



## **ANNUAL REPORT 2016**

**The Raw Carrot Soup Enterprise  
(Paris Presbyterian Church)**



## Moving into The Community

The Raw Carrot model has demonstrated that **people with disabilities want to, and can, work**. In 2016, we began discussions with 2 other organizations that are interested in replicating The Raw Carrot model. We are so thankful to the congregation at Paris Presbyterian Church for supporting our early initiative. We have big dreams to pass this concept on, so that more people with disabilities can thrive in a meaningful workplace.

"Little affirms human dignity more than honest work. One of the surest ways to destroy self-worth is subsidizing the idleness of able-bodied people. Work is a gift, a calling, a human responsibility."

– Toxic Charity by R. Lupton

## YEAR IN REVIEW 2016

Statistics show that people with disabilities are living in a greater depth of poverty now than a decade ago –as much as 20% below the poverty line. Many of the individuals on social assistance have been marginalized because of their lack of participation in work or contribution in their communities. There is a perception that people on 'welfare' are lazy.

As a ministry of the church, we want to follow Jesus example to reach those who may feel insignificant in society – to love and care for them, and to provide opportunities for a meaningful role in a community. We want to prove that people are significant contributors when they are given the opportunity to thrive.

Thank you to all those who have partnered with us in these efforts – through support, prayers, volunteer work, purchasing of soup and donations of fresh veggies. We are so thankful for all the individuals that have helped us along the way. A particular note of thanks to our dedicated volunteers who help in the kitchen and are so much more than just veggie peelers! Their presence, laughter and encouragement provide endless opportunities for diversion and community in the kitchen.

We are also so grateful for the support and input of our church Session, and for the Presbyterian Church of Canada and the Paris Presbytery who have provided the financial impetus we needed to get to where we are now.

We can't wait to see what 2017 has in store!



~ Rebecca Sherbino & Colleen Graham

## OVERVIEW

The second year of operations of The Raw Carrot have been characterized by stability and early growth. After an intense first year getting off the ground (!), our second year has seen increased efficiency in processes, both in the kitchen and in our model as a not-for-profit ministry of Paris Presbyterian Church.

By the end of 2016, The Raw Carrot had 8 part-time staff members; individuals from the Paris/Brantford community who are on ODSP (the Ontario Disability Support Program) due to a variety of mental health issues or intellectual/developmental challenges. We are so proud of our staff who

come each week prepared to work hard, complete their job and act as a role model to newcomers in the kitchen. Our staff have gained fantastic workplace skills and are fast and efficient at their differing roles.

The production of our gourmet soup is also gaining efficiency. In our first year, it took 8 hours to make 4 to 5 21-litre pots of soup per day. We have now honed that process down to creating 5 delicious pots of soup in a 6-hour day. Most weeks we cook over 100 litres of soup. By the end of 2016, we were occasionally moving to an extra day to double production.



## SALES GROWTH

During 2016, The Raw Carrot worked on developing sales avenues. In addition to participating in vendor fairs – St. James festival, the Optimist Craft Show, the Special Olympics Truck Convoy & Paris Presbyterian Church Christmas Bazaar - Raw Carrot soup is also sold at various farmers markets and retail locations. Currently, soup is available at Brantwood Farms, Present Times (Brantford), the Windmill (Mt. Pleasant), Bennetts Apple's and Cider

Market (Ancaster), the Royal Pita (hot soup, Paris), Foodland (Ayr) and of course, through our outlet at Paris Presbyterian Church.

The addition of professional retail opportunities at Foodland and potentially Farm Boy, pushed The Raw Carrot into a new arena requiring UPC codes, nutritional and shelf life testing of the soups and labelling on soup pouches. We are now more cognizant of all that goes into retail contracts and requirements!

## FINANCES

As our sales in the community continue to grow so does our financial viability. As a not-for-profit, our goal financially is to increase sales to a point that the “business” of the Raw Carrot is able to sustain itself. In 2016 we sold \$30,435 in gourmet soup and yummy breadsticks. That works out to 14,600 cups of soup and 2,222 breadsticks! This year's sales have enabled our staff to work over 1,100 hours and to earn almost \$14,000 in staff salaries.



## MEET RYAN & AMANDA:



Ryan is a young dad who was struggling with ADHD and mental health challenges leading to poor choices in drug and alcohol abuse. As a result, his 3 children were taken by Children's Aid. In 2015, Ryan decided to turn his life around and be a dad that his children could look up to. Through his supported employment at The Raw Carrot, Ryan was able to hold a steady job for 2 years and prove to Children's Aid that he was financially and emotionally capable of taking care of his children. To date he now has 2 of his 3 children in his care. He is still working to get his daughter.



Amanda is a young woman who grew up in a home with 2 parents on the Ontario Disability Support Program and struggled with learning challenges herself. She suffered from a lack of self confidence and is functionally illiterate. After graduating from a specialized high school, she completed an employment training course, interviewed at 3 jobs, and was unable to secure employment. Amanda has now worked for 3 years at The Raw Carrot and has overcome so many barriers! She beams as she describes how much she enjoys getting out of the house and having purpose. Having a job has increased her income by 25%, enabling her to purchase groceries, and, she smiles, "little gifts for her mom".

## COMMUNITY PARTNERSHIPS

We continue with work with L.Tara Hooper, a specialized employment/training agency in Brantford, and have developed links with St. Leonards Community Services as well. The Raw Carrot was pleased to be asked to speak to students at Cobblestone Elementary School and participate in their community garden harvest, where they donated fresh veggies to our soup and learned a little about Farm-to-Table processes. Speaking engagements to various groups throughout the year have been ongoing, including the notable participation at the Skylight Festival, a United Church – sponsored event.

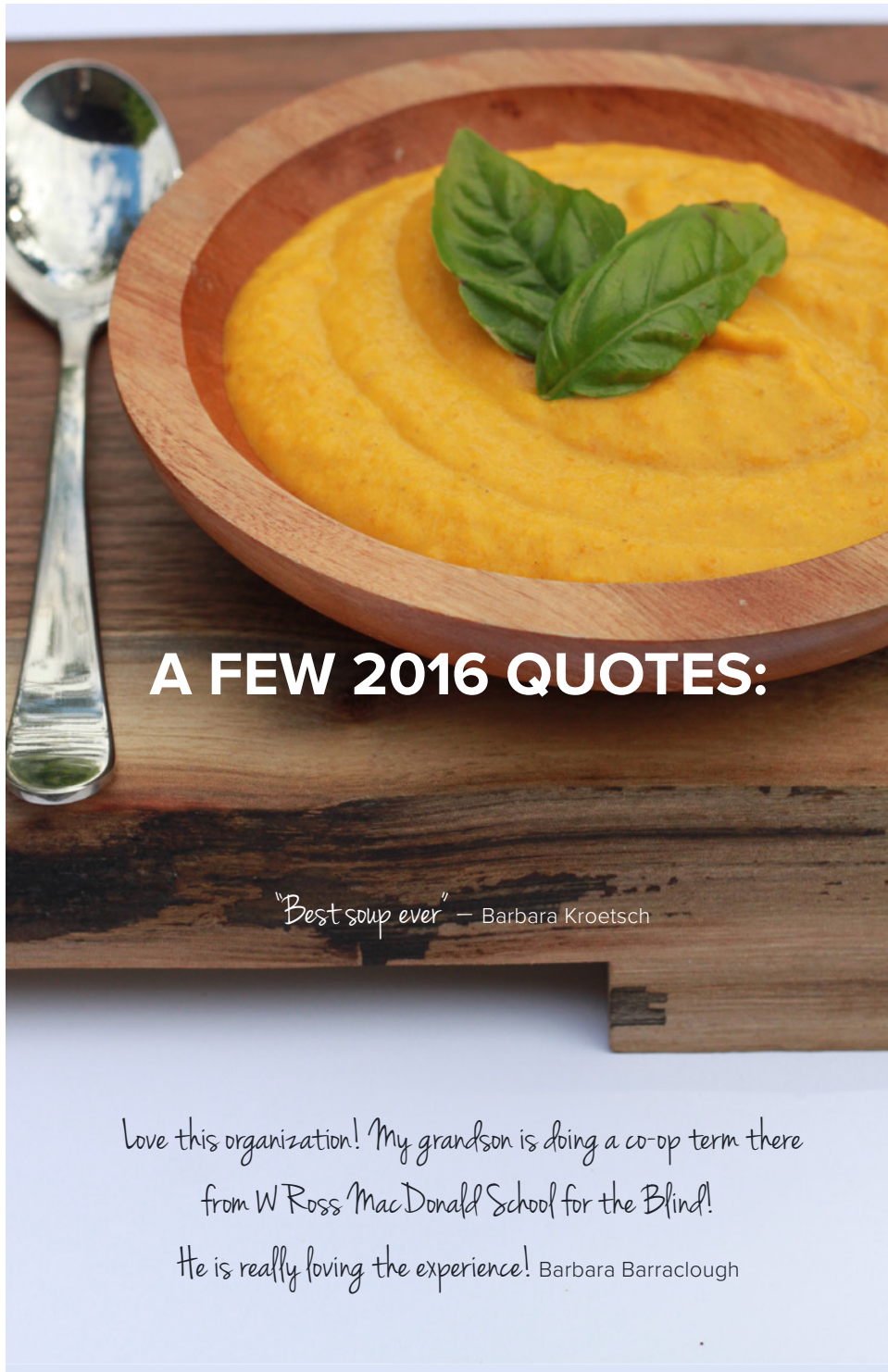
In an effort to increase our visibility as a community enterprise, The Raw Carrot worked on developing new relationships this fall. These included meetings with St. Leonards Community Services, Enterprise Brant, Brant Community Foundation, Brantford/Brant Employment Center, Laurier University: Schlegel Center for Innovation, Ableworks Employment Agency and Career Link.

We also pursued meetings with both Brant MPP Dave Levac and MP Phil McColeman. These meetings led to 2 invitations to speak to Senior Policy Advisors to the Ministries of Community and Social Services, and the Ministry of Accessibility at Queen's Park in Toronto. Our objective in these endeavours is to continue to advocate for a better social assistance system in Ontario that provides more accessible employment opportunities (like The Raw Carrot!) for people with disabilities.

### CERTIFICATIONS



In 2016, The Raw Carrot was pleased to become a "Good Food Organization" in alliance with Community Food Centres Canada. This designation is given to community food security programs who are working towards healthy and fair food systems, and making an impact in health and social justice in their communities.



## A FEW 2016 QUOTES:

*"Best soup ever"* — Barbara Kroetsch

*Love this organization! My grandson is doing a co-op term there  
from W Ross MacDonald School for the Blind!  
He is really loving the experience!* Barbara Barraclough

## THE RAW CARROT 2016 YE SALES & EXPENSE SUMMARY

	2015	2016
<b>TOTAL INCOME</b>	<b>\$79,507.55</b>	<b>\$88,066.26</b>
Sales	\$24,806.13	\$30,434.90
Donations	\$2,542.45	\$6,105.74
L. Tara Hooper (Employment Agency Stipend)	\$1,663.72	0
Grants: Avonblaum (\$15,369 yr 1 & \$18,115 yr 2) -actually received \$15,369 & \$9,906 - Hold Back - \$8,209	\$15,369.00	\$9,881.00
Paris Presbytery (36,912.09) x2yrs - Carry Over 2017 - \$5,850.18	\$32,400	\$35,574.00
Social Innovation Challenge (\$10,000) - Carry Over 2017 - \$2,860	\$2,726.25	\$4,413.75

<b>TOTAL EXPENSES</b>	<b>\$70,961.44</b>	<b>\$73,059.36</b>
Staff Wages (6 PPT staff 2015/8 PPT staff 2016)	\$12,137.72	\$13,924.30
Food Ingredients & Packaging	\$9,547.54	\$8,190.75
Certifications for staff & coordinators	\$330	\$45.64
Marketing & Community Donations Given	\$1,135.01	\$2,533.21
Kitchen Capital & Renovations	\$7,378.44	\$2,848.56
Business Operation Costs: (bank charges, transportation, laundry, office supplies & communication)	\$5,109.57	\$4,023.10
Nutritional Testing for Soups	\$751.45	\$1,411.31
Kitchen Coordinator (Shelley)	\$2,726.25	\$4,413.75
Program Coordinators	\$31,700	\$35,574.00
Catering Supplies	\$145.46	\$94.74
<b>NET INCOME</b>	<b>\$8,546.11</b>	<b>\$15,006.90</b>



**& MORE QUOTES:**

**Farm Boy Brantford:** *We are excited to partner with you  
and promote your great soups!*

*"The presentation (by the Raw Carrot Soup Enterprise) was  
an inspiring explanation of compassionate people  
who have banded together to provide social and employment  
opportunities for people with disabilities and  
other personal challenges." – The Rotary Club of Brantford*

**SALES SUMMARY 2016**  
**14,561 CUPS OF SOUP CREATED**

	2015	2016
<b>Packages of Soup Sold:</b>	4,553	5,122
Large (1500ml)	408	496
Small (750ml)	1,588	1,457
Individual Containers	2,509	2,429
<b>Retail</b> (sm pouches): *6 retail locations 2016 (1 in 2015)	48	740
<b>Wholesale</b> (unpackaged by the cup)	516 cups	845 cups
<b>Yummy Breadsticks</b> (packages)	296 packages	222 packages

**Net Income / Loss:**

- 2014 = \$2,457.80
- 2015 = \$8,546.11
- 2016 = \$15,006.90

**Total Net Income = \$26,010.81**



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**Can one bowl of soup  
help change the world?**

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