

ANNUAL REPORT

COMMUNITY FUTURES NORTH FRASER



2021-22

A MESSAGE FROM OUR CHAIR AND EXECUTIVE DIRECTOR

Community Futures (CF) is a non-profit organization federally funded by Pacific Economic Development and 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. CF North Fraser supports local entrepreneurs and small business owners with advisory services, self-employment training, business plan development, small business loans and we are dedicated to promoting community economic development in Mission, Kent/Agassiz, Harrison Mills, Deroche, Dewdney and Harrison Hot Springs.

This was another successful, positive year, our community partnerships are thriving and have more strength behind them than ever before. In 2021-22 Community Futures disbursed 9 loans for a total of \$427,500. Our advisory services continue to be our highlight for this office with 447 clients served, slightly lower than last year's total as the businesses all started getting back to their 'new normal'. 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

The total number of participants in training for the 2021-22 year was 402, continuing with the upwards trend. Our partnership with another CF office to provide this program delivery virtually remains successful. The number of inquiries and students has slowed slightly, and we expect that has to do with the labour market and the number of full-time jobs that are available.



Heather O'Coin



Gwen Schmidt

BOARD OF DIRECTORS

Heather O'Coin
Mission, BC
Chair

Janessa Derksen
Mission, BC
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Manny Deol
Mission, BC
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Director

Alex Rocco
Mission, BC
Director

Dan Schubert
Mission, BC
Director

Cal Crawford
Mission, BC
District of Mission Liaison

OUR STAFF



Michele Blackwell
Business Analyst



Jeanette Calderone
Administration Director



Aaron Pete
Business Recovery Advisor



Priya Mangat
Marketing Coordinator



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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 INITIATIVES

In 2021-22, we continued our marketing activity through support and sponsorship of virtual and increasingly in person events. We have hired a new Marketing Coordinator to continue to grow our social media branding and presence. Our community and business involvement combined with our continued client success stories provides strong content for our social media, direct referrals and print media.

We have emphasized our community involvement through funding initiatives and activities beyond community events. Some of our initiatives include funding \$5,000.00 to Tourism Harrison for Light's on the Lake to drive tourism to that region. We also provided community funds to Tourism Harrison District of Kent \$2,500.00 for new signage and another \$2,500.00 was presented to the Fraser Valley Mountain Bike Association to help rejuvenate the trail network and provide signage on the trails adjacent to Heritage Park.



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SUCCESS STORY

Harrison Lavender

Harrison Lavender is a boutique lavender farm nestled near beautiful Harrison Lake, dedicated to creating lavender products for home, body, mind, and soul.

Lavender is said to have many soothing properties beneficial for your health. Walking among the rows, the smell will surround you.

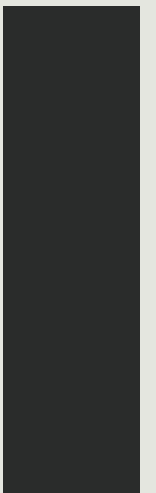
After a busy life in the city, Pavol and Zuzana Palovic decided to slow their pace and start a farm in Agassiz. They fell in love with the Harrison area because of its natural and serene beauty. Pavol's background is in air traffic control, there was a steep learning curve farming lavender, but now he feels at home among the plants. His wife, Zuzana, was an architect in Slovakia, using her skills to design their Farm Building, where they process and sell lavender honeys, oils, soaps, teas and more.

With the help of Community Futures North Fraser, Pavol and Zuzana were able to complete the construction of their Farm Building this past spring and have been open for business ever since. Harrison Lavender is a labour of love, from the harvesting to drying and processing. You can visit their boutique or shop online at www.harrisonlavender.com.



PARTNERSHIPS







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