

How to bring Imagine Everybody to your workplace



Imagine Everybody

Imagine a world where everybody is included.

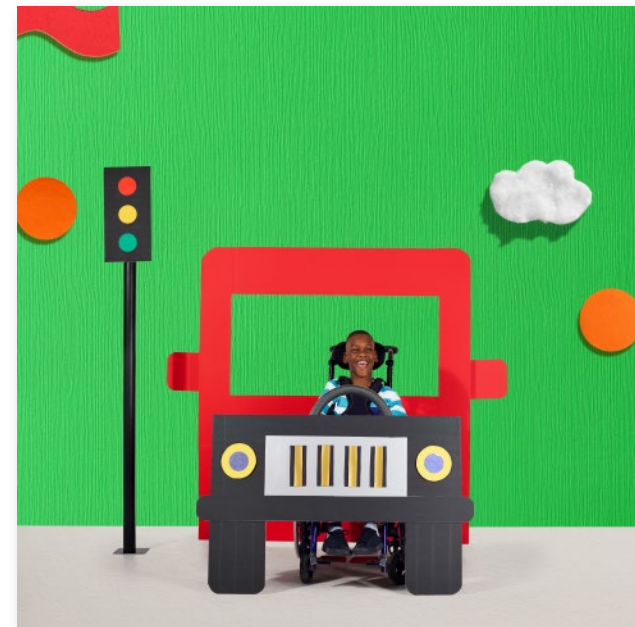
Imagine Everybody sparks imaginations and gets us thinking about what a world that is inclusive, accessible, and free from ableism can look like. We asked Holland Bloorview kids and youth what they imagine for themselves, and we need your help to make that a reality.

Use this toolkit to find out more about how you can share this campaign at your workplace and with your customers.

Bring the campaign to your workplace

- ✓ Spread the word about Imagine Everybody
- ✓ Use this email template to share the campaign with your workers.
- ✓ Print and display these Imagine Everybody posters.
- ✓ Use this text in your internal newsletter or intranet:

Together with Holland Bloorview, we imagine a world without ableism. But we need you to help make that a reality. When you donate to Holland Bloorview's Imagination Fund, a future beyond your wildest imagination comes true for kids with disabilities. And thanks to a matching gift from EY Canada, your gift will be doubled! Donate now at ImagineEverybody.ca.



Share Imagine Everybody on social media



Sharing Imagine Everybody on social media is easy!

Download our campaign images using the sharing toolkit on page 5 and use one of the messages below on your company's social media channels.



We are sparking our imaginations and thinking about what a world that is inclusive, accessible, and free from ableism can look like. We want you to join us in supporting Holland Bloorview's Imagine Everybody campaign to end disability stigma. Learn more at ImagineEverybody.ca



Here at [company name], we can imagine a world where disability is included. We're joining Holland Bloorview to understand the active role we all play to make our world truly inclusive. Learn more at ImagineEverybody.ca



It's time to challenge stigma towards kids and youth with disability. We all have a role to play in ending ableism, and [company name] is helping Holland Bloorview create a future for kids with disabilities. Learn more at ImagineEverybody.ca

Don't forget to tag us!



@HBKRH



@hollandbloorview



@HBKidsHospital

Host a workshop

Did you know that Holland Bloorview offers unique disability anti-stigma workshops specifically for employers and workplaces? Our workshops provide an opportunity for employees to learn about ableism and how to support meaningful inclusion through engaging best practices and resources.



Host a workshop for your team today. Email us to find out more: ngaba@hollandbloorview.ca

Fundraise in your workplace

You can host a fundraiser in support of Imagine Everybody. Need some ideas?



Host a bake sale, raffle, potluck or themed dress down day.



Add a fundraising component to a staff meeting, teambuilding activity or party.



Compete for a cause with trivia, dodgeball or board game tournaments.



We can help!

Contact Nathan Gaba at ngaba@hollandbloorview.ca to tell us about your event idea and learn how we can help in planning your event.



Sharing toolkit



Download our sharing toolkit here!

Access our Google Drive folder for campaign posters, social media graphics, zoom backgrounds, and email templates to share Imagine Everybody in your workplace.



Learn more about disability and ableism



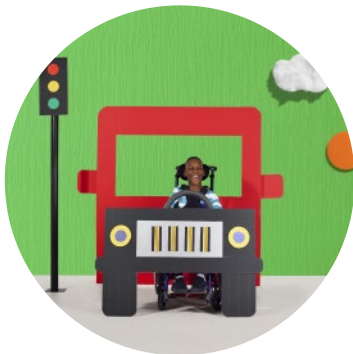
What is ableism?

Ableism is discrimination towards someone based on their abilities, favouring those who do not have a disability and seeing less value in those that do. Ableism creates stigma where people with disabilities are seen as being less worthy of respect and consideration, less able to contribute or participate, or of less value than others.

Staring, whispers, name-calling, social exclusion, bullying and outright discrimination are all forms of ableism—and kids with disabilities routinely face them.

Learn more about disability and get resources to help you end ableism.

Read about what Carson, Amelia, Rehan and Yemina are imagining:





Holland Bloorview

Kids Rehabilitation Hospital

Holland Bloorview Kids Rehabilitation Hospital is a leader in creating a future of belonging for kids and youth with disabilities.

At Holland Bloorview we believe in creating a world where all youth and children belong. We are the only children's rehabilitation hospital in Canada focused on combining world-class care, transformational research and academic leadership in the field of pediatric disability.

Together we dream big. Together we champion a world of possibility.



Contact us

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