ANNUAL REPORT 2014/2015

Our work, accomplishments and impact
Dear Friends of Raising the Roof:

Over the last year, Raising the Roof has made significant contributions to our Mission to provide national leadership on long-term solutions to homelessness through our partnerships, investment and public education. On behalf of the Raising the Roof staff, board and all our partners, we want to thank you for your support to reach our Vision, where all members of Canadian society have the right housing and the supports they need to achieve their potential, making Canada a stronger and more compassionate country. Our thanks extend to our partners and collaborators with other national networks; with evidence-based and innovative front-line agencies; and generous funders including: corporations, foundations, governments and individual donors. Our public education initiatives have also been far-reaching and engaging and have demonstrated to us that many Canadians do care about people who face homelessness and are interested in helping to address this issue.

Raising the Roof is leading change through our various community-based initiatives, public education projects and fundraising for front-line agencies. We have had many opportunities over the last year to strengthen our collaborative partnerships and together look to new ways of addressing and preventing homelessness across Canada. We continue to leverage our strong brand and national voice to make a unique contribution to ending homelessness, and are particularly well-positioned to do this moving forward following recently completed strategic planning, with new strategic directions being implemented starting in 2016. These new directions will be focused on homelessness prevention and were informed by a comprehensive strategic planning process building on our strengths.

Our work and its impact

In March 2015, we launched our thought-provoking Humans for Humans Public Education Campaign. The digital videos feature 10 individuals with lived experience of homelessness who helped dispel some of the myths and misconceptions about homelessness by sharing their own story. The campaign engaged a record number of people through mainstream and social media. Early in 2015, we also released Beyond Housing First: A Holistic Response to Family Homelessness in Canada. This was the second report released as part of our Child and Family Homelessness Initiative, a three-year project aimed at helping families with children, one of the fastest growing segments of Canada’s estimated 235,000 homeless.

Raising funds and awareness

Our 2015 signature national Toque Campaign was very successful, significantly exceeding original sales projections. This year’s campaign allowed us to partner with three National Partners and to ultimately benefit 53 community Partner Agencies working with people experiencing homelessness. The success of the campaign was also attributed to the support of our pro bono advertising and media partners who ensured the campaign and its message about homelessness reached every corner of the country.

Partnering, collaborating

Our impact on the issue of homelessness would not be possible without the collaborative relationships and formal partnerships we have cultivated over the last several years. We know that by working together, we can accomplish so much more across the country. We have incredibly supportive and generous partners, all of whom are mentioned in this year’s Annual Report and on our website.
They have provided guidance, support and in-kind contributions, working with us to do groundbreaking work and to influence change.

Through sharing resources and expertise, we have great examples of the collaborative partnerships that have been ongoing and newly established over the last year:

Raising the Roof is a member of the Canadian Observatory on Homelessness (COH). We are also a Community Partner of the National Learning Community’s Mobilizing Local Capacity to End Youth Homelessness Program and are a founding member organization of the emerging coalition to end youth homelessness, A Way Home. We have also been a member of the Community Advisory Committee on Research on Homeless Newcomer Youth: Hidden in our Midst.

We continue to work closely with the Federal and Provincial Governments, most recently providing input regarding the Ontario Government’s Poverty Reduction Strategy, Realizing our Potential. We also presented at the Canadian Alliance to End Homelessness 2014 conference in Vancouver, discussing early findings from our Child & Family Homelessness Initiative.

Thank you
Thank you to all those who support and partner in our work. A special thanks to 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. We are confident that by continuing to work together we can make homelessness in Canada history.

Stephen Gaetz
President
Carolann Barr
Executive Director

Our Mission
To provide 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.

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In 2013, Raising the Roof committed to a three-year Child and Family Homelessness Initiative in order to address an issue that has received surprisingly little national attention.

The purpose of the initiative is to discover and review programs in place throughout Canada in order to identify promising practices and develop recommendations, a comprehensive framework for addressing family homelessness, and tools to assist communities, agencies, and governments in responding to this national tragedy.

Our Progress

In the first year of the Child and Family Homelessness Initiative, we conducted an environmental scan of national and international organizations responding to the needs of at-risk children and families. This scan helped inform the development of our Child and Family Homelessness framework, which highlighted Primary Prevention, Systems Integration, and Early Intervention as the recommended foundation to address these populations. In the second year, we utilized this framework to partner with eight agencies across the country who have programs and services specifically designed to address child and family homelessness. Those eight agencies include: Campaign 2000: End Child and Family Poverty in Canada, Ending Violence Association of British Columbia, Family Enrichment and Counselling Service Fredericton Inc., Homeward Trust Edmonton, YWCA Yellowknife, and our three Ontario Trillium Foundation Collaborative partner agencies: Port Cares, Wabano Centre for Aboriginal Health, and Oolagen Community Services.

Our research team conducted 139 total interviews with 103 agency members and 36 families with lived experience at all eight agencies. The purpose of these interviews was to investigate how agencies were...
responding to child and family homelessness and to identify the strengths, weaknesses, and areas for change to improve program delivery and the way Canada responds to at-risk populations.

Many of the agencies interviewed offer programs responding to children’s mental health. With the generous support from the RBC Foundation for the Children’s Mental Health Pillar of the initiative, we will develop a supplemental children’s mental health piece that will be concurrently released with our final report.

All interviews were transcribed and analyzed using NVIVO, a qualitative data analysis program. Common thematic elements were grouped together and have been integrated into our existing framework. This will be used to inform our discussions and recommendations as we move towards completing our final report in early 2016.

In March 2015, we released an interim report titled Beyond Housing First: A Holistic Response to Family Homelessness in Canada. The report discussed Housing First as a popular and effective early intervention response to homelessness, however acknowledged its limitations. Early findings from agency interviews indicated that prevention and systems coordination must also play key roles in the response to family homelessness in order to address a wide spectrum of issues, including poverty, discrimination, violence against women (VAW), and food security. The report concluded that a holistic approach (as opposed to a singular ‘solution’) offers the most effective means for ending family homelessness in Canada.
The 18th annual Toque Campaign had Canadians covered from head to toe with both a new feature toque and limited edition socks!

With 53 Partner Agencies across the country and three National Partners, this year was one of our biggest and best yet! From coast to coast, Canadians participated in over 40 Toque Tuesday events, including hockey tournaments, toque-and-a-taco delivery, and pancake breakfasts. Mayors across the country declared February 3, 2015 as Toque Tuesday, and some even shared a few #ToqueSelfies!

Thanks to the generosity of our National Partners and the dedication of our Partner Agencies, this year’s campaign was a great success, raising $450,000 for long-term solutions to homelessness! This year’s National Partners were: the Canadian Traffic Network (CTN), Intact Financial Corporation, and Paul Davis.

Media outlets across the country took notice of the Toque Campaign, with mentions in over 45 articles, features and interviews. National advertising partner Leo Burnett and media partner M&K Media generously developed and disseminated a new print and digital media campaign that encouraged viewers to ‘See how far a toque can go in helping the homeless’. Additional radio and television airtime was provided courtesy of CTN. In total, the Toque Campaign garnered over $1.5 million in donated media space. The campaign also received unprecedented social media engagement, with Canada-wide trending on Toque Tuesday and audiences across the country talking about their #rtrtoque and #rtrsocks!

The incredible success of the 2015 Toque Campaign would not have been possible without the support of dedicated volunteers across the country, who planned events, sold toques, and braved the Canadian cold in support of long-term solutions to homelessness. Thank you!

For more information about the Toque Campaign, visit our website.

SEE HOW FAR A TOQUE CAN GO

In 2015, 50% of proceeds benefitted community Partner Agencies working directly with people experiencing homelessness.

Remaining proceeds (after campaign costs) support Raising the Roof’s national homelessness initiatives.

To date, the annual Toque Campaign has raised $7 million nation-wide.
In the past year, Raising the Roof’s Board of Directors and Staff Team have completed a strategic planning process.

This process consisted of a variety of stages, including a stakeholder survey, a SWOT analysis, board and staff input, all led by the Board Strategic Planning Committee under the direction of the Executive Director. The comprehensive process resulted in new Strategic Directions for the organization, which will be implemented beginning in 2016. Watch for updates that will be posted on our website about our new directions.

For questions regarding Raising the Roof’s Strategic Planning, please contact Carolann Barr, Executive Director, at carolann@raisingtheroof.org

De-Bunking Myths and Misconceptions: Humans for Humans

In March 2015, Raising the Roof released Humans for Humans, a ground-breaking project conceived by pro bono advertising partner Leo Burnett Toronto. The project incorporated the authentic stories of 10 individuals with lived experience of homelessness into a national public education and awareness campaign.

The purpose of the campaign was to expose some of the common myths and misconceptions about homelessness, sharing the humanity behind the issue by featuring participants with lived experience. Participants were presented with statements and questions from the public, which were collected primarily through Twitter. After reading a tweet or question, participants shared their reactions about the contrast between the misconception and their own personal experiences. A series of shocking and emotional videos capture the responses, helping to dispel myths about homelessness in connecting a human story to the issue.

The campaign ‘went viral’, with over 1.3 million views of the primary video, organic coverage in 50+ international media outlets, a reach of 29,000 on Facebook in the first month, and 600+ retweets of Raising the Roof content in the first month, plus thousands more who engaged using the hashtag #HumansForHumans.

Thanks to the support of pro bono media partner M&K Media, the campaign also received over $200K in TV PSA media placements and garnered 1.5 million impressions through digital advertisements.

#changetheconversation
On October 23rd, Raising the Roof hosted Art with Potential, a live art competition and silent auction event held at Daniels Spectrum in Toronto. Eight local youth artists participated in the event, and generous vendors from across the GTA donated items, tickets, and more for the evening’s auction. The event raised over $13,000 for Raising the Roof’s national Child & Family Homelessness Initiative!

Veronica Black was announced the winner after three rounds of competing, receiving a $250 cash prize. All artists received partial proceeds from their auctioned artwork.

To see more photos of the event, visit: www.artwithpotential.com

3RD PARTY EVENTS capture the Raising the Roof spirit

At Raising the Roof, we’re extremely grateful for the generous support we receive from our community.

Each year, individuals and organizations offer their time and talent to plan and coordinate fundraising events to benefit our work. Each event, no matter how big or small, goes a long way in supporting lasting solutions to homelessness.

This year was no exception, with events across the country taking place, including everything from an annual golf tournament, a video game-a-thon, and a school hat day – plus many more! Together, these events raised almost $40,000!

Get Involved

If you have a 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 Leanne Boutwell at 416-481-1838 ext. 204 or leanne@raisingtheroof.org to talk about how you can get involved.
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.
### Financial Statements

#### Statement of Financial Position

**As at June 30**

<table>
<thead>
<tr>
<th>Assets</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td><strong>Current</strong></td>
<td></td>
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<tr>
<td>Cash</td>
<td>$499,788</td>
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<td>Accounts receivable</td>
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<tr>
<td>Sales tax receivable</td>
<td>11,546</td>
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<td>Inventory</td>
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<tr>
<td>Prepaid expenses</td>
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<td><strong>Total Current Assets</strong></td>
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<tr>
<td><strong>Equipment</strong></td>
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<tr>
<td>Computer and office equipment</td>
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<tr>
<td>Less: accumulated amortization</td>
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<tr>
<td><strong>Total Equipment</strong></td>
<td><strong>696</strong></td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$548,600</strong></td>
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<table>
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<tr>
<th>Liabilities</th>
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<tbody>
<tr>
<td><strong>Current</strong></td>
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<tr>
<td>Accounts payable and accrued liabilities</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
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<table>
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<tr>
<th>Net Assets</th>
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<tr>
<td>Unrestricted net assets</td>
<td>14,861</td>
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<tr>
<td>Continuation Fund</td>
<td>300,000</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>314,861</strong></td>
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**On behalf of the Board**

Stephen Gaetz, Director  
David Bradshaw, Director

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Please note: For a copy of the complete financial statements contact Raising the Roof or visit our website:  
www.raisingtheroof.org

#### Statement of Financial Position

**Year Ended June 30**

<table>
<thead>
<tr>
<th>Revenues</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations from foundations, corporations and individuals</td>
<td>$397,616</td>
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<tr>
<td>Donations from Toque Campaign</td>
<td>455,481</td>
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<tr>
<td>Special events</td>
<td>67,604</td>
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<tr>
<td>Government funding</td>
<td>6,632</td>
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<tr>
<td>Interest and other</td>
<td>2,536</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>$929,869</strong></td>
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<table>
<thead>
<tr>
<th>National Program and Development Expenses</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Grants to community groups</td>
<td>292,740</td>
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<tr>
<td>The Upstream Project</td>
<td>56,716</td>
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<tr>
<td>Child &amp; Family Homelessness Initiative program</td>
<td>202,254</td>
</tr>
<tr>
<td>Public Education</td>
<td>55,435</td>
</tr>
<tr>
<td>Toque purchases</td>
<td>78,414</td>
</tr>
<tr>
<td>Venues, food and events</td>
<td>18,317</td>
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<tr>
<td>Marketing</td>
<td>6,066</td>
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<tr>
<td>Purchased services</td>
<td>1,647</td>
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<tr>
<td>Salaries and benefits</td>
<td>55,410</td>
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<tr>
<td><strong>Total National Program and Development Expenses</strong></td>
<td><strong>$766,999</strong></td>
</tr>
</tbody>
</table>

| Administrative Expenses | 173,298 |
| Rent | 42,887 |
| Office and general | 34,137 |
| Postage and courier | 7,214 |
| Insurance | 3,537 |
| Bank charges | 5,281 |
| Telephone | 11,911 |
| Printing | 7,230 |
| Board teleconferencing and meeting | 5,013 |
| Audit and bookkeeping | 6,029 |
| Salaries and benefits | 49,363 |
| Amortization | 696 |

| **Total Administrative Expenses** | **$940,297** |

| Deficiency of revenue over expenses for the year | **$ (10,428)** |
WHERE YOUR DONATIONS GO

### 2013/14

- **Total Charitable Work:** $510,031 (62.0%)
  - Charitable Programs: $287,986 (35.0%)
  - Grants to Community Groups: $222,045 (27.0%)
- **Fundraising Expenditures:** $140,048 (17.1%)
- **Administrative Expenditures:** $172,672 (20.9%)
- **Total Expenditures:** $822,751 (100.0%)

*Including in-kind donations*
- Charitable Programs*: $2,047,636 (79.4%)
  - Grants to Community Groups: $222,045 (7.3%)
- **Total Charitable Work**: $2,269,681 (86.7%)
- Fundraising Expenditures: $140,048 (7.1%)
- Administrative Expenditures: $172,672 (6.2%)
- **Total Expenditures**: $2,582,401 (100.0%)

*Includes $1,697,490 of in-kind donations for creative development, website development, printing

### 2014/15

- **Total Charitable Work:** $607,145 (64.6%)
  - Charitable Programs: $314,405 (33.4%)
  - Grants to Community Groups: $292,740 (31.1%)
- **Fundraising Expenditures:** $159,854 (17.0%)
- **Administrative Expenditures:** $173,298 (18.4%)
- **Total Expenditures:** $940,297 (100.0%)

*Including in-kind donations*
- Charitable Programs*: $3,966,155 (86.4%)
  - Grants to Community Groups: $292,740 (6.4%)
- **Total Charitable Work**: $4,258,895 (92.7%)
- Fundraising Expenditures: $159,854 (3.5%)
- Administrative Expenditures: $173,298 (3.8%)
- **Total Expenditures**: $4,592,047 (100.0%)

**Includes $3,651,750 of in-kind donations for creative development, website development, printing
Governance

Board of Directors

Stephen Gaetz, President
Director, Canadian Observatory on Homelessness (COH)
Professor, Faculty of Education, York University

Sean Gadon, Past President
Director, Affordable Housing Office, City of Toronto

David Bradshaw, Treasurer
Vice-President, Sales and Service, Tangerine

Leeann Signorotti, Secretary
Regional Vice President
Private Banking
RBC Wealth Management

Katie Davies
Managing Director
Youth Housing and Shelter
Boys and Girls Clubs of Calgary

Keith Damsell
Vice-President, Global Internal Communications
Franklin Templeton Investments Corp.

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

Wendy Fraser
CEO, Hospice Society, Greater Halifax

John Hall
Partner, Borden Ladner Gervais LLP

Wayne Helgason
Independent Director

James D. Hughes
Author, Early Intervention

Eileen McCormack
Senior Director, New Product Planning
AstraZeneca Pharmaceuticals, U.S.

Sheldon Pollett
Executive Director, Choices for Youth

Michael Rosset
President, HOMES Publishing Group

Brian Stutz
Canadian Traffic Network

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Arundel Gibson
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Paula Patryluk
Director of Finance and Operations
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Select the following links for a list of associated members:
Board of Advisors

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