TOQUE CAMPAIGN
2013/2014
2013-2014 Toque Campaign

Thank you to everyone who sent us photos and connected with us on Twitter @raisingtheroof and on Instagram @raisingtheroof_cheztoit and for hashtagging your photos with #toquetuesday #RaisingTheRoof and #toquecampaign.

This report was produced for Raising the Roof by Meredith Greey (@MeredithGreey)
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**We couldn’t have done it without you!**

Welcome to our new partners agencies:

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<tr>
<th>1st year</th>
<th>2 years</th>
<th>3 years</th>
<th>4 years</th>
<th>5 years</th>
<th>6 years</th>
<th>7 years</th>
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<th>11 years</th>
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<td>Couchiching Jubilee House</td>
<td>Macdonald Youth Services</td>
<td>Salvation Army – Wiseman Centre</td>
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<td>Our Place Peel</td>
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<td>Homeward Trust Edmonton</td>
<td>Lutherwood Community Care of St. Catharines &amp; Thorold</td>
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<td>Calgary John Howard Society: Raido House</td>
<td>Sherbourne Health Centre</td>
<td>Servants Anonymous Society of Calgary</td>
<td>Sudbury Action Centre for Youth</td>
<td>Pictou County Roots for Youth</td>
<td>SHYFT</td>
<td>Rainbow Youth Centre</td>
<td>Moncton Youth Residences</td>
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<td>Newfoundland &amp; Labrador Housing &amp; Homelessness Network</td>
<td>Lookout Emergency Aid Society</td>
<td>Saint John Human Development Council - Safe Harbour</td>
<td>Pacific Community Resources Society Youth Services</td>
<td>Choices for Youth</td>
<td>The Hope Centre</td>
<td>Wesley Urban Ministries Inc.</td>
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<td></td>
<td>Labrador Friendship Centre</td>
<td>Community Youth Network / Humber Community YMCA</td>
<td>Grimsby Affordable Housing Partnership</td>
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Thank you for your continued support and dedication:

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<tr>
<th>11 years</th>
<th>12 years</th>
<th>13 years</th>
<th>14 years</th>
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<tr>
<td>Homeward Trust Edmonton</td>
<td>Lutherwood Community Care of St. Catharines &amp; Thorold</td>
<td>Wesley Urban Ministries Inc.</td>
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**National Partners:**

- Intact Financial Corporation bought 10,000 items, a combination of toques and, new this year, red and white socks. The socks read “Ask Me About My Socks”/“Parlez Moi de Mes Bas” and were sold to employees, brokers and partners.

- Intact employee volunteers also fundraised an additional $16,000 to buy more toques that were then donated to local agencies serving homeless youth in the communities where employees live and work!

- Canadian Traffic Network generated significant exposure for the Toque Campaign across Canada broadcasting 10-second PSAs on local radio stations in the markets of Brantford, Calgary, Edmonton, Guelph, Hamilton, Montreal-En, Montreal-Fr, St. Catherine’s, Ottawa-En, Ottawa-Fr, Quebec, Toronto, Vancouver and Winnipeg.

**Media Partners:**

- Two television PSAs produced pro bono by ad agency Leo Burnett Toronto aired on 46 channels a total of 4,891 times in communities across the country thanks to M&K Media.

- These same partners also produced and distributed a series of three, 30-second pre-recorded radio spots that aired on 16 channels 1,856 times nationally.

- The digital media campaign generated 2,369,846 impressions and 3,094 clicks - Well above the industry norms!

**Supporting Partner:**

For a fourth year, Crystal Glass Canada employees sold toques in Western Canada to benefit the Partner Agencies in their communities.

**“I like the ability to work with community partners across Canada to end homelessness and raising funds for our own community”** - 2014 Toque Campaign Partner Agency Representative

**$375,000 RAISED**
## TOQUE TUESDAY

### ALBERTA

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<tr>
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<tr>
<td>Homeward Trust - Edmonton</td>
<td>Volunteers sold toques throughout downtown Edmonton’s LRT (metro) stations. Special guests: Mayor Don Iveson, Ken Franczek, General Manager-Crystal Glass and Raising the Roof board member Albert Pol, Regional Business Development Manager, Intact Financial</td>
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<tr>
<td>Centre of Hope - Fort McMurray</td>
<td>1:30 pm Timberlea Elementary School Assembly. Special guests: Melissa Blake, Fort McMurray Mayor; Jerry Neville, Radio personality 93.3 FM; Phil Meagher, City Councilor and Public School Superintendent</td>
</tr>
<tr>
<td>Servants Anonymous Society of Calgary and Calgary John Howard Society: Radio House - Calgary</td>
<td>Pancake Breakfast 8:30 AM – 10:30 AM at Venu1008. Toque sales in Calgary at the following locations: Jamieson Place, Livingston Place, BP Centre, Intact Place and Fifth Avenue Place Suncor Centre. Toque sales on Stephen Avenue downtown Calgary outside Bankers Hall, with a FLASH MOB at Noon, and toque sales at various Calgary Ctrain stations. Special guests: Jonathon Dennis, Minister of Justice for Alberta, MLA Calgary Acadia; Marina Giacomin, Executive Director, Servants Anonymous Society; Leslie McMechan, Assistant Executive Director, Calgary John Howard Society</td>
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### BRITISH COLUMBIA

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<tr>
<td>Pacific Community Resources Society - Surrey</td>
<td>Toque Tuesday Hockey Day - Chuck Bailey Recreation Center. Toques sales on February 4 at 6:30 AM: Surrey Central Skytrain Station outside of the North Surrey Recreation Center. Attendees: Pacific Community Resources Society, Surrey Youth Housing Services, Reconnect and IARVL programs, Hockey teams from the Surrey Fire fighters, RCMP, BC LIONS, Surrey Eagles, Local MLA’s and representatives from Community Service providers such as Surrey urban Mission and KEYS</td>
</tr>
<tr>
<td>Pacific Community Resources Society - Vancouver</td>
<td>Volunteers sold toques at the following locations: Granville station, Waterfront station, Burrard station, Cambie &amp; Broadway station and City Centre (Pacific Centre)</td>
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<tr>
<td>Out of the Rain - Sidney</td>
<td>February 4 - Pancake Brunch in conjunction with Downtown Courtenay BIA, and their Turn Down the Heat donate a sweater for the homeless Campaign Saturday, February 8 - Toque Toss at Glacier Kings game. Special guests: Chair of BIA, local politicians and Glacier King hockey players</td>
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<tr>
<td>Dawn to Dawn - Cominox</td>
<td>Toques were available for purchase at Langford and Uptown Victoria Walmarts.</td>
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<tr>
<td>Lookout Emergency Aid Society Vancouver</td>
<td>In New Westminster, volunteers sold toques at the following locations: New West Station, Columbia Station, 22nd Street Station, Sapperson Station, Braid Station, New West Library, NWR Douglas College and COQT Douglas College. Toques were also available at the following locations in New Westminster: Starbucks, Amber’s Choice, Greens and Beans Café, Van City. In North Vancouver toques were sold at Seabus Station and Lions Gate Hospital.</td>
</tr>
<tr>
<td>Seasons House - Quesnel</td>
<td>Toque Tuesday Pancake Breakfast at 9:00 AM - 146 Carson Ave. Toques were also available for purchase at the following locations: Integris Credit Union, The Bank of Montreal, Safeway, Save on Foods, Archibald Clark and Defieux, Shoppers Drug Mart</td>
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### MANITOBA

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<tr>
<td>Macdonald Youth Services - Winnipeg</td>
<td>Toques were available for purchase at 175 Mayfair Ave.</td>
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## EVENTS

### NEW BRUNSWICK

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<tr>
<td>St. John Human Development Council</td>
<td>St. John</td>
<td>Brunswick Square - Toques were sold between 11:00 AM – 3:00 PM on the second level of Brunswick Square. Special guests: Mayor and Council were invited to attend, as were local politicians from provincial and federal levels.</td>
</tr>
<tr>
<td>Moncton Youth Residences</td>
<td>Moncton</td>
<td>Toques were available for purchase at the following locations: Moncton City Hall, Assumption Place, Youth QUEST Central, NBCC Moncton, Consolvo Bikes, Read's Newsstand, Scooter Alley, and Blue Cross Centre.</td>
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### NEWFOUNDLAND AND LABRADOR

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<tr>
<td>Newfoundland &amp; Labrador Housing and Homelessness Network</td>
<td>St. John’s</td>
<td>February 13 - Canadian Home Builders Association AGM, February 14 - NAVNET Conference, March 4 - CBC Pancake Breakfast (BellaVista Location)</td>
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<tr>
<td>Labrador Friendship Centre</td>
<td>Happy Valley Goose Bay</td>
<td>February 4 - Toques were on sale at Tim Hortons, 220 Hamilton River Road, March 4 - Pancake Breakfast - College of the North Atlantic</td>
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<tr>
<td>Community Youth Network</td>
<td>Corner Brook</td>
<td>March 4 CBC Pancake Breakfast 7:00 AM – 11:00 AM, St. James Evangelist Church, Main St.</td>
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<tr>
<td>Salvation Army - Wiseman Centre</td>
<td>St. John’s</td>
<td>Toques were available for purchase at 714 Water St.</td>
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<tr>
<td>Choices for Youth</td>
<td>St. John’s</td>
<td>Toques were available for purchase at 261 Duckworth St.</td>
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### NOVA SCOTIA

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<tr>
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<tr>
<td>YWCA Halifax and Bryony House</td>
<td>Halifax</td>
<td>February 4 - 9:00 AM Scotia Square: Rally and declaration, Toques were available for purchase at the following locations: Maritimes Centre, Grand Parade Square, The Oval, Dalhousie University: The Sub and throughout campus, Spring Garden Rd. and Stadacona Military Base, Special guest: Mayor Mike Savage 9:30 AM at Scotia Square</td>
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<tr>
<td>SHYFT Youth Services</td>
<td>Yarmouth</td>
<td>Toques were available for purchase at the following locations: SHYFT, Thistle Hyundai, Murray GM, Tusket Toyota, and Tri County Women’s Centre</td>
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<tr>
<td>Pictou County Roots for Youth Society</td>
<td>New Glasgow</td>
<td>Nova Scotia Community College Pictou Campus 11:00 AM -1:00 PM, There was a prize for the top toque seller and refreshments were served, Toques were also available for purchase at the following locations: Bank of Nova Scotia Branches, Central Supplies, Carvers Café, Stone Soup Café, Shiretown Dental and Glenhaven Manor</td>
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### ONTARIO

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<tr>
<th>Organization</th>
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<tr>
<td>Lutherwood</td>
<td>Kitchener</td>
<td>Toques were available for purchase at Lutherwood, 41 Weber St. W.</td>
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<tr>
<td>Houselink Community Homes, St. Christopher House and Sherbourne Health Centre</td>
<td>Toronto</td>
<td>Toques were available for sale at the following locations: TTC stations (Bloor, St. Andrew’s, Queen’s Park), Union GO, The PATH (at l’Occitaine) and Fionn MacCool’s 235 Bloor St. E. ($1.50 from all Labatt products sold benefited Raising the Roof), Special guest: Sean Gadon, President of Raising the Roof and Director, Affordable Housing Office, 11:00 AM Metro Hall</td>
</tr>
<tr>
<td>YWCA Niagara Region</td>
<td>Niagara Falls</td>
<td>“Skate to Donate.” An outdoor family skate, looking over Niagara Falls, with hot chocolate, ticket raffle and live entertainment. February 4 3:30 PM - 6:00 PM at the Rink at the Brink, Special guests: Jim Diodatti, Mayor of Niagara Falls and Corey Cruise, musician</td>
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<tr>
<td>Community Care St. Catharines &amp; Thorold - St. Catharines</td>
<td>February 4, 7:00 AM – 9:00 AM Market Square, King Street</td>
<td>14th Annual Toque Tuesday Mayor’s Pancake Breakfast! Free pancakes and sausage with every toque purchased! Niagara College students sold toques to earn credits. Rides were FREE all day on St. Catharine’s Transit buses for commuters wearing the 2014 grey toque. Toques were available for purchase at the bus terminal hub. Special guests: Brian McMullen, Mayor; Gary Burroughs, Regional Chair; Tim Denis of 610 CKTB radio broadcasted live from 5:30 to 9:00 am.</td>
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<tr>
<td>Sudbury Action Centre for Youth Sudbury</td>
<td>Toque and Chili Lunch 11:00 AM – 2:00 PM, February 4</td>
<td>Buy a toque, get a free chili lunch! SACY provided agency tours and information about services.</td>
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<tr>
<td>360°kids - Markham</td>
<td>Toques were available for sale at the following locations: TTC stations (Sheppard and Finch) - GO Stations: Pickering, Ajax, Whitby, Oshawa. Toques were available for purchase at Head Office, 80F Centurian Drive, Markham, ON 905-475-6694.</td>
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<tr>
<td>Our Place Peel - Mississauga</td>
<td>Toques were available for purchase at Clarkson and Bramaela Go Stations.</td>
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<tr>
<td>Wesley Urban Ministries - Hamilton</td>
<td>February 4, 3:00 PM - Toque Tuesday Appreciation Event at St. Joseph’s Healthcare Hamilton-Charlton Campus. Toques were available for purchase at the following locations: Stoney Creek Furniture, Hamilton Vacuum, Horn of Plenty, Bitten Cupcakes &amp; Whoopie Pies, The Hamilton Spectator, La Jardinere Flowers, Shell Gas Station, Canadian Tire, and five Home Hardware locations throughout the city. Special guests: Event Emcee Linda Rourke from Cable 14 and Dr. Higgins, President of St. Joseph’s Healthcare.</td>
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<tr>
<td>The Hope Centre - Welland</td>
<td>Toques were available for purchase at the following locations: The Hope Centre, TD Canada Trust, Meridian, First Ontario Credit Union and Niagara College – Social Service Worker Department.</td>
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<tr>
<td>Operation Come Home Ottawa</td>
<td>Toques were available for purchase at the following locations: Rideau Centre, Billings Bridge Mall, Constitution Square, Bell Place, Place de Vill and Jean Edmonds. Special guest: Elspeth McKay, Executive Director of Operation Come Home “The Toque Fairy”.</td>
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<tr>
<td>Stratford/Perth Shelterlink - Stratford</td>
<td>Toques were available for purchase at 130 Youngs St. Third Floor.</td>
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<tr>
<td>Grimsby Affordable Housing Partnership - Grimsby</td>
<td>Toques were available for purchase at Grimsby Affordable Housing Partnership, 61 Main St.</td>
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<tr>
<td>Port Cares - Port Colborne</td>
<td>Pancake Bruch: $10 for pancakes and a toque - Port Cares Reach Out Food Centre Staff vs. Student Charity Dodgeball Game at Lakeshore Catholic High School, 1 PM Theme: 1972 Summit Series.</td>
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<td>Cornerstone Landing ER - Perth</td>
<td>Toques were available at the following locations: Perth: Barnabe’s Your Independent, Grocers Code’s Mill Bar &amp; Grill, Jo’s Clothes Carleton Place: The Granary, The Green Counter, Read’s Bookshop Smiths Falls: The Good Life Bistro, The Siloki Center St. John’s High School students also sold toques.</td>
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<td>Couchiching Jubilee House - Orillia</td>
<td>Toques were available for purchase at the Orillia Winter Carnival on March 5/6.</td>
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<td>QUÉBEC</td>
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<td>Maison Le Baluchon - Saint-Hyacinthe</td>
<td>Toques were available for purchase at Auberge du cœur Le Baluchon, Galeries Saint-Hyacinthe, Canadian Tire, and Familiprix.</td>
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<td>Location</td>
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<tr>
<td>Spectre de rue - Tapaj</td>
<td>Toques were available for purchase at Metro station Berri-UQAM and Central Station, as well as Spectre de rue, 1280 Ontario Street East.</td>
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<td>Montreal</td>
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<td>Groupe L’Itinéraire</td>
<td>Toques were available for purchase at Metro McGill, as well as 2103 Saint Catherine St. E. Vendors also sold toques at various locations throughout the city.</td>
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<td>Montreal</td>
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<tr>
<td>RAP Jeunesse des Laurentides</td>
<td>Toques were available for purchase at Carrefour communautaire de Charlesbourg. The team chatted, answered questions and offered up coffee and hot chocolate to toque campaign supporters.</td>
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<td>Québec City</td>
<td>Toques were also sold outside the Lebourgneuf Walmart and outside the Intact Insurance Building.</td>
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<td>SASKATCHEWAN</td>
<td>Rainbow Youth Centre staff and volunteers sold toques to support the campaign at the following locations in Regina: Southland Mall, University of Regina: Riddell Centre, Northgate mall, and Victoria square mall.</td>
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<tr>
<td>Rainbow Youth Centre</td>
<td>Taco and a Toque!: Rainbow Youth Centre delivered Indian Taco and a Toque lunches to local businesses and organizations who pre-ordered lunches.</td>
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<td>Regina</td>
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Timberlea Students - Fort McMurray, AB  
Centre of Hope - Fort McMurray, AB  
Operation Come Home - Ottawa, ON  
Joyce Morocco, City Councillor - Niagara Falls, ON
TOQUE TUESDAY

360 Kids - Toronto, ON

Office of the Mayor - Halifax, NS

Port Cares - Port Colborne, ON

Barinder Rasode, Mayor’s First Council - Surrey, BC

St. Christopher House - Toronto, ON

St. Christopher House - Toronto, ON
EVENTS

Safe Harbours - Saint John, NB

St. John’s School - Toronto, ON

St. John’s School - Toronto, ON

Fire Fighters BBQ at Chuck Baillie Center - Surrey, BC

Fire Fighters’ Local Hockey Teams - Surrey, BC
Homeward Trust @HomewardTrust Feb 4
Scott_McKeen thanks so much for supporting ToqueTuesday! We raised over $5,400 in one day. pic.twitter.com/EWzG2q8Qoy

Kelsey Wingarok @kelseywingarok Feb 4
My @HomewardTrust volunteer partner & I raised nearly $400 for ToqueTuesday. Thanks for helping our homeless! pic.twitter.com/tGk6phiMjM

Kelsey Wingerak @kelseywingarok Feb 4
Favourite ToqueTuesday supporter of the day! At Central LRT until 6 p.m. working to end homelessness in #yeg! pic.twitter.com/HS6bN7X05C

Phil Meagher @philmeagher Feb 4
At Timberlea school, no question what day it is! ToqueTuesday pic.twitter.com/VCNTUL52L2

Homeless Hub @HomelessHub Feb 4
Supporting @RaisingTheRoof this ToqueTuesday! Let’s put a cap on youth homelessness! There ARE solutions! pic.twitter.com/vHplNf6I0x

EFry Vancouver @EFryVancouver Feb 4
ToqueTuesday thanks Odessa for morning rush hour selling. @EFryVancouver more toques @NWPLibrary at 3h00. Get yours pic.twitter.com/VWOHxskLMR

EFry @EFry Feb 4
pic.twitter.com/EFry
Stephanie from @belairdirect is supporting the @RaisingTheRoof campaign at Billings Bridge. Back the right for youth! pic.twitter.com/ryM8MgwItZb

Steve Silva @SteveCSilva · Feb 4
Dustin McGruson raises money for Rainbow Youth Ctr. & @RaisingTheRoof selling toques. YQR@GlobalRegina pic.twitter.com/3h2EwP4RI0

Don Scott @DonaldScott · Feb 4
Great young people at Timberlea School learning about kindness & raising $4100 for the @CentreofHopeYMM @FMPSD @ymmm pic.twitter.com/cp7yAxTB1j

TimberleaSchool @TimberleaSchool · Feb 4
Sporting our toques! @raasnashero @Country933 @FMPSD @CentreofHopeYMM @snapWB pic.twitter.com/aiBqQ2u744
d

Melissa Blake @MayorMelissa · Feb 4
I’ve proclaimed @ToqueTuesday for @CentreofHopeYMM @TimberleaSchool’s a shining example at Kindness Rally pic.twitter.com/bGmUPQgP

Westwood High School @WHighSchool · Feb 4
@FMPSD @krahnMK8Z212 @TimberleaSchool @Bjpublicschool @CentreofHopeYMM @RaisingTheRoof pic.twitter.com/eewqjItGcNQ

Our Place Peel @OurPlacePeel · Feb 4
Today is Toque Tuesday! Don’t forget to buy a toque in support of @OurPlacePeel and programs to #endhomelessness ourplacepeel.org

Our Place Peel @OurPlacePeel · Feb 4
Today is Toque Tuesday! Don’t forget to buy a toque in support of @OurPlacePeel and programs to #endhomelessness ourplacepeel.org
Calgary John Howard @pravantolimanov Feb 4
@raisingtheroof & @OnePension working to put a cap on Youth Homelessness in CDN and YGC @ToqueTuesday today! pic.twitter.com/2HAnAmPpG

360° Kids @360kids_york Jan 14
Happy @ToqueTuesday! Congrats to @360Kids staff, April, winner of the Golden Toque Award for selling most toques! pic.twitter.com/BjOsFyOgS

Brynny House @BrynnyHouse Feb 3
Want to buy a toque for @ToqueTuesday? Well here is a map for tomorrow! Starting at 9AM, see you there! halifax pic.twitter.com/KBdxW隗GC

BLuSoul @TheRealBLuSoul Feb 13
@RaisingTheRoof thank you so much for everything you do. We are proud supporters. pic.twitter.com/Ptba0whwN

105.9 The Region @1059TheRegion Jan 21
We loved having Michael Braithwaite on the show today talking about @ToqueTuesday and @360Kids_york. Thanks Michael! pic.twitter.com/VC95b2VwC

Sean Van Steenburg - Feb 1
@rochsteve @raisingtheroof @GHEZ1969 @lildocandwoody show out to ATU278 executive board for all buying toques pic.twitter.com/VIiQmHc28q

Wayne Gates - Feb 4
@Wayne_Gates
Stopped by Toque Tuesday at Rink at the Brink to support @raisingtheroof and @YWCA_Niagara @jendiost @pic.twitter.com/xyhGwQEQ7

Amarjeet Sohi - Feb 4
@SoSohAmarjeet
Supporting @raisingtheroof toque sale campaign, community attempts to end homelessness @homewardtrust @ygpc.twitter.com/BvJvWNS8W1G

Kiran MK @MK922
@mk922 @raisingtheroof @CentreofHopeYMM toques for ToqueTuesday @TimberleaSchool @ymmm.pic.twitter.com/5d7YoC3P6Z

Sean Van Steenburg - Jan 31
@raisingtheroof @rochsteve @lildocandwoody here are some of the first recipients of the toques pic.twitter.com/cvD1vHGU0X

Natasha - Dec 17
@NatElliott
Buy a Raising the Roof toque @rochottawa and help at-risk homeless youth in Ottawa @back2weight pic.twitter.com/5oa6p2qUL

Retweeted by Raising the Roof
Carolann Barr - Feb 4
@carolann_barr
Thanks to 43 partner agencies, corporate partners, media, volunteers, supporters, @raisingtheroof staff 4 a very successful #Toque Tuesday
Love my Raising the Roof toque! Get yours and help the homeless and @communitycare #ToqueTuesday

We'll be at City Hall until noon! #toquetuesday @raisingtheroof

We are grateful to all our supporters...big and small at #toquetuesday

Susan McGee speaking at City Hall. Today is Toque Tuesday! We have volunteers at LRT stations downtown, City Centre and Scotia place. Funds from the purchases of toques go towards ending youth homelessness in Edmonton and Canada! #toquetuesday
Thanks for coming out to #toquetuesday, 14th Annual Mayor's Pancake Breakfast!

Great friends & supporters of Community Care and #toquetuesday

These lovely ladies were up and at 'em this morning in support of #toquetuesday

It's Toque Tuesday! Sherrill and Maggle from Lookout Society are ready for your donations to help and raise awareness about homelessness. Visit Douglas College and Skytrain stations today to buy your toque. #downtownnewwest #toquetuesday #helptohoselinneed #staywarm
Thank you Enbridge for braving the cold morning and cooking delicious pancakes and sausages for us at #toquetuesday

Betty-Lou and CKTB's Tim Denis at #toquetuesday

Had a blast working a table selling toques for #toquetuesday which is a national campaign working towards long-term solutions for homelessness. #community #ottawa #homelessness #charity #goodcause #teamwork #intactinsurance

Go team!! #ToqueTuesday #raisingtheroof #intactinsurance

Such good looking people. #intactinsurance
Toque Tuesday! Raising awareness for homelessness. #toquetuesday #helpthoseinneed #raisingtheroof #homelessness #awareness #community #charity #teamwork.

Thanks for posting @llsween! It was great seeing you yesterday. #lunchandlearn #ToqueCampaign

Check out @carolannbarr wearing our limited edition #toque! Get yours at www.raisingtheroof.org #Homelessness #ToqueTuesday #CapOnHomelessness
IN THE NEWS

NIAGARA this WEEK

Toque Tuesday helps homeless
Port Cares to host pancake meal Feb. 4
BY LUKE EDWARDS

Buy a toque and load up your pancakes with maple syrup, eh. Next Tuesday a little bit of Canadiana will go a long way towards helping the homeless. Port Cares will be hosting a Toque Tuesday event at the Reach Out Food Centre, 61 Nickel St., as part of a nationwide effort with Raising The Roof.

“It aims to put an end to youth homelessness and homelessness in general,” said Stefani Katulic-Ducharme, family and community program coordinator at Port Cares.

From 11 a.m. to 1 p.m. the ROFC will be churning out flapjacks, served with syrup, sausage and something to drink. You can also purchase a toque during the event.

The pancake meal costs $5, or you can also get a toque and pancake meal for $10.

“We offer takeout as well,” said Katulic-Ducharme.

Money raised from the event will be split between Port Cares and Raising the Roof, with 20 per cent going to Raising the Roof’s national efforts to combat homelessness and the remaining staying with Port Cares.

Lakeshore Catholic High School will also be holding its second annual staff vs. student dodgeball game in support of Toque Tuesday. The school will hold a buyout with students paying for the chance to participate in the game.

Read more at: http://www.niagarathisweek.com/community-story/4344254-toque-tuesday-helps-homeless/

The Record

New Westminster set to celebrate Toque Tuesday
BY THERESA MCMANUS

Royal City residents will be able to warm their heads and feet to help those who are at risk of being left out in the cold. A contingent of local residents will hit the streets on Feb. 4, in support of Toque Tuesday. The annual event raises funds and awareness about homelessness.

“We have got a venue set up at the library and Douglas College,” said Dave Brown, who coordinates the local campaign. “We are going to have folks at all the different SkyTrain stations during high-volume times.”

Funds raised locally will be split between the Lookout Emergency Aid Society and the Broadway Youth Resource Centre, organizations that help those who are homeless or at risk of homelessness.

“The issue around homelessness is not going away. It is still there,” said Brown, manager of Lookout’s programs in New Westminster. “Housing is huge.”

In addition to selling toques and socks, volunteers hope that Toque Tuesday will also raise awareness about homelessness.

“It’s getting the word out and saying to people, this can happen to anyone,” Brown told The Record. “I see people in our shelters, the working poor.”

Brown said people’s response to homelessness is often “why not just get a job” — not realizing many people who are at risk of homelessness are working poor who barely make enough to survive because of the high cost of living. “We need a national housing strategy,” Brown added. “We don’t have one. We haven’t had one since the 90s. We are long overdue.”

Raising the Roof launched Toque Tuesday 17 years ago to raise funds to help address long-term solutions for homelessness. Eighty per cent of funds raised go to local agencies in communities and 20 per cent of net proceeds go toward Raising the Roof’s national homeless initiatives.

According to Raising the Roof, it’s estimated that 200,000 individuals, youth and families experience homelessness each year in Canada, with 30,000 Canadians experiencing homelessness on any given night and up to 50,000 “hidden” homeless couch-surfing or staying with friends, family or other people because they have no place to go.

Read more at: http://www.royalcityrecord.com/new-westminster-set-to-celebrate-toque-tuesday-1.807796#
Use Your Head to Fight Homelessness

BY GREG FURMINGEN

Puting a hat on your head next week could help to put a roof over someone else’s. According to a 2013 Niagara Region report titled Home for All: Niagara’s 10-year community action plan to help people find and keep housing, on any given night programs funded by the upper-tier municipality assist 319 “absolutely homeless” people in Niagara.

Those are people, said region community services spokesman Darrell Neufeld, being served by homelessness initiatives such as emergency shelters and outreach programs. Identified in the 2013 report, that figure is broken down into 125 people on any given day staying in an emergency shelter, 134 staying in temporary or transitional housing and 60 sleeping outside.

The places to which these people turn for help rely on community support. One of the biggest one-day events for homelessness is this coming week — Toque Tuesday. Events tied to the Raising the Roof campaign aid outreach programs, including those offered by Port Cares.

“We do have transitional housing units here in Port Colborne that need to have fundraisers to make ends meet,” says Port Cares executive director Lynda Reinhart. Homelessness, she reiterates, is not just about people who live on the streets. Port Cares has 15 transitional housing units and will be expanding, including through a partnership with local landlords. “When someone moves out, we usually have a waiting list for more to come in.”

Port Cares’ Toque Tuesday event runs at the Port Cares Reach Out Food Centre at 61 Nickel St., 11 a.m. to 1 p.m.

A warm toque and pancake brunch can be bought for $10, or just brunch for $5. Takeout is available. Eighty per cent of the funds raised will help Port Cares’ housing programs and 20% will go to Raising the Roof’s national campaign to put an end to homelessness.

Reinhart says the pancake brunch goes over well, typically raising between $3,000 and $4,000 - but perhaps more importantly getting a message out about homelessness that sticks with people year round.

Port Cares homelessness programs include life skills lessons, such as budgeting and household management — invaluable to youths who may find themselves on their own for the first time, either because of they’ve been tossed out of the family home or have chosen to escape an unstable home environment.

Many who find temporary homes with Port Cares have gone on to complete their high school or post-secondary educations, or land jobs.

“We’ve had some amazing success stories,” Reinhart says.

Read more at: http://www.wellandtribune.ca/2014/01/31/use-your-head-to-fight-homelessness

Pictou County raises $3,000 in toque sales

BY AMANDA JESS

Pictou County Roots for Youth Society celebrated Toque Tuesday, a national awareness day for homelessness, at NSCC Pictou Campus today. The campaign’s proceeds go to community agencies across Canada that help the homeless as well as Raising the Roof’s national initiatives.

Scotiabank was the winner of the toque challenge, raising more than $1,700 at their branch locations in the county.

Roots House asked local businesses to compete for who could sell the most toques. Scotiabank sold them at each branch in the county.

Courtney Cameron, a youth worker at Roots House, holds their plaque.

Read more: http://www.ngnews.ca/News/Local/2014-02-04/article-3602335/Pictou-County-raises-$3,000-in-toque-sales/1
Summit Series, syrup and sausages
Toque Tuesday raises profile of homelessness
BY LUKE EDWARDS

Homelessness isn’t always as clear cut as someone in a sleeping bag in downtown Toronto. “One of the big things is awareness. I think it’s especially important in Port Colborne because you don’t see the homeless population,” said Stefanie Katulic-Ducharme, family and community program coordinator for Port Cares.

Toque Tuesday took place this week, with two events in Port Colborne supporting Raising the Roof, a national program aimed at eliminating homelessness. The Reach Out Food Centre hosted a pancake meal, and the students at Lakeshore Catholic High School held its second annual buyout and staff-student dodge ball game. The game raised $2,689, a portion of which will go to Raising the Roof and the rest staying with Port Cares. Students were able to purchase tickets to enter a draw to be in the game. The theme of the game was the 1972 Summit Series, with the teachers donning Team Canada jerseys and the students in Soviet Union red.

The pancake breakfast, meanwhile, was a complete sellout. This year Port Cares offered takeout orders, which Katulic-Ducharme said was a big hit. The money that stays with Port Cares will go towards its transitional housing program.

Port Cares maintains 18 transitional housing units, providing needed shelter to roughly 40 people at a time.

“It’s all kinds of people, it could be you or I,” said Dave Anderson, housing coordinator. Homeless in Port Colborne include those couch surfing, living in hotels and those in a myriad of other situations that aren’t visible.

In addition to transitional housing, Port Cares also helps people navigate through a variety of government services. Anderson said they can also facilitate tenant-landlord remediation, legal services and a variety of others. And it’s not just for homeless. Port Cares can also help people who own a house but may not be able to afford needed repairs, or help with moving costs.

“It’s not just about a quick fix,” Anderson said. “We want to find a permanent solution,” added Katulic-Ducharme.


Toque Tuesday Raises the Roof for Canada’s homeless
BY COLLEEN SCHMIDT

The Raising the Roof Toque Campaign kicked off on Tuesday and proceeds from the 17th annual event go to help homeless in communities across the country.

Volunteers took to the streets, malls and transit hubs in Calgary selling the toques for $10.

The grey or black toques have the charity’s stick house logo on the front and this year Calgarians can also buy matching socks. The socks are new to the campaign and have “Ask Me About My Socks” sewn on the front. The idea is to get people talking about homelessness and what they can do to help.

Calgary is just one of 18 communities across the country that is participating in the fundraiser.

The Raising the Roof Toque Campaign returns 80 percent of the sales to the community where it was raised and the other 20 percent goes to the charity’s Child and Family homelessness initiative.

The Calgary John Howard Society and the Servants Anonymous Society of Calgary are partners in the country-wide campaign.

Read more at: http://calgary.ctvnews.ca/toque-tuesday-raises-the-roof-for-canada-s-homeless-1.1670556
Shelter rolls out emergency beds
Cold snap brings clear skies, chance of snow for Family Day
BY JANE SEYD

As temperatures drop close to -10 Celsius this week, workers at North Vancouver’s homeless shelter are literally rolling out the welcome mats.

The extreme cold weather conditions mean the shelter will open up 20 extra spaces - essentially sleeping mats laid out on the floor each evening - to give North Shore homeless a place to come in out of the cold.

One man, who was recently hospitalized with a lung infection, told workers he doesn’t know where he’d be without emergency help from the shelter. When it’s cold out, “He usually walks during the night,” said Lani Johnson, community liaison worker for the shelter, run by the Lookout Society. Since he was hospitalized, however, the man has been told he can’t be outside and should be on bed rest. That’s difficult for someone who doesn’t have either a bed or a home, said Johnson.

Respiratory illness is one of the leading contributors to early death among the homeless, added Johnson. “Some of the guys out there, we really worry about them.”

When temperatures drop below zero or there’s snow or freezing rain, the North Shore shelter adds 20 temporary sleeping spaces to its regular 45-bed shelter. Workers can also open up additional space for 20 more sleeping mats at North Shore Neighbourhood House if needed.

During extreme weather conditions, the shelter provides a warm place for the homeless to hang out and access various services during the day as well, said Johnson. “We’re a 24-hour shelter,” she said. “We don’t kick them out.”

The shelter rolled out its extra sleeping mats over the weekend and is expecting to keep them available through the coming week. By Monday night, nine people were bunking down in the shelter’s dining room. Johnson said she’s expecting those numbers to grow, as word gets out through the shelter’s outreach workers and other community agencies.

The shelter is always looking for donations of warm clothing and fleece blankets that outreach workers can drop off for those who insist on staying outside.

On Tuesday, dubbed “Toque Tuesday,” volunteers and shelter staff were at the SeaBus terminal in North Vancouver and other stations around Metro Vancouver selling toques to raise money for Lower Mainland shelters.

Environment Canada has predicted nighttime temperatures could dip to minus 8 through to Sunday night.

A dome of high-pressure dry, cold air from the arctic - dubbed the Arctic Anti-Vortex by Environment Canada meteorologist David Jones - has been keeping skies clear and temperatures lower than average.

“It’s your typical cold snap,” said Jones, noting this is the third such blast of cold weather to hit the south coast since the end of November.

Probably more noteworthy is a ridge of high pressure from the Pacific that has persisted since October over the south coast. That’s deflected rainstorms and created an unusually dry winter weather pattern over the past four months - even over the normally rain-soaked North Shore.

Jones said the south coast may see some snow - or snow that turns to rain - at the tail end of the arctic system, most likely on Sunday or Monday.

Read more at: http://www.nsnews.com/news/shelter-rolls-out-emergency-beds-1.814044#sthash.XFkDdf8M.dpuft
April 1, 2014

Arundel Gibson
Director of Development
Raising the Roof
263 Eglinton Ave West, Suite 200
Toronto, ON M4R 1B1

Dear Arundel

I want to let you know about the exceptional advertising exposure CTN provided for Raising the Roof’s 2013-2014 Toque Campaign.

For the third year in a row, CTN was able to feature Raising the Roof and our National Partner Intact Insurance on the traffic reports we provided to Global Television in six major markets; Toronto, Vancouver, Montreal, Winnipeg, Edmonton and Calgary. On the CTN radio property, Raising the Roof’s toque campaign aired in 11 markets across Canada (in both English and French versions in Montreal and Ottawa and French only in Quebec City). The radio portion also included your national and regional partners.

In addition, I am thrilled to share with you that through our television and radio properties, we were able to far exceed the commitment to provide a minimum of $100,000 of airtime for the campaign. As a proud national partner, it is CTN’s great pleasure to support the Raising the Roof Toque Campaign, our National Partner, Intact Insurance and to help create long-term solutions to homelessness.

Sincerely,

Brian Stutz
National Account Executive
The Canadian Traffic Network
Thank you for your continued commitment and support.

From all of us at Raising the Roof.