



STAFF REPORT INFORMATION ONLY

Award Acknowledgement: Raising the Roof Chez Toit

Date:	March 22, 2017
To:	TTC Board
From:	Chief Executive Officer

Summary

The purpose of this report is to inform the TTC Board that on March 22, 2017, Andy Byford, Chief Executive Officer and Cheryn Thoun, Head Customer Communications accept a token of thanks and gratitude from Raising the Roof Chez Toit for the Toronto Transit Commission's support for the Toque Tuesday Campaign in TTC subway stations since 1997. The TTC's support of this through the Charitable Requests program is vital to the success of this campaign in Toronto.

Financial Impact

There are no financial impacts associated with this report.

Decision History

Raising the Roof Chez Toit Toque is a National Campaign that supports long-term solutions for those experiencing homelessness. In accordance with TTC's Charitable Requests policy, Raising the Roof has been given permission to raise awareness and sell toques, at various TTC Subway Stations, on the first Tuesday in February since 1997.

Issue Background

The Toque Campaign is a fun and easy way to participate in solutions. Wearing a toque is a visible sign of support and TTC Customers and Employees have had the opportunity to purchase toques at TTC Subway Stations 1997.

The Funds raised from the Toque Campaign, stay in that community where they are raised – 50% of all sales directly support front-line agencies working with the homeless.

This past February Raising the Roof raised close to \$15,000 and since 1997, the annual Toque Campaign has raised over \$7 million dollars and has supported nearly 200 community agencies across Canada. The TTC's support of this campaign has been integral to their success in Toronto.

Accessibility/Equity Matters

There are no accessibility or equity issues associated with this report.

Comments:

Some of the reasons why the TTC is being thanked:

- Raising the Roof staff and volunteers have been raising awareness and selling toques at TTC Subway stations since 1997.
- The first Toque Tuesday Campaign was held at seven (7) TTC stations and Raising the Roof staff and volunteers raised approximately \$4,000.
- The Toque Tuesday Campaign has expanded to nineteen (19) TTC stations, and Raising the Roof raised close to \$15,000 this past February.
- Since 1997, approximately \$306,000 has been raised during the annual Toque Tuesday Campaigns at TTC subway stations.

Contact

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