

# SUCCESS STORY

## Northern Winds Recovery Center

BROWNING, MT



### BACKGROUND

Crystal Evans, PhD., Lila Evans and Leland Crawford wanted to start Northern Winds Recovery Center to address the problems facing the Browning area with substance abuse and mental health disorders. However, constant obstacles to funding arose, even though they were only pursuing \$43,000 in startup capital.



### ASSISTANCE

The Great Falls Small Business Development Center took on their business, providing startup assistance, business plan counseling and financial projections. The efforts were all in pursuit of working capital to cover wages and benefits for the first few months of operations. "The help we got on the business plan was great. [Great Falls SBDC] helped cement [it]," Dr. Evans said. "It was great [that they] came and visited our facility...it's great [they] considered helping us."



### IMPACT

In 10 weeks, NWRC served 110 clients, hired 11 employees and affected positive change in a community in dire need. Dr. Evans projects that within one year of operation NWRC will become fully profitable based on market base, a multitude of revenue streams, such as Montana Medicaid and private insurance, and overwhelming need. At that time the center will add five staff positions.



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-Dr. Crystal Evans, Co-Owner of NWRC

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