

## Performance Results for 2018-19 Community Futures Centre West

Community Futures (CF) is a program that supports community economic development and builds the capacity of communities to realize their full sustainable potential. The purpose of the CF Program is to help communities develop and implement *local solutions to local problems*.

| <b>Community Futures Performance Results</b>  | <b>Results as of 2018-19</b> |
|---|------------------------------|
| <b><i>Strong rural community strategic planning and implementation</i></b>  |                              |
| 1. Total number of community-based projects (new & on-going)  | <b>31</b>                    |
| 2. Total number of local and regionally-based community strategic plans developed and/or updated  | <b>3</b>                     |
| <b><i>Rural access to business development services</i></b>   |                              |
| 3. Total number of business training session participants   | <b>343</b>                   |
| 4. Total number of business advisory services   | <b>222</b>                   |
| <b><i>Rural access to capital and leveraged capital</i></b>   |                              |
| 5. Dollar value of loans  | <b>\$750,500</b>             |
| 6. Total number of loans  | <b>13</b>                    |
| 7. Number of jobs created/maintained/expanded through lending <sup>1</sup>  | <b>16</b>                    |
| Provide additional Information (e.g. Success stories, Links to priorities, leveraging work, communication events, etc...)   |                              |
| <p><b>Real Treat Kitchens, Cochrane, Alberta</b></p> <p>The funding Real Treat received from CFCWest significantly aided the growth of the company. Real Treats has increased production capacity, enabled them to pursue growth opportunities that would have otherwise been unavailable. Real Treat cookies are now widely available in Calgary, Vancouver, Toronto, Montreal, and cities and many small towns in between. In the past few months Real Treats has begun exporting products to the US and have secured some very high-profile retail listings in California, most notably the Erewhon stores in Los Angeles and Draeger's in San Francisco. This past January Real Treats exhibited at the very influential Fancy Food Show in San Francisco and will be doing so again at the summer event in New York in June 2019. In 2018-2019, Real Treats more than doubled the previous year's sales and are on track to double once again this year. CFCWest funding also enabled Real Treat to successfully launch their exclusive Pantry line, complete with beautiful packaging that draws compliments everywhere they go. As per Jacqueline Day, owner of Real Treat "Our growth has enabled me to build a great team of 3 great women whose commitment, expertise, and enthusiasm continue to propel Real Treat to new heights. During the Christmas season Real Treat also employed three additional part time employees. Jacqueline states we have some aggressive goals for the next two years and are working with brokers in Canada and the US to help achieve those goals. Real Treat was very fortunate to be awarded a \$100,000 grant from the Federal Government's Women's Entrepreneurship Fund. These funds are for sales &amp; marketing projects to help Real Treat to increase our presence in Canada, and gain momentum in US markets. To view Real Treat Kitchen, click the following link:<a href="https://realtreat.ca/">https://realtreat.ca/</a></p> |                              |

<sup>1</sup> Estimated at the time of lending

