

the
RAW CARROT
peeling for change



**IN 2020 YOUR
KINDNESS CREATED
OPPORTUNITY**



"In their lives, some have been mocked because of their "disAbilities," or made to feel they aren't good enough, smart enough, or have nothing to offer.

(Because of the Pandemic) they were told that they are essential. Can you imagine what that message can do for someone?"

Jennifer Klassen, MCCO Raw Carrot/Kitchener

In 2020, you reminded us what kindness meant. This past year has shown us the strength of our cheerleaders, our donors, our customers, and volunteers...all of you that help make The Raw Carrot a growing, thriving initiative!

This year showed us the power of community. At the start of the pandemic, when The Raw Carrot kitchens were shut down, we saw our staff struggling – unable to purchase meat, healthy fruit and vegetables, and pay for basic necessities – all because their Raw Carrot paycheques stopped.

Then we were deemed “essential”, and with tremendous community support – from financial donations to hand made masks, and continued soup purchases – we were able to safely return to the kitchen.

Looking back over the year, I see God at work in so many

miraculous ways. Although it was a stressful and very bumpy year, you have empowered 29 amazingly talented people to be permanently employed with a job that provides community, income, and dignity.

We started this journey with a question: can one bowl of soup change the world? And with you by our side, we know it can.

Rebecca & Colleen

Co-Directors

You have empowered 29 amazingly talented people to be permanently employed with a job that provides community, income, and dignity.





"It's hard to find work if you have a disAbility. The work and the extra money helps me to be a little more independent. It increases my self-esteem, knowing that I'm needed."

Allison DaRosa (Mennonite Central Committee Raw Carrot/Kitchener)

**HOURS
3250**



With you by our side, 29 individuals living with disAbilities, like Terry, worked a total of 3250 paid hours of meaningful employment.

MEET TERRY:

You Helped to Create The Opportunity, Terry Chose to Thrive

I had a normal life – work, family, kids -- until suddenly things changed. I started not feeling well, and I was tired all the time. I was unable to work. I reached out for help and went to see a psychiatrist. I was initially diagnosed with depression. Unfortunately, the anti-depressants I was prescribed started changing my thinking patterns. I started getting suicidal, I was sad all the time, and I lost interest in everything. I attempted to take my life and was unconscious for 3 days on a respirator; thank God it didn't work out.

I was in a psychiatric hospital for 8 months and my family fell apart. When I was released, and unable to work, I was able to get onto ODSP (Ontario Disability Support Program) so that I could afford to live.

On the road to recovery, properly diagnosed with Bipolar disorder, and on the correct medication, I started to think about my next step. However, I knew I wouldn't be able to excel in a traditional work environment.

Then I found The Raw Carrot. I was back to work.

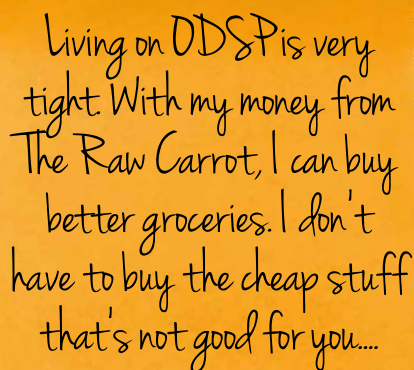
Living on ODSP is very tight. With

my money from The Raw Carrot, I can buy better groceries. I can get fresh fruits and vegetables. I couldn't do this with just my ODSP cheque.

I work with terrific people. They are kind and helpful. Right from day one, I felt welcome and able to succeed. It gives me something to do during the week to get out of the house and make some extra money. It helps me mentally and physically to be more alert and more organized.

When you don't have anything to go to because you don't have anything in your life, then you stop getting up early and you stop doing the things that matter in life. It's a vicious cycle that is hard to break. Now, I get out of the house 2 - 3 days per week.

I don't know if I'll ever be able to do a job in a traditional work environment, but this has given me a stepping stone to the next stage of my journey.



Living on ODSP is very tight. With my money from The Raw Carrot, I can buy better groceries. I don't have to buy the cheap stuff that's not good for you....



challenges, most importantly how to keep our staff and volunteers safe.

A group of incredible volunteers showed us how.

Five amazing community individuals went to work making, collecting, and delivering more than 100 masks in less than 4 days! Spearheaded by John Wang, several volunteers came together to ensure our staff's safety was taken care of.

From sourcing supplies, which were very hard to find at the height of the mask mandate, to cutting elastics, and coordinating deliveries, your kindness kept our staff safe – and allowed them to get back to their essential job. This meant the world to us.

YOUR KINDNESS KEPT US SAFE

When we needed you the most this year you stepped up. With 29 staff, in four locations, being deemed an essential service was incredible news. However, we quickly realized that we would be faced with some

A group of five amazing community individuals went to work making, collecting, and delivery more than 100 masks in less than 4 days!

SITE VOLUNTEERS

44



HOMEMADE MASKS

100



FOUR COMMUNITIES, ONE LARGE IMPACT

STAFF

6



VOLUNTEERS

8




STAFF

6



VOLUNTEERS

6




STAFF

10



VOLUNTEERS

19




STAFF

7



VOLUNTEERS


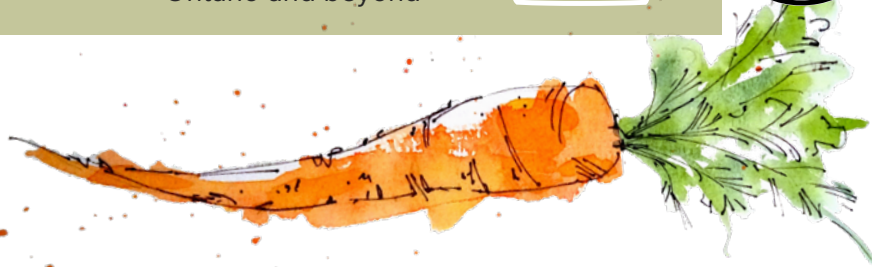
11




HOURS PER WEEK

70

aimed at growing The Raw Carrot vision across Ontario and beyond

FRESH FLAVOURS FOR YOU!

We all searched for new ways to keep things exciting and fun each month as we were locked down and restricted to specific activities. The Raw Carrot worked to help with this through the launch of the Soup of The Month Club.

Your support of this program has been remarkable, and in the process of creating new signature soups monthly, it has challenged our staff to gain new skills, working with new ingredients and recipes.



SOUP OF THE MONTH CLUB
BECOME A MEMBER TODAY!

the **RAW CARROT**
feeding for change



FEBRUARY
MIDDLE EASTERN LENTIL SOUP
Sweet & Spicy soup with Spicy Red Lentils, Tomatoes & Flavors of the Middle East



MARCH
SMOKEY SPLIT PEA SOUP
Smokey Ham Hock and Split Peas in a hearty thick soup



APRIL
VEGGIE SCOTCH BROTH
Hearty Scotch Broth without the meat: Carrots, Cabbage, Rutabaga, Leeks and Barley



MAY
SOUTHWEST CORN CHOWDER
All the Flavours of the Southwest! Spicy and creamy corn soup



JUNE
CHILI CON CARNE SOUP
Chili in a soup! Ground Beef, Potatoes, Corn, Red Kidney Beans, Black Beans and...

Each month, as you enjoyed fresh flavours, we were filled with gratitude knowing this program is helping create more meaningful employment for our staff.

MEMBERS OF SOUP OF THE MONTH CLUB

60

NEW HAND-CRAFTED FLAVOURS



9



ONE DONATION, DOUBLE THE IMPACT

The feeling of doing a good deed for someone is a great feeling. In fact, you should feel it whenever you think of The Raw Carrot.

But, did you know your support this year let our staff feel that great “giving feeling” as well?

This year was tough for everyone, and there is no doubt you heard about the pressure this has put on local foodbanks. With people losing their jobs, the reliance on local foodbanks continued to rise. Our staff saw this as an opportunity to help but needed you to make this happen.

Through several bulk purchases of soup, staff were able to donate more than 1,740 bags of hand-crafted, gourmet soup to the local

foodbank. Talk about double the impact! A healthy meal for those in need, and the creation of more meaningful employment for staff at all four of our Raw Carrot locations.

In May, donors Harry and Barbara McWilliams along with Clare and Isabel Churchward made a huge impact in Paris, Brantford and beyond. Specifically, this resulted in more than 495 meals donated to the Paris and Brantford foodbanks along with Mission Services in Hamilton.

>>

MEALS DONATED

1,740



>> Then again, in August, Brookfield Residential stepped up to the plate donating nearly **1,245** meals to the Brantford and Paris Salvation Army. “We are very grateful for this significant donation from The Raw Carrot and Brookfield Residential. This sizable donation shows an astounding commitment to address poverty in our community especially during the covid-19 pandemic. This is an incredible example of how businesses can make an impact to address poverty in our community.” said William Ratelband, Community and Family Services Coordinator of The Salvation Army, Ontario Great Lakes Division.

Not only did these acts of generosity allow our staff to experience that wonderful feeling of helping others, but it has allowed us to build a model that literally doubles the impact of donor contribution. We are looking forward to continuing to support our local foodbanks, with you by our side.



Gordon & his “greatest earthly treasure” Geraldine.

**YOU INSPIRED
A LEGACY:
GORDON AND
GERALDINE’S
COMMITMENT
TO THE RAW
CARROT**

**DIGNITY OF
WORK + HOPE
+ VALUE =**

IMMEASURABLE!

What would you do if you knew you only had one year left to live? It's a question many of us might think about, but few actually have to face.

For Gordon McCauley, this question was a question he faced in 2020. Until December 9th, 2020, Gordon was the President of Prodigy Graphics in Vaughan Ontario, a Canadian trade-only printing pioneer. With a team of employees, and remarkable family beside him, he and his wife Geraldine felt a call to be a blessing to others in need.

When Gordon found out that he had an incurable brain tumor and less than a year to live, he and his wife decided to spend some of his final months providing gifts to a few organizations serving Jesus and helping people in need.

After reading about the work of The Raw Carrot in Glenbrook Presbyterian Church's annual report the McCauley's were inspired to dig deeper and learn more about an organization aiming to provide a hand UP to those struggling.

In July, Gordon and Geraldine reached out to The Raw Carrot and, after a meeting of the minds

and hearts, they donated the single largest gift The Raw Carrot has ever received, knowing that this gift would have a tremendous impact on creating meaningful employment for individuals living with disAbilities.

Although Gordon passed away in December, his legacy lives on. **Gordon's legacy spoke to his commitment to uplift others and provide people the opportunity to thrive.** He was a man committed to following Jesus' example of service and loving life in the process. After leaving one final gift to The Raw Carrot after his passing, he has now passed the torch on to his "greatest earthly treasure" Geraldine, who will ensure she can continue to be a blessing to those in need.

The McCauley's were inspired to dig deeper and learn more about an organization aiming to provide a hand UP to those struggling





Your support led to
a 90% increase in
our online and retail
soup sales

YOUR GENEROSITY HELPED US MEET CUSTOMER NEEDS

Like you, being unable to gather in large groups and attend events and activities affected us greatly. We lost an important sales stream – unable to attend vendor shows and have in-person sales of our hand-crafted, gourmet soup meant we needed to find new ways to sell soup, and fast.

Once again you stepped up. Donations from individuals and corporations allowed us to relaunch our online store.

What did this mean for our staff? They were able to keep working! After all, we need to sell soup to create wages.

Your support led to a 90% increase in our online and retail soup sales – and a collective sigh of relief from all of us at The Raw Carrot. We knew asking donors to financially support this shift would be hard, but we also knew that encouraging you to purchase soup in a new way would be harder. You stepped out of your comfort zone, ordered soup online, and through that you helped our staff keep working.

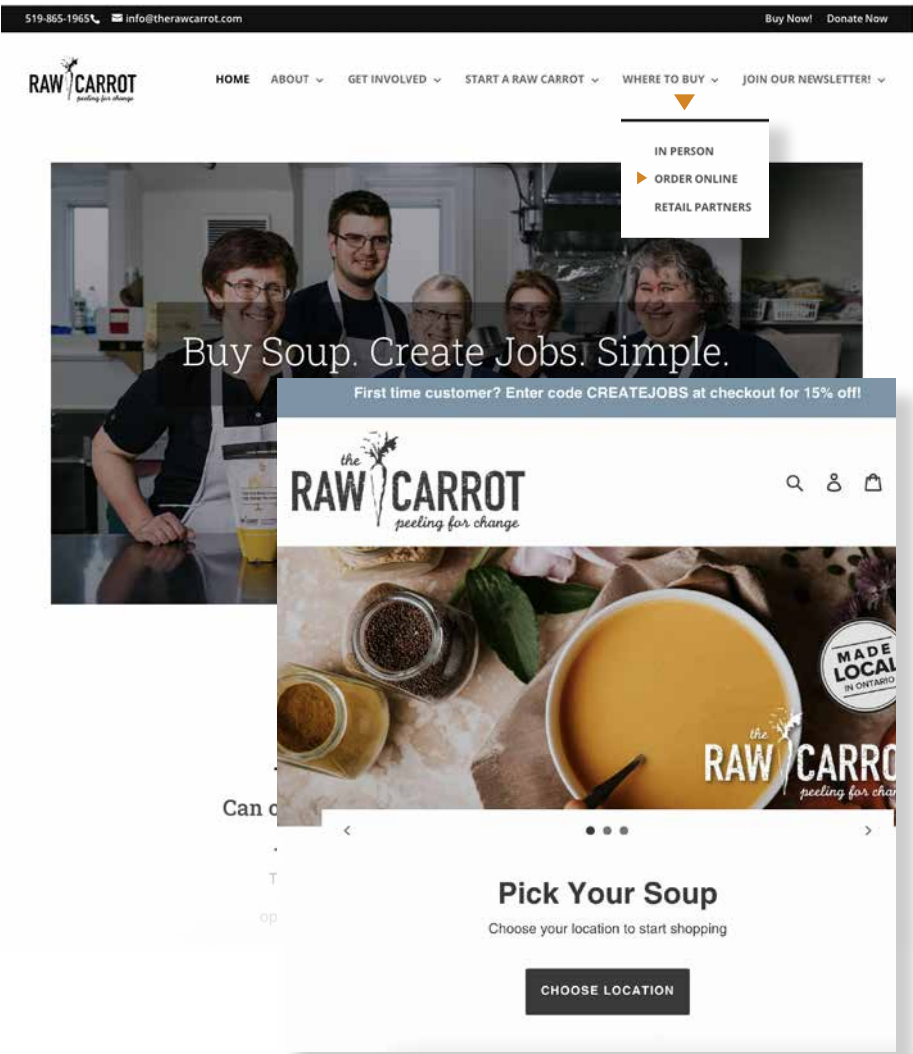
SALES \$\$\$\$

125,126



ONLINE SHOPPING, ANYONE?

Thanks to you, we successfully transitioned to a new online shopping model. Not only does this mean hand-crafted, gourmet soup to your doorstep, it means continued work for our staff!



shop.therawcarrot.com

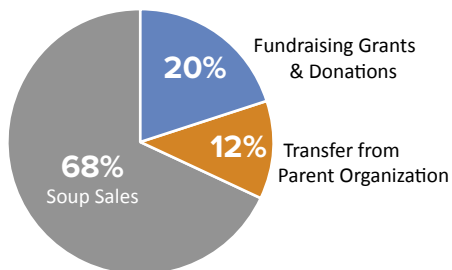
FOUR COMMUNITIES, ONE LARGE IMPACT

2020 FINANCIAL YEAR IN REVIEW

The Raw Carrot operates using a “hub and spoke” model: The Headquarters supports the growth, vision, high level procedures and health and safety of all the sites, while the sites are owned and operated by partner churches and non-profits.

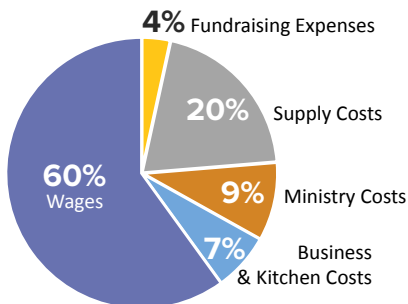
INCOME – THIS IS WHERE OUR MONEY COMES FROM:

Raw Carrot Sites

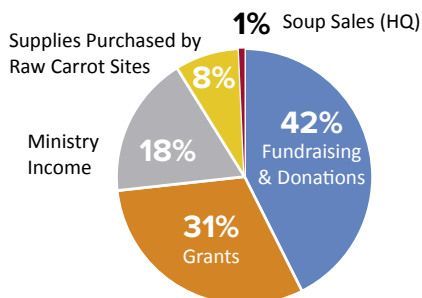


EXPENSES – THIS IS HOW OUR MONEY IS SPENT:

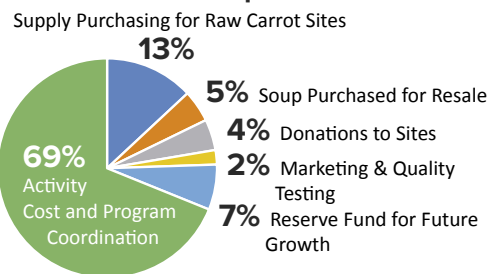
Raw Carrot Sites



Raw Carrot Headquarters

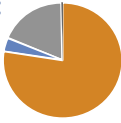


Raw Carrot Headquarters



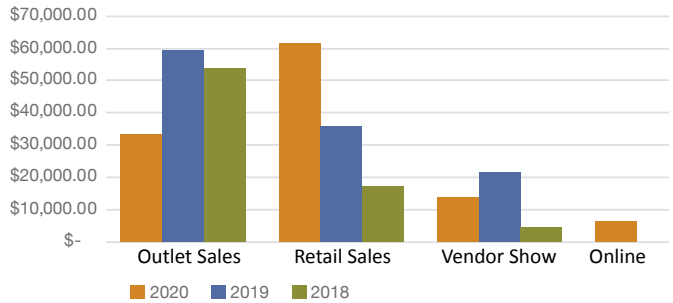
ALL SITES – MORE INFO

SALES:



Soup Sales	\$115,382
Cook Books/ Pie Sales	\$4,952
Soup Club Membership	\$5,396
Merchandise	\$25
Total	\$125,756

SALES DISTRIBUTION:



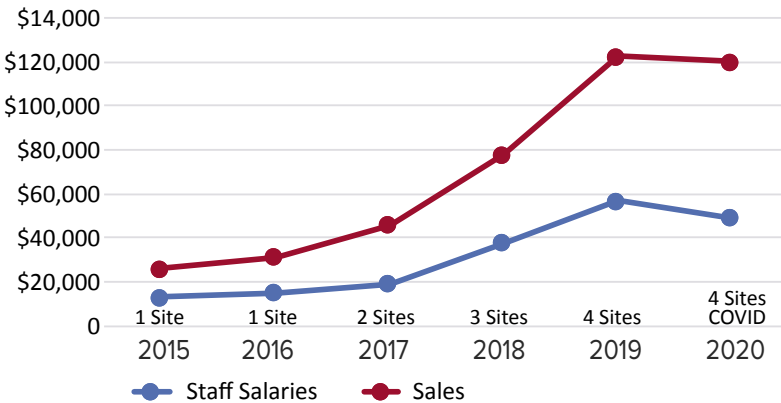
HOURS WORKED

2015	934
2016	1112
2017	1438
2018	2235
2019	3440
2020	3250

STAFF SITES

5.5	1
7	1
12	2
17.5	3
24	4
29	4 (COVID)

STAFF SALARIES VS. SALES INCOME



the RAW CARROT

peeling for change



Supported, in part, by
a bequest from the
Presbyterian Church
in Canada



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