Our work, accomplishments and impact

Annual Report 2012/2013
Our Mission

To provide strong and effective national leadership on long-term solutions to homelessness through partnership and collaboration with diverse stakeholders, investment in local communities, and public education.

What We Do

• Engage diverse partners, including frontline community agencies, corporations, researchers, governments and youth, in strategic, collective efforts to alleviate homelessness across Canada;

• Fund local, grassroots agencies working to alleviate homelessness in their communities; and

• Educate Canadians about the true nature of homelessness and its solutions.
Dear Friends of Raising the Roof:

It's always gratifying to see hard work come to fruition. This year we are celebrating some very successful outcomes, accomplished with tremendous support from our partners and extensive networks.

Groundbreaking work

Last November, we released It's Everybody's Business: Engaging the Private Sector in Solutions to Youth Homelessness, part of our Youthworks initiative. The report sheds much-needed light on the potential role of Canadian employers, and others, in providing training and employment opportunities to youth who are homeless or at risk of being so. A practical electronic Employer/Agency Toolkit was released at the same time as the report. Both pieces represent the first comprehensive national resources of their kind in Canada.

The report is frank in identifying the benefits and challenges that employers and community agency employment programs face when trying to connect a youth with meaningful employment. It also presents the youths' point of view. We are very encouraged by the widespread interest this work has generated. We will continue to bring it to the attention of those who are in the position or have the influence to address the issue of unemployment among disadvantaged youth.

Raising funds and awareness

Our signature National Toque Campaign exceeded its fundraising goal this year, allowing us to benefit the 44 community agencies who signed up as campaign partners. Just as important, the breadth and depth of media coverage we received was tremendous, ensuring the campaign and its message about homelessness reached into every corner of the country.

Partnering, collaborating

None of these accomplishments would be possible without the support and generosity of our partners, all of whom are mentioned within this report or on our website. Their funding and in-kind contributions make our important work possible. Recognizing the tremendous benefits of pooling resources and expertise, we also seek out opportunities to collaborate with others whose mission and values align with ours. Our successful collaboration with First Work around the development of an interactive map of community employment programs across Canada is just one example.

A sad loss

Jennifer Parnell, a former Executive Director of Raising the Roof, would have been proud of this year's accomplishments. Sadly, Jennifer died last November. She will be remembered for the strength of her leadership, passion and resourcefulness – and for her unerring determination to make a difference in the lives of those less fortunate.

Looking ahead

We will continue to promote the substance and recommendations of the report, It's Everybody's Business, while also turning our attention to child and family homelessness - an issue that has received very little attention. It's hard to fathom that a country as wealthy as Canada could have an estimated 200,000 homeless individuals. It's even harder to accept that 20,000 of those are children. Indeed, families with children are the fastest-growing segment of the country's homeless population.

Our four-year Child and Family Homelessness initiative will focus on learning everything we can about why families become homeless and what can be done to address the issue. As always, our research will be community-based and we will invite the perspective and insights of many stakeholders.

Thank you

Thank you to all those who support and partner in our work; our Board of Directors, whose guidance and support are key to our success; and the Raising the Roof staff whose skills and passion for their work deserve our deep admiration and gratitude. Together we will continue to work towards lasting solutions to homelessness.

Sean Gadon, President		Carolann Barr, Executive Director
At the beginning stages of their career, everyone needs someone to take a chance on them. This is particularly true for at-risk and homeless youth, who often lack the invaluable connections and supports necessary to find entry-level jobs.

The issue of homelessness has widespread moral, social and economic impact. So it stands to reason solutions must involve a cross-section of society, including Canada’s employers. The link between maintaining a home and being successfully employed is clear. An unemployed youth cannot afford to pay rent; a homeless youth will find it hard to hold down a job.

Despite a growing appreciation of the need to provide disadvantaged youth with training and employment opportunities, there is little research on how to do this successfully. One of our greatest accomplishments this year was to help close that knowledge gap with our report, released in November 2012, *It’s Everybody’s Business: Engaging the Private Sector in Solutions to Youth Homelessness.*

The report presents learnings from businesses and community agencies that are already collaborating on training and employment opportunities for disadvantaged youth. With their insights, and input from the youth they have engaged, we identified what works and what doesn’t. We also learned a great deal about the motivation and supports needed to encourage more employers to get on board.

**Report’s conclusions**

The report concludes there are ways to increase the number of Canadian businesses who will give disadvantaged youth a chance at employment. It also points out that engaging the private sector in solutions should be just one part of a larger strategy. Housing remains key. Therefore, government funding and policy support are still critical, as are supports to encourage young people to complete their education and equip themselves with skills that will lead to employment.

The report’s recommendations are directed towards government, business, and community agencies, and they are urged to work in collaboration with one another.

“At the beginning stages of their career, everyone needs someone to take a chance on them. This is particularly true for at-risk and homeless youth, who often lack the invaluable connections and supports necessary to find entry-level jobs.”

**Toolkit is a practical resource – the first of its kind**

One of the gaps our research identified was the lack of practical resources for employers who are interested in providing opportunities for disadvantaged youth but simply don’t know where to start. Our online Employer/Agency Toolkit, a brand-new resource, includes an interactive map of locations for community youth employment programs. Developed jointly with First Work, the map is an example of what can be achieved when organizations with a common purpose work together.
Accomplishments

- The report and toolkit represent the first significant body of work on this issue within Canada. Both have been widely accessed and acclaimed.
- We continue to receive invitations to present the report findings at conferences in Canada and the United States.
- Raising the Roof and First Work established a valuable partnership to develop the first-ever national map of youth employment programs. Read more.
- Substantial media coverage – in both mainstream media and the human resources sector – has served to heighten awareness of the issue and drive interest in the report and toolkit.
- Many organizations (notably in Canada, the U.S. and Australia) have posted links to the report and associated Employer/Agency Toolkit on their websites.
- By engaging eight community employment programs as research partners, the project gained a collective, informed perspective on the challenges associated with securing employment for disadvantaged youth.
- By sharing the promising practices of our research partners, we are enabling others to adopt or adapt them for their own community employment programs.

Impact

The ultimate goal of this project is to bring about lasting change in the attitudes and hiring practices of the private sector regarding at-risk youth. We are seeing encouraging signs of growing awareness and understanding of what needs to be done to support employers in this important endeavour. Momentum for change is building.

Our Funding Partners

We gratefully acknowledge the following partners for their generous support of this project:

Lead Partner
Intact Foundation

Major Partners
Ontario Trillium Foundation
Direct Energy
The Government of Canada’s Homelessness Partnering Strategy
The Home Depot Canada Foundation

Supporting Partners
AstraZeneca Canada Inc.
CIBC
Franklin Templeton Investments
HOMES Publishing Group
IKO Canada
ING DIRECT
R. Howard Webster Foundation
RBC Foundation
Scotiabank
The GlaxoSmithKline Foundation

Public Education Partner
Leo Burnett Toronto

For a complete list of supporters, please see Page 3 of It’s Everybody’s Business: Engaging the Private Sector in Solutions to Youth Homelessness

Street House earns international acclaim with Cannes Award

A truly unique exhibit, The Street House was conceived and created (pro bono) for Raising the Roof by Leo Burnett Toronto. The project recently won international acclaim when Leo Burnett was awarded a Silver Lion for Design at the Cannes Lions International Festival of Creativity.

The Street House symbolized those desperate places where Canada’s estimated 200,000 homeless people seek shelter every day. Open for just two days, the cardboard exhibit attracted thousands of people who toured the space and interactive displays to learn about the realities of being homeless.
Raising the Roof has a big national mandate and a small staff. So we are delighted when individuals and organizations offer to plan and manage fundraising events to benefit our work. Each event, big or small, helps support solutions to homelessness. This year we benefited from the proceeds of several very successful events including golf tournaments, a commemorative walk, a martial arts championship event and an online birthday party service. Together, these events raised an impressive $55,660 – a significant increase over previous years. We’d like to acknowledge everyone associated with the following events for their support:

• HOMES Publishing Group, Toronto > 9th Annual Golf Tournament
• CanOils, Calgary > Golf Tournament
• Heather’s Walk for Homelessness, Toronto and Vancouver
• Algonquin Power Co., Oakville, Ontario > Picnic
• Echoage, an online birthday party service
• Downtown Yonge BIA and Eglinton Way BIA, Toronto > Winter events
• Maximum Fighting Martial Arts championship event, Edmonton > through our friends at Crystal Glass

With help from our friends...

Third-Party Events

Our 2013 Comedy Cabaret, at The Second City in Toronto, was no exception. Over two hundred people enjoyed an evening of hilarity as some of Canada’s finest comedians took to the stage. This year’s line-up included Darrin Rose, James Cunningham, Eddie Della Siepe, Derek Edwards, Frank Spadone and Graham Chittenden. All of the performers generously donated their time and talent for this special event.

Our sincere thanks to Franklin Templeton Investments, Presenting Sponsor of the event for the past ten years. With their support, the Comedy Cabaret has raised more than $600,000. This year’s event generated $27,685 to support Raising the Roof’s work on long-term solutions to homelessness.

Pictured above: Winners of the 2013 Golden Toque Award, the Leo Burnett Toronto team, pose with Carolann Barr, Raising the Roof’s Executive Director, and 2012 winners, M&K Media.

Comedy Cabaret!

raises funds and laughs

The universal language of laughter never fails to bring people together, even around serious issues like homelessness.

Get involved

If you have great idea for an event of your own, we’d love to hear from you. Our website has examples of successful events along with tips and tools to help you. You can also contact Arundel Gibson to talk about how you can get involved.

Our 2013 Comedy Cabaret, at The Second City in Toronto, was no exception. Over two hundred people enjoyed an evening of hilarity as some of Canada’s finest comedians took to the stage. This year’s line-up included Darrin Rose, James Cunningham, Eddie Della Siepe, Derek Edwards, Frank Spadone and Graham Chittenden. All of the performers generously donated their time and talent for this special event.

Our sincere thanks to Franklin Templeton Investments, Presenting Sponsor of the event for the past ten years. With their support, the Comedy Cabaret has raised more than $600,000. This year’s event generated $27,685 to support Raising the Roof’s work on long-term solutions to homelessness. 

Pictured above: Winners of the 2013 Golden Toque Award, the Leo Burnett Toronto team, pose with Carolann Barr, Raising the Roof’s Executive Director, and 2012 winners, M&K Media.

The universal language of laughter never fails to bring people together, even around serious issues like homelessness.

With help from our friends...

Third-Party Events

Raising the Roof has a big national mandate and a small staff. So we are delighted when individuals and organizations offer to plan and manage fundraising events to benefit our work. Each event, big or small, helps support solutions to homelessness.

This year we benefited from the proceeds of several very successful events including golf tournaments, a commemorative walk, a martial arts championship event and an online birthday party service. Together, these events raised an impressive $55,660 – a significant increase over previous years. We’d like to acknowledge everyone associated with the following events for their support:

• HOMES Publishing Group, Toronto > 9th Annual Golf Tournament
• CanOils, Calgary > Golf Tournament
• Heather’s Walk for Homelessness, Toronto and Vancouver
• Algonquin Power Co., Oakville, Ontario > Picnic
• Echoage, an online birthday party service
• Downtown Yonge BIA and Eglinton Way BIA, Toronto > Winter events
• Maximum Fighting Martial Arts championship event, Edmonton > through our friends at Crystal Glass

Our 2013 Comedy Cabaret, at The Second City in Toronto, was no exception. Over two hundred people enjoyed an evening of hilarity as some of Canada’s finest comedians took to the stage. This year’s line-up included Darrin Rose, James Cunningham, Eddie Della Siepe, Derek Edwards, Frank Spadone and Graham Chittenden. All of the performers generously donated their time and talent for this special event.

Our sincere thanks to Franklin Templeton Investments, Presenting Sponsor of the event for the past ten years. With their support, the Comedy Cabaret has raised more than $600,000. This year’s event generated $27,685 to support Raising the Roof’s work on long-term solutions to homelessness.

Pictured above: Winners of the 2013 Golden Toque Award, the Leo Burnett Toronto team, pose with Carolann Barr, Raising the Roof’s Executive Director, and 2012 winners, M&K Media.

The universal language of laughter never fails to bring people together, even around serious issues like homelessness.

Get involved

If you have great idea for an event of your own, we’d love to hear from you. Our website has examples of successful events along with tips and tools to help you. You can also contact Arundel Gibson to talk about how you can get involved.
These were just some of the local events held in communities across Canada, this past February, as part of Raising the Roof’s Annual National Toque Campaign.

Each year, dozens of community agencies and hundreds of volunteers participate in this signature fund-and-awareness-raising campaign. Proceeds support both the work of the agencies and Raising the Roof’s national initiatives towards long-term solutions to homelessness.

The 2013 campaign raised $420,000 (gross) – an increase of 16% over the previous year. We thank Toque Campaign National Partners: Intact Financial Corporation and Canadian Traffic Network (CTN); Regional Partner: Crystal Glass Canada Limited; Supporters: HOMES Publishing Group, Leo Burnett Toronto and M&K Media for their tremendous support.

We also thank the hundreds of toque-selling volunteers – including many from Intact – who braved freezing temperatures to help ensure a hugely successful Toque Tuesday.

Media coverage was stronger than ever. In addition to their unique ‘Wall of Toques’ in Toronto’s Yonge and Dundas Square, Leo Burnett Toronto created compelling public service announcements for both television and radio. M&K Media successfully placed the announcements with media outlets across the country. CTN expanded our reach with tremendously generous radio and television airtime.

**Impact**

- **Eighty per cent** of net proceeds from the 2013 Toque Campaign will benefit the 44 participating Partner Agencies, enabling them to provide employment training, housing assistance and many more important services that help the homeless in their communities.

- The remaining **twenty per cent** of net proceeds benefit Raising the Roof’s national homeless initiatives, e.g., Youthworks and Child and Family Homelessness.

- Donated media coverage totaled more than **$1.4 million** in value and helped to promote the Toque Campaign and the issue of homelessness across Canada.
Although Canada is one of the richest countries in the world, child and family homelessness is a serious issue. An estimated 200,000 Canadians are homeless – more than ten per cent of them are children.

The consequences are disturbing. In monetary terms, homelessness costs taxpayers $4.5 to $6 billion annually in related shelter, social services, health care and criminal justice expenses.

In terms of human impact, the ‘price’ of homelessness is even more profound.

Children who grow up without a safe and secure home are prone to physical and emotional health issues, family abuse and hunger. Their education can also suffer as the transient nature of their accommodation obliges them to move from school to school. The longer-term repercussions of childhood homelessness are not well understood but it seems likely that, for at least some, the experience will impact their adult life.

Our commitment

Despite the seriousness of this issue, it has received remarkably little attention. Raising the Roof has committed to a four-year Child and Family Homelessness initiative that will help address this gap. Based on practical research with frontline service providers and community coalitions across Canada, we will identify best practices, develop concrete recommendations and a solid planning framework to help address this national tragedy. Our ultimate goal: to put child and family homelessness on the national agenda, where it clearly belongs.

What we want to achieve

• The creation of Canada’s first-ever national framework for preventing and alleviating child and family homelessness

• Increased capacity among homelessness practitioners and social service providers to offer effective supports and services for children and families experiencing homelessness

• A repository of promising practices for frontline service-providers working with homeless children and their families

• To identify mental health practices that will strengthen the resiliency of children who are homeless

• To highlight housing supports/initiatives necessary for preventing and addressing child and family homelessness

• Increased capacity of communities across Canada to develop local and regional strategies to address child and family homelessness though coordinated approaches

• Adoption of the project’s report/recommendations in the work of other national poverty-reduction organizations.

Our progress

Our work is beginning with an environmental scan and preliminary research to help us grasp the depth and breadth of the issue. We are also setting up a national network to tap into the insights of those who work with or in the interests of homeless families. In early 2014 we will enlist several community agencies across Canada to partner with us so we can better understand the nature and scope of child and family homelessness at the local level. From there we will be able to identify the gaps that need to be addressed and the opportunities upon which we can build.

For more information and regular updates on our Child and Family Homelessness Initiative, please visit our website.
Our Partners make it possible

Raising the Roof Major Partners 2012/13

Our work is made possible through our valued partners and supporters who understand the serious issue of homelessness and contribute the funds and ‘in-kind’ gifts that allow us to pursue long-term solutions. We thank each of them for the difference they make...

Our Partners make it possible

Our work is made possible through our valued partners and supporters who understand the serious issue of homelessness and contribute the funds and ‘in-kind’ gifts that allow us to pursue long-term solutions. We thank each of them for the difference they make...

Our Friends and Supporters

July 1, 2012 to June 30, 2013

Algonquin Power Services Canada Inc.
ATB Financial
Barrie Press
Bennett March
Bryan Mills Iradesso
Derek Ballantyne
Richard Bowman
Canaccord Genuity
CanOils
Can-Rad Beauty Limited
Martine Celej
CI Investments
CIBC
Mitchell Cohen
Corporate Traveller
Crystal Glass Canada Limited
Adele Diamond
Diversified Transport Ltd.
Divestco
Downtown Yonge BIA
ECHOage
Equity Financial Trust
Fidelity Investments
Floyd Honey Foundation
GeoLOGIC Systems Ltd.
Craig Goldstein
John and Heather Hall
Heather’s Walk for Homelessness
J David Hulchanski
IKO Canada
ING Direct
Investment Planning Counsel
Jacuzzi Hot Tubs of Calgary
J.P. Bickell Foundation
Craig Lahmer
MACAM Group of Companies
MacEachern Smith Group – Macquarie Private Wealth
Manulife Financial
Molson Coors
Deirdre Murphy
OceanRock Investments
O’Keefe and Associates Ltd.
R. Howard Webster Foundation
RBC Foundation
Renegade Petroleum Ltd.
Josh Rosset
Rooster Post Production
Russell Investments
Scotiabank
SEI Canada
Sisters of Providence
Surge Energy
Susanna Smith
Lynne Streick
The BLG Foundation
Toronto Transit Commission
Martin Vaughan
Jonathan Vintr
John Wilkinson

This year, we are pleased to celebrate one-hundred percent support from Raising the Roof’s board and staff. Thank you!
## Statement of Financial Position

**As at June 30 2013**

### Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current</strong></td>
<td>$491,185</td>
</tr>
<tr>
<td>Cash</td>
<td>$371,965</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>81,055</td>
</tr>
<tr>
<td>Sales tax receivable</td>
<td>13,837</td>
</tr>
<tr>
<td>Inventory</td>
<td>21,110</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>3,218</td>
</tr>
<tr>
<td><strong>Equipment</strong></td>
<td>$493,273</td>
</tr>
<tr>
<td>Computer and office equipment</td>
<td>14,591</td>
</tr>
<tr>
<td>Less: accumulated amortization</td>
<td>12,503</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td>$493,273</td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$193,070</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Unrestricted net assets</td>
<td>203</td>
</tr>
<tr>
<td>Continuation Fund</td>
<td>300,000</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>300,203</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$493,273</td>
</tr>
</tbody>
</table>

On behalf of the Board

Sean Gadon, Director         James Cook, Director

Please note: For a copy of the complete financial statements contact Raising the Roof.
## WHERE YOUR DONATIONS GO

For the year end June 30, 2013

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charitable Programs</td>
<td>350,146</td>
<td>43.8</td>
</tr>
<tr>
<td>Grants to Community Groups</td>
<td>187,070</td>
<td>23.4</td>
</tr>
<tr>
<td><strong>Total Charitable Work</strong></td>
<td><strong>537,216</strong></td>
<td><strong>67.2</strong></td>
</tr>
<tr>
<td>Fundraising Expenditures</td>
<td>100,987</td>
<td>12.6</td>
</tr>
<tr>
<td>Administrative Expenditures</td>
<td>161,049</td>
<td>20.2</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>799,252</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

*Including in-kind donations*

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charitable Programs*</td>
<td>2,047,636</td>
<td>82.0</td>
</tr>
<tr>
<td>Grants to Community Groups</td>
<td>187,070</td>
<td>7.5</td>
</tr>
<tr>
<td><strong>Total Charitable Work</strong></td>
<td><strong>2,234,706</strong></td>
<td><strong>89.5</strong></td>
</tr>
<tr>
<td>Fundraising Expenditures</td>
<td>100,987</td>
<td>4.0</td>
</tr>
<tr>
<td>Administrative Expenditures</td>
<td>161,049</td>
<td>6.5</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>2,496,742</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

* Includes $1,697,490 of in-kind donations for creative development, website development, printing and media air-time and space for our Charitable Programs.
Governance

Board of Directors

Sean Gadon, President
Director
Affordable Housing Office
City of Toronto

Janice Thomson, Vice President
Independent Director

James Cook, Treasurer
Senior Vice President, Head of Strategic Planning & Business Development – North America
Franklin Templeton Investments

David Bradshaw
Vice-President of Banking Operations
ING Direct

Ken Franczek
General Manager
Crystal Glass Canada Ltd. / Can-Am Autoglass Ltd.

Wendy Fraser
Director of Women’s Services
YWCA Halifax

Stephen Gaetz
Director, Canadian Homelessness Research Network
Associate Professor, Faculty of Education, York University

Denis Pouliot
Vice President – Information Technology
Intact Financial Corporation

Wayne Helgason
Independent Director

Sheldon Pollett
Executive Director
Choices for Youth

Michael Rosset
President
HOMES Publishing Group

Leeann Signorotti
Regional Vice President
Private Banking – RBC Wealth Management,
Royal Bank of Canada

Brian Stutz
Canadian Traffic Network

Staff

Carolann Barr
Executive Director
carolann@raisingtheroof.org

Arundel Gibson
Director of National Campaigns
arundel@raisingtheroof.org

Maureen Gallagher
Director of Partnership Development
maureen@raisingtheroof.org

Paula Patryluk
Manager Projects & Finance
paula@raisingtheroof.org

Amanda Noble
Manager of Research & Community Initiatives
amanda@raisingtheroof.org

Select the following links for a list of associated members:
Board of Advisors
Private Sector Engagement Board of Advisors

Raising the Roof
263 Eglinton Avenue West, Suite 200
Toronto, ON M4R 1B1
416-481-1838

www.raisingtheroof.org

Long-term Solutions for Canada’s Homeless