

ANNUAL REPORT

September 2019 - August 2021



clothing • connections • community

WELCOME!

As a community-based non-profit in Canada's largest city, New Circles is continuously evolving so that we may best serve the people who need us. We are a small but mighty team working hard to provide services and programs that make an impact in the lives of those in our community. And we couldn't do it without generous, caring people like you!

On behalf of the thousands of newcomers, refugees and others living on low incomes who need clothes and support services, thank you so much for your partnership and support.



Click on the following to have access to our:

Newsletter

Instagram

Facebook

LinkedIn

Twitter

YouTube

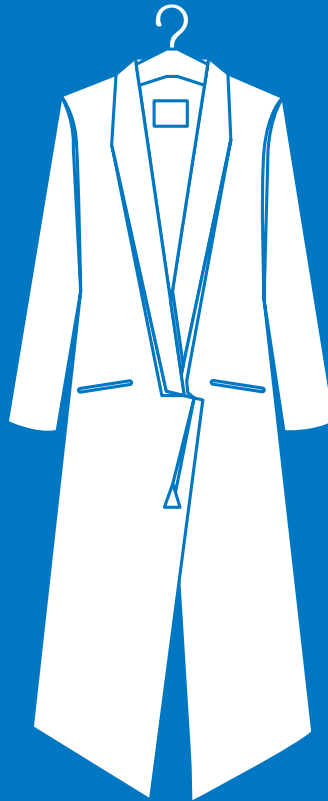
TABLE OF CONTENTS

Click on the item to navigate to that section

1 INTRODUCTION



2 MEETING BASIC NEEDS



3 BUILDING SKILLS



4 OUR COMMUNITY



5 SPECIAL THANKS



6 FINANCIALS



ABOUT NEW CIRCLES

New Circles Community Services was founded on a simple principle: positive change happens when people's basic needs are met. Since 2005, our supporters have been helping newcomers, refugees, and others living on low incomes through access to free, quality clothing – recognized as a basic human right by the United Nations – skills training, and social connection.

Our anchor program, GLOW (Gently Loved Outfits to Wear), is the largest and most accessible free clothing program in Toronto and typically provides approximately 10,000 people each year with free, quality clothing in a retail setting. But clothing is just the beginning.

To find a pathway out of poverty, we also offer skills training programs and settlement support to help newcomers access resources, develop skills and gain hands-on work experience in retail, customer service, administrative and home support skills – so they can find employment and rebuild their lives.

We focus on serving newcomer and refugee families, who are disproportionately represented among low-income households in the city. Poverty and unemployment rates for newcomers are higher than average, placing this group among the most vulnerable groups of people in Toronto.

At New Circles, we offer our clients a warm and welcoming space to meet a key basic need, a place to build connections and a place where they remember – they aren't alone.

VISION

Building strong, caring communities where everyone has access to basic necessities.

MISSION

To create new circles and successful beginnings by providing clothing, connections and programs to individuals and families in need.

VALUES

1

RESPECT

To demonstrate respect for the people we serve and the partners with whom we work.

2

CARING

To welcome, support and enrich the lives of everyone in the New Circles community.

3

INTEGRITY

To create a safe, non-judgmental environment that ensures honest and open communication with all our stakeholders, while maintaining client confidentiality.

4

STEWARDSHIP

To responsibly and efficiently manage the assets entrusted to us by our donors and volunteers





A MESSAGE FROM THE CHAIR OF THE BOARD & THE EXECUTIVE DIRECTOR

When we launched our 2019-20 fiscal year, our goals were bigger than ever before. GLOW (Gently Loved Outfits to Wear) – our anchor program and the gateway to other services that help people rebuild their lives – was poised to serve over 12,000 people in the year ahead. We had recently presented to the IRCC standing committee about expanding the capacity of our employment skills training programs. And we were about to pilot a third program in that portfolio with a new partnership.

The world as we knew it changed overnight when the COVID-19 pandemic hit, halfway through that fiscal year. And ever since, every business, organization, institution and individual has been on a long, winding and shape-shifting path that has commanded resilience, courage, commitment and hope.

New Circles drew on these values to persevere through every challenge the pandemic threw

in our path. As an essential service, it was critical that we were there for our clients – because the demands and pressures of the pandemic were greatest on them – facing all of the confusion, fear and risk with fewer resources and less support. We made changes immediately that kept people safe and in fact reduced barriers to participation.

We could respond as we did, because we could count on the most precious gift that remained constant throughout this shifting reality – the outstanding and loyal support of our incredible circle of donors, volunteers, program partners, and advocates of our mission.

Something else that remained constant was our gratitude. Appreciation for a community that pulls together in times of need – especially the greatest needs we've seen over the past two years.

Together, we've bettered the lives of thousands of people needing clothes and support services so they may live and settle with dignity.

Rosie Smythe
Executive Director

Louise Stratford
Board Chair

PANDEMIC STORY

IMPACT AND RESPONSE

Especially during today's challenging times, our essential services ensure that low-income families can still access the clothing and support they need right now. While we continue to work within the recommended restrictions, we're still here for everyone who needs us. Throughout the pandemic, we made sure that people could access clothing through virtual shopping appointments with curbside pick-up even when our doors were closed temporarily.

In March 2020, the COVID-19 pandemic brought many challenges to how we could serve vulnerable people of Toronto. While clothing, skills training, and settlement support don't carry the same urgency as healthcare or food supply during this crisis, the thousands of people who count on us say that we are still vitally important to their security, especially in this uncertain time. We feel their need for support

and respond in every way we can.

In 2020, settlement support was declared an essential service. Our team reached out to 1,200 registered clients to determine their most urgent and immediate needs: food security, paying rent and finding employment. Our staff continues to provide 1:1 case management to help them find open food banks and meal programs and direct them to employment resources.

In April 2020, our Skills Training programs moved online, operating virtually. The programs continue to evolve remotely to expand the opportunities of enrolled students through workshops and networking connections.

Our small but mighty team perseveres to keep helping those who need our services and prepare for when we're back at a normal capacity.

CHANGES TO NEW CIRCLES BECAUSE OF THE PANDEMIC

- Reduced on-site capacity
- Frequent sanitizing / deep-clean
- Mandatory facemasks
- One-way entry and exit
- Skills Training programs moved online
- Settlement support moved to virtual support by phone, text, video chat



GLOW CLOTHING PROGRAM

GLOW (Gently Loved Outfits to Wear) is Toronto's largest and most accessible free clothing program, uniquely designed as a retail environment for our clients to experience with respect and dignity.

GLOW was created in response to the significant need for basic necessities in low-income populations in Toronto, where 1 in 7 households lives in poverty.

GLOW equips newcomers, refugees and others surviving on low incomes with high-quality, gently used clothing that helps them put their best foot forward with confidence at work, at school and in the community.

GLOW helps people offset their ongoing expenses and allows them to redirect their limited funds to essential costs including shelter, food and transportation. In fact, families can save up to \$5,000 a year when they shop in GLOW. Any Toronto resident living on a low income can access GLOW. Clients who live in our catchment area can shop for clothing at no charge for the whole family in our bright, spacious and welcoming store, by appointment and up to 12 times over a four-year period. Individuals living outside of the catchment postal codes may be eligible to visit GLOW up to two times over 12 months, with a referral from a social service provider.

The COVID-19 pandemic made a significant impact on GLOW. Lockdowns forced us to close our doors for on-site shopping appointments for nearly half of our service days in the past two years – closure rates were 30% in 2019-20 and 61%

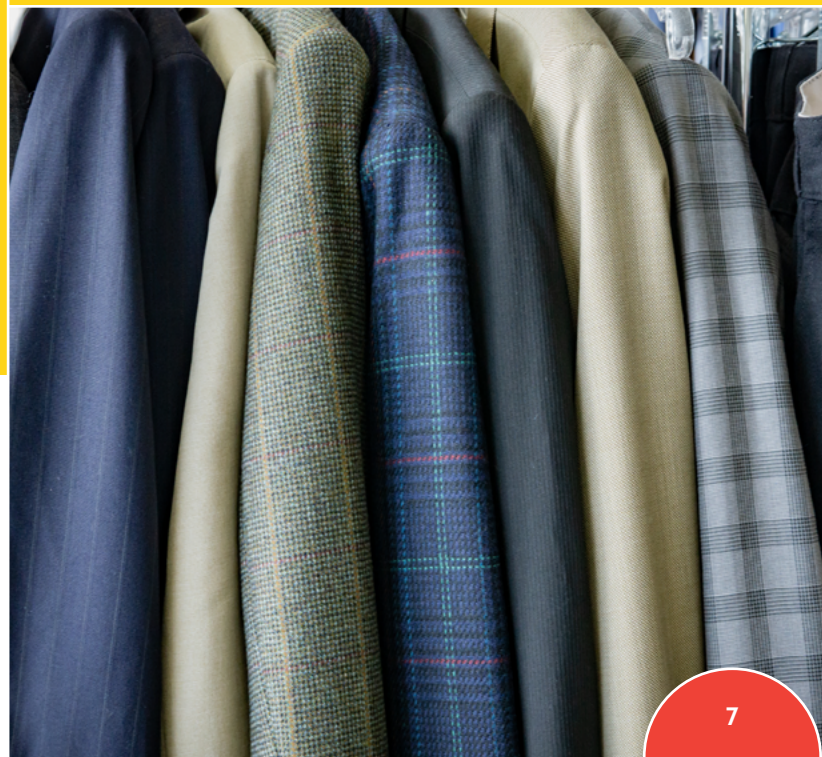
in 2020-21.

But at New Circles, no pandemic can stop us from meeting the needs of our clients and others who need us! Our team persevered and pivoted to ensure that no one would be left out in the cold.

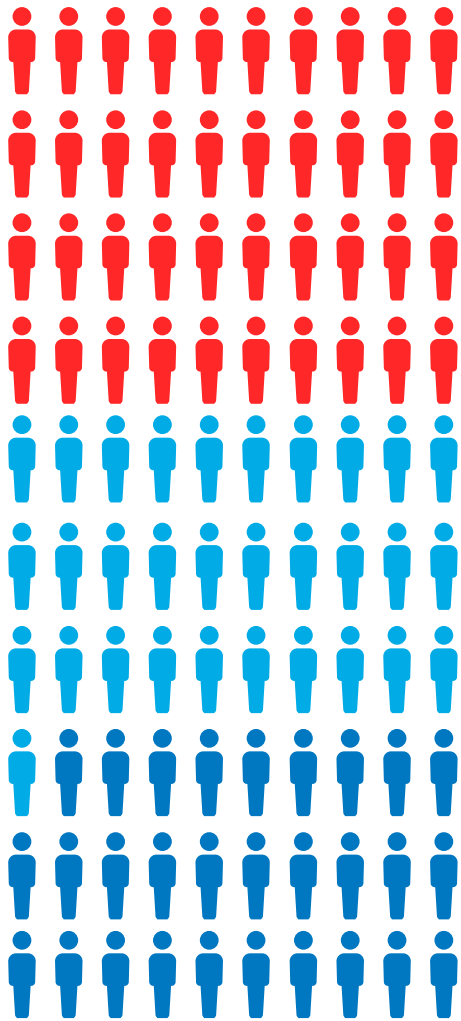
To ensure people had access to clothing and outerwear essentials, even when on-site shopping wasn't possible, we piloted virtual shopping appointments with curbside pick-up for our clients reporting urgent need. Whether by phone or video chat, we captured client needs on an order sheet, orders were prepared and bundled, and clients could pick up their bags at our front door within 48 hours.

And to make sure our city's most vulnerable people could stay warm, we also piloted a shelter delivery program which saw staff and volunteers come together to prepare large-scale orders of coats, boots, accessories and clothing essentials for individuals and families living in the shelter system.

From the quality of the clothing, to the continuously replenished inventory, to the helpful and caring staff and volunteers who assist our clients in selecting the items they need, to the increased sense of social inclusion experienced by our clients because they are wearing "Canadian" clothes...the value of GLOW in the social services marketplace cannot be underestimated.



Who do we serve?



40%
Children

73%
Newcomers
& Refugees

31%
Women

29%
Men

27%
Canadian
Citizens

Most popular clothing item donated
Women's tops

Most-needed clothing donations
Winter coats and jackets

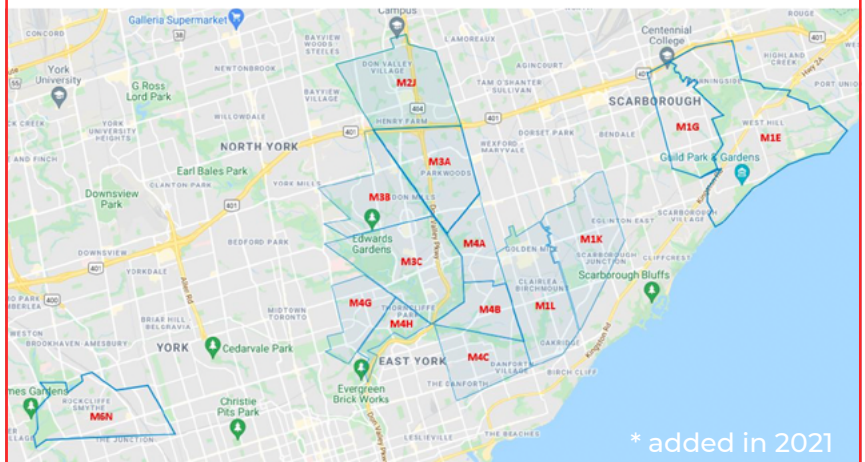
Busiest month for clothing donations
November, thanks to community clothing drives!

Busiest month for client shopping
August for back to school & November for warm winter wear

We can help right away! Clients can shop in GLOW immediately after the intake process, and book their next appointment in three months' time so they will be ready with clothing for the next season.

GLOW catchment area

M1E* M1G* M1K M1L M2J M3A M3B
M3C M4A M4B M4C M4G M4H M6N*





GLOW clients served
8,851 in
2019-20

GLOW clients served
4,645 in
2020-21



In 2020 we distributed
220,679
articles of clothing

In 2021 we distributed
121,356
articles of clothing



Estimated value of clothing
distributed*

2020
\$2,075,109

2021
\$1,141,148

*Based on an average value of \$9.40
per article of clothing



Shelter delivery
program pilot

17
Recipient shelters

1,500+
people kept warm



WELCOMING AFGHANI REFUGEES

Toronto welcomed thousands of refugees during the early days of the 2021 Afghanistan crisis, and New Circles was there to help. Within 24 hours of receiving a call for support, staff and volunteers mobilized to assemble and deliver clothing for approximately 300 people being housed in shelters as they came off the planes.

Check out our media coverage supporting Afghan refugees

CTV News, August 30, 2021 [GTA agencies stepping up to help Afghans arriving after exodus from Taliban takeover](#)

CBC, September 1, 2021 [Afghan man in Toronto worries about family back home](#)

Global News, September 2, 2021 [Local agency aims to help support refugees from Afghanistan](#)

The Globe and Mail, September 10, 2021 [Afghan refugees anxious about those left behind](#)



“

“With the pandemic, there are many people who have lost their jobs and don’t have the money to spend on a good jacket or winter boots. New Circles is here to help and has made Virtual Appointments available so clients can pick up the clothes they need.”

- MILI
Intake Assistant



THANK YOU FOR HELPING #KEEPTORONTOWARM

In the cold of winter, New Circles is always the warmest

A good coat does more than keep you warm – it lets you live your daily life comfortably and safely. But for newcomers, refugees and others with limited income, clothing often takes a backseat to other survival expenses.

It's been 16 years since we started keeping vulnerable people warm during the coldest months of the year, and the past two years have been our most crucial winters ever. During the pandemic, the people we serve have worried about employment, food security and housing. But thanks to the support of our community, retailers and clothing supporters, our annual Keep Toronto Warm campaign made sure that having warm clothing wasn't something they had to worry about. Through the generosity of your winter clothing drives, we were able to ensure that thousands of people got the winter wear and clothes they needed.

Clothing drives make the biggest impact by helping multiple families at once and are a fun, easy way to connect with your community while helping others.

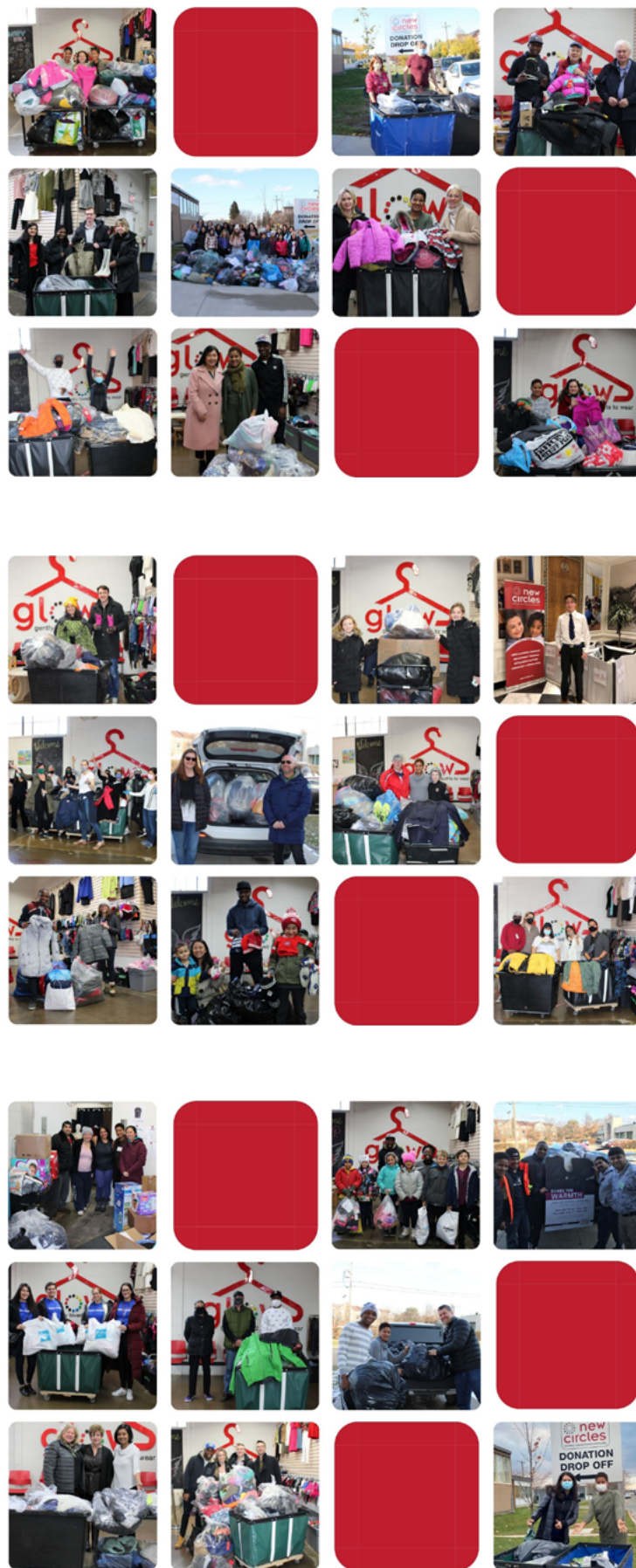
HIGHLIGHTS

↑ 100+ registered drives in 2019 and 2020, collecting clothes, shoes, winter coats and boots

? Did you know? The cold season in Toronto lasts 3.4 months, from December 3 to March 16, with the coldest month being January.



“
We're so grateful to everyone for their ongoing support of New Circles by running Keep Toronto Warm clothing drives. Thank you for helping newcomers, refugees and others living on low incomes keep warm during the coldest months of the year.



HELPING NEWCOMERS SETTLE

Our Settlement Support Program offers personalized information, referrals and workshops to our newcomer and refugee clients to aid them on their settlement journey – helping them meet their immediate needs and deal with challenges beyond access to free clothing.

When families register with us, our caring staff work with them to identify their needs, and connect them to a variety of resources in the community. We collaborate with over 100

organizations – from food banks to faith groups to health clinics – to ensure that clients can access the services they need as they establish their lives in Canada. Clients can find pathways to social connection or greater employability right here at New Circles – such as volunteering side by side with other community members where they can practice language skills and build Canadian experience – or work towards greater employability and economic stability through free training programs.

When the COVID-19 pandemic hit and clients could not come to visit, we brought our services online, staying in touch with clients one-to-one by phone, email, WhatsApp and video chat. And as the pandemic persisted, we launched an online workshop series to bring people together, delivering 25 workshops to provide information in a community forum.

We thank the Government of Ontario for funding this program, which is a vital link between our clients and the broader community.

WHERE IS SHE NOW?

ADEBOLA'S STORY

This year, we had the chance to catch up with Adebola Adefioye, a New Circles client when she and her family immigrated to Canada from Nigeria in the winter of 2016.

She remembers she disliked the Canadian cold immediately, and was relieved to find warm winter clothing, jackets and boots for the whole family in the GLOW clothing program at New Circles – and was surprised to learn that it was all free of charge. “As a new immigrant with limited funds, having access to such a service was very important to me,” she said.

While shopping in GLOW, Adebola learned about the Business Office Skills (BOS) program. As a life-long learner who was eager to continue her career (she was a teacher and community worker in Nigeria), she was intrigued that it was designed just for women, and found it a perfect step towards a future college or university program. Staff cautioned that maybe it wasn't the best time to start since she was six months pregnant with her third child, but Adebola has never been one to back down from a challenge.

She was an excellent and committed student, and a valued contributor to our busy Front



Desk team during her practical work placement. Her devotion to her professional development ran so deep, she worked literally until the moment her son started to enter the world! Three weeks later, he watched her graduate with her fellow students at Centennial College.

Since her BOS graduation five years ago, Adebola has gone on to make truly outstanding progress in her settlement journey and career path. She earned a diploma in early childhood education and a degree in child development, both with honours, from Seneca College where she also served as a Research Assistant. Before continuing her studies at Ryerson University – remotely, from the family's new home in Sudbury – she also founded non-profit organization Afro Women and Youth Foundation (AWYF), the goals of which are to empower and mentor new immigrants and refugees to Canada, and help women and youth of African origin through advocacy and capacity building programs.

Adebola has been widely celebrated for her work, including nine awards while in the Seneca

programs; the 2020 Black Community Leadership award from the United Way of Greater Toronto, and most recently the 2021 Ontario Premier's Award under the Recent Graduate category for her work with AWYF (to name but a few of her many accolades).

“
As a new immigrant with limited funds, having access to such a service was very important to me.
”

Notably, the Ontario Ministry of Colleges and Universities recently installed a \$5,000 scholarship in her name at Seneca, which will benefit students in the Early Childhood Education program in academic sessions from 2022/2023 – 2026/2027. This award is to give other students a chance to be inspired by Adebola's work and academic excellence.

Adebola shared why New Circles holds a special place in her heart. “It was my first contact for learning and accessing support in Canada. Finding New Circles was so helpful for my family's settlement in the early months, and attending the BOS program

and graduation at Centennial College was a strong motivation for me to pursue my career goals in Canada.”

Adebola is currently working as a Project Officer at Ontario Coalition for Better Child Care, where she is one of the team managing their new project “Centering the voices of racialized mothers and educators in shaping child care response and recovery”. She manages this important work while continuing to lead AWYF, manage her busy family alongside her husband, and empower her daughters and son to meet their potential every day.

Adebola's community-mindedness, coupled with her ambition and ability, have her thinking about what the future holds. “I was also inspired by the work at New Circles, and I have a dream to set up a community space modelled after New Circles in the nearest future. That will be my additional way of giving back the kindness I got from New Circles and other organizations that supported me when I arrived in Canada.”



FREE TRAINING PROGRAMS FOR NEWCOMERS

The COVID-19 pandemic caused a surge in unemployment and greater uncertainty for precariously employed people, especially newcomers and especially women. New Circles was needed more than ever before. Our Employment Skills Training Programs help newcomers find pathways to greater employability and economic stability. They can reskill, upskill or cross-skill in office administration, retail and customer service, and community/home support.

In addition to covering topics specific to these sectors, all programs help participants develop stronger workplace and interpersonal skills such as communication, problem solving, teamwork, presentation, accountability, attitude, confidence, motivation, time management and workplace culture. Participants absorb course content through a variety of learning strategies, including instructor-led training, self-paced modules, group workshops, one-on-one support and practical work experience.

Programs also help participants prepare for their job search through workshops on resume and cover letter preparation, networking, and job-searching approaches

and techniques. They get a chance to put their learning to work at mock interviews and speed mentoring events with our community and corporate partners.

All programs are 12 weeks long and are completely free of charge – the only investment we ask from our participants is their commitment of time, effort and ambition.

Historically, these programs have been delivered in person and on-site. When the COVID-19 pandemic hit, we seamlessly moved to online delivery. Course quality remained high while taking advantage of the flexibility and safety of remote learning.

In fact, this transition reduced participation barriers and allowed more women than ever before to take part. The introduction of a laptop lending library broke down tech barriers for those participants whose sole home computer was occupied by children engaged in online school during lockdowns.

We are immensely grateful to lead funder Immigration, Refugees and Citizenship Canada for helping these programs grow over the past two years!

2019-20



Participants

2020-21



Graduation Rate



Employment Rate



HOW DID THE PANDEMIC AFFECT PROGRAM OUTCOMES?

- X2 **Twice** as many people participated in training to upskill, reskill or cross-skill.
- ↓ The graduation rate **declined by 12%**, and the employment rate **declined by 34%**. This reflects the significantly increased demands on participants to provide child and elder care during pandemic lockdowns, as well as to protect the health of their families by not assuming high-risk essential retail positions on the front lines.

Stay tuned in the year ahead to learn how we are addressing the impact of the pandemic and creating stronger pathways for participation and future employment for our participants.

“

When I first came to Toronto, I thought getting a job here would not be difficult. After all, I had a post-graduate degree from a reputed university in India and diverse experience in different fields, but I was wrong. Every time I applied for jobs. I was asked for Canadian experience, Canadian references and a Canadian degree or certification. Although I knew I had the drive to succeed in any job, I couldn't back it up with anything the employers asked for.

- AYESHA

Business Office Skills Graduate



IMMIGRATION, REFUGEES AND CITIZENSHIP CANADA (IRCC)

Now entering our fourth year of partnership, New Circles has been a proud activator of IRCC support ever since we were awarded a grant under the Racialized Women Newcomer Pilot in 2018 (launched under name Visible Minority Newcomer Women Pilot). IRCC launched this initiative “to support visible minority women in accessing the labour market and to build capacity in smaller organizations that serve or are led by visible minority women.”

Since that time, IRCC has increasingly recognized the importance of breaking down the barriers faced by newcomer women entering the Canadian workforce, and New Circles has been able to expand programming and increase capacity as a result of their growing support. What started as a grant to build capacity for two training programs has evolved into major multi-year support which funds over 60% of three training programs, whose participation rates have more than doubled since their funding began.

We are grateful to the IRCC for their commitment to racialized newcomer women and their trust in New Circles to help them realize their vision.

TRAINING PROGRAMS

BUSINESS OFFICE SKILLS

Business Office Skills is a certificate based program delivered in partnership between New Circles, Neighbourhood Link Support Services and Centennial College. Curriculum covers MS Word, Excel, PowerPoint and Outlook; business writing such emails, letters, memos and reports; business customer service and communications, and developing professional keyboarding and

word processing skills. Beyond theory and in-class experience, participants apply their learning through on-site or remote work placement opportunities with partner agencies in the GTA. Upon successful completion of the program requirements, graduates receive transferable college credits and certification from Centennial College.

RETAIL AND CUSTOMER SERVICE SKILLS

Retail and Customer Service Skills is a certificate based program delivered in partnership between New Circles, Neighbourhood Link Support Services, Centennial College and Retail Council of Canada. It introduces participants to industry-standard theory and practice of the retail environment, and covers topics such as sales, customer service, inventory management,

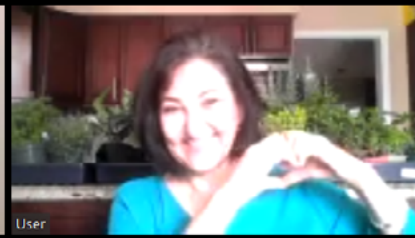
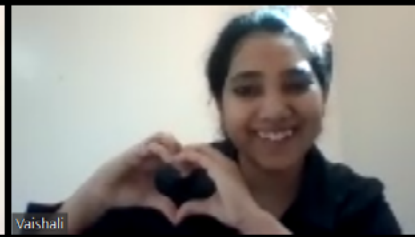
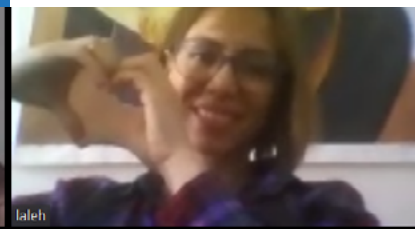
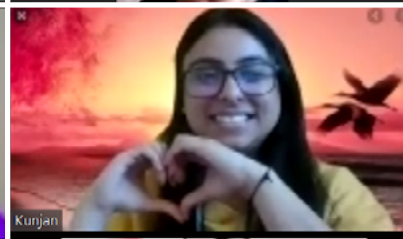
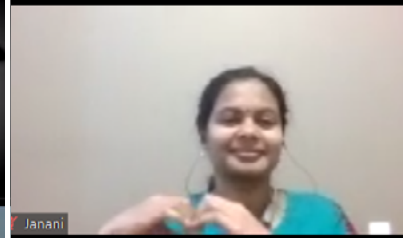
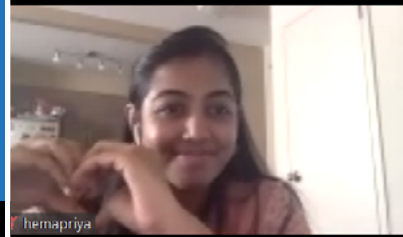
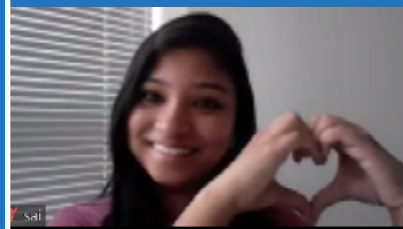
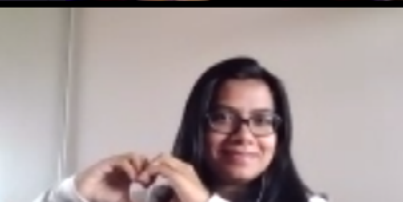
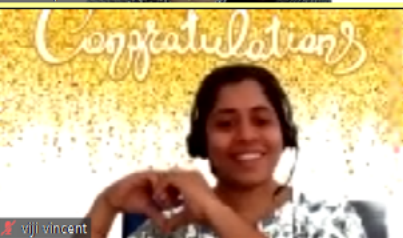
merchandising, product presentation, loss prevention and workplace safety. Beyond theory, participants also apply their learning through hands-on experience in the GLOW retail store. Graduates can earn the Retail Sales Associate Certificate from the Retail Council of Canada by successfully completing the industry exam upon graduation.

NEW! LOVING HOMES

Loving Homes launched in September 2019, and is an employment readiness program geared to newcomers that prepares them to step into the Canadian workforce through the community/home support sector. The program was developed and is delivered in partnership with VHA Home Healthcare, and equips trainees with the basic skills required for jobs such as Child & Family Support/Child Minders, Extreme Cleaners, Home Support/Homemaking and Declutter Coaches. Participants learn the basics

of professional home management skills, clutter management & janitorial skills, and support and caregiving of children, elderly and infirm people. Graduates have the opportunity to do a work placement with VHA, with the support of the program preceptor. After a successful placement is completed, participants are assessed for internal permanent vacancies. In 2021, we introduced a module on entrepreneurial skills for those participants who want to start their own cleaning businesses.





In response to the pandemic, our training programs moved online to ensure that newcomer women continued to have access to free career development opportunities.

VOLUNTEERS ARE ESSENTIAL TO NEW CIRCLES

It started sixteen years ago when our founder Cindy Blakely collected basic necessities from friends, family, and colleagues and distributed these donations to people in need.

The work of New Circles volunteers spans across the agency – sorting clothing, assisting clients, doing outreach in the community, helping at the front desk, making phone calls, translating and interpreting, and so much more.

From the beginning, New Circles has been driven by passionate volunteers. We would not be able to deliver our programs and services without their essential contributions every day.

This was never as important as when the pandemic started. While we closed our doors temporarily to help stop the spread of COVID-19, clothing donations poured in as people cleaned out their closets and ran clothing drives to assist vulnerable people. With the influx of clothing, we needed the help of dedicated volunteers to get GLOW ready for clients to visit again. And we wouldn't have been able to serve as many people as we did over the last two years without volunteer drivers assisting us in distributing much-needed clothing to shelters and other community partners.

Volunteers are the backbone of New Circles and contribute at all levels within the organization. We couldn't do what we do without our volunteers' dedication and hard work. Right now, the need for our services has never been so important.



From 2019-2021, 240 individuals and 18 groups contributed over 12,000 volunteer hours to help our clients GLOW!

For more information on becoming a volunteer, [click here](#).



“

I didn't know I was so unaware of the details of things going on in the world before hearing the stories of what clients have been through. I have learned a lot about what's happening in the world by being at New Circles. I have also learned not to take anything for granted. When you ask a client how they are adjusting, they are still happy even if they are struggling; small things make you appreciate everything you have.

- DAGMAR
Volunteer



RIDING FOR REFUGE AND HOPE

On October 5, 2019, 40 riders/walkers raised almost \$15,000 with contributions from 194 donors at Ride for Refuge, a charity cycling event. New Circles finished in the top three charities for Downtown Toronto for the most funds raised supporting agencies of change.

Thank you to all of our devoted riders, walkers and donors who raised funds for our free clothing program GLOW. An individual can save up to \$1,250 a year on clothing by using GLOW – critical support when you're facing the choice between a warm meal and a warm coat.

COVID-19 PUTS A HOLD ON THE NEW CIRCLES GOLF CLASSIC

The New Circles Golf Classic has been a mainstay event since 2012, bringing golf-lovers together for a day of friendly competition and fun on the links. Since it launched in 2012, the tournament has raised \$430,000 in support of GLOW, contributing a significant 20% of program expenses for eight years running.

Like other events across the city and around the world, the COVID-19 pandemic forced us to make the difficult decision to cancel this important event in 2020 and then again in 2021. It was not easy to forego this wonderful day together, but the health and welfare of our communities was clearly a much greater priority.

In 2020 with planning already underway, we were thrilled and grateful that nearly all sponsors and registrants generously agreed to put their sponsorship dollars to work in service to the people we help. We extend our special thanks to Title Sponsor, RBC The Harbour Group; Golf Cart

Sponsor, Fullerton Properties; Front 9 Sponsor, Northbridge Investment Management; and Breakfast Sponsor, Bell Kearns & Associates Ltd; along with the dozens of individuals and companies who showed us that our mission was more important than anything else. \$59,400 went directly to the GLOW program that year.

In 2021, when the pandemic forced our hand once more, we were again amazed at and thankful for the devotion of our golfing community. We shared a special photo collage to share with our community just what they'd made possible during the past challenging year. And when Northbridge Investment Management and another generous anonymous supporter heard that the Classic was cancelled again, they stepped up to offer matching donations for a COVID Impact campaign. We shared the collage on our social media channels and donations poured in, raising \$35,000 to help keep GLOW going strong. Thank you to our loyal sponsors, golfers and donors for standing by our side throughout the COVID-19 pandemic. Let's hope 2022 sets the stage for a celebration at the 19th hole!

REMEMBERING JANE DEVLIN

Jane was a faithful and generous friend to New Circles and the people we serve. She was a fixture at our Annual Golf Classic, a loyal annual donor and a Holiday Angel to dozens of newcomers over the past many years. She will be missed by all who were lucky enough to know her but will remain forever in our hearts. We're grateful that Jane's family requested that donations be made to New Circles in honour of Jane and that 46 friends and associates contributing over \$13,500 in her memory. Her legacy will help newcomers living on low incomes to meet their basic social connections clothing needs, make employable skills for and develop brighter and more prosperous futures.



NEW CIRCLES FOUNDER RECEIVES HONOUR FROM L'OREAL PARIS CANADA

In March 2021, Cindy Blakely was selected as the 2021 National Honouree of the Women of Worth– L'Oréal Paris Canada awards. We were stunned, humbled and grateful for the incredible support from our community who took action to vote and share. Cindy knows it takes a village to create something like New Circles and accepted this award on behalf of all the incredible women who volunteer their time, skills and heart to bring this mission to life every day.

Thank you too to L'Oréal Paris Canada for showing the world that women are worth it through these awards, and for the \$20,000 donation that supported our clients with clothing, training and community-building in the past year.

Every woman at the WOW table was so worthy of this recognition, and we salute Cindy's fellow honourees for their dedication and commitment to their causes and communities. To learn more about the incredible impact made by this group of women, [click here](#).



NOBIS HELPS TO #KEEPTORONTOWARM

Winter is the most important season for us at New Circles. It's the time of year when the demand for our services is highest, and we can see an immediate impact with clients who often leave GLOW wearing their first pair of winter boots or a warm coat.

That's why we were so excited to be approached by luxury outerwear retailer Nobis in the fall of 2019 to be their charity of choice for their Nobis Laundromat pop-up. While promoting a new line, the company introduced "Laundering for Good," donating \$100 to New Circles from each coat purchased. In addition, customers were encouraged to donate their

gently-loved coats as part of an on-site coat drive.

The event resulted in a \$20,000 donation supporting New Circles operations and 200 winter jackets.

"We are honoured to be at New Circles to see first hand how the donated funds and winter coats have directly helped those in need," said Robin Yates, Vice-President and Co-Founder of Nobis.

Our partnership with Nobis continued in 2020 but with changes in response to the COVID-19 pandemic. A digital "No Cold Shoulder" campaign launched internationally in November 2020, and New Circles

was selected as their Canadian charity of choice. Nobis donated \$50 for every coat purchased online in Canada, along with 100% of the proceeds from limited edition lapel pins and hats. As part of the campaign, the coat drive went digital, and customers received a mailer bag to donate their gently worn coat directly to New Circles.

An incredible \$22,750 was raised for New Circles during the campaign, along with 75 coats. Thank you, Nobis, for your ongoing partnership. Winter is the most challenging season for the people we serve, and we're grateful to have you working alongside us to #KeepTorontoWarm.





THE CARING FOUNDATION

As the inaugural and lead private funder of New Circles, The Caring Foundation has contributed over \$2.2 million since 2005 to formally found the organization and foster its growth as visionaries, trusted advisors, and governance experts. From its earliest days as a volunteer-powered gift-giving program during the holiday season, to the thriving multi-service agency that it is today, Foundation President Cindy Blakely has nurtured New Circles' development every step of the way, supported by Vice President Robert Blakely and Secretary-Treasurer Peter Blaiklock.

Beyond the Foundation's contributions, Cindy and her family have inspired millions of dollars in support from hundreds of Toronto's caring citizens,

many of whom continue to be mainstay supporters of our mission. Just as importantly, they have marshalled at least as many hours in volunteer support, with friends, family and associates sorting clothes, helping clients and listening to newcomers' stories with empathy.

It is this deep listening that has informed Cindy's vision and the organization's evolution, helping over 100,000 people since she launched this essential and impactful work. Without The Caring Foundation and Cindy's vision, commitment, and drive, who knows where they might be today. We are tremendously grateful for the Foundation's trust and investment in the Board, staff and volunteers to bring it to life on the front lines every day.

“

I have witnessed the accomplishments, the strength and the resilience of the people we have been lucky enough to help. They are people that have left their homes, their families and their culture and have taken the risk to move to Canada and build a new life. I commend them and I can promise you, they will become contributing and proud Canadians.

- CINDY BLAKELY

THANK YOU FOR JOINING OUR CIRCLE!

We are fortunate to have a generous, caring community that has embraced our mission to welcome and support newcomers and others in need. Our services are made possible through the support of a large community of individual donors, foundations, service groups, schools, faith groups and corporations who share our mission and values. We are committed to sound financial stewardship to ensure that all contributions entrusted to us are handled responsibly.

We're grateful to all those who have contributed funds, donated products, volunteered, organized clothing drives, or hosted fundraising events, and we offer our sincerest thanks. This list recognizes the supporters who contributed \$1,000 or more to New Circles between September 1, 2019 and August 31, 2021.



Organizations \$100,000 +

The Caring Foundation
Immigration, Refugees & Citizenship
Canada
The Sprott Foundation

Organizations \$50,000 - \$99,999

The Arrell Family Foundation
Children, Community & Social
Services Ontario
The Counselling Foundation of
Canada
RBC Foundation
RBC Wealth Management -
Dominion Securities
The Slaight Family Foundation

Organizations \$20,000 - \$49,999

The Catherine And Maxwell Meighen
Foundation
The Charles H. Ivey Foundation
L'Oreal Paris Canada Inc.
Nobis Inc.
State Street Foundation
Tippet Foundation
Women Impact Network Fund at
Toronto Foundation

Individuals \$20,000 - \$49,999

Catherine & Ian Delaney
Mark & Katya Gardiner

Mary Hatch

Sue McKenzie & Garth Girvan
Melanie Lauber & Graeme MacGregor
Meg Salter & John Grandy

Organizations \$10,000 - \$19,999

C. B. Powell Foundation
Delaney Family Foundation
Frederick and Douglas Dickson
Memorial Foundation
The Harbour Group of RBC Dominion
Securities
Helen McCrea Peacock Foundation
Hodgson Family Foundation
J & L Rogers Family Charitable
Foundation
J.P. Bickell Foundation
The Joan and Clifford Hatch
Foundation
Mackenzie Financial Charitable
Foundation
The Omega Foundation
Rosedale United Church
Sprucegrove Investment
Management Ltd.

Individuals \$10,000 - \$19,999

Carolyn Blakely & Darren Karn
Cindy & Robert Blakely
Kristin Blakely-Kozman & David
Kozman

Joan E. Eddy

Michael & Heather Gardiner
Michael S. Higgins
Puja & Arjun Kumar

Organizations \$5,000 - \$9,999

Armitage Capital Corp.
Burgundy Asset Management Ltd.
Conam Charitable Foundation
Delray Capital Corp.
Fullerton Properties Inc.
The Harry E. Foster Foundation
Havergal College
The Henry White Kinnear Foundation
The Hunter Family Foundation
The Janssen Pharmaceutical
Companies of Johnson & Johnson
MCAN Investments Limited
The McLean Foundation
The Newall Family Foundation Trust
Northbridge Capital Inc.
Ontario REALTORS Care Foundation
Sisters of St. Joseph
St. Andrew's Charitable Foundation
TD Securities Underwriting Hope
Fund
Timothy Eaton Memorial Church

Individuals \$5,000 - \$9,999

Firoz Ahmed & Susan Fisher
David Allan & Cynthia Young
Peter Blaiklock & Tracey Lawko
Lindsay Blakely & Anthony Hammill
Richard & Joan Boxer
Julie Cheesbrough
Maggie Hayes
Chris & Caroline Newall
Karen Somerville & Alan Munn
Stephan & Jean von Buttlar
Catharine Waugh & Rod Davidge

Organizations \$1,000 - \$4,999

Bell Kearns & Associates Ltd.
BMO Insurance
Bristol Gate Capital Partners Inc.
C D Jetten Professional Corp
CHUM Charitable Foundation
Congregation Of Notre Dame -
Visitation Province Inc.
Crown Realty Partners Inc.
Danik Electrical Construction
The Dickson Family Foundation
Ernst & Young LLP
The Fiera Capital Foundation
Foresters Financial
Grace Church on-the-Hill
Hermes Canada Inc.
Jendo Holdings Inc
Lawrence Park Community Church
Likrilyn Capital Corporation
The Lind Family Fund at The Toronto
Foundation
The MacGregor Family Foundation
The Mariano Elia Foundation
Marwah Foundation
The McKelvey Family Foundation
Nick & Lynn Ross Charitable
Foundation

Nixon Charitable Foundation
Pal Insurance Services Limited
Pulolator Holdings Ltd.
The Ralph M. Barford Foundation
Retail Council Of Canada
Sommerville Family Foundation
Steed & Evans Holdings Inc.
The T1 Agency Ltd.

Individuals \$1,000 - \$4,999

Shamima Adam
Anthony Arrell
Katherine Badeau
Dawn Bell
Penelope Bell & Jack Pasht
Cindy Blakely
Harvey & Bev Botting
Matthew Broadbent
Patti Bunston-Gunn
George & Jenifer Burbidge
Timothy & Sheila Casgrain
Gregory Colman
Jane Cowan
Margaret & John Deeks
Charlie Dougall & Lynn Wilson
Michael & Elizabeth Foster
Margot Fulcher & Chuck Johnston
Sarah & Peter Fullerton
Brian & Barbara Gibbings
Joy Gray-Donald
Katherine Gurney & Andre
Nowakowski
Doreen Haveman
Jasmine Herlt & Doug Steiner
Chris & Dave Hill
Mary Ellen & Michael Horgan
Martha Hundert & Jeremy Fraiberg
Christopher Hunt
Richard & Donna Ivey
Dawn Jetten
Mary Usher Jones

Helen Kearns & Gary Ursell
Vicki Kelman
Barbara Jackson & Robert Keyes
Victoria & Erik Koudstaal
Carolyn Langill
Michael & Donna Lauber
Caroline Lillico
Phil Lind
Nancy & Jon Love
Liz Lundell & Guy Burry
James & Danielle Macdonald
Genevieve Makinson
Diane Mavrinac-Ross
Lynn McLaughlin
Joanne McLennan
John & Lisa McMeans
Linda Moran
Paul & Janet Morrison
Boris Nikic
Judy Phillips
Cynthia Quinn
Sajid Rizvi
Linda Robinson
Tom & Barbara Ryder
Elizabeth Lynn Saunders
J. Sergei Sawchyn
Catherine & Peter Singer
Paul & Cathy Singleton
Barry Stephens
Jane Stephenson
Karen Stern
Louise Stratford
William & Gail Szego
Doug & Gail Todgham
Jennifer Tory
Lynn Usatis
Michael Weber
Mary Wilson & Philip Arthur
Andrea & Michael Wolff
Joan Wright
*+ 12 individuals who wish to remain
anonymous*





FINANCIALS

Revenue (\$)

| | 2021 | 2020 | 2019 |
|--|------------------|------------------|------------------|
| Grants & donations | 1,692,295 | 1,553,216 | 1,149,175 |
| Event fees and sponsorships | 15,949 | 38,067 | 131,794 |
| Amortization of deferred capital contributions | 5,749 | 8,137 | 11,570 |
| Interest income | 2,200 | 4,814 | 3,349 |
| | 1,716,193 | 1,604,234 | 1,295,888 |

Expenses (\$)

| | | | |
|--|------------------|------------------|------------------|
| Salaries and employee benefits | 847,930 | 753,778 | 737,692 |
| Programs and purchases of goods for disbursing | 166,384 | 130,563 | 184,520 |
| Premises | 177,764 | 171,533 | 156,817 |
| General and administrative | 41,138 | 51,375 | 56,737 |
| Professional fees | 45,394 | 43,606 | 34,624 |
| Fundraising | 5,784 | 9,862 | 14,340 |
| Amortization | 30,497 | 40,429 | 41,456 |
| | 1,314,891 | 1,201,146 | 1,226,186 |

Excess of revenue over expenses for the year

| | | | |
|--|------------------|----------------|----------------|
| Unrestricted net assets, beginning of year | 836,306 | 433,218 | 363,516 |
| Unrestricted net assets, end of year | 1,237,608 | 836,306 | 433,218 |

[Click here](#) to view the complete audited financial statements

BOARD OF DIRECTORS

Chair

Louise Stratford

Vice-Chair

Joan Arruda

Past Chair

Meg Salter

Treasurer

Sandra Chiu

Secretary

Shamima Adam

Founder and Director

Cindy Blakely

Directors

Puja Kumar (2020-2021)

Melanie Lauber

John McMeans

Jane Millan

Michael Rusek (2019-2020)

Karen Stern

For a current list of our Board of Directors, [click here](#).

New Circles Community Services

161 Bartley Drive

Toronto, ON M4A 1E6 416-422-2591

info@newcircles.ca

newcircles.ca

Charitable Registration No. 83634 3673 RR0001

