

# THRIVE OXFORD

## Program Overview

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### ABOUT THE PROGRAM

Thrive Oxford is a unique business development program for women entrepreneurs who currently, or aspire to, grow their business while integrating sustainability principles into their business model. The program attempted to launch in February of 2020 and was quickly tabled due to the pandemic. The program is making a return with a focus on supporting businesses that were impacted over the last two years.

The program has three main goals for participants:

- Improving access to capital for women entrepreneurs in Oxford County, especially those who were impacted by the pandemic.
- Providing the tools, resources and advice necessary to make smart, sustainable business choices that have impact and support the long term recovery and prosperity of the business.
- Ensuring an inclusive and motivating space for women entrepreneurs to start or grow their business.

### Important Dates:

Application Deadline: September 16 @ 4pm  
Successful Applicants Notified: September 20  
First Session: September 26, 9:30-1:30pm

Sessions will take place at Community Futures Oxford Main Office (Ingersoll).

### How to apply:

1. Review the program information to ensure your business is eligible.
2. If you aren't sure or want to discuss the program, book an appointment.
3. Download the application on the Community Futures Oxford website:  
[www.cfoxford.ca/thriveoxford](http://www.cfoxford.ca/thriveoxford)
4. Download, complete and submit your application.

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## PROGRAM ELIGIBILITY

- Business must be located in Oxford County.
- Business must be women-owned (at least 50% of the business), but those with significant strategic and decision making roles may be considered.
- Existing small businesses that were registered by March 2020 or earlier.
- All participants must aspire to implement and measure sustainable actions within two years of completing the program.
- Franchises, independent sales consultants are not eligible.

### ***Preference will be given to applicants that:***

1. Operate a business that was significantly impacted by the pandemic.
2. Businesses owned by individuals that identify as women, 2SLGBTQIA+, BIPOC, and people with disabilities,
3. Businesses that intend to hire as a result of expansion within the next 1 year.

\*Measurable expansion is preferred. For example, moving a home based business into a new location, hiring an employee, exporting or launching a new product.

## What you will get:

- Access to industry experts, training and strategic advice valued at more than \$1100/per person.
- FREE ticket to the Small Business Month event on October 26 (value \$50).
- Access to a private Facebook group to stay connected with your fellow participants and facilitators.
- The opportunity to pitch your business's growth ideas. Two businesses will receive a \$1000 grant to put your plan into action.
- Be part of a small group (limited to 8 businesses) of passionate women-owned businesses that are ready to grow and support one another along the way.

## What you must give:

- Participants must commit to attending every session in order to be eligible to participate in the pitch presentation at the end of the program.
- Participants must agree to sign and adhere to a confidentiality agreement with respect to information shared by fellow business owners in the program.
- Participants are aware that although we intend to deliver the program in-person, there may be instances where we are required to transition to virtual.
- Attend sessions at the Community Futures Oxford Main Office (118 Oxford Street, Ingersoll), unless indicated otherwise on the schedule.
- We expect that the program will require ~5 hours of your time each month (~3 hours of group learned and 1-2 hours of independent work). As with all things, the more effort you put in, the more reward you will get out.

## **PROGRAM SCHEDULE:**

### **September 26, 9:30am-12:30pm**

Starting Strong: Understanding Your Finances with Money Mindset Coach, Sherry Andrews



### **October 12, 12:00-1:30pm**

Small group coaching and Q and A with Sherry Andrews

### **October 26, 7:30am-12:00pm**

Small business week breakfast networking and marketing workshop with The Social Factory x Bear & Fox at the Elm Hurst Inn

### **November 16, 9:30am-12:30pm**

Sustainability: How to improve your business's impact on the community, economy and environment with Green Economy London Hub Coordinator, Kaitlyn Creighton

### **January 9, 10:00am-1:00pm**

Get it on paper: Crafting a strategic plan for success with Community Futures Oxford staff, Lindsay Wilson



### **January 23, 12:00-1:30pm**

Virtual meet up and check in with Community Futures Oxford staff, Lindsay Wilson

### **February 6, TBD**

Each participant will book a one-on-one session to discuss their strategy, pitch presentation and needs to succeed.

### **March 16, Evening (specific time to be determined)**

Participants will share their vision to grow their business and the impact it will have on the community, economy and environment. Two winners will receive \$1,000!