

# Elevated Soups

## Healthy Soups for Healthy Souls

**\$300,000.00**

**COMPANY OVERVIEW:** Elevated Soups creates divine soups and stews for the public while reinvesting funds into outreach programs for the homeless in Central Maryland. This social enterprise component of the Franciscan Center will diversify additional revenue streams, create workforce development opportunities, and provide nutritious soups to the current homeless population. As of December 2020, The Franciscan Center provided 300k+ meals to the entire Baltimore community amidst the COVID-19 pandemic.

**CHALLENGE:** Every year, the MD State Department of Corrections releases at least 5,000 individuals back into neighborhoods in Maryland. On average, Baltimore City welcomes home 40% of this number. This is on top of hundreds of homeless, nearly homeless, and underserved individuals trying to find employment to live for the next week, the next month. Additionally, one in eight people in Maryland are food insecure, and in Baltimore city, that number is one in four. The impact of the COVID-19 pandemic has yet to be seen on these numbers.

**SOLUTION:** Elevated Soups is healthy soups for healthy souls. We look to share our delicious products with conscious consumers looking to enjoy good food while supporting the food insecure. For every soup purchased, we will serve another soup to someone in need in our community.

In addition to Elevated Soups, we created Dignity Plates, a community culinary program launched in March 2021 that teaches the underserved and returning citizens of Baltimore City how to cook and work in the culinary field in many types of settings (restaurant, hotel, school, hospital, grocery store, etc.). The Training Academy takes a person in their raw form and transcends them with the much-needed skills to provide not only for themselves but also for their families. Our goal with Elevated Soups is to hire our graduates from the culinary academy.

Overall, we are looking to change the notion and culture of what a soup kitchen was and can be.

**MARKET:** The soup market has annual US sales of \$2.2 billion. The leading manufacturer of frozen soup in the US is Tabatchnick Fine Foods. The largest dry soup vendor is Unilever Best Foods North America. The best know Soup Company is Campbell's Soup Company.

### MILESTONES:

- September 2020 - We made more than \$300 from just handing out soup samples at a local church.
- December 2020 - We were selected for the Social Innovation Lab program at Johns Hopkins University.
- March 2021 - We started our first cohort of our Community Culinary Program.
- June 2021 - Our first class graduate.

### REVENUE MODEL:

Our primary revenue driver is sales of soup through catering opportunities, direct-to-consumer sales, and purchase of additional merchandise (i.e. aprons).

### COMPETITIVE ADVANTAGE:

We are reimagining what a soup kitchen should be. We've been serving the poor in Baltimore for over fifty years and have created a community that both supports and trusts us. Launching Elevated Soups is a great way for the larger community to get involved in our story - enjoying the tasty, healthy soup we produce while also providing soup for someone in need.

### COMPANY NEEDS:

We seek \$300,000 to help us with infrastructure to produce and sell the soup. We are looking for help with packaging and marketing. Telling our story is what will make us successful. Additionally, we seek to partner with private clubs in the Baltimore Area to sell our soup on weekends as a way for the club to give back to the community. We also want to sell our soup at fall and winter high school and college sports games; farmers markets; partner with local churches and businesses for pop-up sales (while sharing profits with these churches and companies).

## ELEVATED SOUPS

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[SAllbright@fcbmore.org](mailto:SAllbright@fcbmore.org);

**Website URL:** [www.fcbmore.org](http://www.fcbmore.org)

### Social Media Accounts:

[Twitter](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#)

### KEY PERSONNEL

**Jeffrey Griffin**, Co-founder of Elevated Soups & Executive Director of the Franciscan Center

*More than a decade in non-profit management in Maryland; formerly Director of the Governor's Office of Volunteerism and Central Maryland Boy Scouts of America*

**Chef Steven Allbright**, Co-founder of Elevated Soups & Culinary Director at the Franciscan Center

*Stratford University: Degrees in Culinary, Baking and Pastries; Former: Table Foundation, Capital Grill, Iron Rooster, Northwest Hospital, PF Changs. US Navy Veteran.*

**Mark Palmer, Advisor**

*Former CFO – Catholic Relief Services*

*Former CFO – Marriot Courtyard Hotels*

**Total # Employees/Team Members: 2**

**Total # Advisors: 1**

### COMPANY STATUS

**Founded:** 2021

**Industry:** Food & Nutrition

**Company Registration Status:** 501c3

**Total Funds raised to date:** \$1,000.00

### RECOGNITION

*Elevated Soups*

- [Johns Hopkins Social Innovation Lab selects 10 projects for accelerator program](#), *The Hub, Johns Hopkins University*

*Dignity Plates*

- [Route to Work: How four Baltimore-area organizations are getting people into jobs](#), *Baltimore Business Journal (April 2021)*

*Franciscan Center of Baltimore*

- [Twenty-eight chefs, 24 hours and nearly 2,000 meals: Franciscan Center runs](#)