— Settlement client



Seamless Connections

Earn a living

The Seamless Connections Pilot is a program that trained and placed clients in the garment industry. It was a partnership between Toronto Employment and Social Services, the Tailor Project, (an initiative of Impakt Labs, a non-profit organization established to conduct social issue research and incubate innovative solutions to social problems) and various employers.



Sister2Sister Program

Find your voice

Our Community Services Partnerships program ("Newcomer Women's Network") is "Sister2Sister." The goal is to inspire newcomer women to become community leaders as advocates and peer supports for victims of gender violence and domestic abuse. The six-month leadership training program helped women find their voice and build their network.



Settling down as a new immigrant can be a complicated process. You need a package of tools, strategies and skills to settle into a new society fully. The S2S program gave me those tools and strategies to help smooth my path.

— S2S Leila Naderi



Alicia Sanchez, a 16-year-old self-taught portrait artist, illustrated the sisters' eyes. "What I enjoyed most about painting the women's eyes was getting to know them and their stories," she said. "While I was sketching, I was also able to listen in on the sessions and hear them talking about their lives. The stories from these powerful women are incredibly inspiring. When I was drawing the sisters—especially after they had made a passionate presentation to the class, I could feel that passion in their eyes through their bold gazes."



Judy Fantham

Executive Director

My mandate.

Moving from the corporate world to front-line not-for-profit has been one of the most rewarding decisions I have made in my career. If I had to choose four words to describe the fiscal year 2019/2020, they would include:

stability, creativity, celebratory and anticipatory.

Newcomer Women's Services, Toronto (NEW) suffered in the few years previous — from a devastating fire that closed the agency for several months to leadership inconsistency and instability. Today I can report we are on solid ground from both a staffing, leadership and financial perspective and readying for the future.

The Journey



Stability

The Employment Team found its way this fiscal. We changed the leadership structure, and the team had its strongest performance in several years.

We secured funding for our English Language Program for five years.

We stabilized the number of full-time attendees in our child-minding program. When the numbers dropped significantly in September 2019, we took immediate steps. We contacted the YMCA of Greater Toronto to launch a pilot re-directing to our school, only women with children. Our staff blitzed the neighbourhood with flyers advertising our program. We more than doubled our numbers. Other agencies have noted similar declines in neighbourhoods, but it is not yet a definitive trend in our catchment area.

This was a year for bringing stability to a newly unionized environment as well. We hosted training for both Union and management on cultivating an effective relationship. We launched monthly meetings for our new Employer-Employee Relations Committee. Together we are resolving issues as they arise. Management views the Union as a partner in addressing concerns early and is striving to be as transparent as possible with the realities of our funding.



We're on solid ground from both a staffing, leadership and financial perspective.

— Judy Fantham,
Executive Director



(Left: Sister2Sister Program Manager Sara Asalya. Below from left: Afshan, Binal, Flavia and Leila shared how the Sister2Sister program influenced them in mini-doc "Sister Leading the Way."

Creativity

Time to Pivot

We redesigned and relaunched our Community Services Partnerships program ("Newcomer Women's Network"). Under the leadership of the Executive Director, a contract program manager and community input, we created "Sister2Sister." It is a 6-month leadership program designed to build the capacity of immigrant women to become advocates and peer supports for victims of gender-based violence and domestic abuse. When we lost funding for a former sewing program that was not meeting targets, we successfully lobbied the Toronto Employment and Social Services unit to fund us for a pilot that is better positioned for success. We not only provide sewing instruction; we guarantee real jobs through partnerships with Employers. Along the way, we supply a journey coach to support barriered participants.



I have learned to listen with an open mind because all of the women came to the table with such different perspectives. It was an eye-opening and humbling experience as people shared the stories closest to their hearts.

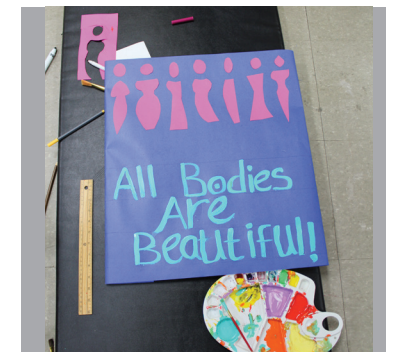
— S2S Afshan Razvi



Celebratory

We Rock. Truly.

Early in the fiscal, we won a "Best Practice Award" in the "Charity Sector" category for worldwide initiatives marking International Women's Day. Out of hundreds of entries from around the globe, we were one of six winning entries in this category. Newcomer Women's Services may be small, but we are mighty — standing loud and proud for a more gender-balanced world. Our good work with Refugees and Immigrants led to another accolade last year: an "International Peace Award." The Peace Awards are sponsored by the Gandhian Initiative for the Development of Support Services, a not-for-profit that promotes grass-roots work for a variety of causes from the empowerment of women to healthy seniors to LGBTQ rights. Hundreds of not-for-profits from across Canada entered the competition, and there were 125 finalists overall in all categories with 13 finalists in the category of Refugees and Immigrants.



Anticipatory

The Future is Now

The Ministry of Labour, Training and Skills Development has launched "Employment Ontario Transformation" in three prototype areas. New service system managers (SSMs) will oversee the delivery of services by sub-contracted agencies. NEW is a member of a consortium of six like-minded and values-aligned agencies now producing a catalogue of our services. We will then market ourselves to organizations vying to become an SSM for the Greater Toronto Area.

NEW wants to be on the wave of change; not subsumed by it.

This is Us



Present Day

As I write this report, we continue to work remotely due to COVID-19. I could not be prouder of the resilience, agility, and creativity of staff.

Our **English Language Program** instructors moved quickly to online learning. Approximately 70% of our students adapted well, and, as important, we were able to continually connect with the remaining 30%. Beyond language instruction, our team was at the ready to refer clients to emergency resources.

Our **Child-Minding Team** became a production house, producing sing-along and educational videos for our daycare children. We did the "Good Morning Train" — saying hello to each child individually — so the children would know they are special; they are missed; we remember them, and it reminds them of our structure. Some of the children sent recorded messages of appreciation.

The **Employment Team** managed to continue to coach and find jobs as new opportunities were created during the crisis with organizations such as the Red Cross, Wal-Mart, and Amazon. The team moved to online to deliver webinars on Resume Writing, Interview Preparation, Introduction to LinkedIn, how to conduct a Job Search and Personal Finance.

And our **Settlement Manager** became a critical resource for both staff and clients – researching the always-evolving government supports.

The COVID-19 crisis has taught us much about different forms of service delivery. And we will use this learning to meet targets and perhaps address challenges with the high cost of our rent.



I want to bring people together and to help create a world that is more accepting and compassionate.

— Shereen Gharseldin
English Teacher

TO CELEBRATE #GIVINGTUESDAYNOW WE LAUNCHED OUR FIRST FUNDRAISING EFFORT CALLED THE **"POWER OF FIVE."** WE USED THE MONEY WE RAISED TO BUY TABLETS TO ENSURE THE ENGLISH STUDENTS IN OUR CLASS FOR SENIORS COULD STAY CONNECTED DURING THE PANDEMIC.

OUR GOAL WAS TO RAISE \$5,000. WE DOUBLED IT!

The "Beautiful Ladies" created a video "thank you" to donors and a dessert cookbook that was also sent to donors. [\(Click to view\)](#)



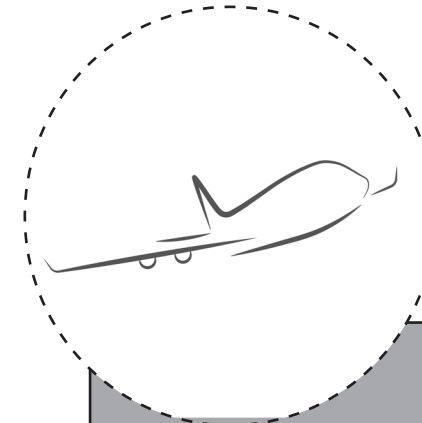


Score Card

So how did we do this year?

	Met Target
	Fell short of target
	Major shortfall

- For the Settlement Program the funder requests an explanation for all service targets that are below 90% (all above 90% will be defined as green.)
- 859 participants attended the NSP workshops.
- Due to the pandemic, we had to cancel four workshops that were planned for March 2020; otherwise we would have met the target. That is why NSP workshops are highlighted in yellow.



Newcomer Settlement Program

Program – April 1, 2019 to March 31, 2020

T A R G E T S	
New clients accessing our service: 600	92.16%
Additional services provided on clients' subsequent visits: 150	100%
# of workshops; # of participants: 70/1000	14.1%



English Language Program

April 1, 2019 to March 31, 2020

T A R G E T S	
Hours of instruction	100% (4780/4780 hours)
FTE client seats	96% (53/55 seats)
FTE child-minding seats	61% (11/18 seats)
Attendance	90%



Score Card

Employment Programs

April 1, 2019 to March 31, 2020

T A R G E T S

	MINISTRY TARGET	YTD NEW	YTD NEW %
Total assisted service Intake (file closure)	300	300	100%
Total intake in resource and information (RI) sessions/workshop activity	1200	1373	114%
Employed/career path	69%	207	69%
Training/education	10%	32	11%
Service coordination	36%	142	47%
Customer satisfaction (client/participant/employer)	93%	1534	95%
Participant suitability	35%	1629	39%
Ontario Works (OW)	39	45	15%
Persons with disabilities (PWD)	2	6	2%
ES FUNDING CATEGORIES	ALLOCATION	YTD EXPENDITURE	% EXPENDED
ES operational budget	98%	98%	98%
Employment and training incentives for employers	100%	100%	100%
Employment and training supports for clients/Participants	99.1%	100%	99.1%

T A R G E T S

CANADA-ONTARIO JOB GRANT (COJG) - PERFORMANCE COMMITMENTS

	PARTICIPANT TARGET	TOTAL PARTICIPANTS
Min participants (Training Contribution divided by \$10,000)	13	100

COJG FUNDING CATEGORIES

	ALLOCATION	YTD EXPENDITURE	% EXPENDED
COJG operational budget	\$22,255	\$22,255	100%
Training contributions	\$126,106	\$125,526	99.5%

YOUTH JOB CONNECTION (YJC) - PERFORMANCE COMMITMENTS

	MINISTRY TARGET	YTD NEW	YTD NEW %
Participant target (people who complete pre-employment workshops)	52	57	110%
Number of Youth Placements (who receive a placement incentive from NEW)	39	43	75%
Customer satisfaction (client/participant/employer)	90%	83	99%
Service Coordination (referrals in and out)	54%	26	60%
Suitability (candidates must hit 7 out of the suitability indicators)	47%	43	42%

YJC FUNDING CATEGORIES

	ALLOCATION	YTD EXPENDITURE	% EXPENDED
YJC operational budget	\$156,000	\$156,000	100%
Employer Incentives and Individual Supports	\$187,200	\$186,196	99.5%



I always tell our youth clients what I need from them and that we can't move forward without that. I say, 'I can't move your feet if you don't walk. If you walk, we walk together.'

— Latoya Dell is a youth employment specialist

TARGETS

YOUTH JOB CONNECTION SUMMER (YJCS) - PERFORMANCE COMMITMENTS

	MINISTRY TARGET	YTD NEW	YTD New %
Participant target	17	18	106%
Completion target (employed – placement or job match or in education or training)	90%	15	98%
Customer Satisfaction (Client/Participant/Employer)	90%	26	96%
Service Coordination	75%	9	60%
Suitability	36%	7	44%

YJCS FUNDING CATEGORIES

	ALLOCATION	YTD EXPENDITURE	% EXPENDED
YJCS operational budget	\$25,500	\$25,500	100%
Employer incentives and individual supports	\$27,200	\$26,835	98.7%



Meet the Newcomer Women's Services Team

Vincent Harding—a civil rights elder and speechwriter for Martin Luther King, Jr—wrote about the need for "human signposts" who offer a guiding light to others. "When it comes to creating a multiracial, multiethnic, multireligious, democratic society, we are still a developing nation," he told Krista Tippet in an interview in *On Being*. "But my own deep, deep conviction is that the knowledge, like all knowledge, is available to us if we seek it." The staff at Newcomer Women's Services—many of whom have lived experiences as newcomers—act as poignant signposts for their clients, bringing hope, inspiration and empowerment.



NEWCOMER WOMEN'S SERVICES TORONTO

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