

# 2016-17 COMMUNITY REPORT

## INITIATIVES



### CAMPAIGNS

We celebrated the 20th anniversary of the Toque Campaign in 2017 with over 50 agencies and hundreds of volunteers across Canada leading the charge in raising much-needed funds and awareness for addressing homelessness. Volunteers from all over Canada and employees from our National Partner, Paul Davis, were engaged in selling toques and making a difference in their local communities. In total, the Toque Campaign raised over \$349,000.

During Toque Tuesday this year, our creative and brand partner, Leo Burnett, launched a campaign called “Street Shops to Prevent Homelessness” which saw pop-up shops sell toques in places people experiencing homelessness are sometimes forced to call home – cars, park benches, and doorways. Toques were displayed and sold from sites which are normally associated with homelessness to reinforce that the purchase of a Raising the Roof toque means long-term solutions for homelessness. The locations of the street shops added context to the purchase; “buying a toque here today helps keep people from living here tomorrow.” The pop-up shop campaign was featured in national and international media for its thought-provoking messaging and was nominated for a Media Innovation Award.

2017 also saw exciting progress on our national initiatives. The pilot phase of The Upstream Project was launched in York and Niagara regions and, based on the findings, we are hoping to expand to other regions in Ontario. The Upstream Project is a school-based prevention program developed from Australia’s results proven model, The Geelong Project.

Raising the Roof also adopted a program modeled on the extremely successful Nightstop initiative from the UK. Entitled Host Homes, this program offers a safe, vetted home as an alternative to the shelter system for young people who are either currently homeless or at-risk of becoming homeless.

Near the end of this fiscal year, Raising the Roof began to brainstorm on the idea of a program which would renovate vacant and unused properties and repurpose them as affordable housing for families and youth who are at-risk of homelessness. From this thought, the RESIDE program was born and we are now in the process of implementing it in the Greater Toronto Area.

HOST  
HOMES

THE  
UPSTREAM  
PROJECT



## PARTNERSHIPS

We continue to expand our collaborative partnerships working with both community agencies and national organizations to increase our impact. At the community level, we're engaging with local agencies for our programs and our Toque Campaign; meanwhile, at the national level, we're teaming up with organizations like the Canadian Observatory on Homelessness and A Way Home Canada to pursue our strategic direction of homelessness prevention.

Raising the Roof was fortunate to be a partner in The Push for Change, the incredible journey of Joe Roberts. As a former homeless youth, Joe Roberts knew what it was like to get a second chance and he wanted to make sure he could give others that same opportunity. So, Joe walked for 517 days from one end of Canada to the other while pushing a shopping cart (which is often a symbol for homelessness) to raise awareness and funds for youth homelessness prevention. Joe raised over \$385,000 for Raising the Roof's Upstream Project and we are extraordinarily grateful to him and everyone on The Push for Change team for such a massively important and remarkably generous accomplishment!



## EVENTS

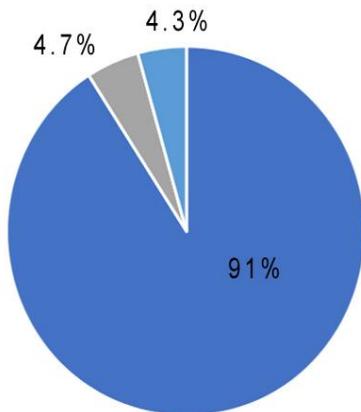
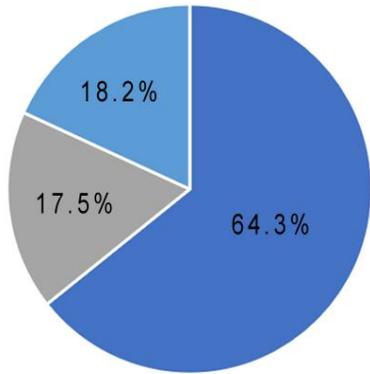


Raising the Roof hosted our second annual battle of the bands event, Sounds in the 6ix, in Toronto on June 22, 2017 (check out highlights on our [YouTube channel](#)). Our fundraiser was attended by over 200 people and featured local musicians who entertained with their talent and energy which made for an awesome night of rock and roll and raising funds for our national initiatives. Thanks to all the sponsors and supporters who made this fantastic event possible and helped us raise an incredible \$34,000!



Raising the Roof had the good fortune to be the charity of choice for several third-party events like the HOMES Publishing Golf Tournament, CoreNet Global Golf Tournament, Night It Up! (an event coordinated by the Power Unit Youth Organization), Heather's Walk, and numerous smaller events like birthday parties and community bake sales. Thank you to everyone who generously thought of Raising the Roof when planning their charitable event.

## OUR IMPACT



including in-kind donations

- Total Charitable Work
- Fundraising Expenditures
- Administrative Expenditures



## OUR PROUD SUPPORTERS:



**PAUL DAVIS**



*John & Heather Hall*



**Heather's Walk**

## OUR IN-KIND SUPPORTERS:

*Leo Burnett*



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