



Pancake Breakfast – Overview

What's it all about?

A Pancake Breakfast is a great way for Partner Agencies to raise awareness about homelessness and the Toque Campaign, while increasing toque sales.

Buy a toque – get a free breakfast

The intention is for all pancake breakfast supplies to be donated. Partner Agencies do not incur a cost and customers are more inclined to buy a toque if they also get breakfast. More toques sold means more money raised for Partner Agencies.

When does the breakfast take place?

The pancake breakfast should be organized to take place on Raising the Roof's **Toque Tuesday**. This is Raising the Roof's national awareness day and the occasion for high-profile public 'sales blitzes' and media relations campaigns in many communities across Canada. However, some Partner Agencies choose to host a breakfast in association with another event/Holiday.

Why take part?

A pancake breakfast is a great way to bring a community together. It is also a good way to highlight your agency and the programs offered. You might have reservations about the work involved to plan a pancake breakfast, but you will find companies and other organizations are willing to help, they just need to be asked.

Testimonials

Partner Agencies that have organized a pancake breakfast in their community have found it to be a rewarding and profitable experience. This document is based on their comments and suggestions. We thank them for their collaboration and commitment to sharing best practices.

Community Care, St. Catherine's and Thorold

NL Housing & Homelessness Network

Pacific Community Resources Society



Organizing your Pancake Breakfast

1. Getting **STARTED**

- Make sure you've read through the requirements and are ready to take on the task of running your own Pancake Breakfast
- Main responsibilities:
 - Set your location
 - Communicate with Public Health
 - Get food sponsors
 - Create a team
 - Setup and clean up
 - Promotion

2. Set your **LOCATION**

- Work within your community to choose a spot that can be made available for your use, and will be central enough to draw in lots of people
- Consider partnering with organizations, businesses, etc. where cooking facilities already exist
- Send a request to your local council for the location you want and ask what permits are needed
- If a certificate of insurance is required for the location, Raising the Roof can obtain this for you – however don't leave this to the last minute!
- Consider a plan for garbage disposal at the event
- Be prepared to have enough space for all your volunteers and cooking equipment

3. Communicate with **PUBLIC HEALTH**

- You will need to ensure that your event follows all local health regulations
- You may face an inspection, and will need to show that you are following all standards (or your event could be shut down)
- Be specific with Public Health about the logistics for cooking and serving (eg. Will the food be cooked at one location and walked to a serving location?)

4. Get **FOOD SPONSORS**

- Getting the food for free is one of the most important aspects of the breakfast
- Work within your community to generate support for the event
- You will also need someone to sponsor/provide the cooking equipment
- Also work with local businesses to help support additional food needs: syrup, coffee, tea, cups/plates, stir sticks, sugar & milk

5. Create a **TEAM**

- Reach out to the community and tap into existing resources to make sure you have a large enough team to run the breakfast
- Consider companies/organizations that may be interested in providing teams of volunteers
- You may wish to connect with existing committees – e.g., outreach committee, youth group, etc.

6. **SETUP** and **CLEAN UP**

- Be prepared to receive food shipments
- You will need tables and cooking equipment, as well as plates and utensils
- Reach out to local event companies for donated tables and chairs
- Have teams assigned to clean up but also ensure your City waste disposal is involved as needed



7. PROMOTION

- Promote! Promote! Promote!
- Don't expect that if you cook, they will come.
- Send a press release, approach local radio stations to air a PSA (public service announcement) local newspapers, blogs and other forms of social media
- Create posters and additional signage. There may be first time costs associated with this, but they can always be reused (don't put the date on any materials you hope to reuse)
- Be creative! Any public exposure is fantastic.



Frequently Asked Questions

Q: When should I start preparing for a pancake breakfast?

A: As soon as one year is over you should be starting to solidify with your partners their commitment for the next year. If you are just starting out, give yourself as much time as possible to prepare.

Q: How can I get food sponsors and volunteers?

A: You must rely heavily on your community. Use existing connections your agency has, and create new connections. Organizations/corporations are often excited to partner with an event like this not only for the good feeling of being charitable but for exposure as well. The main thing is to just get out there and ask for help!

Q: What will the cost to the agency be?

A: The goal of the pancake breakfast is to get all food and related supplies donated so there is no cost to your agency.

Q: What's the incentive to participate?

A: People are more inclined to buy a toque that they may not need if they get something else (in this case food) at the same time. The perception is greater value for their money. The more toques you can sell, the more money you can raise. Events such as a pancake breakfast can help raise awareness for both your agency and the Toque Campaign.

Q: Do you have to buy a toque with your breakfast?

A: A toque comes with every breakfast, but if someone is not interested in the toque they can feel free to donate the toque back to the agency. Donated toques can be resold or distributed to persons in need.

Q: How do I secure a location?

A: Depending on the size of your community there may be different avenues you need to follow to get your location. You will need to reach out to either local organizations that have space available (faith groups, community centres) or if you have a public space in mind (City Hall, a park) reach out to your city council. The main consideration is choose a busy place where there are lots of people who you think would have the means to participate/attend.

Q: What if I have food leftover?

A: Prior to hosting the event, contact local shelters to see if they will accept donated food and be prepared to bring it to their location.



Top 10

1. Start by making a list of everything you will need from tables and chairs to napkins and cutlery. Planning is essential!
2. Create a relationship with your food vendors. As soon as your event is wrapping up, that is a good time to start the cycle again and ask them for their interest to partner with you next year.
3. Connect your event to something that is already happening in the city. For example, one agency runs their event as a part of the Annual Mayor's Breakfast.
4. Maybe there aren't a lot of companies in your community but there are a lot of kind people with a passion for making chilli – it doesn't have to be pancakes, consider a chilli cook-off or ribs...
5. You may be surprised at how willing local companies are to help out.
6. Don't forget to get in touch with your local health department. Your event might be subject to an inspection, so it is best to know what rules you need to follow. Sanitation is a must!
7. The weather shouldn't stop you, and it won't stop loyal pancake eaters either. Have weather contingency plans, but be ready to persevere. It will be February after all.
8. The best advice for cooking we have received is to cook on demand instead of creating a bulk of pancakes to later be served.
9. You may want to use your pancake breakfast as a central command post. Volunteers selling in other locations can come by to replenish their toque supplies, have some pancakes, etc.
10. Start small if you have to, but the most important thing is to just start!