



Toque Campaign Business Opportunities

For twenty-four years, Raising the Roof's annual **Toque Campaign** has worked with partner agencies to provide long-term solutions to prevent homelessness in Canada. The campaign runs from November to March, selling toques within our local communities to raise much needed funds and awareness for homelessness throughout Canada. Supporting this campaign is a great way for businesses to get involved in supporting local agencies and their initiatives.

- Buy toques or masks for your staff for the holidays, or simply as a thank you, while also giving back to your local community
- Purchased toques can also be donated back to shelters
- Staff or corporate regional offices can compete amongst each other in toque sales
- Retailers can sell toques in store
- Raising the Roof will provide social media and website recognition

It is a great way to bring our communities together and raise much needed funds for programs and initiatives. If you are interested in participating in this successful campaign, reach out and contact us for more details!

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