

## **Whole Home, a new social enterprise**

**by Jock Pitts, president of People Working Cooperatively, Inc.**

To be successful in these times, PWC must start with providing value for our homeowners, but must also look for ways to find shared interests and value with businesses, government, and other non-profits, and individuals.

To provide more value to our community stakeholders and extend our mission, PWC is launching a social enterprise.

This is not a new business. It is an extension of our existing one. PWC is now available to serve anyone who needs specialized home modification services such as accessible baths, kitchens, ramps, grab bars and more. PWC will still operate our grant-based Modification for Mobility Program for income qualified people. But we are also building on 20-plus years of experience in this field by making our modification services available to those typically above our income guidelines. There is no business we have found in this region that can perform the range of services PWC can perform for people with these needs.

And the need is great. As we know, America is aging - and we all will need trustworthy, professional and caring people to help make our homes work for us in the future. PWC believes we can provide this much needed service and generate profit from the work. Profit PWC earns from the social enterprise will be utilized to support the low income modifications program.

Currently, all of PWC's free will giving efforts such as our annual support campaign, Oscar Night America, and our many grant and foundation awards, are directed to our modifications efforts. And it is just not enough. There are over 120 people on our modifications waiting list. And as the word of this service gets out—the waiting list grows.

These modification services are literally life-changing. For many people, it means getting the ramp that allows them to leave their home for the first time in years. For others, it means getting out of the nursing home or rehab center, and coming home. For still others, it means the simple dignity of using the bathroom for the first time in a long time, without help.

With this social enterprise, PWC will find the ability to say “yes” to more people in need.

PWC is launching this social enterprise under the name, “Whole Home”. Whole Home will initially feature these modification services:

- Ramp Sales and Installation
- Short Term Aluminum Ramp Rentals
- Fall Prevention Sales and Installation
- Bathroom Modifications

These services will be available for a fee, based on the unique needs of each household.

I want to specifically thank Xavier University’s X-LAB (Launch a Business) competition that provided, and is still providing, valuable guidance to PWC in this venture.

Also, thanks to our many partners in this work, such as the Aaron Perlman Center at Children’s Hospital and E-Z Access Ramps, as well as our new partners such as the Visiting Nurse Association, for their support.

With these partnerships in place, PWC and Whole Home are poised to become a part of the solution for health care in America.

*For more information about Whole Home, please call Jere McIntyre or John Hay at (513) 351-7921. More information will soon be available on [pwchomerepairs.org](http://pwchomerepairs.org).*