



Société de développement communautaire
Prescott-Russell
Community Development Corporation

Une Société d'aide au développement des collectivités
A Community Futures Development Corporation

WOMEN'S ENTREPRENEURSHIP STRATEGY 2019-2023 REPORT

Funded by:
Federal Economic Development
Agency for Southern Ontario

Financé par :
Agence fédérale de
développement économique
pour le Sud de l'Ontario

Canada 



TABLE OF CONTENT

1 WELCOME

2 PRESCOTT-RUSSELL COMMUNITY
DEVELOPMENT CORPORATION

3 WOMEN ENTREPRENEURSHIP STRATEGY

4 TERRITORIAL RECOGNITION

5 OUR 2022-2023 PROJECTS

6 THANK YOU

NEVER BE
INTIMIDATED
BY WHAT YOU
DON'T KNOW



1



“In a world where you can buy
anywhere ... buy local”

W E L C O M E

A WORD FROM THE PRCDC'S CHAIRPERSON

Since the establishment of the Women's Entrepreneurship Strategy (WES) in 2019, we have taken the time to listen to the needs of women entrepreneurs and guide them with the best practices and tools essential to their business development. This allowed us to implement necessary tools such as coaching, mentoring, financing, training and workshops that are now delivering the most stimulating results!

This WES project report allows us to reach several vital conclusions that will need to be taken into account in the years to come. In order to continue supporting women entrepreneurs, all levels of government will need to demonstrate ingenuity and collaboration to work together in the interest of women-owned SMEs, not only in Prescott-Russell and southern Ontario, but across the country.

It will also be necessary to address several issues concerning the new economy, including the labor shortage, not only in terms of availability, but also of attraction for our small businesses. We will also need to address significant challenges related to rising interest rates, limited venture capital and the supply chain. These issues are major and SMEs will need to have the mechanisms as well as the means to counter them.

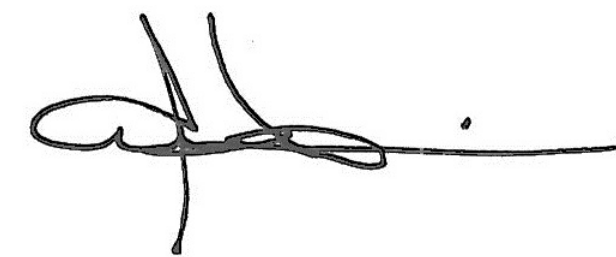
“That being said, the assets developed by the WES team must be put forward and carried out in order to continue to support our business and allow our entrepreneurs to grow through intensive support such as coaching, mentoring and of course, never forgetting innovation”

The development and integration of new technologies will seriously need to be taken into account to allow all entrepreneurial sector activities to flourish.

Thanks to all of these actions taken by the WES team, we will be able to ensure the prosperity of women entrepreneurs in Prescott-Russell and southern Ontario in the long term and our women entrepreneurs will be able to remain competitive and meet the challenges they face.

I sincerely hope that reading this WES report will be enlightening and will guide and inspire you to join the common effort to see women entrepreneurs reach new heights in the years to come and the the women entrepreneurs' ecosystem can maintain its momentum.

On my behalf, the PRCDC's Board of directors and our entire team, I would like to thank the Government of Canada, through [Federal Economic Development Agency for Southern Ontario \(FedDev Ontario\)](#), for their continued support for the evolving needs of women entrepreneurs.



ERIC DROUIN

Chairperson of the Board
of Directors

Prescott-Russell
Community Development
Corporation

A WORD FROM THE EXECUTIVE DIRECTOR

The Women's Entrepreneurship Strategy (WES) Ecosystem Fund consisted in supporting women in achieving their entrepreneurial goals by accompanying them through their process, in the communities of Prescott-Russell and the OLMCs in southern Ontario. Supported by the Government of Canada through [Federal Economic Development Agency for Southern Ontario \(FedDev Ontario\)](#) and [Innovation, Science and Economic Development Canada](#) as part of the Women's Entrepreneurship Strategy, the objective of this fund was to increase the number of Francophone women-owned businesses in Prescott-Russell and southern Ontario.

The [PRCDC](#)'s mandate, within the framework of this grandiose project, was to develop an ecosystem by offering training, coaching in addition to supporting women entrepreneurs through each of the development phases of their business, whether in start-up, growth and expansion. In recent years, the ecosystem has helped train more than 115 women entrepreneurs thanks to the contribution and support obtained from the Government of Canada, allowing us to offer support throughout their entrepreneurial journey.

Despite some progress since the beginning of the program in 2019, there is still a lot of work to do and accomplish because the presence of women (especially French-speaking) in the business world is still very limited and one of the major issues facing women entrepreneurs is having to balance work and family. This challenge is that a women, without generalizing, still has a fairly traditional role at home, often by choice. She will manage more family activities and it is not always easy to combine family life and the work of an entrepreneur.

Because they have so much to do, both in their family environment and their business, how can they ensure their business development and growth? This is a general concern for any entrepreneur, but the difficulty for women entrepreneurs is that they have less time and the business community is traditionally more masculine and its female network is less developed. They must therefore take the time to get support, to seek out resources, to dare to innovate and make the transition to digital technology, in order to make their business continue.

By joining the PRCDC's WES network, one of the first recommendations given to any woman starting a business is to invest time in networking. For women, having a strong network is essential to the success of their business and even their entrepreneurial career.

Networking, being accompanied or coached and taking advantage of existing resources, such as finding a good mentor, creates a favorable climate to investment, to stimulating innovation and to creating a fair, efficient and competitive market.

Creating a network also means discussing with other entrepreneurs (men and women), sharing ideas and helping each other. The more we are active and in contact with people who think the same way, the more it will be successful. If we remain isolated, it is not uncommon for businesses to cease operations and often pushes the business or even the entrepreneur to bankruptcy.

“We also encourage women entrepreneurs to dare, to take action and discuss their project.”

We also suggest taking the time to make an accurate business plan, to be able to make the right decisions and determine if the idea is viable. We also see more women using their personal savings to start their business, instead of borrowing. They should, however, not hesitate to seek funding, because there are a lot of capital funds on the market right now.

For certain women entrepreneurs, success can be a long process. The important thing is not giving up after a failure and to not hesitate to get back into business. Starting a business is not always easy. It isn't because the first attempted idea didn't work means you don't have the ability, the right idea or the right product to succeed.

In closing, it is important to stipulate that the PRCDC will continue to encourage and support women entrepreneurs by offering them a range of tools and opportunities to face entrepreneurial challenges and shine in a highly competitive market while strengthening the capacity of women's entrepreneurship ecosystem and address gaps in programs and services available to them.



JOHN CANDIE

Executive Director

Prescott-Russell
Community Development
Corporation

A WORD FROM THE PROJECTS COORDINATORS

Everyday, our job is to understand and adapt to the needs of Francophone women entrepreneurs in Prescott–Russell and southern Ontario.

“Francophone women entrepreneurs face particular challenges throughout their business development cycle and this is why the PRCDC’s Women’s Entrepreneurship Strategy and its partners must continue to provide the assistance, tools and funding they need, not only to start or grow their businesses, but also so that they can fully participate in the Prescott–Russell and southern Ontario’s economic prosperity.”

Our annual report summarizes our activities and achievements since 2019, further illustrating the need for funding for the Women’s Entrepreneurship Strategy (WES) ecosystem. Being the only regional economic development organization in Prescott–Russell and with our Francophone presence in the field, we are in the best position to understand women entrepreneurs and support them, both at the beginning and during the growth of their business project.

None of this would have been possible without our partners. The Government of Canada, through **Federal Economic Development Agency for Southern Ontario (FedDev Ontario)** and **Innovation, Science and Economic Development Canada**, has placed their trust in the **Prescott–Russell Community Development Corporation (PRCDC)**, and we thank them for their commitment in filling the gaps in services offered to women in the entrepreneurial ecosystem.

KARIANNE SIMARD

Projects Coordinator (Responsible for the WES program)
Prescott–Russell Community Development Corporation

Supporting women newcomers in business is crucial for the regional economic development. Business women are an important economic force and by helping them succeed, we can stimulate economic growth in the region. By providing them with the necessary tools and resources to succeed, we can help them overcome obstacles that may stand in their way, such as discrimination, language and cultural barriers and limited access to funding.

Supporting women newcomers in business can also be beneficial for the economic diversity of the region, by allowing Francophone entrepreneurs to contribute to the local economy. And finally, it also allows to showcase the unique talents and ideas of these women, who can bring a different vision and perspective to the business world. By supporting them, we can contribute to a stronger and more diverse economic development for all.

LILIA KHODJA

Projects Coordinator
Prescott–Russell Community Development Corporation

KARIANNE SIMARD



Projects Coordinator
Responsible for the WES
program

Prescott–Russell
Community Development
Corporation

LILIA KHODJA



Coordonnatrice de
projets

Société de développement
communautaire de
Prescott–Russell

2



“Building our economy...one
SME at a time”

PRESCOTT-RUSSELL COMMUNITY DEVELOPMENT CORPORATION

The Prescott-Russell Community Development Corporation

WHO ARE WE?

The Prescott-Russell Community Development Corporation (PRCDC) is a non-profit organization supported by Federal Economic Development Agency for Southern Ontario (FedDev Ontario) through the Community Futures Program. The PRCDC is managed by a volunteer board of directors representing the business, education and agricultural sectors.

MANDATE

The Prescott-Russell Community Development Corporation is a support agency for local economic development in the United Counties of Prescott and Russell. A team of professionals offers its services in the following four areas:

1. Consulting and financial support for businesses.
2. Support for community projects and initiatives.
3. Support for development and access to training.
4. Promotion of local economic development.

MISSION

The main objective is to maintain and create jobs in the community. The Prescott-Russell Community Development Corporation (PRCDC), through an investment fund, offers high-risk funding to small and medium-sized businesses in the form of loans, loan guarantees and shared capital. We support and encourage all job creation and enhancement initiatives.

The objectives of the PRCDC are as follows:

- Stimulate job creation by supporting existing businesses and the development of new ones.
- Stimulate entrepreneurship in the Prescott-Russell region.
- Promote the development of employment, education and training.

STAFF

A passionate, motivated and caring staff with a determination to offer unparalleled services. Together, we do remarkable work in community development.

JOHN CANDIE

Executive Director

KIM DENIS

Accounting Technician

DANIEL SIGOUIN

Business Development Advisor

PAULINE CHEVRIER

Communications and Loans Officer

KARIANNE SIMARD

Projects Coordinator

LILIA KHODJA

Projects Coordinator



BOARD OF DIRECTORS

The Prescott-Russell Community Development Corporation is governed by a board of directors of 8 local volunteers representing different regions in Prescott-Russell in various sectors of activity

ERIC DROUIN

Chairperson

ÉRIC CHARLEBOIS

Vice-chairperson

CHRISTNE BONNEAU O'NEILL

Secretary-treasurer

SYLVAIN CHARLEBOIS

Administrator

ALAIN LAMARCHE

Administrator

PATRICK BROUSSEAU

Administrator

LUC FILION

Administrator

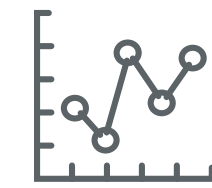
JULIE MÉNARD-BRAULT

Administrator

STATISTICS

STATISTICS CANADA AND THE PRCDC

Small and medium-sized enterprises (SMEs) play a vital role in the growth of the Canadian economy. As of December 2020, there are 1.22 million businesses in Canada, 99.8% of which are SMEs.



THE PRESCOTT-RUSSELL COMMUNITY DEVELOPMENT CORPORATION continues to support women entrepreneurs in Prescott-Russell and southern Ontario, notably with funding totaling \$3,481,000 from 2019 to 2023.

Jobs created
310
Jobs maintained
937

16.8%

of women-owned
businesses

achieved a business growth of more than
10% since 2017

55%

of women-owned
businesses

have introduced new methods to build
customer loyalty

61%

of women-owned
businesses

have between 1 to 4 employees

45%

of women-owned
businesses

have a turnover growth of 1% to
10% per year

64%

approved funds to women
entrepreneurs by the PRCDC

2019-2020

45%

approved funds to women
entrepreneurs by the PRCDC

2020-2021

50%

approved funds to women
entrepreneurs by the PRCDC

2021-2022

43%

approved funds to women
entrepreneurs by the PRCDC

2022-2023

IN THE NEWS

Despite the difficult times to overcome, entrepreneurs and small businesses continue to persevere, grow, develop, innovate and inspire us. We are headlining just a few of the many success story articles appeared in local newspapers.



A FARMER'S TURNOVER

Following a fire that ravaged her dairy Farm, Estelle Patenaude decided to start her own printing company in 1986. Her story is very inspiring (article in French only).

[To read the article](#)



L'ORIGINAL PACKING CELEBRATES 50TH YEAR OF OPERATION WITH MEDAL-WINNING PRODUCTS

Christine Bonneau O'Neill could not have asked for a better way to cap off the company's 50th anniversary. (article in English only)

[To read the article](#)



FEEDING YOUR INFANT, ONE PUREE AT A TIME

When Sandra Charette-Tremblay became a mother, she opted to make her own puree from fresh fruits and vegetables and made a business out of it (article in French only).

[To read the article](#)



SUCCESS OF LOCAL BUSINESSES CELEBRATED BY THE PRCDC

The Prescott-Russell Community Development Corporation celebrated local businesses at the 2022 Gala of Excellence, which took place on October 15th 2022 (article in English only).

[To read the article](#)

3

WOMEN'S ENTREPRENEUR STRATEGY



“Your value is not what you have, but what you share”

WOMEN'S ENTREPRENEUR STRATEGY (WES)

The WES program aims to increase women-owned businesses access to financing, to a pool of talented people, to networks and to the expertise they need to start up, expand and access new markets. The four pillars of the Strategy are :

1. Helping women-owned business grow;
2. Increasing access to capital;
3. Improving access to federal business innovation programming;
4. Enhancing data and knowledge.

The Strategy sets out a flexible approach to the delivery of nationally coordinated, regionally tailored programming that recognizes the varying needs of diverse women entrepreneurs across Canada.

SOUTHERN ONTARIO WOMEN ENTREPRENEUR INITIATIVE (SOWEI)



The objective of the **SOWEI** program is to support the development of Francophone and bilingual women's entrepreneurial skills in southern Ontario through strategic alliances, coaching, training, mentoring and microcredit financing.

STRATEGIC ALLIANCES: Through our strategic partnership alliances, we will strengthen your entrepreneurial skills by sharing your best practices through networking, coaching, training, mentoring and B2B partnering throughout Southern Ontario.

COACHING: A maximum of 10 hours of coaching may be available for eligible Francophone or bilingual businesses. Our professional coaches can help you acquire the knowledge and know-how to build a successful business by providing you with essential tools and essential advice and access to funding sources.

MENTORING: A mentor may be provided to support and encourage Francophone or bilingual women entrepreneurs to help them remain focused on their day to day operations which are critical for the success of their business.

MICROCREDIT FUNDING: Through SOWEI, we can assist you in finding the most suitable financing option or conditional contribution for your start-up or business expansion.

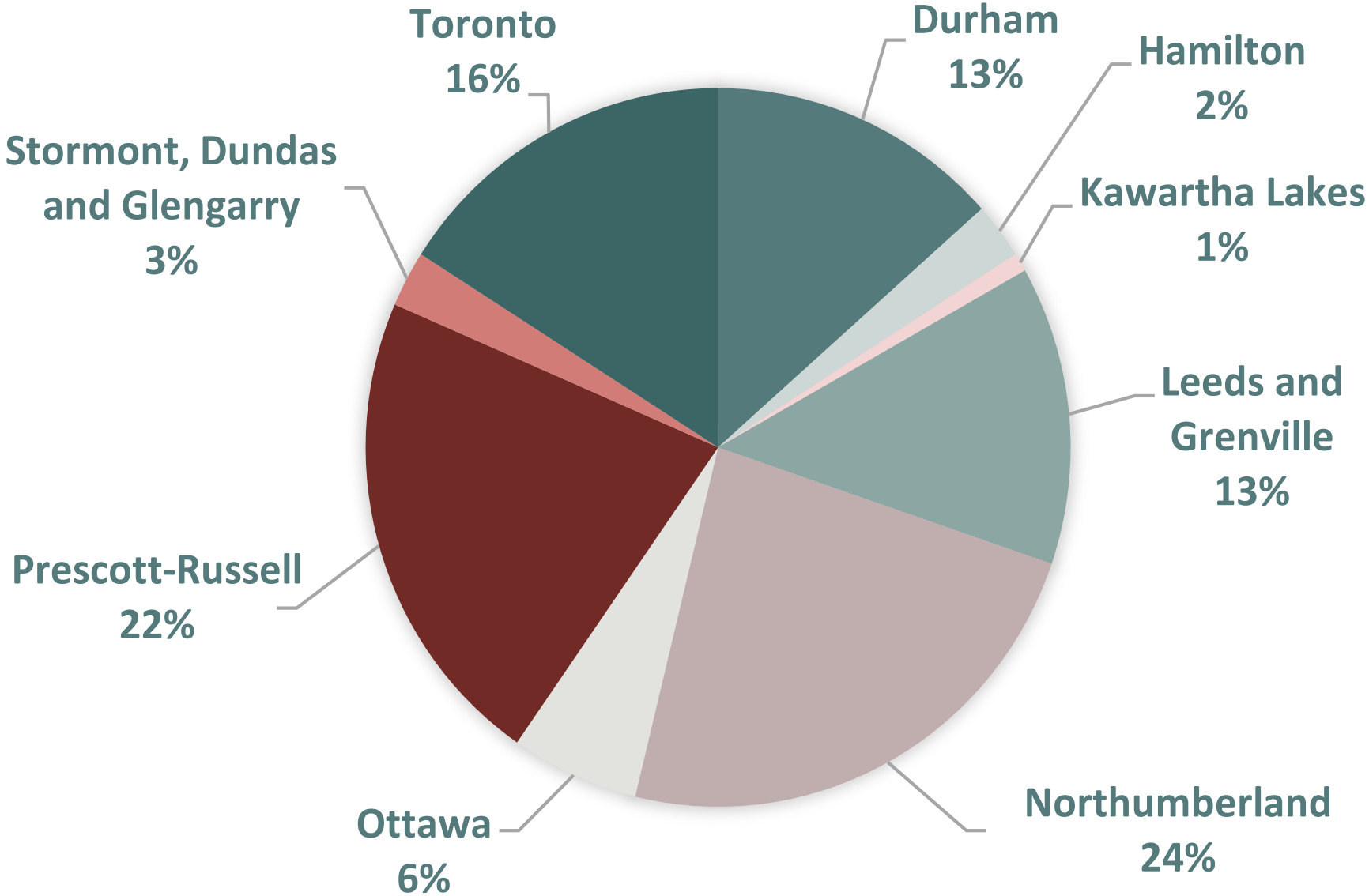


*If your plan fails, change
the plan, not the objective*

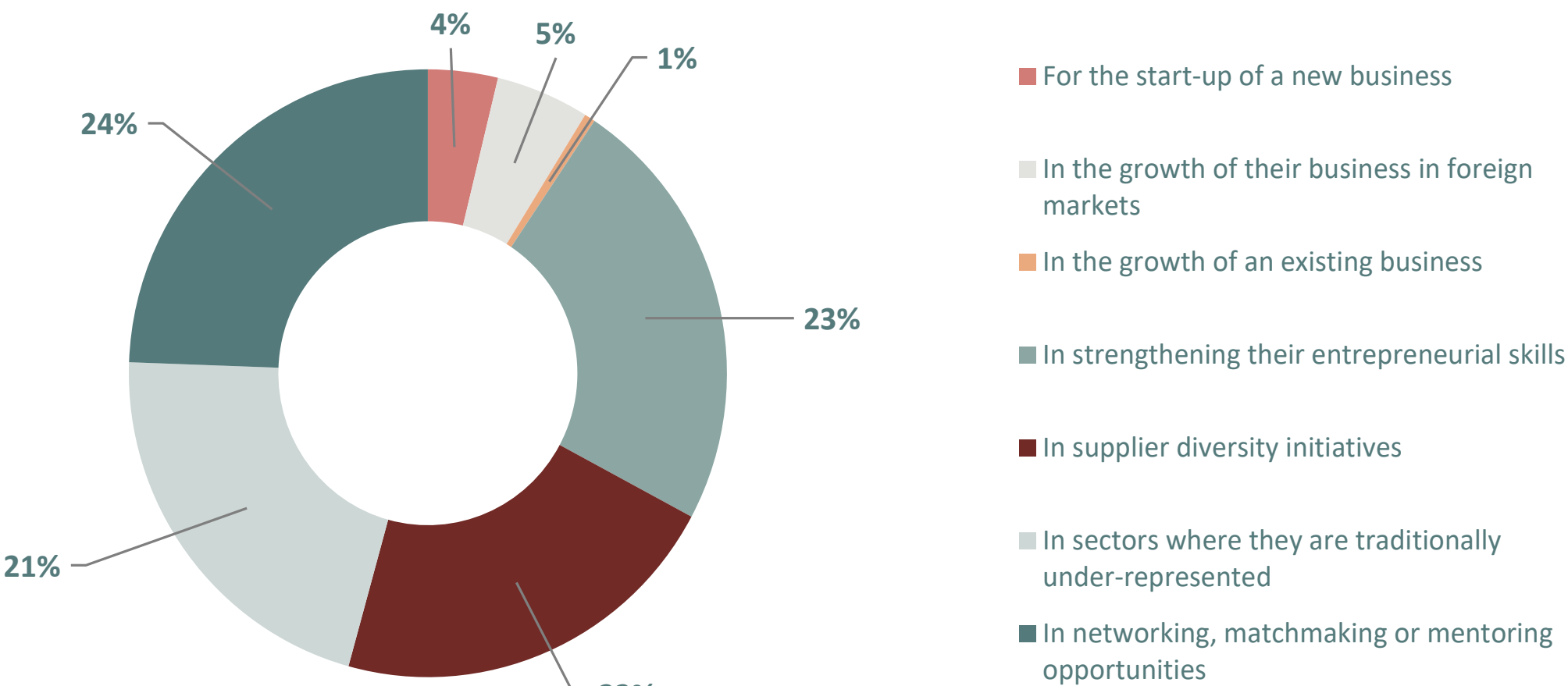
STATISTICS

WOMEN'S ENTREPRENEUR STRATEGY

SUPPORTED REGIONS



SUPPORTED WOMEN

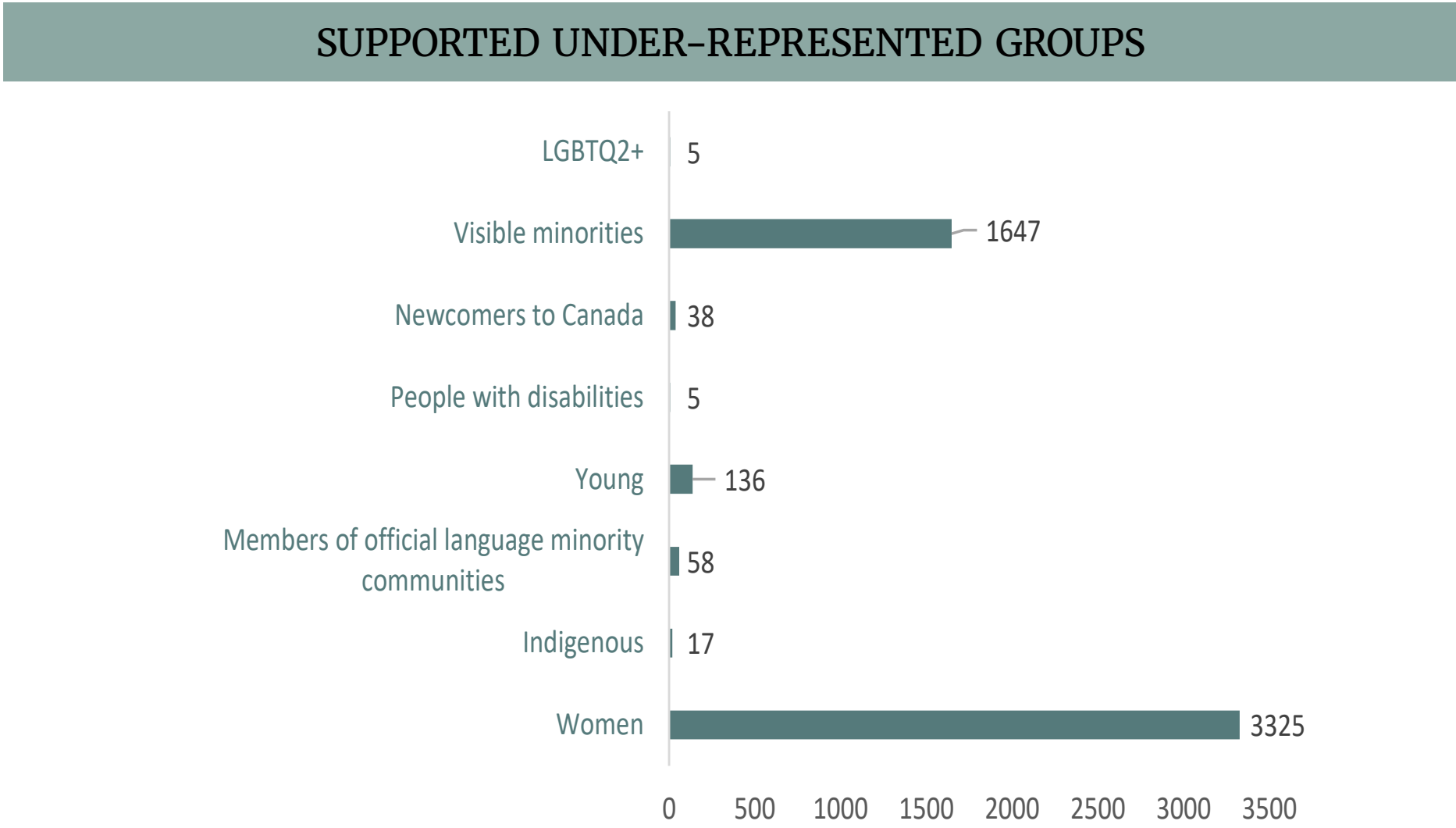
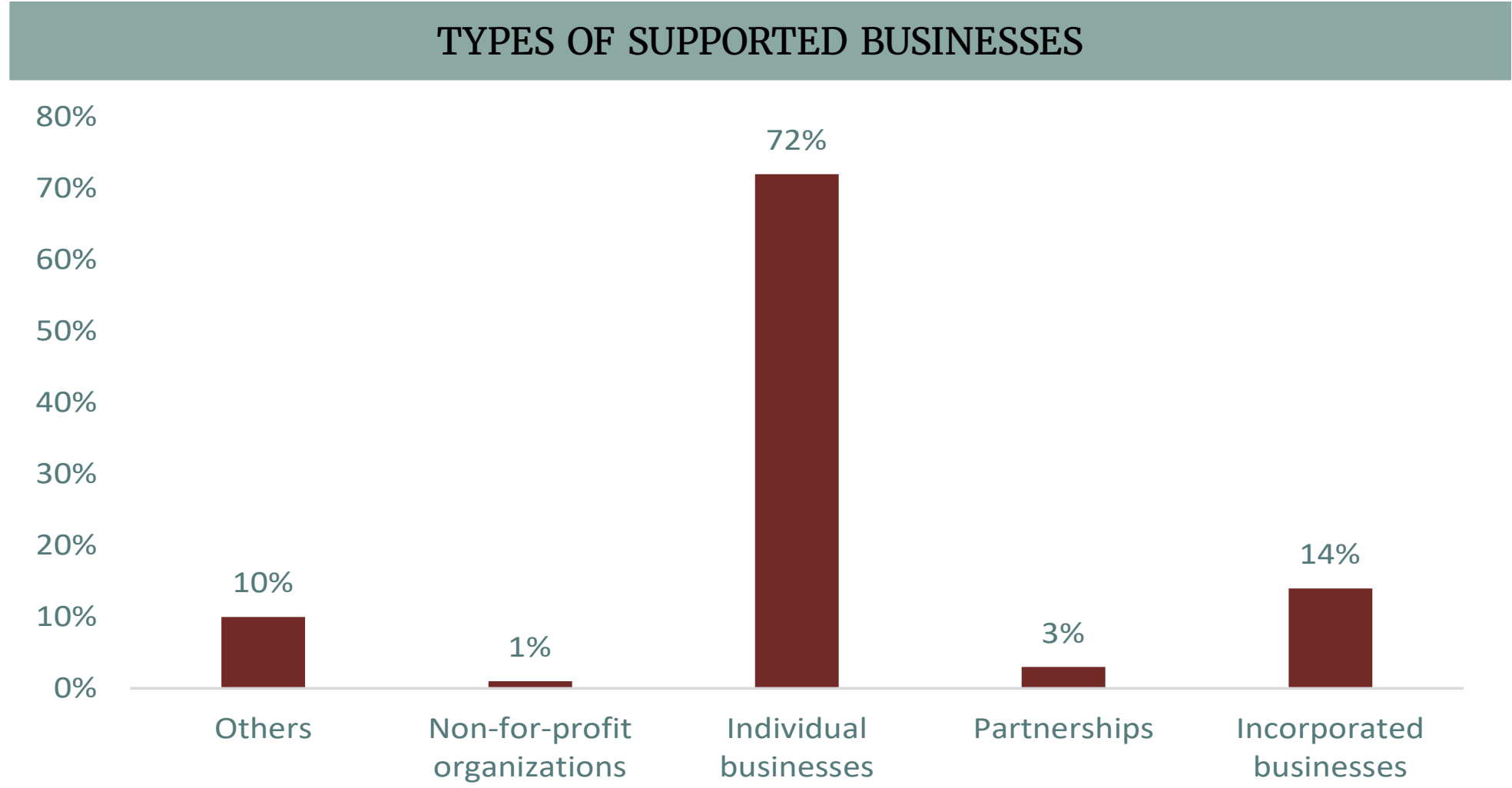


CLASSIFICATION OF SUPPORTED BUSINESS

Agriculture and agri-food	4%
Arts, entertainment and recreation	5%
Retail and wholesale business	23%
Construction	1%
Manufacturing	10%
Finance, real estate and business management	2%
Education	1%
Book industry	1%
Professional, scientific and technical services	17%
Health care and social assistance	13%
Other	22%

STATISTIC

WOMEN'S ENTREPRENEUR STRATEGY



PRESCOTT AND RUSSELL

The bilingual communities of Prescott and Russell have more than 95,000 inhabitants and are made up of 8 municipalities that offer a very high quality of life in addition to accessibility to all services including a complete education network in both official languages and access to health care. Located on the Quebec border, and one hour from Montreal and Ottawa, Prescott and Russell's economy is prosperous and diversified.

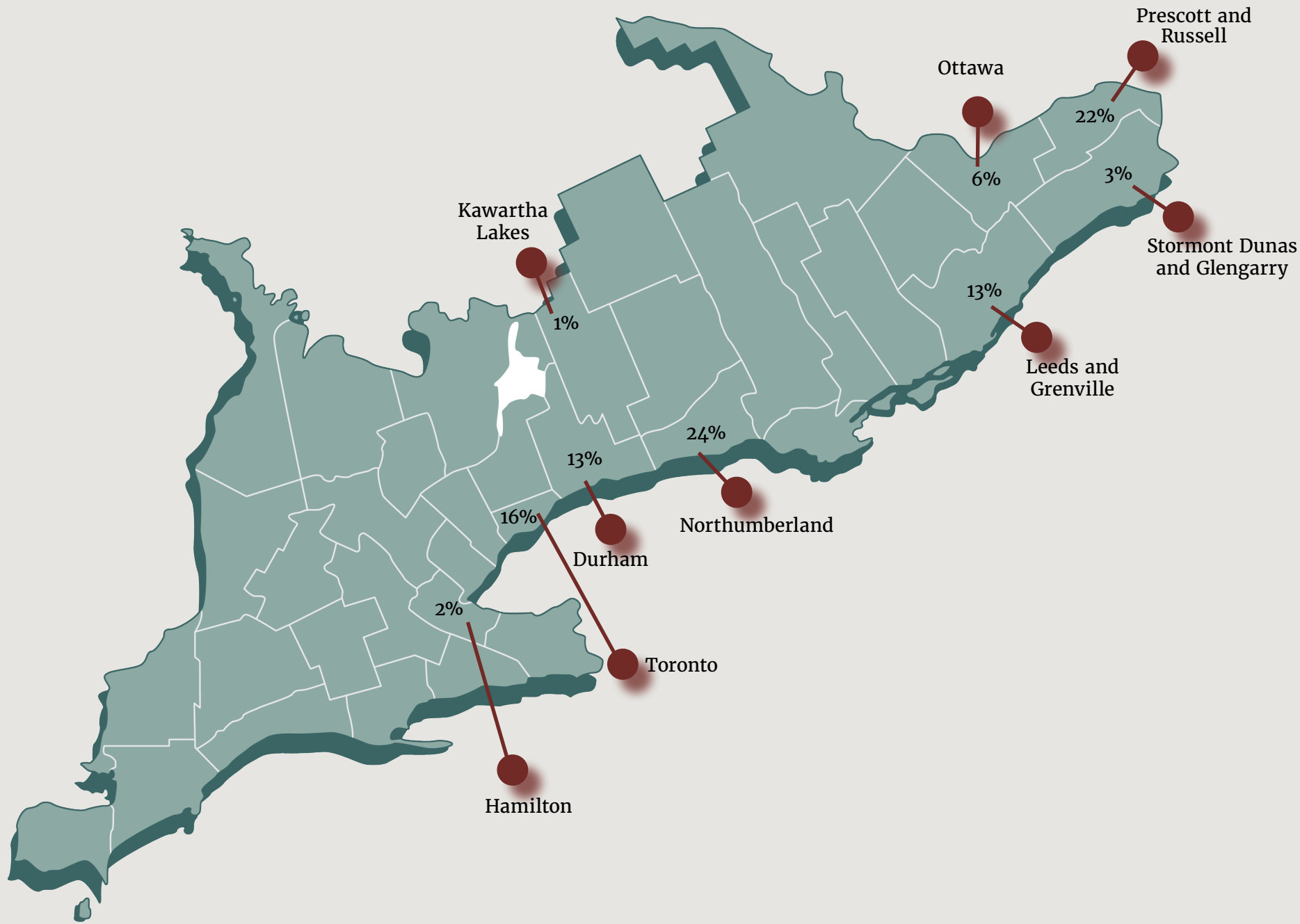


- 85% of the population in Prescott and Russell consider French as their mother tongue
- 25% of the local population in Prescott-Russell is in the 25 to 44 age group and is very active in the labour market and economically
- 9 000 qualified workers work in the region
- 88% of entrepreneurs operate locally
- 52% of entrepreneurs have a business plan
- 93% of business owners within Prescott and Russell participate in the day-to-day operations of their business
- 77% of business owners in Prescott and Russell reside in the community in which they perate
- 58% of business owners in Prescott and Russell intend to use federal or provincial programs and services to support their expansion and 85% of them want to receive additional information

According to business owners In Prescott and Russell, the top three advantages of the region are:

- excellent geographic location;
- quality of life;
- good business climate.

SUPPORTED COACHING REGIONS



SOUTHERN ONTARIO

The PRCDC is very proud to support and serve the Brant, Bruce, Chatam-Kent, Dufferin, Durham, Elgin, Essex, Frontenac, Grey, Haldimand-Norfolk, Haliburton, Halton, Hamilton, Hastings, Huron, Kawartha Lakes, Lambton, Lanark, Leeds and Grenville, Lennox and Addington, Middlesex, Niagara, Northumberland, Ottawa, Oxford, Peel, Perth, Peterborough, Prescott and Russell, Prince Edward, Renfrew, Simcoe, Stormont, Dundas and Glengarry, Toronto, Waterloo, Wellington and York regions. Among other services, coaching/mentoring and funding services are offered to Francophone and bilingual entrepreneurs and businesses in these regions.

EVENTS

Directly affected by the pandemic, this crisis has had a significant impact on organizations, entrepreneurs and businesses in rural areas. We had to adapt and revise our strategic plan in order to offer virtual and accessible events.

	2022 Internation Woman's Day	In collaboration with 	Participants 148
	Strike Up 2022	In collaboration with 	Participants 3,700 +
	Hawkesbury Chamber of Commerce	In collaboration with 	Participants 20
	Women's Leadership Symposium	In collaboration with 	Participants 150
	Prescott-Russell Chamber of Commerce	In collaboration with 	Participants 225

2022 International Woman’s Day

1. Femmes de cœur, femmes entrepreneures (Prescott-Russell)



2. Entrepreneuriat d’ici et d’ailleurs; mythes et réalités (Toronto)



Women’s Leadership Symposium

Systemic barriers to gender equality in Prescott-Russell



Prescott-Russell Chamber of Commerce

Prescott-Russell Chamber of Commerce’s annual conference with speaker Danielle Sauvageau



Strike Up 2022



3,718 registrations

throughout Canada in all provinces and territories and 25 countries worldwide

- 395 referred to Prescott-Russell
- 93% women
- 58% visible minorities
- 57% owner/founder
- 23% are considering business expansion
- 47% sole proprietors
- 46% from 1 to 9 employees
- 85% businesses are majority owned by women or visible minorities



EVENTS

	Global Entrepreneurship Week	In collaboration with 	Participants 40
	Entrepreneur's Ecosystem	In collaboration with 	Participants 18
	Networking event	In collaboration with 	Participants 31
	Soirée Saphir	In collaboration with 	Participants 120
	Networking event	In collaboration with 	Participants 16

Global Entrepreneurship Week

Recognition of young entrepreneurship in the elementary schools of the Conseil scolaire de district catholique de l'Est ontarien for the Global Entrepreneurship Week



Entrepreneur's Ecosystem

Introduction to the Prescott-Russell entrepreneur's ecosystem, in partnership with the Hawkesbury Chamber of Commerce



Soirée Saphir

In pursuit of feminine excellence. An evening where women from all professional backgrounds, members of the education and post-secondary business communities and many political figures comes together.



Networking events

In collaboration with Business Sisters, 2 networking events with women entrepreneurs at **AHOY Adventures** in Casselman and **Garden Path Homemade Soaps** in Vankleek Hill



WORKSHOPS

Disjonction des affaires

The [Unité entrepreneuriale de La Cité](#) and the PRCDC collaborated together to offer a series of networking and sharing workshops with women entrepreneurs in southern Ontario. Participation was very good for the 3 workshops (50, 90 et 40).

Participants

180

Women entrepreneurs: Exchange and share your needs

Workshop to exchange and introduce your business or project and share your needs. The session was a round table discussion where each participant introduced herself and discussed her business stage talked about the stage she is at and also gave participants the opportunity to express their needs and receive personalized expertise.

Participants

30

Choosing the right legal structure for your business

Workshop for those who are confused with the different legal forms of business and who wish to have clarifications. Tax advantages of a structure and others.

Participants

12

How to use social medias to sell your products and services

The COVID-19 period is forcing us to review the way we work and online presences remains the best way to increase sales and sustain. Workshops for entrepreneurs who wish to strengthen their online presence and use social medias to promote themselves and increase their sales.

Participants

12

Funding available to help your business

The Prescott-Russell Community Development Corporation offers different funding options to support entrepreneurs in the southern Ontario area. During this workshop, the business development advisor presented the opportunities and answered questions. Workshop for start-up and growing businesses.

Participants

10

Stress, uncertainty and mental health

A workshop to discuss the difficult times that entrepreneurs are going through, to share and try to find solutions to better manage the pandemic using the support of a mental health expert.

Participants

21

WORKSHOPS

The ABCs of your business accounting

A workshop presented by an accountant, years of experience specializing in business accounting. Topics included the basics of understanding business accounting, how to do it simply yourself and recommendations for simple and effective software.

Participants

15

10 powerful ways for entrepreneurs to be more creative

A local entrepreneur shares her experiences with her business, tips and tricks to boost your creative process. As an entrepreneur, if you hope to succeed in the business world and diversify your offer, there is no other way to do it.

Participants

14

How to manage your business? Being an entrepreneur is wearing 6 hats

The new entrepreneur who has just launched his/her business does not count his/her work hours, because in addition to being the founder, he/she generally assumes several other roles, such as business development, marketing, fundraising, staff hiring, etc. However, as the business grows, all these tasks increase. What to do?

Participants

8

Tips and tricks to making a successful business plan

Making a business plan is an important step in the life of an entrepreneur and it is important to do it correctly to see the viability of your business in the long run as well as to submit requests for financing.

Participants

6

How to use Storytelling to sell yourself

The speaker, Hermine Mbondo, Storytelling expert and founder of **B4Brand** shared her secrets to successful Storytelling, to make yourself known and to attract new customers. She offered a practical workshop highlighting the techniques that entrepreneurs can use to effectively tell their entrepreneurial stories by connecting with target audiences.

Participants

15

Task delegation

Discover why delegation is an essential element for being a great leader with 3 workshops offered; 1) Why delegation is effective; 2) Delegation is a winning strategy; 3) Delegation takes time and preparation.

Participants

46

WORKSHOPS

Mastermind Entrepreneurial Group

A study group that offers a combination of brainstorming, education, peer empowerment and support to hone the professional and personal skills of participants. The aim was to create a synergy of energy, commitment and enthusiasm among the participants by bringing new ideas and perspectives.

Participants

7

Reinventing yourself in a time of crisis

A virtual training, with Raymond Brisebois, DT to help professionals, entrepreneurs and intrapreneurs to communicate with more impact. Topics covered: the reset, management change, adaptation, the 20 year plan and why, the importance of the 4 internal empires, spring cleaning, the importance of personal branding and the dream team.

Participants

10

The right pricing strategy to better position your products on the market

A workshop to help find the right positioning for your products/services on the market, to be competitive and to have a good visibility strategy. The expert, Kaouthar Faouzi, provided the right tools to start or get back on the right track in the market.

Participants

12

How to grow your business after the pandemic

Enabling your business to survive and outgrow the pandemic. Online workshop for entrepreneurs who are among the thousands to suffer from the current pandemic situation. This workshop was oriented towards the future and how to make your business survive.

Participants

28

Paint night

A wonderful networking paint night event with artist Judith Simard at [Vankleek Hill Vineyard](#).

Participants

9

Data following the events and workshops offered to entrepreneurs and business in southern Ontario

• Recipients benefiting from training (coaching/mentoring)	245	• Expansion of existing business	156
• New collaborations formed	28	• Strengthened entrepreneurial skills	3 432
• Start-up of new business	627	• Connected in networking, mentoring	3 654
• Develop their business in foreign markets	135		

WORKSHOPS

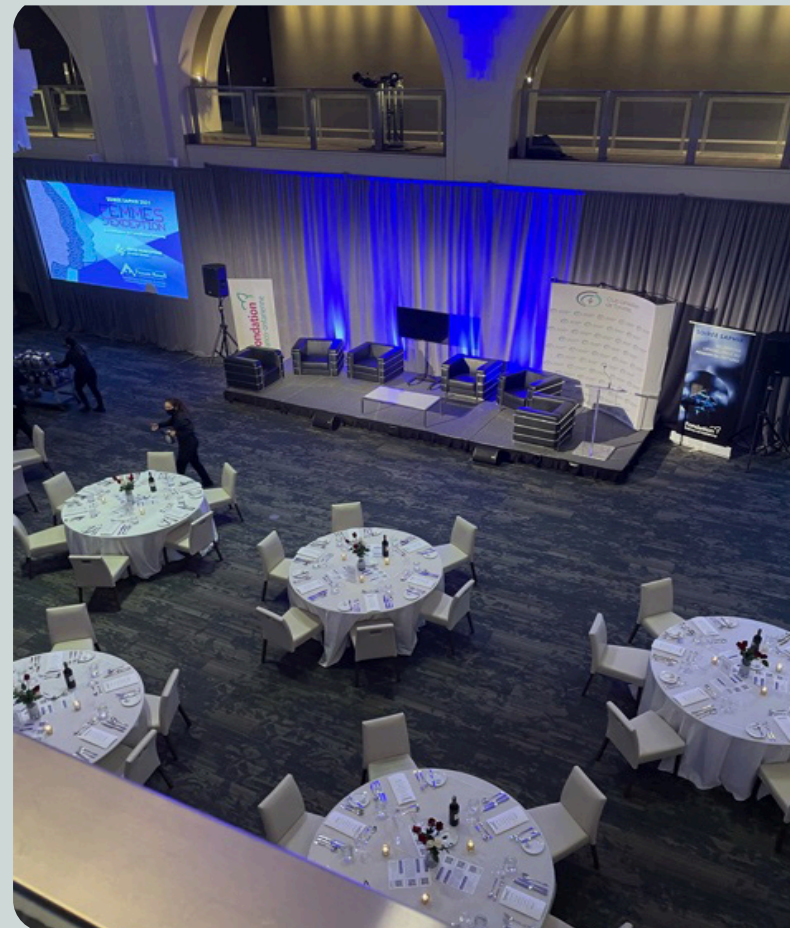
*"The PRCDC has been a lifeline for our business!
We signed up for all the virtual workshops we could."*



*Each and every one of these workshops or programs
have been sources of inspiration and motivation to
move us forward. Especially during lockdown!! And
what about the financial support we were able to receive
following a refusal from our financial institution! We
were able to open our French-speaking professional
hairstressing college "l'Académie Shanthaly " thanks
to them! Thank you from the bottom of our heart!!!"*
Nathalie et Chantale Deslauriers - **Studio Shanthaly**

Soirée Saphir

in collaboration with [Fondation franco-ontarienne](#)



Introduction to the ecosystème

in collaboration with the [Hawkesbury
Chamber of Commerce](#)



Women's Leadership Symposium

in collaboration with [Leadership féminin
Prescott-Russell](#)



Networking event

in collaboration with [Business Sisters](#)



Disjonction des affaires

in collaboration with [La Cité](#)



OUR PARTNERS

Many thanks to all our partners who, through their loyal support, make the realization of the WES program possible. Thanks to their invaluable collaboration, the Prescott-Russell Community Development Corporation can offer entrepreneurial skills support to the community of women in business and, above all, maintain it through strategic alliances, coaching, training and microcredit financing.



Funded by:
Federal Economic Development
Agency for Southern Ontario

Financé par :
Agence fédérale de
développement économique
pour le Sud de l'Ontario



« The Hawkesbury Chamber of Commerce's team extends its sincere thanks to the WES for th wonderful collaboration during the 2022 year. A very rewarding experience that allowed us to broaden our knowledge and that of our members. Looking forward to future collaborations! »
Hawkesbury Chamber of Commerce



« We have been working with the PRCDC since 2019 and we have always been delighted with their support for women entrepreneurs in the area. John Candie and his team understand the challenges women entrepreneurs face in the rural setting. We have recommended them to several Business Sisters and they have always been quick to respond and offer help. It is a pleasure and an honor to work with them! »
Doreen Ashton Wagner - Business Sisters



ECOSYSTEM FUNDS

WOMEN’S ENTREPRENEURSHIP STRATEGY

The Government of Canada is committed to promoting gender equality and women’s economic empowerment and supporting women entrepreneurs through the Women’s Entrepreneurship Strategy (WES). As part of this strategy, the government is ensuring women across Canada have access to the business supports they need to start or grow a business. To date, the WES Ecosystem has invested \$100 million over five years to build capacity in the entrepreneurship ecosystem and fill the gaps in services for women entrepreneurs.

METTEZ À NIVEAU VOS COMPÉTENCES POUR RÉUSSIR EN AFFAIRES



OBTENEZ UN CERTIFICAT CADEAU
DE 75 \$ UNE FOIS LES
TESTS COMPLÉTÉS

LA CITÉ
LE COLLÈGE D'ARTS APPLIQUÉS
ET DE TECHNOLOGIE



Prescott-Russell
Société de développement communautaire
Community Development Corporation
Une Société d'aide au développement des collectivités
A Community Futures Development Corporation



IFESO
ÉTABLI EN 2009
INSTITUT FÉMININ
D'ÉCONOMIQUE
FÉMINISTE



**PROGRAMME
D'ENTREPRENEURIAT
FÉMININ**
Relier | Renforcer | Réussir

Fier bénéficiaire de l'appui du
gouvernement du Canada à
travers l'Agence fédérale de
développement économique
pour le Sud de l'Ontario.



The Southern Ontario Women Entrepreneur Initiative (SOWEI) and La Cité’s unité entrepreneuriale have collaborated to create skills tests for business success. Essential skills are the abilities and skill needed to live, learn, work and are essential to business success. There are 9 key essential skills in entrepreneurship:

- 1. Adaptability
- 2. Collaboration
- 3. Written comprehension
- 4. Oral comprehension
- 5. Creativity
- 6. Written expression
- 7. Oral expression
- 8. Numerality
- 9. Problem solving

These skills are increasingly important for all Canadian women in a rapidly changing economy characterized by new technologies, globalization and diversity. An entrepreneur needs to upgrade her essential skills throughout her life to be innovative, competitive and inclusive in business.

A success!

Participants of the skills tests were delighted with the product and thought it relevant. They found the experience very long, but pleasant. especially as they learn at the same time and congratulate us on the final product (concerns regarding the length of the process to be revised).

A total of 87 people took part in the skills tests, with 13% from Southern Ontario, 40% from the Ottawa region and 47% from Eastern Ontario. Other data include:

Francophones	99%
Women	87%
Young	29%
Newcomers	30%
People with disabilities	5%
Visible minorities	14%
LGBTQ2+	2%

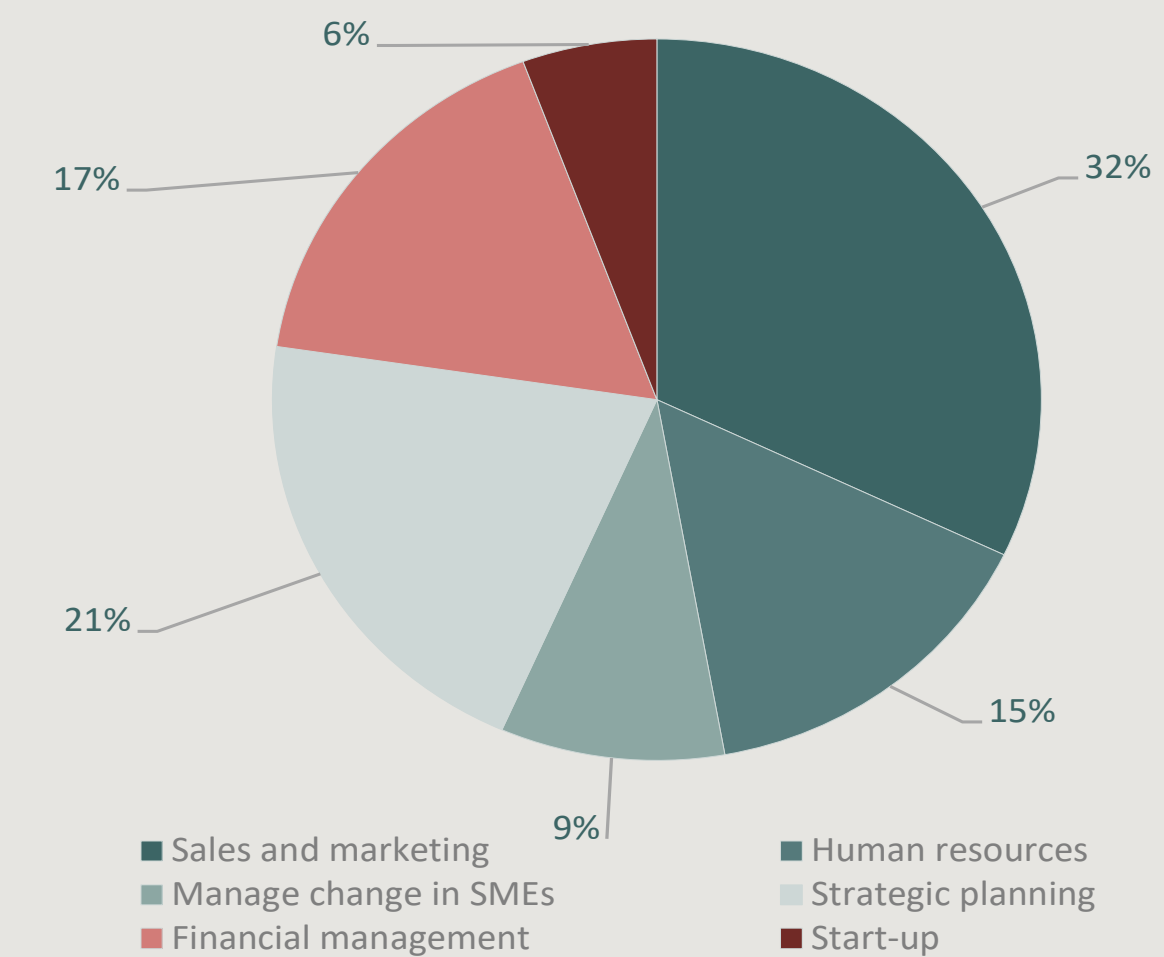
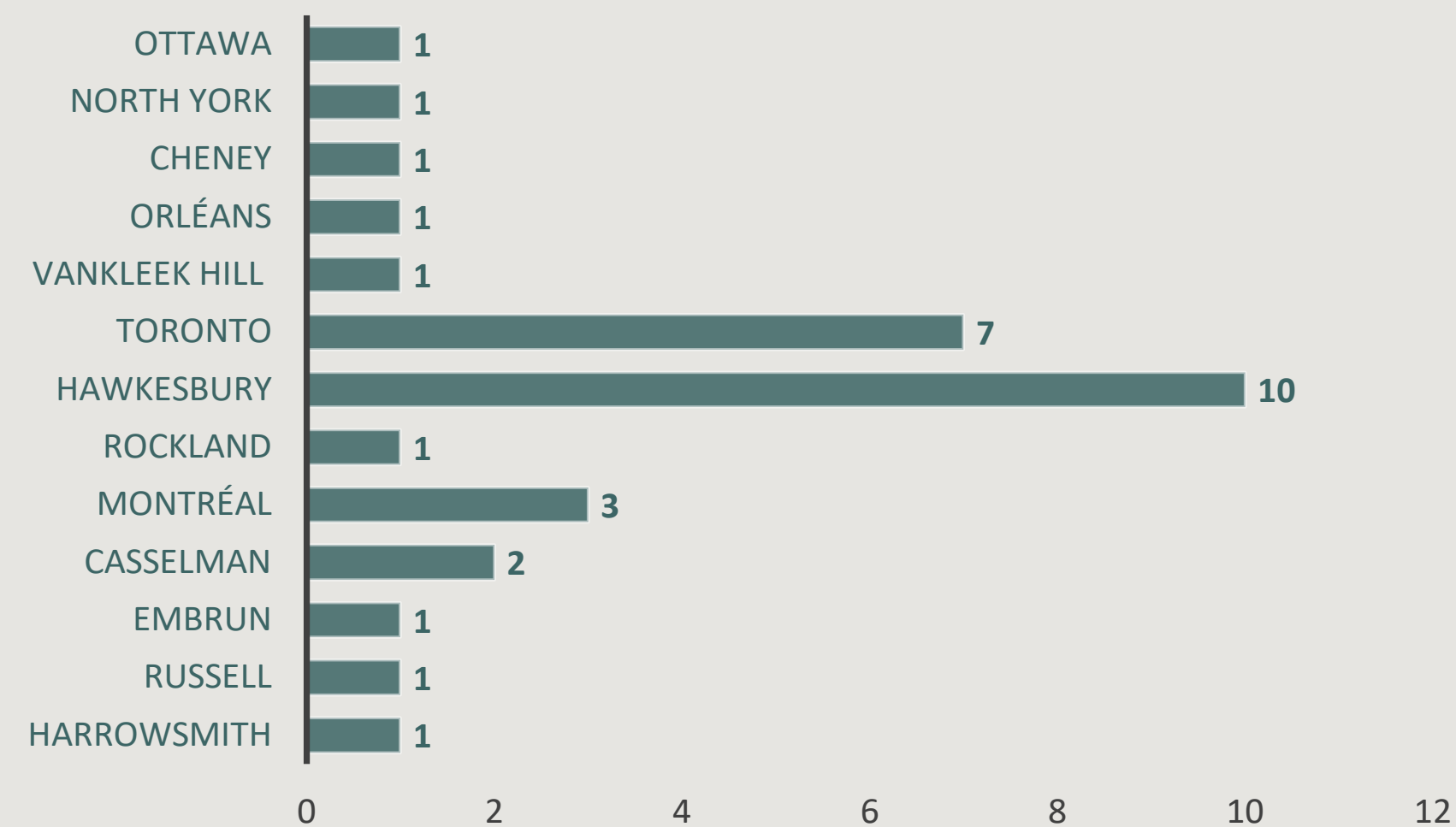
THE COACHES

The Southern Ontario Women's Initiative (SOWEI) offers a maximum of 10 hours of coaching with professionals coaches to support the French-speaking or bilingual women entrepreneurs and help them acquire the knowloedge and know-how necessary to build a thriving business by providing essential tools and advice and access to funding sources.

Coaching resources can be focused on:

- financial management;
- human resources;
- how to manage change in SMEs;
- sales and marketing, and/or;
- strategic planning.

The Prescott-Russell Community Development Corporation would like to thank the 31 coaches who help support women entrepreneurs in their entrepreneurial journey, whether for start-up, expansion or maintaining their businesses. Invaluable expertise, rewarding experience and a pleasure to work with.



« The program was, in my opinion, very useful for women who had followed the coaching sessions. These allowed them to understand the basic notions of digital marketing in addition to presenting them with tools for managing online promotion.

Digital marketing is now one of the essentials to ensure the success of companies and the sale of their services and products online. » **Jean Léger** – coach SOWEI/WES program

45%
Women coaches

55%
Men coaches



4



“Small businesses are the heart of your neighborhood, the soul of your local economy and the spirit of your community”

TERRITORIAL RECOGNITION

5

OUR 2022-2023 PROJECTS



“Supporting another person’s
success will never compromise
yours”

DESTINATION FEMPRENEURE

The Southern Ontario Women Entrepreneur Initiative (SOWEI) is a program implemented by the Prescott–Russell Community Development Corporation (PRCDC) with the support of the Government of Canada, through [Federal Economic Development Agency for Southern Ontario \(FedDev Ontario\)](#). This programs finances and supports women entrepreneurs in their business journey.

Among the many services offered by the SOWEI program, the brand new DESTINATION FEMPRENEURE website will be available soon.

A benchmark for Francophone and bilingual women entrepreneurs in Prescott–Russell and Southern Ontario.

This site includes, among others, 3 main tabs:

- 1. TOOLBOX:** Unlimited access to documents and videos in either digital and/or PDF versions, to answer the many questions in order to improve your business' performance. This includes topics such as Creating your Facebook page, Expressing leadership, Business plan, Digital tools for women entrepreneurs, Using Instagram to promote your business Using video, Social medias, Momentum and the Human connection. A support portal with many organizations supporting women entrepreneurs in the area and how to access the INFO Magazine is also available in this tab.
- 2. WOMEN ENTREPRENEURSHIP NETWORK:** One of the very interesting tools on this tab is the interactive map. This interactive tool allows you to find, in one place, a multitude of information on the majority of businesses run by women in Prescott–Russell and Southern Ontario. Whether it is a search for products, services or to find a networking location in the community, we are committed to helping you discover our devoted women entrepreneurs and to inform you about the businesses near you. You will also find upcoming events and a visual map of the areas served by SOWEI. And this list will continue to grow.
- 3. FUNDING AND CONTRIBUTIONS:** This tab, last but not the least, has useful links from financial support organizations. The PRCDC has been supporting entrepreneurs and businesses for over 35 years. Several other organizations an agencies are included with related information and links to facilitate research.



Boîte à outils

Différents vidéo et documents d'apprentissage en entrepreneuriat

Portail de soutien

Découvrez les organismes de soutien locaux

Financement et contributions

Informez-vous sur les programmes de financement



1 TOOLBOX

TOOLS

VIDEOS

SUPPORT PORTAL

INFO MAGAZINE

2 ENTREPRENEUR NETWORK

INTERACTIVE MAP

Prescott–Russell



Southern Ontario



NETWORKING CORNER

UPCOMING EVENTS

3 FUNDING AND CONTRIBUTIONS

PRESCOTT-RUSSELL COMMUNITY DEVELOPMENT CORPORATION

- INVESTMENT FUND LOAN
- YOUNG ENTREPRENEUR LOAN
- EXPRESS LOAN
- EDISO LOAN

DELIA

INFO MAGAZINE

FOR WOMEN ENTREPRENEURS

L'INFO MAGAZINE - DEDICATED TO WOMEN ENTREPRENEURS

In May 2022, the Prescott-Russell Community Development Corporation (PRCDC) introduced the INFO Magazine for women entrepreneurs. We are very proud to present the first 5 editions. These publishing, offered in digital version (available on the PRCDC's website) focus on constantly evolving news that takes the ecosystem of the Women's Entrepreneurs Strategy to a whole new level. Among others, you will find guiding and information and success stories of inspiring women entrepreneurs in the Prescott-Russell and southern Ontario regions.



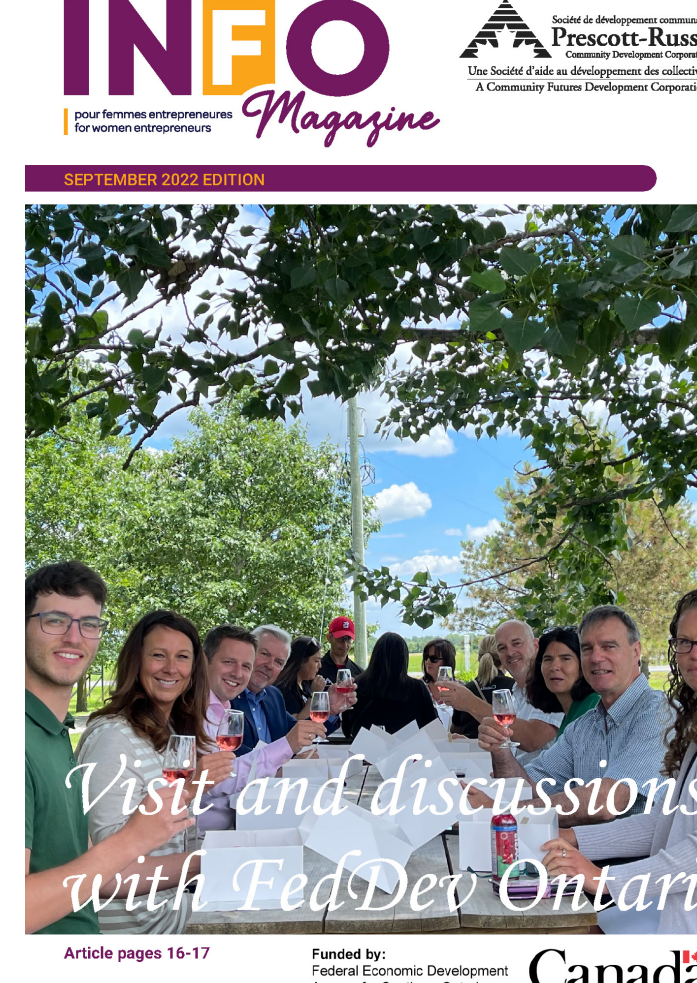
May 2022 Edition

[Online version](#)
[PDF version](#)



July 2022 Edition

[Online version](#)
[PDF version](#)



September 2022 Edition

[Online version](#)
[PDF version](#)



November 2022 Edition

[Online version](#)
[PDF version](#)



2022 Special Edition

[Online version](#)
[PDF version](#)

STRIKEUP 2023

Growing forward

It all starts with a decision.

Decide you will grow in 2023!

Decide to StrikeUP together to advance women's economic empowerment and grow the number of women-owned Canadian businesses.

Decide to StrikeUP together to build capacity within the entrepreneurship ecosystem and close gaps in service and support for women entrepreneurs.

Decide to register FREE now for the StrikeUP 2023 virtual conference to invest in yourself and grow your business in 2023 gaining access to growth partners, mentorship and finance.

« Women entrepreneurs are raising the bar, breaking glass ceilings, building new bridges and leading Canada's reopening, recovery and prosperity. StrikeUP is our platform to unite women entrepreneurship ecosystem to learn from one another, work together, and move forward with a united vision and approach for equitable, inclusive and sustainable growth for the future. »

Wendy Curtis

*Executive Director, Northumberland CFDC and
StrikeUP Founder*



FREE DIGITAL CONFERENCE FOR WOMEN ENTREPRENEURS

March 3, 2023

from 10:00 am to 3:00 pm (eastern time)

TO REGISTER

For more information



www.strikeup.ca

info@strikeup.ca

FOLLOW STRIKEUP 2023



6

THANK YOU



“Success isn’t about the end result, it’s about what you learn along the way”

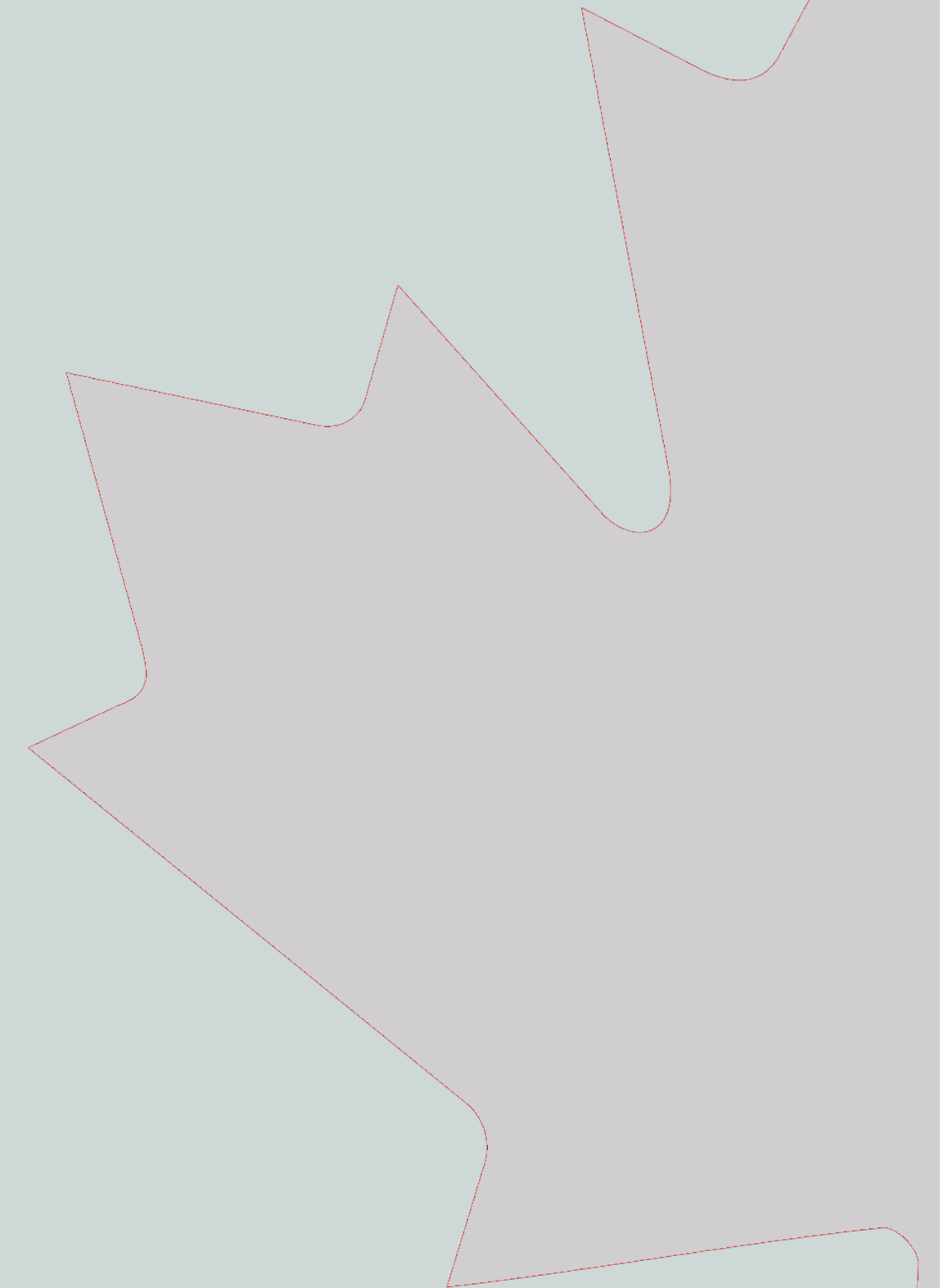
THANK YOU

Federal Economic Development Agency for Southern Ontario (FedDev Ontario)

We are grateful to the Government of Canada and the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) for encouraging and providing financial support to assist women entrepreneurs through the Women's Entrepreneurship Strategy (WES).

Women entrepreneurs

Thank you for trusting us by sharing your voice to turn your dreams into business opportunities! Thank you for daring. Your dedication and commitment to shine in the business community allows future entrepreneurs to further develop entrepreneurial initiatives.





Société de développement communautaire
Prescott-Russell
Community Development Corporation

Une Société d'aide au développement des collectivités
A Community Futures Development Corporation



2019-2023

REPORT