

# HAMILTON FOR ALL 2023

LEARN ABOUT THIS UPCOMING  
INCLUSION CAMPAIGN FOR  
HAMILTONIANS!



**HAMILTON  
FOR ALL  
2023**

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The following document provides an overview of the Hamilton for All 2023 campaign. It includes key information on the campaign's development, components, and how you or your organization can get involved!

**Last updated:** April 2023

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# WHO WE ARE



## Founding Organizations



Hamilton for All is a community-run campaign led by multiple organizations in Hamilton - all with growing concern for our city and a mandate to support diverse groups experiencing exclusion and discrimination.



## Steering Committee (Campaign Planners)

Sarah Wayland  
Natasha Hernandez  
Lyndon George  
Hugh Tye  
Gachi Issa

Clare Freeman  
Chelsea Kirkby  
Cole Gately  
Koubra Haggart  
Greg Tedesco

## Roundtable Expertise

- Diversity, Equity and Inclusion lens
- Community initiatives, immigration, discrimination barriers
- Lived Experiences as women, racialized minorities, LGBTQ+, Indigenous peoples, etc.
- Professional experience in Community Building, Communications/Marketing, Strategic Planning, etc.

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# PAST CAMPAIGN

Hamilton For All is a campaign that was first released in 2017 with a focus on newcomers and immigrants in Hamilton.



**Hamilton for All 2017** campaign used bus shelter advertisements and other physical displays to raise awareness about newcomers, immigrants and refugees.

**Hamilton for All 2023** will use similar tactics but will feature more groups affected by discrimination

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# WHY 'HAMILTON FOR ALL'?

There has been increased polarization and public expressions of hate since the last campaign.

Discrimination, anti-hate and exclusion are on the minds of many more people, giving the campaign a wider reach.

## Hate Crimes on the Rise

- 174 hate incidents were reported to Hamilton police in 2022, up 61% from 2021, with the Black, Jewish and LGBTQ communities the most frequent targets.
- In 2021, Hamilton saw the highest rate of hate crimes in any jurisdiction in the GTA and the third highest in the country



## WHY 'HAMILTON FOR ALL'

### Discrimination in Hamilton

- 6 out of 10 immigrants and racialized minorities and 8 out of 10 Indigenous peoples reported experiencing discrimination in Hamilton
- Top places people are experiencing discrimination are: when applying for a job, in the workplace, while using public areas (such as sidewalks and parks), or while on public transit

# WHAT WE HEARD FROM HAMILTONIANS

FROM CAMPAIGN COMMUNITY  
CONSULTATIONS (2022)

“It's uncomfortable to talk about racism, so **we need to acknowledge it**, shine a light on it, and ask for it to be dealt with.”

“

“Maybe someone won't sit by you or will move away on the bus but won't say anything.

**We recognize the signs of being excluded.”**

“

**“It seemed progress was being made**, but now we are in 2022, and we wonder if this will ever end.”

# HOW DID WE GET HERE?





# WHO ARE WE FEATURING IN THE CAMPAIGN?

There are many groups in Hamilton experiencing discrimination or exclusion. This campaign is a start-off point to communicate that they are an integral and important part of Hamilton.

The groups we would like to see featured in 2023 are those who are experiencing highest levels of discrimination in Hamilton:

- **Newcomers, immigrants and refugees**
- **Indigenous peoples**
- **Black and racialized persons**
- **Religious minorities or those experiencing faith-based discrimination**
- **People from the 2SLGBTQ+ community**
- **People with disabilities**

# CAMPAIGN OBJECTIVES

## **I. RAISE AWARENESS**

A big undertaking of Hamilton for All is raising awareness of inclusion/exclusion in Hamilton and who is affected by these particular experiences.

We want people who see displays, marketing or advertising to be moved to learn more.

## **II. BUILD CAPACITY**

Beyond awareness, we want to build capacity against hate and bigotry in Hamilton. Observers of this campaign should be moved to take action and understand the steps they can take to combat hate and discrimination in their communities.

## **EVALUATION**

In order to observe the success of Hamilton for All, the team will be assigning particular metrics to both these objectives - ensuring that evaluations can support learning and future iterations of this campaign.

# I. RAISING AWARENESS



The awareness part of this campaign will be accomplished through widespread dissemination of visual displays. These displays will feature representative pictures of different groups who experience discrimination in Hamilton with the catchphrase "We are Hamilton." Displays can be altered to suitably fit in HSR ads, lawn/business signs, and social media paid advertisements.

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# I. RAISING AWARENESS

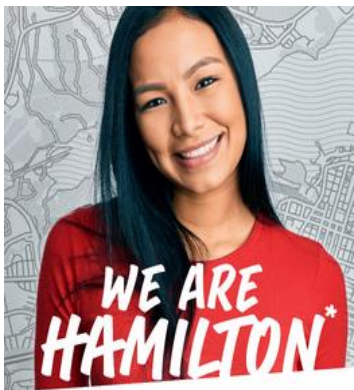


We've always been here and we just arrived today. We are every colour, identity, ability and creed. And no matter where we live, we all call this city home.

**We are half a million individuals sharing the same space. And together, we make Hamilton better when it's...**

**HAMILTONFORALL.CA**

\* HAMILTON IS SITUATED UPON THE TRADITIONAL TERRITORIES OF THE ERIE, NEUTRAL, ONONDAGA, HONDENSAWNEE AND MISSISSAUGAS.



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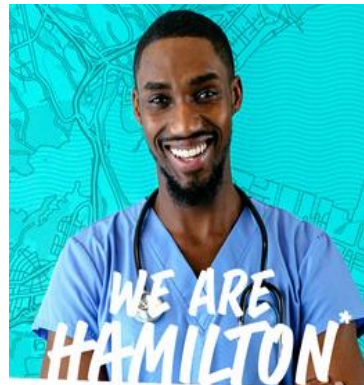


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## II. BUILDING CAPACITY




Capacity will focus on redirecting observers of this campaign to a dedicated Hamilton for All website which will include a wide range of easily accessible, interesting and highly engaging resources for individuals to take action against hate, discrimination and bigotry in Hamilton.

**Example:**  
From Hamilton for All (2017) campaign website. New website will feature similar headings.

 <b><u>DOWNLOAD POSTERS</u></b> Download #HamiltonForAll posters to share, print and spread the 'You are Hamilton' message. <a href="#">Read More &gt;</a>	 <b><u>MEET AMBASSADORS</u></b> Read and share #HamiltonForAll ambassador stories. Contact us to invite them to your events. <a href="#">Read More &gt;</a>	 <b><u>RESOURCES</u></b> We all can do our part to make newcomers feel welcomed and included in our city. Find out what you can do. <a href="#">Read More &gt;</a>	 <b><u>SUBMIT YOUR ACTIVITIES</u></b> Tell us about activities in your community that are happening to welcome newcomers. We will map these activities and share them on 'Newcomers Day' in May 2018. <a href="#">Read More &gt;</a>
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# **OPPORTUNITIES (TO BE DEVELOPED)**

-  **CAMPAIGN LAUNCH IN SPRING 2023**
-  **HOST OR CO-HOST A COMMUNITY EVENT**
-  **AMBASSADOR / SPEAKING EVENTS**
-  **PROMOTE THE CAMPAIGN (SOCIAL MEDIA)**
-  **MAKE A PLEDGE AND TAKE ACTION**
-  **CONTRIBUTE TO OUR RESOURCES/WEBSITE**

## **Who is currently sponsoring Hamilton for All?**

City of Hamilton - \$15,000

Hamilton Immigration Partnership Council - \$6000

Immigrant and Refugee Advisory Committee - \$1500

+ in process of approaching other City of Hamilton Advisory committees

## **Where is campaign money being spent?**

- Campaign concept, website and branding (already spent) - \$8000
- HSR ads - \$5000 for feature of TWO posters, every 6 weeks (ongoing)
- Social media - \$200-\$1000
- Posters - \$100-1000
- Retractable banners - \$200 apiece
- Events and workshops - speakers, meals/refreshments, venue rentals and honouraria - varies



Hamilton Community Legal Clinic  
Clinique juridique communautaire de Hamilton



# CONNECT WITH US!

**FOR GENERAL INFORMATION:**



Email [info@HamiltonForAll.ca](mailto:info@HamiltonForAll.ca)