

Report to the Community

2015-16 has been a busy year at Raising the Roof, and we're thrilled to share some exciting updates with our friends and supporters. Here's our Year in Review.

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.



Coming Soon campaign

Partnerships

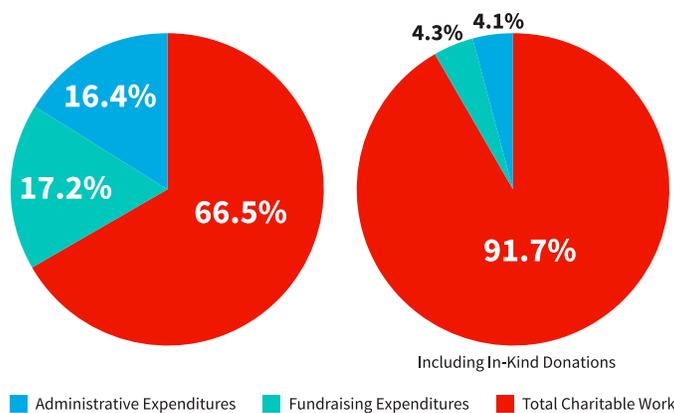
We continue to expand our collaborative partnerships, working with both community agencies and national organizations to increase our impact by working together. At the community-level, we're engaging with local agencies for our Toque Campaign as well as our national initiatives. At the national-level, 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 Six**, 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 Six in Spring 2017.



Our Impact



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



Major Partner



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario

Supporting Partners



Heather's Walk



John & Heather Hall



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.

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