

Jon Ruby is founder of two social enterprises, Ashes to Rubies and Carlington Booch, both aimed at helping people along their journey toward sobriety.



Back in 2005, Ruby found himself living on the streets, addicted to drugs and alcohol. He entered a long-term rehab facility and learned how to stay sober by volunteering and helping others.

"I had to kind of drop everything that I knew and what I had in my old life ... and try to get what I needed out of this new life. So I just got into volunteering," he said.

Ashes to Rubies is a monthly gathering where people can share their experiences of recovery from childhood trauma, disease or addiction. Carlington Booch is a kombucha brewery that offers job opportunities to those in recovery.

"It's a social enterprise where we're giving recovery folks the opportunity to learn new job skills to learn how to work in a sober environment and be a resource to them on their recovery," Ruby said. "My passion is just seeing people recover like I did."

Ruby in 2020:

Ruby transitioned both of his businesses online, adding pickup and delivery options to his kombucha store. He's also started a weekly support group over Zoom called All Addictions, and is running a 17-week addiction recovery course online.