



Innerkip Presbyterian Church Raw Carrot staff, Iesha, and volunteer packaging soup

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



# THE RAW CARROT SOUP ENTERPRISE

## YOUR 2019 GRATITUDE REPORT

*"You have no idea what a difference this makes in a person's life. The knowledge that you are contributing to your own welfare and that someone sees value in you is beyond measure. You are not just buying amazing soup; you're giving someone dignity. If you live in one of the 4 locations, please grab a bag of our incredible soup. It really does change lives!"*

Monica – Innerkip/Raw Carrot Staff



## BECAUSE OF YOU...THE RAW CARROT CELEBRATED FIVE YEARS OF OPERATIONS IN 2019!

**F**ive years of providing jobs, crafting delicious gourmet soup and working to create spaces where people that live with disAbilities and mental illness can thrive in meaningful work.

In our first year, we hired 4 staff with a hope that people would buy soup and provide a critical boost in income for people who were

struggling to pay their bills. Five years in, your soup purchases, volunteer hours, and donations have employed 27 people through at 4 Raw Carrot locations. You are awesome!!

We started with small, but mighty(!), passion. When we saw the unmistakable results of employment that your support created – dignity,

purpose, community, increased financial security and the tangible outpouring of Jesus love in action – we knew we wanted to keep going.

The road has not been easy. The margins on soup are slim. Carving a new path (integrating ministry and business) has been challenging. What was exciting and new when our staff first started and hadn't worked in many years, has become monotonous – like any job, with it's ups and downs.

However, five years has brought stability. Most small businesses fail within three years...your support has helped us thrive beyond three years. We've started pilot projects, learned

lessons, and had our hearts broken when we didn't get funding. We've started to even out, to find balance, to sustain ourselves, and to remain committed over the long term, thanks to you!

God has been SO faithful.

This ministry has been an ongoing test of faith...a journey to trust Him completely, and He has walked the road with us.

With our five-year Anniversary behind us, the excitement of a "start up" ministry has worn off, but the passion hasn't changed. You have helped us share the love of Jesus in word and action, see the gifts and talents of each unique person He has created, and find opportunities for each person to have purpose and meaning. You have worked alongside us to ensure that every person who WANTS to work has the opportunity for a job. Thank you for sharing our vision...for buying soup, giving funds, and helping out. Together, this dream is becoming a reality. We are SO grateful for your support!

Looking back on a GREAT year,  
Rebecca & Colleen (Co-Directors)

*Rebecca & Colleen  
Salute to Brant Innovation Award*



# YOUR 2019 RAW CARROT HIGHLIGHTS:



Salute to Brant **Innovation Award, 2019**

## Buy Social Certification – A

designation that certifies  
The Raw Carrot as a  
National organization  
committed to social good



**10,000 woman** who care donate  
\$10,000 to Raw Carrot Mt Forest  
to beef up capacity, cook more  
soup and hire more staff

**Amazing partnerships** with local  
stores – Vincenzo's, Meat the  
Butcher and SO many more, who  
have supported our community  
efforts because they believe in  
supporting local jobs.



**Starting a 4th Raw Carrot site**  
in Woodstock in partnership with  
Innerkip Presbyterian Church,  
employing 6 new staff (*Picture:  
some of the committed men and  
women who helped get the site  
off the ground*).



## Contract with Sobey's –

providing access to 220 Sobey's/  
Foodland locations Province-wide  
as more social franchise/ministry  
locations grow



Mt Forest retail partners at Meat  
the Butcher: Owner Glen "Ernie"  
Hunter and Lori.



# BECAUSE OF YOU

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. Your support has resulted in

**70%** • over 70% of the staff would like to work more hours at the Raw Carrot than they currently do, if that became an option. This suggests a both high level of satisfaction with working at the Raw Carrot and also indicates that the jobs made possible by the Raw Carrot are filling a need for good quality, supportive, part-time employment for people on ODSP." Independent Evaluation Consultant

**91%** • Most of the staff (91%) would like to continue working part-time at the Raw Carrot rather than moving to another job in the community.

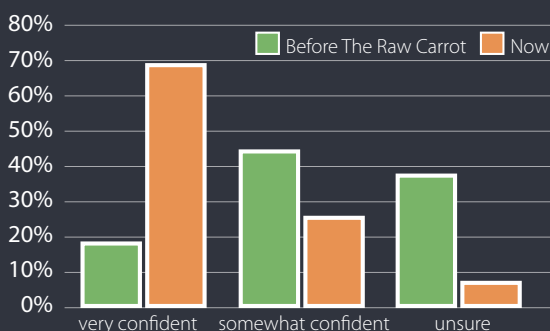
**88%** • of staff feels the quality of life (overall) has increased. Increased happiness also scored 88%, Increased Confidence 83%, and an increased sense of community scored 72%. Yet 42% of staff experience pain during the working hours.

- Of the staff across the 4 sites, the strongest motivation for working at the Raw Carrot is the satisfaction of having a job (**43%**) followed by keeping busy (**22%**) and money / learning new skills (**tied at 13%**)

How income is spent



Confidence of Staff to Meet Financial Obligations



# WHAT OUR STAFF SAYS:

Selection of comments from the staff that illustrate the positive impact that working at the Raw Carrot has on their lives:

## **Working at the Raw Carrot, I have learnt:**

- to talk in front of strangers without fear
- I can still lead a team with confidence
- that work can be fun
- to keep my cool
- letting people know when I need assistance
- (that I am) valued



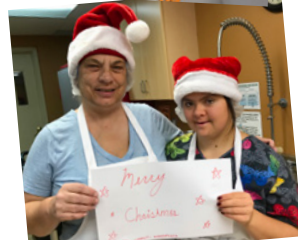
## **Working at the Raw Carrot makes me feel:**

- proud, happy
- that I have done something
- glad to be able to work
- gives me a sense of worth
- great to get out of the house
- accomplished and noticed
- more understood than in some workplaces



## **As a result of working at the Raw Carrot, I now:**

- use some of my cooking skills at home
- look differently at myself in a positive way
- test new recipes at home with spices
- am calmer with communication and more patient
- can go out a little bit more than what I used to
- can get out of bed on bad days
- (can) be a team member





## MEET MONICA

*Your Support Has Helped Create Employment for so Many, Including Monica*

Having grown up on a farm, Monica is used to working hard. But the reality of not being capable of traditional work due to debilitating mental illness compounded with fibromyalgia and arthritis has been extremely “demeaning” and an ongoing battle to find balance.

Monica is a single mom with 2 grown children and 4 grandchildren. She suffered a mental breakdown in 1995 and hasn’t had a (paid) job in 24 years. She tried to get work in the past, “a few months here and there”, but couldn’t successfully hold down employment. At one point, her depression was so bad that she couldn’t get out of bed. “I had to call my daughter because things were so bad that I literally couldn’t get up”.

When asked about the most significant challenges as a person living with disAbilities, Monica explains that one of the hardest aspects to manage is the lack of community. “Having a disability has isolated me. People don’t realize how much of their social life comes from their work. I’ve done some volunteering which has kept me in touch with people, but when you suffer from mental illness people just don’t understand what it’s like.”

The stigma of mental illness is another aspect that Monica references in the context of securing employment. “If you tell an employer that you have a mental illness, they want to get away; they’re scared to even hear it. I have always felt that pressure to live up to people’s expectations – I push myself so hard because I don’t want people to be unsatisfied or disappointed.”

Through your support, Monica was hired in October and was thrilled by the opportunity for supportive employment close to home. “When I heard I got the job, I was ecstatic! I called my Mom right away.”

“I’ve always really wanted to contribute to my own welfare” Monica admits. She softly smiles as she talks about her new role. “Now that I’m working, the best part of the job is the interaction with other people. And feeling worthwhile.”

# WHAT PEOPLE TELL US

"Poverty has two parts, lack of economic opportunity which then means lack of income. No income means poverty. Poverty often means stress, desperation, and despair. There is a financial side and a human side... By purchasing from these social enterprises you support the re-design of employment that is one small step towards defeating poverty."

Downtown Eastside Social Impact Report 2019, Buy Social Canada

"Words cannot begin to convey our gratitude to you for your work in not only coming up with the idea of the Raw Carrot Soup Enterprise but with your ongoing support of it. It is such a pleasure to see Heather get up and eager to 'go to work'. It has made a huge difference in our life and in hers. She has learned many skills, not only kitchen skills but what it is like to work as a team. All we can say is God bless you and thank you".

Eleonor Moore - Parent of Raw Carrot Staff Member



*"I regularly cite Raw Carrot as a great example of a high potential social enterprise when I teach and mentor students and social entrepreneurs at Ryerson University. It's a unique model of community building through creating employment - and the soup is delicious!" (Alex Gill, Director, Ryerson University*

*Social Ventures Zone social business incubator)*



*"I'm super glad I am part of the team. Working at the Raw Carrot feels important to me. And I hope it can continue to grow."*

Nicholas Lang – Mennonite Central Committee/Raw Carrot Staff

# 2019 FINANCIAL YEAR IN REVIEW

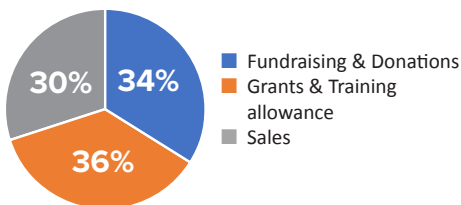
## FINANCIAL SUMMARY

The Raw Carrot operates using a “social franchise” model: Our 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 & non-profits.

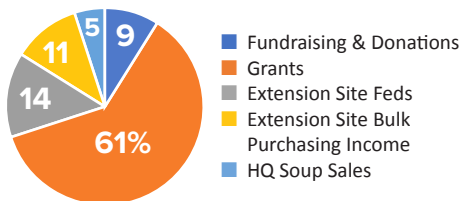
## THE NUTS AND BOLTS

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

#### Raw Carrot Extension Sites\*

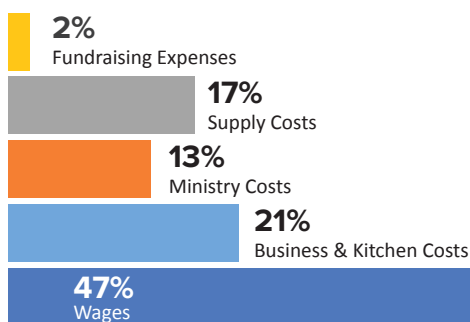


#### Raw Carrot HQ

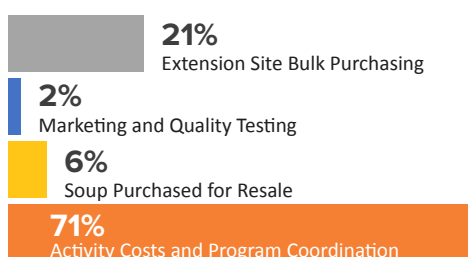


### EXPENSES – THIS IS HOW OUR MONEY IS SPENT:

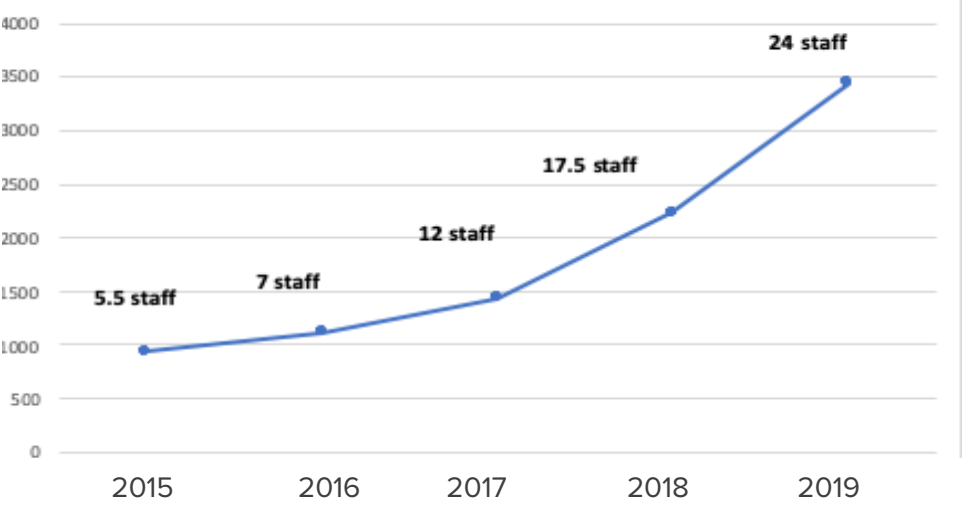
#### Raw Carrot Extension Sites\*



#### Raw Carrot HQ

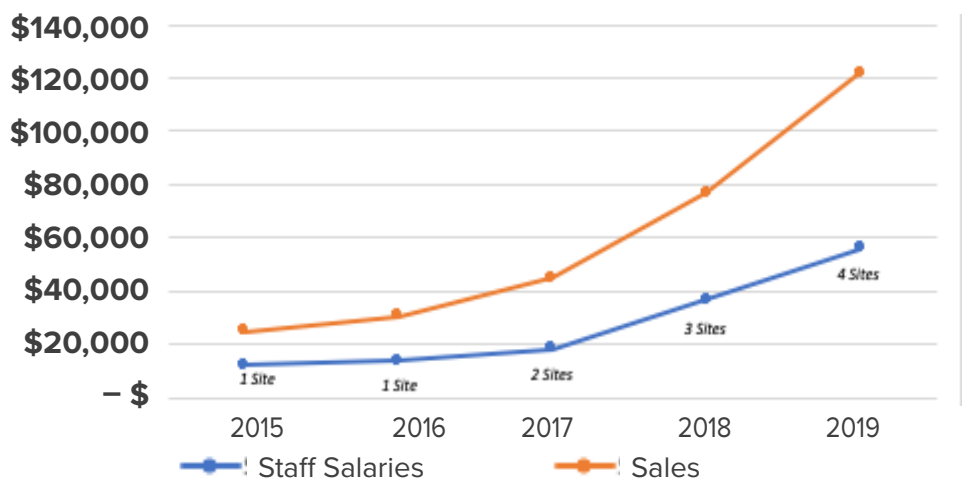


STAFF HOURS:



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

Staff Salaries\* vs Sales Income: All Sites 2015-2019



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



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 [instagram.com/peelingforchange](https://instagram.com/peelingforchange)