



the
RAW CARROT
peeling for change



ANNUAL REPORT 2017

The Raw Carrot Soup Enterprise
(Paris Presbyterian Church)



"Prosperity defeats poverty. The best social program is a job and any reforms must guarantee a situation where recipients are better off working, contributing to their full potential and helping to lift themselves and their families out of poverty; everyone deserves their best shot at a successful and fulfilling life".

Paths to Prosperity: Welfare to Work. Ontario White Paper 2013

WHY WE DO WHAT WE DO

This past week, we went dancing with some staff members. Yes, dancing!

The Raw Carrot had been invited to participate in an Improve Comedy night where a live band was playing. Although there was a dance floor, no one was dancing. Suddenly, Raw Carrot staff member, Nancy, jumped up and started grooving to the music. Her joy propelled a roomful of people to get up and dance. It was SO FUN!

It's impossible not to be motivated by the infectious energy and enthusiasm of our Raw Carrot staff when we see them at work in the kitchen. Each one of them, a unique, talented individual with so much to give and share.

There are almost a million people on social assistance in Ontario alone. Almost all of us know a person that has been impacted by mental health challenges or disAbility.

The opportunity to participate in meaningful work is critical for well-being and positive mental health. We all need to feel valued for our contribution and experience the satisfaction of a job well done.

That's why we keep at it. Pushing to create more opportunities for supportive employment that will provide extra income, social participation, and dignity. This year, we want to focus more on ability than disability, to employ more people like Nancy; a valued member of the Raw Carrot team cooking up delicious soup.



*f.l.t.r. MPP Dave Levac, Bec,
Susan Ritchie and Colleen,
– High Tea 2017*

2017 YEAR IN REVIEW:

From Social Enterprise to Social Franchise

Looking back on our activities this year, it is amazing to see how we, as an organization, are changing... for the better!

In January, Colleen and Rebecca officially left their kitchen duties (including hair nets and aprons!) and hired a Manager for the Paris Raw Carrot location. It was a natural transition for us, and one that has been challenging and exciting as we've moved on to new roles to expand the Raw Carrot from a single Social Enterprise to a Social Enterprise Franchise. We are now working to develop a Raw Carrot 'Hub' that will support and mentor other organizations to start Raw Carrot sites and provide meaningful

employment for individuals on social assistance in their communities.

Our first pilot franchise location opened in Mt. Forest Ontario in July with 2 entrepreneurial ladies willing to embark and test a new initiative, with 4 more Raw Carrot staff. The experience was invaluable to work through our model, learn from our mistakes, and continue to figure out the balance between running a business – selling gourmet soup! - and running a ministry - working in partnership with churches and non-profits to create work for marginalized people who are living in poverty due to mental health challenges and disabilities.

Janice Benson and Brenda Rawlings



In December, we formed a 3-way partnership with the Mennonite Central Committee of Ontario and Stirling Mennonite Church to open a Raw Carrot location in Kitchener, and we are so excited to see plans being laid for more people to be hired and breaking down more barriers of unemployment. We are currently in various stages of exploration and discernment with a number of other organizations interested in the Raw Carrot model, and we look forward to working with more people who are dedicated to serving vulnerable members of their communities.

During these transitions, we have seen the faithful hand of God at work to multiply our efforts. We are very grateful for the ongoing support of our church congregation, the Presbytery of Paris, and the Presbyterian

Church in Canada – all of whom have supported the Raw Carrot (financially and through prayer) and encouraged us to move ahead and expand. Their endorsement has been invaluable to confirm where God is leading us and laying out the path – one step at a time.

We continue to trust His leading and guidance as we move forward and are committed to honoring Him through this initiative as we serve His people.

Many thanks, as always, to our lovely and amazing Raw Carrot staff, and the tireless efforts of so many volunteers and cheerleaders who support Raw Carrot activities in tangible and intangible ways. You inspire us each day.



Mount Forest Raw Carrot Kitchen

MEET COLLEEN B.



Colleen joined the Raw Carrot team at Paris Presbyterian Church in 2017. A remarkable lady with an unbelievable journey, Colleen was the founder of a local charity, a single mother to 2 pre-teen girls and working as a Registered Practical Nurse when she slipped and fell in a parking lot, changing the course of her life forever. She describes her life as being “life before the accident” and “life after the accident”.

Colleen suffered 2 compression fractures and 7 herniated disks, leaving her in the hospital and told that her injuries would likely put her in a wheelchair for the rest of her life.

Unwilling to accept her diagnosis, Colleen determined that she was going to get better and fought her way through a difficult road back to recovery.

After 6 months of bed rest, she was forced to quit her job, liquidate her possessions to survive and began learning what it felt like to live in constant pain. However, she had proven that she would walk and was determined to live a full life.

“You can let (your disability) ruin your life, or you can move on. I’ve chosen to be an optimist. I go for the positive. I get on a path and keep at it, and that’s what keeps me going”.

Colleen hasn’t let anything hold her back and has the grit and determination to keep moving forward. *“You should never lose your attitude. Your attitude is your spirit, your drive. It’s all about how you use it, where it can take you. My attitude has got me where I am in life with and without my limitations.”*

Having held down various part-time jobs in the 12 years since the accident, she has enjoyed her role prepping and making gourmet soup at the Raw Carrot. She is particularly appreciative of the fact that *“my disability is not part of the conversation because everyone is just working as part of a team to get the job done.*

“I’m convinced that every person, in some way, has strengths and weakness or limitations in life. It could be their height, or age, math skills (or lack of them!), or their physical challenges. But this is the first work environment I’ve seen, ever, where it’s ok to be ourselves because we all have things we’re not as good at. It’s really, really, wonderful.”

**In the Raw Carrot - Paris, 6 of 8 staff work through pain during their workday*

IMPACT

STAFF:

15

- The Raw Carrot (Paris & Mt. Forest) has provided permanent, part-time employment for 15 individuals on the Ontario Disability Support Program.

3

- 3 individuals have moved on to other endeavors. 1 of those successfully gained full time employment due to her experience and reference from The Raw Carrot

5

- 5 staff have successfully held a job for 3 years

15%-
25%

- Staff make an average of 15%-25% more income per month (on top of their ODSP stipend)

- 71% of staff spend their extra income on necessities
- 29% spend their extra income on leisure

16%

- Staff have increased their hours by 16%

43%

- 57% of staff are happy with the number of hours they currently work. 43% would like to work more hours.

"You don't feel like a person with a disability here.

You feel like this is a place where we're all working hard in the kitchen

together; working to make a great product".

Raw Carrot Staff Member Colleen B, Paris (2018)



The Raw Carrot is committed to engaging in the community through participation in local events as well as advocating for more employment opportunities for individuals on social assistance. We enjoyed the opportunity to speak at various events, notably:

McGill University (Presbyterian College)

Food & Faith Conference, Montreal

Skylight Festival

Mohawk College: Social Entrepreneurship

Brant Food for Thought Breakfast

The Rotary Club of Brantford

Chamber of Commerce, Mt. Forest

Various church groups

Community Partnership Testimony:

"For over 3 years L. Tara Hooper and Associates Inc. has had the privilege of working with the Raw Carrot Soup Enterprise. It is a win-win situation for everyone concerned. The Raw Carrot Soup Enterprise is always willing to provide our clients the opportunity for an interview. If the client is the successful candidate, the Raw Carrot is open to our company providing on site job coaching when required. The lines of communication are always open, and feedback is always welcome. Our clients who have been hired by the Raw Carrot Soup Enterprise are thrilled to be employed and contributing members of society. In many cases, this employment has given them a new, positive outlook on life

Tara Hooper and Associates



NEW LANDSCAPES & LEARNING:

Minimum Wage Increase

One of the hopes of the Raw Carrot social enterprise was that it would be financially viable within 3-5 years. There was a large investment at the outset (largely assisted by the Paris Presbytery and the Presbyterian Church in Canada) to support the start-up of the initiative until sales were covering the business expenses. In 2017, the Raw Carrot in Paris came off all grant funding and was able to cover the expenses of the ministry (besides the generous donation of the space, utilities and some bookkeeping from the church). It was exciting to reach a point where the ministry could fully sustain itself as a ministry of the church without relying on continued financial support.

At the same time, the Ontario government announced that minimum wage would increase in 2018 by 20%. While very supportive of individuals receiving greater benefits, this dramatic increase in a very short period has a direct increase on the Raw Carrot business. We estimate that we need to increase the cost of soup as well as increase our income (through sales or grants) in 2018 to cover the deficit.

We are also beginning to work in partnership with organizations that are committed to paying a “living wage”. This has meant that the Raw Carrot model has shifted to accommodate these differences. In these relationships, the partner organization is either supplementing the additional income or taking longer to reach financial sustainability.

We continue to work our way through this new landscape and are trusting that God will continue to lead us as we move ahead in this context.

SALES & DEVELOPMENTS:

Soup sales continue to increase each year through word-of-mouth and advertising. From 80 liters per week in our first year, the kitchen in Paris is now producing from 120 – 180 liters per week. The Signature Carrot soup continues to be the best seller, although there is a strong following of Spicy-ish Sausage & Cabbage and Mulligatawny lovers out there as well! The Flying Noodle is a clear family favorite.

In 2018 our soup sales increased by 28% and the salaries paid to our staff increased 16%. Our staff are growing and developing their skills, they are becoming more efficient and proficient at that work they do.

In 2017, The Raw Carrot received a grant through Enterprise Brant to perform additional nutritional analysis and increase marketing. These funds were used to perform shelf life testing on all the varieties of soup to ensure great taste and quality for a full year in the freezer. Marketing monies were used for soup sampling in various retail locations and a fresh new look for our digitally designed soup pouches. A grant through the Brant Community Foundation is being utilized for the development of a monthly soup subscription to increase access to healthy, delicious soup in the Paris area.

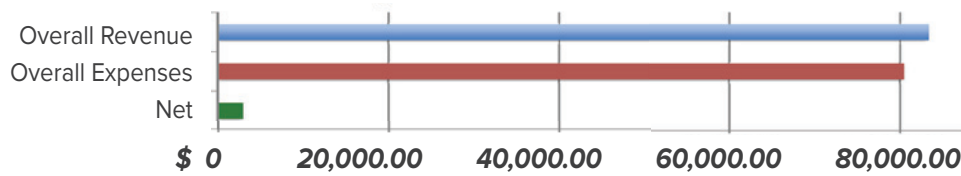
PACKAGES OF SOUP SOLD	2015	2016	2017
Paris	4,553	5,122	6,267
Mount Forest	0	0	1,128

PARIS SITE: In 2017 we sold \$38,929.31 in gourmet soup. That works out to 18,526 cups of soup! This year's sales have enabled our staff to work 1,250 hours.

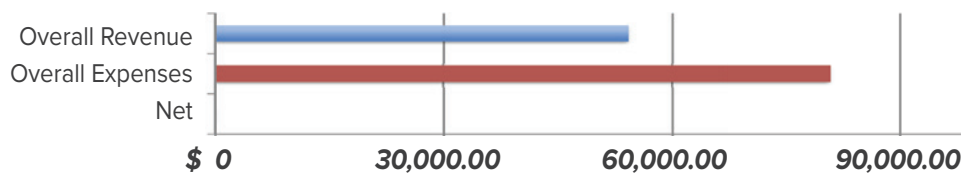
MOUNT FOREST SITE: In 2017 we sold \$6,151.44 in gourmet soup. That works out to 2,892 cups of soup! This year's sales have enabled our staff to work 138 hours.

THE RAW CARROT SOUP ENTERPRISE: 2017 YEAR END FINANCIAL SUMMARY

EXTENSION SITES: OVERALL EXPENSES VS REVENUES 2017



HUB: OVERALL EXPENSES VS REVENUES 2017



Approved grant funding from late 2017 was received in January 2018 - \$25,000
Loan secured to assist with extension site bulk purchasing for all sites - \$20,000

REVENUE – THIS IS WHERE OUR MONEY COMES FROM:

EXTENSION SITE KITCHEN REVENUE 2017

- Fundraising and Donations
 - Grants and Training Allowance
 - Sales
 - Other
- (Includes deferred revenue)



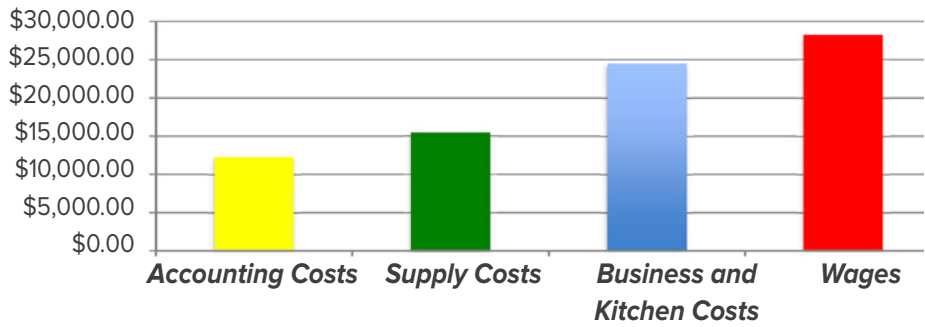
HUB REVENUE 2017

- Fundraising and Donations
 - Grants
 - Extension Site Fees
 - Extension Site Bulk Purchasing Income
- (Includes deferred revenue)

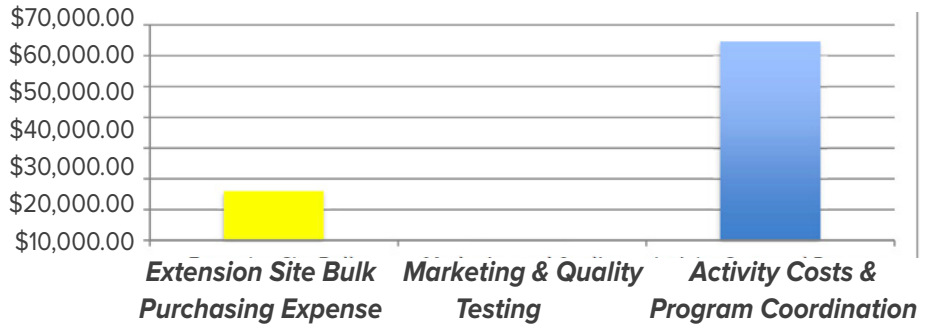


EXPENSES – THIS IS HOW OUR MONEY IS SPENT:

EXTENSION SITES EXPENSES 2017

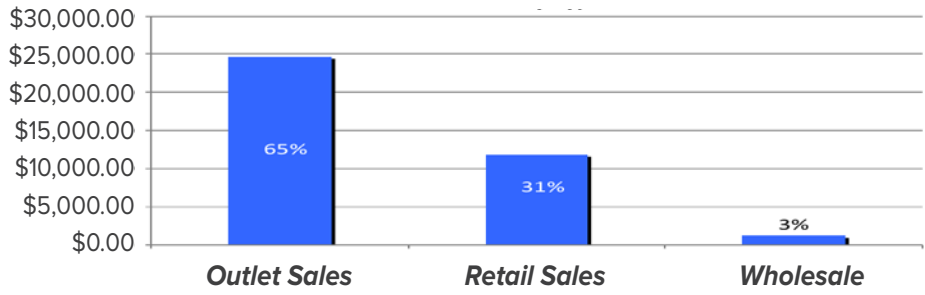


HUB EXPENSES 2017



21,418 CUPS OF SOUP CREATED & 12 PART TIME STAFF MEMBER POSITIONS

SALES DISTRIBUTION: INCOME BY TYPE OF SALE 2017: PARIS





Can one bowl of
soup help change
the world?



**Providing Meaningful Employment
for Individuals on Social Assistance**

 therawcarrot.com

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