

Why YOUR church or nonprofit should start a social enterprise

...and increase someone's income by 20%!

We're all in this together. Many of us - ministry workers, pastors, volunteers - we're working to support people in need, advocate for justice in our communities and share the love of Jesus with others. But most of all, we want to ensure that through it all our efforts are worth it. Are our programs, outreach events, drop-in activities and community meals really **making a difference???**

One of the areas that we felt like we could do better in our own congregation was in assisting people in our local communities who were living in poverty. How can we have so much in Canada, and still have people who are not able to cover their basic needs? Who can't afford healthy veggies or warm winter boots?

The Raw Carrot Soup Enterprise is a ministry/outreach that hires individuals on social assistance that have barriers to traditional employment, but still WANT TO WORK. Instead of a "Hand-Out" (at the door of the church, through the benevolent fund, the casserole club or a grocery card), The Raw Carrot provides a "Hand-Up", through the dignity of meaningful work.



Here's how it works!



- The Raw Carrot Organization comes in to help you set up a Raw Carrot kitchen at your church or charity
- We find a person who is committed to justice for marginalized people and is willing to lead a Raw Carrot ministry
- Together we hire people on the Ontario Disability Support Program in your community who want to work
- Everyone starts cooking tasty gourmet soup!
- The soup is sold in the community through Farmer's Markets, vendor shows and in local retail locations
- Sales of soup pay all Raw Carrot staff (individuals on social assistance).
- Staff gain skills, connect in their community and increase their monthly income by an average of 20%
- Voila! A ministry/outreach/social enterprise is born!

Providing employment through a Raw Carrot ministry reduces poverty and social exclusion, increases skills, self-confidence and dignity, and impacts people and their families for years to come.

If you are interested in exploring the possibility of a Raw Carrot Soup Enterprise, email or call us for more information. We'd love to chat about how we could partner together to launch a franchise site in your community!



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The Raw Carrot ~ Peeling for Change

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