



# IMPACT REPORT

## 2021



# Background

## About Future Oxford

*Our plan for quality of life for Oxford's current and future generations*

The Future Oxford Community Sustainability Plan is guiding decisions that impact quality of life in our communities for generations to come. From protecting source water, to reducing waste, to caring for an aging population, the Plan puts forward a decision-making framework-- the Multi-Criteria Assessment Tool-- that supports action that balances Oxford's unique social, environmental and economic interests.

Future Oxford was established in June 2014 when 15 community members were appointed by Oxford County Council to form a steering committee to begin developing Oxford's first Community Sustainability Plan.

Following a year-long community engagement campaign, County Council approved the Future Oxford Community Sustainability Plan on September 9, 2015. The steering committee was appointed the Future Oxford Transition Board, serving until the appointment of the Future Oxford Partnership in January 2016.

## The Future Oxford Partnership

Sam Coghlan, Zorra Township  
Kayla Doan, Norwich Township  
Whisper Gardiner, South-West Oxford Township  
Samantha Haverkamp, Woodstock  
Heather McDowell, East Zorra-Tavistock Township  
Al Lauzon, Ingersoll

Monica Clare, Tillsonburg  
Stephen Cornwell, Ingersoll  
Rick Cox, Tillsonburg  
Chris Kennedy, Woodstock  
Bryan Smith, South-West Oxford Township  
Jeff Surridge, Woodstock

Support:  
Jessica Stacey

Oxford County Staff:  
Dennis Guy  
Tommasina Conte

## The Future Oxford Legacy Fund

The Future Oxford Legacy Fund provides seed funding to entrepreneurs, businesses and partnerships to develop new and sustainable community and regional opportunities that align with the Future Oxford Community Sustainability Plan. Based on 25 years of experience supporting and evaluating small business loans and community grants, the fund is administered by Community Futures Oxford.

Applications for funds are granted in two streams:

- **Access to Capital:** The "Access to Capital" funding stream provides capital for entrepreneurial activities, with an emphasis on youth opportunities, arts and culture, tourism, high-tech manufacturing, and green technology.
- **Community Development Support:** This stream offers non-repayable loans to not-for-profit projects.



# Recently Approved\*

## Cycles of Life Supportive Transitional Living Community Outreach Table

\$2,500

Funding leveraged: \$33,606

### PROJECT DESCRIPTION

Cycles of Life for Supportive Transitional Living requested funding to increase the quantity of food made available at its three Community Outreach Tables (COTs) to Oxford County people who are homeless or are at risk of being homeless.

Their growing number of clients means that there was a greater need more funding to increase the amount of food, toiletries, and hygiene products offered to the community; people who self-identify as needing help with food security.

The COSs operate four times weekly in downtown Woodstock; once weekly in downtown Ingersoll; and once weekly behind the Tillsonburg mall. On average, each table serves between 60-70 at the Woodstock location and 20 people at the Ingersoll location (Tillsonburg location is too new to have historical stats at this time). Unfortunately, the overall need of this program is increasing and funds have made it possible to purchase items that are in demand, but in short supply by donation.



*\*These projects were approved in July 2021 and therefore, project activities currently underway.*

# Project Update

## Oxford County Pride Committee Rainbow Crosswalk



It was with great pleasure that the Future Oxford Legacy Fund made a financial contribution to the installation of the rainbow crosswalk in downtown Woodstock. The installation experienced several delays that were not within the committee's control. After much anticipation, the rainbow crosswalk was installed at the Museum Square crosswalk in May 2021.



# Supporting Oxford- Shop Local Holiday Campaign 2020

## Oxford Shopping Channel

\$3,000

Funding leveraged: \$8,445



### PROJECT DESCRIPTION

The Oxford Shopping Channel was a unique take on both encouraging local spending as well as helping local consumers find what was local to them both in small, independent businesses and online shops. Using a series of over 40 videos, the campaign featured more than 39 businesses with the support of 12 collaborative partners including:

Rural Oxford Economic Development  
Tourism Oxford  
Community Futures Oxford  
Future Oxford Legacy Fund  
Tillsonburg BIA  
Ingersoll BIA  
Woodstock BIA

Thamesford Business Association  
Tavistock Chamber of Commerce  
Norwich BIA  
  
The Social Factory  
Puffin Media



- 3 rural and 3 urban locations featuring 20 main street businesses
- Businesses selected based on set of criteria (mainly strong online presence)
- 67,500 people reached across all videos

### Ad campaign statistics

Feature Location	Minutes Viewed	Video Shares	People Reached	% Views Paid
Tavistock	4,600	75	14,700	44.9
Tillsonburg	3,600	32	13,800	69.8
Ingersoll	3,200	58	9,400	35.2
Woodstock	2,900	4	11,900	78.9
Norwich	1,600	24	10,300	86.1
Thamesford	1,300	23	7,400	89.9
<b>Totals</b>	<b>17,200</b>	<b>216</b>	<b>67,500</b>	-



[Click to view the videos on the Community Futures Oxford YouTube Channel](#)

# Access to Capital Stream

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## **Spectrum Tropicals Inc.**

**\$50,000**

**Jobs Supported: 3**

**Funding leveraged: \$300,000**

Spectrum Tropicals Inc., founded by John VanDyke represents many tropical flower farms in the Caribbean, Central and South America. Due to the pandemic, the business moved its distribution centre from Florida to Norwich in January 2020. In addition to serving their 15,000 florist clients, the business also delivers directly to the general public.



In the photo: John VanDyke, Founder of Spectrum Tropicals Inc.

[\*\*Read more about Spectrum Tropicals Inc.\*\*](#)

## **Raymar Group Inc.**

**\$75,000**

**Jobs Supported: 3**

**Funding leveraged: 75,000**

Raymer Group Inc. is a family-owned business and was established 2008. Based out of Tavistock and Woodstock, Bruce and Mark Raymer have over 30 plus years in the feed industry along with knowledge of animal nutrition. The business handles products from feed additives, feed ingredients, liquid oil blends and innovative soil and crop additives. Their major customers include progressive land-based farms and feed mills. With strong relationships built over time, the Raymer Group have become an agriculture resource company.

## **2021 Impact Totals**

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Total jobs created and/or maintained: 6

Total funding disbursed (loans): \$125,000

Funding leveraged (loans): \$375,000

Total funding disbursed (grants)\*: \$8,695

Funding leveraged (grants): \$35,925

# Fund Impacts Since Inception

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## **Total Loans**

- 12 loans in the amount of \$698,613
- \$2,117,100 of owner's investment
- \$5,346,790 of third-party investment
- \$7,463,890 of total investment
- 168 jobs impacted

## **For more information**

If you wish to learn more about the Future Oxford Legacy Fund, please feel free to use the contact information below.

### **To learn more about Future Oxford Legacy Fund, contact: (loans, grants, application process, deadlines, etc.)**

Allan Simm, General Manager  
Community Futures Oxford  
asimm@cfoxford.ca

### **To learn more about Future Oxford Partnership, contact: (Community Sustainability Plan, actions, strategic priorities)**

Dennis Guy, Manager of Strategic Initiatives  
Oxford County  
dguy@oxfordcounty.ca