



London
CANADA

2015 Diversity, Race Relations and Inclusivity Award Nomination Form

NOMINEE INFORMATION

Name of organization: Ability First Coalition	
Business Address: 705 Consortium Court	
City: London	Postal code: N6E 2S8
Name(s) of contact people (including position titles):	
Martin Withenshaw, Ability First Coalition Treasurer	
Business Telephone: 519-672-3499	Business Fax: 519-672-9089
Business E-mail: martin@workforcedevelopment.ca	
Category: (check one)	
<input checked="" type="checkbox"/> Small business/small labour (49 or fewer employees/members)	
<input type="checkbox"/> Corporations/large business/large labour (50 or more employees/members)	
<input type="checkbox"/> Institutions (public or private)	
<input type="checkbox"/> Social/community services (including Not-for-Profits), education and training	
<input type="checkbox"/> Youth/young adult groups or organizations	

INITIATIVE INFORMATION (attach additional sheets or supporting material as required)

<p>Program initiative:</p> <p>Tuesdays At Ten</p> <ul style="list-style-type: none"> • This is just one of the activities of the Ability First Coalition (AFC) social media campaign • AFC is a group of business professionals motivating and supporting employers to hire and retain persons with disabilities • AFC is comprised of a volunteer Board of Directors and Coalition Members; along with one paid employee. • AFC Terms of Reference are attached • In its work plan, AFC has identified the following areas of focus: <ul style="list-style-type: none"> ○ To motivate businesses to employ persons with disabilities ○ To build a coalition of businesses supportive of employing persons with disabilities ○ To support businesses to hire and retain employees with disabilities
<p>Date of implementation:</p> <p>October 2013</p>
<p>Key department(s) or committees involved:</p> <p>The Tuesdays At Ten initiative generally involves three parties:</p> <ol style="list-style-type: none"> 1. AFC Media Consultant – coordinates the events and hosts the “show” 2. Representative from a Partners In Employment (PIE) agency – sources a willing employer to be featured on the show and participates in the conversation (PIE is a coalition of service providers in London and Middlesex County who work together to achieve a person-centred employment and training service system for people with disabilities. Their objective is to increase the number of people with disabilities to obtain and retain meaningful employment. They can help job seekers with disabilities to develop skills, work on resumes, prepare for interviews and job search for suitable employment positions. They can also provide on the job coaching. They are available to help support job seekers through the entire process.) 3. Representative from an organization which hires/retains persons with disabilities – participates in the

conversation

Key people involved:

- Lisa Bondy is the AFC Media Consultant, a part-time employee of AFC, funded through Provincial grants
- Lisa's work is overseen by the AFC volunteer Board of Directors

Description of initiative:

- Tuesdays At Ten is one of the many initiatives of the AFC social media campaign, with objectives to:
 - raise awareness of the business case for hiring and retaining persons with disabilities (PWD)
 - dispel myths about hiring PWD
 - showcase and recognize employers committed to hiring and retaining PWD
 - celebrate success stories of PWD in meaningful employment
 - provide educational and best practice information for other employers on the hiring and retaining of PWD
 - encourage new membership to the AFC
- Tuesdays At Ten occurs as follows:
 - The first Tuesday of each month at 10:00 a.m.
 - Live facilitated Twitter interview/conversation with a local employer who has successfully put ability first in their workplace, a representative from their support agency and the AFC Media Consultant
 - Members of the public are encouraged to participate in the conversation
 - Transcripts of each event are posted on the AFC website, under the "Employer Success Stories" tab
- Some special segments have occurred, including the Honourable David C. Onley, Lieutenant Governor of Ontario

How has the initiative contributed to the promotion of diversity, anti-racism, inclusivity and human rights in London and promoting London as a welcoming city?

AFC takes a unique approach to helping promote community inclusivity, by promoting the hiring and retention of persons with disabilities; from employer to prospective employer. The approach is based on the business case for hiring PWD and comes from the employer's perspective. Tuesdays At Ten helps to:

- raise awareness of the business case for hiring and PWD
- dispel myths about hiring PWD
- showcase and recognize employers committed to hiring and retaining PWD
- celebrate success stories of PWD in meaningful employment
- provide educational and best practice information for other employers on the hiring and retaining of PWD
- encourage new membership to the AFC, thus further spreading employer commitment to hiring and retaining PWD

What short or long-term impact has/will the initiative have on the promotion of diversity, anti-racism, inclusivity and human rights in London and promoting London as a welcoming city?

- Tuesday At Ten segments help drive the overall objectives of the AFC, and specifically its social media campaign
- Tuesdays At Ten draws additional attention from local employers, interested in more information about potentially hiring PWD
- The AFC connects with these employers to provide business to business support and resources and connects them with applicable PIE agencies to access their services in hiring and supporting PWD
- Quarterly reports on the social media campaign are attached

What is the potential for expansion and/or inspiration for replication of the initiative?

- The AFC is hopeful to continue increasing its Twitter followers and conversation activity
- They are looking to see what other ways they can integrate the information gained from Tuesdays At Ten into other elements of its social media campaign and overall education/awareness activities

- Expansion activities are however limited to the scope of people and financial resources available

How can receiving this Award be used to further promote diversity, anti-racism, inclusivity and human rights in London and to further promote London as a welcoming city?

- Receiving this Award would be instrumental in drawing further attention to Tuesdays At Ten; hopefully increasing its followers and employers willing to be featured
- It would also assist in raising general awareness of the AFC, their activities and ultimately supporting the cause to improve employment opportunities for PWD

NOMINATOR INFORMATION

Name: Aidan Prince	
Address: c/o 300 Dufferin Street	
City: London	Postal code: N6A 4L9
Telephone: 519-661-2500 x2789	Fax: 519-661-6448
E-mail: aprince@london.ca	Signature:
Date:	
<small>Note: By signing this form you are hereby confirming that the Nominee has consented to the nomination.</small>	

Submissions must be received by September 30, 2015 to:

London Diversity and Race Relations Advisory Committee
 c/o Committee Secretary, City Clerk’s Office
 City of London
 300 Dufferin Avenue, PO Box 5035
 London, ON N6A 4L9

Phone: 519-661-2500 Ext. 5035
 Fax: 519-661-4892
 E-mail: jmartin@london.ca

NOTICE OF COLLECTION OF PERSONAL INFORMATION

The personal information collected on this form is collected under the authority of the Municipal Act 2001, as amended, and will be used to administer the Diversity, Race Relations and Inclusivity Award program. Questions about this collection should be addressed to the City Clerk at 300 Dufferin Avenue, London, Ontario N6A 4L9. Tel: 661-2500 Ext. 4937