Toque Campaign 2015/2016
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What is the Toque Campaign?
Each year, our national Toque Campaign sees hundreds of volunteers and supporters sell toques across the country, with proceeds benefiting Partner Agencies working directly with people experiencing homelessness.

Since 1997, the annual Toque Campaign has supported over 180 community agencies across Canada, raising more than $7 million in support of long-term solutions to homelessness.

Where does the money go?
50% of the gross proceeds from each Toque Campaign item benefit community Partner Agencies working directly with people experiencing homelessness. Proceeds from toques bought in a community stay in that community (this includes online sales).

Remaining proceeds (after the campaign costs) support Raising the Roof’s national initiatives, such as our Child & Family Homelessness Initiative and The Upstream Project.

*40%/10% is approximate
THANK YOU TO OUR

National Partners

The Canadian Traffic Network (CTN) celebrated their 10th year of support for the Toque Campaign! Thanks to their generosity, PSAs blanketed national radio and television markets.

For their sixth year, Intact Financial Corporation employees across the country sold toques and mittens, engaging with the communities where they live and work to support long-term solutions to homelessness.

Paul Davis championed their second Toque Campaign, connecting franchises across the country with Partner Agencies in their community. Their toque and mitten sales benefit local programs, supporting the national effort to put an end to homelessness for good.

Supporting Partners

Newcomer Campus Living Centres engaged students in campuses across Canada to buy and sell toques in support of local communities.

For the seventh year in a row, Crystal Glass Canada has supported the Toque Campaign, selling toques and raising awareness in Western Canada.

Media & Advertising Partners

#ToqueStories, a new public education campaign, brought national attention to the Toque Campaign by connecting the act of purchasing a toque with long-term solutions to homelessness. This campaign was generously developed and brought to market by our two pro bono partners: Leo Burnett Toronto and M&K Media.
THANK YOU TO OUR
PARTNER AGENCIES

Our incredible Partner Agencies are the backbone of our national Toque Campaign!

This year, 49 agencies across the country sold toques, supporting local programming in their communities.
This year's campaign received unprecedented media coverage

- Nearly **HALF A MILLION** impressions generated by digital media ads
- **over $436.6K** Valued in 105.8 million impressions through outdoor ad placements like billboards & digital screens
- **2.6 million** impressions generated via Print Media, including full page ads in Canadian Business & HELLO!
- **Over $1.2 million** TOTAL MEDIA VALUE!

**Campaign Success!!**

- **9,913 Radio PSAs**
- **1597 Television PSAs**
- Over **177 million impressions**
Organic media coverage included features on CTV News, Global News and CBC Radio

30+ articles and features in news media across the country
FROM OVER 40 TOQUE EVENTS ACROSS THE COUNTRY...
THESE ARE JUST A FEW OF THE HIGHLIGHTS!

SAVE THE DATE!
Tuesday February 2
16th Annual Mayor's Pancake Breakfast
7-9 am | Market Square, St. Catharines

Warm your head, warm your heart
Raising funds & awareness for homelessness initiatives delivered through the Housing Help Centre of Community Care

HELP US REACH OUR GOAL!
GOAL: to sell 250 #RHtags IN 1 DAY
#GivingTuesday
Thanks to our partners and supporters, the campaign achieved outstanding social media engagement.

Let's put a cap on homelessness!

Proudly wearing my #rtrtoque on #toquetuesday!

#rtrtoque
Whether it was on Twitter, Facebook or Instagram, we appreciate you sharing your #ToqueStories, #ToqueSelfie and sporting your #rtrtoque on #ToqueTuesday!
Facebook reach of 12,000+ on Toque Tuesday alone
#ToqueSelfies from people across the country, including Toronto Mayor John Tory, Norm Kelly and many more!

#ToqueTuesday Trending in Canada For Over 4 Hours!
"For the past six years, Intact has been a proud National Partner of the Raising the Roof Toque Campaign. Our highly engaged employees are the driving force behind our success. We are excited to leverage the profound strength of our partnership with Raising the Roof and reaffirm our commitment to end youth homelessness through The Upstream Project. Together, we can do more to make an impact in the communities where we live and work."

- Stephanie Sorensen, Board Chair, Intact Foundation, National Partner 2011-16

"Paul Davis is very proud to have been a part of our second successful Raising the Roof’s Toque Campaign. It was wonderful to see the Paul Davis Network join with Raising the Roof partner agencies to make a difference. We are more committed than ever to helping find long-term solutions to homelessness and look forward eagerly to the 2016/2017 campaign."

- Samantha Cooper, Regional Marketing Manager, Paul Davis, National Partner 2014-Present

"It is rewarding to know that Raising the Roof credits our sponsorship with increased online sales of toques, year over year, and with added public awareness of Raising the Roof and the Toque Campaign. CTN looks forward to sharing many future successes with Raising the Roof."

- Lannie Sibian, President the Canadian Traffic Network
This year, Advertising Partner Leo Burnett Toronto created a compelling campaign which connected the purchase of a toque with success stories by those who have benefitted from the funds raised in years past.

The campaign also encouraged partners and supporters to share their own #ToqueStories. The campaign came to life in digital, outdoor, print and experiential executions secured by Media Partner M&K Media.
For information regarding Toque Campaign partnership opportunities, contact Arundel Gibson at arundel@raisingtheroof.org or Leanne Boutwell at leanne@raisingtheroof.org