



# #WeAllBelong

*Share your stories, show how we belong*



## COMMUNITY LIVING MONTH

### Campaign Toolkit

## CAMPAIGN OVERVIEW

May is Community Living Month—a time to recognize how far we have come and celebrate the contributions of people with intellectual disabilities. In a time when division often takes centre stage, this month is a reminder that unity and belonging are within reach for everyone.

Belonging is built in small, everyday moments: acts of kindness, shared laughter, trusted relationships, and spaces where everyone feels like they belong. With #WeAllBelong, we are celebrating the richness of these experiences and the many people, places and moments that bring inclusion to life each day. The campaign calls on everyone to champion inclusion, celebrate diversity, and take meaningful steps towards a more equitable society.

Join us on May 15, 2025, to help share the message of inclusion and support as we continue to work towards our vision for a world where everyone belongs and everyone is valued.

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## HOW TO PARTICIPATE ONLINE

### Join us on Social Media

1. On May 15, 2025, post a photo (or multiple!) of yourself in a space where you feel like you belong or with people who make you feel seen, valued, and included. Add a word that describes your vision for a world where everyone belongs and don't forget to use the hashtag **#WeAllBelong**.
2. Tag **@CLToronto** so we can see your post and share it with our broader community. Help amplify the message of belonging by engaging with others – like, comment, and share posts that inspire you. The more we interact, the stronger our message becomes.

### Use our Microsite

1. If you don't have social media, we encourage you to upload your photo/s on our campaign microsite. Your photo will appear in our online gallery and on CLTO social media channels.
2. You can also participate by expressing your vision for the future of our community. Share a word that describes your vision for a world where everyone belongs. Your word will be featured in the Belonging Word Cloud on our microsite.

## HOW TO PARTICIPATE OFFLINE

### Community Engagement

1. Create a Belonging Wall where people can express their vision for a world where everyone belongs through words, messages or artwork.
2. Host local events to invite families, neighbours, and/or local businesses for a warm afternoon of connection and celebration to thank them for their support, time, and advocacy efforts for people with developmental disabilities.
3. Organize small storytelling gatherings where everyone can share their personal experiences, challenges or stories that reflects on moments of belonging in their lives or what they hope for the future.

## KEY MESSAGES

### **Celebrating the everyday moments that foster belonging**

#WeAllBelong celebrates inclusion and belonging for people with intellectual and developmental disabilities. Belonging is built in small, everyday moments: acts of kindness, shared laughter, trusted relationships, and spaces where everyone feels like they are seen, heard and valued. With #WeAllBelong, we are celebrating the richness of these experiences and the many people who bring inclusion to life each day.

### **Inclusion is happening and together we can do more**

Every day, people with intellectual disabilities are making meaningful contributions in our communities - working, learning, leading, and connecting. Inclusion isn't just an idea, it is already happening. But many are still waiting for the support they need. We all have a role to play in building a future where everyone belongs and we must continue to advocate for change together.

### **Belonging changes lives and brings communities together**

When people have what they need to thrive, it benefits everyone. Belonging helps people feel included and valued and it strengthens the communities we live in. Let us continue creating spaces where everyone feels welcome, supported, and able to contribute.

### **Everyone has a role in creating an inclusive future**

Whether you are a family member, business leader, educator, caregiver, or volunteer, your actions make a difference. From simple conversations to systemic change, we are all contributing to a world where everyone is valued.

### **Let's celebrate Community Living Month and keep the momentum going**

This month is a time to reflect, share stories of connection, and to stand for what true inclusion looks like. Let us celebrate the vibrant, diverse communities we continue to build together and keep working toward a future where we all belong.

## SUGGESTED SOCIAL MEDIA MESSAGES

### For Families and People Supported

- *"As a [parent/sibling/person supported], I have seen firsthand how inclusion changes lives. Whether it is a friendly conversation, an accessible workplace, or a community that embraces differences, every action matters. This Community Living Month, I'm grateful for the spaces and people who make us feel like we truly belong." #WeAllBelong*
- *"Belonging isn't just about being included - it is about being valued. For me, that feeling comes when [share a personal example: e.g., my child is welcomed at school, I'm supported in my workplace, my family finds understanding in our community]. This Community Living Month, I am/we are celebrating the places and people who make that possible." #WeAllBelong*

### For Sector Partners

- *"People with intellectual disabilities are making meaningful contributions in our communities each day - working, learning, leading, and connecting. Inclusion is happening now, and it's the future we are building together. But for thousands still waiting for services, we must do more. Together, we remain committed to working towards a more inclusive future!" #WeAllBelong*
- *"Inclusion is at the heart of our communities, and we all belong when people with intellectual disabilities have the support they need to live, work, and thrive. Let us celebrate inclusion this Community Living Month while driving real change!" #WeAllBelong*

### For Community Partners and Businesses

- *"A thriving community is one where everyone belongs. This Community Living Month, I am/we are proud to celebrate the contributions of people with intellectual disabilities. By fostering inclusive spaces, we create a stronger, more connected community. Together, let us build a future where everyone feels valued." #WeAllBelong*
- *"Strong communities are built on inclusion. We can shape a brighter future by creating spaces where everyone, regardless of ability, has the chance to participate and thrive. This Community Living Month, let us celebrate the progress and remain committed to a world where belonging is a reality for all." #WeAllBelong*

## For Donors, Volunteers and Community members

- *"Every small action makes a big difference whether it is volunteering time, making a donation, or simply advocating for inclusion in your everyday lives. I am/we are pleased to be a part of such meaningful efforts and thank all fellow community members, donors and volunteers who are helping build stronger communities!" #WeAllBelong*
- *"This May, I am/we are celebrating the impact we have made together as champions of inclusion with [share an example of a project, initiative or advocacy work]. Let us keep making a difference and continue working towards a future where belonging is a reality for all." #WeAllBelong*

## For Schools and Universities

- *"An inclusive classroom is a stronger classroom. I am/we are proud to be part of a learning environment that welcomes diversity and ensures every student has the opportunity to succeed. This Community Living Month, I am/we are reflecting on the importance of creating spaces where all students feel included. Thank you to everyone who makes belonging possible." #WeAllBelong*
- *"Every student deserves to learn in an environment where they feel safe, valued, and supported. This Community Living Month, let us celebrate the educators and schools creating truly inclusive spaces where all students can thrive and continue fostering a future where education is accessible for all!" #WeAllBelong*

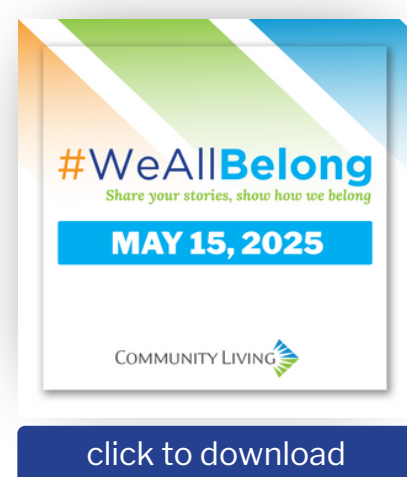
## For General Public

- *"Inclusion isn't just about opening doors, it is about making sure everyone feels welcome once they walk in. This May, I'm committing to listening, learning, and taking small actions that create big change. This May, I am proud to join the #WeAllBelong campaign to celebrate the power of community and the amazing people who are creating a more inclusive world every day." #WeAllBelong*
- *"I believe belonging starts with each of us. This May, I am joining the conversation about inclusion and celebrating the spaces where we all truly feel we belong. Together, let us raise awareness, share our stories, and show the world what a future where everyone belongs looks like!" #WeAllBelong*

## SOCIAL MEDIA GRAPHICS

### Promotional Graphics

Designed for participation on social media leading up to the campaign on May 15, 2025, these visuals are for everyone to join the #WeAllBelong campaign by taking a photo (or multiple!) and sharing it on social media.



### Participation Graphic (share a photo)

Designed for participation on social media on May 15, 2025. Participants are encouraged to share their photo in a space where they feel like they belong or with people who make them feel seen, valued, and included.

The photo can be inserted in the visual to cover the grey rectangle.



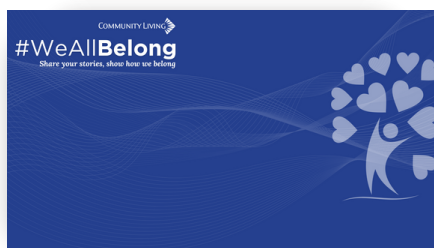
## Participation Graphics (share a word)

Designed for participation on social media on May 15, 2025. Participants are invited to describe their vision for a world where everyone belongs – using just one word. This word can be featured directly on the visual or included in the caption of their post.

There are two versions of the visual available: one tailored for personal posts and another designed for groups.



## VIRTUAL BACKGROUNDS



click to download  
virtual backgrounds



# #WeAllBelong

*Share your stories, show how we belong*

Learn more at [weallbelong-wab.ca](http://weallbelong-wab.ca)

## About Community Living Toronto:

Community Living Toronto has long been a source of support for people with an intellectual disability and their families. Community Living Toronto offers a wide range of services including respite, person-directed planning, employment supports, supported living, and community-based activities.

Community Living Toronto is proud to support over 4,000 people and their families in more than 80 locations across Toronto. The "community living movement" began with families who wanted their children to live in the community, rather than institutions. Today, Community Living Toronto continues to advocate for inclusive communities and support the rights and choices of people with an intellectual disability.

Email – [media@cltoronto.ca](mailto:media@cltoronto.ca)

Phone – (416) 968-0650

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