



Funding Support to Community Partners: Project Eligibility Criteria for Local Organizations

Raising the Roof raises funds for community groups working to alleviate homelessness. The funds are raised through an annual national campaign called Toque Tuesday™. Toque Tuesday™ - the first Tuesday of February every year - gives people from all walks of life the chance to raise funds, raise fun and raise awareness in the fight against homelessness in Canada by buying a special Raising the Roof toque for a minimum donation of \$7. Comedy shows are also staged in Vancouver, Toronto, Ottawa and Halifax.

The campaign has spread to communities all across Canada. The net proceeds raised in your community stay in your community.

About This Document

This document answers the following questions:

- What are the Basic Eligibility Criteria for applicant groups?
- What are the Project Criteria and Project Priorities against which projects are assessed?
- What is the Application Process eligible community agencies or nominators should follow?

About Raising the Roof

Raising the Roof is Canada's only national charity dedicated to long-term solutions to homelessness. We:

- Build awareness about homelessness and what can be done.
- Raise funds for community groups working to alleviate homelessness.
- Give corporations, organizations and people from all walks of life ways to develop and join in strategies to address and prevent homelessness nationally and in their own communities.



Basic Eligibility Criteria for Applicant Groups

An Applicant group:

1. Must be a **registered Canadian charitable organization** with a Revenue Canada Charitable Registration/Business number
2. Must be **community-based** and **work towards long-term solutions**.

What is meant by "long-term solutions"?

Projects that work towards long-term solutions are projects that work towards stabilizing people's housing situation (or lack thereof) and, in turn, people's lives.

Raising the Roof assists agencies who provide people with information, resources, services, programs and projects that help them move from homelessness to homes, and that assist people who are at risk of losing their housing to stay housed and off the path to homelessness. We do not fund emergency or stop-gap measures such as overnight shelters or soup kitchens where no further services are provided.

Examples of projects which work towards long-term solutions to end homelessness:

- *Street outreach programs that connect homeless people with services that can help them to stabilize their lives, such as job search assistance, substance abuse treatment and counselling.*
- *Drop in centres and programs where people who are homeless can come to access services (e.g., physical and mental health services, employment training, community economic development opportunities).*
- *Housing support programs that help find people in hostels and temporary shelters suitable, adequate, affordable and decent long term housing.*
- *Emergency accommodation that helps stabilize people who have been homeless, and links them to supports and appropriate housing placements.*
- *Housing support programs that help people at risk maintain their housing.*



Project Selection Criteria

The criteria that will be considered include:

- The organization's ability to carry out the work;
- The organization's track record and recent accomplishments;
- Previous experience with developing local solutions with people who are homeless or at risk of being homeless;
- Evidence that the project is relevant to the needs of their community;
- Demonstrated local community support of the project;
- Evidence of organizational capacity to do this work;
- Programs and decision-making that reflect the diversity of people who are homeless or at risk of being homeless in the geographic area and population served; and
- Availability to be a partner in a Toque Tuesday campaign.

Project Selection Priorities

Priority will be given to:

- Projects offering the best potential to help homeless people, or those at risk of being homeless, to find, develop and/or maintain homes;
- Organizations with experience in linking with other organizations and individuals in their communities to improve programs and contribute to the overall development of their community and learning in the field;
- Projects in which Raising the Roof would play a role in leveraging other support or which involve local funding partnerships;
- Projects and organizations which reflect the Mission and Guiding Principles of Raising the Roof;
- Organizations with the willingness and capacity to work with others in a local fundraising effort through Raising the Roof's Toque Tuesday™ campaign; and
- Organizations with experience in monitoring, documenting, and evaluating the outcomes of their projects
- Organizations that allow Raising the Roof to expand its national focus.

How to Apply

Your first step is to contact Raising the Roof at:

Tel: 416-481-1838 or toll free 1-888-664-8851

Email: info@raisingtheroof.org

We will give you information on the current campaign and the availability of funds in your region, as well as send you a full application form.



We accept inquiries from community agencies which would like to apply, as well as other individuals and organizations who would like to nominate an agency in their community.

Think ahead! Along with your completed application form, you will be required to supply the following required information:

- A brief summary description of the project, program, or service to be assisted by the proceeds;
- A description of how the funds will be used to work towards long term solutions to homelessness in their community;
- A brief description of what the impact and expected outcomes will be on people who are homeless and the broader community;
- A signature of a legal signing authority of the organization, agreeing to the terms of being a funded recipient;
- A confirmation that other project funds required, if any, have been secured; and
- Available background information (brochure, etc.) on the organization and its activities.

For approval as a recipient of net proceeds of Raising the Roof's Toque Tuesday™, **an applicant organization must agree in writing to:**

- Support the national mission of the Raising the Roof;
- Provide brief stories and examples of how the funds will help make a difference;
- Agree to participate in media interviews and be available for the development of media involvement or be available for possible public relations opportunities (media interviews, tours, and video taping) as approved by Raising the Roof's national office - at times convenient to the recipient for promotion purposes;
- Acknowledge Raising the Roof in promotional, educational, or media undertaking connected with use of the proceeds (e.g. verbally, with use of our logo, in writing);
- If possible, provide local support and help in distributing toques, participate in small local events;
- If possible, access appropriate resources or supporters that may assist the campaign;
- Provide a financial report and brief final report that accounts for the project spending and outcomes to Raising the Roof, including activities undertaken and the impact of the funding on people who are homeless and the broader community (e.g. partnerships developed) , and an evaluation of the impact achieved: what worked well, what could be improved or changed;
- Allow sharing of project evaluation and learnings with others; and
- Verify by a signing authority's signature that the information provided is accurate.