RAISING THE ROOF | CHEZ TOIT
Long-term Solutions for Canada’s Homeless
"homelessness is unacceptable, and a problem that can be solved"

-Dr. Stephen Gaetz, Raising the Roof Board President
Who is Raising the Roof?

In 1996, Raising the Roof became the **first national charity** dedicated to long-term solutions to homelessness.

Since this time, we've supported **184 community agencies** nation-wide, developed ground-breaking research and tools, and brought public attention to Canada's homeless.

Raising the Roof provides 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

Initiatives & Campaigns

- Child & Family Homelessness Initiative
- Annual National Toque Campaign
- New: The Upstream Project

Public Education

- Humans for Humans
- Childhood Photo Campaign
More than 37% of Canadian households are having difficulty maintaining housing.

Between 2005-2009, the estimated number of children using emergency shelters grew from 6,205 to 9,459.

These numbers don't include those who stayed in violence against women shelters or ‘hidden homeless’.

The Child & Family Homelessness Initiative enlists and supports communities and governments in order to provide solutions for addressing and preventing child and family homelessness in Canada.

Currently entering the final year, the initiative will conclude with a final report/resources release and a public education campaign in February 2016.
The Toque Campaign

Since 1997, Raising the Roof's Annual Toque Campaign has supported long-term solutions to homelessness across Canada.

To date, the Toque Campaign has raised $7 million nation-wide for lasting solutions to homelessness.

50% of gross proceeds benefit grassroots Partner Agencies helping people experiencing homelessness in cities and towns across Canada.

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

Together we can make a difference, one toque at a time!
The best way to address youth homelessness is to work upstream and prevent its occurrence in the first place.

The Upstream Project will transform the way we respond to youth homelessness by shifting the focus to prevention.

Virtually every young person who becomes homeless was in school at one point, and very likely was in contact with an adult (teacher, guidance counselor, coach) who knew something was wrong.

Working with partner agencies and school boards, the Upstream Project will identify at-risk youth and provide them with the necessary supports to prevent them from entering into homelessness.
PUBLIC EDUCATION

We believe that bringing awareness to the issue of homelessness and the people experiencing it is one of the most effective ways to initiate change - change in perceptions, perspective, and policy.

Working with pro bono media and advertising partners, we've developed numerous impactful campaigns that have challenged traditional notions and educated Canadians on the issue of homelessness.
Humans for Humans

“A REAL TWEET:

“I hate when it get cold out cuz then all the homeless people get on the bus”

5:04 PM - 20 Oct 2012

See Kubby, homeless for 47-years, respond at HumansForHumans.ca
Change the conversation.
Childhood Photo Campaign

If you think little girls who love animals and come from good families can't end up homeless, you should meet Jeanna.

People from normal childhoods with normal lives don't end up homeless. Dave disagrees.
Looking to find out more about Raising the Roof?
Visit our website at www.raisingtheroof.org

To learn more about partnership opportunities with Raising the Roof, please contact Arundel Gibson, Director of Development, at (416) 481-1838 ext. 203 or arundel@raisingtheroof.org

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