

Performance Results for 2021-2022



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	2021-22
<i>Strong rural community strategic planning and implementation</i>	
1. Total number of community-based projects (new & on-going)	33
2. Total number of local and regionally-based community strategic plans developed and/or updated	46
<i>Rural access to business development services</i>	
3. Total number of business training session participants	253
4. Total number of business advisory services	597
<i>Rural access to capital and leveraged capital</i>	
5. Dollar value of loans	\$1,300,000
6. Total number of loans	36
7. Number of jobs created/maintained/expanded through lending ¹	93
Provide additional Information (e.g. Success stories, Links to priorities, leveraging work, communication events, etc...)	
<p>For many, 2021-2022 continued to be a challenging year filled with uncertainty and environmental challenges. I am very proud of how my team responded, staying true to our spirit of comradery, and focussing on what matters most, our business members, and community residents. We worked together to serve each other and stood by each other through the turbulence brought upon us by the pandemic to serve the community.</p> <p>We continued to provide business support and coaching through our Business Support Program, championed the Regional Municipality of Wood Buffalo for additional funding for expansion of the program and was successful. To date, we have served over 150 businesses, and saved over 500 jobs in our region.</p> <p>Our work to deliver impact and systemic change for our clients and communities was equally important in driving our financial results. We loaned out \$1.3 MM in Loans to 36 business clients enabling CFWB to far exceed our goals set by Prairies Economic Development Canada by 325%. Our focus on client engagement, allowed us to experience a significant decline in loan delinquencies and significant uptake in business programming. These results encouraged</p>	

¹ Estimated at the time of lending

us to continue thinking outside the box and continue to be a catalyst for change as we continue to create and deliver relevant business programs for the community.

Programming:

CFWB's "**Artrepreneur Series**", aimed at providing business training to Artists who are interested in starting their own small business was very successful. We delivered three six-week programs to over 75 participants. These sessions were well received within the arts community, and we are thankful to our partners, Project Gazelle, Startup YMM, and Arts Council of Wood Buffalo for all their assistance in seamless delivery of these workshops.

Through partnership, CFWB worked alongside Startup YMM and the Fort McMurray Chamber of Commerce to deliver workshops in the areas of Business Planning, Cash Flow, Customer Service, Grant Writing, Accounting, Marketing and Social Media training to over 300 participants through over 25 workshops designed to educate business owners in the region.

Youth Program:

In July 2021, CFWB worked alongside Project Gazelle to deliver our first ever "**Business Jam**", an all-day weekend event for youth to learn about business. It was geared towards kids from the ages of 7 to 12 and was a natural transition to our Virtual Business After School Programs which began in Fall 2021. These training courses have had over sixty children from the ages of 7 to 12 learn about entrepreneurship, business planning, money management, and customer service.

Indigenous Training

To further embed Reconciliation as a core value, it was equally important in addressing systemic challenges and barriers faced by our indigenous members and communities. CFWB is committed to being a force for change and has opened a satellite office in the community of Fort Chipewyan. Through partnership, we are committed to deepen our work to better understand and meet the needs of our Indigenous communities and to expand the ways we serve them.