

AGAIN & AGAIN FURNITURE AND DECOR THRIFT

<https://www.againandagain.ca/>

St. John's, NL

Making a house a home: reducing furniture poverty through social enterprise.

Organizational type: Non-profit, registered charity, social enterprise

Mission: As the thrift social enterprise arm of Home Again Furniture Bank, the key goal of Again & Again is to provide sustainable financial resources to support Home Again Furniture Bank, its parent non-profit, while enhancing the organization's overall mission and operations.

Vision: Home Again Furniture Bank is a non-profit organization aiming to end furniture poverty in the Northeast Avalon region of NL.



ACTIVITIES

Home Again Furniture Bank facilitates the donation of gently used furniture to individuals in need. They partner with several non-profit organizations in St. John's to refer clients to HAFB. Again & Again engages in the retail sale of gently used furniture and decor that may not suit HAFB's clients, diverting usable items from the landfill while generating revenue that is reinvested into the organization.

Again & Again takes pride in its efforts to refurbish furniture, either for donations to clients of HAFB or for sale at Again & Again. It also hosts mental health groups and art classes, such as rug hooking, allocating a portion of sales to the artist and a portion to Again & Again.

EXPERIENCE WITH SOCIAL ENTERPRISE

Again & Again is the pioneering social enterprise initiative of HAFB, boasting a successful 1.5 year operational history.

HAFB recognizes benefit of identifying new ways to sustain operations through profitable social enterprises, which is done by evaluating potential business activities that align with organizational values and goals.

HAFB observes that there are opportunities for organizations to partner on social enterprise projects. They believe in establishing clear contracts outlining commitments, objectives, and measures of success to help facilitate effective collaborations.

While social enterprise offers potential for revenue generation and supporting the organization, the initial investment and additional management requirements has posed challenges to HAFB.

EXPERIENCE WITH SOCIAL FINANCE

There is organizational interest in learning more about the opportunities that might be available for HAFB to utilize social finance. HAFB hopes to engage in conversation about options for capacity building and what that could look like. HAFB recognizes the need to increase organizational understanding of the concept of sustaining programming through social finance opportunities, and are intrigued by the possibility of relying less on traditional grant funding options.

HAFB emphasizes that social finance education would not only benefit the organization but also its board members. They believe that the board is open to exploring new ideas but is often hindered by financial constraints. Additionally, the organization sees how bringing together various charitable organizations for discussions and guidance as a group would be a beneficial way to design educational sessions.

KEY TAKEAWAYS

Again & Again has celebrated numerous successes since opening just over a year ago. Their Director of Operations noted that the social enterprise has been very successful since its launch. In the first year of operations, Again & Again generated a profit of over \$37,000.

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Mapping Financing Opportunities and Experience Among Community Organizations in Newfoundland and Labrador

