2018 Toque Campaign

Many Toques. One Cause.
The Toque Campaign

The toque campaign is a high profile national fund- and awareness-raising campaign by Raising the Roof, Canada's national homeless charity. Find out more about Raising the Roof by clicking on the link to our website. www.raisingtheroof.org

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.
21st Toque Campaign

Celebrating 21 years of Canadians supporting long-term solutions to homelessness with the 2018 Toque Campaign

50+ Community Partners from Coast to Coast

Events Across Canada on Toque Tuesday

National Advertising Campaign on Radio & Television

Past National Partners: Canadian Traffic Network and Paul Davis
Toque Campaign Snapshot

- Order 100+ items for FREE shipping
- Raising the Roof ships Toque items to your community
- 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 community
- 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
Toque Campaign Snapshot

A Simple Way To Give Back

• Lead the way to help prevent long-term homelessness in your community

• Proceedings from your Toque campaign help low income families maintain housing

• The toque-supported program ensures access to nutritious meals

• Give back to your local community

• Use the campaign as a tool for community engagement

• Proceedings from the toque campaign also help women exit situations of sexual exploitation
Toque Campaign Snapshot

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The Toque Campaign

We're here to help you promote your campaign.

- Customized Toque Order
- Optional printable poster
- Submit your toque selling event to Raising the Roof's online Event Calendar for promotion
- Toque campaign manual
- Tag Raising the Roof in all social media posts for a potential share or retweet
For More Information:

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