



## Welcome Partner Agencies

Every year, hundreds of volunteers, sponsors, and supporters across Canada sell Raising the Roof toques to raise much needed funds for our Partner Agencies who work directly with people experiencing homelessness. Starting out in 1997, the Toque Campaign consisted of a single five-dollar toque that acted as a visible sign of support, while also keeping heads warm throughout the cold winter months. Since then, the annual Toque Campaign has raised more than \$8 million for over 200 community agencies across Canada. Today, the meaning of the Toque Campaign has grown into something much bigger than a toque, as it aims to bring communities together, and raise both awareness and funds, which go directly back into your local community.

This year's Toque Campaign will launch on National Housing Day, **November 22nd, 2020**. All items are priced at \$15. The campaign will run till **March 31<sup>st</sup>, 2021**, with all outstanding sales proceeds to be deposited by **April 30<sup>th</sup>, 2021**. Toque Tuesday will be **Tuesday, February 2<sup>nd</sup>, 2021**. We look forward to hearing your plans for our national selling event!

### Partner Agency Requirements & Responsibilities

- **Eligibility:** Must be a registered Canadian charitable organization with a CRA Charitable Registration/Business number.
- **Toque items (including socks & baseball caps):**
  - Once you receive Toque items, you are responsible for them.
  - You do **not** purchase these items from us.
  - New agencies receive a minimum of 200 items, and we ship them to your community.
  - Upon selling these items (at the price set by Raising the Roof), proceeds are to be deposited to Raising the Roof on a **biweekly basis**. A calendar of deposits and other important dates will be provided to you. Regular deposits make it easier for you to reconcile at the end of the campaign and keep track of your inventory.
  - At the end of the campaign, summary sheets must be completed to reconcile your account and report any unsold items. Grant cheques will be issued in the Fall of 2021 for 50% of your gross toque sales.
  - **If you have any items left over at the end of the campaign**, we ask that you store them for the following campaign year. It is our hope that your success with the campaign will encourage you to continue. If you do not wish to be a partner agency in 2022, unsold items will be redistributed to partner agencies in your area.
  - **If you run out of merchandise**, we will send you more!



- Every partner agency must have a contact person who is responsible for overseeing the campaign.
  - Many agencies have **volunteers run the entire campaign**. Tapping into your volunteer base will cut down on staff members' time spent on the campaign. Volunteers can plan events, go into the community to sell toques, track inventory and sales etc. We ask that a staff member oversees this process. The partner agency is held responsible for merchandise.
  - We will have two Toque Campaign conference calls to support partner agencies by sharing campaign information, key messaging and agency best practices. The first will be mid-November to gear up for the campaign and share best practices for a successful campaign. A second call will be set mid-January to touch base and share Toque Tuesday plans.

### Partner Agency Benefits

- **50% of all your gross sales go directly to your organization**. You can put those funds wherever your agency needs it the most.
- Agencies will receive **50% of online sales**
  - Online sales will be processed through Raising the Roof's website and 50% of sales from your community will be allocated to the agency
  - Sales will be divided geographically
  - If there are two or more agencies in a city / town, 50% of total sales will be divided evenly between agencies
- Raising the Roof provides **all communication materials!**
  - We provide our Partner Agencies with everything we can to promote your campaign. The materials include:
    - Key Messaging
    - PDF Posters
    - Media template & media tips
    - Sample press release
    - Sample Mayoral proclamation
    - Recommendations for planning and promotion

### What Works?

- Ask for help! Make use of your dedicated volunteers- give them this well-known, nationwide campaign to run and put on their resume.
- Partner Agencies run their Toque Campaign in whatever way works for them. We encourage Partner Agencies to reach out to their **local churches, schools, youth groups, and businesses** and request that they sell Toques for them or work with them to host an event. Knowing that half of their efforts go directly to a service provider in their community can really boost motivation!
- Many agencies **get their Mayor involved**, asking them to proclaim **February 2<sup>nd</sup>, 2021** as Toque Tuesday and to attend their toque selling event.

### **Questions?**

Reach out to us! We know this is a big undertaking and will do whatever we can to give you a hand. Feel free to get in touch with Sonja with any questions or concerns you may have. She can be reached at [skovacev@raisingtheroof.org](mailto:skovacev@raisingtheroof.org)