



STRATEGIC PLAN

2025 - 2028

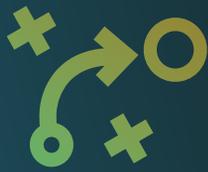


Community Futures Peterborough will be the trusted partner that helps local businesses reach their goals.

At Community Futures Peterborough, our long-term vision is clear: **to be recognized by local businesses—current and future - as the trusted partner that helps them achieve their business goals.** Whether through flexible financing, hands-on advisory services, or collaborative support, we are committed to walking alongside entrepreneurs at every stage of their journey. As we look ahead, everything we do is guided by this purpose—to strengthen our community by empowering the people building its future.



Key Strategies & High-Level Tactics



INCREASE AWARENESS AND ENGAGEMENT WITH THE BUSINESS ADVISORY CENTRE

Strengthen local presence and build familiarity with services to expand reach and community impact.

To maximize impact, entrepreneurs and local businesses must be aware of the resources available to them. Building strong visibility and trust in the Business Advisory Centre will ensure that more businesses can access timely advice, training, and support as they start and grow.

WE WILL ACHIEVE THIS BY:

Strengthening our marketing and outreach efforts to build familiarity with the Centre's services and ensure local entrepreneurs and businesses are aware of the full range of available support.

EXPAND ACCESS TO FLEXIBLE AND INCLUSIVE FINANCING SOLUTIONS

Broaden and refine financing tools to meet diverse business needs across sectors and stages.

Access to capital remains one of the biggest barriers for entrepreneurs, especially for start-ups or those with limited security options. By expanding our financing tools and increasing flexibility, we can meet businesses where they are and empower them to move forward with confidence through tailored financial solutions.

WE WILL ACHIEVE THIS BY:

Enhancing our existing loan programs and products while exploring new funding models that address the diverse needs, stages, and sectors of the businesses we serve.

ENHANCE AND DIVERSIFY OUR SERVICE OFFERINGS

Deliver continued and greater value to clients by expanding programs, strengthening partnerships, and continuing to evolve and respond to business support needs.

The needs of our businesses are evolving quickly. To remain a trusted partner in their business, we will expand our offerings through new programs, strategic partnerships, and community-driven initiatives that reflect local economic trends and opportunities.

WE WILL ACHIEVE THIS BY:

Developing and delivering new programs in collaboration with strategic partners to address emerging business trends, community priorities, and growth opportunities.

INVEST IN INFRASTRUCTURE THAT SUPPORTS SUSTAINABLE BUSINESS GROWTH FOR OUR ORGANIZATION

Strengthen internal systems, team capacity, and long-term sustainability to serve businesses effectively.

For us to grow and best respond to our clients' needs, we need access to the right tools, spaces, and systems. Investing in infrastructure—from technology to physical upgrades—will help us scale sustainably to support growth.

WE WILL ACHIEVE THIS BY:

Investing in new CRM, identifying more cross-training opportunities for staff, broadening the skillset of our Board of Directors, and considering expanding the loans committee to include non-directors. We will define our leadership role in the community while managing expectations of our partners.

MISSION STATEMENT

To strengthen our community by helping local businesses grow and thrive through accessible financing, expert advice, and collaborative partnerships that build a stronger, more inclusive local economy.



VISION STATEMENT

A thriving local economy where every entrepreneur feels supported, every business has room to grow, and the community prospers together.



Core Values

1

COMMUNITY FIRST

We are rooted in our local community and committed to its long-term prosperity.

2

INCLUSIVITY

We believe every entrepreneur deserves access to the tools, support, and capital needed to succeed.

3

COLLABORATION

We work in partnership with businesses, organizations, and community leaders to create lasting impact.

4

INTEGRITY

We build trust through transparency, accountability, and doing what's right – every single time.

5

HUMAN-CENTERED SUPPORT

We lead with empathy, always providing advice and service that reflects the unique needs of the people we serve.

6

SUSTAINABILITY

We aim for long-term growth, supporting businesses in building resilient and future-ready operations.



Serving the
Business Community
since 1985
