

A Message from the CFO Strategic Directions Steering Group

SEPTEMBER 2024 | STRATEGY@CFONTARIO.CA | SPECIAL EDITION

Community Futures Développement des collectivités



First and foremost...

Click this [link](#) to watch a short video message from the Strategic Direction Steering Group.

As part of the move towards a collaborative model to address issues and opportunities before CFDCs across Ontario, our Steering Group is putting in place a number of working groups.

Our initial list includes the following:

First, our **Advocacy Think Tank** will look at program design improvements, as well as ways to attract more funds and offer more flexibility to CFDCs.

Second, our **Partnerships Tiger Team** will create a strategy and coordinate efforts to secure new opportunities for CFDCs through partnerships. This will include working with federal, provincial, and municipal levels of government, as well as with other associations and the private sector.



Third, we are establishing a **Website Redesign**. It will review the purpose and design of our provincial website from an external and internal perspective. This committee will oversee the site's transformation as an effective tool for all CFDCs and for small businesses interested in our services.

Fourth, our **MIS/Tech Support** group will lead our collective efforts to find greater back-office systems related efficiencies.

Fifth, a **Marketing and Communications** Committee will investigate branding and how to use all the tools available to us across the CFDC network to reach our clients and partners.

Sixth, a **Procurement and Services Committee** will examine where there are economies of scale that can be taken advantage of among CFDCs. Group discounts, shared services, centrally delivered functions, are among the areas this committee will look at in the search for operational savings.

Last, is the **Training Taskforce**. It will develop a list of training priorities for CFDCs, while also looking at how best to provide training to the CFDCs throughout Ontario.

We are looking for staff and Board members who are ready to bring their **interest, enthusiasm, and knowledge** to help tackle these important initiatives. There is a preliminary list of to-do items to get these groups off and running. Ultimately it is up to the group to set their path forward. As needed, these groups will be supported by the office at Community Futures Ontario.

Call To Action!

Please, share this video with your staff, Board, and CFDC colleagues.

Click below to express your interest:

<https://www.surveymonkey.com/r/CFOSig nMeUp>

Or email strategy@cfontario.ca

If you want to chat about what this is all about, the co-chairs of the steering committee would love to talk it up with you as well, so do not hesitate to message us. If preferred, you can also request for Mitch or Sarah to attend the CFs board meetings for a 15-minute talk about what CFO is doing on this front and the recruitment effort.

Mitch Bloom: mitchbloomemail@gmail.com
Sarah Foshay: sfoshay@elgincfdc.ca

We are excited about the opportunities before us, as well as sensitive to issues that Ontario CFDCs face. We believe that this collaborative approach will help move us collectively forward to even greater success in the future.

By supporting each other **we all win** and our efforts to support rural economic development across the province become even stronger.

So please consider lending your knowledge and efforts by joining. The timeline? As soon as possible. *We would like to begin this important work this Fall, 2024.*

Thanks so much for taking a moment to hear us out and pass the word across the CFDC network about these exciting opportunities!