

the RAW CARROT

peeling for change



"Meet Wyatt; We provided the opportunity; You've helped create employment; He helped create the soup, and together we've created stability"

GRATITUDE REPORT 2021



MEET WYATT

Wyatt lives with Chronic Recurrent Multifocal Osteomyelitis (CRMO), which is a low muscle tone condition. Not only does Wyatt’s disAbility limit his physical mobility, and cause chronic pain in his arms, wrists, neck, and head, but it significantly impacts his mental health.

For as long as Wyatt can remember he has tried to work and navigate workplaces that simply couldn’t accommodate his limited physical abilities. He was willing to do the work, but simply couldn’t physically do it.

Finding The Raw Carrot, and the meaningful employment your soup purchases, donations, and volunteering help to create, has changed Wyatt’s outlook on employment. The Raw Carrot provides stability for Wyatt, that he never had before. He used to be stuck at home in his bed for days but has regained his social life since working at The Raw Carrot. Having a job has given him a sense of normality (that helps him live a fuller life).

Now, Wyatt looks forward to coming to work each workday. He has also found more joy outside of work, Wyatt makes YouTube videos, writes music, and live streams. Wyatt’s ultimate dream is to open his own studio for people to write and record music.

Wyatt with a generous amount of Loaded Potato Soup bags.

Wyatt’s story is just one example of how meaningful, stable employment, peers, and purpose, can help make so many positive impacts in someone’s life.



IN 2021 YOU PROVIDED STABILITY.

The past two years of Covid has been a rollercoaster for all of us. In March 2020, we shut down all our kitchens and thought that the pandemic might be the end for us. Staff weren't working, our kitchen managers were laid off, and we had no buffer to survive months without sales or donations. Within days, you rallied around us. Your support gave us the confidence to keep going, reopen our kitchens, and open our eyes to new possibilities.

When I look back on 2021, I see the hand of God at work in this ministry, through so many of you. People who stood by us and continued to believe, that the work

would continue and that vulnerable individuals would have meaningful jobs again. We are so grateful for having seen The Raw Carrot staff faithfully at work, for much of the past 2 years, and for stability amidst difficult times.

In this Gratitude report, you'll see the tangible ways that you have provided stability that has supported our work - "Double Your Impact" purchases, church group sales, funding for exciting new initiatives - and how your ongoing support has resulted in an organization that has survived, and is much stronger, and excited for the future!



Rebecca knows that a full fridge means employment stability. In 2021 your support continued to ensure our fridges (and hearts!) were full.

MENTAL WELLNESS IN 2021

Mental Health First Aid Training:

The Cowan Foundation helps to provide training and skills to help create stability in our kitchens. Within the walls, of our four kitchens, The Raw Carrot Managers support very vulnerable individuals. Some folks are in and out of mental health hospitals, some are unstably housed, some have food insecurities, and others are living in generational poverty. Many of our staff have experienced insidious, and underhanded comments made by people who don't know, don't understand, and are judging people that are marginalized and supported by social assistance.

We were so grateful to receive a grant through the Cowan Foundation, for a two-day Mental Health First Aid Training for all our Kitchen Managers, and some volunteers, as well as a half-day Mental Health in the Workplace Training for ALL Raw Carrot staff.



The Raw Carrot managers participating in the Mental Health Frist Aid training, generously funded by The Cowan Foundation

This training taught us new techniques for identifying mental health challenges, supporting positive mental health in our workplaces, and strategies for resilience. It was invaluable to have time together as a team to learn and grow together.



DOUBLE OUR IMPACT SUPPORTERS



“We appreciate the value The Raw Carrot gives to those employed, and the lasting impact that value has, on not only the participants but to those that are in contact, and in relationship with them as well.”

— Melissa and Lee Carter - River Dali Foundation

Delicious soup, check. Meaningful employment, check. Helping others in our community, check. This year, we were blessed with generosity from partners like Brookfield Residential, S.C. Johnson, A Family Company, Foodland, and Murray Wealth. Each of these companies made a very impactful gift. Through their bulk purchases of our hand-crafted, hearty soup, we were able to donate more than 2,500 meals to local foodbanks.

This corporate partnership initiative is generously funded through the River Dali Foundation.



Todd and Celina Bender of Foodland Ayr dropping off 250 bags of Raw Carrot soup to The Salvation Army!

4 Sites

30 Staff

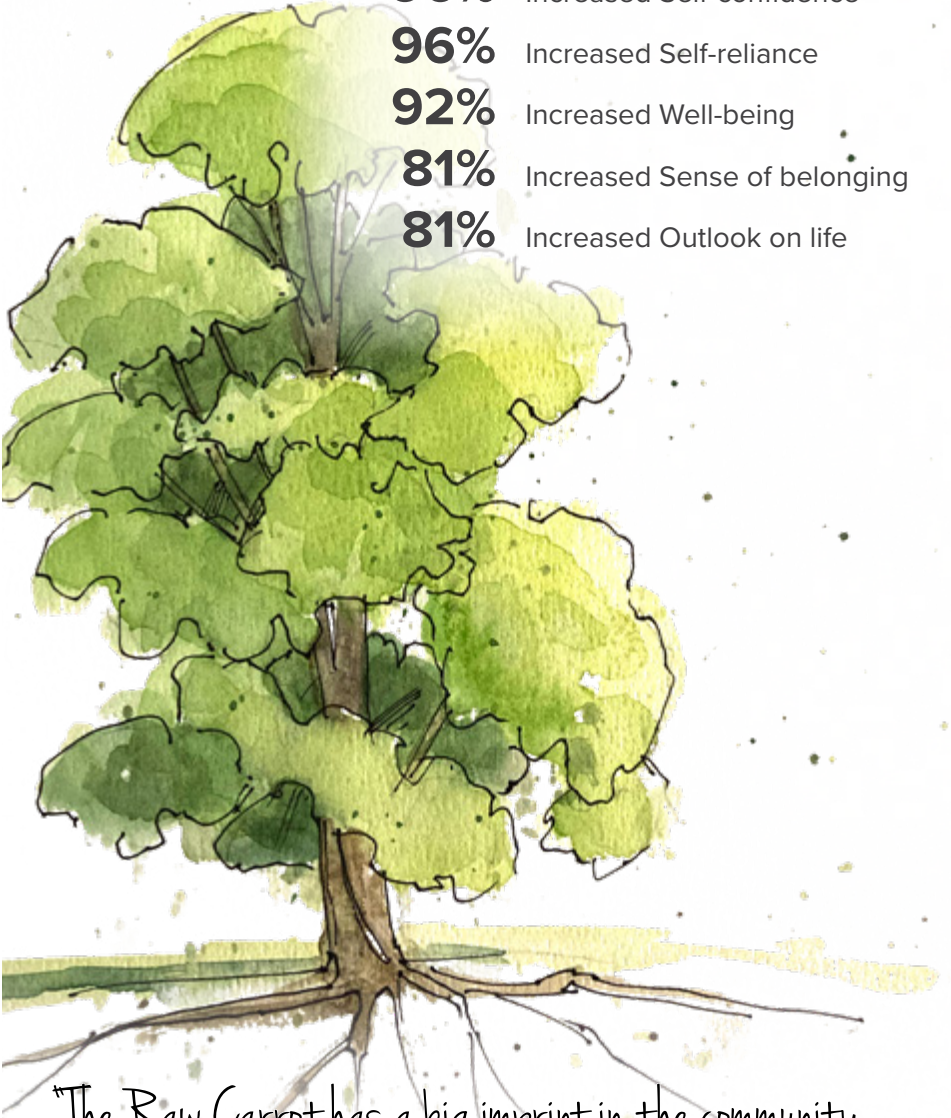
96% Increased Self-confidence

96% Increased Self-reliance

92% Increased Well-being

81% Increased Sense of belonging

81% Increased Outlook on life



"The Raw Carrot has a big imprint in the community. It's like a tree and the staff are the branches that are spreading out into the community." Wyatt - Paris Raw Carrot

YOU'RE PART OF A COMMUNITY THAT PROVIDES STABILITY

"The Raw Carrot is enjoyed at Your Farm Market, as one of the many local enterprises YFM supports by gathering their healthy, delicious food for all to savor". – Faith Mackay, Co owner of Your Farm Market



"The spirit of giving is a core value among our Grace Church Family. We love the helping hand The Raw Carrot provides, and it is a simple giving, that has been enthusiastically embraced by our church family. We look forward to many soup sales in our future." – Mike, Elder at Grace Presbyterian Church, West Hill

"At Rootree, we could not be happier to be a part of such an amazing not-for-profit's journey. We love supporting healthy, sustainable community initiatives. So, fill your hearts and your bowls, and know that doing good is just SOUPS away."





"In hopes of positively impacting the lives of people around us, we are proud to make donations to support The Raw Carrot, a fantastic charitable organization." – Eric, Suzanne, Dominic, Darryl (Principals, Figure3)

"Seeing your donation dollars working in your own community, to improve the lives of individuals through opportunities to work, and learn is the best money you can spend."

– Susan Ritchie, Monthly Raw Carrot Donor



"By volunteering with my girls to sell The Raw Carrot soup at the Brantford Farmers Market, they were learning important life lessons about serving their community" – Elena Haskell, Projects Coordinator at The Raw Carrot

TRIAL & ERROR BECAUSE OF YOU!



Testing new products, like these tasty carrot cakes. We can't wait to share more details with you soon.

One of the strategic directions we undertook during Covid, was to seize the opportunity to tackle an issue impacting our organizational growth – the profit from sales of soup doesn't cover the ongoing expenses of the program. If we had a product with more profit margin, we could help cover more of the expenses, which would lead to more hours and more jobs for people with disAbilities.

This “research and development” started with funding from Enterprise Brant and led to a partnership with Niagara

Innovation lab to develop a shelf stable product. Although we haven't been successful in launching a new product (yet!), we learned a LOT about the types of things we can't do; take risks on products that might be recalled or put out a product that might last longer on the shelf but isn't UBER tasty. This initial push helped to fuel our interest and guide our decisions, and we are still working down the new product development path (keep your eyes peeled for at least 1 new product on the way in 2022)!

IMAGINE A JOB...

"This is my joy job; as one of the readings this past Sunday reminded us, (and I'm paraphrasing) 'a rich man will find it as easy to get into heaven as a camel through the eye of a needle.' It's not about our earthly riches. And I couldn't agree more; God provides. When I joined The Raw Carrot, I thought I was in desperate need of some income, but that didn't last long. Instead, I found a group of kind, and caring ladies. Imagine a job where you have a voice, and regularly are aware that you are appreciated! A workplace where you wish you could do more; The Raw Carrot is just that place for me. I have been paid in ways that have nothing to do with money, but are worth so much more to me."

Lynne, Manager, Mt. Forest Raw Carrot





Our popular Holiday Gift Boxes helped to create more working hours for The Raw Carrot staff members.

NEW PRODUCTS, PURCHASES BY YOU, MEANS NEW OPPORTUNITIES FOR STAFF LIKE WYATT

Our Gift Boxes were created with a goal of increased sustainability in mind. While we are pleased to create meaningful and impactful gifts,

through these boxes, we are even more thrilled to see a project that will help us create more employment for our amazing staff.

CORPORATES THAT CARE

What do corporate partners like Cowan Insurance in Kitchener, Blueprint Agencies in Paris and Wilkinson Construction in Toronto all have in common? They all gave gifts of meaning this past Christmas. Each one of these caring companies purchased our beautifully packaged Gift Boxes, which featured delicious, hand-

crafted soup (made by Wyatt and our other team members!) and local charcuterie items.

Talk about a gift with impact! While gift recipients were enjoying these delicious goodies, all of us at The Raw Carrot were smiling because of the meaningful employment this gift helped to create.

HAVE YOU “MET” OUR NEW SOUPS OF THE MONTHS?



Pictured above is our tasty Three Sisters soup. This soup is an adaptation of a traditional Native American recipe. A vegetable medley of corn, squash, beans that celebrates cultural diversity.

Finding new friends, and a way to spice up your weekly routine is no easy feat! But, our new Soup of the Month soups provide you with that extra spice and flavour you need for 10 months of the year. For our

most loyal soup purchasers, it keeps things exciting.

Our Soup of the Month Club allows our incredible Raw Carrot staff to flex their skills and work with new ingredients. The additional income from this program also helps to create more hours of meaningful employment for individuals living with disAbilities.

Some of our staff favourites include: Minestrone, Smokey Split Pea & Southwest Corn Chowder



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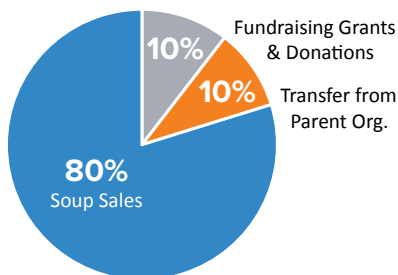
FOUR COMMUNITIES, ONE LARGE IMPACT

2021 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.

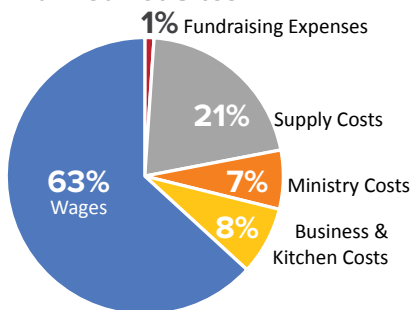
INCOME – THIS IS WHERE OUR MONEY COMES FROM:

Raw Carrot Sites

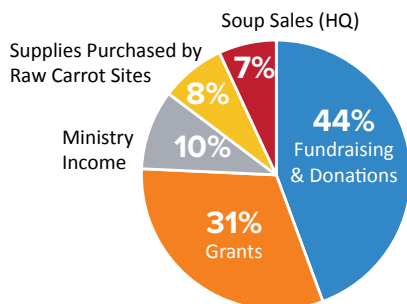


EXPENSES – THIS IS HOW OUR MONEY IS SPENT:

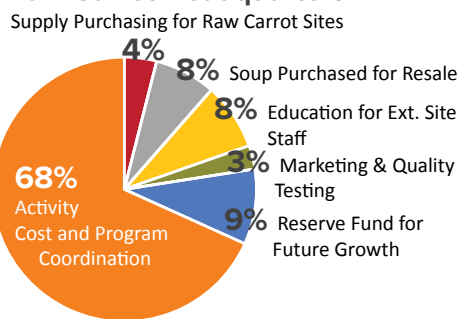
Raw Carrot Sites



Raw Carrot Headquarters

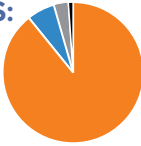


Raw Carrot Headquarters



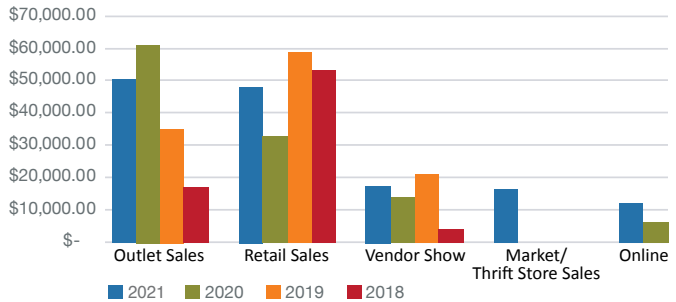
ALL SITES – MORE INFO

SALES:

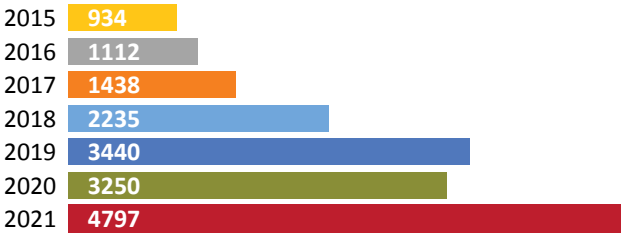


Soup Sales	\$143,141
Gift Boxes	\$10,035
Soup Club Membership	\$5,352
Merchandise	\$1,523
Total	\$160,052

SALES DISTRIBUTION:



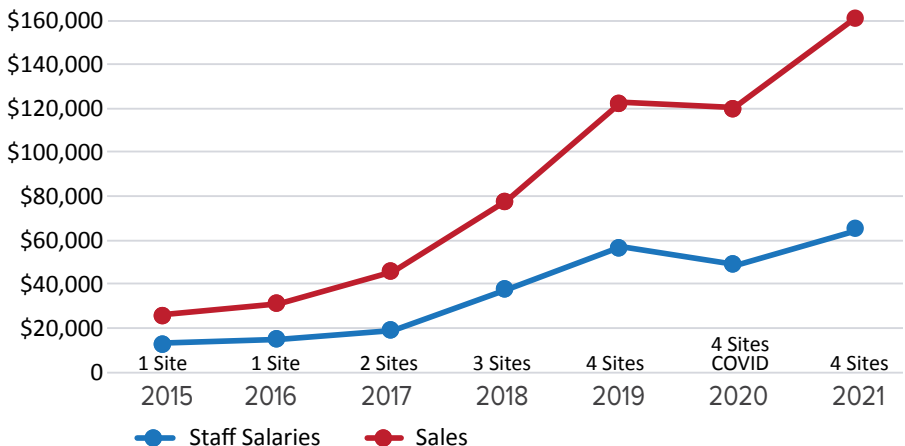
HOURS WORKED



STAFF SITES

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

STAFF SALARIES VS. SALES INCOME



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Supported, in part, by
a bequest from the
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