



Our journey from 'India Rainbow Club' to 'Indus Community Services'

Almost 32 years ago...

In the early 1980s, a small group of community activists gathered together and determined that the 'Indo Canadian' community needed to create opportunities for its seniors to meet regularly. In 1985 the 'India Rainbow Club of Peel' was incorporated. As the community became more involved, it was decided that the organization should broaden its appeal - and became India Rainbow Community Services of Peel, with a formal business address and a few programs for seniors.

Fast forward three decades and the agency has grown to six locations, has a staff of over 100, and a renewed commitment to serve people of all backgrounds in a way that is culturally responsive and adheres to the highest standards of service.

Part of this renewed commitment took the form of two Members' Open Houses held in January 2016. These, along with the stakeholders consultations and online surveys resulted in 167 helpful responses. 80% of these indicated that the words 'India' and 'Rainbow' could create misunderstandings over whom we served. Additionally, almost every respondent suggested that the agency should expand beyond Peel Region. The Board then turned to branding experts to assist with suggesting new names and creating a process to seek further advice through Focus Group discussions with stakeholders and interviews with similar organizations that have gone through updates to their brand.

It was through this open and consultative process that the new name of **Indus Community Services** was chosen. Staff voted for the selection of our new logo design which gives us our new corporate colors! Now the work has begun to steadily transform from India Rainbow Community Services of Peel to Indus Community Services over the next year. Please see over for the historical context of the name 'Indus'. It was through this inclusive rebranding process that the agency has created a strong foundation upon which to build upon in a way that embraces all our communities.

The Indus Valley Civilization



Indus Valley Civilization settlement

This map shows the major Indus Valley Settlements of Mohenjo-daro and Harappa and the sphere of influence and trade that reached across South Asia and as far west as ancient Egypt. The United Nations has declared these ancient settlements as World Heritage sites. The Indus Valley Civilization was generally a peaceful one that focused on trade and farming. These facets of the civilization were found to be a perfect balance in the selection of our new name: **Indus Community Services**. Indus was seen as being non-political and non-religious, but still grounded in a heritage that goes back to one of humanity's earliest civilization almost 5500 years ago.



Artifacts of the Indus Valley Civilization

OUR LOCATIONS:

Mississauga - Head Office:

Services for Newcomers, Seniors & Families

- 3038 Hurontario Street
Suite 206 & 307
Mississauga, Ontario, L5B 3B9
Phone: 905-275-2369

Services for Seniors

- 415 Matheson Boulevard East
Mississauga, Ontario, L4Z 2H2
Phone: 905-507-6099

Brampton:

Services for Newcomers & Families

- 21 Regan Road, Unit H & I
Brampton, Ontario
L7A 1C5
Phone: 905-459-4776

Services for Seniors

- 245 Queen Street East, Unit 2
Brampton, Ontario L6W 2B5
Phone: 905-595-1669

Services for Newcomers

- 180-B Sandalwood Parkway East
Suite 3000
Brampton, Ontario L6Z 4N2
Phone: 905-840-6666

Services for Families

- Safe Centre of Peel
60 West Drive, Unit 110
Brampton, Ontario L6T 3T6
Phone: 905-450-4650 Ext. 301

Our new website: www.induscs.ca ● Email: info@induscs.ca

Federal Charity Business No. 10750-5810-RR0001