



*Soap with purpose. Made by people.*

---

## I Have an Idea.

I've noticed something in the Upper Valley.

There is a lack of affordable housing.

There are limited job pathways that actually lead to stability.

And there are many people who want to work, learn, and belong — but don't have access to dignified opportunities.

So I'm building something new.

### The Idea

A B Corp soap-making company rooted in White River Junction that:

- Trains and employs local people
  - Offers paid job training and skill-building
- Creates a pathway from employee → partial owner
- Directs profits back into housing, job training, and community stability

**This is not charity.**

**This is a regenerative business model.**

### Why Soap?

Soap is a commodity.

Everyone needs it. Everyone uses it.

- It's approachable and learnable It can be produced locally
- It supports creativity, rhythm, and care
- It scales from small-batch to regional production

White River Junction has the space, the hands, and the need for this kind of work.

## How It Works (Simply)

Paid training in soapmaking and production A supportive, dignified work environment Long-term employees earn ownership stakes Profits are reinvested into:

- Housing access
- Job training
- Community partnerships

---

## Who This Is For

- People rebuilding their lives after instability
- People seeking meaningful, hands-on work
- People who want skills, income, and belonging — not just a paycheck

---

## We're Looking for Partners

At this stage, we're building the table.

We are interested in partnering with:

- Housing organizations
- Creative organizations
- Rehabilitation & recovery organizations
- Mental health organizations
- Community development groups
- Workforce-development programs

And anyone aligned with dignity-centered, regenerative work.

**This project is intentionally collaborative.**

---

## Why Now

The Upper Valley is at a crossroads.

We can continue to extract labor without offering stability — or we can build models where work leads to ownership, housing, and care.

This is a small idea with real potential.

---

### Let's Talk

If this resonates — or if you know someone it should reach —  
I'd love to connect.

**Blair Butterfield**

[blair@artofculturalevolution.org](mailto:blair@artofculturalevolution.org)  
PlantLust Commons • White River Junction, Vermont

