

Pot Luck Ceramics a 100% volunteer operated profit for non-profit expands.

Pot Luck Ceramics imports and sells terracotta cook- and dinnerware from Spain and recently also from Portugal. The business is owned by the Port Alberni Fundraising Coop. A community service coop with non-profit status and with a unique mission to raise funds to support quality of life charitable services delivered in the Alberni Valley. Since 2012 the coop has donated \$131,000 mainly to Ty Watson House, the bed program of the Hospice Society, but also to Better@Home, a senior program in our community. Volunteers and members of the coop do not receive any financial benefits from the business, and in fact pay the same price as their customers for Pot Luck's beautiful products. Their reward, as they say, is the smile on the faces of those who benefit from their donations.

July 15, 2017 the organisation celebrated its 6th year of being in business. This year the fundraising coop had a special occasion to add to the celebration. On June 6, Pot Luck Ceramics opened a second location on Vancouver Island, in Central Saanich, at Woodwynn Farms, where they joined the Farm Market as a stand-alone business. Pot Luck at Woodwynn Farm Market will be operated by the volunteers of the "Homefulness" program at Woodwynn Farms, a positive and pro-active solution to end homelessness and poverty on the streets of Vancouver Island. Woodwynn Farms is a 193-acre farm and holistic therapeutic community for the homeless with addiction and mental health issues. At the farm participants receive the nutrients, tools and healthy lifestyle to provide healing, recovery and personal development needed for a successful return into our community. Participants of the program receive a hand up and not a hand out. With respect, acceptance, empathy and understanding participants work hard at Woodwynn Farms, feed themselves, and learn to believe in themselves to become valuable members again of our community.

Partnering with Woodwynn Farms was a natural fit for Pot Luck Ceramics, a social enterprise dedicated to support quality of life programs. Already for a while the Port Alberni Fundraising Coop was looking for a way to expand their business beyond Port Alberni. With the capacity to import high volumes of product from Southern Europe, the Port Alberni Fundraising Coop board knew they had the potential to grow their business, but as a community service coop, they wanted to stay true to the model of "Profit for Non-Profit" rather than selling their merchandise to private businesses. The Port Alberni Fundraising Coop will stay the owner of the business at Woodwynn Farms, the profit will be shared, and both the homeless program and the Alberni Valley will benefit from the revenues made at the farm market on 7789 West Saanich Road. If successful Pot Luck Ceramics will be offered their "piggy back" fundraising model to other charitable and non-profit organizations on Vancouver Island, and future endeavours beyond Port Alberni will all benefit the community of the Alberni Valley, this community with the heart, a heart big enough it can beat for other communities as well.