November 29th, Giving Tuesday, marks the start of Raising the Roof’s 20th Anniversary Toque Campaign. We’ll be sharing 20 examples of impact the toques have made over 20 years, and encouraging Canadians like you to continue to support long-term solutions to homelessness by buying a toque.

This year, our goal is to sell 20,000 toques across Canada during the campaign – and we’ll be keeping you up-to-date on our progress! 50% of all proceeds will directly benefit our 50+ partner agencies in local communities with remaining proceeds supporting Raising the Roof’s national homelessness prevention initiatives. This means that each and every toque purchase goes a LONG WAY in supporting real solutions to homelessness at both local and national levels.

We’re thrilled to introduce three new Toque items this year! First is the classic $10 toque: it’s black, cuffed and cozy. Our two other items are $20 each: comfy fleece-lined mittens and the all new Raising the Roof ball cap. All items will be available beginning on Giving Tuesday, just in time for you to purchase the perfect holiday gift!

This year’s annual Toque Tuesday event takes place on February 7, 2017. Join us in celebrating 20 years of making a difference in the lives of Canadians without a place to call home. For more information about the Toque Campaign or to get a toque, visit www.raisingtheroof.org.

Many Toques. One Cause.

Celebrating the 20th Annual Toque Campaign
Supporting Youth Through The Upstream Project: Intact Foundation

Raising the Roof could not be more pleased to have the incredible support of long-standing partner the Intact Foundation in initiating The Upstream Project. Since 2004, the Intact Foundation has provided $4 million each year to support programs and initiatives that help make communities a better place to work and live. A key component of the Foundation’s mandate is supporting at-risk youth through programs that encourage independence and strength-of-mind of young people who need it most.

As a Lead Partner of The Upstream Project, Intact’s investment will help prevent youth homelessness. This initiative works with schools and local community agencies to identify young people at-risk and provide them with the services they need to ensure they do not experience homelessness in the first place.

Thanks to Intact’s generous support, The Upstream Project is being piloted in two communities beginning Fall 2016.

For more information, visit www.raisingtheroof.org.

Piloting The Upstream Project to Prevent Youth Homelessness in Canada

Earlier this year we shared Raising the Roof’s new strategic directions, namely a core focus on homelessness prevention. Our new direction also signaled a shift in the way we work, including a move to national initiatives rooted in programming, not research. We were excited to announce our first prevention program, The Upstream Project, that works to identify and support youth at-risk before they ever experience homelessness.

To establish ‘proof-of-concept’, we are currently piloting The Upstream Project in two Ontario communities: York and Niagara regions. Working closely with our local community partners 360°kids and The RAFT, we’ve developed partnerships with local school boards to move forward with a key component of the program: a Student Needs Survey, which will be implemented in Winter 2017. We will also be using the evaluative tool Outcome Star to track and measure progress throughout the program, and have recently provided training on this tool to our two community partners.

Our collaborative partners at the Canadian Observatory on Homelessness (COH) and A Way Home Canada have also been working diligently to support the program. COH has developed The Upstream Project Toolkit, which is currently being used as a training tool and resource for our community partners. Together, we’re confident that by reaching young people when they’re first vulnerable, we can prevent homelessness, increase graduation rates, and contribute to better lifelong outcomes.

To learn more about The Upstream Project, visit www.raisingtheroof.org.
Campaigns
We shocked Canadians with our Coming Soon campaign, which addressed the issue of NIMBYism (not-in-my-backyard) by placing a fake homeless shelter in a residential neighbourhood. The campaign was released just before the 2015 federal election, and engaged the country in a meaningful conversation on long-term solutions to homelessness.

Our 19th Annual Toque Campaign saw nearly 50 communities across the country lead the charge in raising much-needed funds and awareness for addressing homelessness. Employees from our National Partners, Intact Financial and Paul Davis, were engaged in selling toques and making a difference in their local communities. In total, over $450,000 dollars was raised!

Initiatives
Our national research initiative on Child & Family Homelessness was completed in 2015-16, culminating in a final report titled Putting an End to Child and Family Homelessness in Canada. The report included data from over 130 interviews and shared our most comprehensive recommendations to all levels of government to-date. Following the report’s release, a national Public Education campaign titled ‘How Bad Can It Get?’ was launched to inform Canadians of the severity of the issue and what we can do to prevent child and family homelessness. See the campaign on our YouTube channel.

Partnerships
We continue to expand our collaborative partnerships, working with both community agencies and national organizations to increase our impact by working together. At the community-level, we’re engaging with local agencies for our Toque Campaign as well as our national initiatives. At the national-level, we’re teaming up with organizations like the Canadian Observatory on Homelessness and A Way Home Canada to pursue our strategic direction of homelessness prevention.

Events
Raising the Roof’s inaugural battle of the bands event, Sounds in the 6ix, took place in Toronto on June 9, 2016. The event brought together local musicians, supporters, and fans for a wonderful evening benefitting our National Initiatives. With over 150 attendees, an incredible $29,000 was raised! Thanks to all who made this fantastic event possible, we look forward to seeing you at Sounds in the 6ix in Spring 2017.

Our Impact

<table>
<thead>
<tr>
<th>% of Total Charitable Work</th>
<th>Administrative Expenditures</th>
<th>Fundraising Expenditures</th>
<th>Total Charitable Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.4%</td>
<td>4.1%</td>
<td>4.3%</td>
<td>91.7%</td>
</tr>
<tr>
<td>17.2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>66.5%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Including In-Kind Donations
Community Engagement

For their 13th year, HOMES Publishing Group supported Raising the Roof at their Annual Golf Tournament. The event raised an incredible $15,500 – thanks HOMES team!

Every year, approximately 200 Power Unit Youth Organization volunteers plan and execute Night It Up!, Toronto’s first night market. These hardworking and talented youth selected Raising the Roof as the 2016 event beneficiary, and generously raised $10,000 for The Upstream Project!

Joe Roberts is a formerly homeless youth turned successful entrepreneur who has now made it his mission to raise awareness and funds in support of preventing and ending youth homelessness with The Push for Change. Pushing a shopping cart from east coast to west, Joe is participating in local events across the country. 50% of funds raised support Raising the Roof’s The Upstream Project, with over $100,000 raised to-date! Track his journey at www.thepushforchange.com.

At Across the Ditch, attendees were treated to an oasis within the city by Fisher & Paykel. A series of fundraising activities, including a silent auction and a raffle for a stunning BBQ with custom cabinetry, resulted in over $9,000 raised!

How to Get Involved
Join Raising the Roof’s volunteer community to support long-term solutions to homelessness! Visit our website and subscribe to our Volunteer E-Update for news and upcoming volunteer opportunities.

Support our work to prevent homelessness by making a donation. Whether it’s a monthly gift, an in-kind donation or a legacy gift, your donation goes a long way in supporting lasting solutions.

Find out how you can support Raising the Roof!
Contact Leanne Boutwell at leanne@raisingtheroof.org or call (416) 481-1838 ext. 204

Our Funding Partners
We are very grateful to the following funding partners for their generous support:

The Toque Campaign
Lead Partners

The Upstream Project
Lead Partners

Supporting Partners

We also thank: The many individuals, organizations and foundations that have generously supported Raising the Roof over the past year. All donors are listed on our website at www.raisingtheroof.org.

Intact Design is a trademark of Intact Financial Corporation used here under license.