



75
years of
belonging

2023 MEDIA KIT

Special 75th anniversary

What are we celebrating?

2023 marks our 75th anniversary.

It marks a year to celebrate the amazing accomplishments of Community Living Toronto (CLTO) and the incredible community we belong to. It marks a year to celebrate how far we've come and the aspirations of our next 75 years. In the spirit of this great milestone, we have created an extension of our current brand with the moniker 75 Years of Belonging, and a campaign to engage audiences across our community in this incredible moment.

Our anniversary campaign has been designed to celebrate a cross section of the wonderful people in our community and the important impact CLTO and our supporters have had on the lives of people with an intellectual disability and those that are close to them.

We are excited for you to participate in **75 Years of Belonging!**

What are we trying to achieve?

Brand awareness and engagement

When more people know about our work, its impact, and importance, they will be more likely to support our community and the programs designed to serve people with an intellectual disability. They will be more likely to participate in important advocacy work. And they will be more likely to volunteer. You can help amplify that message.

Share our story and our community's story

We have created an online hub that features a series of stories from different people in our community. These stories are told by members of our community and capture their personal experiences while highlighting the ways they've been impacted by CLTO, our programs, our partnerships, and our community of supporters.

Handraiser signatures

An important call to action punctuates every story on our campaign website with a call for audiences to add their name to a growing list of people who are declaring that they believe people with an intellectual disability belong in the community. By sharing these stories and this call to action, you will be helping us grow an important community of support for people with an intellectual disability.

How can you help?

Share the images and captions available in this kit on your social media channels, and help drive people to the stories on our campaign website.

Don't forget to tag us in your post.

Additionally, follow our social channels, and stay connected as we share new content from the campaign all year long.

Contact Info

If you would like any additional information, please feel free to contact us directly.

Petronilla Ndebele
petronilla.ndebele@cltoronto.ca

Brianna MacLellan
brianna.maclellan@cltoronto.ca

Social post asking for people to read our stories.



[Download the above image now](#)

Here's a short statement that you can share with the above image:

We're celebrating 75 Years of Belonging in 2023! Join the festivities on our website – you'll find exclusive stories featuring amazing people from the CLTO community. What are you waiting for? Follow the link to read the stories: <https://belonging.cltoronto.ca>

Or if you want to add a longer note to your post, use this copy:

Did you know that Community Living Toronto is celebrating 75 Years of Belonging in 2023? Join us in celebrating by reflecting on what belonging means to you. It could be anything that makes you feel part of something big. Something united... something stronger!

Maybe for you, belonging means sharing art, like it does for Lorraine.

Or dancing and cheering, like it does for Marc and Nancy.

Maybe you're like Farrah, and belonging means having the courage to advocate for others.

Read their stories and many others on our new 75th anniversary website – the online hub for our anniversary festivities. You can also pledge your support for inclusive communities where people with intellectual disabilities can thrive. See you there! Follow the link to read the stories: <https://belonging.cltoronto.ca>

Social post asking for people to add their name.



[Download the above image now](#)

Here's a short statement that you can share with the above image:

CLTO is celebrating 75 Years of Belonging – and you're invited! Follow the link to add your name to our website if you agree that people with an intellectual disability belong in our community: <https://belonging.cltoronto.ca>

Or if you want to add a longer note to your post, use this copy:

For 75 years, Community Living Toronto (CLTO) has belonged to an important and supportive community for people with an intellectual disability. We've provided space for people to be who they are, and to contribute to the community around them with the qualities that make them unique and valued.

The idea of people with an intellectual disability belonging is so much more than being accepted into the broader community: it is the idea that when we are ALL a part of a community, that community thrives with its diversity and mix of spirit, creativity and humanity.

Join us in celebrating 75 Years of Belonging! If you support thriving communities that embrace diversity, inclusivity and meaningful human connection, follow the link to head to our website now and add your name to show your support: <https://belonging.cltoronto.ca>