

2022-2023
Wins



**BUSINESS
LOANS**

JOBS

IMPACT

VISION: *CFLR is a forward-thinking change agent that enhances partnerships, economic growth and makes business dreams happen.*

MISSION: *We provide regional entrepreneurs with accessible business development capital and grow communities one idea at a time.*

Greetings from our Chairperson – Olen Hillaby:

I would like to thank all the Board members and our staff team for their dedication to Community Futures over the last year. Between changing regulations and the still unstable economy, all of our partners, clients, and communities have had to adapt and pivot in many ways. With many new members to our board, I know we all have enjoyed working together. We all have benefited from each other's knowledge and experience to grow the businesses in our communities. I look forward to getting to see more of everyone in person and continuing to achieve great things over the next year.

Olen Hillaby

Greetings from our General Manager – Corinne McGirr:

This year was creative, innovative, and customer centered. We implemented programs, services, and projects that were supportive and timely in our changing entrepreneurial landscape. Our clients continue to thrive and pivot as they find new markets, new offerings, and new processes to improve their operations. The ability they have to rebound and respond to new challenges is a testament to their resilience. Our communities also are hard at work creating welcoming ecosystems for businesses. Thank you to all our community and business partners for supporting local entrepreneurs and local projects that lay the foundation for community economic development. Thank you to our team – Sharon, Kirsten, MaryAnn, and Glenys for going above and beyond for all our clients. Additionally, a big appreciation for our Board of Directors for their continued leadership and guidance as we strive to improve as an organization serving our region. Our team looks forward to continuing to build communities one idea at a time!

Corinne McGirr

Community Futures Lloydminster and Region acknowledges that the rich and nourishing lands that we gather and do business on today are the ancestral home of the Cree, Dene, Nakota, Saulteaux, and Ojibwe First Nations within what we now call Treaty Six Territory, and the Homeland of the Metis. We commit to meaningful consultation and building respectful relationships to develop a shared vision for economic development and prosperity in our community. Together, we can ensure that all people have equitable access to education, training, and opportunities to develop entrepreneurial capacity and achieve their full potential.

BUSINESS LENDING

This year we had two primary goals in mind for our lending activities:

1. **Smaller loans to more businesses:** we assisted 17 small businesses with loans (all \$60,000 or less).
2. **Loans to support women entrepreneurs:** of our 18 total loans, 12 were women-owned (50% ownership or higher). We also introduced a loan specific to women with funding from Government of Alberta.



BUSINESS LOANS

(April 2022 – March 31, 2023)

LOANS	VALUE	TYPES	LOCATION
<ul style="list-style-type: none"> • 18 loans • 17 businesses 	<ul style="list-style-type: none"> • \$439,300 	<ul style="list-style-type: none"> • Start-ups x 8 • Existing x 10 	<ul style="list-style-type: none"> • Lloyd - 8 • Vermilion- 7 • CVR - 2 • Kitscoty - 1

Businesses supported this year with loans:

Women Owned = 12

Youth Owned = 3

Entrepreneurs with Disabilities = 3

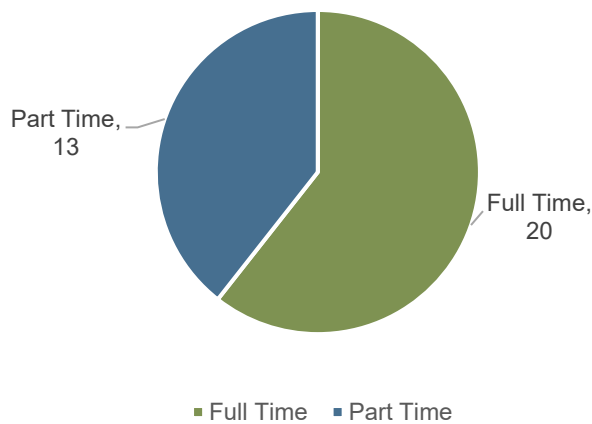


We continue to see an increase in client services year over year. We delivered business coaching, advisory services and/or loans to 125 businesses over the past year (an increase of 20 businesses being served).

JOBS

Maintained and/or Created

A key metric we monitor are the jobs being maintained and/or created through lending activity.



SECTORS & DEMOGRAPHICS

Community Futures supports all sectors, all industries, and all types of businesses. A key Strategic Goal for our organization is the economic empowerment of women entrepreneurs and we had many opportunities to support and assist this group, particularly through our Project Gazelle.



Personal Services	Health & Wellness	Oil & Gas	Construction	Retail
Tourism	Trades	Professional Services		Food Production
Transportation	Restaurants	Ag		



EVERYDAY IMPACT

Our team strives to provide outstanding service and supports to our clients and community partners, but more importantly to nurture trusting relationships with them. We understand that every day is not all sunshine and cheer for entrepreneurs and they need to trust us in those times of gloom and challenge so that we can help in the best way we can. Statistics show that businesses that connect with Community Futures for assistance have a 13% higher rate of 5 year survival than businesses that do not seek us out and that they also see a 5% higher compounded annual sales growth rate. This data shows that we generate positive community impact and assist in creating stronger businesses. This can only happen when we have great relationships and an amazing team of dedicated experts who contribute daily.

"Thank you so much for the last few weeks, I'm so excited I'm shaking over here!! But seriously, you guys are making my dreams come true! I'm so happy to have business resources and amazing people like all of you that see potential in someone who wasn't sure if there was potential there."

Program Participant/Loan Client

"Thank you so much Sharon. And thanks for your extra efforts in making my process painless!! It's so great to see people like yourself going over and above. It is deeply appreciated!!!"

Loan Client

"I cannot thank Glenys and the Project Gazelle team enough for their support and everything they did to empower all the Gazelles."

Project Gazelle Client

"Thank you for hosting the event today, was very informative. I look forward to working with you."

Program Participant

"I had the absolute pleasure of interacting with PG on many levels and every interaction I have been able to take at least one (if not many!) valuable nuggets of info and directly apply to my personal or professional life."

Project Gazelle Client

"Corinne, You get more than 5 stars if they had them, I can't thank you enough for the help and understanding."

Program Participant

"AMAZING. I hope you realize the impact you have on your clients. It's not small-It's significant. There are days we just want to go back to bed and work at McDonalds (Lol). But then remember we have partners who support us when we need it most."

Program Participant/Loan Client

PROJECTS & SERVICES

We are proud to be a partner on a wide variety of community projects that aim to connect entrepreneurs, build community capacity, and support regional growth.

- Project Gazelle (women entrepreneurs)
- Digital Literacy for SK Entrepreneurs
- Smarter Small Business
- Self-Employment Program
- RRRF Needs Assessment
- Think Lloyd First
- Strategic Planning for community organizations
- Lemonade Day and Juniorpreneur
- Entrepreneurs with Disabilities
- Social Media programs
- Northern Alberta Food Marketers Association & Connect for Food
- Economic Summit
- HOT 6
- Business coaching, mentoring, and advising
- Supports for business training

"Kirsten – thank you, you rock!"

Project Partner

STRATEGIC ROADMAP

How is our Progress?

Our 2021-2024 Strategic Plan outlines 4 key Strategic Goals and the activities to support those initiatives. Overall, we continue to see measurable success against our targets.



GOAL #1 – Act as a pathfinder in support of entrepreneurs

Yes, we do this everyday! A few things we've completed specifically include:

- **Make Connections:** Hosted/Co-hosted 13 events that brought entrepreneurs, employees, partners together with networking opportunities (207 attendees)
- **Create Awareness:** continue to use social media, as well as word of mouth to create awareness. Our part time presence in Vermilion has generated great buzz there (plus 7 new loan clients!)
- **Enhanced Business Advisory Services:** provide enhanced services to 12 clients to December 2022. Final progress was 18 clients completed.



GOAL #2 – Support the economic empowerment of women entrepreneurs

Our office worked with 89 women entrepreneurs this past year and provided loans to 12.

- **Activate Women Entrepreneurs:** through our Project Gazelle we have created 6 incubators, introduced entrepreneurship to 5,716 women, with 3,712 women served and 2,004 started on the path to owning their own business. These statistics exceeded the projections and we are extremely pleased with the legacy left by this initiative. We have now completed this project as of March 2023. In 2022, CF's were asked by the Government of Alberta to help them support women entrepreneurs by implementing a loan program specific to women. We were able to lend \$100,000 to 4 women in our region to either start or grow their businesses. We will be working with this group of clients until at least 2027 and hope to see another injection of funds from the GOA.



GOAL #3 – Ensure access to capital that meets the needs of our regional entrepreneurs

A few things we've completed specifically include:

- **Accessible Loan Program:** worked on the creation of the Smarter Small Business program, which paired marketing training with a loan to implement their marketing plan. In 2022-2023 we had 7 training participants and 4 who completed the program and received their marketing loan (with an additional client in progress at the end of the year). We also continue to provide supports, training, and coaching to RRRF loan clients as they work their way through economic recovery.



GOAL #4 – To establish ourselves as a collaborative partner in community economic development

- **Be Involved:** implement projects that support women, youth, those with disabilities, indigenous, or newcomers. Our target is to have 3 such projects on the go and in reality we had 8 that met these target groups (Project Gazelle, Lemonade Day, Juniorpreneur, HOT6, EDP, Inclusion Lloyd SE, Economic Summit, CGI Women's loan supports)
- **Be Involved:** ensure we have at least one project based within our Saskatchewan region, which we were able to do through our Digital Literacy, and Self Employment programs
- **Be Involved:** ensure that every project or initiative we undertake involves at least one other community partner. In 2022-2023 this was achieved with 100% success rate. We invested \$21,910 in projects, which also included community partners contributing \$53,850 for a total exceeding \$75,000 being invested and leveraged in our region!



Thank you to Prairies Economic Development Canada for your continued support and dedication to rural entrepreneurs!

With the support of:
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