



LakeCity Works Tiny Home Lottery Media Kit 2019

Healthy minds. Healthy lives.

lakecityworks.ca/tinyhomelottery

LakeCity Works Tiny Home Lottery

LakeCity Works supports people living with mental illness to build on their strengths, take on responsibilities and access work experience, education and employment.

In summer 2018, LakeCity Works built a tiny house with the twin goals of increasing awareness around the lack of affordable housing and expanding its services to young people living with mental illness. Throughout its fundraising campaign, our Tiny Home traveled across Nova Scotia and raised over \$68,000 in support of services for youth with mental illness. In January 2019, our Tiny Home Lottery draw was announced during a special livestreamed event, at which time a lucky local couple won our Tiny Home.

This summer, thanks to the Canada Summer Jobs program, our team of expert woodworkers will be joined by talented youth to build our second tiny home. LakeCity sees the Tiny Home Lottery as an innovative way to raise funds for its services and programs – all of which benefit Nova Scotians aged 19 + living with mental illness within HRM. As such, we will keep raising awareness and fostering dialogue around two interconnected social issues that impact our clients: affordable housing and mental illness.

The LakeCity Works Tiny Home project allows us to cultivate awareness around the lack of affordable housing for people living with mental illness, all the while offering local youth the chance to design and build a unique community project. It also serves a symbolic reminder that affordable housing is a complex socioeconomic issue that needs greater collective attention and action.

Together, we look forward to fostering local engagement, advocating for change and building a meaningful project in support of the local mental health community.

Join the conversation on social media by following the hashtags **#TinyHomeLottery** and **#LakeCityTinyHome** as well as by following @LakeCityWorks on Facebook/Instagram and @LakeCity_NS on Twitter.



Tiny Home Communications

Throughout the summer, we will celebrate the hard work, drive and innovative spirit of our Tiny Home team as well as the generosity of our partners via our social media channels and other online platforms.

We will publish curated content weekly with the following hashtags **#TinyHomeLottery** and **#LakeCityTinyHome**, highlighting our project's building evolution.

As major project contributors, our sponsors will be featured predominantly throughout our social media campaign, thanks to our **#SponsorSpotlight**.

Further, we will create original content in the form of bi-monthly

blog posts written by our Canada Summer Jobs youth hires. We will also share **statistics** pertaining to affordable housing for people living with mental illness, as a means of educating and engaging around important social issues.

We encourage you to check our social media channels for updates and to share our posts as a way of engaging in a larger dialogue around affordable housing and mental health.

For more information, to volunteer or to sponsor our Tiny Home Lottery, please email us at tinyhome@lakecityworks.ca.



Tiny Home Key Messages

- “LakeCity Works supports people living with mental illness to build on their strengths, take on responsibilities and access work experience, education and employment. Our purpose is to empower people to be themselves and thrive.”
- “With the support of staff, summer hires, volunteers, local sponsors and community partners, LakeCity Works is building a Tiny Home to highlight how challenging securing affordable housing can be for those living with mental illness.”
- “In Nova Scotia, 53% of those struggling to secure permanent affordable housing are living with mental health challenges. Affordable, accessible and supportive housing reduces hospital stays, psychiatric symptoms, substance abuse and subsequently, increases freedom, dignity, wellness and quality of life.”
- “The goal of our Tiny Home Lottery is to raise awareness around the lack of affordable and accessible housing for people living with mental illness, while also fundraising for LakeCity Works support services aimed at Nova Scotians aged 19 +.”
- “The Tiny Home Lottery is an innovative way to raise funds for LakeCity Works services and programs – all of which benefit Nova Scotians living with mental illness within the Halifax Regional Municipality.”
- “Affordable housing is a complex social and economic issue that requires collective attention and action. Together, let’s foster local engagement while advocating for change in support of the local mental health community.”

About LakeCity Works

Our Vision

Healthy minds. Healthy lives.

Our Purpose

To empower people to be themselves and thrive.

Our Mission

LakeCity Works supports people living with mental illness to build on their strengths, take on responsibilities and access work experience, education and employment.

Our Pillars

- Our community values mental health in the workplace
- Our people are productive, safe and enjoy their day
- Our people each have a voice, are valued and heard
- Our business is a model for people, purpose and profit

Our Values

COMMUNITY: We are open to partnering and collaborating with diverse groups of people and organizations to create a more inclusive employment community.

CREATIVITY: We offer a creative and inviting environment, where people feel free to experiment, share ideas and celebrate successes.

INTEGRITY: We place our clients, employees and community at the forefront of everything we do, striving to create a workplace where everyone is valued and respected.

LEADERSHIP: We strive for excellence and look to the community for those mentors and bright lights that will inspire and guide our work.

MAKING A DIFFERENCE: We are humbled by the impact of our efforts. We know we are making positive change in the world because we hear it every day from our clients, employees and stakeholders.

Our Social Media Channels



[@LakeCityWorks](#)



[@LakeCity_NS](#)



[@lakecityworks](#)



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LakeCity Tinyhome

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