

Toque Campaign 2018/2019 Partner Agency Application

Allocation of Toque Campaign Funds

- Partner Agencies receive 50% of the sale price of each item they sell (example: \$7.50 from every \$15 toque). Approximately 35% of each sale covers the cost of the campaign, and approximately 15% supports Raising the Roof's National Homelessness Initiatives.
- Toque Campaign costs include manufacturing, shipping, media, and a portion of administrative costs.
- All money raised **must** be remitted to Raising the Roof by **Tuesday, April 30, 2019** at the latest, unless otherwise arranged with Raising the Roof.
- Partner Agencies will receive a letter in July 2019 with the estimated toque proceeds earned.
- Cheques will be issued to Partner Agencies in late September 2019 after the Raising the Roof audit has been completed.
- Past allocations range from \$500 to \$15,000+ for first-time campaigns - the more agencies sell, the more they get back!

Agency Eligibility Criteria

- An Applicant must be a registered Canadian charitable organization with a Revenue Canada Charitable Registration/Business number.

Project Eligibility Criteria

- The project, program, or service works towards long-term solutions that address or prevent homelessness.
 - Examples of long-term solutions are:
 - Programs that work towards the stabilization of housing
 - Skills development to maintain housing and/or prevent homelessness
 - We do not fund emergency measures such as overnight shelters or soup kitchens unless there are further services provided to help stabilize people's lives.
- The project, program, or service raises national awareness of homelessness prevention and Raising the Roof's status as a leader in long-term solutions to ending homelessness.

Examples of Eligible Programs

- Prevention programs that incorporate life skills, education and/or job or leadership skills.
- Street outreach programs that connect people who experience homelessness with services that can help them to stabilize their lives (not only to provide food, clothing, or overnight shelter, as necessary as these services may be).
- Drop in centres and programs, where people who are experiencing homelessness can access the services they need to break the cycle of poverty.
- Services such as food banks, which enable individuals at-risk of experiencing homelessness to allocate limited resources towards other required living expenses.

- Housing support programs that help find people in hostels and/or temporary shelters suitable, adequate, affordable, and decent long-term housing - where they are not again put at risk of losing their housing.
- Emergency accommodation that helps people who have been experiencing homelessness and links them to supports and appropriate housing placements.
- Support programs that help people at risk maintain their housing.

Project Selection Criteria

- Criteria for consideration includes:
 - Projects and agencies which reflect the [mission, vision, and values of Raising the Roof](#).
 - The agency's ability to host a Toque Campaign (volunteers, promotional vehicles, etc.).
 - The agency's background and recent achievements, including prior experience in developing local solutions for the homeless or those who are at risk of becoming homeless.
 - Evidence that the project is relevant to the needs of their community.
 - Demonstrated local community support of the project.
 - Programs and decision-making that reflect the diversity of people who are experiencing or at risk of experiencing homelessness in the geographic area and population served.
 - Projects offering the best potential to help people who are experiencing or at risk of experiencing homelessness, to find, develop and/or maintain housing.
 - Projects where Raising the Roof could play a role in the improvement of other supports or where local funding partnerships would be involved.
 - Organizations with experience in supervision, documentation and evaluation of project outcomes.
 - Organizations that allow Raising the Roof to reach its objective on a national level or increase national awareness of Raising the Roof's mission, vision, and values.

Information Required from Partner Agency Applicants

- Completed Partner Agency Application Form
- Charitable number of the organization
- Signed Partner Agency Agreement

Approval Terms

- By signing the Partner Agency Agreement, the Partner Agency Applicant agrees that if approved as a Partner Agency, the organization will:
 - Support the [national mission of Raising the Roof](#).
 - Commit to receiving a minimum order of 1 case of items/merchandise (100 units).
 - Once received, merchandise is the responsibility of the contracted Partner Agency - Raising the Roof is to be reimbursed at the purchase price for each item sold. Any unsold items must be reported to Raising the Roof no later than **Tuesday, April 30, 2019** and will be held in trust by the Partner Agency for the following year.
 - Use the media templates provided and always submit Toque Campaign related media pieces to the national office for approval before they are released.
 - Use the posters provided and always submit Toque Campaign related print pieces to the national office for approval before they are produced.

- Acknowledge Raising the Roof and any National Partners in promotional, educational, or media undertaking, connected with use of the proceeds (e.g. verbally, logo, etc.).
- Share contact information with other partner agencies, national and regional partners for the purpose of collaboration.
- Sell toques locally; engage community groups to participate in local events in advance of and on Toque Tuesday (**Tuesday, February 5, 2019**), as well as continue the campaign to its end date.
- Work with national and regional partners (as applicable) to promote and execute a successful Toque Campaign.
- Collaborate with other partner agencies by participating in two conference calls (in November 2018 and January 2019).
- Provide a description of the agency's planned activities for Toque Tuesday to Raising the Roof no later than **Monday, January 21, 2019**.
- Agree to be available and participate in possible public relations opportunities (media interviews, facility tours, videotaping, etc.) for promotional purposes as approved by Raising the Roof's national office, specifically on Toque Tuesday.
- Send photos, media clips and any other publicity generated as a result of the Toque Campaign to Raising the Roof for the purpose of publishing on the Raising the Roof website/social media and/or any other promotional vehicles.
- Participate in a brief survey at the end of the Toque Campaign, to be sent by Raising the Roof in April 2019.
- Partner Agencies working together in the same city will:
 - Receive one shipment of toques to be divided per assigned amounts.
 - Meet early to define a campaign/sales plan.
 - Work together to sell toques at the same event(s) or share event opportunities.
 - Work together to plan and execute a Toque Tuesday sales event.
 - Toque Campaign proceeds will be allocated based on individual bank deposits made by each Partner Agency.



RAISING THE ROOF / CHEZ TOIT - PARTNER AGENCY APPLICATION FORM

A. Partner Agency Applicant Information (all fields are mandatory)

Partner Agency Applicant Name: _____

Charitable Registration No.: _____

Campaign Contact Person (This person will be the main point of contact for your Toque Campaign):

Name: _____

Position: _____

Email: _____ Website: _____

Address: _____

City: _____ Province: _____ Postal: _____

Phone: _____ Fax: _____

B. Describe the projects, programs, services or work to be funded

Estimated \$ need: _____

Name of project/program/service: _____

Is this part of an established service/project, or will this be a new project or service?

New:

Established:

IF NEW: Estimated start date: _____ Estimated end date: _____ N/A

IF NEW AND ONGOING, how will the project be sustained?

In 250-500 words, please describe your agency and the programs supported by the Toque Campaign:

C. Additional Information

- Yes, our agency has a minimum of 5 volunteers willing to sell toques.

FOR NEW PARTNER AGENCIES ONLY:

- Yes, I have included with my application a letter of reference from a client- clients are encouraged to share real, personal experiences that demonstrate the impact of services provided by the agency. Raising the Roof reserves the right to use these letters for promotional purposes. Clients are encouraged to use aliases.
- I am unable to attain a reference letter at this time and will contact Raising the Roof within 1 business day of submitting my application to discuss.

Please initial each page of the application, and ensure both the application and agreement are fully complete and signed before returning.

Please scan and email your complete application and agreement to Elizabeth Taugher at etaugher@raisingtheroof.org no later than **Friday, September 14, 2018**.

Raising the Roof will review the application and you will be contacted no later than Friday, September 21, 2018 regarding the status of your application.



2019 Toque Campaign Partner Agency Agreement

As a Raising the Roof Toque Campaign Partner Agency Applicant,

_____ (Partner Agency) agrees to the following terms:

To support Raising the Roof's mission.

To work within the framework of a national campaign, sharing learnings and best practices with the goal of ending homelessness across the country.

To work in collaboration with the Toque Campaign's National Partner to encourage positive involvement in the campaign.

We have read and understand the *Allocation of Toque Campaign Funds, Agency Eligibility Criteria, Project Eligibility Criteria and Information Required from Partner Agency Applicants*.

We have read and agree to the *Approval Terms* for approved Partner Agencies and understand that we will be responsible for fulfilling these terms if approved for partnership.

Name of Partner Agency Executive Director

Signature

Name of Partner Agency

Date

Joe Goulart, Director of Development and Communications
Raising the Roof | Chez Toit

Date