



Empowering people  
Launching ideas

## **Innovative partnership serves aspiring entrepreneurs who face barriers**

October 10, 2019, Edmonton - Prospect Human Services has partnered with Rise, a national charity, to offer business start-up services to individuals experiencing barriers to meaningful employment as a result of mental health and addiction challenges.

Rise Edmonton provides business advisory services and low interest microloans up to \$10,000 to Albertans. Rise was launched with a three-year financial commitment from Canadian Western Bank (CWB), helping to facilitate what would become a national charity. As a strong proponent of making meaningful contributions towards Canada's economic prosperity and supporting organizations with a mandate to create strong, sustainable communities, CWB's partnership with Rise Edmonton was a natural choice for them.

Prospect Human Services delivers the Entrepreneurs with Disabilities Program (EDP) in Alberta, which is funded by Western Economic Diversification Canada. Prospect saw the partnership with Rise as a natural complement to the services it currently offers. "Rise provides microloans for our clients who have nowhere else to go," said Dave Reid, Business Advisor for Rise at Prospect Human Services. "Most of our clients do not qualify for traditional bank financing and the Rise program gives them a chance to start a small business and create meaningful employment on their own terms."

### **About Rise**

With 10 offices in locations across Ontario, Alberta and Nova Scotia, Rise is the only national charity providing people a path toward sustained self-employment. Rise personalizes its services to support each client with a combination of training, resources, mentorship, and low interest microloans. Rise clients improve their financial stability and make positive life changes to benefit their families and communities alike. [www.risehelps.ca](http://www.risehelps.ca)

### **About CWB Financial Group**

CWB is a diversified financial services organization serving businesses and individuals across Canada. Operating from its headquarters in Edmonton, Alberta, CWB's key business lines include full-service business and personal banking offered through 42 branches of Canadian Western Bank and Internet banking services provided by Motive Financial. Highly responsive specialized financing is delivered under the banners of CWB Equipment Financing, CWB National Leasing, CWB Maxium Financial, CWB Franchise Finance and CWB Optimum Mortgage. Trust Services are offered through CWB Trust Services. Comprehensive wealth management offerings are provided through CWB Wealth Management, which includes the businesses of McLean & Partners Wealth Management and Canadian Western Financial. As a public company on the Toronto Stock Exchange (TSX), CWB trades under the symbols "CWB" (common shares), "CWB.PR.B" (Series 5 Preferred Shares) and "CWB.PR.C" (Series 7 Preferred Shares). Learn more at [www.cwb.com](http://www.cwb.com).