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Richmond Centre for Disability

February 2021

Perspective

Newsletter

for RCD Donors

An unprecedented success

With the onset of COVID-19 restrictions we knew that fundraising would be challenging for the remainder of 2020. As you will recall, all of our major fundraising initiatives such as our yearly Gala had to be cancelled. Little did we know then, that a musical initiative led by the RCD Fundraising Team would prove to be an unprecedented success in more ways than one.

Firstly, on November 14, 2020 our first ever virtual fundraising concert was posted on YouTube. It could not have been the success that it was without the contributed talents of the many performers. Musical numbers were shared in both English and Chinese, to what would turn out to be a global audience. Viewers joined in from as far away as Taiwan and Australia. The concert then continued to be viewed at later dates. RCD's Ian Yeung not only hosted the event but also worked his technical magic to prepare and stream the performances.

Even more unprecedented, was the amount of money raised, both on the evening of the performance and in the days that followed. We began with a target of \$2000 and ended up with an incredible 15,270. All watched with great excitement as we saw the Mercury rise on our posted thermometer indicating the amount of money being raised.

RCD supporters indulge their sweet tooth



In early October 2020, members of both the Centre and the public were encouraged to indulge their sweet tooth and celebrate autumn with the purchase of boxes of Krispy Kreme doughnuts during our "Fall into Something Sweet" fundraiser. Our talented graphic designer Tom Tang created a colourful and humorous poster depicting hungry doughnut enthusiasts literally falling into a box of doughnuts.

Approximately 148 boxes were sold which after expenses, brought in \$1,225 to the Centre.

A special shout out is deserved to Elsa at the Lansdowne Mall information Centre for passing the word of the event to her coworkers and friends.

One basket, two baskets, three baskets full - Hidden treasures

If there is one thing that can be said to characterize the end of 2020 it is the massive societal shift to online shopping. Wishing to capitalize upon this new reality, the RCD launched our first ever shopping channel. Each Tuesday from November 10 to December 1, various themed baskets filled with related items were offered for sale. Some of the themes included a baking supply basket, an Asian themed basket featuring a glass fan and a Christmas themed basket with decorations and a tablecloth. Staff manned the phones at the Centre to receive viewers calls expressing their desire to purchase a particular basket.

These weekly streamings were hosted by the Centre's Dina McInnes and Dave Thomson. They masterfully managed to highlight the content of each basket of hidden treasures, as well as the benefits of their sale towards the running of the Centre's programs and services. This initiative raised a total of \$630.



Still more hidden treasures

Another way to find hidden treasures at the RCD is to visit what has become a mini thrift shop located in our boardroom. Our little store is stocked with both new and used donated items. During the 2020 fiscal year it has already generated \$4000 worth of sales and a goal was set for \$4000 more in this same time period in 2021. If you are in Lansdowne Mall, stop by and look at the items. Please also pass the word about a refurbished power wheelchair that we are looking to sell.

JOIN RCD FOR IN MOTION & MOMENTUM +



Introducing In Motion, Momentum and Momentum+

The RCD is excited to be launching a new project in February 2021 called In Motion, Momentum and Momentum+. The course originated in New Brunswick and we are pleased to be part of a national study to determine its effectiveness with groups traditionally underrepresented in the workforce. The Centre has of course selected to involve participants with various disabilities.

The ideal participant for this course is someone who would like to expand their knowledge of their personal interests, strengths and values and who is currently feeling stuck while trying to move toward their employment or other community participation goals. Individual participants are required to attend classes running from February through May, complete the surveys and be able to be interviewed one-on-one with researchers who are not part of RCD staff.

This class will be conducted through Zoom and be facilitated by RCD staff members Louise Gaudry and Dina McInnes. Both ladies have attended facilitator training for the course and can attest to the project's potential to impact participants' lives for the better. Our goal is that individuals will be able to move toward "their preferred future".

Long-term, we are looking forward to this pre-employment staged class joining the rest of our employment services currently offered through SIL – Support for Independent Living Project. These are *resources for career development* which includes our Job Club and *resources for community participation*. If you have any questions regarding this new initiative please feel free to contact Dina or Louise directly or visit our webpage www.rcdrichmond.org and click on the button.



Check out the Centre's YouTube channel and Get Good @ Series

The unprecedentedly successful fundraising concert mentioned at the beginning of this newsletter was broadcast on RCD's YouTube channel which was launched

in September of 2020. Many of you may have already seen different programming through our channel. Some of the topics that have been shared are a discussion of hobbies, the history of the UN Day on disability and, of course most recently, RCD's Christmas concert. We believe that if not the only, we are at least one of the few to be using this platform to get the word out about our programs and services.

Visit our channel often so that you don't miss out on upcoming content. Link to RCD YouTube Channel is <https://www.youtube.com/c/rcd2020>

Got a question? Visit RCD's ShareNet to find your answer

In keeping with the Richmond Centre for Disability's mission to ensure that our members are equipped with the information they need to live the life of their choosing, RCD is launching its ShareNet on February 1, 2021. Join us weekly, from 1PM to 1:30PM on Mondays and Wednesdays to expand your knowledge. You will find a variety of topics covered of interest to the disability community, as well as the latest on what is happening at the Centre. Some sessions will be pre-recorded and some will be live with an opportunity for interactive chat. Some videos may be broadcasted in Cantonese and Mandarin, after the English session.

