

Voices of ABLE2 Pilot Episode featuring Vero Soucy, Sequence Marketing

Emelou

Welcome to Voices of ABLE2, I'm Emelou Porquez, communications coordinator of ABLE2, and I'm so glad you're joining us here today. This podcast is a new space for something we've always believed in, amplifying the voices of people with disabilities.

ABLE2 invites you to listen to the lived experiences of people with disabilities. Hear about the challenges they face, the systems they navigate, their achievements, and the important contributions they make to our communities. We will also be hearing stories from allies, family members and caregivers, and the community of supporters and advocates who walk alongside ABLE2 and the disability community.

ABLE2 has been part of the Ottawa community for over 50 years. We work with partners to provide the tools, choices, and connections to empower people with disabilities to build lives of meaning and joy, whether it's through our matching program, legal referral services, housing support, fetal alcohol resource program, funding brokerage, or our advocacy and educational initiatives, our goal is really simple: to build an inclusive community where every person is seen as able, important, and valued.

Voices of ABLE2 is an extension of that mission. In each short episode, you'll hear a story, sometimes joyful, sometimes difficult, but always real. These are the stories that don't always get heard in mainstream media. But they matter and we are here to make sure they're amplified.

This season will release eight episodes featuring people from our community, individuals. We support those waiting for support, families navigating barriers and systemic challenges, volunteers and our supporters who believe in the power of human connection.

We hope these stories move you, challenge you, and bring you closer to the heart of what inclusion truly means.

We also want to express our gratitude to Voices of ABLE2's presenting sponsor Sequence Marketing. as one of ABLE2's most trusted partners. Sequence Marketing has played a vital role in amplifying able two's mission, connecting with communities and sharing stories that matter.

Known for their creative and people-focused approach, they bring a commitment to storytelling and brand excellence that makes a real impact. Their generous support has made this podcast possible.

Today I would like to welcome agency principal of Sequence Marketing, Veronique Soucey. Vero, welcome to Voices of ABLE2!

Veronique

Hi Emmi Lou, it's a pleasure to be here.

Emelou

Yeah. Thank you so much for joining us today. Um, so first of all, please share with our listeners more about sequence marketing and what you do and how long you have been serving in the community.

Veronique

Yeah, sequence Marketing has been around for quite some time. The founder of the company, John Bishop, uh, started, uh, a company that was not named Sequence Marketing, uh, but uh, started, uh, two decades ago actually, and, uh, through. You know, the years throughout the years, um, it became B Media Shop and eventually, uh, sequence Marketing more, more recently, Sequence Marketing.

I've joined the organization about seven years ago, and, uh, John and I have been, uh, working, uh, together building this company with a great team. So essentially, Sequence Marketing is a full-service marketing, uh, agency. It's based in Ottawa, but, uh, our team, uh. Is all over Canada. We have people

working in Montreal, Toronto. Through COVID, um, we found it interesting to, uh, open up the talent pool and uh, so we have a hybrid model and, uh, we have clients all over the country as well. So, uh, most recently, uh, we've just landed a new client in the Toronto area, so it's good to have Toronto people. When you have a client in Toronto.

So we do everything from, um, you know, branding, digital campaigns. Uh, we do design, everything does that a marketing, uh, agency, uh, does. And basically when we, uh, start working with a new client, uh. We become their marketing department, whatever their needs we're there for them from crib to grave, whatever they need. Um, and I know that ABLE2 has been a client for quite some time and it's been just a pleasure working with your team, Emelou.

So creative, uh, just, you know, Evening in the Maritimes, it's fun to work on with all the lobster creative. So, yeah. Amazing. And so that's what we do.

Emelou

Yeah. Awesome. And yeah, we are really grateful to have partners like Sequence Marketing and in, you know, everything that ABLE2 does, especially with our signature fundraiser Evening in the Maritimes.

Um, so if you could tell us what inspired Sequence Marketing to partner with ABLE2, and what did this partnership look like in the beginning?

Veronique

Yeah, I think, um, in the beginning, you know, John and I firmly believe in giving back. We've been lucky in business and it's part of our values. We need to give back to the community and ABLE2, was our organization of choice because of the mandate, because of the mission.

Um, it has such an impactful, uh, impactful. Uh, how could I say this? Sorry, my French, my, my English is good, but I'm French first just for the listeners. Yeah. Uh, so sometimes I will, uh, translate as I go. Uh, but I, I just feel like ABLE2 is just inclusive. It's deeply human and it just, the support that you give to the community creates, um, helps people, uh, live better lives.

Mm-hmm. And I think that for us, um, it was just easy to say, you know what, um, let's help this organization as best we can. And it just bloomed and grew into, uh, a bigger partnership. Um, but we just feel connected with the ABLE2 team. And, um, again, just because of the impact that it has in the Ottawa community and even more than the Ottawa community, I think it's, it's not just in Ottawa.

Correct. You guys are a little outside of Ottawa as well. Mm-hmm. When it comes to the, the people you're helping.

Emelou

Yeah. Yeah, absolutely. And it's, it's so great that you chose able to, because, in 2020 when ABLE2 rebranded to what it is now. So, for our listeners who, uh, are not aware, ABLE2 was previously known as Citizen Advocacy of Ottawa and Sequence Marketing led the rebranding, you know, the brainstorming, strategizing on what this rebrand would look like.

So, Vero, if you could tell us more about what that looked like on your side as well.

Veronique

Yeah, it was quite, uh, it was quite the work to rebrand Citizen Advocacy because, you know, we wanted something catchy, but also something that was respectful, inclusive. So how we do the rebrand is we put all of the, all of the elements, the values of the organization, the mission, the vision, where is that organization going and what are they doing exactly?

And we just started coming up with, you know, as a brainstorm, as a team, lots of names, lots of different options. We thought citizen advocacy sounded a little too, you know, it sounded almost like something having to do with the law. More than helping, uh, people, right? It sounded government. We didn't want that.

We wanted to make sure that it was something to remember as well. Easy to remember, easy to pronounce. Um, and so we started playing around and, and somebody said, somebody kept saying. You know, they're able to help. They're,

they're able to. And then somebody, I don't remember who, but somebody said, well, how about able to, and then they said a little like CHEO.

So, every letter means something. Yeah. And we just thought it was so cute. Ability. Benevolence, Liberty empowered it. It's, those words are so powerful and they really truly represent the mission of ABLE2. So we were so happy when, when that person came up with the acronym and we were like, it makes sense.

And then we just, uh, decided to do it in French as well, because yeah. Serves the Francophone community. And so we had to come up with, uh, the same words, um, in French, so Aptitudes, Bienveillance, Liberté, en Engagé. So it was just fantastic. And then we did the whole creative, um, the design of the logo.

And the way that we do this, we have multiple designers on our team, so we wanna give a chance to all the designers, not only the designers that were working, uh, on citizen advocacy, uh, before it became ABLE2. Yeah. But all the designers, because it's a fun process, you know? Yeah. To be able to create something and put colors and, and use witch font and, and yeah. So it was truly fun and, um, and, and also very. Um, rewarding. Mm-hmm. Because after when, uh, our team presented this to your team, um, everybody was so happy, you know, and this is exactly why we do these things.

We want the clients and our partners to be happy with what we deliver. And uh, and uh, I remember how they were even like surprised. They were like, oh, I like it. You know, it wasn't like. No, I, I think it really resonated with them. So it was truly, um, uh, it was, it was a success and, and, uh, for everyone, and I think it was really great.

Emelou

Yeah. And I, I, what I wanted to say really was when I came on to AbleTo, what a, what a powerful and empowering name, because it sort of represented, you know, the people we are supporting, that they're able to, because of our support, they're able to do it themselves rather than having someone advocate for them.

You know? So it's, it's how the whole values and mission and vision of ABLE2 is being represented in that name by itself. So how I wish I was part of that

rebranding process, it must have been really fun. And so, you know, like overwhelmingly positive from both, uh, our ends, your, your agency and ABLE2 as well.

Veronique

100%.

Emelou

Yeah. Um, so the, this podcast Voices of ABLE2 is about amplifying the voices of the disability community. What does that mean for your agency as presenting sponsors for this podcast?

Veronique

So, like I said, it means the world to us to be partner. Uh, a partner of ABLE2 for a variety of reasons, but I think, uh, mostly because we know it truly makes people's lives better. And that's the bottom line. And, uh, Emelou, you and I have worked on different projects, videos, and stuff like that. We've done, we've done a ton of interviews with, uh, people who benefit from the program, uh, volunteers who are part of this, uh, amazing, uh, initiative. All the initiatives, I, I said program, but all the initiatives. All of the programs.

And bottom line is when you see. When you see the people and when you talk to them and when you hear what they have to say about ABLE2, and how they were not able to do something and now they are. They were, some of them were not able to. You know, get out of their house. They weren't able to socialize and, and now they are because of able to.

So it was, it was easy for us to say, you know, what, if this podcast is able to spread the word, educate, um, talk about all these successes, talk about all these, um, success stories, you know, really success stories and, um, if, if this is gonna do, if this, if this is the mission for the podcast, then we wanna be part of it.

Mm-hmm. Uh, because you know, there's. I've, I've, I was a radio host for a long time, uh, in a prior life, and there is nothing more powerful than giving someone a voice. And so with this podcast, what you guys are doing is you're literally giving people a voice to express themselves, and then people are on the receiving end, can hear all these stories that are touching and, you know, true stories that just touch your heart.

It's just, you know, every time I speak to somebody that works at ABLE2, that is, um, benefiting from the programs or the volunteers, these people are just so inspiring and so I'm, I'm, I'm just, I'm happy that you get to tell their stories and that people can actually learn more about this wonderful initiative and all these programs that ABLE2, uh, put together for, for the, community.

Emelou

Yeah. Absolutely. And I, I agree. It's giving these people the platform to amplify their voices. It was, is what, you know, truly matters, um, in this day and age when there's just so many voices, you know, competing with each other and just vying to get your attention. But I think that because of your support, because of sequence marketing and because of our partnership with able to, we are able to help these voices be more in the mainstream or be more heard in the community. So yeah, really appreciate, um, you know, your generous support for ABLE2 over the years.

Veronique

Our pleasure.

Emelou

Lastly, what do you hope listeners and the rest of the community will take away from this podcast?

Sequence marketing. Our whole team, John and I, as business owners, we want people to support ABLE2, I think that's the number one thing you can do. I

know there's a lot of, you know, organizations that do wonderful things. And, but you know what? There's a lot of organizations that have a lot of support.

Yeah, there's a lot of organizations that are well known, and I'm not saying, uh, take all of your support, whether it's monetary, you know, financial support, whether it's volunteering, support that you can offer, whatever kind of support you can give to an organization. Sometimes it's like, you wanna choose, maybe two organization, maybe you're already giving to one. Maybe you're already giving time to an organization.

But I feel like ABLE2's mission is so powerful that it makes life better, not just for the ERs, but for the community. It trickles down to a better life in the community for everyone, because when people are unhappy or when people are, you know, unable to do stuff that's basic. It just, it makes life for everybody around, the families, you know, the, the, the employers. It, it, it impacts everyone. So when people are, you know, empowered and, and able to do whatever they want to do, and because ABLE2 is there, then it, it makes overall life better.

So it's, it's, it's a huge impact. I don't think people understand how it truly impacts the whole community on so many levels, so many levels. Um, so yeah, I would, I would, I would like people to, I give any way they can. Whether it's financial or volunteering, um, I think that it's, or championing, uh, something, a program sponsoring the event.

You know, you have even, even, uh, giving, uh, auction items if you're, if you're a business that can give. Uh, or, or an individual that has, uh, art pieces and you want to put that in the silent auction this year. There's so many ways that you can help this great organization that is ABLE2. So we are proud.

Sequence Marketing is proud to support ABLE2, and we will continue to support and I hope that the conversations inspires others to do the same. Yeah.

Emelou

That is so, so wonderful and thank you so much again, Vero, for, for taking the time today to chat with me and really, truly appreciate everything that Sequence Marketing has done for ABLE2 through the years.

It's just very wonderful to work with your team and everyone who has helped, you know, amplify and raise and elevate ABLE2's profile in the community. So thank you so much.

Veronique

Thank you, Emelou. Thank you. And thank you to your incredible team at ABLE2, and thank you for letting, letting Sequence marketing, letting our team be part of your journey. Thank you so much.

Emelou

Thank you Sequence marketing for helping us make inclusion heard.

Thank you for tuning into Voices of ABLE2. This is just the beginning. We have a season full of powerful stories and important conversations ahead. Be sure to follow ABLE2 on social media and visit our website so you don't miss the next episode when it drops in the next coming weeks. We can't wait to share more voices that matter with you.

If you'd like to learn more about what we do or how you can get involved with ABLE2, visit able2.org.

Join us next time for another story that deserves to be heard.