

Entrepreneurship Program – Guidelines

Revised: August 2016

1. Guidelines have been established to provide members with a greater understanding of the Halifax & Region Entrepreneurship program and its framework. Amendments to the present guidelines are to be submitted to the Program Facilitator for approval by the Executive Director of the H&R MFRC.

The Halifax & Region Entrepreneurship program is an initiative of Employment & Education services. The group's aim is to attract Canadian military families that own a small business, or simply have the *desire* to start a business.

Our goal is to provide military families with an opportunity to build on the capacities of the group who wish to enhance their skills in the areas of: Skill development in the form of guest speakers, peer support, self-promotion, networking and community engagement.

2. Why should I join? – Members benefits

There are many personal reasons as to why individuals may join the Halifax & Region MFRC entrepreneurship program. Here are some common points of interest:

- Free listing of your business on MFRC Web Directory;
- Monthly networking opportunities;
- Skill development
- Peer Mentorship / Coaching opportunities;
- Business Referral opportunities;
- Participation at events / showcases;
- A supportive network that understands the demands of: military life, family commitments and business.
- Entrepreneur of the year recognition - Spirit Award

3. Who can join - Membership?

The entrepreneurship program is open to all CF military family members and veterans that own and operate a small business, or are starting up a new business.

There are two (2) types of memberships as part of the H&R entrepreneurship program club. The following criteria will determine the type of membership that may be offered to the individual.

a. Regular membership – This membership will be offered to all CF military family member¹ operating a small business. In addition, such member must:

- Operates his/her business in an ethical fashion;
- Act as a goodwill ambassador for the Halifax & Region MFRC;

b. Associate membership

- Be a former CF military family member;
- An associate member may participate in events and activities however priority will be given to regular membership members;
- Operates his/her business in an ethical fashion; and
- Act as a goodwill ambassador for the Halifax & Region MFRC; and
- Reside in Nova Scotia.

Annual membership Fee

An annual membership fee is collected for the purpose of but not limited to:

- Providing treats/refreshments at monthly meetings;
- Subsidize the cost of the Annual BBQ, typically held in June;
- Subsidize the cost of the Annual Meet and Greet breakfast typically held in September;
- Award presentations (flowers and free annual membership for the “Entrepreneur Spirit Award recipient”);
- Advertising /marketing items such as: Sandwich board, banner, stickers, buttons;

¹ Definition of military family: For the purpose of the entrepreneur club, a military family is a servicing CF member, spouse, common law partners and children of.

- Program expenses of running the entrepreneurship program;
and
- New initiatives

The annual membership is payable in total by all members NLT September 30 to the H&R MFRC. Members can pay by debit, cash, cheques or credit card by phoning 427-7788. Cost of membership is \$24.00 for a regular membership. New members joining after the month of September will pay a prorated rate payable as a lump sum. Please note that departing members will not be reimbursed any portion of the membership fee upon leaving the "club". Membership covers the months of September to June – regular programming season.

Non active status

A member who has not paid their annual membership fee will be considered a non-active member. All membership benefits will be revoked.

4. Meetings

The monthly meetings are an important and integral part of the entrepreneurship program as it permits networking and skill development opportunities. Members will be provided an opportunity to showcase their businesses at each monthly meeting during the networking portion.

The meetings are typically held on the last Tuesday or Wednesday of each month and run from Sept to June. No meetings/programming will be held during the summer period. All meetings are held in the Halifax site, from 6-9 (depends on programming).

Minutes of meeting will be taken and distributed by email prior to next meeting.

5. Facebook and LinkedIn

Members of the entrepreneurship program have participated in various social media groups.

Although we encourage you to join such social media groups, the H&R MFRC cannot be the host or be part of the entrepreneur club page or group on either Facebook or any other social platforms as it contravene our internal social media staff policies.

F.Y.I. all requests to join the Entrepreneur Club Facebook group are to be submitted through:

<https://www.facebook.com/groups/militaryentrepreneur>

6. Entrepreneur of the year – Spirit Award

The entrepreneurship program also recognizes outstanding individuals. The entrepreneur of the year award known as the “Spirit Award” is presented on an annual basis to recognize an individual who has demonstrated outstanding entrepreneurial spirit, strengthened the military family and local business community. Our first award was presented in 2013.

Nominations will be sought in May in time for the HJ&R MFRC AGM in June. As a token of appreciation, the recipient will receive:

- A free annual membership for the upcoming year;
- An opportunity for him/her to be highlighted to our military community with an article in the Trident and various social media posts;
- A framed certificate of accomplishment;
- An opportunity to highlight his/her business in our display cabinet for a period of 12 months.

7. Sponsorships and donations

Definitions:

As a non-profit organization, the H&R MFRC relies extensively on opportunities to secure funding through sponsorship, donations and fundraising activities to sustain programs and services. As such, the H&R MFRC has a Fundraising Guideline that must be adhered to by individuals and groups soliciting funds on behalf of the Centre. As a program of the H&R MFRC, all members of the entrepreneurship program will follow these guidelines.

The Fund Development Coordinator is responsible to ensure that all solicitation of funds and donations on behalf of the H&R MFRC meet the mission, vision and values of the Centre, as well as the ethical guidelines established by the H&R MFRC (Board Policy #22). All fundraising activities must also adhere to Canada Revenue Agency Regulations (www.cra-arc.gc.ca).

8. Media Relations

The Halifax & Region Military Family Resource Centre (H&R MFRC) prefers to respond to media requests that are perceived as a potential opportunity to promote programs and services of the H&R MFRC (including the Entrepreneur Club). Media has proven to be helpful in promoting H&R MFRC programs and services in such ways that would be cost prohibitive for us to develop on our own.

It is the responsibility of the Information Services (PR) position to coordinate the H&R MFRC's media relations program, which includes maintaining a media contact list, maintaining media kits and responding to and facilitating requests from media. Information Services (PR) will work with the official spokespersons (Board Chair and Executive Director) to initiate and respond to media requests.

All requests from Entrepreneur Club members to promote programs and activities that may involve the media must be coordinated through the Entrepreneur Club Program Facilitator who will then follow up with Information Services Supervisor. Club members acting on behalf of the Club are not to engage with the media without prior approval from the H&R MFRC. Furthermore, it is highly recommended that all requests for media advertising and presence be planned well in advance (minimum of 60 days) of the event to ensure that an effective promotional plan can be developed in time.

Reporters frequently request that the H&R MFRC set them up with a military member, spouse or family. As such, Entrepreneur Club members and their respective families may partake in interviews after prior approval from Information Services and the Executive Director. Please note that the MFRC can be of assistance to either coordinate the request or provide some coaching tips to the individuals being interviewed.

9. Advertising - Flyers

Flyers are a useful means to promote programs and activities especially to the community members who drop-in at the H&R MFRC or on social media.

For the intent of the entrepreneur club, all advertising material produced by the club must be coordinated thru the Program Facilitator for approval by Information Services to ensure compliance with the H&R MFRC guidelines.

10. Volunteers

Occasionally, volunteers from the H&R MFRC and community helpers will be sought to assist with special events and activities for the Entrepreneur club. Anyone interested in becoming a MFRC volunteer are to contact the MFRC volunteer coordinator (Jill.Clarke@forces.gc.ca).

11. Liability

The H&R MFRC will not under any circumstances, be responsible for the actions of members and their respective businesses. The MFRC does not verify if the member businesses have appropriate permits and/or licences.

12. Committee members

Committee members play an important role in the governance and operation of the entrepreneur club by reflecting its diversity and voice of the group. The committee normally meet monthly using various mediums (face to face, conference calls, Skype) to discuss a broad range of topics and initiatives.

All members wishing to be part of the committee are invited to forward their nomination to the program facilitator by briefly outlining their intention any time throughout the year. A formal call for nominations will however be done in December. All new committee members with the exception of the MFRC Program Facilitator will be elected annually in January by the club membership for a period of 12 months. As a token of appreciation for being a committee member, all committee members will be given a complementary membership the following year.

Please note that all committee members may be asked from time to time to chair a meeting in the absence of the co-chair. What a great way to further develop facilitation skills 😊

The entrepreneur club committee is composed of the following positions but not limited to:

- Program Facilitator – (MFRC Staff)
- Chair
- Co-Chair
- Administrative support
- Event/Activity coordinator

