



October 9, 2024

Maximizing your profit margins – en français

Without operating profits, a business will not survive. Yet surprisingly, many small business owners seem willing to accept very modest net profits. Don't miss the opportunity to attend this hands-on [workshop](#) at the Rural Action Centre in Wellington delivered by well-known business skills trainer, Ron Robichaud. Participants will learn:

- Think like an investor
- How to establish a net profit margin goal
- How to use a unique bottom-up approach to achieve the desired net profit margin

For more information, contact Josée Arsenault at josee@rdeeipe.org or 902-854-3439.

Calling Not-for-Profits: Fundraising & Sponsorship Basics

How can you make your organization stand out and make it easy for donors to support you?

Facilitator Lee Gallant will keep participants engaged in this [dynamic workshop](#) by using **Case Studies** of successful fundraising and sponsorship campaigns. Lee will provide participants with a **Resource Handout** listing tools and applications from the session for later reference. Check out the link in our training calendar listing.

Reliable Market Research Information Info Session by ACOA Business Information Services

Are you struggling to find relevant market research to support your business plan or other aspects of your business? Join [ACOA Business Information Services](#) for an informative online session about how they can help you conduct market research. Find out how ACOA Business Information Services can help you:

Access research on the topics you need:

- demographics (e.g., age, household income, marital status, etc.)
- potential competitors
- suppliers and distributors
- industry performance
- financial benchmarking specific to your industry
- consumer trends
- import and export statistics

A session in French will be held Tues. October 29 and in English Wed. Oct 30th. Check the link I our training schedule and register today.

Climate Change Fund –\$100,000; deadline December 2, 2024

The [Climate Challenge Fund](#) program has provided support for 78 different projects from organizations from across the province, including **First Nations**, **Municipalities**, **Not-For-Profit organizations**, **Businesses**, and Academic Institutions. The deadline for the next funding round is December 2, 2024. Find details [HERE](#).

Fall 2024 Training Sessions

We have a full slate of training opportunities and information sessions coming up. These workshops are geared to aspiring **entrepreneurs**, established **businesses** and **not-for-profits**. Click the link to learn more and to register today.

Oct 10	Maximizing Your Profit Margins en français	Wellington
Oct 15	Fundraising & Sponsorship Basics	Online
Oct 24	CRA Tax Session for Entrepreneurs	Alberton
Oct 29	Market Research: ACOA Business Information Services – en français	Online
Oct 30	Market Research: ACOA Business Information Services - English	Online

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