Wellington—Waterloo

Community Futures

Media & e- Kit

Wellington-Waterloo Community Futures Corporation

Thank you for your interest in Wellington-Waterloo Community Futures Development Corporation (WWCFDC) a federally supported not-for-profit Corporation, governed by volunteers in partnership with Industry Canada. The services provided by the WWCFDC exist to promote economic growth and community development and in the following nine townships: Puslinch, Erin, Guelph/Eramosa, Centre Wellington, North Dumfries, Wilmot, Woolwich, Wellesley & Mapleton.

The WWCFDC focuses on job creation through community strategic planning, as well as by providing funding and advisory services to area businesses. Economic development support, business consulting and business loans are available to qualifying businesses of rural areas of the County of Wellington and the Region of Waterloo.

Through your continued support, Wellington-Waterloo will continue to be a powerful economic tool to spur small business growth, initiate regional economic development strategic planning and generate full time employment.

Sincerely,

Mr. Joe Martens
President
WWCFDC Board of Directors

Fact Sheet 2006

The Wellington-Waterloo Community Futures Development Corporation (WWCFDC) has been in existence since April 2004. Its purpose is to facilitate and foster economic development in nine rural townships within the Region of Waterloo and the County of Wellington.

Services offered By The WWCFDC Include:

- Consulting with businesses
- Funding (loans) for business start up and expansion
- Supporting community development projects

Accomplishments To Date Include:

• Total number of businesses supported	280
• Total hours of business support	450
• Total dollars invested in small business development	$2,285,639
• Investments leveraged	$3.2 million
• Average loan	$54,419
• Total number of jobs created	230
• Cost per job created	$9913
• Interest earned	$37,295
• Principal Repaid	$67,306
• Investment to Brantford Ethanol plant (in equity)	$150,000

Relationships

We have forged relationships with local banks and mortgage companies to leverage the funds provided by Industry Canada, and are involved in various joint CFDC ventures including:

- The Countryside Energy Co-operative with Huron and Perth CFDCs
- The joint Ethanol Plant investment with four CFDC's from the Southwest Region
- High School Health Profession DVD and website with six CFDC's from the Southcentral Region

Community Economic Development

- Conduct focus groups for the purpose of identifying local interest, and issues
- Assisted in creating the Buy Local Buy Fresh map
- Health Care DVD partnership

Board of Directors

WWCFDC is a community economic development program that is managed by a community representative Board of Directors

Board of Directors:

- Provides governance for the organization, represent it in the community and ultimately accept legal responsibility for it
- Acts on behalf and represent the views of the CFDC's constituents - the citizens of the community
- Has the principal responsibility for the carrying out of the organization's mission and strategic objectives
- Accomplishes its functions through attendance at regular meetings plus participation on committees and sub-committees
- Charged with four phases of organizational development planning, organization, operations, and audit/evaluation

Reasons for Being a CFDC Board Member:

- Expand personal perspective and experience
- Interest in community economic development
- Personal concerns about the future of the individual community or sector
- Desire to have an impact on the future of the rural community
- Meet new people and develop social, business and professional networks
- Learn about management, government, financing, training, etc.

To learn more about our Board of Directors please visit our website: http:// www.wwcfdc.com. For personal assistance, contact our Office Administrator Kate Cutten:

Contact
Kate Cutten
1-519-846-9839 ext 3
www.wwcfdc.com

Business Financing & Consulting

Customized Financing

We provide customized financing for viable business projects in the start-up, relocation, stabilization or expansion stage. Repayable loans, loan guarantees and equity investments in amounts up to $150,000 are available to new and existing businesses located in the WWCFDC catchment area.

We are not in competition with the chartered banking system or other commercial lenders. Our financing can be independent of, or in partnership with other financial institutions when traditional financing is unavailable or insufficient.

If you are seeking a commercial loan up to $150,000, see below for information on our loan application process.

How to Apply

- Contact our Lending Specialist for an initial interview
- Prepare your business plan.
- Complete your financial statements and/or forecast.

For on-line assistance in completing your business plan and financial forecasts, visit our on-line application forms. For personal assistance, contact our Business Consultant and Lending Specialist Rick Whittaker.

Consulting and Referral Services

We offer one-on-one business consultations at no cost to you. We can assist you in: assessing and planning a business start up, restructuring, expansion or relocating. We can direct you to available federal, provincial and local expertise that can assist you in translating your research into reality. Contact our Business Consultant Rick Whittaker for a consultation.

Contact
Rick Whittaker
1-519-846-9839 ext 1
www.wwcfdc.com

Community Economic Development

Community Economic Development (CED) is a process by which members of the community come together out of a common interest, concern for, and desire to develop their community. This process takes an approach that builds long-term community capacity and spirit.

CED fosters integration of economic, social, and environmental objectives. CED is not restricted to generating and initiating solutions to common economic problems that may exist. CED includes proactively identifying and creating opportunities for broader community betterment and resiliency.

The role of the WWCFDC within the county/region is to facilitate or enable communities to help themselves. The corporation assists with this bottom-up approach by acting as a resource at every step of the way. We can help with establishing community and regional goals, plans and programs, and implementing courses of action to pursue them, ensuring that planning is followed by action.

We Assist in:

- Defining goals and objectives
- Planning and implementation
- Identifying sources of capital
- Identifying potential projects
- Identifying Government assistance programs
- Recent Projects

To learn more about community Economic Development in Wellington Waterloo please visit our website. For personal assistance, contact our Community Development Officer Cathy Brousseau.

Contact
Cathy Brousseau
1-519-846-9839 ext 2
www.wwcfdc.com