



New Year New Look

In the spring of 2019 CLD had the pleasure of working with marketing students from Georgian college.

The team worked on our branding & awareness vision which was one of three pillars identified in our new Strategic Plan.

Alongside CLD staff they compiled a series of questions relating to services provided by CLD. This survey was delivered to people supported, families, staff and community partners. We appreciated the feedback and took steps to start implementing changes.

Based on the research, the following three recommendations were created:

1. *Stronger branding* of Community Living Dufferin would allow for a more effective message.
2. An *advertising campaign* that puts the stories of the clients at the center would be an effective marketing strategy.
3. Use *partnerships* with other organizations to help develop mutual efficiency.

1/ Stronger branding:

So, armed with this valuable information we went to work on creating a stronger brand, making necessary changes while ensuring that we remain familiar and recognizable.

“Understandably, there is some cohesion between Community Living Dufferin’s logo and other Community Living organizations, but over half of the responses indicated that there was a gap between the logo and a connection to the services offered.”

“The tagline Inspiring Possibilities was shown to not clearly describe the work CLD delivers. This was key in moving forward.”

Although “Community Living” does cause some confusion about the nature of our services, we chose to retain Community Living Dufferin as it is recognizable locally and nationally.

We did change the tagline from “Inspiring Possibilities” to **“Inclusive, Innovative, Independent”** which is exactly what we aim to provide for people supported.

Being a part of the Headwaters area, we chose to incorporate two coloured waves into the logo; green representing the hills and blue the bodies of water that make up Dufferin County. Conveniently these were two colours that have been associated with Community Living agencies for over 15 years.

Cont’d...

2/ Advertising campaign:

In 2020 we will launch personal profiles of people we support and our staff. When we launched our capital campaign 10 years ago to build our new home on County Road 3, we wrote profiles which were published in our two local papers. They became a popular feature giving people more insight and understanding of who we are and what we do, and so 10 years later we will once again showcase updated profiles. Look for these on our website in the late spring.

3/ Partnerships:

2019 saw the establishment of B Social Dufferin Enterprises, a social enterprise (SE) initiative currently operating four food service businesses. Two cafés in Georgian College and the County of Dufferin Courthouse and two snack bars in Tony Rose and Alder Arenas.

This SE initiative is operated in partnership with Family Transition Place and Dufferin Child and Family Services and provides people with an employment stepping stone to growth, to the building of self confidence and pride in themselves and their contributions.

We look forward to a brighter future of employment opportunities for people who just need that little bit of extra support to secure employment they can be proud of and become a contributing member of their community. It's what everyone deserves and wants.

And so with great pride we officially launch our new logo and tagline, we look forward to sharing the new profiles and we continue to successfully employ people in our B Social locations while providing a valuable and much needed service to the community.

“Inclusive, Innovative, Independent” lives, this is what Community Living Dufferin will focus on in 2020 and we welcome our community along on our road to success with the people we support.

For more information please contact Executive Director Robert Bingham rbingham@cldufferin.ca
519.941.8971 x 136

www.communitylivingdufferin.ca



Follow us on
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updates

COVID-19

Community Living Dufferin's responsibility is to ensure the safety of the people we support and our staff. With this at the forefront of all decisions we make, here is what CLD has done to date:

- Closed our main building to all visitors and renters;
- Closed our day program (Options);
- Suspended all Passport programs;
- Closed our Respite program;
- Closed our Saturday Respite program;
- Closed our residential homes to visitors.

We feel it is in the best interest of everyone that we ensure safe distancing. This practice will help to curb the possibility of transferring the Corona virus.

Rest assured that we will revisit this decision as soon as we feel it is safe for all and on the advice of our government's health ministry.

If you have any questions or concerns, please contact Robert directly at rbingham@cldufferin.ca or 519.941.8971 ext.136

Together, by adhering to the recommendations that are being given us by experts in the medical field we will do our very best to ensure minimal risk to people we support, our staff and families.

Stay safe.

SYMPTOMS OF CORONAVIRUS

The symptoms of the 2019 novel coronavirus, which can include:

Fever Cough Difficulty breathing Muscle aches and tiredness
Less commonly: sore throat, headache and diarrhea have been reported.

LEARN ABOUT THE VIRUS

COVID-19 is a new virus that can cause illnesses ranging from the common cold to more serious respiratory infections like bronchitis, pneumonia or severe acute respiratory syndrome (SARS).

It spreads by respiratory droplets of an infected person to others with whom they have close contact such as people who live in the same household, workplace or health care centre. Some human coronaviruses spread easily between people, while others do not.

Your risk of severe disease may be higher if you have a weakened immune system. This may be the case for:

older people

people with chronic disease (for example, diabetes, cancer, heart, renal or chronic lung disease)

What to do if you develop these or any other symptoms?

Self-isolate immediately and contact your public health unit

<http://www.health.gov.on.ca/en/common/system/services/phu/locations.aspx>

Contact Telehealth Ontario (1-866-797-0000)

Or contact your health care provider

If you need immediate medical attention, call 911 and mention your travel history and symptoms.

Use soap, water and/or alcohol-based hand sanitizer to clean your hands frequently.



B Social Dufferin continues to “make a difference one bite at a time”.

With 17 staff working at Georgian College, our County Courthouse, Tony Rose and Alder Street Arenas we are proud of the accomplishments made to date.

Phil has recruited and manages a team that works well together, providing great customer service.

The long lines at both arenas are a testament to the delicious food being served; ok it's most likely the fries and poutine but hey, who doesn't love fries.

If you have yet to try us out, don't delay any longer. Watch for upcoming special offers through our social media pages; Facebook and Instagram but you have to follow us to take advantage.



4th annual curling for transportation.



With your support we raised **\$7500.00** for our transportation fund thanks to so many in our community.

Our thanks to the many donors who contributed to the silent auction tables, and to **RLB LLP** for their sponsorship of our WINE GRAB again this year.

Huge thanks to the

Orangeville Christian Reformed Church

who provided a delicious variety of chili and homemade cookies. Thank you to the crew at the curling club for making everything just right.

Special thank you to each and every curler who came out with great enthusiasm and friendly competitiveness and the volunteers who pulled it all together.

To those of you who sponsored curler Adam Thompson, **thank you**, he raised through your generosity a whopping **\$1409.80**



Curling FUNspiel 2020



**2nd Draw 2nd Place
Team Bingham**

Thank you to
Pita Pit Orangeville
and
Toppers Pizza
for the donation of the 2nd and 3rd prize
gift certificates.

100 Women Who Care



On January 27, Phil DeWar, manager of B Social Dufferin and I attended the **100 Women Who Care** event at the Hockley Valley Resort.

We were one of three non profits chosen from a random draw to present to the over 100 women who are members in the 100WWC program.

We provided a brief five minute explanation of the social enterprise program developed by CLD.

We were shocked, thrilled, proud to have been chosen as the recipient charity by the voting members in attendance. The other two non profits, Caledon Meals on Wheels and the Youthdale Riding Program were equally as deserving of the funds and we congratulate them on the wonderful services they provide to our community.

B Social Dufferin Enterprises will use some of the money to purchase new fryers for our snack bar location at Tony Rose Arena. This will increase productivity and reduce wait times for our valued customers.

Thank you!!



Mary and Mason recently escaped the cold with a visit to the Butterfly Conservatory. This beautiful butterfly was attracted to Mary's pink sweater.



MEMBERSHIP January to December 2020

As a member of Community Living Dufferin, you receive a copy of this newsletter published six times a year. The info contained within provides you with all the news, events and shares pertaining to our programs and people we support and information regarding any changes in our sector.

Full Name(s): _____ / _____
(Member 1) (Member 2)

Address: _____

City: _____ Prov: _____ Postal Code: _____

E-mail: _____

NOTE: By providing your email address we acknowledge this as your permission to send to you periodic updates, event notifications and newsletters. You can unsubscribe from this service at any time.

Membership Options:

Please make cheque payable to:

(Member 1) (Member 2) Community Living Dufferin
1 year \$10.00 _____ 1 year \$10.00 _____

Credit Card: # _____ Expiry: _____

CLD promotes equal opportunity and respect for people who have developmental disabilities by listening to them and supporting their choices to achieve the lives they want.

Donations

You can help CLD support our life enriching programs through your donation.

Donation Amount: \$ _____ General _____ Transportation fund _____

Programs: (Circle) Creative Partners on Stage Click Connect Photography

Life skills/Leisure Respite Christmas Giving

Payment details:

Date received: ___/___/___ Cash ___ Cheque # _____

Please make cheques payable to **COMMUNITY LIVING DUFFERIN**

Full name as shown on card: _____

Credit card # _____ Expiry _____

Address: _____ PC _____

www.communitylivingdufferin.ca

P4P Planning Networks link can be found on our website at

www.communitylivingdufferin.ca

``Empowering families with **FREE planning resources** to help your loved one with a disability live their best life.``

www.planningnetwork.ca



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