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 leader in homelessness prevention.

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

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 schools
- 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 school, 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
Toque Campaign Snapshot

• Purchase toque items as gifts for your staff members or students

  • Give back to your local community, while also benefiting national homelessness prevention
  
  • This campaign can be utilized as a community involvement activity. Talk to us to coordinate earning 40 Volunteer Hours!

• Fun way to connect fundraising and academics: an opportunity to reinforce math skills and money management

• Post-Secondary students interested in marketing or the not-for-profit sector can gain experience running their own toque campaign

• Students can learn more about personal responsibility while improving their confidence in customer service
The Toque Campaign

We're here to help you promote your campaign.

- Customized Toque Order
- Optional printable poster (Students can also make their own!)
- Submit your toque selling event to Raising the Roof's online Event Calendar for promotion
- Toque campaign manual
- Assist the school staff regarding the volunteer hour sign off
- Tag @RaisingtheRoof in all social media posts for a potential share or retweet
For More Information:

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