

Marketing & Training Support Program

Are you in need of supports to change how you are doing business or help you with adapting your business to make it more profitable? If so, Community Futures East Interlake (CFEI) is here to help. We offer supports for small businesses as well as business financing loans.

Community Futures East Interlake is providing **Support Dollars** to businesses in the East Interlake region. Funding is available for entrepreneurs to access professional **marketing or bookkeeping 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, 2023. Intake on the program is ongoing and will continue until funds are no longer available.

If approved, Community Futures East Interlake will provide funds the following options:

- (1) Payment directly to the supplier/service provider once support is completed and supplier bill is submitted and signed approved by business owner receiving support funds, or
- (2) Direct reimbursement to the business owner upon proof of payment to supplier/service supplier satisfactory to Community Futures East Interlake (this can include cleared cheque or visa statement showing payment).

Funding for this program will be up to **\$1,000 per business for the year**. The grant is taxable and businesses will need to declare it as taxable income. Community Futures East Interlake is only responsible for up to the approved amount (if approved), all additional funds will be the responsibility of the business owner. Priority will be given to clients who have established need for services.

Maximum combined amount of \$1,000 per business per year. Eligible categories for the program below (you may apply for 1 or more categories up to the maximum amount, combined amount of categories cannot be more than \$1,000):

Please select 1 or more categories up to maximum amount \$1,000

A) costs to move your business online (Maximum of \$500 in this category)

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

B) marketing assistance or one on one training to promote your business (Maximum of \$500 in this category)

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

C) Financial training or bookkeeping training services (Maximum of \$1,000 in this category)

- Bookkeeping courses
- Payroll Training
- Courses that will assist you to manage your operation
- Bookkeeping Assistance/Services (if approved, applicant agrees to provide monthly business financial statements to CFEI for six months)

Application Marketing & Training Support Program – Community Futures East Interlake

Business Owner Information (Applicant)

Your Name:

Email Address:

Phone Number:

Business Name:

Business Number:

Business Type: Sole Proprietorship____ Partnership____ Corporation____

How long in Business/ Business start:

Business Address:

Business Website/Social Media Links:

What do you need the services for? (E.g. 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? Why do you need the funds?

Supplier/Service Provider Information

Identify your supplier, service provider or training that you are applying for. Provide their business name, name, email, phone number and address. Your application will not be processed until you provide details below.

Training Course Name:	<input type="text"/>
Business Name:	<input type="text"/>
Contact Person:	<input type="text"/>
Email Address:	<input type="text"/>
Phone Number:	<input type="text"/>
Business Address:	<input type="text"/>

Brief Description of what provider will supply:

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
- Women Owned Business (50% ownership or greater)
- Youth Business Owner (29 or under)
- None of the above/Prefer Not to Answer

***Please select 1 or more categories up to maximum amount \$1,000 available per business.**

A) costs to move your business online (Maximum of \$500 in this category) \$_____

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

B) marketing assistance or one on one training to promote your business (Maximum of \$500 in this category) \$_____

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

C) training or bookkeeping services (Maximum of \$1,000 in this category) \$_____

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

