

Performance Results for 2022-23 Community Futures Yellowhead East

Community Futures (CF) is a program that supports community economic development and builds the capacity of communities to realize their full sustainable potential. The purpose of the CF Program is to help communities develop and implement *local solutions to local problems*.

Community Futures Performance Results	2022-23
<i>Strong rural community strategic planning and implementation</i>	
1. Total number of community-based projects (new & on-going)	128
2. Total number of local and regionally-based community strategic plans developed and/or updated	3
<i>Rural access to business development services</i>	
3. Total number of business training session participants	383
4. Total number of business advisory services	535
<i>Rural access to capital and leveraged capital</i>	
5. Dollar value of loans	287,066
6. Total number of loans	8
7. Number of jobs created/maintained/expanded through lending ¹	11
Provide additional information (e.g. Success stories, Links to priorities, leveraging work, communication events, etc...)	
<p>In 2022/2023 Community Futures Yellowhead East, focused on the strategic priorities that were identified by the CFYE board of directors, which included, but not limited to;</p> <ul style="list-style-type: none"> • increasing awareness to the core services available through CFYE, through increased information being provided to board members to share with their councils, presentations and increased communications with municipal stakeholders and presentations being facilitated with regional municipal non profit business support organizations and through marketing and social media promotions • Additional focus and partnership opportunities that focused on the key inclusiveness priorities identified by our federal funders. <p>Inclusive Projects Developed & Implemented or Continued in the 2022/2023 period included, supports to Indigenous peoples, women, and New Canadians</p> <p>Piloting the Travelling Incubator program in partnership with each of our municipal stakeholders.</p> <p>A Designated Staff member was able to provide weekly in person services to clients seeking assistance from CFYE in a dedicated private office space that was provided free of charge by participating municipalities.</p>	

¹ Estimated at the time of lending

- 8 outlining regional municipalities provided space for staff to meeting with clients.

Indigenous Peoples Supports:

- Whitecourt Indigenous Friends Society, continued to receive support and coaching, in relation to organizational structure, policy and procedure development support and financial reporting assistance.
- **Indigenous Culture Awareness Training** provided to all municipalities and nonprofit organizations who work with indigenous peoples on a regular basis. This one-day workshop was followed by a Blanket exercise being offered to participants of the morning workshop. This program was able to be offered in partnership with the Whitecourt Indigenous Friends Society
- The continuation of the Collective Co Working Space created in partnership with Project Gazelle, and the Town of Whitecourt, continued to provide dedicated co-working space and time for Indigenous Small Business Owners, and Female Small Business Owners

Supports to Women

- **Women in Leadership & Business focus group** was formed in partnership with local female business owners looking to champion and provide supports to females who are looking for supports in advancing their careers, female entrepreneurs looking for supports to start, grow or expand their businesses as well as women who might be transitioning to retirement or to succussing their business.
- **Hyper Drive Women in Business Summit Project** - through partnering with other CF offices and utilizing RRRF administration funds to offer after care supports to RRRF clients we were able to provide a guest speaker at the Hyper Drive Women in Business Summit, as well as cover the costs to have local female business owners who were RRRF client the opportunity to attend the summit as well as invited them to speak and share on a panel of speakers their story of resilience and perseverance. In total CFYE had 2 female business owners from the region participate on the panel and offered discounts or free tickets to attend the event to an additional 8 female business owners.

Youth Supports:

- **Youth Entrepreneur Market** – In partnership with the middle school Percy Baxter in Whitecourt, CFYE was asked to provide support to Grade 8 youth, who wanted to host a Youth Business Market. CFYE facilitated sessions to approx. 40 students over the course of 2 semesters, to teach them about idea generation, marketing strategies, how to price products, start up costs considerations and cashflow projections, through goal setting and Business Planning Canvas materials. Both classes taught then held very successful sales day markets.

Entrepreneurs with Disabilities: Focus on the EDP program remained a priority for CFYE, which turned into a higher number of EDP clients being signed up for the additional services. CFYE was also privileged to work with a new youth entrepreneur, who was not eligible for the EDP program due to his age. CFYE made the call to work with this young man who struggles with Turrets syndrome to help him grow his current business model, and to provide supports for him to better understand what his products were costing him, to discuss goals for expanding his business as well as sponsored space for him to sell his product at a recent Chamber of Commerce Trade Show.