

Our New Program:  
Tax AID DABC

Jane Dyson Order  
of BC Recipient

Choosing Online Tools for  
Organizations and Individuals

# transition

The Magazine of Disability Alliance BC

## How We Use Social Media



*Are we all connecting?*



DABC CHAIR  
PAT DANFORTH

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# editorial

BY MHAIRI PETROVIC  
PRESIDENT OUT-SMARTS MARKETING INC.

**S**ocial media are online tools that allow people from around the world to connect, collaborate, build community and to communicate. These tools include wikis, blogs, podcasts as well as the ubiquitous social networks like Facebook, Twitter, LinkedIn and YouTube where you can share content and interact with others for business, community-building or for purely personal reasons.

With the thousands of social networks and social media tools out there, how do you choose which are right for you—personally or as an organization? The best platform(s) for you will depend on your interests and goals. If you love taking photos or have an active community with lots of events, Instagram or Pinterest might be the place for you. If you have purely professional goals, LinkedIn will be a great start. If you would like to keep in touch with friends, family or your community members, consider joining Facebook.

According to the Nonprofit Communications Trend Report (<http://tinyurl.com/mhqqshu>), non-profits are experimenting with Instagram, Pinterest, YouTube and LinkedIn for fundraising and to engage with their community (see the DABC article on page 16 to see how they use social media). Executive Directors like LinkedIn more, but YouTube less than community and development directors.

One thing is for sure though, whether you are using these tools for community organizations, business or for fun, you can't possibly use them all. Choose one or two and make the most of them, rather than spreading yourself too thin.

When deciding which tools to use from an organizational perspective, it is important to consider your target audience to determine which tools they use. To find where your target audience "hangs out" online, ask your clients, partners, associates and members which social networks they use. Facebook might be the largest one (with over 1.4 billion users worldwide), but it might not be the best one for your organization's members or stakeholders.

**With the thousands of social networks and social media tools out there, how do you choose which are right for you—personally or as an organization?**

Once you've determined which tools are best for your audience, you should then determine what your goals are for using social media. These tools can be used for anything from sales and marketing to community organizing, and you can get creative too.

Often the most creative uses of social media are the most successful (such as the ALS Ice Bucket Challenge that swept social media in 2014), but it is important to remember that your social media must reflect and augment your organization's goals, values and mission. For example, if you are sending out a letter in the mail to members or supporters, always include a link to your social media page or, if you are having an event, find ways to get people to connect online with you while they are there. Hashtags (# ) are a great way to do this, but that's a whole other article!

Regardless of whether you are using these tools for community, business or personal reasons, social media can eat up huge amounts of your time. It's important to be disciplined in your social media use. Schedule your networking time and stick to it. Don't get distracted by every



cat video or quiz you see! There are productivity tools you can use to help with this, such as Hootsuite which allows you to manage all of your social networks in the one place, to schedule calls and to manage teams, if you have more than one person managing your networks.

Focus is key to social media success. Focus on building your connections in a very targeted way—you can't always control who follows you, but you can influence this by following the right people.

Focus on communicating your message in a consistent way, one that represents your brand online and off. And focus on interaction. Unlike other media, social media is highly interactive, so don't just post content. Look for ways to interact with others, to enhance and build relationships.

For individuals who want to use social media, but are concerned about doing so safely, be sure to review and make the most of the privacy settings for the tool you're using (see the 12 Tips article on page 22). Each tool has varying degrees of privacy settings. For example, Facebook's settings are quite extensive and you can choose how much or how little you make available and to whom, and you can ensure your name can't be found when people search (should you wish to do so). On Twitter, you can set up your feed so you have to authorize someone before they can follow you. Being selective about who you connect with will also keep you safe. You are in control of how much or how little

## For individuals who want to use social media, but are concerned about doing so safely, be sure to review and make the most of the privacy settings for the tool you're using.

you put out there, so you might want to give that some thought up front and never post in the heat of the moment or when you've had one too many!

Social media is a great vehicle to help you interact and communicate with others and to grow your community. The key to success is, as the name suggests, to be social. The more social (and sociable you are) the more effective you will be.

MHAIRI (PRONOUNCED VA-RI) IS THE PRESIDENT AND FOUNDER OF OUTSMARTS MARKETING INC. ([WWW.OUTSMARTS.COM](http://WWW.OUTSMARTS.COM)), A VANCOUVER FIRM DEDICATED TO MAKING IT EASY FOR ORGANIZATIONS TO GROW ONLINE. PASSIONATE ABOUT SOCIAL MEDIA AND INTERNET MARKETING, MHAIRI BLOGS AND PODCASTS REGULARLY AND PUTS HER KNOWLEDGE, RESULTING FROM ALMOST TWO DECADES OF ONLINE MARKETING EXPERIENCE, TO GOOD USE TO BRIDGE THE GAP BETWEEN TECHNOLOGY AND BUSINESS.

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## ABOUT TRANSITION

### Editorial Statement

The views and opinions expressed within the pages of TRANSITION are not necessarily those held by the total membership or Board of Directors. The material presented is meant to be thought-provoking and to promote dialogue.

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# Is Listening Obsolete? | BY SHELLEY HOURSTON

Some say that listening skills are declining in our information-littered, multimedia-oriented world. Considering the social media theme of this *Transition*, I spent some time pondering whether I agree.

I once wrote an article about listening as an act of kindness.\* A conversation with a good listener can be a profound experience. Given that attention is at the core of listening, could it be true that this key skill is diluted by modern life? Are listening skills even necessary any more?

It's estimated that people spend 45-70 % of their day listening to others.\*\* Based on my observations, many are looking at their electronic devices—"listening" to their contacts on social media—while they're lis-

**Given that attention is at the core of listening, could it be true that this key skill is diluted by modern life? Are listening skills even necessary any more?**



tening to people physically present! Despite the fact that much activity on social media involves sharing an article, video, photo, comment, etc., attention is still required to a) decide whether to engage or not and b) how to engage—what to say.

More critical, however, are the conversations we have on social media requiring attention or customized listening skills *and* the capacity to perform before an audience of friends or followers. Awkward writing, spelling errors (or autocorrect hiccups!), misunderstood humour and sometimes simply bad timing can result in unexpected communication barriers and the wrath of others. Social media participants are sometimes subject to harsh or extreme opinions posted by those who apparently feel a sense of anonymity online.

Given the complexity of communication today, I believe that listening is more important than ever before. Listening to the person across the table from us is still complicated by our thoughts and ingrained habits of formulating a response before they've finished their sentence. Add to this the conversation we've had via social media before, after and sometimes *during* this interaction and our attention/listening capacity may indeed become diluted.

Although I know people who choose to give up social media to maintain focus and to narrow the torrent of communication, I choose to keep swimming. I believe that more than ever listening is an act of kindness. Whether we're engaged


in face-to-face or online listening, these guidelines are still valid.

1. "You'll get what you give." You set a tone and pace, and in social media, if you don't interact you can expect the same in return.
2. Let the speaker/writer know you're listening/reading. How does it feel to say something or post a comment and receive no response?
3. Paraphrase or summarize to ensure that you understand.
4. Reserve judgment until the speaker/writer has completed their thought or opinion. It's easier to "leave space" in social media, but face-to-face listening is enhanced by a pause to consider what the speaker said.
5. Be respectful—whether you're face-to-face or online—and your listening skills will skyrocket!

So, are listening skills declining or simply changing? I'm not sure. In my experience though, an online or face-to-face conversation with an attentive listener is a gift.

**SHELLEY HOURSTON IS PROGRAM DIRECTOR OF WELLNESS AND DISABILITY INITIATIVE/AIDS AND DISABILITY ACTION PROGRAM.**

\*Shelley Hourston. "Kindness Power Tools." *Transition* (Winter 2008). <http://tinyurl.com/od9ou6n>

\*\*Heather Noel Fedesco. "The Impact of (In)effective Listening on Interpersonal Interactions." *The International Journal of Listening*, 29 103-106, 2015. <http://tinyurl.com/q48qsra> 

# DABC Social Media Survey

How do Transition readers and DABC followers use social media?  
Here's what we found through an online survey this summer.

How long have you used social media?

- One year or less 5%
- Two to three years 11%
- More than three years 84%

Are you taking this survey as an individual or as a representative of a community organization?

- Individual 95%
- Organization 5%

Which platforms do you use?

- Facebook 100%
- Twitter 47%
- LinkedIn 47%
- Pinterest 16%
- Instagram 11%
- Google+ 37%
- YouTube 74%
- Other 16%

Why do you use social media?

- Staying in touch with friends 95%
- Staying informed on social/community/political issues 89%
- Entertainment 58%
- Other 21%

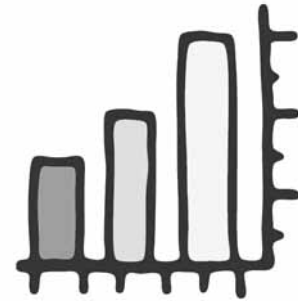
Examples of other uses include: networking, telling friends and family about political issues, public education, and animal welfare issues.

What do you think is the biggest benefit?

- Instant communication
- Very accessible. You can potentially reach a wide range of people, although most people curate their lists to include fairly like-minded individuals
- Increased awareness of organizations' (both profit and non-profit) work and activities, while barely having to lift a finger
- Do I have to pick just one? There are two: I am in touch with many people I wouldn't be communicating with otherwise. And I am constantly informed about many issues that are not properly covered in the mainstream media
- Getting to connect with people around the world with the same disability
- Being able to stay in touch with people, even when I'm not well enough to go out

What's the biggest drawback?

- Too much information
- Spending too much time on it
- People's limited attention spans are made more limited by the "sound bites" used on social media. Makes it harder to have discussions about complex and shaded issues



- It's not used equally by all demographics
- Misinformation gets accepted as fact


Do you connect with DABC through social media?

- Yes 79%
- No 21%

If yes, which do you use?  
Please select all that apply to you.

- Facebook 75%
- Twitter 31%
- LinkedIn 6%
- YouTube 13%

Which DABC platform is most useful to you?

- Facebook 65%
- Twitter 18%
- LinkedIn 6%
- YouTube 12% 

# Announcing a New DABC Program

## Tax Assistance and Information for People with Disabilities

| BY SAM TURCOTT



Tax Assistance & Information  
For People with Disabilities

On July 15, Disability Alliance BC (DABC) announced the launch of a new province-wide program that will help people receiving provincial disability assistance (PWD and PPMB) to file their income taxes.

The free program, aptly named Tax Assistance and Information for People with Disabilities, or Tax AID DABC for short, aims to benefit as many as 20,000 recipients of disability assistance who do not file their income taxes on a regular basis. Many of those people are missing out on the financial benefits of income tax filing.

For people who receive provincial disability assistance, filing income taxes can be a source of an extra \$400 dollars a year or more between the GST credit, Provincial Sales Tax credit and BC Carbon Tax credit. Better yet, those who have not filed taxes for several years are often eligible for tax credits for each year they haven't filed going back as many as 10 years. This could easily amount to more than \$1,000 for people who are 3-4 years or more behind.

Income taxes are also used to determine eligibility for other programs, including Child Tax Benefits for families with children and the Working Income Tax Benefit for people with low or modest employment income. Income tax filing is also required to assess eligibility for Registered Disability Savings Plan Grants and Bonds which can be worth up to \$90,000 over a person's lifetime for people who qualify for the Disability Tax Credit.

If there are so many benefits to filing income taxes, what is stopping nearly 20,000 recipients of disability assistance from filing?

A few possibilities come to mind. For people struggling to manage the daily challenge of living with disabilities, preparing income taxes take a back seat to other pressing daily needs. Some people may not see the point of filing income taxes, since people receiving provincial disability assistance often do not owe taxes and may not be aware of the extent of the financial benefits.

Others may not be aware that the above-mentioned tax credits are

considered exempt income and therefore will not reduce or otherwise affect their eligibility for disability assistance. Still others may feel intimidated by the prospect of filing income taxes and may be unsure of the best place to turn for assistance.

Tax AID DABC aims to address these concerns. Tax preparers will help recipients of disability assistance to file their income taxes. Depending on the circumstances, people will receive assistance via direct one-to-one meetings or via correspondence by mail, fax or email.

For people with simple income tax situations, the process of filing income taxes is easy and can take as little as 30 minutes once the few necessary documents are in order.

Tax AID DABC is made possible thanks to funding from the Vancouver Foundation.

vancouver  
foundation

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For people who receive provincial disability assistance, filing income taxes can be a source of an extra \$400 dollars a year or more between the GST credit, Provincial Sales Tax credit and BC Carbon Tax credit.

If the tax situation is more complex or where distance correspondence is impractical, Tax AID DABC advocates will help to find resources in the community that are available to provide assistance with income tax filing.

Tax AID DABC tax preparers will work with and consult a Chartered Accountant in cases where the complexity of the situation requires it.

Regardless of your particular situation, if you receive disability assistance and have not filed your income taxes, I would encourage you to get in touch and learn what Tax AID DABC can do for you.

### Learn More

<http://www.taxaiddabc.org>

Local 604-872-1278

Toll free 1-800-663-1278

#TaxAidDABC 



Sam Turcott, Program Manager



## Make Your Home Safe for Independent Living

Are you a low-income senior or a person with a disability who wants to live safely and independently in the comfort of your home?

Do you have difficulty performing day-to-day activities?

Does your home need to be adapted to meet your changing needs?

If so, you may be eligible for financial assistance under the **Home Adaptations for Independence (HAFI)** program.

**Find out today if you are eligible** and if you meet all of the requirements as a low-income homeowner or as a landlord applying on behalf of an eligible tenant.

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ADAPTATIONS for  
INDEPENDENCE

To apply or learn more, visit  
**[www.bchousing.org/HAFI](http://www.bchousing.org/HAFI)**

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HOUSING MATTERS



# We couldn't do it without you.

Thank you to these organizations, government departments and companies who support our work on behalf of people with disabilities.

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Ministry of Justice, Province of British  
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Canadian Union of Public Employees of BC

Canadian Union of Public Employees of BC  
Local 1936

Canadian Union of Public Employees of BC  
Local 1004

City of Vancouver

Community Futures British Columbia

Council of Canadians with Disabilities

Government of Canada's Social  
Development Partnership Program-  
Disability Component

Health Sciences Association of BC

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Trial Lawyers Association of BC

United Way of the Lower Mainland

Vancity

Vancity Credit Union Fairview Community  
Branch

Vancouver Coastal Health

Vancouver Foundation

Vancouver Taxi Association

**We gratefully acknowledge the financial support of the Province of BC.**

# Positive Changes to Ministry Regulations Support Families on Income Assistance

**DABC is very pleased about positive changes the Ministry of Social Development and Social Innovation has made to some regulations governing income assistance. These provisions primarily benefit single parents and families who receive child support payments and the CPP Orphan Benefit. Here is some key information from the Ministry.**

Amendments to the employment and assistance, and the employment and assistance for persons with disabilities regulations made this summer, pave the way for significant changes to the income and disability assistance program in British Columbia. These changes came into effect September 1, 2015.


The new Single Parent Employment Initiative will remove barriers to employment for single parents on income and disability assistance, providing them with the training and supports they need to secure long-term and sustainable employment. Up to 16,000 single parents on income and disability assistance will be able to benefit from this program which offers:

- Up to 12 months of funded training for in-demand jobs, or a paid work experience placement;
- Transit costs to and from school; Child-care costs during their training or work placement and in the first year of employment;
- Health supplement coverage for a full year after they leave income assistance for employment;

- Single parents will also be able to remain on income assistance when they attend a training program, and
- Exemptions for bursaries, scholarships and grants have also been extended to single parents in approved training programs.

Regulation changes required to make child support payments fully exempt for parents on income and disability assistance were also made. This is expected to provide \$32 million to more than 5,400 vulnerable children throughout the province over the next three years.

To further support BC children, government also amended regulations to make the Canada Pension Plan Orphan's Benefit exempt. Like child support, the ministry intends for these payments to fully benefit children. The Orphan's Benefit is a monthly payment that goes to a surviving child of a deceased parent. The average monthly benefit is about \$235.

See full details on these changes at [https://news.gov.bc.ca/releases/2015SDSI0038-001163?WT.cg\\_n=HootSuite&WT.mc\\_id=NEWS](https://news.gov.bc.ca/releases/2015SDSI0038-001163?WT.cg_n=HootSuite&WT.mc_id=NEWS). 

**Do you receive Persons with Disabilities (PWD) benefits or Persons with Persistent Multiple Barriers (PPMB) benefits?**

**Do you know there are significant benefits to filing your income taxes?**

**Are you behind in filing your taxes?**

A new DABC program, Tax Assistance and Information for People with Disabilities (Tax AID DABC) provides free assistance with income tax filing.

**See full details on page 8 of this Transition.**

**dabc**  
disability alliance bc  
(Formerly BC Coalition of People with Disabilities)

we are all  
connected



**Tax AID  
DABC**

Tax Assistance and Information  
For People with Disabilities  
Receiving PWD and PPMB benefits

[www.taxaiddabc.org](http://www.taxaiddabc.org)  
#taxaidDABC #dabc @DisabAllianceBC  
   

## Get Ready For Swing Into Spring 2016!

We hope you'll join us at the DABC Swing Into Spring 2016 Annual Fundraiser and Employer Awards event on **April 7** at the Croatian Cultural Centre. Watch for details in Transition, Facebook and Twitter.

We'll have the usual great food, entertainment, fun and mingling—as well as some surprises!

Also watch for our Call for Nominations for the Employer of the Year award winners. The nomination form will soon be available on our website.

Want to be a sponsor of this event? Please contact Nicole to learn what you'll receive as a sponsor of this annual gala event. Phone 604-875-0188 or email [nicole@disabilityalliancebc.org](mailto:nicole@disabilityalliancebc.org).

[www.disabilityalliancebc.org](http://www.disabilityalliancebc.org)  
[#SwingIntoSpring2016](https://twitter.com/SwingIntoSpring2016)

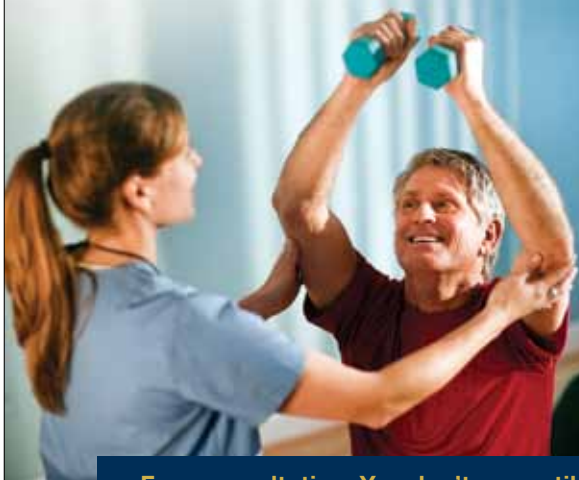


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 Dianna Robertson  
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 Brandon Souza



# Congratulations Jane!

**DABC's Executive Director, Jane Dyson, was appointed to the 2015 Order of BC (OBC). We would all like to extend our congratulations to Jane on this much-deserved recognition. The Order of BC announcement had this to say about the OBC and Jane's career.**

Sixteen exceptional civic leaders were appointed to the Order of British Columbia (OBC), the Province's highest form of recognition, by Lieutenant-Governor Judith Guichon, Chancellor of the Order.

"The Order of British Columbia recognizes British Columbians whose positive impact is felt throughout the province and, in some cases, the world," said Premier Christy Clark.


**Jane Dyson** is a trusted and influential leader who has devoted many years to advocating on behalf of people with disabilities in BC.

Jane's sustained commitment to accessibility and inclusion includes 17 years with Disability Alliance BC, the past six years as executive director. She has worked proactively with groups and organizations on policy initiatives that have led to positive changes for thousands of people with disabilities.

She played a key role in the BC government's ten-year plan to make BC the most progressive province for people with disabilities. Her leadership during the consultation process helped ensure it was an accessible, credible and engaging process that encouraged participation and cultivated trust within the disability community.

Jane has been working with the BC Ministry of Justice to modernize regulations related to the Guide and Assistance Dog Act. She facilitated a consultation which reduced barriers to employment by enabling 108,000 people receiving disability assistance to calculate their earnings on an annual, rather than a monthly, basis. Her work allowed people receiving financial assistance to earn more money and improve financial security for themselves and their families.

She founded the Disability Without Poverty Network to bring together members of leading disability organizations in BC to collectively make recommendations to drive positive social change. She has also been pivotal in promoting awareness and uptake of the Registered Disability Savings Plan.

Jane has volunteered her time and energy to countless other organizations, boards and community groups. She is committed to change for the better for some of BC's most vulnerable and often underrepresented citizens. 



# Consider Planned Giving to DABC

You can continue to give beyond your lifetime.

The DABC has a Planned Giving program. Planned Giving is the opportunity to think ahead about causes or organizations that you may want to financially support beyond your lifetime.

You can take the time now to gather information and leave instructions in your will.

By planning ahead, you can research charities, or have someone research charities for you, that fit your values. You won't feel rushed or pressured to make a decision and you can ensure that your money is spent in the way you want.

## Benefits

There are many benefits to Planned Giving. By writing down your

wishes, you will have increased peace of mind and control over your finances.

Through Planned Giving, you can provide a significant future donation without reducing your income today.

A gift in your will to a registered Canadian charity is tax-deductible.

And, your Planned Gift helps the DABC to be here in the future for those who need us.

## Tax Savings

You can realize significant tax savings with Planned Giving.

For example, stocks, bonds and mutual funds that you may have in a trust can be transferred in your will



to a charity and a tax receipt will be issued.

A bequest from your estate of cash or RRSPs will reduce the taxes that your estate will be required to pay.

Other ways of donating give twofold value: by naming the DABC as the beneficiary in a life insurance policy, you do not incur any costs now and a tax receipt is issued when the estate is settled.

## To Learn More

Our donors are important to us and we'll work with you to be recognized in the way that you'd prefer.

If you would like more information about Planned Giving, please contact Nicole at the DABC at [nicole@disabilityalliancebc.org](mailto:nicole@disabilityalliancebc.org) or 604-875-0188.

She will send you DABC Planned Giving information for you to review with your financial planner or lawyer, family and friends.

You can also download our Planned Giving brochure and information sheet from [www.disabilityalliancebc.org/supportadvertise.htm](http://www.disabilityalliancebc.org/supportadvertise.htm).

And learn more about our mission and our work on behalf of people with disabilities in BC at [www.disabilityalliancebc.org](http://www.disabilityalliancebc.org). **T**



**Obituary**  
John Neumann

John Neumann sadly passed away on July 13<sup>th</sup>. Our sincere condolences to his family and friends from all of us at DABC. John was a good friend to DABC and the disability community. The last time we saw John was at our Swing Into Spring fundraiser in April which he kindly took time to attend. He will be greatly missed.

## DABC Workshops



### Free Workshops

We provide workshops across BC on provincial and federal disability (CPP-D) benefits. We also do workshops on the Registered Disability Savings Plan (RDSP) and the Disability Tax Credit (DTC). We can tailor the workshop to fit your needs and knowledge level. All workshops are provided

free of charge. To book your workshop please contact Val at 604-875-0188 or [feedback@disabilityalliancebc.org](mailto:feedback@disabilityalliancebc.org).



### Book Your Emergency Training Today

DABC trains businesses, government departments, local governments and community organizations on how to create emergency plans that include people with disabilities and seniors.

#### Strategic Inclusive Training for Emergencies (SITE)

This workshop teaches employers and community organizations how to create inclusive emergency plans for the workplace or building occupancies.


#### C-MIST and the Duty to Accommodate

Learn about inclusive emergency planning in this workshop, and what Canadian and BC laws say about local governments' responsibility to provide emergency response programs in a way that are accessible to all citizens.

#### Workplace Emergency Planning for Workers with Disabilities

Employers and employees learn about emergency planning and the disability-specific needs of workers. This free online training module allows people to work at their own pace.

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See workshop details at [www.disabilityalliancebc.org/epworkshops.htm](http://www.disabilityalliancebc.org/epworkshops.htm) or please contact Karen Martin at 604-875-0188, [karen@disabilityalliancebc.org](mailto:karen@disabilityalliancebc.org). 

## ADVERTISE WITH DABC



Share information about your business or organization with our growing network. It's a way to invest not only in your business, but in the dignity and independence of people who live with a disability. Advertising revenue helps support DABC services and programs.

### TRANSITION MAGAZINE

We have a wide range of ad sizes to choose from, on either black ink or colour pages, with prices for budgets large and small.

You can design the ad or we'll do it for you at a reasonable cost. And, you can book one ad or a series. The more you book, the more you save.

We also offer a 35% discount for not-for-profit organizations.

### E-NEWS ADVERTISING

We are also now offering ad space in our monthly e-newsletter, *Our Voice*.

- Reach our growing list of subscribers with options from monthly to one-time ads.
- Choose from three ad types to fit your needs and budget.

### INFORMATION

For information on advertising with DABC, please contact Jewelles at 604-875-0188 or [transitionads@gmail.com](mailto:transitionads@gmail.com).

**[DISABILITYALLIANCEBC.ORG/ADVERTISE.HTM](http://DISABILITYALLIANCEBC.ORG/ADVERTISE.HTM)**

# Will You Like Us? Will You Follow Us?

#DABC and social media | BY CHLOE KRAUSE AND JANE DYSON

**W**hen DABC first started using social media in early 2008, we were uncertain how things would work out. We had a lot of questions. Would this social media thing really catch on or was it just a passing fad? (Which is of course a hilarious question now!) Would many people “like” or “follow” us? What would we write about? Would we get inappropriate or nasty posts and, if so, how would we respond to them? How much time would we need to spend on this?


Over seven years and hundreds of posts later, it’s hard to believe we ever questioned that diving into social media was worth the leap. DABC has a presence across several social media platforms, with over 2,700 and growing followers on Twitter, and about the same number of likes on Facebook. Social media has been invaluable to our organization and it’s safe to say that DABC wouldn’t be able to operate on the scq13 that we do without it.

We use social media to share important and time-sensitive information with the disability community, to stay in touch with our members, and to keep DABC and other groups current on topics such as govern-

ment policy and health-related news. We also use social media to build and nurture relationships with other community organizations, and to support and help promote their programs. Social media has also been useful in promoting our annual Swing Into Spring fundraising gala.

Through social media, we also provide updates on our programs and services, and those of other community organizations. And we post the odd amusing story just to keep things a bit light, something we all need from time to time! Our Twitter and Facebook pages are particularly active and we update both each at least once a day. We send our e-newsletter *Our Voice* to nearly 1,000 contacts every month.

Is there a downside to our use of social media? Not that we can see, other than it can become a little addictive and time-consuming. As administrators, it’s not unusual for us to be posting on the weekend or at other times during out-of-office-hours. We’re also acutely aware that not everyone has the resources to access social media. Our hope is that at least free WiFi will become more available across BC.

So all things considered, we’re big fans. If you haven’t liked or followed DABC yet, we hope you will soon. We love to hear from our members and community partners. We hope to see you online! 



JANE DYSON



CHLOE KRAUSE

Over seven years and hundreds of posts later, it’s hard to believe we ever questioned that diving into social media was worth the leap.

## DABC ONLINE

Twitter: @DisabAllianceBC #DABC

Facebook: Disability Alliance BC #DABC

Look for us on LinkedIn and Instagram

DABC e-news: Sign up to receive *Our Voice* by going to our home page at [www.disabilityalliancebc.org](http://www.disabilityalliancebc.org)



## In Memoriam

## Geoff McMurchy

On Sunday, July 19, 2015, shortly after noon, our beloved colleague, friend, uncle and brother Geoffrey Ian McMurchy died from complications of life in a quadriplegic body.

Thanks to the excellent care of the staff at Jubilee Hospital ICU and patient care, some friends and family were able to be present.

Born in Edmonton, September 19, 1955, Geoff was an accomplished dancer and visual artist, and an inspiring arts administrator. After an accident in 1977 left him paralyzed, he changed lives and challenged attitudes as the founding artistic director of the KickstArt Society for Disability Arts and Culture.

Before working at KickstArt, Geoff worked at BC Coalition of People with Disabilities (now Disability Alliance BC) on projects ranging from human rights to HIV/AIDS education.

An open house and wake was held at his home in Victoria, with close friends and family, food and music, and lanterns and art all through his house and garden. Geoff was cremated at Royal Oak Burial Park and, at his request, his ashes were buried in the garden.

A memorial for Geoff was also held in Vancouver, September 8 in the Celebration Hall at Mountain View Cemetery. **T**

When Geoff moved to Victoria, I finally got to meet him! He made people feel they could make a difference. This is his gift to me.

~ Pat Danforth

When I met Geoff in his home, I was amazed at his very eclectic collection of objects. Geoff began to work on a (BCCPD) contract and I continued to be impressed by his work ethic and his artistic skills. We've lost an amazing talent.

~ Pam Horton

I remember Geoff as one of those rare people who creates space to genuinely listen to what you have to say. I remember his quiet sense of humour and of course his creativity. Geoff, you left an imprint on this earth. ~ Shelley Hourston

Geoff was charming, kind, talented, and full of fun. When I started work at DABC back in the 90s, Geoff showed me great kindness and helped me feel comfortable in my new job. He made me laugh with his gentle, but irreverent humour. Thank you Geoff for the joy you brought so many of us. I will miss you. ~ Jane Dyson

Geoff was someone I liked immediately, then soon became a lifelong friend. He had a way of making friends with the most diverse people you can imagine because he enjoyed people as he found them. He was a talented and kind human being who will be dearly missed by many. ~ Ann Vrlak



And did you get what you wanted from this life, even so?

I did.

And what did you want? To call myself beloved, to feel myself beloved on the earth.

~ Raymond Carver



## Creating a New Brand and Identity For DABC

BY ROB SCHLYECHER, CREATIVE DIRECTOR, SPRING

I'd like to talk about some of the work and thinking behind the Disability Alliance of British Columbia's (DABC) new logo and tagline.

There is a goal that we seek in all of our brand identity development at Spring and it is this: Make the name mean more than a name. Make it mean the brand. Which brings the next question: what does the brand mean?

*Brand: What an organization or company means to its constituency.*

*Constituency: Consumers, users, supporters, stakeholders.*

A brand is not what an organization says it is. Simply put, a brand is what it is. So a brand can only be defined based on what its constituency knows and feels about it. For example, a cellphone company might advertise its brand as customer-service focused, but if it has two-hour waits on its technical support line, the brand represents

something else in the eyes of its constituency—its customers.

### The Assignment

The BC Coalition of People with Disabilities, as the organization was called when they came to us, works with a broad spectrum of people who live with a disability and interacts with an almost equally broad spectrum of stakeholders and supporters. Yet the organization and its mandate held a relatively low level of awareness among the public.

Every project must begin with a clear intention; otherwise, if you don't know where you're going, any route will take you there. In the case of the BCCPD, we needed our design to reflect the communication objectives of the organization.

### Inspire Understanding

Many people don't truly know what the term "disabled" encompasses. We wanted to increase the public's awareness of what disabilities entail and also the work that the organization does.

### Build Our Community

Ultimately, the more people who are familiar with the organization and the work that it does, the more willing they will be to become involved and support the organization's work.

The primary mission of BCCPD is to support and promote the needs of those with disabilities, but it also has a business mission to create support and capture funding. By changing the name and making the mission more easily understood, we hoped to make the organization more visible.

We considered the people who would be interacting with the design. First, there were the donors (public, private and corporate); next, users (a broad and diverse group of British Columbians with disabilities, and their friends and families); and finally, the general public.

There are two points of view about BCCPD that we wanted to communicate and achieve. First, because someone has a disability doesn't mean that they are different and, second, to move the donor group into a point of view where BCCPD becomes an organization that is highly worthy of support.

In order to create these perspectives among such a broad group, it is important to distill communications into one clear statement. So the most important thing that needed to be said to the audience became this one thing:

"Disabilities are not differences in a community, but just one of the many attributes that helps to define it."

**The solution was the tagline:  
We are all connected.**

There was a lot to be said in this design, so the task of communicating it is split between a verbal statement and a visual design. The two elements will then act symbiotically to communicate the brand's core message.

"We are all connected" is a statement of community that brings connective tissue to a diverse constituency. When this statement is combined with the right logo design, the two elements harmonize to broadcast our message.

## Developing the logo

There are a number of design clichés that surround the concept of disability (in this case the word cliché is not necessarily a bad thing), the wheelchair symbol being the most prevalent. The wheelchair design cliché brought with it a secondary challenge because it is not nearly representative of the group that it is meant to symbolize in the work of BCCPD.


When confronted with design clichés, a designer must choose to either avoid them or evoke them. In the case of an organization that hasn't yet created wide public awareness, it is often wise to choose the latter path and evoke some of the familiarity around a cliché. With that comes a balancing act between freshness and familiarity and, in our case, real relevance.

This can be seen in some of the development work that took place during a design process that ultimately created over 100 pencil sketches (shown on this page).

These development logos work to evoke the idea of connectivity. All but the top design in the next column evoke something of the wheelchair cliché.

The final design speaks to connectivity with a slight evocation of the wheelchair cliché, while telling a fresh and inter-relational story.

### **We are all connected.**

DABC would again like to thank Rob Schlyeher, Caitlin Taylor and everyone at Spring for their wonderful and pro bono work on our new brand. Learn about Spring at <http://springadvertising.com>. 

## early logo designs



## final logo and tagline





# Support New Advocacy Tool for ME

A MESSAGE FROM #MEACTION

Myalgic Encephalomyelitis, sometimes called Chronic Fatigue Syndrome (ME/CFS), is a misunderstood and underfunded debilitating disability. A new worldwide initiative has been launched to coordinate advocacy and, in particular, to seek funding equality for research and treatments around this illness.

## Myalgic Encephalomyelitis Needs Activism

There is so much work to be done in our community and so many people who want to do it, but don't know where to start. The biggest limiting factor is often our own bodies. As ME/CFS patients, we can be unable to take part in desperately-needed awareness and activism campaigns.

We are a Network with tools and support to help patients and allies around the world in the fight for ME/CFS health equality. Our goal is to help those activists do what they're already doing, only better. We're thrilled to announce the release of our launch video to help you learn more about the platform, the team, and where we're going next.

## What We Do

The platform is designed to make online organizing easier, and better.

- Hosting the online petition for funding equality (see how you can vote at the end of this article)

- Start a petition, create an event, promote your action, all online.
- Post an idea and brainstorm actions in the Idea Center and find collaborators in the Member Directory.
- The platform welcomes contributions from individuals or ME/CFS organizations around the world.
- Submit news articles and opinion pieces to be featured in our news section.
- Whatever you contribute, we'll work to share it widely across our network.

## Some Upcoming Features

- Multi-lingual support.
- One Click Politics: this feature will allow users to quickly send messages to political leaders.
- Local groups: help to form groups around a geographic location or a theme.
- Crowdfunding: raise money without the fees for your own actions or organizations.
- Videoconferencing and Collaboration tools: giving you better tools to connect with other advocates.
- Training seminars: let's learn from past successes and failures.

## From the Community

"Many of us are so disabled that we can't even leave our homes. How can we fight for a better future

when the world cannot see us? This platform is designed to make everything about online organizing easier. We want to amplify your voice."

*Jennifer Brea, co-founder*

"I think that there is pretty universal agreement that increased NIH funding is really the key thing to move our entire patient group forward."

*Ryan Prior, Forgotten Plague documentary*

## Support Funding Equality

No matter where you live around the world, you can support the petition for funding equality submitted to the US Congress:

"Myalgic Encephalomyelitis (often referred to as Chronic Fatigue Syndrome or ME/CFS) is a severe neurological disease that affects at least 1 million Americans and leaves half of its victims disabled and unable to work. Many patients are considered at a greater functional impairment than those with congestive heart failure, multiple sclerosis, and end-stage renal disease...

As the only moral response to more than 30 years of official and medical neglect of this illness, we demand that Congress increase NIH research funding to \$250 million per year, a level proportionate to the disease's severity, prevalence and impact."

## Sign the Petition

<http://tinyurl.com/pmvd9m7>

## Watch the Launch Video

<http://tinyurl.com/oweooet> 



# MANAGING A DISABILITY?

*Consider managing your own*

# BUSINESS

*Come see us about* **LOANS**

The **Entrepreneurs with Disabilities Program**  
helps people that self-identify as having disabilities  
start and expand businesses.

**Find your local office.** 1.888.303.2232 | [www.cf-edp.ca](http://www.cf-edp.ca)  
[www.communityfutures.ca](http://www.communityfutures.ca)

**Community**  
Futures 

 Western Economic  
Diversification Canada    Diversification de l'économie  
de l'Ouest Canada  
With the support of  
Western Economic Diversification Canada

Canada 



## 12 Tips for Safe Social Networking

### Beware of TMI: The five things you should never share

Social networking means opening up and sharing information online with others, but there's some information you should never share online. Protecting yourself from sharing Too Much Information (TMI) can save you from identity theft and even protect your physical safety.

So let's start with the obvious. Never share your social insurance number (including even just the last 4 digits), your birth date, home address or home phone number. Of course, you should protect all of your passwords, PIN numbers, and bank account and credit card information.

Also, never share the province or state where you were born. This information can be used to track your identity information.

### Customize Privacy Options

Social networking sites increasingly give users more control over their own privacy settings. Don't assume you have to accept the default settings the site gives you. Check out the configuration and privacy settings to see the options you have to limit who and which groups can see various aspects of your personal information.

Facebook has some of the broadest privacy options, giving you control so that no one, friends, friends and networks, or everyone can see sections of your data.

**You wouldn't put a note on your front door stating, "Away for the weekend... returning on Monday." So, don't do it online either.**

And remember that new privacy settings are often added over time, so keep checking them.

### Limit Work History Details On LinkedIn

Would you put your full resume online for everyone to see? Probably not. It would be too easy for identity thieves to use the information to fill out a loan application, guess a password security question or social engineer their way into your company's network. Limit your work history details on sites like LinkedIn.

### Don't Trust, Just Verify

There are lots of reasons (most of them bad) why someone might impersonate or falsify an identity online.

How can you verify that a page belongs to who you think it does, before sharing too much information or clicking on links? Start by being on the lookout for anything unusual. If the content on the site doesn't look like or sound like the person you know, avoid it. Email or call your friend to verify the site is legit.

### Control Comments

Blogs are beginning to use authenticated commenting systems. Anonymous blog comments (marked as anonymous) are fine, but some people leave comments under someone else's name. Commenting systems, like IntenseDebate, allow users to make anonymous or unregistered comments, or registered users can login and leave the comment as a verified user, letting others know it really is them. Contact the site administrator immediately, if you find someone is impersonating you on a social networking site or in blog comments.

### Avoid Accidentally Sharing Personal Details

You wouldn't put a note on your front door stating, "Away for the weekend... returning on Monday." So, don't do it online either. Micro-blogging tools and "What are you doing right now?" features make it easy to let details slip you wouldn't otherwise tell friends or strangers. Be aware of information you put out there which others might use for nefarious purposes.

Over time, seemingly innocuous information you post using micro-blogging tools can be pieced together, giving lurkers a much more complete and rich picture of you, your family, your habits and other personal information. Twitter users frequently use it to communicate and share their travel woes, giving clues to others that you aren't at home, leaving your family or pos-

sessions at risk for intruders. Keep these things in mind as you share tidbits of your life on micro-blogging tools.

## Search Yourself

It is a good idea to search your name on Google and check out your profile as others see it on social networking sites. Learn where you show up and what information is available about you, and then adjust your profile, settings and habits appropriately.

If you unexpectedly see your name in locations you don't frequent, it could give you a heads up someone else is using your identity online.

Set up a Google alert with your name and you'll receive emails when Google finds your name on sites. While some names, like John Smith, are so common they would generate lots of false positives, you may still find out a lot about where your information is appearing online.

## Don't Violate Your Company's Social Networking Policies

You've probably heard about an employee who was ousted when they called in sick, but blogged or Twittered about their escapades that same day. But there are more serious reasons you might be let go from your job due to the use of social networking tools. As blogging and social networking sites enter the workplace, so too are corporate acceptable use policies being updated to define boundaries for employees, contractors and the company. Social networking sites are another way those things can

happen and they create an easy digital paper trail to investigate.

## Learn How Sites Can Use Your Information

Social network sites are typically free to use which means they are making their money by advertising to you. And that means they are collecting information about you. Is your information shared with outside companies and partners? What information can third-party plug-in software, such as Facebook Applications, use from your profile or page content? Review the site's privacy policy and watch closely the privacy settings you can control.

**Social network sites are typically free to use which means they are making their money by advertising to you. And that means they are collecting information about you.**

A significant part of what a company buys when acquiring a social networking company is the community of users on the site. Your account, including personal information, trades hands from the old company to the new one as part of the transaction. Watch for this when you hear about an acquisition and always read notifications about changes to privacy terms and user agreements.

## Forget the Popularity Contest

Put a number on something and suddenly you have a competition. The person with the most "friends" isn't necessarily the winner in social networking. That's just more

people, including possibly strangers, who now have access to more of your information. It is best to only friend people who really are or have become your friends. Your personal information has less opportunity for misuse.

## Set Up an OpenID account

OpenID is an open source standard for creating a single sign-on to multiple online services and applications. As a framework, OpenID accounts are available from multiple providers. It is estimated there are over 160-million OpenID enabled URLs with nearly 10,000 sites supporting OpenID logins.

OpenID is making inroads to better manage user accounts. If the social networking sites you frequent don't use OpenID or a similar technology, email the site creator and lobby for adding it.

## Create a Smaller Social Network

Bigger isn't always better. There's more to social networks than MySpace, Facebook, LinkedIn and Twitter. Communities often form around very narrow topics and these can easily get lost on the bigger sites. You may be better served creating a smaller, more focused network using tools such as Meet Up. By narrowing your purpose and using tools appropriate for smaller groups, you can keep unwanted solicitations, invites to connect and spam to a minimum. You'll also find you build closer relationships amongst community members.

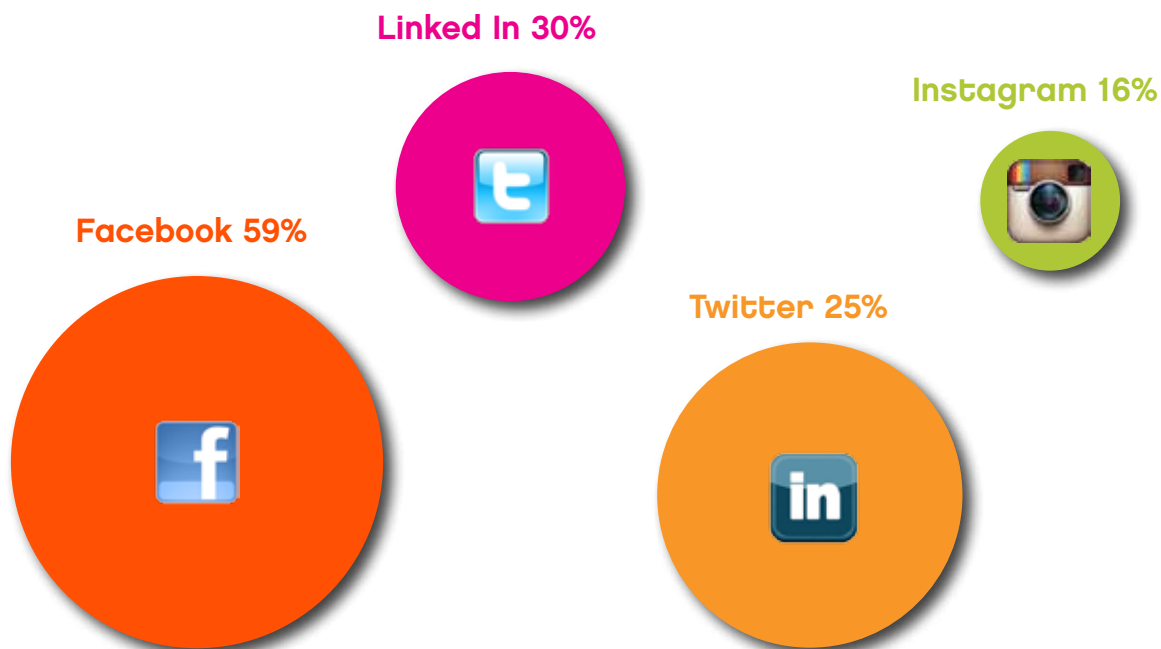
EXCERPTED FROM "12 TIPS FOR SAFE NETWORKING," [WWW.NETWORKWORLD.COM](http://WWW.NETWORKWORLD.COM). 



# Instagram Top in User Satisfaction

In a random sampling of public opinion taken by the Forum Poll™ in early 2015, among 1741 Canadians 18 years of age and older, Facebook has the most users. However, Instagram garners the highest customer satisfaction scores. Among the platforms tested, LinkedIn has grown the most in popularity over the past two years.

- Facebook is used by close to 6-in-10 Canadian adults (59%) who visit it, on average, about nine times a week.
- LinkedIn is used by 3-in-10 (30%), and is visited or checked about twice a week on average.



	Have (%)		Very Satisfied (%)		Avg.Times/Week
	2012	2015	2012	2015	2015
Facebook	60	59	31	27	9
LinkedIn	21	30	24	20	2
Twitter	22	25	33	24	5
Instagram		16		39	6

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1743 randomly selected Canadians 18 years of age or older. The poll was conducted on January 5-6<sup>th</sup>, 2015.





# SUPPORT DABC

## BECOME A DABC MEMBER

**Numbers matter. The more members we have, the stronger our voice in the community.**

Please become a Disability Alliance BC (DABC) member today. You can be a voting member or a non-voting member, and we welcome both individuals and groups.

I accept your invitation to join the DABC and enclose my membership fee of \$15 (individuals) and \$25 (groups).

I am also including a tax-deductible donation of \$\_\_\_\_\_. (Donations over \$10 are tax deductible).

Please return your payment/donation with this form to:  
DABC, 204-456 W. Broadway, Vancouver, BC V5Y 1R3.

You can also become a member or donate online at:  
<http://www.disabilityalliancebc.org/supportadvertise.htm>.

## THANK YOU FOR YOUR INVALUABLE SUPPORT

### Please check the applicable boxes:

☐ New membership or ☐ Renewal

☐ Voting Member or ☐ Non-voting Member

Voting members are people with disabilities and self-help groups where at least 50% of members have a disability.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/Prov \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## ABOUT US

Our mission is to support people, with all disabilities, to live with dignity, independence and as equal and full participants in the community. We champion issues impacting the lives of people with disabilities through our direct services, community partnerships, advocacy, research and publications.

### FRONT LINE SERVICES

Our Advocacy Access Program provides one-on-one assistance with provincial and federal (Canada Pension Plan Disability) income supports and other benefits. Our Tax AID DABC program helps PWD and PPMB recipients to file their income taxes year-round.

### PROGRAMS AND PROJECTS

Our projects respond to community need and increase people's ability to participate and contribute.

### MAKING NEW PARTNERSHIPS

We keep connected with a large network of community organizations across BC and regularly provide them with updates about issues of importance to the disability community.

### FREE PUBLICATIONS

We publish a range of capacity-building self-help guides and advocate resources, in reader-friendly language. Resources are provided free of charge, either by mail or from our website.

## Changes to Federal Voting Rules



On October 19, 2015 Canadians vote in the federal election. Every election is important, so please get out and vote!

Some voting changes have been introduced through Bill C-23, the Fair Elections Act. The act changed the polling station identification requirements and removed an option that let a voter vouch for another who didn't have photo ID that also listed his or her address.

Visit the Elections Canada website to see all the details on the new voting rules. You don't want to be turned away from the polling station on election day.

### ELECTIONS CANADA FAQ PAGE

<http://tinyurl.com/odxruul>

**✓ VOTE OCTOBER 19, 2015**

For over 25 years, DABC's **Advocacy Access** program has helped clients receive government benefits and services. The heart of our program is free one-to-one assistance with provincial and federal benefits. Here are just some of the issues our advocates can help you with:

#### BC Disability Benefits

- Applying for or appealing denial of the Persons with Disabilities (PWD) benefit
- Applying for or appealing denial of the Persons with Persistent and Multiple Barriers to Employment (PPMB) benefit

#### Canada Pension Plan Disability (CPP-D)

- Applying for and appealing denial of CPP-D

#### Housing and Shelters

- Information and referral about subsidized housing and accessing shelters

#### Information, Referral and Advice

- We provide information about and referral to other community and government resources

#### Publications

- We publish a wide range of free self-help publications and advocates' guides

Learn more at [www.disabilityalliancebc.org/programs/advocacy.htm](http://www.disabilityalliancebc.org/programs/advocacy.htm).



**Please note an appointment is needed to meet with an advocate in person. Contact us at:**

Local 604-872-1278

Toll-Free 1-800-663-1278

TTY 604-875-8835

# DABC Thanks

Care Home Mart Inc. carries mobility, bathroom safety, back support, ostomy supplies, incontinence, safety supplies and specialty products. They provide free shipping around Vancouver with a minimum purchase. Contact the store at 256 East Pender Street in Vancouver, BC V6A 1T7, 604-559-2822.

A big thank you to Care Home Mart Inc. for donating two tickets to Ed Sheeran's June 19<sup>th</sup> concert in Vancouver! The tickets were part of DABC's on-line Ed Sheeran auction, which helped to raise funds for programs and services that assist people with disabilities. We are very grateful to Care Home Mart Inc. for their generosity. Thank you Care Home Mart Inc. for your amazing support!



**CARE HOME MART Inc.**  
Inspiring Independence, Life and Joy

Thank you to the Health Sciences Association for their donation toward our Disability Benefits Help Sheets series. The series was completely updated in May 2015. These self-help guides on topics ranging from the PWD Benefit to the RDSP are DABC's most requested and downloaded resources. We're grateful to the HSA for their ongoing and generous support of these Help Sheets.



HEALTH SCIENCES ASSOCIATION  
The union delivering modern health care

Our thanks to No Frills Pharmacy for their ongoing generous support. Prescriptions filled at No Frills Pharmacy, 310 West Broadway in Vancouver, help raise funds for Disability Alliance BC (DABC).

## How to participate

- Register in-person with Nicole or Chloe at the DABC office, Suite 204-456 West Broadway in Vancouver.
- Complete a short form and receive a stamped Loblaws Card.
- Take the card with you to No Frills Pharmacy, 310 West Broadway, in Vancouver.

## How the program works

After you register at the DABC:

- Present the card when you are filling out your prescription.
- No Frills will contact your old pharmacy and transfer over your client information.
- You can receive free home delivery of No Frills Pharmacy prescriptions, anywhere in the Lower Mainland.
- If you have to pay for part of your No Frills prescription, you will receive a discount voucher for No Frills groceries.

## Please note

- You must fill a prescription first, to be eligible for these benefits.
- This program is only available at the West Broadway location.

For more information, please call Nicole or Chloe at 604-875-0188.



DABC and Transition thank everyone who contributed their experience and ideas for this Transition on Social Media.

Our sincere thanks to:

Mhairi Petrovic, President,  
Out-Smarts Marketing Inc.

Shelley Hourston, Program Director,  
Wellness and Disability Initiative/  
AIDS and Disability Action Program

Sam Turcott, Program Manager,  
Tax AID DABC

Burnaby Association for Community  
Inclusion

Jane Dyson and Chloe Krause, DABC

Rob Schlyecher, Creative Director,  
Spring

#ME Action

[NonprofitMarketingGuide.com](http://NonprofitMarketingGuide.com)

Forum Research

[www.networkworld.com](http://www.networkworld.com)

Taryn Barton, Metro Vancouver  
Transit Police

We'd also like to thank our super hard working volunteers who help us get Transition out four times a year. They help with virtually everything from inputting to mailout. **T**

# See Something, Say Something

TIPS ON HOW TO STAY SAFE WHILE USING PUBLIC TRANSIT.

Metro Vancouver Transit Police (Transit Police) is committed to keeping over one million daily passengers safe while on transit. Transit Police has shared these useful tips to help keep us, and our belongings, safe while on the go:

## 1. Use waiting areas.

- If using SkyTrain or Canada Line, identify and use the Designated Waiting Areas available on all platforms. Contact TransLink Customer Information 604-953-3333, Monday to Sunday 6:30 am to 11:30 pm.

## 2. Be aware of the safety features throughout the transit system.

- Seek help from a SkyTrain Attendant, Transit Supervisor, Canada Line Attendant, Transit Security Officer, Transit Police Officer and other police officers
- Text Transit Police Dispatch in non-emergency situations: 87-77-77
- Safety phones on platforms
- Designated waiting areas on platforms
- Silent alarm strips on SkyTrain



- Intercom on SkyTrain
- Radio communication and video on buses

## 3. Be alert and aware of your surroundings and the people around you.

## 4. Keep your belongings close at all times.


## 5. Don't let strangers use your cell phone.

The multi-lingual See Something, Say Something campaign encourages everyone who rides the system (bus and train) to report crime and disorder to Transit Police as soon as you can. To reach Transit Police:

- call 604-515-8300
- text 87.77.77 or
- in an emergency or, if in doubt, call 911

If you don't have a phone or can't remember the number to call, pick up the information phone at any station and ask to be transferred to Transit Police.

For more information about how to maximize your safety on transit, visit [www.transitpolice.bc.ca](http://www.transitpolice.bc.ca).

Download the free OnDuty App for iPhone and Android. Follow Transit Police on Twitter and Facebook. 

## New Resource for CSIL Employers

Spinal Cord Injury BC's Module 4 of the *CSIL Online Workbook* is now available for free download. This Module, *How to be a Lawful CSIL Employer* looks at the key legal issues and responsibilities for CSIL employers as identified by the employers themselves.

Understanding these issues will help CSIL users to prevent problems and to know the next steps if or when problems do develop in your workplace. The intention of the *Workbook* is to educate and empower Choice in Supports for Independent Living employers, so they can enjoy the control and independence CSIL can provide.

Download all the Workbook modules from: <http://sci-bc.ca/resource-centre/choice-supports-independent-living/>





# Non-profit Communication Trends

BY KIVI LEROUX MILLER, NONPROFIT MARKETING GUIDE.COM

In the fifth annual edition of the Non-profit Communications Trends Report, we answer these questions for you:

**What's the norm for non-profit communications?** We share what's typical in non-profit communications today.

**Where are the points of conflict in non-profit communications?** We point out where communicators, fundraisers, and executive directors disagree, as well as other statistical differences in the data—quiz style.

**What's the portrait of a typical non-profit communications director?** We share a little more about the life and times of today's non-profit communications directors.

**How are people really feeling about the coming year?** We share what has you most excited and most scared about this year.

The trends you'll find in this report come from a survey fully completed by 1,535 non-profits, with the following participant demographics.

## Job Title

42% work in communications/marketing, 20% work in development and 15% are executive directors. The rest are program staff, consultants or volunteers.

## Budget Size

49% have annual organizational budgets under \$1 million; 51% have annual budgets over \$1 million.

## Mission

25% are in Human Services, Housing, Food, Jobs; 15% are in Education; 11% are in Health, Disease, Medical Research; 9% are in Environment and Animals; and 7% are in Arts, Culture and Humanities.

## On Social Media


Most important social media for non-profits? Facebook (81%), Twitter (76%), YouTube (46%)

Instagram in 5th place among top social media sites for non-profits in 2015, jumping Google+ and Pinterest

Non-profit communicators to spend most time on Facebook, e-newsletters, and PR/Media Relations in 2015.

## On Goals

Top non-profit communication goals for 2015: engaging community, retaining current donors, brand awareness.

Excerpted from the 2015 Non-profit Communication Trends report published by the Non-profit Marketing Guide. See the full report at [Non-profitMarketingGuide.com](http://Non-profitMarketingGuide.com). 

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THANK YOU!

# Toward a Fairer Bridge Tolling Exemption

BY THE BURNABY ASSOCIATION FOR COMMUNITY INCLUSION

Transition magazine readers may have noticed information about the Port Mann Bridge Tolling Exemption on page 30 of the Spring edition.

TReO (the company responsible for collecting tolls) has said that, in order for people with disabilities to be eligible for the toll exemption, they must (amongst other requirements) own or lease the exempt vehicle. Members of the Advocacy Committee of the Burnaby Association for Community Inclusion (BACI) don't believe the current tolling policy is fair to people who live with disabilities.

Over two years ago, we began writing to TReO asking that the exemption for adults with disabilities who receive PWD benefits be modified so that the exemption was attached to the person, rather than the vehicle. Currently, most British Columbians with a disability who travel on the bridge for their daily activities can't take advantage of the toll exemption because they do not own their own vehicle. Also, families who support children with disabilities at home (especially in the Fraser Region) are required to pay tolls when they travel back and forth across the Port Mann bridge for medical appointments and therapy. At \$3 per crossing, this adds

an additional hardship for families who have children with disabilities.

After a follow-up letter, BACI received a response from Transportation Minister, Todd Stone in October 2014.

While recognizing that the government needs to assist people with disabilities in accessing the services they need, Minister Stone stated: "For most persons with a disability whose vehicle is not already registered in their name, the savings the exemption provides makes it well worth their while to transfer their vehicle's registration." The minister quoted from a policy review completed by Transportation Investment Corporation, the company that oversees the TReO program: "The review found that other provincial transportation programs that provide discounts for people with disabilities cover only drivers and vehicle owners and do not extend to those who drive family members with disabilities...In keeping with provincial precedents, it was determined this exemption eligibility should remain available for drivers and vehicles only."

In our response in February 2014, BACI said in part that provincial precedents that attach a disability discount/exemption to the individual rather than the driver do exist. BC residents with a valid SPARC BC placard (disabled parking permit) can travel to many parts of the UK and Europe, and receive toll exemptions with their permit, rather than a registered vehicle.

**Members of the Advocacy Committee of the Burnaby Association for Community Inclusion (BACI) don't believe the current tolling policy is fair to people who live with disabilities.**

Currently, BC residents with disabilities can access a number of provincial programs in which their eligibility is tied to the person rather than the vehicle. BC Ferries also offers a substantial discount for disabled passengers, again tied to the individual rather than the vehicle.

On May 5 2015, BACI received a response from the Minister, saying he had... "asked local ministry staff to discuss your concerns and suggestions with the Transportation Investment Corporation, to determine if any potential alternative options might exist to address this issue."

We hope to be able to update Transitions readers with a fairer TReO toll exemption system in the very near future! **T**

## Contact

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# TRANSITION Ads and Sponsorships

COLOUR PAGES			
Ad size   position	Number of editions booked		
	1	2-3	4
COVER PAGES			
Outside back cover	2200	1900	1700
Front inside cover	n/a	n/a	n/a
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INSIDE PAGES			
Full page	1235	1050	850
2 columns	915	770	650
3 column   large	870	740	620
3 column   small	455	375	325
2 column   small	410	350	285
2 column   mini	340	280	245
1 column	455	375	325
1 column   mini	275	235	200

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	1	2-3	4
COVER PAGES			
Outside back cover	n/a	n/a	n/a
Front inside cover	1200	1020	850
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INSIDE PAGES			
Full page	950	800	650
2 columns	700	600	510
3 column   large	675	550	485
3 column   small	350	300	250
2 column   small	315	265	225
2 column   mini	260	225	190
1 column	350	300	250
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**Non-profit organizations receive a 35% discount. Prices subject to change without notice.**

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### Contact Us

For more information on advertising or sponsorships, please contact Jewelles at 604-875-0188 or [transitionads@gmail.com](mailto:transitionads@gmail.com).





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## Need Help Preparing Your Income Taxes?

If you are receiving Persons with Disabilities (PWD) benefits or Persons with Persistent Multiple Barriers (PPMB) benefits, DABC has a new program to help you.

Tax Assistance and Information for People with Disabilities (Tax AID DABC) provides free and confidential assistance and information with income tax filing.

More details inside this Transition or visit [www.taxaiddabc.org](http://www.taxaiddabc.org).



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Thank you to the Province of BC for their continuing support.

