

# THE RAW CARROT

## Soup with purpose, empowering abilities



### The Organization

The Raw Carrot is a social franchise that believes that every person who WANTS to work should have the opportunity for a Hand Up (instead of just a handout) in life!

### The Need

There was a need to refine the business model, seek expert advice, ensure legal compliance, and access opportunities for capital to support the social purpose organization's growth and sustainability.

### The Solution

The IRP non-repayable capital served the purpose of examining and refining the organization's model. The IRP aimed to prepare the organization for social finance and potentially larger social investments. Since then, the organization has further explored this area and obtained a significant zero-interest loan.

### In Their Own Words

“Since 2014, The Raw Carrot has created permanent part-time employment for 32 individuals on the Ontario Disability Support Program at 4 Raw Carrot locations and increased their monthly income by 15% - 25% on top of their disability stipend. Almost \$200,000 of healthy gourmet soup is sold per year. Staff report an increase in dignity, purpose and social connections as a result of participation in meaningful work.”

### Key lesson(s) or best practice(s) shared

It is important to find social finance tools that align with one's capabilities and take logical progressions rather than making abrupt and challenging choices. Explore different options, assess their compatibility with one's organization, and consider existing expertise and skills.

### AT A GLANCE

#### Type of organization

Nonprofit Organization

#### Social finance approach

Zero-interest loan, IRP non-repayable capital, and enterprising activity

#### Sustainable development goal(s)



#### Investment readiness stage

Social financial awareness

Organizational ability

Network development

