

Mission

New Circles is a registered charity that provides free clothing, connections, and training to individuals and families in need.

Vision

Providing basic needs; Empowering people; Building better lives.

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Creating An
IMPACT

SEPTEMBER 2023-2024



TANVIR'S STORY OF RESILIENCE AND GRATITUDE

At New Circles, we often meet individuals whose stories stay with us—like Tanvir Hashem. A newcomer from Bangladesh, Tanvir arrived in Canada on September 29, 2016, in search of a safer, brighter future. Though he and his wife had built strong careers back home, political unrest and long-term uncertainty led them to choose Canada, where his siblings had already settled.

The transition wasn't easy. From cultural differences to employment barriers, everything felt unfamiliar. "Even writing a resume was a challenge," Tanvir recalled. That's when a local settlement worker introduced him to New Circles.

With the guidance of our founder Cindy Blakely and support from our employment programs, Tanvir gained the skills and confidence to navigate the Canadian job market. He landed his first role as a banking advisor intern at RBC—and from there, the momentum built. Today, he leads a team at Scotiabank and has earned his CFA designation. His wife, too, has successfully re-established her career in telecommunications.

But Tanvir's journey is about more than professional success. Early in their settlement, his family accessed our clothing program and received support from our Holiday Angel Program. He still remembers the kindness they received. Now, he's ready to give back.

"I was once the recipient," he said. "Now I want to be the giver." Tanvir plans to support other families through the same Holiday Angel Program that once helped his own.

Tanvir's resilience, gratitude, and generosity are deeply inspiring. He reminds us why we do this work and what's possible when newcomers are met with compassion and support. We look forward to welcoming Tanvir to our new space soon. "It feels like coming home," he told us.

We're proud to have played a small part in his journey—and even prouder to call him a friend.

A WORD FROM OUR TEAM

This past year has been one of transformation, resilience, and renewed purpose. Many changes carried over to the first half of 2025, which is why we chose to delay this report. We are excited to share that we have a new strategic plan, an ambitious 10-year goal, a fresh logo and overall brand, all of which can be seen on our brand-new website.

We're thrilled to share that we are now fully up and running at our new, larger location at 44 Mobile Drive! This move represents more than just a new address—it's a bold step forward, reflecting our growth, our adaptability, and our deepened commitment to serving our community with dignity and care.

Behind every change is a constant: our belief in community. We know there is still much work to be done—more voices to hear, more lives to support, empower, and uplift. The challenges are real, but so is our drive to meet them head-on.

As we look ahead, we do so with full hearts and open minds. We are energized by new possibilities, grounded by our mission, and immensely grateful to our partners, donors, volunteers, and staff who are the fabric empowering this work.

Thank you for walking alongside us, for believing in what we do, and for being part of this next chapter.

With deep gratitude and excitement for the road ahead,



Dr. Phil Groff
Executive Director



Brenda McNeill
Chair

VOLUNTEERS ARE THE HEART OF NEW CIRCLES

Volunteers are truly at the heart of everything we do at New Circles. They are the driving force behind our programs, the friendly faces our clients see, and the steady hands that keep our day-to-day operations running smoothly. From high school students looking to give back, to long-time community leaders and retirees sharing decades of wisdom and experience, our volunteers bring an incredible range of energy, compassion, and skills to our organization.

New Circles is incredibly grateful to our many donors who generously support programs, ensuring that our clients are empowered to build better lives.

BUILDING SKILLS AND CHANGING LIVES

When people feel valued and included, they gain the confidence to thrive. That's the driving force behind our skills training programs—equipping clients with the tools and support they need to succeed in today's workforce.

We offer programs such as: Business Office Skills, Home Support Work, and Retail & Customer Services. Each includes hands-on learning in areas like resume writing, job interview preparation and industry operations. We also provide various, additional workshops on topics such as digital fluency.

Furthermore, we provide all necessary technology and resources to remove barriers to access. Graduates can benefit from internships and mentoring opportunities, thanks to the support of more than 15 dedicated corporate and individual partners. We are committed to continuously developing and expanding our programs to ensure they evolve with the changing needs of our clients.



In 2024 New Circles had:

- A 36% increase in volunteers from the previous year
- 35 corporate and community groups generously gave their time (+100%, year-over-year)



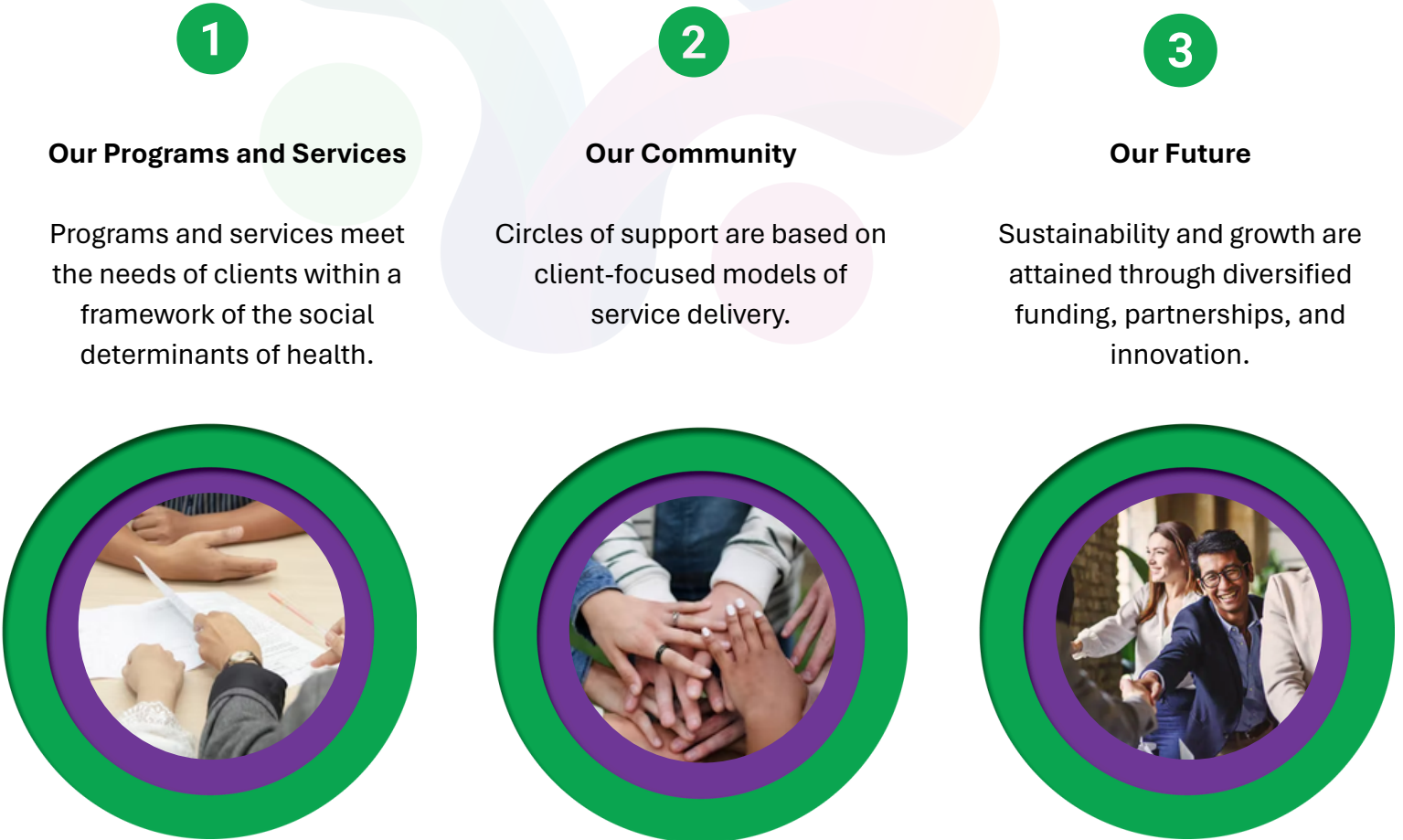
HIGHLIGHTS FROM 2025

- Check out our new look! Our updated image reflects our continued commitment to growth, innovation, and meeting the ever-changing needs of those we serve. See it showcased on our relaunched website at www.newcircles.ca.
- Our new, and bigger space is at 44 Mobile Drive. This location will help our services to be more accessible by public transit and the larger space allows for increased capacity.
- According to a 2025 Report by the University of Toronto, Rotman School of Management, “Beyond Giving: Measuring the Transformational Impact of New Circles”, every **\$1 invested in New Circles, produces \$8 in social and economic benefits**, including savings of clothing purchased, clients entering the workforce, and decreased reliance on social supports.

STRATEGIC GOALS

We have begun our **Million Circles Mission**, to reach 1 million individuals and families in need by 2035. The strategic pillars for this include:

Every \$1 invested in New Circles, produces \$8 in social and economic benefits



LET’S JUST STAY HOME

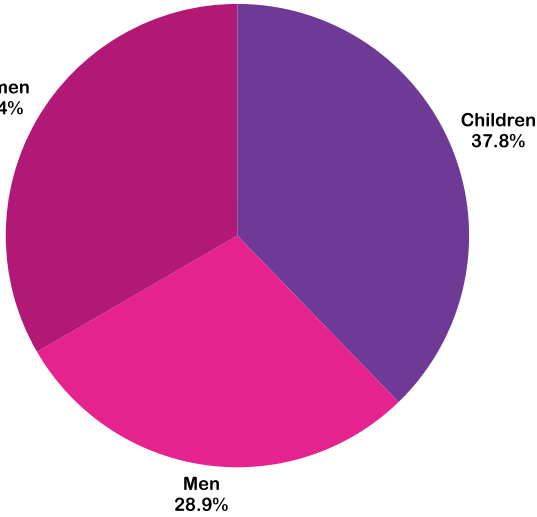
The Stay At Home initiative empowers donors to create meaningful change—without ever leaving the comfort of home. Rather than booking a sitter or dressing up for a formal night out, supporters are encouraged to slip into their coziest pajamas and transform a quiet evening in into real, measurable impact. Donations can be made from home with no event attendance required—just the generosity of those who care.

BECAUSE OF YOUR GENEROSITY, WE WERE ABLE TO RAISE OVER \$294 000!

OUR CLOTHING PROGRAM

Our clothing program is more than just that — it's a vibrant, dignified shopping experience that empowers our clients to choose what they need, in a welcoming, retail-style space. By lifting the financial stress of buying clothes, “Glow” helps people focus their resources on what matters most: putting food on the table, keeping a roof over their heads, and building a more stable future.

"Clothing is more than a necessity; it's the confidence to attend a job interview, the warmth to face winter, and the opportunity to take the next step forward."



Registered Glow Clients from September 2023 to August 2024

Did you know **30,000** clients were serviced by our clothing program last year?



HOLIDAY ANGEL PROGRAM

Our Holiday Angel Program brings joy and relief to families in need by connecting them with donors who help make holiday wishes come true. Every family is carefully screened to ensure they qualify for the program, and then matched with a donor.

Instead of receiving wrapped gifts, families are empowered with gift cards, allowing them to shop for their own items—on their own terms, with dignity and pride.

Thanks to the incredible support of our donor community...

- We were provided over **\$215 000** worth of gift cards to support individuals and families in need.
- We helped over **100 families**, totaling more than **360 individuals**

SETTLEMENT SUPPORT

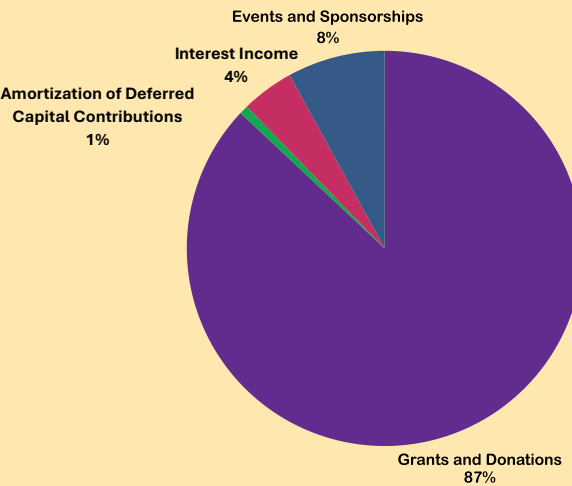
Through our Settlement Program, newcomers are met with compassionate, one-on-one support to help them build a new life. From housing and food access, to mental health care, medical support, and guidance through the immigration process, our team is there every step of the way.

589 Clients received settlement support last year.

400 Received Needs and Assets Assessment and Referral Services.



Revenue



Expenses

