



everyone belongs™ is about everyone being connected. Life's better when we're all involved in quality relationships. Communities are more vibrant, healthy, safe, strong, and satisfying when ALL people, regardless of disability, ethno-cultural background, age, sexual orientation or socioeconomic class are welcome and able to fully participate and contribute in the ordinary things in life and in everyday settings. Believe it - everyone belongs!

Welcome!

Welcome to the first issue of the **everyone belongs™** e-newsletter!

So much has happened since the launch of the **everyone belongs™** campaign on May 28, 2003, that we decided it would be worthwhile to develop an on-line newsletter to keep all of the Partners and Supporters of **everyone belongs™** informed with the latest happenings.

Each quarter we will send you this newsletter via e-mail as well as post it to the **everyone belongs™** website at www.everyonebelongs.com.

Every quarter, we hope to share information about:

- activities and initiatives underway

with partners of **everyone belongs™**:

- announcements of new partners;
- feedback from the community;
- a schedule of upcoming events, and most importantly;
- personal success stories of people's lives being improved through community inclusion.

If you have any information or stories that capture the meaning of **everyone belongs™**, please share them with others in this e-newsletter. Please contact Ana Bertolucci, Manager of Communications and Social Marketing at the Developmental Disabilities Resource Centre of Calgary (DDRC) at (403) 240-7342 or anab@ddrcc.com.

What's happened since the Launch?

In response to a news release about the launch of **everyone belongs™** combined with our sponsorship relationships with A-Channel and the Calgary Herald, we received the following media coverage:

In The Media

May 29: 24 hits on Shaw TV (interview about the campaign launch)

May 29: article in Calgary Herald city section about the campaign launch

May 29: CBC radio interview on Calgary Eyeopener

June 3: appearance on A-Channel's Big Breakfast Show

June 5: article in Calgary Herald 'Your City' section

June 5: small article in Fast Forward newspaper

July 4: appearance on A-Channel's Big Breakfast Show during Stampede Parade

July 15: appearance on A-Channel's Community Weather with Dar Magbool

What's Inside

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Partners



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The Kahanoff Foundation

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In Advertising

- 30 second TV spots ran on the A-Channel (min. 84 times) between June 1 and July 30.
- Global TV, Shaw TV, and CFCN agreed to run the TV spot as a PSA for up to one year.
- 12 billboards were placed across the city between June 1 and July 30.
- Print ads were placed in the Calgary Herald between June 1 and July 30.

Upcoming Events

• **September 8, 2003**

*Meeting for all Partners & Supporters of **everyone belongs™**

Location: Bow Catering
#100, 221 - 62 Avenue SE

Time: 11:00 a.m. - 1:30 p.m.

** Meeting is by invitation only*

- Look for **everyone belongs™** volunteers at the Calgary Flames games in the Pengrowth Saddledome in October.
- **October 6 - 10, 2003**
everyone belongs™ week granted by the Mayor

Around the City

We've been making the rounds and working hard to spread the message that everyone belongs. Wearing bright yellow tee shirts, volunteers have attended a variety of community events and handed out information and freebies. We were seen:

- July 26 & 27:** at the Calgary Folk Music Festival in Prince's Island Park
- July 7:** 200 promo bags inserted into the Chamber of Commerce Members Golf Tournament hospitality bags.
- July 4:** in front of the A-Channel during the Stampede Parade
- June 23:** at the PDD Open House in Inglewood
- June 21:** at the Greek Festival in the Spruce Cliff community
- June 14:** at the Carifest Sunshine Festival at Prince's Island Park

From the Public

We have received numerous e-mails and anecdotes from a variety of public sources providing very positive feedback about the campaign, its meaning and purpose, and kudos on the ad campaign itself.

A Story of Success

We are looking to hear from people in the community about their personal stories of inclusion and were delighted to receive the following story about Kacy, submitted by her mother.

Kacy's Story

I have noticed your advertisements in the paper regarding the new campaign and am very excited about it. What a wonderful way to communicate to the public how everyone does belong.

I thought I would share a little of our story with you. I have a fifteen year old daughter who is moderately mentally challenged and has some physical disabilities as well. She is quite high functioning and is integrated into Chestermere High School quite well. She does spend a fair amount of time in the resource room but she attends foods classes, art and various other options to receive an integrated program.

Kacy has wanted to be a teacher since she

was about four. She doesn't really have many memories of life before school as she began at the ACH in the preschool multi-handicapped preschool at age two half days. She plays school in her spare time with dolls and cats, whoever she can find to teach.

Last year, her resource teachers told me it was a shame about Kacy's disabilities (that is still a remark that hurts) as she had a wonderful gift of teaching and they often used Kacy's skills with more challenged students. It got me thinking...

This year she entered high school here in Rockyview. She spent exam week in January at home with me and very bored. Kacy loves school and would spend all week there if she could. I approached the elementary school in our area to see if there was a possibility that Kacy could help out in their library during exam week in June. The librarian thought it could work as Kacy

has gained considerable library experience working 5 periods a week in her own school library. Well, from there it has evolved. A grade one teacher that worked with Kacy as an aide asked if Kacy could come and help out in her class as well. It is proving to be most successful. The kids in the school like Kacy, ask for her help and ask her to come out at recess and eat lunch with them. She is helping in the library by reshelving books, helping the librarian with a reading program, and doing inventory. She works in the classroom with students, reading and writing and redirecting. She takes things off bulletin boards, puts them up, does photocopying and is helping pack up for the summer. She is in heaven...and so are we. I have asked the school to write some thoughts down about Kacy and how they feel this inclusion is making Kacy a part of our community. They have also agreed to take some pictures for us.

Partners



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*The Kahanoff
Foundation*

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Thanks to Partners and Supporters

Thank you very much to the following official Partners and Supporters for your interest and support in the early phase of the *everyone belongs™* campaign:

Financial Supporters

Kahanoff Foundation
EnCana

Partners

Calgary Stampede
United Way
Volunteer Calgary
Diversity Calgary
Canadian Down Syndrome Society
Alberta Association for Community Living
Road Ahead Society

Media Sponsors

A-Channel
Pattison Outdoor
Calgary Herald

Thank You



*"The path to success is to take massive, determined action."
- Anthony Robbins*

DDRC

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