


**NAME: Francine Lee**

**Course: COMM-6042 – Writing for Digital Media**

### Newsletter

For this assignment, the task is to choose an organization in London, Ontario, and create a newsletter, reflecting various writing styles. I chose London Cares Homeless Response Services. The newsletter was created in Mailchimp and is to be shared through e-mail. I have included screenshots for my portfolio.

[View this email in your browser](#)





## Myth Buster

A prevalent myth about homelessness is that it is only experienced by those living in public spaces or shelters. According to Stat Can's report, A portrait of Canadian's who have been homeless, there are many faces of homelessness. The report indicates that "homelessness encompasses living on the streets, in places not suitable for human habitation, or staying in shelters, as well as temporary living arrangements with family or friends without immediate prospects of finding permanent housing, known as 'hidden homelessness.'"

Here at London Cares, we recognize three categories of homelessness:

- Visible: people living on street, parks or shelters
- Hidden: people in temporary accommodations, overcrowded or unsuitable housing, bouncing between friends and family members
- Invisible: those struggling to maintain a house due to financial instability, domestic violence or mental and addiction challenges.

The statistics indicate that:

- between 25,000 and 35,000 people are homeless on any given night in Canada.
- Toronto has the most homeless people in Canada.
- 62% of homeless people in Canada are males.
- 30% of Canadian homeless come from Indigenous communities.
- 90% of homeless shelters in Canada are in Ontario, British Columbia, Quebec, and Alberta, and 44% of them are in Ontario alone.
- 22% of shelters are aimed at young homeless in Canada, while 20% of people experiencing homelessness are 13-24 years old.
- the annual cost of homelessness is over \$7 billion.
- the Canadian Government is investing \$2.2 billion over ten years to expand funding for the homeless.


The "one size fits all approach" will not successfully address this evolving crisis. Neither does stereotyping, insulation or isolation.

At London Cares, our services are people centric, and our aim is to move persons into permanent housing and then provide added-value services creating greater stability.

Click on the link below to read Stat Can's: A portrait of Canadians who have been homeless report and recommendations:

<https://www150.statcan.gc.ca/n1/en/pub/75-006-x/2022001/article/00002-eng.pdf?st=z2DQloMp>

## Client Focus



### From Solitude to Community

Trevor, not his real name, was enjoying the benefits of his hard work. He was doing well. All that changed, however, when he was arrested for drunk driving. His well-structured life crumbled, and family and support systems vanished. Now alone, he wandered between emergency shelters, bridges and park benches. For over a year, alcohol became his companion for his nightly vigils.

Our staff met an engaging Trevor outside a shelter where he was interested in getting housing. He did not follow through, however, and he proved difficult to find.

About two months after the initial meeting, and following several interventions, Trevor approached our staff ready to access permanent housing.

After several delays, Trevor received a house. A stability worker helped him with to establish a routine and productive habits. "I am giving back through this garden. I am no longer alone; every day, I thrive because of the benefits of community."

You can read more of Trevor's story in the link below:

<https://londoncares.ca/inspiring-stories/>

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## Events

Registration for the virtual attendance for the Assembly of First Nations National Homelessness and Mental Wellness Forum is still open. The forum will take place at the Pan Pacific Vancouver Hotel, Suite 300-999 Canada Place, Vancouver, British Columbia on the traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səllilwətaʔ (Tsleil-Waututh) Nations from November 14, 2024.

This forum will serve as a platform to share insights, strategies, and comprehensive solutions. It will feature plenary sessions, interactive dialogue, and workshops aimed at promoting holistic and culturally informed policy approaches. The forum seeks to enhance collaboration among leaders, policy makers, and practitioners in the fields of First Nations mental wellness and homelessness.

For general information on the National First Nations Homelessness and Mental Wellness Forum, or if you would like to participate in the Forum as a speaker or presenter please contact [housing.homelessness@afn.ca](mailto:housing.homelessness@afn.ca)

Register for webcast access in English or French here:  
[Assembly of First Nations || Register](#)

For additional information, use the link below:

[https://afn.ca/events/homelessness-mentalwellnessforum/#:~:text=The%20Assembly%20of%20First%20Nations,\(Tsleil%20Waututh\)%20Nations](https://afn.ca/events/homelessness-mentalwellnessforum/#:~:text=The%20Assembly%20of%20First%20Nations,(Tsleil%20Waututh)%20Nations)

## Reflection

Where do the unhoused go?

Cultural and geographical differences are evident from Downtown Los Angeles to Kingston to London, but the similarities are even more striking.

I refer to the almost instinctive inclination of the people experiencing homelessness to gravitate towards downtown areas in cities and adopt them as homes. What is the clarion call of a city's unique epicentre that allows for the transformation to a sprawl of shopping carts, oversized bags, tent cities, mental and physical challenges, unhygienic practices? Where is their hope?

Are they attracted to the vibrancy and restlessness of city centres? Do they find purpose, solace, the push to try one more day through the perceived hustle and bustle which overshadows the assumed futility of their existence? Do the bright lights eliminate the pervasive shadows?

I don't know. Maybe you do, so I invite you to share your thoughts. Where do the homeless go? They go downtown. Now, I want to know, why the people experiencing homelessness go.

If you, or someone you know is experiencing homelessness, get in touch. Our partnership provides the necessary support to get you or them under a roof.



## Join our SMS list

Sign up for exclusive SMS-only deals, live updates, and more. We promise to never send you more than 4 messages per month, and you can unsubscribe at any time.

[Sign me up](#)



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Our mailing address is:  
602 Queens Ave.  
Unit 301  
London, Ontario, N6B 1Y8  
HTML: <https://londoncares.ca/>

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