

# THE RAW CARROT Employment with Purpose



10



## 2024 IMPACT REPORT

*10th Anniversary Edition!*



10



**Anniversary**

**Celebration**

**June 2024**





## Vision

The Raw Carrot seeks to fulfill the biblical mandate to “act justly, love mercy, and walk humbly with your God” (Micah 6:8). Our vision is for people in all communities in Canada to be meaningfully employed and able to meet their basic needs.

## Mission

As a not-for-profit social enterprise, The Raw Carrot addresses the underlying causes of poverty and marginalization through supported employment. We believe that everyone deserves a hand UP (*instead of just a handout*) in life.

## Values

- We respect and value each individual as unique and made in God’s image.
- We strive to create an environment where people can thrive.
- We value creativity & innovation as an expression of each person’s gifts and talents.
- We seek out justice in communities by actively working to secure equality for all.
- We believe in collaboration & partnerships that enable us to achieve more by working together.

# THANKS TO OUR PARTNERS & SUPPORTERS



### Co-operators

**Ontario Trillium Foundation for the Resilient Communities Fund**  
**Stronger Philanthropy (*Horwood Labbad Family Fund, Thorogood Family Fund*)**

- Ayr Farmers Mutual
- Brant Community Foundation
- Breslau Mennonite Church
- Canadian Tire, Paris
- County Of Brant
- Meridian Credit Union
- Rotary Club of Brantford Sunrise
- Tenaquip
- the greater
- The Roger and Edith Davis Foundation
- UP Yoga and Wellness
- Grace West Hill, Glenbrook & Knox Binbrook Presbyterian Churches

**We are grateful to the many churches, organizations, and individuals who support our mission. There are truly too many to name, but each of you is sincerely appreciated.**

*Thank you!*





THE  
RABBIT PROT  
Event with Pur

CELEBRATING  
10 YEARS

Celebrating  
10 YEARS





## To our Incredible Community of Supporters,

What a milestone year! 2024 marked 10 years of supported employment, a testament to the positive impact we've made together in creating meaningful work, building community, and offering hope to many lives.

From a small social venture to a thriving social enterprise, we've grown to five locations (*and counting!*) with 38 kitchen staff and over \$200,000 in sales per year.

In 2024, we laid the groundwork for future growth by beginning the development of a *Training Curriculum* to equip new site launches, while continuing to advocate for *inclusive employment*.

We had the opportunity to meet with *MPs*, present at the *ROMA Conference*, and share a thought leadership paper on *Social Purpose Employment*.

With three new Church Champions, the launch of our first micro-site, and interprovincial expansion in Winnipeg, the stage is set for *even more communities* to join us in *creating even more jobs* in 2025 and beyond!

None of this would be possible without *you*—our incredible supporters, partners, and community. Your generosity, support and encouragement *fuel this mission*.

As we look back with gratitude and forward with excitement, we trust that God will continue to open doors for *meaningful work* to *transform lives* in the decades ahead!

With heartfelt gratitude,

**Rebecca Sherbino**

Co-founder & Executive Director  
The Raw Carrot





# SUSTAINABLE DEVELOPMENT GOALS

The **United Nations Sustainable Development Goals (SDGs)** are a global blueprint for addressing social, economic, and environmental challenges. Here's how we are working to **create communities where stable, purpose-driven employment is accessible to all.**

**1** NO POVERTY



We provide **stable jobs** that help **break cycles of poverty** and promote **financial independence**.

**3** GOOD HEALTH AND WELL-BEING



We provide **stable, supported employment**, helping individuals **build confidence, financial security**, and a **healthier quality of life**.

**8** DECENT WORK AND ECONOMIC GROWTH



We create **sustainable, purpose-driven, supported employment** for individuals often **excluded from traditional jobs**.

**10** REDUCED INEQUALITIES



We provide **supported employment for marginalized individuals, closing gaps** and **fostering inclusion and stability**.

**16** PEACE, JUSTICE AND STRONG INSTITUTIONS



We **advocate for inclusive employment policies** and engage with **government leaders** to **promote fairness and economic justice**.

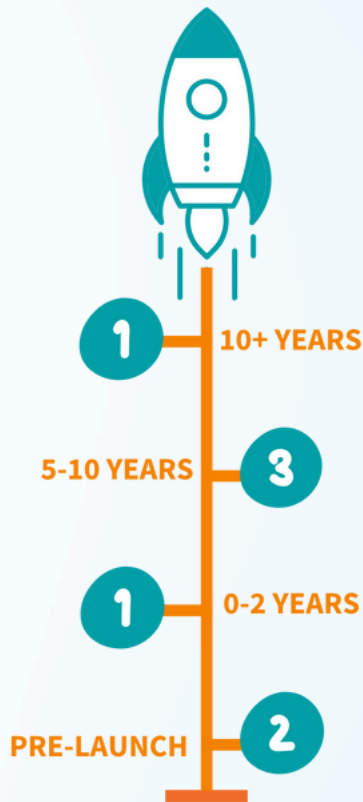
**The Raw Carrot is committed to creating a future where meaningful employment is accessible to all.**





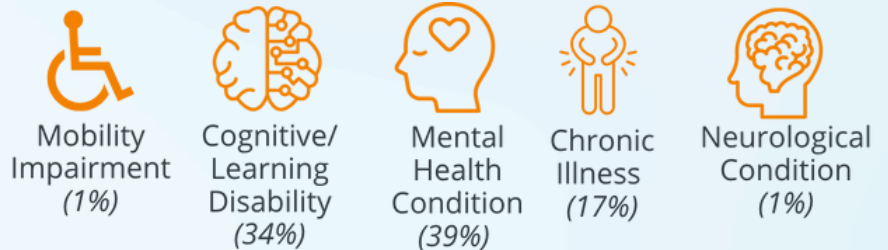
# SERVING UP THE HIGHLIGHTS

## Business Growth Stage

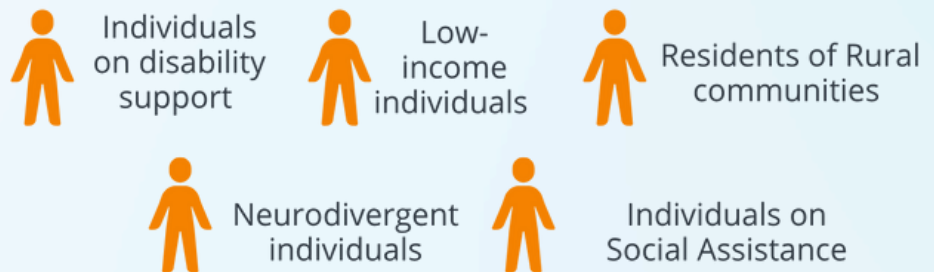


## Barriers To Traditional Employment

Staff with self-identified disabilities



## People Groups Served



## Growing Impact



## Sales Channels





# MICRO-SITE LAUNCH

## oneChurch, Scarborough



In 2024, we partnered with OneChurchTO in Scarborough to launch our very first micro-site, creating 6 new supported jobs!

This innovative micro-site model creates supported employment through a sustainable, scalable approach with a focus on sales within the Church community led by a passionate team of volunteers.

As the micro-site grows, it has the exciting potential to expand into a full site with a dedicated Site Manager, selling to a broader geographic customer base, which in turn leads to even more supported jobs! The introduction of micro-sites is designed to create more pathways for individuals to benefit from supported employment, ensuring that ***everyone has the chance to participate and thrive.***



We're incredibly grateful to partner with OneChurch.  
Together, we're creating **more meaningful work in more communities!**



"When I first heard of The Raw Carrot, I knew it was an answer to my prayers. As a mother with a son with Autism, it was on my heart to find opportunities for him and others who face barriers, but who also want to work! The heart of The Raw Carrot is filling a need and we are so grateful to be a part of this community."

MARY-ANNE MORALES  
ONECHURCHTO



# STAFF SPOTLIGHT

## Meet Aaron

Born in the Philippines, Aaron suffered a stroke at the age of two due to German measles, leaving him paralyzed on his right side. As a teenager, Aaron was diagnosed with epilepsy, causing recurring seizures affecting his daily life. Growing up in poverty, he lacked access to proper medical care. In addition, Aaron faced discrimination due to his disability, and struggled to find work.

After immigrating to Canada, Aaron connected with OneChurch and was hired at The Raw Carrot. It was a turning point in his life, one that allowed him to prove that disabilities do not define a person's worth. Aaron says, **"This job makes me feel useful and valued, we're like family here."**

**"Aaron is the first to arrive in the morning and gets to work on whatever needs to be done. He is dedicated, humble, and hard-working. He's found his place here."**

MARY-ANNE MORALES,  
ONECHURCH TO



Scan the QR code to watch Aaron's full story!

Aaron's advice to others facing similar challenges is simple yet powerful: "Always think positive. Never give up. Focus on your goals. It's okay to make mistakes because that's how you learn. Trust in God, and keep praying."

Aaron's story is a powerful reminder of how a **supported work environment empowers individuals to overcome barriers and truly thrive.**

**"Working at The Raw Carrot is like a dream come true to me."**

AARON, ONECHURCH TO, KITCHEN STAFF





# CELEBRATING 10 YEARS

## 2014



### The Seeds Took Root

- First site launched in Paris
- Hired 4 Staff from Paris Presbyterian Church
- Sold \$25,000 of gourmet soup (4 varieties)



## 2015

### Website Launched

- Won 1st Place: Edge Innovation, United Church Dragon's Den



## 2016

### Sold in Retail

- Developed sales channels
- Improved production efficiencies
- Designated a "Good Food Organization" in alliance with Community Food Centres Canada



## 2020

### Pandemic Era

- Raw Carrot Staff are "local hero's" in essential services
- Launch Soup of the Month and invest in local soup delivery
- Finalist, Pillar Non-Profit Community Innovation Finalist



## 2021

### Covid Pivot & Training

- Mental Health First Aid Training funded by The Cowan Foundation
- Initiate "Double your Impact" corporate sponsorship and church engagement
- Launch Christmas gift box



## 2022

### Introduced Carrot Cake

- Addressing systemic barriers to unemployment
- Installed walk-in freezer





# OF GOD'S FAITHFULNESS!



## 2017

### New Site Launch

- Launched 2nd site in Mount Forest
- Developed Advisory Board
- Developed new digitally-printed packaging



## 2018

### Social Enterprise Expands

- Launched 3rd site in Kitchener
- Partnered with Sobeys
- Launched online store
- Won Ableworks Inclusive Employer Award



## 2019

### Paris Turns 5

- Launched 4th site in Kitchener
- Partnered with Sobeys and launched online store
- Won 'Salute to Brant' Innovation Award



## 2023

### Expanded Product Line

- Developed The Breakfast Box, The Better Batter Pancake and Waffle Mix and Granola for Good
- 5th site underway (specify site)



## 2024

### 10 Years of Impact

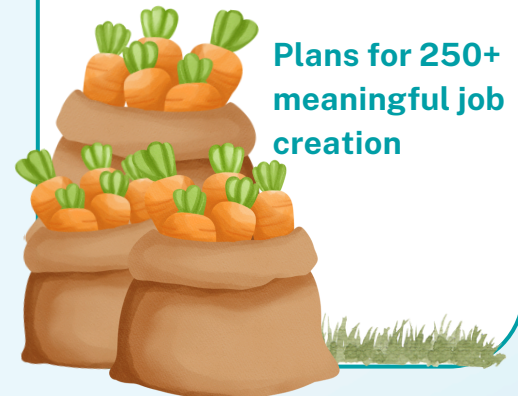
- Plans to open 6th site in Manitoba
- 1st "microsite" in north Toronto
- Digital scaling curriculum begins



## 2025+

### Scale Across Canada

- Advocating for Social Purpose Employment



**Plans for 250+ meaningful job creation**



# NATIONAL DISABILITY Employment Awareness Month



Light It Up! For NDEAM 2024



MP Arpan Khanna visits The Raw Carrot's Innerkip's 5<sup>th</sup> Anniversary to mark National Disability Employment Awareness Month

**"Healthy workplaces can offer environments where those who are disabled can thrive by gaining autonomy, establishing social connections, and making a positive difference in the life of organizations."**

**Love Is Moving, "Disability and Work,"**  
featuring **The Raw Carrot**, April 2024

As part of our observance of **National Disability Employment Awareness Month (NDEAM)** last October, we engaged our staff, supporters, and community in discussions about the importance of creating meaningful, long-term employment opportunities for people with disabilities.

We also participated in the *"Light It Up!"* campaign to shine a spotlight on the importance of inclusive employment. We highlighted the troubling disparities in unemployment rates and the high rates of poverty among individuals with disabilities, using recent data from Statistics Canada to underline the urgency for systemic change.

In addition to raising awareness, we also took action by sharing our position paper, *"Building a New Pathway to Employment,"* to advocate for policy and funding changes that support social-purpose employment.

By focusing on sustainable employment solutions rather than short-term relief, we continue to push for a more **equitable workforce that offers dignity and opportunity to all.**





# BUILDING A NEW PATHWAY To Employment



People with disabilities and mental illness **struggle to find work in profit-driven environments**, and traditional government solutions **focused on income support and training have not led to improved job outcomes**.

The Raw Carrot presents an alternative: social purpose employment, which **prioritizes social outcomes and employee well-being**, offering **meaningful work opportunities for those facing barriers to traditional employment**. This visual aims to inspire **investment in social purpose employment** and advocacy for **policy changes to create a more inclusive workforce**.

## The Problem:

Many people living with disabilities and mental illness want to work but face barriers to working in profit-driven workplaces, resulting in high unemployment and poverty.

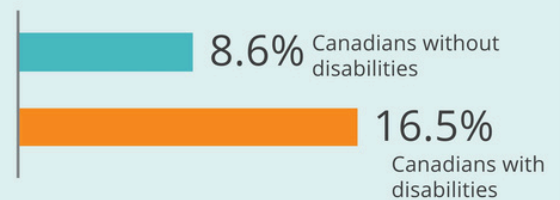
### Unemployment Rates

StatsCan Labour Force Survey 2022

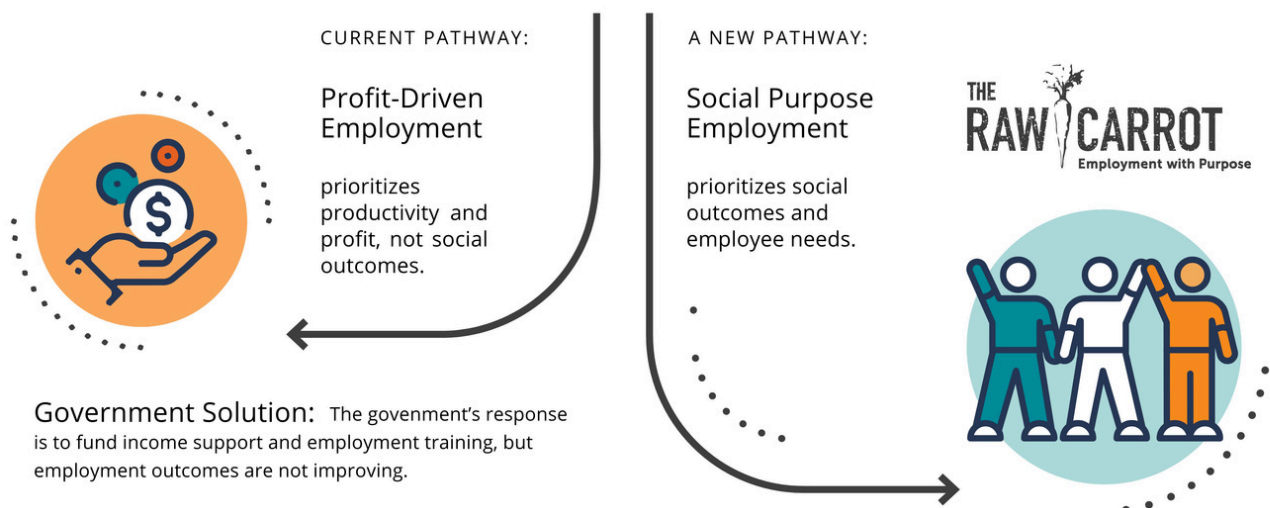


### Poverty Rates

StatsCan 2022



In 2022, approximately 645,000 unemployed people with disabilities aged 25-64 **had the potential to work**. StatsCan 2022



## What you can do:

- 1 Invest in social purpose employment
- 2 Advocate for policy and funding change

## Our Solution:

The Raw Carrot is a social purpose employer that empowers people who face barriers to traditional employment to secure their own livelihoods through the dignity of work.



# MEASURED BY IMPACT

## Total Hours Worked

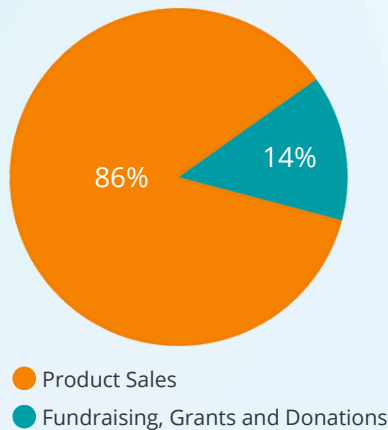


## Total Site Sales

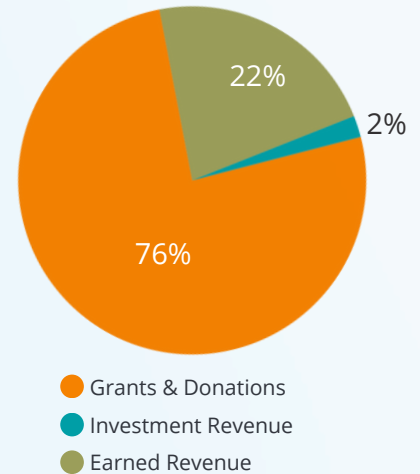


## INCOME

### The Raw Carrot Sites: Income

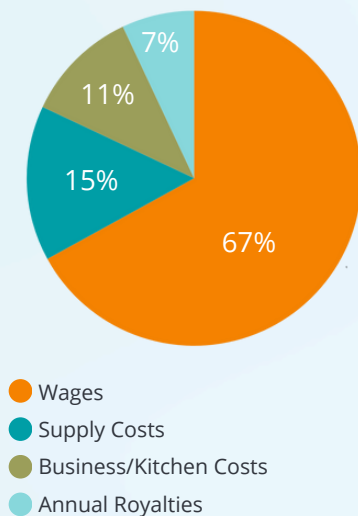


### The Raw Carrot HQ: Income



## EXPENSES

### The Raw Carrot Sites: Expenses



### The Raw Carrot HQ: Expenses







# CELEBRATING 10 YEARS OF SUPPORTED EMPLOYMENT!



Credit: The Paris Independent

## THE PARIS INDEPENDENT

On Thursday, June 13th, 2024, municipal and provincial delegates, staff, donors, corporate partners and supporters of The Raw Carrot attended the **10th Anniversary Celebration & Awards Ceremony** commemorating a decade of creating supported employment, community, and the dignity of work for individuals with barriers to traditional employment.



"I am pleased to be a part of a government that helps support and empower people who face barriers to traditional employment."

## WILL BOUMA, MPP FOR BRANTFORD-BRANT

Photo (left): Rebecca Sherbino, Co-founder & Executive Director of The Raw Carrot, with Will Bouma, MPP for Brantford-Brant.

Credit: The Paris Independent

## 2024 Media Features, Events & Awards



### LOVE IS MOVING

April 2024: featured in the Love Is Moving article, "Disability and Work."

### FAITH TODAY

August 2024: featured in Faith Today's *Church in Community* series.



### THE BRANTFORD EXPOSITOR

June 2024: featured in *The Brantford Expositor* highlighting inter-provincial expansion.

### IMPACT FILM FESTIVAL

November 2024: selected for IFF, featuring our story, impact, and plans to scale across Canada.

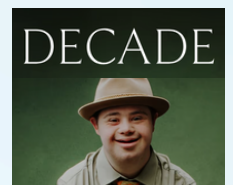


### BUY SOCIAL WEBINAR

March 2024: participated in the Buy Social Webinar "Social Enterprise Franchise Models".

### WWDSS DECADE GALA

October 2024: participated in the Waterloo Wellington Down Syndrome Society *Decade Gala*.



### MERIDIAN SMALL BUSINESS, BIG IMPACT AWARD

January 2024: recipient of the Meridian Small Business, Big Impact Award for most nominations.



### YOUMEWE PODCAST

October 2024: Joined the YouMeWe Amplified podcast to discuss *The Secret to Sustainable Social Change*.



The Raw Carrot is a social enterprise that empowers people who face barriers to traditional employment to secure their own livelihoods through the dignity of work.