



What are we celebrating?

In 2023, Reena turns 50! This is an opportunity to reflect, celebrate, and acknowledge the incredible work that has been done since 1973 for the people we support.

This anniversary campaign will highlight the timeline of key events of Reena since the beginning, and highlight stories of the fantastic people who have contributed in many meaningful ways to make Reena the organization it is today.

What are we trying to achieve?

Brand Awareness & Brand Engagement

We want to reach out to people who have never heard of Reena and encourage them to learn more and get involved with the organization.

Share Our Story

From the past to the future, we want to share our stories and let everyone know the life-changing impact of the work that Reena has done through our programs.

Increase Number & Diversity of Volunteers & Staff

We want to attract caring people to the Reena organization to continue to raise the bar for the services that we provide.

How can you help?

Share the images and captions available in this kit on your own social media to help spread the word about the 50th anniversary campaign!

Tag Us in Your Post and then Follow Reena on Social Media:

- [LinkedIn](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#)

Contact Info

For more information about the 50th Anniversary campaign, please reach out to:

Sharon Magor

Marketing & Communications Manager
email: smagor@reena.org



Share on social media

General Celebratory Message

Visuals to use:



50 years of
joy

DOWNLOAD THIS VIDEO

Caption:

Happy 50th Anniversary, Reena!

Join me in sharing this post on social media to celebrate this momentous milestone and the life-changing work that has been accomplished in our communities over the past five decades.

Visit Reena50.org to learn more about our 50th anniversary plans and follow @reenafoundation to be a part of our year long celebration of the people, events, and achievements that have contributed towards making #Reena the organization it is today.

#Reena50 #Inclusion



Campaign Kit

Donation Focused Message

Visuals to use:



DOWNLOAD THIS IMAGE

Caption:

Your Gift Makes a Difference

For 50 years, Reena has been providing supportive housing, programming and employment services for individuals with Autism and other developmental disabilities, mental health challenges, and other diverse health needs.

Your support helps us improve the lives of individuals supported by Reena by funding important initiatives.

Visit Reena50.org to donate to Reena Foundation today.

#Reena50 #Inclusion @Reenafoundation



Campaign Kit

Employment-Related Message

Visuals to use:



DOWNLOAD THIS IMAGE

Caption:

Today Reena celebrates 50 years of incredible work made possible by people like you who have contributed time and energy to a worthy cause.

We'd like to recognize and celebrate the workers and volunteers that have had an everlasting impact in the life of individuals with diverse abilities.

Thank you!

Visit Reena50.org to learn more about how you too can apply for a job or volunteer opportunity with Reena!

You can also learn more about about our 50th anniversary plans and the people, events, and achievements that have contributed towards making #Reena the organization it is today.

#Reena50 #Inclusion