



FOUNDING OF STRATHROY
In 1830 James Buchanan, the British Consul at New York City, acquired a tract of 1200 acres of unsettled land in Adelaide township. He transferred ownership of the property to his son, John Stewart Buchanan (1815-1872), who settled there within the next two years. By 1836 John had built a sawmill and grist-mill on the Sydenham River. These pioneer industries formed the nucleus of a settlement which was named Strathroy by James Buchanan after his residence in county Tyrone, Ireland. The construction of a branch line of the Great Western Railway through Strathroy in 1856 further stimulated the community and it was incorporated in 1860.

Middlesex
COMMUNITY LIVING

Middlesex Community Living



Vision Statement

Valued Citizens,
Inclusive Communities.



Mission Statement

Middlesex Community Living is committed to supporting citizens with an intellectual disability to achieve their fullest potential and to foster the development of inclusive communities.

Structure of the Agency



Board of Directors 2025-2026

Brenda Meulendyks (President)

Kylie Flegel (Vice President)

Lori Van Geffen (Treasurer)

Nancy Fernandes-Giles (Secretary)

Jason Furness (Director)

Mike Gleiser (Director)

Doug Payne (Director)

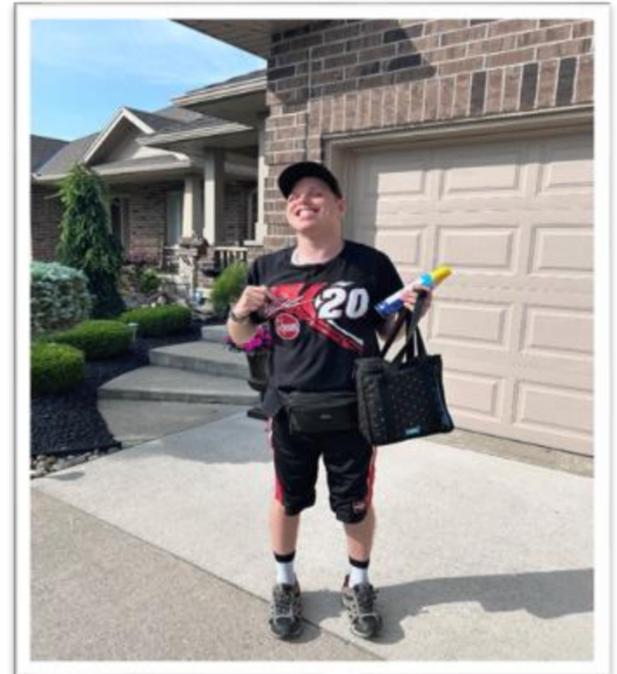
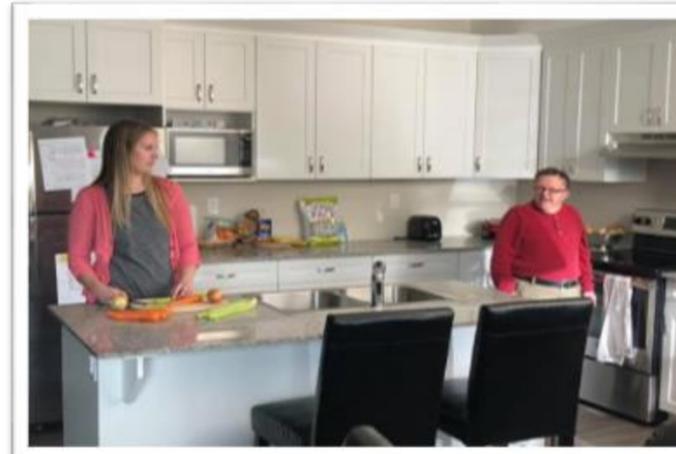
Olivia Tomchick (Director)

Jessica Tracey (Director)

Brent Cushman (Director)

Supports and Services

- Group Living
- Supported Independent Living
- Host Family
- Community Respite
- Community Participation
- Employment Supports
- Passport Funding Administration





Sometimes it's the journey
that teaches you a lot
about your destination.

Drake

Our Journey...

IN CASE OF AN
EMERGENCY DIAL 911
FACILITY ADDRESS
Community & Area Services Centre
437 Frank Street
Stirling N7 6 2PH
Phone 0189 245 8800

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WELCOME

“A Welcoming
Community Where
Everyone Belongs”

Social Innovation Project





#EVERYONEBELONGS



Our
Destination...

The Idea...

- Talked about a 'community wide initiative' where services & businesses earn a Decal of Distinction for being inclusive & welcoming
- Social Innovation Proposal for \$100,000
- And so, the idea was born...



Social Innovation

- MCCSS Employment and Modernization Grant
– Social Innovation Proposal
- Relate to society, and the interactions among people & groups
- Build on a belief & commitment toward a better future
- Involve applying new thinking to generate novel ideas, to address a social need
- Often have larger scale pattern shifting impact
- Are good for society and people



MCL Social Innovation Work Plan



1. Mobilize Then Organize
2. Map Out Community
3. Reach Out to Community Members and Inform of Project
4. Host Interactive Inclusive Community Forums
5. Develop Social Innovation Plan
6. Develop and Execute Communication Plan
7. Implement Plan and Build Momentum
8. Sustain Progress and Embed in Community
9. Reach Out and Scale Out

Step 1: Mobilize & Then Organize



Together we committed to:

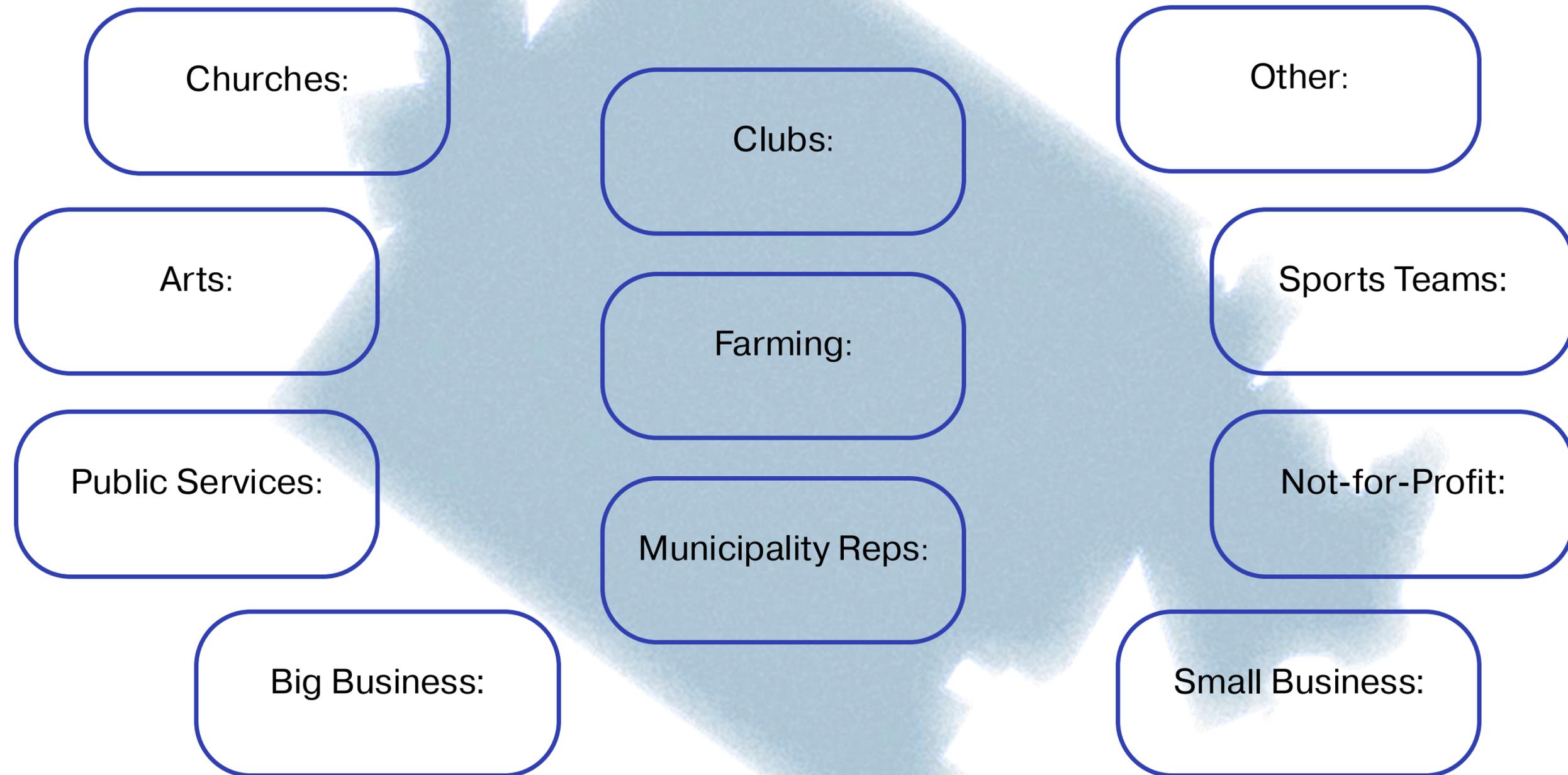
Specific Objectives

- Get Partners Working Together to a Higher Order
- Utilize Existing Resources and Infrastructures in the Community
- Open New Doors & widen existing ones for all people to enter
- Produce Break-Through Results

Overarching goal

Middlesex Community Living will spearhead a social innovation initiative that promotes and achieves greater inclusion of all people in the community of Strathroy-Caradoc. Ultimately, the municipality of Strathroy-Caradoc will be established, and branded, as a 'Welcoming & Inclusive Community.'

Step 2: Map Out Community - Template



3rd = meeting tactic
Ath = Take Action

Q: What church groups exist?
clubs

ARTS

- Youth Performing Arts
- Barbershoppers
- Strathroy Art Group
- Dance Factor, Cathy + Melissa
- Strath Dance Club
- Needhams Dance, Angela
- Strathroy Chorus

MUSIC

- Music Spot (Diane)
- Basement Band (band)

PUBLIC SERVICE

- Library
- Fire (Chief, Brian George)
- Schools - Christine Ferrera - HCC, Jason Farness - Mary Wright
- Next Wave Youth Services
- Hospital Foundation
- Police - Mark Contact
- OPP - Mel on MCL Rights (gone)

BIG BUSINESS

- Benning's (Brad contact)
- Rumour's Bar
- Gardening
- Ricco's Food
- RBC
- BMO
- Shoppers (Drew)
- TD
- CIBC
- Superstore
- Meridian
- Dundee Financial
- Commonwealth
- Sunlife
- Bonchelle (Jacky)
- Libro Bank

Fridge Door Live Theatre Company

Lions (Sherri has contact)

Rotary (Gail)

Optimists

Catholic Women's League

Portuguese Club

Striker 3 Squadron Air Cadets

Army Cadets

Denton Hackney Golf Club

Strathroy Historical Soc

Chamber of Commerce

Business Improvement

Canadian Legion

Girl guides

Scouts

Strathroy Weekend Farmers Market (Brittany Zvatz) Sherri's Niece

DERBYSHIRES

CURRY FARMS - Lori Henderson, HE

Burnbraes

Kustermans

Larry Cowan

Dobreny (Rick's dad)

Pat Schubert (Jill's friend from Mt Brdops)

Platinum

Kevin Kingma

The Duke

Tia's Place

Clock Tower

Dominos (John's uncle)

Doug + Mariane

Poag's Jewels

Subway (Janice Steedman - parent)

Tim Horton's

Stagers

Corn Crib

Viaene Berry

Municipality Reps

Larry Cowan

Steve Dosselt

Jo-anne V. (Sherri)

Rob, Pir. (Conn Jr)

Matt

Greg, Town CO

Rosemarie Err.

Bill D.

Monty - NPP

Ben Shipley, MP

John Brennan

Maria VB

Slegers

Corn Crib

Viaene

FARMING

- Strathroy Weekend Farmers Market (Brittany Zvatz) Sherri's Niece
- DERBYSHIRES
- CURRY FARMS - Lori Henderson, HE
- Burnbraes
- Kustermans
- Larry Cowan
- Dobreny (Rick's dad)
- Pat Schubert (Jill's friend from Mt Brdops)

Municipality Reps

- Larry Cowan
- Steve Dosselt
- Jo-anne V. (Sherri)
- Rob, Pir. (Conn Jr)
- Matt
- Greg, Town CO
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- Bill D.
- Monty - NPP
- Ben Shipley, MP
- John Brennan
- Maria VB

Platinum

Kevin Kingma

The Duke

Tia's Place

Clock Tower

Dominos (John's uncle)

Doug + Mariane

Poag's Jewels

Subway (Janice Steedman - parent)

Tim Horton's

Stagers

Corn Crib

Viaene Berry

SPORTS TEAMS

- Glencoe Curling (Brad's dad)
- Minor Hockey
- Swimming?
- Minor Soccer (Gail contact)
- Figure Skating
- Rockets Hockey
- Royal's Baseball (Mike Brooks)

NOT FOR PROFITS

- St. Vincent
- Leads Empty
- Senior's Centers
- Anago
- WOMEN'S SHELTER
- COREY ALISON
- YMCA (Brad employed) - has connection to Stagers
- Salvation Army
- CMHA
- VON
- Retirement Homes
- Men's Shop
- Ralph Boss Meats
- Bosson's Pharmacy
- O Joe's (Joe) - Sherri's love relative with disability
- Back Alley Burrito (Brad contact)
- Amy's Place
- John Zimmerman's (Brad)

Platinum

Kevin Kingma Realty

The Duke

Tia's Place

Clock Tower

Dominos (John's uncle)

Doug + Mariane Bire Step

Good Life (Jackie Dunlop)

Muggs Cafe (Kim Oliver)

O Joe's (Joe)

Back Alley Burrito (Brad contact)

Amy's Place

John Zimmerman's (Brad)

Results from Community Mapping Session

Step 3: Reach Out to Community Members & Inform of Project

 Radio Advertisement

 Word-of-Mouth

 Email

 Facebook

 Posters

Step 4

Hosted Interactive Inclusive Community Forums

1st – A facilitation handbook was prepared by PMB and Committee members were trained to co-facilitate the community forums

2nd – MCL Project Coordinator organized signage, ‘welcome gifts’, updated website, etc.

3rd – Hosted two Community Forums – 1 pm & 6 pm

4th – The forums were live streamed

*Over 50 community members of all ages participated



Community Forums Involved:



1. Large group activity - “Where We Are From & Where We Belong”
2. Participants completed a short Pre-Project survey to ask how “welcoming” and “belonging” they view Strathroy-Caradoc today
3. Small group work to define:
 - a. What “Welcoming” looks and feels like
 - b. What “Belonging” looks and feels like
 - c. Who belongs in Strathroy-Caradoc
 - d. Where people go in town and on-line
4. Large Group activities to explore “In what other ways might we create an inclusive community?”
5. Creative Corner to design Decal of Distinction
6. Speakers Corner - the importance of living in “A welcoming community where everyone belongs.”





Community Forum Participants

A Welcoming Community Where Everyone Belongs



Step 5: Develop Social Innovation Plan

✓ ACCESSIBLE

Description here

✓ COMPASSIONATE

✓ FRIENDLY

✓ HELPFUL

✓ SAFE



#EVERYONEBELONGS

- These 5 Criteria/Attributes of a welcoming community surfaced
- 3 indicators for each criteria were defined
- 5 Decals of Distinction Prototypes were designed by a graphic artist based on creative corners drawings by participants
- Committee members chose this Decal & created the #hashtag

5 Criteria & 3 Indicators

Accessible

- Place of business or service is physically accessible to all people
- Employees, & volunteers where applicable, receive training on having a welcoming attitude – one that is open to all people
- Information is provided to customers & visitors in a variety of formats, for example, using words & photos, etc ...

Compassionate

- Employment or volunteer opportunities are provided to a wide variety of people, including some that may require adaptations to the workplace or other accommodations
- A kind & caring approach is extended to all customers & visitors - everyone matters
- Efforts are made to intentionally support the success of other local people, services, businesses, clubs, etc...

Friendly

- Visitors & customers are acknowledged with a smile, a wave, a nod, or handshake
- Good listening & friendly responsive action is what you can expect here
- Efforts are made to thank all customers and visitors for coming in

Helpful

- TIME is contributed to support local people & initiatives
- TALENTS & skills are contributed to support local people & initiatives
- TREASURES - funds or things - are contributed to support local people & initiatives

Safe

- The physical space is clean & clutter-free to reduce harm, hazards, or accidents
- Personal privacy is respected both during in-person & on-line interactions
- The place is well lit



Step 6: Develop & Execute a Communication Plan



Step 7: Implement the Plan & Build Momentum

- Project Launch at the Mayor's Breakfast
- Biz after Biz
- Keepin' it Local Magazine



Mayor's Breakfast















I alone cannot change the world,
but I can cast a stone across the
water to create many ripples.

Mother Theresa - 1910-1997, Saint

