

# NEWSLETTER

## A Community Futures Success Story – Whitemouth Museum Project Funding

*Written by Sharalyn Reitlo, Executive Director*

In early 2017, a Board Member of the Whitemouth Museum asked Community Futures Winnipeg River to assist them in preparing a grant application to install wheelchair ramps to access and connect the Log Cabin Artifacts Building and the Heritage House. The Board Member was very keen to apply but had little grant writing experience. Community Futures staff provided education through information resources and guided the Board Member through the granting process which included coaching, reviewing and providing feedback on various drafts of the application. Not only did the Board Member gain knowledge and practical skills for proposal writing that can be used for future projects, the grant was approved and brought \$13,172 of federal funding into Whitemouth enabling this community project to be implemented.

The goal of the project was to increase visitation and access to museum buildings, for those who are disabled or physically limited in some way, allowing more participation in the activities and events offered. The new wheelchair ramps allows the Museum to now engage Personal Care Home (PCH) residents as a new target group, and to enhance historic tours and programs for Adult Day Program participants. People with disabilities now have access to areas of the

museum they could not previously access which enriches the quality of their historic experiences. Programs such as storytelling and crafts are now offered to PCH residents within these historic buildings they can remember. Since the ramps have been completed, several families have brought their family member from the PCH to share in the 150 Birthday Celebrations, the Annual Heritage Day and other Museum events.

If your organization is in need of a project grant, contact Community Futures Winnipeg River to see how we can help your group succeed too! We can be reached at 204.345.2514 or [info@cfwr.mb.ca](mailto:info@cfwr.mb.ca).



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*Community Futures Winnipeg River (CFWR) is a community-based, regional economic development organization serving the North Eastman region of Manitoba. We are one of 16 Community Futures Development Corporations (CFDC's) in Manitoba and are funded primarily by Western Economic Diversification Canada (WD).*



## CELEBRATING SUCCESS: DEBORAH BRADSHAW

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As Deborah Bradshaw's seasonal job was winding down at the end of fall, she was facing another winter of unemployment. She was tired of not having control over her career and believed that an idea she stumbled upon—starting a company specializing in grooming and training dogs and cats—could be a steadier, long-term profession. There was just one problem: most people told her to give up on her dream. That all changed when she found Community Futures Winnipeg River!

"Other people told me that I was crazy to start a kennel in the middle of nowhere alongside the Trans-Canada Highway," Deborah remembers. "Not Community Futures. Michelle, Lindsey, and Florence all put their faith in me from the start and kept me going every day."

The Community Futures team also provided much more than moral support. They guided Deborah through creating a business plan that positioned her for success, researching her ideal customer and market, and becoming familiar with effective marketing strategies. Armed with that knowledge and the Community Futures support system, Deborah went out of her comfort zone to make her dream come true.

"There were many times where I was frustrated and wanted to throw away that business plan, but instead I pushed to keep going and find a solution. Everyone had said that I couldn't build a successful company in such a rural area, but while researching I found out that the town of Kenora had a population of about 15,000 people and a dog in every three households. Yet, they only had one kennel that could house 20 dogs. I realized that locating my company right by Highway 1 would reach many of those underserved families."

With this realization, Deborah continued to persevere toward her entrepreneurial vision in the face of doubt and challenges, a tendency which she attributes to years

of Taekwondo martial arts training. "I started Taekwondo when I was 50 years old as a means of exercise, but it quickly became so much more than a way to stay fit," she explains. "It took me 7 years to acquire my first black belt, and I only achieved that milestone because I didn't quit even when it got really tough. In entrepreneurship, like Taekwondo, it's incredibly important to pause during hard times, find a solution to your problem, and follow through with it."

In fact, that kind of grit is what she admires most in her role model, Cesar Millan. A dog behaviorist known for his television show "Dog Whisperer with Cesar Millan," he built his brand and television show from nothing, never letting setbacks stop him from achieving massive success. Deborah urged herself to follow in the footsteps of her mentor and opened the doors to Dog Creek Spa & Kennel, located in East Braintree. Whereas before Deborah was worrying about having a job through the winter, now she caters to a slew of dog clientele all year round.

"There's nothing quite like walking for 3 miles with 8 leashed dogs every day. It's incredibly relaxing to be able to enjoy the present moment without worrying about my job in the future, and I always appreciate the feeling of the dogs happily strolling alongside me. Those daily walks are my favorite part of owning Dog Creek Spa & Kennel."

Deborah's newfound career has been so successful that she was able to train twice with her role model, Millan, and plans to attend another weeklong training with him in November—a dream come true. And as for her experience with Community Futures during that initial idea-to-plan-to-reality phase of her business, Deborah puts it simply: "Without Community Futures, I wouldn't be where I am today."

We're so happy to help, Deborah, and couldn't be happier for you. Congratulations on your small business success!



## PROVINCE LAUNCHES PRE-BUDGET CONSULTATIONS



The Manitoba government has launched Budget 2018's pre-budget consultations. Manitobans can share their views by taking a survey at [www.manitobansmakingchoices.ca](http://www.manitobansmakingchoices.ca).

The survey focuses on three main areas: controlling marijuana use, balancing the budget and sustaining health care.

In addition to the survey, Budget 2018

public consultation meetings will be held in Winnipeg, Brandon, The Pas, Dauphin, Winkler and in the Dawson Trail and Interlake regions. The town halls will start in Winnipeg on Oct. 11. Telephone town halls will also be held in October.

For the dates of the town hall meetings or to take the survey, visit [www.manitobansmakingchoices.ca](http://www.manitobansmakingchoices.ca).

## COMPLIMENTARY RESOURCES

Available through Community Futures Winnipeg River

### Marketing

- ↳ Social Marketing Strategy & Planning Kit
- ↳ Twitter Marketing Tips
- ↳ 101 Tips to Grow Your Website Traffic
- ↳ Pinterest for Business
- ↳ The Essential Guide to Social Media Advertising
- ↳ How to Create the Perfect Post
- ↳ Guide to Creating a Social Media Strategy
- ↳ How to Use LinkedIn
- ↳ How to Create Facebook Ads
- ↳ 12 Basic Tips to Master your Instagram Marketing Strategy
- ↳ How to Cultivate Loyal Customers with Social Media
- ↳ 13 Instagram Marketing Tips from the Experts

### Non-Profit/Business

- ↳ Fundraising Planning Calendar
- ↳ Annual Fundraising Plan Template
- ↳ Revenue Generating Planning Template
- ↳ 2016 Master Database of Various Grants / Funds (Please contact us)
- ↳ How to Register your Business, Non-Profit or Charity
- ↳ Strategic and Operational Planning Templates
- ↳ Constitution and By-Laws Template
- ↳ Non-Profit Revenue Generating Template
- ↳ Business Plan Template

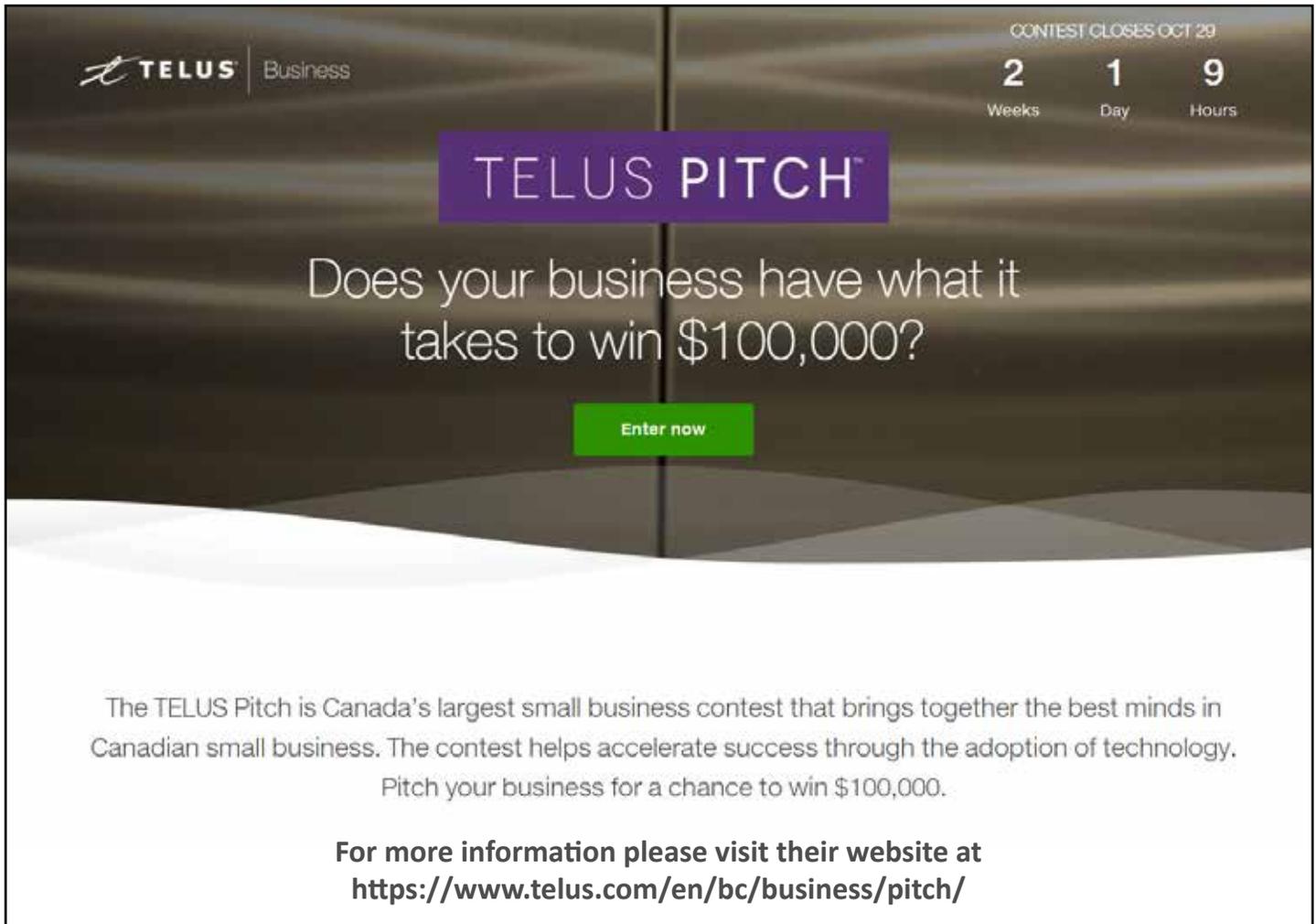
And many more to help develop or enhance your business/organization. Let us know what you are looking for.

## Community Futures Winnipeg River congratulates all Small Business Owners in the North Eastman Region!

IN LIEU OF A SMALL BUSINESS WEEK EVENT WE ARE PLANNING SOMETHING SPECIAL IN BEAUSEJOUR ON FEBRUARY 8, 2018

Stay tuned for more details and be sure to save the date!

**Community Futures** Winnipeg River



The advertisement features a dark background with a purple banner reading 'TELUS PITCH'. Below the banner, the text asks 'Does your business have what it takes to win \$100,000?' and includes a green 'Enter now' button. A countdown timer shows 2 weeks, 1 day, and 9 hours remaining. The TELUS Business logo is in the top left, and 'CONTEST CLOSES OCT 29' is in the top right.

TELUS Business

CONTEST CLOSES OCT 29

2 Weeks 1 Day 9 Hours

**TELUS PITCH**

Does your business have what it takes to win \$100,000?

[Enter now](#)

The TELUS Pitch is Canada's largest small business contest that brings together the best minds in Canadian small business. The contest helps accelerate success through the adoption of technology. Pitch your business for a chance to win \$100,000.

**For more information please visit their website at <https://www.telus.com/en/bc/business/pitch/>**

## CFWR SERVICES:

### **Business Development:**

- ↳ Loans up to \$150,000 to develop, expand or acquire a business
- ↳ Counsel and assistance with business plans, market research & marketing plans, financial analysis and forecasting
- ↳ Connections to other business services and training
- ↳ Self Employment Program delivered on behalf of Training and Employment Services for people eligible for EI benefits or who have had an EI claim in the past 3 years or been on maternity/paternity leave in the past 5 years and interested in starting a business

### **Community Development:**

- ↳ Strategic and operational planning
- ↳ Building knowledge and skills to enhance leadership, teamwork and planning within organizations
- ↳ Project development assistance through research and planning services
- ↳ Enhancing regional communication and partnerships between communities, sectors, businesses and social organizations
- ↳ Promoting the region, its businesses, organizations and other assets