

## How we're building on investments.

by Jane Craig, Executive Director

### *The appointment of a Development Manger leads the way to support the currency of caring in our community.*

**Thank you to all who have been involved with New Circles.** A big thank you goes out to all who contributed so willingly in response to our plea for winter clothes with a press release entitled "Wrapped in Warmth". This winter we were able to distribute 13,162 winter items. In addition we are very grateful to those who supported our Prom Drive with dresses, suits, shoes, purses and jewellery. We were able to outfit 338 teens, a 576% increase over last year.



Alma Popovic, Lu Mitchell and Garth Huestis with the large donation made by CNA Insurance (Elodie Millican not pictured)

Since 2005, New Circles has concentrated on the development of the human element of the agency with a focus on clients, volunteers and staff. Now with the appointment of a Development Manager (Seta Ghougassian), we intend to build on the investment of funds our donors have provided in order to support the currency of caring and passion New Circles provides. In this newsletter, you will also see that our volunteer engagement is expanding with the establishment of two new volunteer programs and a Back-to-School event in August.

Over the years, New Circles has developed relationships with agencies in order to best serve our clients. One of these agencies is the Family Abuse Crisis Exchange (FACE). Founded in 1992, FACE served families living in poverty and recovering from domestic violence. FACE helped women establish or re-establish themselves in

the workforce to support their families, become self-sufficient and improve the quality of their lives.

This year FACE found it necessary to close its doors at Yorkdale. New Circles is extremely grateful to the volunteers and staff of FACE for their very generous donation of 11 racks of clothes, shoes, jewellery, cosmetics, and furniture. Special thanks to Donna, Maureen, Erica and Estelle for their kindnesses to our volunteers and staff during the move.

This spring we have said good-bye to three of our Investing in Neighbourhoods employees, Zahra, Catherine, and Grace. They have made an outstanding contribution to the day to day operations of New Circles and we wish each of them well. We are pleased to welcome Mari Nazir as part of this same program. Two others will join us in June and another in September.

### **The Board of Directors has completed the third Strategic Plan and the priorities for the next three years will be:**

1. To initiate, develop, sustain and grow a strong, motivated volunteer program that attracts, retains and rewards volunteers with skills, employment and learning experiences.
2. To lead, initiate and drive collaborative projects with hub partners; identify gaps and priority needs and establish joint measures to address them by optimizing capacity and resources of New Circles and the hub agencies.

### **Enabling strategies will be:**

1. Effective resource management and financial stability.
2. Build and grow a qualified, motivated workforce comprising full time staff and volunteers in line with organizational goals and client needs.
3. Effective utilization of technology.
4. Effective information management.

As always there is much to celebrate at New Circles – our clients, our volunteers, our staff and our generous donors. Please know you are always welcome to come to New Circles for a tour and see for yourself how everyone is making a difference to the lives of many.

## Staff update

### Seta Ghougassian, Development Manager

Seta joined New Circles as Development Manager effective May 16, 2011. In this role, she will lead and manage New Circles' overall development efforts to secure much needed funds to support the growing financial needs of our programs and services.

Seta brings over 10 years fundraising experience to New Circles in major gifts, annual giving, marketing and events organization. She has a Bachelor's degree in Sociology and a National Program & Fundraising Management Certificate. She's passionate for social services and firmly believes in social justice. New Circles provides the right environment for her to serve our community through fundraising.

Seta is on the advisory boards of the Armenian Canadian Medical Association of Ontario Foundation (ACMAO) and Hayastan Toronto Foundation for International Development.

### Lu Mitchell, Sourcing Coordinator

New Circles is excited to announce the addition of another new staff member to our team. Lu Mitchell has joined us as the part-time Sourcing Coordinator. Although new to the role, Lu is a familiar face to New Circles.

Lu has been an active and valuable member of our Volunteer Team since September 2009. As a professional Life Skills Coach and Career Counselor, Lu was highly involved in supporting members of our 'circle' in developing their career path and attaining their future goals. Lu has moved on from her role as a volunteer, to the Sourcing Coordinator.

Lu brings to New Circles a diversity of professional skills in the areas of sales, marketing, human resources and education, with a Masters in Adult Education. When asked why she was interested in this position, Lu stated, "I believe in this organization. As a volunteer, I knew the good work this organization was doing...in my previous work I was always establishing connections...I have no problem asking people [for donations] for this cause".

In her position, Lu will be involved with finding and securing a variety of donation sources to meet the



**Lu most values the supportive, community-based environment at New Circles**

increasing needs of our community. This will include establishing relationships with various sectors, such as businesses, corporations, charities, schools, religious institutions and other community groups who may be able to support us with donations.

Lu is eager to hear from you with any possible suggestions, contacts, or feedback regarding sourcing. Lu will be at New Circles on Tuesdays, Wednesdays and Fridays. She can be reached by email at [lu@newcircles.ca](mailto:lu@newcircles.ca) or via telephone at 416-422-2591.

Currently, Lu is networking to establish connections. She welcomes any contacts that may be supportive to secure donors of products (clothing, shoes, linens, toiletries etc.). We encourage everyone to help expand our 'circle', by sharing any potential contacts for gently used or new donations with Lu.

Since joining us in late March, Lu has already demonstrated her highly caring, compassionate and committed nature. Welcome to the team Lu! We are delighted to have you join us!

# Programs update

## Holiday Angel Program

*2010 a great success.*

by Cindy Blakely

**It was** another successful year for Holiday Angels and we extend a huge thank you to all the Angels who participated in the program. 157 families from 38 different countries received much needed household items, gifts and groceries, a 17% increase from last year! The caring that goes into these baskets is obvious to us all and I know the recipient families are always touched that strangers would help them in such a tangible way. Thank you. Please take a look at some of the wonderful thank you letters on the Holiday Angel page on our website [www.newcircles.ca](http://www.newcircles.ca) Even in this "off season", we are working hard to make the 2011 Holiday Angel Program the biggest and best yet. We have taken some of the fantastic advice and feedback given to us from our Angels in their evaluation of the program and we are working at improving our technology (website, registration and feedback forms). Additionally, we are developing ways to optimize the Holiday Angel drop off day. We thank all the Holiday Angels who provided such constructive feedback and ideas to make the program even better.



Donors drop off their gifts at New Circles for our Holiday Angel Program 2010.

Please sign yourself up for our 2011 program sooner rather than later and encourage your friends to do the same. One of the most effective ways for us to grow the program and help more families is through word-of-mouth. When Angels encourage their friends to become Angels, even more families can be helped. Thank you again and I will be in touch again in September.



The first "Community Connect" was to the CN Tower on Tuesday, May 10th. From left, Back row: Nooria Nasari, Cindy Blakely, Bev Pennock, Khalida Azhar. Front row: Morwarid Wahab, Wahida Wahab, Paulette Bourgeois, Sandya Samarasinghe, Viola Nagy, Syeda Batool and Sakina Satary

## Community Connect

We have begun the 'Community Connect' program, an initiative that will seek to provide social outings to individuals, who otherwise have barriers to accessing cultural and community landmarks. We believe that as an integral part of settlement and active citizenship, these individuals require a supportive and safe environment in which to explore and learn about Toronto communities. Our first event was a visit to the CN Tower which was a great success.

This will be an opportunity to not only increase community exposure, but also provide a time to socialize amongst diverse individuals, decrease social isolation often faced by newcomers and increase their confidence in accessing all that Toronto has to offer.

## Friendship Circle

New Circles has launched its first 'Friendship Circle'. This initiative is led by Elizabeth Pederson and Janet Burdeski, two of our current volunteers. Additionally, we are joined by new volunteers, Sheila Russell, and Lindy Small, who will take turns facilitating this program.

The Friendship Circle takes place once a week in the New Circles' kitchens. We offer light snacks and drinks as well as conversation. It is a time for our volunteers to get to know each other and to practice English language skills. We welcome all of our volunteers, regardless of English language level, to participate. The group is a mix of individuals with differing English language abilities. This is the point- to create a safe space to socialize and practice with each other.



Zankh Bavishi models her newfound outfit at this year's "Prom Boutique".

## Back to School Event

*New Circles will be holding a Back-to-School Event in August for our youth clients.*

The event will allow youth (13 –18) to shop for themselves for new and gently used clothing, school supplies and accessories. Currently, many parents shop for their children (due to our operating hours), which may not always reflect the personal style or size choices of the youth. The clothes selected on behalf of the young persons do not always allow for self-autonomy or consideration to current youth culture, which are important considerations for students who may be facing exclusion or challenges in school.

This event will be an opportunity for us to encourage youth to come shop for themselves. Creating a youth-friendly space and shopping experience is a great way to demonstrate our commitment to supporting our youth clients.

## BACK TO SCHOOL EVENT

### **SOURCING NEEDS**

\*All items for teens (boys and girls) ages 13-18

### **MUST HAVE**

Underwear / Boxers (new), Socks (new), Bras, Undershirts / Camisoles, Hoodies, Sweaters, Shirts, Jeans, Pants, Skirts / Dresses, Gym Clothes (Sportswear), Spring Jackets, Shoes  
Backpacks / Shoulder Bags / Gym Bags, School Supplies (binders, pens, duotangs, paper, erasers etc.)

### **WOULD BE GREAT TO HAVE**

Fashion Scarves, Hats, Purses, Belts  
Toiletries (shampoo, conditioner, deodorant, shaving items etc.)

### **JUST FOR FUN**

Make-Up, Nail Polish, Hair Accessories, Fashion Jewelry  
Random giveaways (i.e. gum, drinks, candy etc.)

*We only accept new or gently used clothing; clothing that you would still be proud to wear yourself.*

*Thank you for your wonderful donations.*

## Our "always" Wish List

**Clothing for all ages**

**Plus size clothing for women**

**Professional wear**

**Shoes of all sizes and kinds**

**New socks and underwear for all ages**

**Towels & bedding for all mattress sizes**

**Toiletries**

# Who is really “getting” and who is really “giving” here?

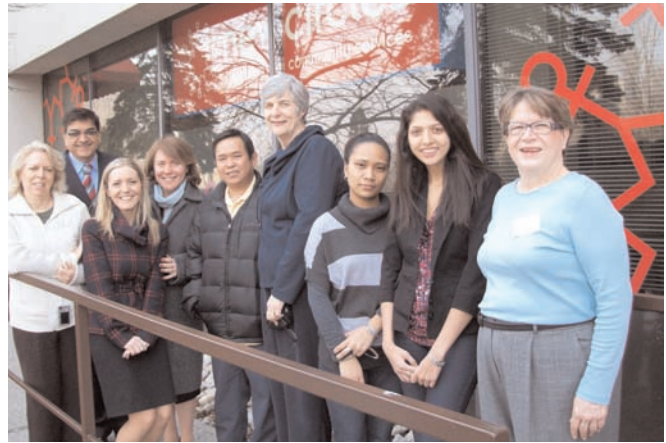
by Shila Desai, Board Member

In the face of Canadian charities spending 79cts to raise a dollar, there is a thriving Toronto grassroots charity that spends only...5cts. [www.newcircles.ca](http://www.newcircles.ca)

New Circles Community Services is a model of what can be accomplished at a minimal cost when a unique volunteer base comes together: the people it serves, and the people who donate. Most charitable models distance the two, believing recipients are too poor/downtrodden/disadvantaged to help in their own welfare; New Circles does the opposite.

To understand New Circles’ modus operandi, look at a typical day at New Circles. Volunteers from every socio-economic group mix with refugees/immigrants newly arrived from every corner of the earth. They work side by side to sort clothes, provide all kinds of settlement help, and a safe haven in the neighbourhood.

Initially, immigrants/refugees turn up on New Circles’ doorstep for decent clothing that they cannot get elsewhere. They stay on to volunteer, experience the Canadian working environment, go on to find jobs and rebuild their lives. In helping them, many members of Toronto’s elite “Establishment” find an incredibly



Members of the Four Seasons team (5 of left) pictured with Jane Craig, Catherine Bernales, Nita Saini and Joan Andrew when they dropped off a large donation

enriching experience. Who is really “getting” and who is really “giving” here?

In our city with its vast socio-economic and ethnic differences, New Circles cuts across all barriers. It clothes with dignity and helps hundreds of families find their feet in a new country. And it only spends 5cts per dollar to do so

In helping them, many of our Canadian born volunteers find an incredibly enriching experience at New Circles. Who is really “getting” and who is really “giving” here?

## January to April 2011



### Clothing Program

Number of new clients	332
Number of visits	1954
Number of people served	4743
Number of items given away	47308



### Seniors Mobile Mall (2)

Number of people	216
Number of items	2642



### Volunteer Program

Number of active volunteers	143
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### Prom

Number of schools/agencies using the program	48
Number of people served	338
Number of items	1343



### Outreach/Referrals

Number of referrals received	332
Number of referrals to other agencies	200

# Thank You for your wonderful donations . . .

We very much appreciate the large quantity of clothing that has been received from individuals, schools, churches and corporations since the last newsletter.

## Schools

Bannockburn School  
Bayview Fairways P.S.  
Branksome Hall  
Brighton School  
BSS  
Crescent School  
Crestwood P.S.  
Forest Hill JR + SR P.S.  
Frankland Community School  
Greenwood College School  
Harbord CI  
Hartman Public School  
Havergal College  
Hillcrest Community School  
Hodgson Senior School  
Hudson College  
Jackman Ave. Jr. School  
Lawrence Park Day Care School  
Ledbury School  
Leo Baeck Day School Toronto  
Leo Baeck School Vaughan  
Linden School  
Mabin School  
North Toronto CI  
Oriole Nursery School  
Oriole Park Public School  
Ridley Orchard School  
Rosedale Day School Toronto  
Royal York Road Nursery School  
School of Social Work, University of Toronto  
St. Clement's School  
Sunnybrook School (KIDSCANTOO club)  
The York School  
Toronto French School Mississauga  
Toronto French School Toronto  
Upper Canada College  
Whitney Public School  
York School  
York University

## Churches

Aurora United Church  
Bloor Street United Church  
Deer Park United Church  
Eglinton St. George's United Church  
Gateway Community Church



TOP: Special guest speaker MPP for Don Valley West, Kathleen Wynne, speaks to guests at New Circles' donor event "Salud!" on March 3rd. BOTTOM: RBC employees (Noushaba Khatoon, Lana Miller, Niranjana Vivekanandan, Jennifer Tory and Nora Jones) present a cheque to Cindy Blakely (second from right) from the RBC Foundation

Grace Church on the Hill  
Holy Blossom Temple  
Leaside United Church  
St. Augustine of Canterbury Anglican Church  
St. Clement's Eglinton Anglican Church  
St. Leonard's Anglican Church  
St. Cuthbert's Anglican Church  
Timothy Eaton Memorial Church

## Corporations

Bargains Group  
Blake, Cassels & Graydon LLP  
Borders Against Breast Cancer  
CAN Continental Casualty Company  
Canadian Memorial Chiropractic College  
CBC Affiliate Marketing & Distribution  
CDW Canada Inc.

## ... they are making a huge difference

*I have been very fortunate to be able to receive the help of new Circles. They have been very gracious to my family with regards to the Clothing program, the Prom Boutique and the Holiday Angels Program.*

*Without the help of New Circles, my family would be in a very different position. New Circles has been most generous with enabling my girls to get prom and graduation dresses that I would not have been able to afford otherwise. Everyone that works at New Circles, including the volunteers, are always ready to assist you to ensure that you leave New Circles with a feeling satisfaction.*

*Thank you New Circles for being in our community, assisting families who would have otherwise had to do without.*

**J. Knight, Client**

Children's Pillage in the Village  
Chrysler Financial  
CIBC  
CINTAS  
Clothing Crusaders  
CNA Insurance  
Community Care East York  
Corsage Project  
Crown Realty Partners  
Curvaceous Consignment Store  
Davis & Henderson  
DOVE Cleaners  
Ex-toggery  
FACE  
Fairlawn Neighbourhood Centre  
Four Seasons Hotel Toronto  
Gayle Force Fitness  
Gluskin Sheff + Associates Inc.  
Hasan's Importing & Marketing Company Inc.  
Heart to Hand  
Hunter Amenities International  
Hydro One  
Joe Fresh - Loblaws Superstore, Don Mills  
Kids Up Front  
Kiwanis Club of Don Mills  
KPMG LLP - 333 Bay St., Toronto

Kraft Canada Inc.  
Landmark Sports  
Leaside Flames  
Lions Club  
Marilyn's  
Marks Work Wearhouse - Scarborough  
Melmira Bra Boutique  
Mississauga Marathon  
MYEXCLOSET INC.  
Needlework Guild of Canada, Toronto branch  
North Toronto M.O.M.S.  
North York Seniors  
Novotel, North York  
Olly Shoes  
One Warm Coat  
Play 'n' Wear  
Rego Bespoke Clothiers Limited  
Residence Inn Downtown  
Right Sleeve  
Rotary Club of Toronto  
Royal Canin  
The Running Room - Wellington Street  
Sald Industries  
Seniors Service Network  
Shoppe d'Or Limited  
St. Anne's Spa, Grafton, ON  
Stychin Tyme  
The Children's Book Bank  
The Diaper Bank  
The Printing House Ltd.  
The Toronto Athletic Club  
The Wave 94.7  
Timberland Canada  
Toronto Police Services - 54 Division  
Toronto Public Library - Don Mills Branch  
Toronto Windfall Clothing Support Service  
Tryst Lingerie  
Two Ten Footwear Foundation  
ULC (Underwriters Laboratories of Canada)  
UPS Supply Chain Solutions Inc. Mississauga  
VF Jeans Wear International  
West 49  
YMCA - Knitting Group North York

# How you can help!

Refugees, newcomers and people living in poverty are able to come to New Circles for basic needs and information that helps develop self-confidence, fosters dignity and offers needed resources for day-to-day living.

As a partner in our mission, your continued support enables New Circles to serve the growing needs of our clients.

With this newsletter, we're glad to introduce our **monthly giving** circle. Please be first to pledge your commitment with a monthly gift of \$10, \$20 or an amount you feel comfortable with.

**Monthly giving** is a cost-effective, safe and convenient method of making an impact, and providing a steady source of revenue for New Circles' programs. It's easy to sign up and you may cancel any time should your circumstances change. For your convenience, below is a form you could fill out and return to New Circles. Your personal information will be kept strictly confidential.

## MAKE AN IMPACT!

Are you a CORPORATE EMPLOYEE wanting to help a small organization with a big mission?

**Consider designating** your donation through payroll deductions to New Circles when possible. Our Charity Business Number is 83634 3673 RR0001

**Consider volunteering** individually or with a team of co-workers. For more information, call Nita Saini, Volunteer Coordinator, @ 416-422-2591 ext. 201

**Please forward this newsletter to people you know and who may be interested in our mission.**

**YES,**  
*I want to help . . .*

I want to support the work of New Circles Community Services.

### My Gift

I have enclosed a cheque payable in the amount of: \$ \_\_\_\_\_

### Monthly Pledge

I authorize installments on my credit card in the amount of: \$ \_\_\_\_\_ per month

Please charge my donation to:  VISA  Mastercard:  
 \$50  \$75  \$100  \$200  \$300  Other \$ \_\_\_\_\_

Card No. \_\_\_\_\_ Name \_\_\_\_\_

Expiry \_\_\_\_\_ Signature \_\_\_\_\_

Name \_\_\_\_\_ Street \_\_\_\_\_ Unit \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Donations of \$20 or more will receive a charitable donation receipt • Check here  if you wish to remain anonymous on our donors list • Make an on-line donation at [newcircles.ca](http://newcircles.ca) through [canadahelps.org](http://canadahelps.org)

Mail to: New Circles Community Services, 10 Gateway Blvd., Suite 100, Toronto, ON M3C 3A1  
T 416-422-2591; F 416-422-5946 [www.newcircles.ca](http://www.newcircles.ca) Charity Business Number 83634 3673 RR0001

Member of the Community Knowledge Centre of the Toronto Community Foundation

[www.newcircles.ca](http://www.newcircles.ca)