

*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!*

## Happy New Year!

Welcome to the second issue of the **everyone belongs™** e-newsletter. Since the first issue of this e-newsletter was distributed last August, a lot of activity has been happening with respect to the **everyone belongs™** campaign.

I am happy to share this information with you and would love to hear back from partners and supporters of **everyone belongs™** about your own initiatives, programs, and activity that has occurred in support of this campaign. It is our hope that by working together and sharing each of our success stories about **everyone belongs™**, we will gather momentum and begin to see an increase in "belonging" for all people in all areas of life regardless of disability, ethno-cultural background, age, sexual orientation, or socioeconomic class.

Seeking active partners to help us promote the **everyone belongs™** message will be the main focus of attention in 2004. At the time of this writing, promotional partnership packages are being created that can be used to solicit additional partners, sponsors, and donors of **everyone belongs™**. DDRC has set out a goal of attaining 50 new partners in 2004. As you know, the **everyone belongs™** brand applies to everyone, not just people with developmental disabilities.

We hope that the more diverse organizations we have who believe

in the principles of **everyone belongs™** and actively endorse it within their own organizations, with their own customers, and in the public, the higher impact we can make as a consortium of organizations striving for communities that are safe and welcoming for all fellow citizens.

In conjunction with our partners and potential new sponsors (i.e. funders), we plan to create and run another round of public service announcements to advertise the **everyone belongs™** message via television and billboards. And like last year, we plan to bring this message "to the street" by establishing a presence at a variety of community events throughout the year. Stay tuned for more information so that we can do this together!

Lastly but most importantly, capturing the success stories of people's lives being changed through inclusion will remain at the forefront and shared as much as possible as tangible examples of what **everyone belongs™** is all about.

If you have any questions, concerns, ideas, or suggestions about the **everyone belongs™** campaign, I would love to hear from you.

- Ana Bertolucci  
Manager, Communications and Social Marketing, DDRC

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## Partners



## Financial Supporters



**The Kahanoff  
Foundation**

## Update on Activities

### In the News (from August - December 2003)

- Oct 6, 2003:** clip on CFCN's 6 o'clock news regarding kick off to **every one belongs™** week.
- Oct 7:** article and photo in the Calgary Herald city section regarding **everyone belongs™** week.
- Oct.7-9:** clip on Shaw TV regarding **everyone belongs™** week.
- Dec. 1:** article and photo in Calgary Herald, Soul of the City section, written by Mario Toneguzzi.

### In the Community

- Oct. 6:** 50 **everyone belongs™** supporters gathered on Stephen Avenue Mall to kick off everyone belongs week with Calgary mayor, Dave Bronconnier.

### Website Hits in 2003

The following shows how many hits have been received on the **everyone belongs™** website.

<b>December:</b>	1,834
<b>November:</b>	2,985
<b>October:</b>	11,688 (the month of <b>everyone belongs™</b> week)
<b>September:</b>	5,210
<b>August:</b>	5,920
<b>July:</b>	10,629 (city-wide advertising period)
<b>June:</b>	11,909 (city-wide advertising period)
<b>May:</b>	5,412

## What does it mean to be a partner?

Seeking active partnerships will be our focus in 2004. We have received a lot of interest from organizations interested in partnership and there are many organizations that we are interested in pursuing as partners. Each partnership will look different based on each organization however the following information provides the core terms of a partnership agreement:

As a partner of **everyone belongs™**, you will agree to:

- Use the **everyone belongs™** logo in your organization's advertising and promotional material, where appropriate.
- Communicate to your employees and customers about the **everyone belongs™** campaign and your organization's commitment to the principles of this initiative.
- Provide at least one new way your organization can be more inclusive within one year of becoming a partner.

***A community that excludes even one of its members is no community at all. - Dan Wilkins***



Benefits of partnership include:

- Permission to use the **everyone belongs**<sup>TM</sup> logo in your own advertising and promotional materials.
- Recognition in specific **everyone belongs**<sup>TM</sup> activities such as special events, the **everyone belongs**<sup>TM</sup> website, and promotional materials.
- Complimentary Disability Awareness sessions for your organization's employees provided by DDRC.
- The chance to link with other like-minded organizations to create ways to increase community inclusion and promote **everyone belongs**<sup>TM</sup>.
- The chance to create social change and be part of an exciting social brand campaign.

Soon, I will be contacting each of you to discuss these revised terms of agreement and to confirm your continued partnership in this campaign.

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### Thank you for showing your support

Here are just a few examples of ways that other organizations are promoting the **everyone belongs**<sup>TM</sup> campaign.

**Child Safe Canada** recently told DDRC that the word "inclusion" has taken on a new meaning. In October, a few groups in Calgary inquired into Child Safe Canada about providing courses to children who have various challenges. Instead, Child Safe Canada recommended that they would work to include those children in the community group. Over a period of three weeks, Child Safe Canada had 20 children with autism and severe physical disabilities registered in the regular community courses and report it went great. As per Child Safe Canada, "You have opened doors for many families by educating and helping us to be a truly inclusive organization!"

**Volunteer Calgary** distributed **everyone belongs**<sup>TM</sup> brochures in two of their newsletters, displayed the '**everyone belongs**<sup>TM</sup> here' window decal at their office, and showed their support at the kick off to **everyone belongs**<sup>TM</sup> week last October on Stephen Avenue Mall.

The **Alberta Association for Community Living (AACL)** has been working in partnership with District 5370 Rotary Clubs of Edmonton for the past two years to capitalize on employment opportunities for people with developmental disabilities. As a result, thirty companies with a Rotary Club connection have employed someone with a disability in various types of positions such as gas station attendant, warehouse worker, administrative assistant, etc. The Developmental Disabilities Resource Centre of Calgary (DDRC) has begun working with the AACL to expand the project to Calgary.

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## DDRC

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