Toque Campaign 2017

Every toque sold helps end homelessness

Raising the Roof | Chez Toit
Toque Campaign 2017
What is the Toque Campaign?

Every year, hundreds of volunteers, sponsors, and supporters across Canada sell Raising the Roof toques to raise much needed funds for our Partner Agencies who work directly with people experiencing homelessness. Since 1997, the Toque Campaign has supported over 200 of these Partner Agencies who provide access to essential services and supports in their community.

Overall, the Toque Campaign provides:
• Critical funding for Partner Agencies so they can continue their important work
• Awareness and public education on the alarming increase of homelessness in Canada
• Hope for those who are currently experiencing or are at risk of experiencing homelessness.

Where does the money go?

50% of gross proceeds from each Toque Campaign item benefits our community Partner Agencies. As a result, the funds raised in toque sales in a city or town will stay there to help support their homelessness programs.

Remaining funds raised support Raising the Roof’s homelessness prevention initiatives.

*40%/10% is approximate. Campaign costs include the manufacturing and distribution of toque items.
The Difference a Toque Makes

The Toque Campaign isn’t just about purchasing a toque…it’s about raising awareness and funds for Partner Agencies across Canada that will benefit their community initiatives. Here are some examples of how the Toque Campaign has assisted local Partner Agencies.

Proceeds from the Toque Campaign helped low income families maintain housing.
Toque sales supported low income families in Saskatoon to overcome social and economic barriers to avoid eviction and remain stable housed.

The Toque Campaign provided healthy meals for residents in supportive housing.
This Toque-supported program ensured access to nutritious meals for their residents in Toronto.

La champagne des tuques aide des centaines de personnes à Montréal chaque jour.
Une programme qui aide directement plus de 200 Montréalais très appauvris. Itinérants et dans le besoin chaque jour.

Proceeds from the Toque Campaign helped women exit situations of sexual exploitation.
70% of program participants permanently ended their situations and the risk of homelessness.

"Everyone at the organization, everyone in the building… they just make me feel like they’re proud of me. I had no self esteem. I had no self confidence, nothing. And they started working on giving it back to me."
- Janet, client at a Toque Partner Agency

"Thank you so much for never giving up on me and helping me towards my goal of having my own home, a job and finally being happy. The organization saved my life."
- Sharon, client at a Toque Partner Agency

We've Raised $8 MILLION!
for our Partner Agencies through annual toque sales.
More than 50 Partner Agencies participated in Toque Tuesday events from coast to coast

50% of gross proceeds go to Toque Campaign Agencies across Canada who work towards preventing, reducing or ending experiences of homelessness.

Raising the Roof is always happy to welcome new Partner Agencies for our Toque Campaign. Please contact us for more information.
2017 Sponsor Highlights & Benefits

$1.5 million IN TOTAL MEDIA VALUE

5,099 Television PSAs
4,632 Radio PSAs

#ToqueTuesday trending in Canada and Toronto for 4+ hours

News coverage in 20+ media outlets, including The Toronto Star and CTV News

NATIONAL MARKETING OPPORTUNITIES
National PSA placement including TV and radio. Up to $1 million in media value.

EMPLOYEE ENGAGEMENT OPPORTUNITIES
Community events, agency tours, Toque Tuesday and more!

MERCHANDISING OPPORTUNITIES
Co-branded, new and/or special edition items.
Toque Sponsorships

2017 National Sponsors

CTN
PAUL DAVIS RECOVER • RECONSTRUCT • RESTORE

Previous Toque Sponsors

Campus Living Centre
Crystal Glass
Direct Energy
The Home Depot
Homes Publishing Group
Intact
MK Media
Virgin Mobile

Click the photo's below to watch the video!
For information on Toque Campaign opportunities contact:
Joe Goulart, Director of Development & Communications
joe@raisingtheroof.org

@RaisingtheRoof
#ToqueTuesday
#RtRToque