



## Be A Toque Champion!



Raising the Roof is a national charity dedicated to finding long-term solutions to the growing problem of homelessness. Raising the Roof volunteers sell Toques to raise funds for our recipient charities, and to raise awareness for homelessness in our community.

In Moncton, the recipient agency is **Moncton Youth Residences Inc.** (all proceeds will be directed to Transitional Housing and Youth QUEST Central). They have begun selling toques on December 1<sup>st</sup> and encourage you to get involved. 80% of all funds raised stay in our community and the remaining 20% goes towards national solutions for homelessness.

### What do we provide?

- ❖ As many toques as you think you need. Be conservative, it's more fun to sell out!
- ❖ Posters, brochures and table cards
- ❖ Information about the recipient agency
- ❖ Answers to all your questions

### What do you have to do?

- ❖ Post our promotional material in public locations - elevator, lunchroom, reception area, etc.
- ❖ Inform your fellow employees about the program through internal email and where toques can be purchased in your office
- ❖ If you are a retail business, consider selling them to your customers
- ❖ Collect a minimum donation of \$10 for each toque you sell

We even have a lot of television coverage on Global Television throughout the Maritimes so your colleagues and customers will come looking for toques!

For more information on how you can get involved, contact Cathy Manuel, Associate Director, Moncton Youth Residences Inc, (506) 869-6338 or [cmanuel@myrinc.com](mailto:cmanuel@myrinc.com).

[www.myrinc.com](http://www.myrinc.com)  
[www.raisingtheroof.org](http://www.raisingtheroof.org)

## Did you know...

- ❖ For every homeless person visible on the street, four families are at risk of losing the roof over their head, as they cannot afford their rent.
- ❖ An estimated 250,000 Canadians were homeless according to a 1996 study. That number has risen significantly in the past years.
- ❖ 800,000 more Canadian households are at risk of losing their homes because they pay more than 50% of their income on rent.
- ❖ One out of every 7 residents in homeless shelters is under the age of 16.
- ❖ The number of children staying in shelters has more than doubled in the last decade.
- ❖ 800,000 Canadian women working full-time earn less than \$20,000 a year. Especially for single moms, that's often not enough to cover the rent - and pay for food, clothing and the other necessities of life.
- ❖ According to a recent survey, 45% of people living in homeless shelters in Calgary were employed.
- ❖ When Mom & Dad both work and take home \$1325/month (the median family income) and a three-bedroom apartment in major Canadian city costs \$1099, they have \$226 left over for food, clothing, transportation, medical expenses, etc.
- ❖ Youth QUEST Central, a multi resource centre operated by Moncton Youth Residences Inc., opened its doors at 199 St. George Street, Moncton, in January 2006. This year approximately 2,765 visits have occurred by youth age 16 to 24.
- ❖ Youth visiting Youth QUEST Central this year have accessed the showers and laundry facilities 300 times, and a total of 387 daily hygiene products have been handed out, including 180 toothbrush/ toothpastes.