



the  
**RAW CARROT**  
*peeling for change*



# THE RAW CARROT SOUP ENTERPRISE ANNUAL REPORT 2018



*"I like the fact that I get experience and responsibility working at The Raw Carrot. Having a job makes me feel appreciated and not taken for granted." Suzi*

## NOTES FROM COLLEEN & REBECCA – CO-DIRECTORS

It's true that a job can be "just a job". There are times when a job is busy, or slow, or boring or repetitive, and times when you don't feel like going and you just want to stay in bed!

But a job is so much more than that as well. A job is a task that needs to be completed, a label that means something about who you are, people that are counting on you, opportunities for growth and learning, a paycheck (Yay!) and friendships.

One of the statements that we hear over and over when talking to our staff about their work at The Raw Carrot is that having a job so much more than money...it is something to do, something that brings purpose and meaning to each day.

This year, we've been pondering the implications of "poverty of the soul", because poverty can be so much more than just financial need. When people are marginalized in Canada, they can be marginalized for many reasons, including disability or mental illness, but people can be

further disadvantaged on multiple levels because their disability or mental illness causes them to be largely excluded from mainstream society. The day is long with nothing to look forward to but another day full of hardships and challenges with no way to escape.

We have amazing social assistance supports in comparison to many countries around the world, but when we continue to doll out a disability paycheck (or a can of food or a one-off meal) and send people away with slim chances of employment or hope, we send them back into the same circumstances where it's almost impossible to break free from poverty and ongoing marginalization.

At The Raw Carrot Soup Enterprise, we are working to change that. Our vision is that every person who wants to, and CAN work, should have the opportunity for meaningful employment. We would love to see a day where money isn't the bottom line, but where people matter, and profit and purpose are equally valued.

We are dreaming big to reach that vision and to make that happen. It's happening, even now, in 3 Raw Carrot kitchens in Ontario, where amazing, talented people are cooking tasty, delicious soup!

Looking back on a GREAT year,

Rebecca & Colleen (Co-Directors)



*Inclusive Employer Award 2018, Ableworks*

# 2018 YEAR IN REVIEW

**W**OW...it's been yet another busy and amazing year!!!

Our first location in Paris has been running for 4 years with 8 permanent part-time staff and we are thrilled with how smoothly and efficiently the kitchen is running. Our Mt Forest United Church location continues to grow with 5 staff and in May we launched our 3<sup>rd</sup> site in Kitchener in partnership with the Mennonite Central Committee Ontario, currently with 5 staff. With 18 staff on ODSP, 3 Kitchen Managers, a Sales position, and 2 Co-Directors, we are now up to 24 people working with The Raw Carrot!

In 2018, sales of our handcrafted gourmet soup increased by 71%, our staff increased by 50% and worked hours increased by 55%. In 2018, \$36,868 was paid at all 3 sites to our folks on ODSP. On average, staff make 20%-25%

more on top of their monthly stipend through having a job with The Raw Carrot.

As a small business, the 20% jump in minimum wage has shifted the ground under us significantly and we have taken some time to regroup to ensure that we can still maintain our social enterprise and pay our expenses. With growth in mind, the Raw Carrot HUB (Colleen & Rebecca) undertook Business Coaching and had some experts at Mendicant in Toronto take an outside look at our internal financial health (made possible through a grant from Innoweave). This was a sobering process as we recognized that in order to continue to expand, we needed to work on our profit margin. This fall we increased the prices of soup and have begun looking to expand our community network through donations of veggies to decrease expenses. Two sites ran

fundraisers to increase community engagement and visibility. Community grants continue to help off-set capital costs.

We were thrilled to receive funding from Stronger Together at the end of 2018 which will be used to strengthen our capacity as an organization poised for growth through social franchise. We will be hiring a Director of Development and Community Engagement to assist us in achieving our mission to create more employment for individuals on the Ontario Disability Support Program.

Through the support of Brant Community Foundation, we are thrilled to have launched our own online store with soup delivery right to your door! We have also continued to increase our retail presence in gourmet grocery stores in Southwestern Ontario to increase access to our soup. 3 new seasonal soup flavours were a hit this year and we will continue to offer them when veggies are fresh.

However, our greatest highlights are always when we walk into our bustling kitchens with the smells of delicious soup wafting through the door and see people thriving in their work!

We'd like to thank all the individuals and organizations that continue to support us through volunteering, mentorship, donations (veggies and otherwise!) and all you soup purchasers out there!! Your purchase of soup continues to support local jobs & provide a "hand up" to people in need. As an organization committed to the social, financial and spiritual needs of people, we're thankful to the Presbyterian Church of Canada who continues to support our growth through a Specialized Ministries grant, to the churches that continue to house our operations and to Jesus, through whom this endeavor is possible, and the reason behind our continued passion to move forward.





## SPOTLIGHT ON JOHN



John began working at the Raw Carrot in 2018. A bright, sensitive young man of 28, John struggles with mental health challenges and a seizure disorder that has impacted him his whole life.

John has held 2 part-time jobs in the past, working as a dishwasher at a restaurant and helping with groundskeeping. 3 years ago, he was let go from his groundskeeping job because of his mental health challenges.

***“The hardest thing was being told I was a risk. Because of my mental health, I was considered a liability”.***

After that, John was put in touch with a community employment agency that connects people find jobs. After having his resume cast aside over and over, he’d given up looking for a job with a feeling that “no one wants me”.

The experience left him feeling worthless and depressed. At this time, his daughter was also taken into foster care. “It was tough, because I love to work. And then when I wasn’t working, my mental state wasn’t great either”.

A friend told John about The Raw Carrot Soup Enterprise and he successfully landed the job after his interview - just at the same time as his daughter was returned from foster care. “John is very much a team player” says kitchen manager Karen McWilliams. “He is eager to learn and takes great pride in his work. John has just moved from soup preparation to soup making. When he tasted the finished pot, he grinned from ear to ear. He cooked that delicious pot of soup.”

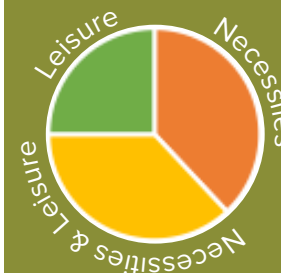
John reports, “It’s exciting to say that I have a job. “My kitchen skills have improved so much! I used to avoid cooking vegetables at home, but now I know how to properly cut and prepare them. My wife is so impressed, and I can make healthy meals for my daughter.”

## INDICATORS OF CHANGE

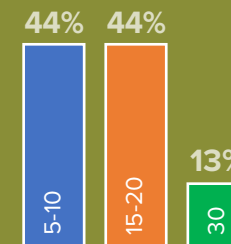
Each year, we perform evaluations with the staff at all the sites. Methods include anonymous survey’s, focus group discussions & stories to learn more about how we can improve and better serve those who are working with us. This year, 16 (of 18) staff took part in the evaluations and information is included from all 3 sites.



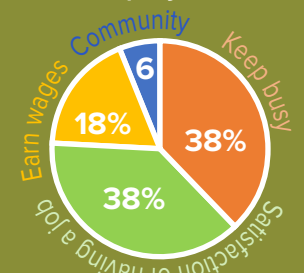
How income is spent



Ideal Work Schedule  
Hrs/wk — Self Reported



Most important aspect of Employment



# WHAT PEOPLE TELL US

"I like the fact that I get experience and responsibility working at The Raw Carrot. Having a job makes me feel appreciated and not taken for granted."

– Suzi, Raw Carrot staff member

"It made me feel uncomfortable when people always had to pay for me (to take part in community activities). Now, I can pay my own way!"

– Lori, Raw Carrot staff member

"I just got my first (online) order delivered to my house yesterday! Friends, this is an incredible organization doing good work in our communities (and widening!) and making DELICIOUS soup that is so good for you! If you are in one of the areas being serviced, please consider supporting this organization by filling your tummies. Doesn't that sound like the best thing ever? It is - just wait till you try their soups!" – Dee (online order customer) – Sept 2018

"I didn't expect that The Raw Carrot would be so much like a tight-knit family."

– 5th Year Laurier Student Co-Op Placement Madisun, Feb 2018

"I am member of the business community in Southwestern Ontario. I have had the privilege to interact with a young person with some challenges who has secured employment with The Raw Carrot. My observation is this opportunity for her has changed her life. She has purpose, increased self-confidence and something to look forward to each day. The skills she is learning from physical work to social interaction are helping her in all facets of her life.

I cannot say enough positive about this organization and the amazing impact it is having on people specifically and the community at large. Also, the soup is great!!" – Robert, LL.B, President



# 2018 FINANCIAL YEAR IN REVIEW

## FINANCIAL SUMMARY

### All Kitchens Summary

Overall Revenue	200,579.80
Overall Expenses	154,675.26
Net	<b>45,904.54</b>

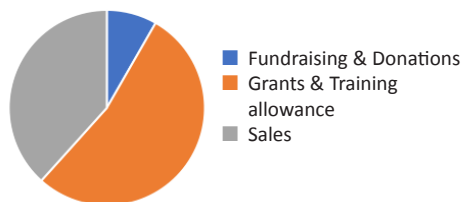
### HUB

Overall Revenue	151,915.94
Overall Expenses	127,429.81
Net	<b>24,486.13</b>

## THE NUTS AND BOLTS

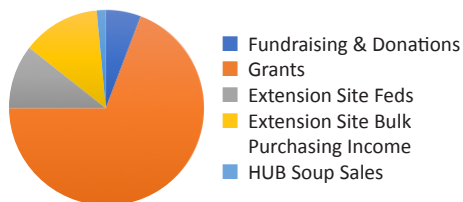
### REVENUE – THIS IS WHERE OUR MONEY COMES FROM:

#### The Raw Carrot Extension Site\*



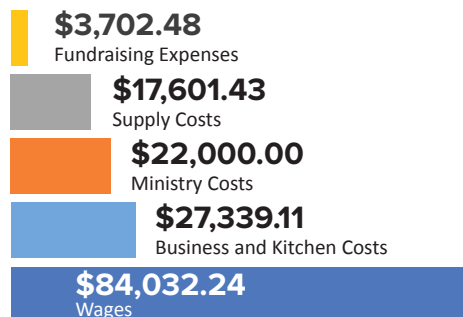
\*includes Paris Presbyterian Church, Mount Forest United Church and MCC Ontario: Kitchener

#### The Raw Carrot HUB



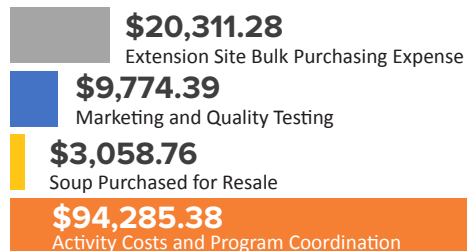
### EXPENSES – THIS IS HOW OUR MONEY IS SPENT:

#### The Raw Carrot Extension Site\*



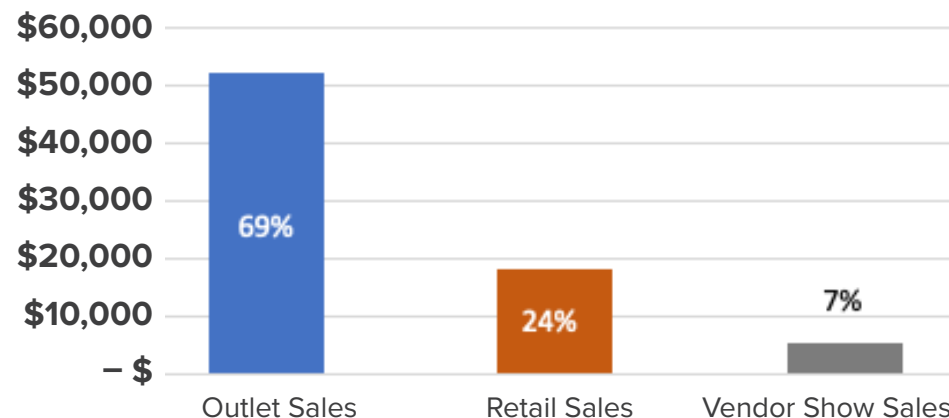
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#### The Raw Carrot HUB



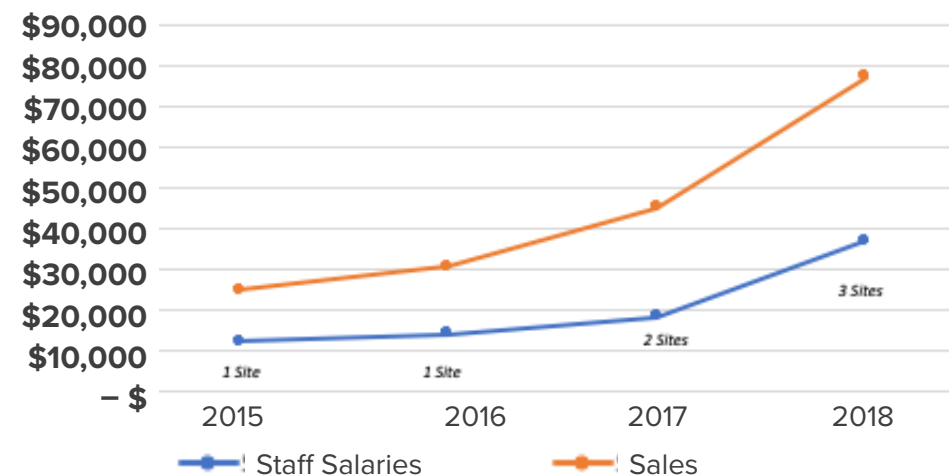
### SALES – THIS IS WHERE WE SELL OUR SOUP:

#### Sales Distribution - Income by Type of Sale: All Sites 2018



### GROWTH – THIS IS HOW OUR “BUSINESS” AND OUR “MISSION” HAS GROWN:

#### Staff Salaries\* vs Sales Income: All Sites 2015-2018



\*Staff average 20-25% more income above their ODSP stipend on a monthly basis

# Can one bowl of soup help change the world?



**Stirring Up Meaningful Employment  
for Individuals on Social Assistance**

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