

2008 Raising The Roof's Toque Tuesday February 5, 2008

Raising the Roof has created a way for Canadians to work together to alleviate homelessness in this country. Through mass marketing appeals to the Canadian public, Raising the Roof raises funds for small-scale, high impact community-based projects, which together, are helping thousands of people who are homeless or at risk of becoming homeless find and maintain housing in cities across Canada.

We are excited to embark on the 2008 Raising The Roof Toque Campaign with 80% of funds raised locally going to the Bladerunners program & Progressive Housing Society and 20% being applied to Raising The Roof's national strategy to eradicate homelessness.

Raising the Roof involves business, school groups, faith organizations and community initiatives to raise funds for our annual campaign. The goal is to give long-term relief to the dire circumstances of those people living without homes.

Progressive Housing Society is a not-for-profit, charitable society located in Burnaby, BC. Progressive Housing Society has been providing affordable housing and support services for adults with mental illness to enable them to live independently in the municipality of Burnaby since 1981.

Bladerunners' mandate is "...to provide unemployed marginalized at-risk-youth with on-going support, job readiness skills, and work-place training so that they can overcome their barriers to employment and achieve long-term attachment to the workforce." The organization creates on-going support for participants to ensure long-term attachment to the workforce, and where possible, ladders individuals into apprenticeship positions in the trades. *Toques sales through BladeRunners begin in December 2007. Please call BladeRunners directly at (604) 688-9116.*



How Your Group Can Help "Raise The Roof"

- Toque Tuesday is Tuesday, February 5, 2008. On this day we will sell thousands of toques and baseball hats throughout BC. Your group can pre-purchase toques weeks or months before this date to sell within your group and to others outside your group. Wear your toques proudly on Toque Tuesday! Please fill out the Toque Order Form and send it in today.
- Let us email you information on the other fundraising events that are taking place around our Toque Campaign.
- If you have other opportunities to involve Raising the Roof in your fundraising programs, please talk to us.

For any additional information please contact Raising the Roof today, in Vancouver at **604-338-1658**, email **bc_toques@yahoo.com** or phone **BladeRunners** at **(604) 688-9116**.