

# BUSINESS SPOTLIGHT

## Northridge Funeral Home

When Jason Lilley relocated to the Rainy River District from southern Ontario more than a decade ago, he saw a need for a second funeral establishment here.

As a licensed funeral director, he set out to begin his life's ambition of owning his own funeral home.

"Northridge Funeral Home Ltd began as an idea in 2004 and after hard work and determination became reality in 2006," he expressed. Prior to that, the district was only being served by one funeral home.

"So there wasn't any options for families as far as a second choice," he noted, citing the only other option at the time would be to go to Thunder Bay or Winnipeg. And he indicated there was overwhelming support for his new business.

To get the business off the ground, he got in touch with the Rainy River Future Development Corporation for their assistance.

"One of our major lenders required quite a bit of equity financing," Lilley explained. "I wasn't in the position to provide some of that equity financing, but RRFDC had the ability to help out in that manner." He added he also utilized a program through RRFDC which allowed him to go on unemployment while he started his new business. Lilley stressed it was beneficial to be able to focus on his businesses project without having to work full-time.

"They were very good to work with—very flexible, very understanding," he voiced about RRFDC. "They had lots of ideas and plenty of programs for people to learn about business."

Lilley attained a location for Northridge Funeral Home on Highway 11 just west of Emo in the Township of Chapple, and after some renovations, the funeral home opened in June 2006.

Now with over 10 years serving the district, Lilley said he is keeping busy.

"We cover such a large area—right from Atikokan to Rainy River to Nestor Falls," he stressed, citing they only did a handful of funerals the first year, but now average about six to ten families they are serving every month.

"We still remain as an independent funeral home and that means that we are privately owned," he indicated. "We are the only locally owned funeral home serving the Rainy River District."

By being independent and privately owned, he explained, the revenue generated by the funeral home stays in the Rainy River District.

Northridge Funeral Home offers a wide range of funeral services for families, including pre-planning, monument sales, as well as a selection of caskets and urns—some of which are locally made.

They also work with Green Larson mortuary in International Falls, as well as Helgeson Funeral Home in Roseau, for cremation services.

Besides himself, Lilley employs nine part-time employees. But he indicated he doesn't have any plans for expansion.

"I'm just going continue on with what we've been doing," he expressed.



*"(RRFDC) were very good to work with - very flexible, very understanding."*

**Jason Lilley  
Northridge Funeral Home**

**RAINY RIVER  
FUTURE DEVELOPMENT  
CORPORATION**

**601 Mowat Avenue  
Fort Frances, ON  
P9A 1Z2**

**Phone: 807-274-3276  
E-mail: [info@rrfdc.on.ca](mailto:info@rrfdc.on.ca)  
[www.rrfdc.on.ca](http://www.rrfdc.on.ca)**



**RAINY RIVER FUTURE  
DEVELOPMENT CORPORATION**  
A Community Futures Development Corporation

