

## News Release

For Immediate Release

### **Northumberland and Peterborough Community Futures organizations collaborate to launch Advanced Manufacturing Relief Program**

Manufacturers in Northumberland County, Peterborough and the Kawartha regions may be eligible to benefit from additional support through the Government of Canada's Regional Relief and Recovery Fund.

December 9, 2020

COBOURG/PETERBOROUGH, ONTARIO - [Northumberland Community Futures Development Corporation \(CFDC\)](#) and [Community Futures Peterborough](#) are joining forces with the [Northumberland Manufacturing Association \(NMA\)](#) and [Kawartha Manufacturers Association \(KMA\)](#) to support small and medium-sized manufacturers (SMEs) across Northumberland County, Peterborough and Kawartha regions to launch the Advanced Manufacturing Relief Program.

Funding of \$120,000 will be administered by the NMA in collaboration with the KMA through both Northumberland and Peterborough's Local [Regional Relief and Recovery Fund](#) with the support of FedDev Ontario. This new program is designed to assist manufacturers in addressing business challenges that have resulted from COVID-19 pressures and is open to manufacturers located within Northumberland County, the Kawartha and Peterborough areas at no cost to the manufacturer.

The Advanced Manufacturing Relief Program will provide support to the manufacturing community through direct services and consultations with specialists providing expertise and relief solutions for sustainability when reacting, recovering and pivoting to position for growth in these unprecedented times.

Participating manufacturers will receive up to five dedicated hours of personalized training, expertise and advice led by experts in each of the following fields:

- Health & Wellness for Employees & Management
- Learning and Innovating with New Technologies
- Health & Safety: Current and Future Regulations
- Human Resources: Employment and Labour Law Expertise

Program criteria consists of being a manufacturer located within the above mentioned regions, completing all program consultations by February 20, 2021 with applications being accepted on a first come, first serve basis.

To learn more visit the NMA's program page: [www.thenma.ca/amr](http://www.thenma.ca/amr)

## Quotes

“We know our manufacturing sector has faced challenges as a result of the pandemic and through this program we are providing targeted relief support to set the foundation for a strong recovery. We were pleased to rapidly connect our colleagues and manufacturing organizations in working together to efficiently respond.”

– *Wendy Curtis, Executive Director, Northumberland CFDC*

“The manufacturing sector is a major contributor to our local economy and their success in weathering this pandemic is critical. For this reason we are investing in the rebuilding of their business and their people. This is one time when more than money is needed to provide relief”

- *Gail Moorhouse, Executive Director, Community Futures Peterborough*

“This program is very timely for our industry. For 9 months we’ve worked hard to keep balance, be stable and be resilient; now it’s time for us to look at relief opportunities, and ways to envision the future and recovery. Spending time one-on-one with experts, at no cost to our business, is a huge relief and paves the way for future success. We want to thank both Community Futures Organizations and the Government of Canada for working with the NMA and KMA to bring this program into fruition.”

– *Fred Kosseim, NMA President*

## Regional Relief and Recovery Fund (RRRF) - Quick Facts

- Since RRRF was launched in May, over 1,000 businesses have been assisted through the RRRF by the region’s Community Futures Development Corporations (CFDCs), helping them keep their employees, cover costs and play a role in our economic recovery.
- On October 2, 2020, Minister Mélanie Joly announced an additional \$184 million in funding through RRRF for FedDev Ontario to support more organizations in the region impacted by COVID-19. Southern Ontario CFDCs will continue to provide targeted support to rural businesses; delivering \$30 million of this additional funding.
- Through the additional RRRF funding, CFDCs will continue to provide small enterprises in their communities with financial support to weather the impact of COVID-19. This support will be directed to those who are unable to access other federal relief measures.
- SMEs and not-for-profit organizations (NFP), including those engaging in commercial activities, such as social enterprises, or that provide support services to businesses/SMEs, and are interested, can apply for a loan of up to \$40,000 to help cover fixed operating costs through the RRRF program at your local CFDC.
- Through wave 1 of RRRF Northumberland CFDC and Community Futures Peterborough together have provided \$1,990,000 in liquidity support to help 67 local businesses impacted by the pandemic to cover fixed operating costs and maintain 139 jobs.
- Northumberland CFDC is currently accepting wave 2 applications for RRRF funding to distribute to eligible local Northumberland businesses. Visit the Northumberland RRRF program page: [www.financingandstrategy.com/rrrf/](http://www.financingandstrategy.com/rrrf/)
- Peterborough Community Futures is currently accepting wave 2 applications across loan and advisory services for RRRF funding to distribute to eligible local Peterborough businesses. Visit the Peterborough RRRF program page: [www.communityfuturespeterborough.ca/rrrf](http://www.communityfuturespeterborough.ca/rrrf)

- Should you be interested in a loan of \$40,000 or more and meet the eligibility criteria outlined on FedDev Ontario's website, you may wish to apply to FedDev Ontario.

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