

ANNUAL REPORT

COMMUNITY FUTURES NORTH FRASER



2019-20



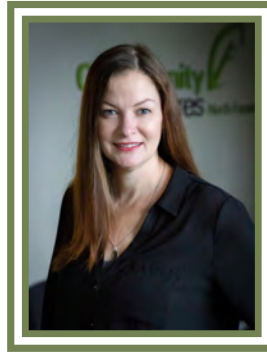
A MESSAGE FROM OUR CHAIR AND EXECUTIVE DIRECTOR

Community Futures North Fraser supports local entrepreneurs and small business owners with business loans, advisory services, training and our efforts to promote community economic development in Mission, Kent/Agassiz, Harrison Mills, Deroche, Dewdney and Harrison Hot Springs.

In 2019-20 Community Futures disbursed 9 loans for a total of \$805,307. This was a successful year, although our number of loans were down, we hit our dollar amount target. Advisory Services had 206 clients, below average for last year due to being without a business advisor for 3 months and due to Covid-19. Our Training Sessions continue to grow with the level of service provided as a result of offering the Self Employment Training Program for WorkBC. The total number of participants in training for the 2019-20 year was 146, below last years total but on trend with the last 3 years average of 148, we do now have a Business Advisor to Facilitate this program and have seen increased numbers now. The financial support of the WorkBC program provides the opportunity to include other clients in the training sessions, so the increase in numbers also includes other small business owners from the area we serve.

North Fraser was quick to adapt to the COVID-19 crisis by creating a new Emergency Loan of up to \$20,000 with lower interest rates and deferred payments. We transitioned all of our self-employment classes, training, advisory services and most of our operations to be virtual. We continued to offer full services while keeping our staff and clients safe.

Community Futures is a non-profit organization governed by a local board of directors who volunteer their time to support the work of this organization. We are grateful for the work of the board and their commitment to provide support to the many small business owners who use the services of Community Futures North Fraser. We are equally appreciative of the work of staff and their dedication to this organization and our clients.



Heather O'Coin



Gwen Atkinson

BOARD OF DIRECTORS

Heather O'Coin
Mission, BC
Chair

Manny Deol
Mission, BC
Vice Chair

Lynn King
Mission, BC
Director

Athena Leskun
Mission, BC
Director

Hannah Kuyek
Mission, BC
Director

Alex Rocco
Mission, BC
Director

Cal Crawford
Mission, BC
District of Mission Liaison



OUR STAFF

From left to right

Gwen Atkinson
Executive Director

Jeanette Calderone
Operations Manager

Michele Blackwell
Loans Officer / Business Analyst



33163 2nd Avenue
Mission, BC V2V 6T8

604.826.6252

www.northfraser.org

COMMUNITY IMPACT

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 North Fraser works to support a positive business environment in the communities we serve. Community Futures helps diversify and strengthen our local economy. Community Futures North Fraser provides business loans and advisory service to small and medium size businesses located in **Mission, Kent/Agassiz, Harrison Mills, Deroche, Dewdney and Harrison Hot Springs.**

INVESTMENT IN OUR COMMUNITY



MARKETING INITIATIVE

In 2019-20, we continued our marketing activity through our participation and sponsorship of events. Community Futures relies heavily on our referral network to direct clients to our services, and the increased participation in the community both promotes CF to potential clients and to our network of other business lenders. Community outreach has been effective in an increase in the number of clients referred from banks and credit unions and the Mission Regional Chamber of Commerce.



Our community involvement combined with our continued client success stories provides strong content for our social media channels, and at the end of 2019-20, our Facebook likes are above 1,100; our Instagram has a following of 750 and growing. New clients are increasingly identifying social media and online as how they found us on our client intake form.

We continue our partnership with the Mission Regional Chamber of Commerce through our sponsorship commitment. With the onset of the COVID-19 pandemic, we have worked with the Chamber as well as the District of Mission in cross-marketing strategies and host training for businesses through the 'I Love Mission' campaign. Our Executive Director sits as a liaison on the Downtown Business Association Board and has partnered with them on COVID-19 relief projects.

Our increased profile in our community has branded Community Futures as the first stop for entrepreneurs regardless of where they are in their business development and planning.

PARTNERSHIPS



SUCCESS STORY // Arch-Way Dance



Regina Janus is a choreographer, dance instructor and dancer born and raised in Mission, BC. She has been trained in contemporary, jazz, tap, modern, ballet, musical theatre and hip hip.

Gina has freelance instructed and choreographed in New Zealand, Canada and throughout the Fiji Islands. After many years as a freelance dance instructor for other companies, she decided to do it for herself. She literally started small with "Tiny Toes" dance classes for 3 to 4 year olds and "Little Stars" for 5 to 8 year olds. Renting spaces between a church chapel and local hall, she realized her growing enrollment required a more permanent space. She officially opened Arch-way Dance Studio in 2016. In 2019, with the help of Community Futures' financing, she was able to expand her studio and make the required leasehold improvements. With her new studio, she was able to expand from 270 students to 355 and created 4 new jobs.