

Council of Agencies Serving South Asians (CASSA)

5200 Finch Avenue East, Unit No.301A
Scarborough, Ontario M1S 4Z5



Request for your participation in the *Research on Employment Equity for South Asian Immigrant Communities in Toronto* project

Hello, I am Mathura Karunanithy, the Senior Research Analyst at the Council of Agencies Serving South Asians (CASSA). We are a not-for-profit organization which facilitates the economic, social, political and cultural empowerment of South Asians. We do this by serving as a resource for information, research, mobilization, coordination and leadership on social justice for the community. We are contacting you to see how your organization can get involved in our community based research project.

The *Research on Employment Equity for South Asian Immigrant Communities in Toronto* project is funded by United Way Greater Toronto. In its first year, the study will aim to conduct a needs assessment study to identify the needs and barriers of South Asian immigrant communities in Toronto are to gaining meaningful employment. Subsequent years of the project will develop recommendations for public policy changes and business process improvements. In its last phase, the study will disseminate information on the study and advocate for public policy changes and sector wide changes for employers.

CASSA has experience addressing labour policies, credential recognition and discrimination in the workplace through research projects such as “Access to Trades for Newcomers in Ontario,” “Access to Professions and Trades” and “Capacity Creators: Needs Assessment Study Year 1,2 and 3.” With our exposure to the research collected through these projects, we will be able to further understand the barriers and limitations South Asian groups are facing when trying to attain employment which they are qualified for.

As this project is rooted in community engagement, we are looking for your support. We look forward to organizations participating in a way that is feasible for you. Organizations can get involved in a variety of activities such as: vetting research questions and methodology, supporting participant involvement from focus group interviews and surveys, promoting this initiative through social media channels and outreach in your networks and community. I would like to take this opportunity to ask if your organization would be interested in supporting our project.

I appreciate you completing the enclosed form and emailing to me at mathura@cassa.on.ca. We have a team of volunteers who will be leading communications and will be in contact with you. Enclosed is a general flyer.

CASSA Form



If you would like to be involved, please contact me at mathura@cassa.on.ca. Thank you for your time and we look forward to working with you.

Sincerely,
Mathura Karunanithy
Enclosed.

CASSA (Council of Agencies Serving South Asians) is a not-for-profit organization which facilitates economic, social, political and cultural empowerment of South Asians by serving as a resource for information, research, mobilization, coordination and leadership on social justice for the community.

CASSA received funding from the United Way Greater Toronto to lead a three-year community based research study on the employment needs, barriers, and recommendations for employment equity for South Asian immigrant communities in Toronto. In its first year, the *Research on Employment Equity for South Asian Immigrant Communities in Toronto* study will aim to conduct a needs assessment study to identify the needs and barriers of South Asian immigrant communities in Toronto are to gaining meaningful employment.

In the first year, we are looking to hold focus group interview sessions with South Asian immigrants who are over the age of 20 and have been in Toronto for less than 10 years.

As CASSA will be doing a variety of research and outreach, we request you complete this 2 page form and send it to Mathura Karunanithy at mathura@cassa.on.ca. Please contact Mathura for any questions.

Organizational Information:	
Name of Organization:	
Address of Organization:	
Executive Director:	
Name:	
Email:	

CASSA Form



Main Contact for us to connect with for Focus Group:	
Name:	
Title:	
Phone:	
Email:	
Organizing Outreach and Focus Group Interviews:	
We hope you can support us with outreach. Please respond with the questions below on how we can work together.	
Can you post our electronic flyer in your organization and related networks?	
Can you print our flyer and post in your organization and related networks?	
Can we give a presentation to your networks about the project to support outreach?	
Can we host a focus group interview at your location(s)?	
Do you have any suggestions/notes/question/comments for us?	
Social Media Coordinator/Outreach Lead:	
Name:	
Title:	
Phone:	
Email:	
Research/Policy and Programming related to Labour and Employment Equity:	
CASSA would like to get to know more about your programming and policy/legislative changes/research related to labour and employment equity. Please list three main initiatives in each focus area that your organization is doing to address labour and employment equity. We hope to connect with you on your initiatives and appreciate you attaching a link to your research/policy initiatives and programs.	
1.	
2.	
3.	
Link to get more information:	
Membership:	
CASSA offers a paid membership. Members will receive updates on initiatives happening in the social services/social justice field in Ontario's South Asian communities. Membership gives an opportunity to	

CASSA Form



advertise events and job postings in CASSA's monthly newsletter to agencies and individuals. Joining as a member will also keep you informed of opportunities about jobs, funding, volunteering and community events. If you would like more information, please write 'Yes' below. Our Membership Coordinator will be in contact with the personnel you list below.

Yes/No:

Name:

Title:

Phone:

Email:

Thank you for completing this form, CASSA looks forward to connecting with you!