



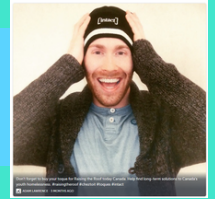
Partnering with over **50 community agencies** across Canada to produce high impact community-based Toque Campaigns, we are able to help fund a wide variety of programs for people experiencing homelessness.

**Align your brand with a nationally recognized, high engagement campaign!**

Our national network provides countless activation opportunities for YOUR Toque Campaign.

## BRAND VALUE

Co-Branded Toques



National Press Release  
 40,000+ branded Toque Tags  
 Social Media Engagement  
 National PSA's  
 Available with National Partnership



## PARTNERSHIPS START AT FREE!

Toques can be sold to the public, so the cost of the campaign can be recovered

"Paul Davis is 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 2016/17 campaign."

Samantha Cooper, **Paul Davis**  
 National Partner 2014-2017

## EMPLOYEE ENGAGEMENT

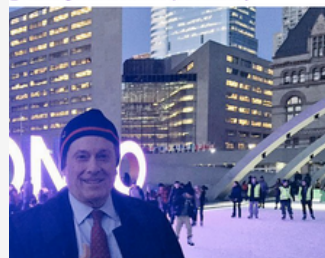
Bringing employees from across the country together with one common goal for a great cause!



@NorthShoreNews @RaisingTheRoof Love this picture of Cam from @PaulDavisCanada thank Mike Wakefield!



John Tory  
 Showing support for ending homelessness in Toronto with #ToqueSelfie in support of @RaisingTheRoof. #ToqueTuesday



**Over 175 million TV & Radio impressions** in the 2016 Campaign

