



**OFNEDA**

ONTARIO FIRST NATIONS ECONOMIC  
DEVELOPERS ASSOCIATION

# A Path Together Will Yield Community Based Results

*Operating Highlights 2026- AGM*

*Presented by*  
**Peggy Domingue**  
Executive Director



# Networking Activities

- Participated in Anishinabek Nation Assembly – hosted a booth
- Collaborated with EDCO in a MOU for our members for discounted membership & access to their training sessions at reduced rates
- Supported and participated in two youth economic development workshops in SSM and Manitoulin Island, provided funding for guest speakers at both events
- Hosted a booth at PDAC & participated on a panel highlighting FN engagement requirements with industry sectors
- Visited remote community of Sachigo Lake FN & held discussions with C&C and various department managers on community needs to assist with networking

Coffee meet ups examples & number



# Networking Activities Cont'd

- Connected with new EDAC Executive Director to continue relationship building & discussions on accreditation for CANDO TAED program retroactively to cohort 1 & facilitated e-introductions with CANDO on this subject (joint meeting scheduled in April)
- Promoted OFNEDA at COO spring assembly & NAN Keewaywin assembly to FN Chiefs
- Chair & ED participated in the G7 Summit – Canadian Founders Business Dialogue with Friends of Africa (FoA) & Kylee represented OFNEDA on a panel at the FoA Conference
- Represented at CCIB's Women in Business Forum
- Hosted 4 regional meetings, Kenora, London, Sioux Lookout & Sudbury
- Advocated for FN's in



# Networking Activities Cont'd

- Attended and exhibited at CANDO & participated in the graduation of our 1<sup>st</sup> TAED cohort
- Our team participated in AFOA Conference & Neeganii-lishawin Conference
- Hosted sold out conference with over 320 participants in Thunder Bay, which is a member-driven forum that delivers meaningful learning, networking and partnership opportunities
- Completed Ethical Decision-Making training through AFOA
- We have hosted over 13 coffee meet-up sessions some of the topics included FN Bank, Organic Farming, Cybersecurity, AI, Youth Funding, Rural ON Development, IAFNER, Procurement with City of Toronto etc.
- We have complete 3 virtual training sessions for EDO's on Business Planning, Financial statements & Budgeting and AI – along with 2 sessions specifically for entrepreneurs (more details to come)



# Member Support

- Continue to support our members and connected through personal engagement that responds to their unique roles and community contexts
- We have continued to provide them access to funding information and information as it is available to us
- Our team has provided real-time information and support in various areas to EDO's and entrepreneurs
- Increased engagement from Northern communities and supports provided



# Member Support

<b>Member Counts (excluding Secondary Members)</b>	<b>No.</b>
First Nation Community	89
First Nation Entrepreneur	47
Associate	40
	<b>176</b>
<b>First Nation Community + Secondary Community Members</b>	
First Nation Community	89
Secondary Community	16
	<b>105</b>
<b>Entrepreneur Memberships + Secondary Members</b>	
First Nation Entrepreneur	47
Secondary Entrepreneur	12
	<b>59</b>
<b>Member Count Comparison 2024 to 2025</b>	
2024 FN Community + Associate Members	123
2025 FN Community + Associate Members	129

Increase of 4.88% in 2025



# Provincial Ec Dev Funding – CCFA's

<b>Total # of First Nations Received Funding</b>		<b>77</b>	<b>76</b>	<b>78</b>
<b>Total Amount of Funding Provided by OFNEDA</b>		<b>879,109.00</b>	<b>780,976.00</b>	<b>1,681,290.00</b>
<b>Total # of First Nations Received Funding by Chapter</b>				
Chapter 1		26	26	27
Chapter 2		13	13	14
Chapter 3		21	20	20
Chapter 4		17	17	17
		<b>77</b>	<b>76</b>	<b>78</b>
<b>Total Amt of Funding Provided to Each Chapter</b>				
Chapter 1		296,842.00	267,176.00	581,985.00
Chapter 2		148,421.00	133,588.00	301,770.00
Chapter 3		239,757.00	205,520.00	431,100.00
Chapter 4		194,089.00	174,692.00	366,435.00
		<b>879,109.00</b>	<b>780,976.00</b>	<b>1,681,290.00</b>

# Website- Associate membership

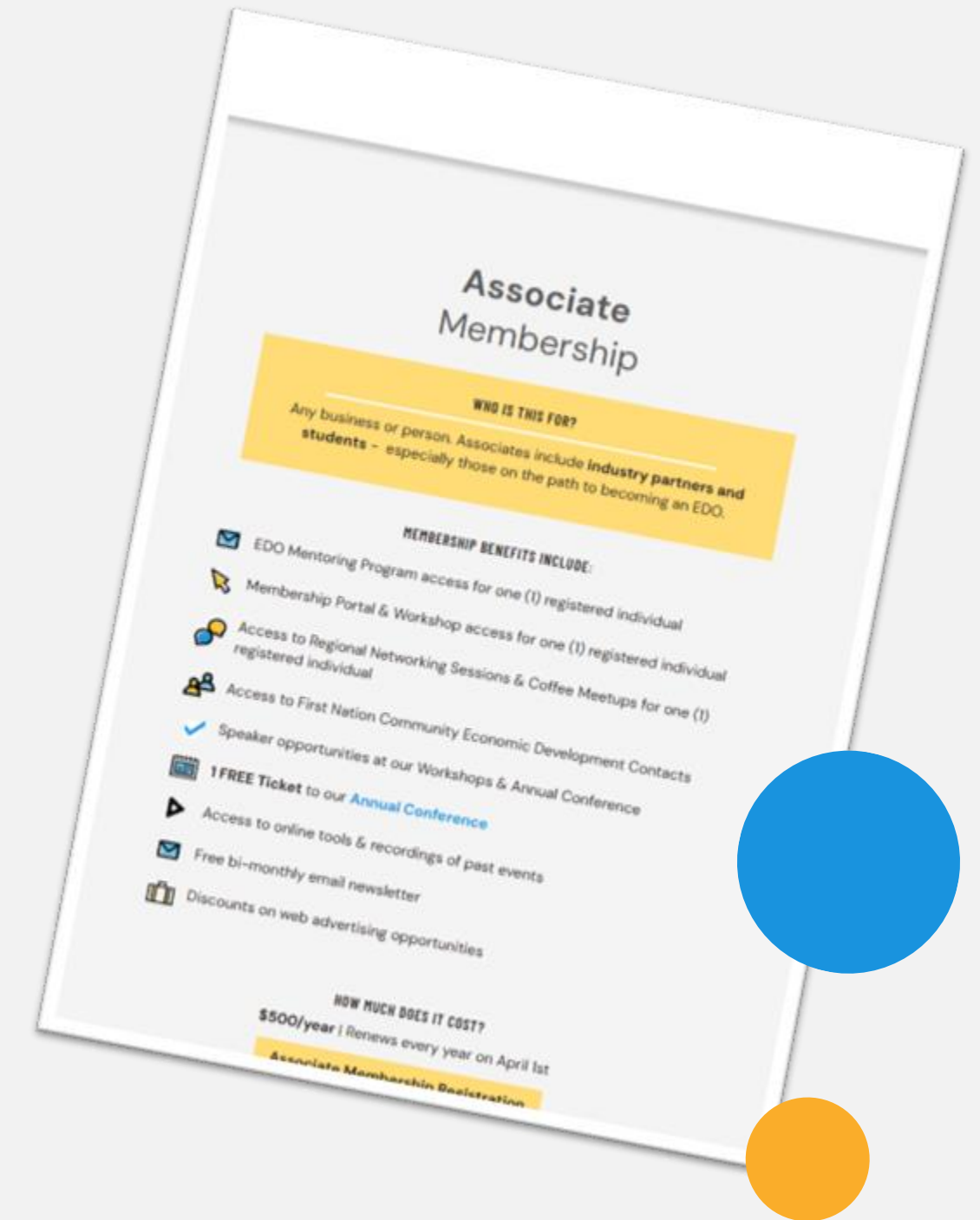
Year-over-Year Performance Summary (2025 → 2026)

## Associate – Info Page

- Views: 41 → 45 (+9.8% new growth)
- Views per Active User: 1.11 → 1.29 (+16.2% new growth)

## Associate – Signup Page

- Views: 4 → 28 (+600% new growth)
- Avg. Engagement Time: 7.50s → 15.77s (+110% new growth)



# Website- FN membership

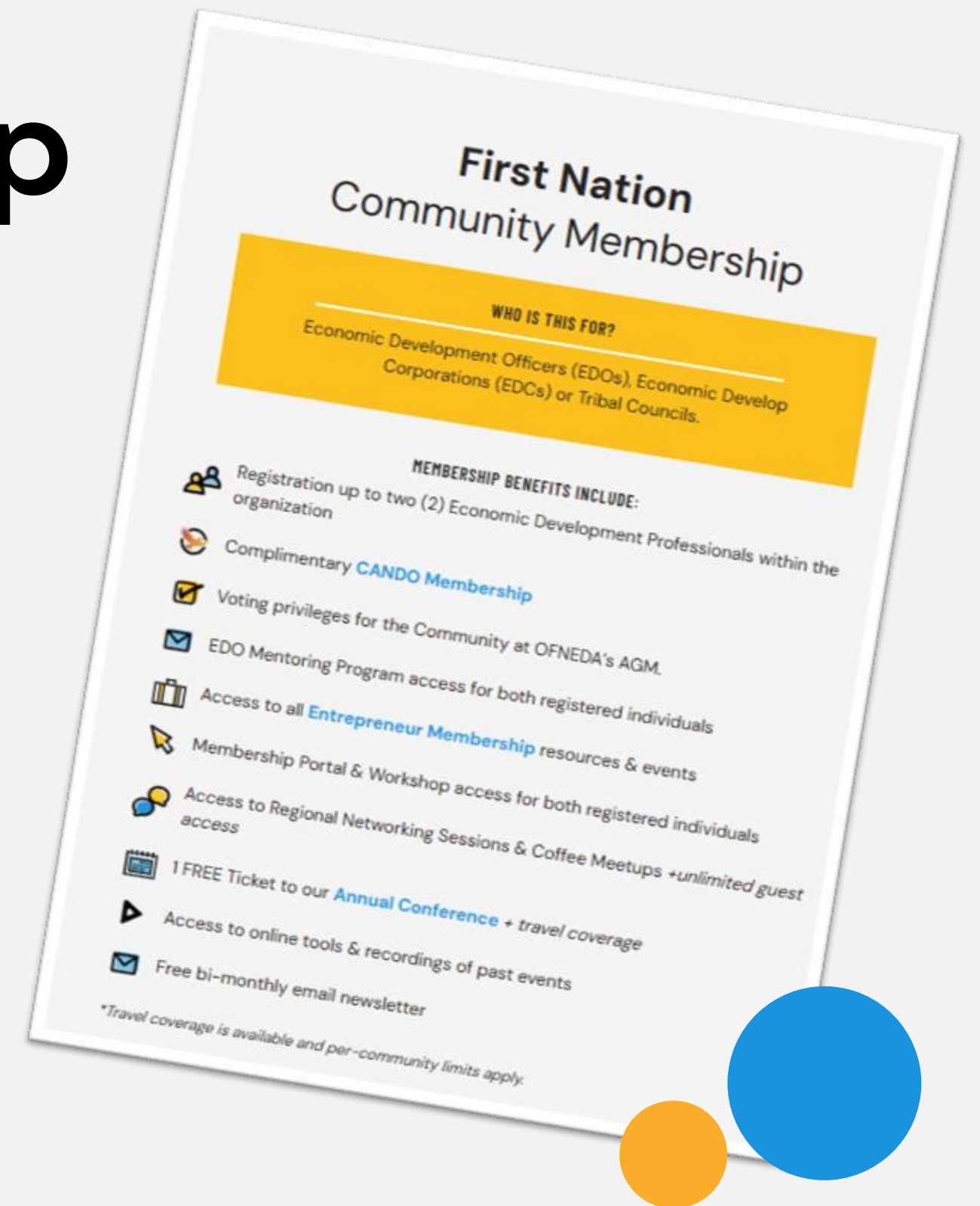
Year-over-Year Performance Summary (2025 → 2026)

## FN (First Nations) – Info Page

- Views: 31 → 30 a decline of (-3.2%)
- Views per Active User: 1.15 → 1.07 decline of (-7%)

## FN – Signup Page

- Views: 9 → 18 (+100% new growth)
- Avg. Engagement Time: 5.57s → 23.76s (+327% new growth)



# Website- Entrepreneur membership

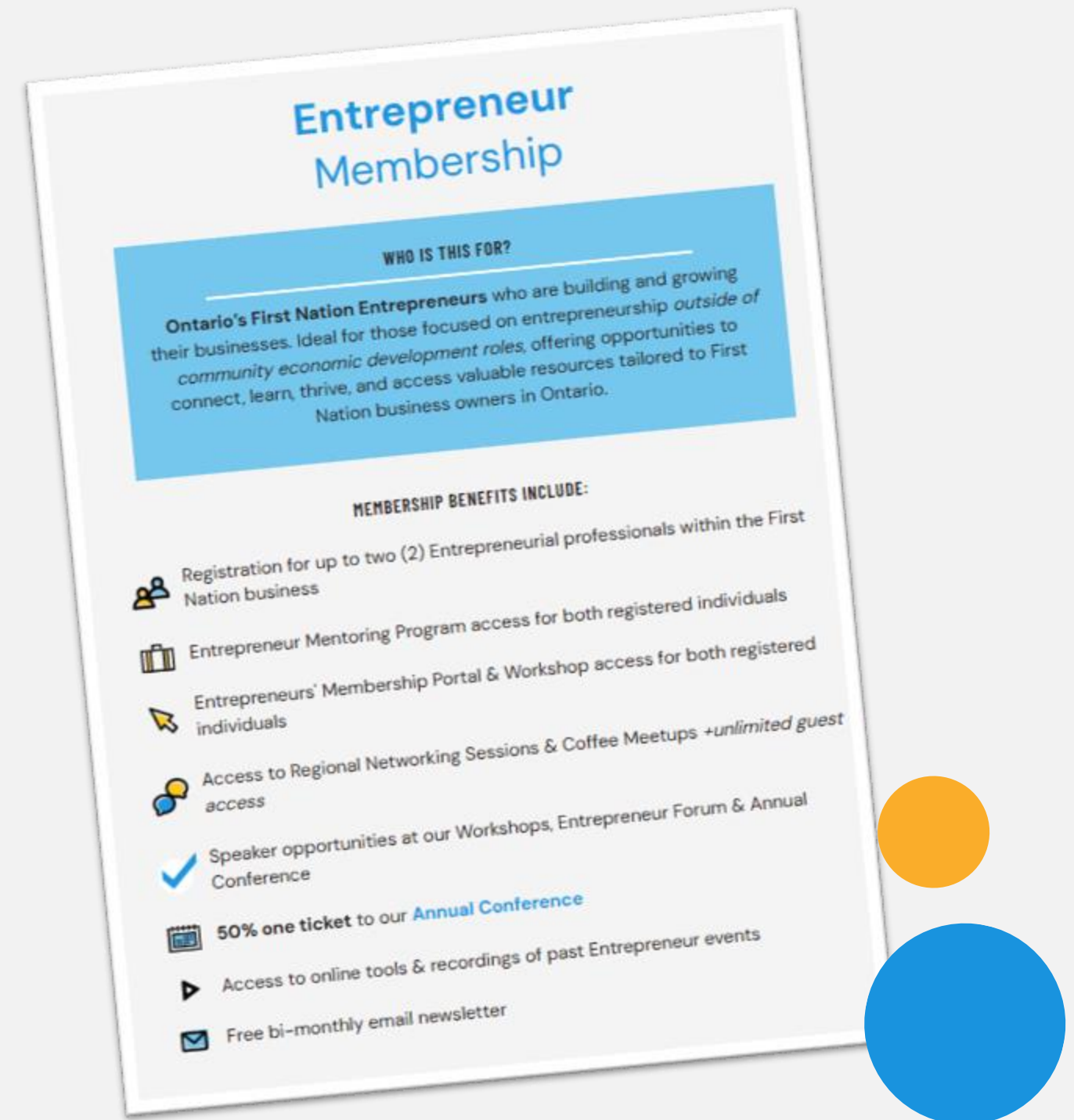
Year-over-Year Performance Summary (2025 → 2026)

## Entrepreneur – Info Page

- Views: 0 → 26 (+100% new growth)
- Views per Active User: 0 → 1.24 (+100% new growth)

## Entrepreneur – Signup Page

- Views: 9 → 18 (+100% new growth)
- Avg. Engagement Time: 5.57s → 23.76s (+327% new growth)

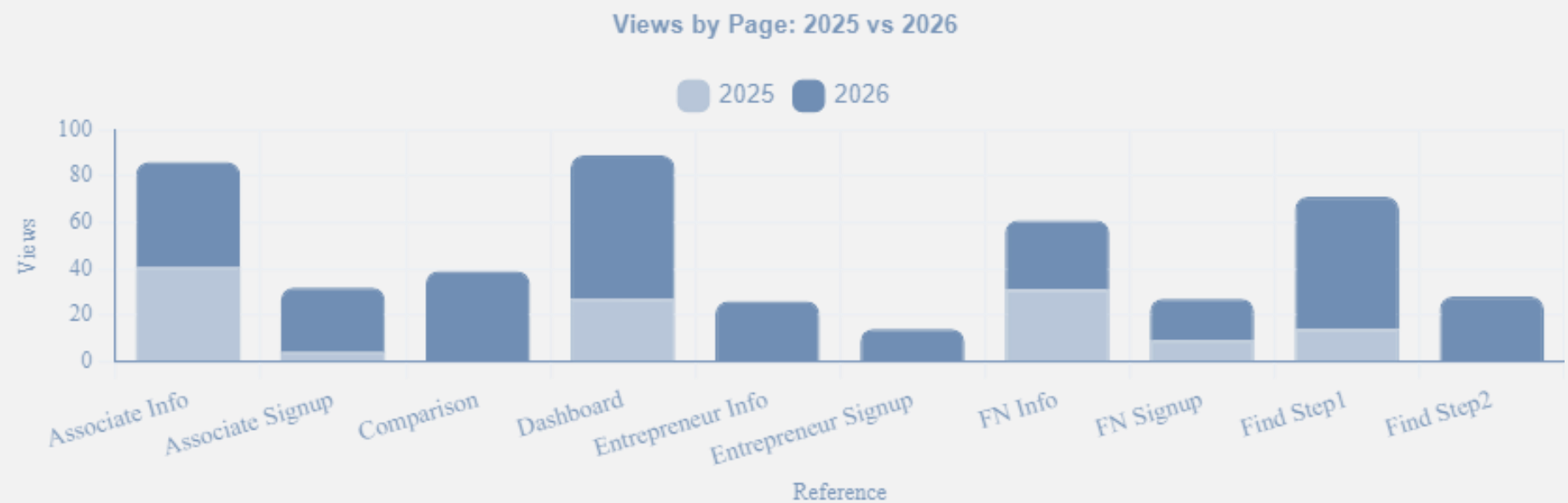


# Website- Report Highlights

Year-over-Year Performance Summary (2025  
→ 2026)

## Strongest growth:

- Associate Signup, FN Signup, Find My Plan, and Dashboard saw major YoY adoption spikes, indicating improved conversion interest.
- New 2026 journeys (Entrepreneur) are showing healthy early traction.
- Signup pages show dramatic improvements, indicating stronger intent and better funnel performance year-over-year.



# Website- FNEAC Home

Year-over-Year Performance Summary (2024 → 2025)

- Views: 6,626 → 8,576 (+29% growth)
- Active Users: 2,939 → 4,208 (+43% growth)
- Event Count: 5,060 → 6,392 (+26% growth)

## *Huge Launch Success for /conf/bios*

- At 1,574 views and 802 active users, the page instantly became a top-performing conference destination.
- Long engagement time (68 seconds) shows strong storytelling and speaker interest.
- FNEAC Home page is growing strongly **+43% increase in active users** shows rising conference awareness.
- Event engagement also climbed **+26%, meaning users interacted more** with content.

# Website- FNEAC Home Cont'd

Year-over-Year Performance Summary (2024 → 2025)

## *Audience Reach Expanded*

- Active users up **+30%** shows broader awareness and successful traffic acquisition initiatives.

## *Interaction Momentum Is Strong*

- Event count up **+50%** indicates users are clicking, exploring, and engaging with on-page elements far more than last year.

## *Engagement Quality Held Steady*

- Avg. engagement time **+1.9% (essentially stable)**, even with a larger audience—good sign that content remains relevant as reach scales.

# New Website Add-Ons

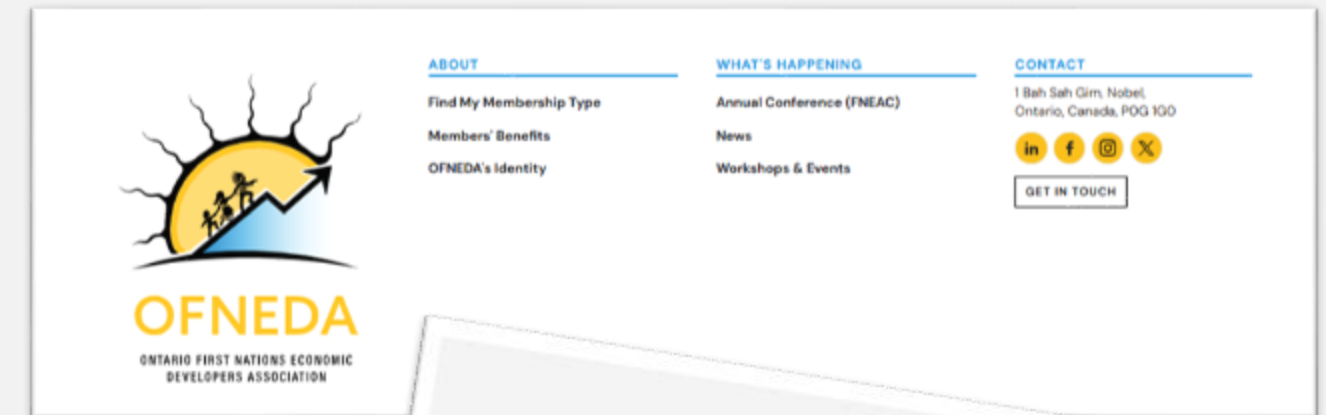
(Enhancements Launched This Year)

## ***Brand-New Global Footer***

- A redesigned footer now includes:
  - Direct links to all key pages
  - The organization's full address and contact details
  - Social media icons for quick access and increased engagement
- **This update improves navigation, strengthens brand credibility, and ensures users can easily connect across platforms.**

## ***New "News & Updates" Page***

- A dedicated hub to highlight:
  - Collaborations Partnerships Announcements and major organizational milestones
- **This page helps spotlight community impact and boosts transparency around ongoing initiatives.**



# Newsletter Improvements

- **Increased from quarterly to monthly distribution**, boosting consistent audience engagement and strengthening year-round communication.
- **Transitioned from PDF copy to Mailchimp**, enabling mobile-friendly layouts, clickable content, and full analytics for improved tracking and optimization.
- **Significant lift in traffic and interaction**, with newsletters now driving higher website visits, better user engagement, and more meaningful touchpoints with the community.



# Newsletter Audience Performance (vs. previous 90 days)

- **Healthy list growth: +7.4% overall and +6.2% subscribed** in just one quarter, with steady ~2–2.5% monthly momentum.
- **High-quality audience: 95%+ opt-in rate indicates trusted brand communications** and strong permission practices.
- **Net-new value: ~80% of total net adds are subscribed (+50 of +62),** meaning most new contacts are marketable.

# Social Media – LinkedIn

## Audience

- Total followers: 2,268 (Mar 2026)
- Last year: 882 (Mar 2025)
- New followers (365 days): 1,386
- YoY growth: **+157% new growth**

- **The LinkedIn channel is experiencing rapid and healthy growth, driven by increased content output, stronger relevance, and rising audience engagement. With follower count up 157% YoY and impressions up more than 11× over past baselines, LinkedIn is now one of the organization’s most effective visibility and engagement channels.**
- **Continued focus on high-value content, storytelling, and visual formats will accelerate this momentum even further.**



# Social Media – Meta – Facebook

- Total Followers (2026): 788
- Follower Growth: **+51.9% YoY growth**
- 3.8K page visits — **+53.2% YTD growth**
- Link clicks — **+59.9% YTD growth**

OFNEDA's Facebook reach continues to scale, delivering six-figure annual views even with a lean follower base. Page visits up 53% indicates stronger curiosity and more frequent return traffic. Link click-through growth of nearly 60% shows improved content relevance and more effective calls-to-action. Engagement up 315% year-to-date, marking a substantial jump in reactions, shares, and comments — confirming stronger community resonance.

# Social Media – Meta – Instagram

- Total Followers (2026): 79
- 8.3K Views – 100% growth
- 4K Reach – 205% growth
- 136 Interactions – 100% growth
- 244 Profile Visits – 168.1% growth
- Followers: 0 → 79 – +79 new followers (100% growth)
  - For a brand-new page without paid promotion, anything above 50–100 followers in the first year is considered healthy, especially if growth is organic.
  - ***Recommendations to Improve Performance Further***
    - Post more Reels (aim for 3–4 per week) Reels currently drive 2–5× higher reach than photos or carousels, especially for small accounts. Tip: Use trending audio + valuable content.

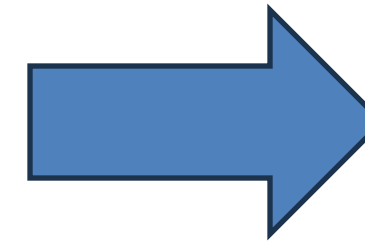
# Social Media – X (Twitter) Channel

## *6-Month Channel Insights*

- OFNEDA's X channel is in its foundational phase with 100% growth and steady early activity.
- Growth from 0 → 2 followers demonstrates initial interest as awareness builds.

## *Visibility and engagement will rise as:*

- Posting frequency increases
- Visuals and links are added
- Cross-promotion from LinkedIn, Facebook, and Instagram is implemented
- As posting momentum increases and cross-channel promotion begins, X will evolve into a valuable platform for quick updates, policy news, and real-time event communication.



SCAN THE QR CODE TO FOLLOW

## Virtual Coffee Meet-up

Feb 12, 2026

11:00 AM – 12:00 PM ET

## Building Better Paths: Sustainable Transit for Your Community



Guest Speaker:

**Asennaienton**

**Frank Horn**

Principal  
Indigi Solutions



OFNEDA



Drop in for coffee,  
conversation and support.  
**Free** but please RSVP at  
[ofneda.ca/calendar](https://ofneda.ca/calendar)  
to reserve your spot!



# Training & Engagement Overview

- **Monthly virtual training sessions + 2–3 virtual meet-ups per month**, driving steady community engagement and ongoing professional development.
- Audience size stable at 195 contacts, with 194 fully subscribed— a **99.5% opt-in rate** indicating a **highly engaged and committed training network**.
- **Consistent multi-channel touchpoints (virtual + in-person + email)** continue to strengthen relationships, increase participation, and support knowledge sharing across the community.

# Training TAED & EDAC YTD 2025

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- Graduated 9 students from our 1<sup>st</sup> TAED cohort CONGRATULATIONS!!

Jason Wong, Peter McKenzie, Michael Jolly, Kelly Esquimaux & Stuart Wilson (featured in pic) (Missing graduates from the picture is Kyle Matthews, Mindy Knott, Zack Lafleur and Alex Kajtar)

- Commenced 2<sup>nd</sup> cohort with 10 students and 1 from year 1 who will complete missing classes
- Sent 5 students to EDAC Ec.D Training program for Part 1 and 6 to Part 2 at the University of Waterloo



# Annual Report

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DIRECTOR OF  
INDIGENOUS  
PROCUREMENT &  
ENTREPRENEURSHIP  
DEVELOPMENT



**OFNEDA**

**ONTARIO FIRST NATIONS ECONOMIC  
DEVELOPERS ASSOCIATION**

# Procurement Strategy & Capacity Building

- **Systems Navigation:** Facilitated dozens of 1-on-1 and group sessions focused on practical tools for success, including navigating the **Supply Ontario** website and the **Canada Buys** database.
- **Strategic Research:** Empowered members to use historical government contract data as a competitive intelligence tool for future bidding.
- **Public Presence:** Represented OFNEDA at multiple **Procurement Assistance Canada (PAC)** trade shows, including a featured role as a panelist to advocate for Indigenous procurement integration.
- **Key Defence Initiatives:** Participated in the **CANDO Supply Chain Pilot** for Canadian Defence, attending the **CANSEC** Tradeshow (Canada's Global Defence & Security Trade Show).

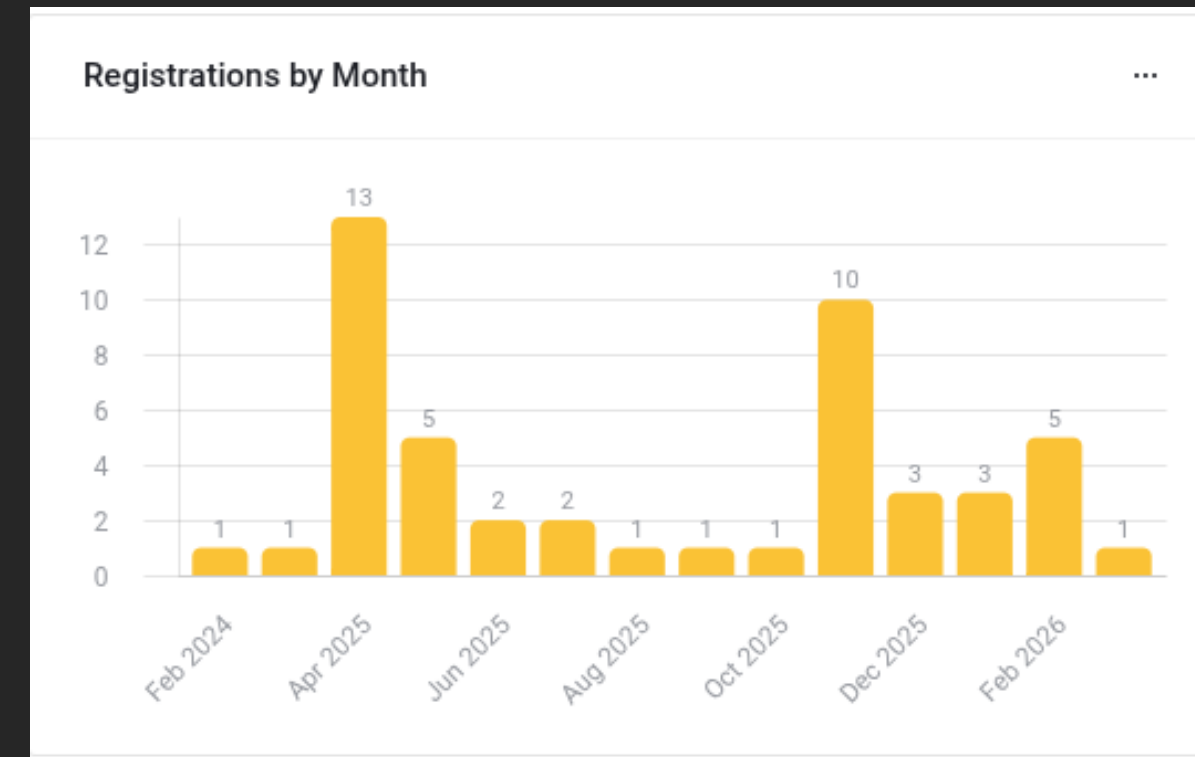


# Strategic Partnerships & Advocacy

- **OECD:** Collaborated on the launch of their new **Indigenous Supplier Database**, increasing visibility for our members.
  - **First Nations Procurement Authority:** Maintaining a close partnership as they prepare to launch their **Construction Pilot** program.
  - **PSIB Advocacy:** Active participation at the **Indigenous Trade Table**, providing direct input on developments and amendments to the **Procurement Strategy for Indigenous Business (PSIB)**.
-

# Entrepreneurship Growth & Engagement

- **Membership Milestone:** Successfully grew the Entrepreneurship membership to **49 active members** in just one year.
- **Committee Progress:** The Entrepreneurship Committee has officially convened to define the core pillars and strategic focus areas for the coming year.
- **Knowledge Sharing:** Hosted high-impact webinars featuring:
  - Sarah Hopkins on "Brand Journeys."*
  - Michael Jacobs on "IPP Toolkits."*



**Free Online Webinar**  
Tues | Feb 17, 2026  
2:00 PM - 2:30 PM ET

## INDIGENOUS PARTICIPATION PLANS AND FN COMMUNITIES

- ✓ Practical overview of IPPs as economic tools.
- ✓ Key insights from real project examples and scoring processes.
- ✓ Guidance on community readiness and strategic participation.

For FREE registration visit  
[ofneda.ca/calendar](https://ofneda.ca/calendar)

Learning Delivery with  
Microsoft Teams



**Speaker**

**MICHAEL JACOBS**  
Chief Executive officer  
Cambium Indigenous  
Professional Services



# Toolkit Development

- Working with Catalyste+ to develop 2 toolkits for our EDOs and/or entrepreneurs directly to assist with:
- Procurement
- Entrepreneurship
- Advisors participated in 4 regional meetings to ensure content is derived from users



# Digital Infrastructure & Communication

The image shows a calendar interface for November 2025. The calendar is viewed in a grid format with days of the week (Sun to Sat) and dates (1 to 31). Several dates have blue callout boxes indicating member sign-ups. The callouts are: Tuesday, Nov 18 (Madisson Conroy, Sara Jane Souliere, +2 more); Wednesday, Nov 19 (Sara Jane Souliere, Katie Wilhelm, Jenine Nicholas, +2 more); Thursday, Nov 20 (Katie Wilhelm, Jenine Nicholas); Friday, Nov 21 (Katie Wilhelm, Jenine Nicholas); Saturday, Nov 22 (Katie Wilhelm, Jenine Nicholas); Sunday, Nov 23 (Bryan Sharrow); Monday, Nov 24 (Bryan Sharrow); Tuesday, Nov 25 (Bryan Sharrow); Wednesday, Nov 26 (Nathan Stevenson); Thursday, Nov 27 (Nathan Stevenson); Friday, Nov 28 (Nathan Stevenson); Saturday, Nov 29 (Nathan Stevenson); Sunday, Nov 30 (Shawn Sackaney); Monday, Nov 1 (Shawn Sackaney); Tuesday, Nov 2 (Shawn Sackaney); Wednesday, Nov 3 (Shawn Sackaney); Thursday, Nov 4 (Shawn Sackaney); Friday, Nov 5 (Shawn Sackaney); Saturday, Nov 6 (Shawn Sackaney). The calendar also shows navigation controls at the top, including 'Today', 'Month', and 'See members (3 unscheduled)'.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18 Madisson Conroy · madiss... +2 more	19 Sara Jane Souliere · saraja... +2 more	20 Katie Wilhelm · katie.r.wilhe... Jenine Nicholas · jeninic...	21	22
23	24	25 Bryan Sharrow · sharrowco...	26	27 Nathan Stevenson · nsteve...	28	29
30	1	2	3	4	5 Shawn Sackaney · sackane...	6

- **Database Integration:** Partnered with **Ingaged** to develop a robust member database, allowing for rapid recognition of new sign-ups and streamlined onboarding.
- **Enhanced Communication:** Launched a new, informal monthly email series to keep entrepreneur members consistently informed about relevant programming, resources, and opportunities.



# Annual Conference

- Facilitated multiple expert panel discussions during this year's AGM, focusing on the most pressing issues and opportunities in Indigenous procurement and economic development.



# EDCO Partnership

- Thanks to the dedicated work by Peggy with EDCO, we had the opportunity to present at EDCO in their first ever First Nations panel at their conference







**OFNEDA**  
 ONTARIO FIRE & EMERGENCY SERVICES ASSOCIATION

**WHAT WE DO!**

**Training**

- CANDO certification program
- EDAC University of Waterloo E.C.D. Program
- Professional development workshops

**Networking**

- Annual Emergency Services Conference
- Monthly association meetings
- Other networking opportunities

**Support**

- Advocacy
- Insurance
- Legal
- Public relations

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**Thank you for your continued support**