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RISING TIDE AND THE D'ERI FAMILY ARE IMPROVING THE LIVES OF PEOPLE WITH AUTISM

by [admin](#)



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FLARES



John D'Eri and his oldest son Tom were worried about what would happen to Andrew, the youngest of the D'Eris and a man who suffers with Autism, when both of them were gone. Because of this problem they faced, [entrepreneurism](#) became the solution and they created the Rising Tide Car Wash to provide employment opportunities for Andrew and other adults just like him.

How the D'Eri Family are Making Waves in the Autistic Community

Rising Tide Car Wash was designed as a concept in 2011, and was implemented in 2012. It aimed to provide employment opportunities for people with Autism, which would in turn give them increased social and professional opportunities, and would provide relief for the stress felt by family members of those with Autism. John and Tom D'Eri were concerned that there were not enough provisions and opportunities for those with Autism and similar disabilities to support themselves, and wanted to create a sustainable and expandable [social franchise](#) that would provide exactly those opportunities.

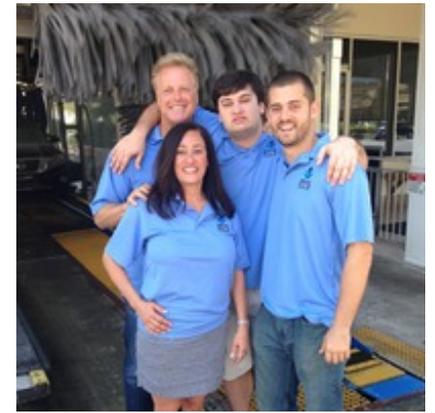


Although other employers, such as restaurant chains, do hire people with mental afflictions like Autism and Downs Syndrome, the D'Eris felt that these companies did not provide enough opportunities for such employees to develop and reach their full potential. Instead, those with developmental challenges were given limited opportunities to communicate with customers and fellow staff, which did little to alleviate the social anxiety and difficulties caused by their situations.

Since the concept for Rising Tide was first developed, the D'Eris secured guidance and funding from a range of associates including existing car wash franchises and communities for people with Autism. Now, the first branch of Rising Tide has been active since mid-2012, and the D'Eris are considering expanding and opening additional locations.

About these Entrepreneurs for Change: John and Tom D'Eri

Tom D'Eri graduated from Bentley University in 2011 with a BS in Economics, and his father John has a BS in Accounting from Saint John's University. Andrew (John's youngest son, Tom's younger brother) suffers from [Autism](#), and the two were inspired to create Rising Tide Car Wash to improve employment and social opportunities for Andrew and people just like him. What's more, they are committed to raising awareness of mental conditions like Autism, and proving that such people need opportunities and support, rather than our sympathy. All their profits are dedicated to raising awareness of mental conditions and to expanding their workforce.





Admin

Chief Evolutionary Officer at [Entrepreneurs for a Change](#)

Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an [Internet marketing consultant to changemakers](#), and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.

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Tara Kehaka from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name – Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot.”

– Tara Kehaka, Consultant at Mountain Sobek Travel



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Entrepreneurs for a Change is a podcast, community, and resource for entrepreneurs who are changing the world and the way we do business. We are about business for good, not business as usual. We are about making impact, while making profit. We are about loving our work, rather than hating our jobs. We are about designing a business that supports our lifestyle rather than work that takes over our lives. We are here to show you how you can have passionate work and adventure in life, through the mentorship of entrepreneurs who are already doing it

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