



March 18, 2019

## **FOR IMMEDIATE RELEASE**



## **New Executive Director to Lead SAFSS**

On behalf of SAFSS' Board of Directors, Patrick Madden, Chair, announced today that Dr. Sudip Minhas, will be joining SAFSS as the new Executive Director April 2, 2019.

"As the new ED, Sudip will be the prime agent and catalyst for energetically leading SAFSS' ambitious transformation agenda over the next several years, with the goal of ensuring service excellence, financial sustainability and continued community building. Sudip is a strong supporter of SAFSS' mandate and value proposition and has been a leader and strong advocate within the not-for-profit community for many years," said Patrick.

Most recently, Sudip served as the Executive Director at The Windsor Women Working with Immigrant Women where, after a five-year tenure, she grew the programs and organization by 30%, led the development of a new technology platform, established partnerships with other local organizations and diversified programs based on clients' needs assessments.

“Sudip is well positioned for success,” said Patrick Madden. “She has proven leadership in successfully providing visionary leadership with accountability for strategic and operational plans within a complex environment working closely with staff, management teams and Boards of Directors.”

Sudip has always focused on collaborating “beyond her own organization” by playing key leadership roles with several sector Boards of Directors, such as with OCASI, South Asian Centre, and other Settlement Agencies. She was also the founding member and first Executive Director of Voices for Freedom (VFF) from 2005 to 2008, establishing the organization in 4 countries including USA and Canada.

“I am honoured to be selected as SAFSS’ Executive Director to provide leadership in the successful execution of SAFSS’ strategic plan and transformation strategy,” said Sudip. “I look forward to working closely with the SAFSS team, the Board of Directors and all my colleagues in the not-for-profit sector, and I will be reaching out quickly to establish relationships with our funders and supporters”.

Patrick concluded: “SAFSS’ Board of Directors believe Sudip is the ideal candidate to lead the organization through this transformation as SAFSS builds on the strong foundation it has built over the last 30 years”.

Sudip holds a Doctor of Philosophy English Literature, a Masters of Philosophy, a Master of Arts, and a Bachelor of Arts from Guru Nanak Dev University, Amristar, India. She served as an Associate Professor in the Department of Cultural Studies at Panjab University of Chandigarh, India from 1993 to 2006 and is fluent in verbal and written communication in English, Punjabi, Hindi and Urdu.

SAFSS is a trusted not-for-profit social services agency that has been serving and advocating for newcomers, refugees and victims of domestic violence since 1989. The need to address Violence against Women was the seed of the organization’s establishment. However, while the organization was initially founded to support women and children who were victims of domestic violence, it has since evolved and expanded its services to support other identified needs. Our trained staff provide a range of services to a diverse, multi-cultural and multi-lingual community in a responsible and professional manner in a safe non-judgmental and confidential environment that fosters trust, respect and collaboration.

SAFSS makes a difference in the lives of approximately 13,000 persons each year serving them at four locations within Scarborough. Its operations are supported through grants from Immigration, Refugees and Citizenship Canada (IRCC); the Ontario Ministry of Children, Community & Social Services (MCSS); the City of Toronto; and through its annual fundraising efforts.

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