2018 Toque Campaign

Many Toques. One Cause.
The Toque Campaign

Partnering with more than 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.

Since 1997, Raising the Roof’s Annual Toque Campaign has supported long-term solutions to homelessness across Canada.

To date, the Toque Campaign has raised more than $8 million nation-wide for lasting solutions to homelessness.

50% of gross proceeds benefit community Partner Agencies helping people experiencing homelessness in cities and towns across Canada.

Remaining gross proceeds (after campaign costs) support Raising the Roof’s national homelessness initiatives.
Toque Campaign Snapshot

- Order 100+ items for FREE shipping
- Raising the Roof ships Toque items to your business
- Although it is preferred that you purchase items upfront, some circumstances may allow for you to sell items on consignment
- Sell toque items within your business, or to the public
- If you run out of merchandise, we will send you more!

The campaign launches on **Tuesday, November 21**, Giving Tuesday and runs until the end of February

**Toque Tuesday, February 6th 2018:** Toque Campaign 2018 national public awareness day

2018 Toque Items

15$ $20
Toque Campaign Snapshot

- Purchase Toque Items as gifts for your employees or clients
- Use the campaign as a tool for employee engagement
- Give back to your local community, while also benefiting national homelessness prevention programs!

- Align your brand with Raising the Roof by posting about your campaign on social and tagging @RaisingtheRoof

- Promotional use of Toques: When a customer purchases a predetermined item or service from you, thank them by gifting them a Raising the Roof toque item
Toque Campaign Snapshot

We're here to help you promote your campaign.

- Customized Toque Order
- Submit your toque selling event to Raising the Roof's online Event Calendar for promotion
- Recommendations for planning and promotion
- Consultation with Raising the Roof staff for campaign advice
- Tag Raising the Roof in all social media posts for a potential share or retweet
- Depending on the size of your campaign, we may be able to introduce you with a local community partner to speak to your employees about programs supported by your campaign
For More Information:

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