



Marketing & Training Support Program

Has your small business been impacted by COVID-19 or are you in need of supports to change how you are doing business? If so, Community Futures East Interlake (CFEI) is here to help.

Community Futures East Interlake is providing matching **Support Dollars** to businesses in the East Interlake region. Funding is available for entrepreneurs to access professional **marketing services** for their existing business and/or **training dollars** for business owners to upgrade their skills in areas they feel they need assistance. Funds for training will only be for business owners (not employees) who have at least 25% ownership in the business. Entrepreneurs will only be eligible to receive funds from CFEI once in a twelve (12) month cycle (if you have received funding prior, you will have to wait 12 months to apply again). If approved, funds must be used by March 31, 2022. Intake on the program is ongoing and will continue until funds are no longer available.

Once approved, Community Futures East Interlake will pay by invoice directly to the supplier once service is completed or training registered. All service providers/contractors must be registered businesses and must provide their business number. Funding for this program will be capped at **\$500 per business for the year and must be matched by the business (this means to access \$500, you must contribute \$500 also)**. To receive funds, we will require proof of your matching contribution to the project acceptable to Community Futures East Interlake. Community Futures East Interlake is only responsible for up to the approved amount, all additional funds will be the responsibility of the business owner.

Eligible services can include:

A) costs to move your business online such as

- Graphic designers,
- Web designers,
- IT supports,
- E-commerce

B) marketing assistance or one on one training to promote your business

- Brochure/flyer design
- Logo design
- Social media set up & social media content creation
- Video creation
- Photography

C) training

- Bookkeeping courses
- Payroll Training
- Courses that will assist you to manage your operation

How to Apply:

Your Name:

Email Address:

Phone Number:

Business Name:

Business Address:

Business Website/Social Media Links:

What do you need the services for? (Eg. Website upgrades, online sales, professional photos, Facebook marketing development, social media development, training etc...)

How will the service/training assist and or benefit your business?

Do you have a business/training opportunity that can provide the services you are looking for? If so please provide their business name, name, email, phone number and address. Yes No

If Yes, please provide following applicable information:

Training Course Name:

Business Name:

Contact Person:

Email Address:

Phone Number:

Business Address:

For the program and statistical information, we collect for our funder, please let us know if you identify in any of the following categories:

- Indigenous: First Nation, Inuit, Metis or Non-Status
- Entrepreneur with a disability or health condition PTSD
- Women Owned Business (50% ownership or greater)
- Youth Business Owner (29 or under)
- None of the above/Prefer Not to Answer

Consent to Obtain & Release Personal Information

I, _____ give permission to Community Futures East Interlake Inc. (CFEI) to obtain and maintain personal information about me for the purposes of contacting me and assisting me with business services and this program.

In sharing and discussing my requirements and plans with CFEI, I authorize CFEI to use and share the information with appropriate service providers, Investment Review Committee of CFEI (committee who will process your request) and other government agencies as required to provide me with the technical, training or financial assistance. The information may also be used by CFEI to contact me about related training and other programs that they feel would be a direct benefit to me based on my business needs.

The information will never be released to anyone for any other purposes by CFEI.

Authorization (signature)

Date

I would like to be contacted to receive more information about CFEI's loan programs and other business services that Community Futures East Interlake provides:

- Yes
- No

Questions or to Submit this form, contact the following:

Eugene Zalevich – 204-641-4388, ezalevich@eastinterlake.com

Tammy Dziadek – 204-642-3307, tdziadek@eastinterlake.com

Deanna Fridfinnson – 204-642-2725, dfridfinnson@eastinterlake.com

Mail to: CFEI, Box 1620, 62 2nd Avenue, Gimli, Manitoba R0C 1B0

You can also call our office at 204-378-5106 or 1-800-378-5106.

Website: www.eastinterlake.com

For Internal Use Only– Do not Complete by Applicant

Applicant Meets Criteria: Yes No

Approved Amount:

Invoice Received and includes business number: Yes No

Approved by IRC on: _____

Paid on:

Entered in TEA: Yes No

Verified by: _____