

City of London

## Diversity, Race Relations and Inclusivity Award Nomination Form

### NOMINEE INFORMATION

Name of organization: IDEAL WAY

Business Address: 25-50 Northumberland Rd.

City: London

Postal code: N6HJ 5J2

Name(s) of contact people (including position titles):

Addie J. Daabous, Co-Founder/Executive Director

Business Telephone: 519-601-4500

Business Fax: n/a

Business Email: [addie.daabous@ideal-way.ca](mailto:addie.daabous@ideal-way.ca)

Category: (check one)

Small business/small labour

(49 or fewer employees/members)

Corporations/large business/large labour

(50 or more employees/members)

Institutions

(public or private)

✓ **Social/community services**

**(including Not for Profits), education and training**

Youth/young adult groups or organizations

### INITIATIVE INFORMATION

(attach additional sheets or supporting material as required)

Program initiative: IDEAL Walk of Inclusion & ALL Inclusive London

Date of implementation: **March 21, 2014**  
**(International Day for Elimination of Racial Discrimination & World Down Syndrome Day)**

Key department(s) or committees involved: Ideal Way – members of the Board, Executive Director and volunteers.

Key people involved: Addie J. Daabous and Robert Pio Hajjar

#### NOMINATOR INFORMATION

Name: Donald G. Yeo

Address: 25-50 Northumberland Rd.

City: London, ON

Postal code: N6H 5J2

Telephone: 519-601-4500

Fax: n/a

Email: don.yeo@ideal-way.ca

Signature:

A handwritten signature in blue ink, appearing to read "D. Yeo".

I, Donald G. Yeo, am familiar with, and pleased to nominate, London charity, IDEAL-WAY INC. (Ideal Way), with its "Vision: A world where everyone feels **I.D.E.A.L.** - Included, **D**eserving, **E**qual, **A**ppreciated, **L**oved."

Ideal Way was conceived by Robert Pio Hajjar and Co-Founded with Addie Daabous in 2006.

In tribute to the *International Day for the Elimination of Racial Discrimination*, inaugural United Nations designated *World Down Syndrome Day* and in support of **all persons facing discrimination/exclusion**, in 2014 / 2015, Ideal Way built a platform to raise awareness, to give voice and to celebrate our diversity. It provided a public platform for the Mayor and the Chief of Police to address and support inclusivity. Ideal Way showcased that we are more alike than different.

Reasons for nomination include:

1. Ideal Way spearheaded ALL Inclusive London, with 21 Community Partners, to raise awareness and provide a stronger voice for an inclusive society for all persons that have faced discrimination and for all of those marginalized in our society. (See attached).
2. A diverse crowd of 400+, **regardless of race**, disability/ability, ethnicity, gender, age, religion, language, sexual orientation, socioeconomic status, attended Ideal Way's inaugural IDEAL Walk of Inclusion. [www.allinclusivelondon.ca](http://www.allinclusivelondon.ca)
3. The ALL Inclusive flag of Comm-UNITY was raised and saluted at Reg Cooper Sq where ALL persons were welcomed and appreciated.
4. To help relieve poverty, Ideal Way held its biggest GIVE Away event and invited **ALL Londoners living in poverty**, regardless of race, disability/abilities, ethnicity, gender, age, religion, language, etc. shop for FREE. Approx. \$100,000 worth of merchandise was collected and "given away" to the homeless, persons with disabilities, LUSO, newcomers, immigrants, etc. (To date, Ideal Way has collected and given away more than \$500,000 worth of merchandise to those in need.)
5. As far as can be determined, it was the first time a whole city, anywhere, had made such a statement in support of universal inclusion with potential to become a worldwide movement.
6. Dance of Inclusion 2014, attended by more than 350 at London Music Hall
7. Commendations were received from the Premier of Ontario and the Governor General of Ontario.

## **1) Description of Initiative**

- In 2015, 750 enthused individuals, schools, organizations, etc., braved bitter, freezing rain to participate in the second annual IDEAL Walk of Inclusion in order to “walk the talk” of inclusivity. This community model of equity and inclusion is fostering diversity, with potential to create a widespread movement. (See attached.)
- Commendations were received from the Premier of Ontario and Governor General of Ontario.
- The Mayor and Chief of Police delivered passionate speeches as did the Co-Founders of Ideal Way. A special “ALL Inclusive” flag was raised at London's City Hall. Local businesses and corporations were inspired to join in and provided funding and promotional support. (See attached.)
- The inaugural Robert Pio Hajjar Award, Spirit of Inclusion award was presented.

## **2) 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?**

- A bridge was built which allowed ALL to ‘walk the talk’, side by side in unity. In the words of its Founder, Robert Pio Hajjar, “If I can, you can”.
- Barriers were removed and we worked together as one, e.g., 500 letter invitations were sent to all local social and ethnic groups, nonprofits, TVDSB, LDCSB, LHSC, all faith groups, Western, Fanshawe, LGTBQIA, etc.
- Ideal Way launched a dedicated *ALL-Inclusive London* website which generated an average of 15,000 views / month. Posters lined storefronts, public libraries, school hallways and in high traffic commercial buildings.  
[www.allinclusivelondon.ca](http://www.allinclusivelondon.ca)
- ALL Inclusive London opened doors, encouraged dialogue and offered an all-welcoming environment for people to come together. It designed a multi-disciplinary approach to help achieve a street level response, giving voice to society's most pressing need: inclusivity.
- Ideal Way built a platform which may be easily replicated in other communities. It fuelled a groundswell movement which can lead to building further pathways of inclusion, not only here in London but beyond.

### 3) 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?

- At an individual level, ALL Inclusive London gave voice to those that have been discriminated against for too long. It allowed others to realize ***we are all more alike than we are different***. All demographics joined together, as one.
- London became the first City to lead a celebration of an inclusive community with 21 Community Partners.
- This campaign was innovative, transformative, inspirational and provided widespread hope for a more just and inclusive society. It raised awareness and enlightened the general public that persons with disabilities, persons of colour, of differing faiths and abilities, etc., are cause for celebration. Our diversity is what makes London such a great place to live.

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

- Walk of Inclusion 2016 – attendance expected to reach 1,000+
- “I Can YOU Can” Pilot Program developed by Fanshawe College with Ideal Way direction for implementation in London schools Fall 2016. Students will participate in activities/challenges throughout the school year as Champions in the spirit of inclusion and change. It is a CALL TO ACTION!
- Municipalities across Ontario are interested in bringing the IDEAL Walk of Inclusion to their communities.
- IDEAL Day Fall 2016 – empowerment day for more than 1,000 London youth to build an inclusive London, promoting Social Inclusion / Cohesion / Participation.
- Founded on the Pillars of **IDEAL** - **I**ncluded, **D**eserving, **E**qual, **A**ppreciated, **L**oved– Ideal Way’s initiatives became a tremendous success reflecting the universal human need residing within all of us.

**5) 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 a Diversity, Race Relations and Diversity Award will enhance Ideal Way credibility and recognition to further advance the Walk of Inclusion, IDEAL Day, "I Can YOU Can" and other inclusive initiatives.
- Receiving this Award will be a strong message to the thousands of Londoners, students, etc. Ideal Way is working with to building leadership in diversity.
- The publicity and support generated by receiving this award will help us to reach a greater audience and will encourage others to join this movement.
- This prestigious Award will be shared by Ideal Way among schools, groups, organizations, families, etc., to validate their ongoing efforts in support of universal inclusivity.

Note: By signing this form you are hereby confirming that the Nominee has consented to the nomination.

Date: Submissions must be received by September 30 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. 5417

Fax: 519 -661- 4892

Email: [jmartin@london.ca](mailto:jmartin@london.ca)

#### **NOTICE OF COLLECTION OF PERSONAL INFORMATION**

Please be advised that all nominations submitted for the Diversity, Race Relations and Inclusivity Award become part of the public record. The nominations will be published on a public agenda and made available electronically through the City of London public internet website. 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