

Community EFFORT

*Rural Entrepreneurship Forum
Tuesday, June 19th, 2007*

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Agenda

- Community EFFORT
 - History
 - Overview of current program
- Adaptations of Sirolli to Ontario
- Key outcomes and benefits
- Questions

EFFORT History

- ☀ In March 2003 Credit Union Central of Ontario initiated 30 month collaborative pilot project called Community E.F.F.O.R.T. = Enterprise Facilitation Fusing Opportunity, Resources, and Talent
- ☀ Emphasis on management coaching and civic networking to support entrepreneurs in their own community
- ☀ Rooted in the credit union system
- ☀ Service area = Southwestern Ontario
 - ☀ (Guelph, Wellington County, Kitchener-Waterloo, Waterloo Region, Oxford County, Perth County, Middlesex County, Huron County, Kent County Bruce County)

EFFORT Methodolgy

Entrepreneurs referred to EF through other businesses, CED agencies, Credit Union, etc.

EF meets with entrepreneur to assess his/her need for production, marketing, financial expertise

The EF provides the entrepreneur with 'homework' assignments (research, follow-up with referrals) to further develop his/her business plan

EF refers the entrepreneur to appropriate resource person to assist with his/her business development needs

If further resources are needed the EF presents the entrepreneurs resource needs to the Resource Board for additional referrals

Current Status

- ☀ Transition project management from CUCO to On Co-op
- ☀ Received \$ 271,500 from the Ontario Trillium Foundation over 48 months
- ☀ Working in 2 rural Ontario areas
- ☀ Hired EFs
 - ☀ Municipality of Chatham-Kent & Wallaceburg Community Task Force
 - ☀ Perth County

EFFORT Adaptations

- Provincial executive committee
 - Back-end admin and project management
- Media coverage and publicity
 - Word of mouth is not sufficient
- Third-party evaluation of pilot
 - Sirolli never evaluated by independent third party
- Continued evaluation in expansion phase
 - Funding sources and partners require neutral metrics of success

Pilot Outcomes

- ☀ EFFORT clients, Resource Board members and the Enterprise Facilitators believe the Community EFFORT Project would benefit other communities
- ☀ Noted by one EF, EFFORT would work particularly well in rural/small town settings where entrepreneurs feel more lonely/isolated and would appreciate one-on-one
- ☀ Reduce the size of EFFORT catchment area or increase the number of EFs servicing the area
- ☀ Base the EF in a strategic location to maximize efficiency of service delivery

Good EFFORT Communities

- ☀ Interest in collaboration
- ☀ Critical mass of volunteers (30 to start with the Resource Board)
- ☀ Local funding
- ☀ Couple of local champions
- ☀ Openness and flexibility

Questions for Us

- Thank you!



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