



SADC

Société
d'aide au développement
de la collectivité

ÎLES-DE-LA-MADELEINE

ANNUAL REPORT 2020-2021



Financing and services tailored to the needs of entrepreneurs



Word from the President and the General Director

It is with optimism that we present to you the activity report for the year ending March 31. Although the COVID-19 crisis has shaken up the local economy and its businesses, the latter have been able to demonstrate resilience and adapt to the context by adopting innovative practices, for example, placing orders or online sales, and the setting up of pick-up systems for purchases.

The 2020-2021 fiscal year has been a period of record activity since the organization's founding in 1981, both in terms of funding and business support and training. Once again, the results we are presenting to you illustrate the entrepreneurial dynamism of the area.

Overall, the SADC has invested **\$ 3,078,287** with the various types of loans at its disposal. More specifically, an amount of **\$ 1,616,127** was loaned under the Regional Assistance and Recovery Fund (FARR), set up by Canada Economic Development at the start of the pandemic, to provide emergency financial aid for SMEs and NPOs that did not have access to all the assistance necessary to cover their liquidity needs and remain operational. The SADC's regular programs have been used very appreciably in the context, as **\$ 1,462,160** has been loaned. It is relevant to point out that the SADC is positioned as a complementary lender to traditional lenders such as financial institutions and as such, the financing it grants rarely exceeds 25% of project costs.

In terms of technical assistance, 189 businesses have benefited from the FARRATDEL measure (special COVID-19 program) for accounting, digital and marketing support. Non-repayable contributions related to these interventions total **\$ 173,160**. In addition, 25 SMEs were supported through the *Business Support* component, particularly for training related to the implementation or updating of a management system, for a total amount of **\$ 40,625**.

At the local development level, a very important component of the *Community Development Program* whose function is to meet the collective needs of the area, 23 projects were supported in various sectors such as tourism, bio-food and also in areas constituting challenges, such as recruiting and retaining workers, for total non-repayable contributions of **\$ 138,702**.

Finally, the results we are presenting to you are the fruit of the excellent work of our employees and the volunteer involvement of our mentors and administrators who all have their respective roles at heart. To all of you, thank you! Special thanks to our main partner, Canada Economic Development, which, beyond the entity, is made up of people who listen to the needs of rural communities. We cannot ignore the hard work of the entire Quebec SADC and CAE Network team, which, despite the impressive increase in workload since the start of the crisis, is still providing exemplary support! Finally, thank you to customers and local partners for their trust and spirit of collaboration! Once again, we have demonstrated our ability to stick together and put our shoulder to the wheel in front of the challenges we face!

Hugues Solomon, president

Daniel Gaudet, General Director

Mission

Stimulate the participation of the community in taking charge of its future, in a perspective of integrated and sustainable development, in complementarity with the actors of the community

Vision

To be recognized as a key resource for business solutions, contributing to the sustainable economic vitality of the community

Values

Autonomy

Objectivity

Collaboration and partnership

Creativity

Integrity

Endogenous development

Respect

A team attentive to the needs of the community



Photo credit : Nigel Quinn

Katherine Wanamaker | Trainer and Web Presence Consultant

Daniel Gaudet | General Director

Nadine Leblanc | Financial Analyst

Isabelle Lapierre | Financial Analyst

Marie-Hélène Eloquin | Administrative Assistant

Employee who was part of the team during the year

Keven Aucoin | Analyst Programmer

Volunteers who are committed

The members of the board of directors and the mentors of the SADC des Îles-de-la-Madeleine are people who have the economic development of the region at heart.

Board of Directors

- Hugues Solomon, President - Population sector - Involved since 2005
- Éric Jomphe, Treasurer - Business people sector - Involved since 2008
- Lysanne Dasespe, Secretary - Population sector - Involved since 2019
- Émilie Arseneau, Administrator - Youth sector - Involved since 2016
- Anne Bourgeois, Administrator - Transport and communications sector - Involved since 2013
- Joël Lapierre, Administrator - Education / workforce sector - Involved since 2016
- Judy Legault, Administrator - Population sector - Involved since 2016
- Yves Martinet, Administrator - Community sector - Involved since 2015
- Lisandre Solomon, Administrator - Bio-food sector - Involved since 2013
- Jean-Pierre Turbide, Administrator - Business people sector - Involved since 2003

Volunteer having been part of the board of directors during the year

- Louis-Philippe Audet, left in 2021, after 6 years of involvement

Mentors

- Louis Fournier - Involved since 2014
- Mark Joncas - Involved since 2006
- Normand Lebel - Involved since 2010
- Michel Nadeau - Involved since 2012
- Jean-Pierre Turbide - Involved since 2020

Volunteer who was part of the mentoring group during the year

- Maryse Lapierre, left in December 2020, after 7 years of involvement

308

HOURS OF VOLUNTEERING

MEETINGS
66

\$1,462,160

TOTAL INVESTMENTS 2020-2021

29

LOANS

17

BUSINESSES

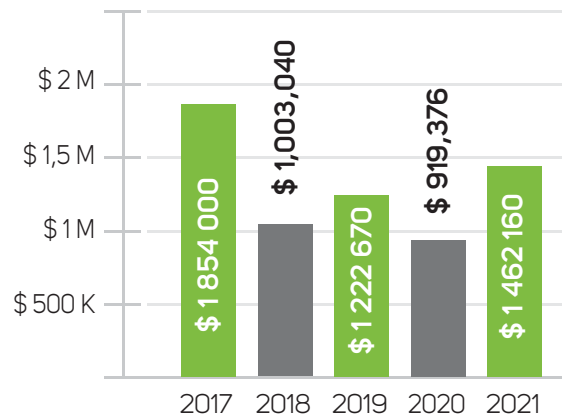
91

JOBS MAINTAINED
AND CREATED

\$ 3,669,757

INVESTMENTS GENERATED

Evolution of investments
over the last 5 years



"The SADC has supported us on several occasions but more recently, in this extremely stressful period, in the expansion project (technological shift) necessary for the continuity of our business. THANK YOU for your precious collaboration!"

- Suzie Deraspe,
Le Pédalier

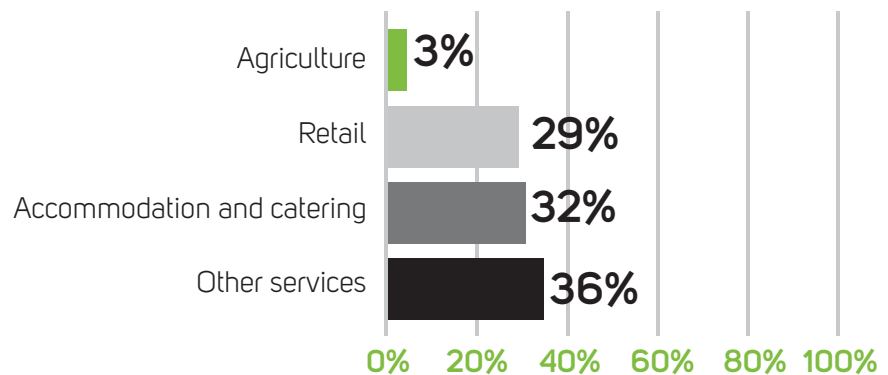
Regular investment fund

Flexible terms that meet the needs
of the business

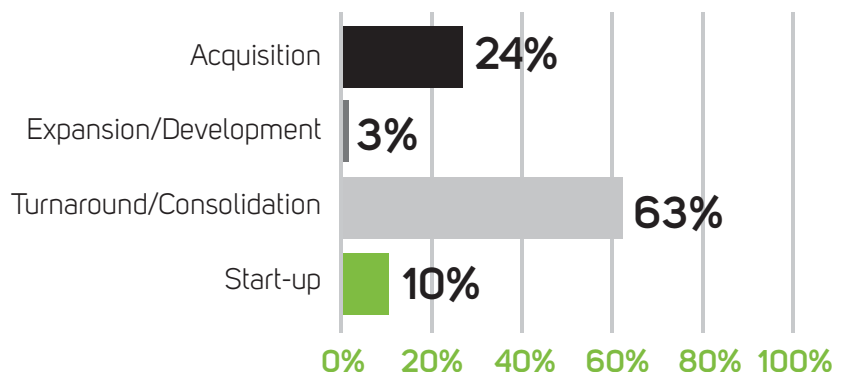
7
LOANS

\$ 817,160

INVESTMENTS BY BUSINESS SECTOR



INVESTMENTS BY PROJECT TYPE



"The deferral of capital repayment offered for the first 2 years greatly facilitated the completion of my expansion plan. I really appreciate the simplicity of doing business with the SADC. Thank you for believing in us!"

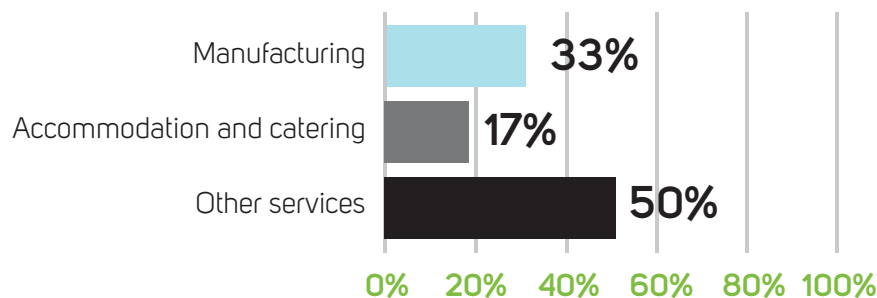
- Pier-Luc Décoste
Distributions
Opti-Max des Îles

Business succession fund

Acquisition of a business
Deferral of capital repayment
No age limit

6 **LOANS** | \$ 240,000

INVESTMENTS BY BUSINESS SECTOR



"Thank you very much to the SADC for believing in Cindyhook from its start, for the accompaniment, support, financial assistance, listening to needs, for its many pieces of advice aimed at promoting the growth and expansion of the company. Thank you for always being there and believing in our dreams, our businesses "

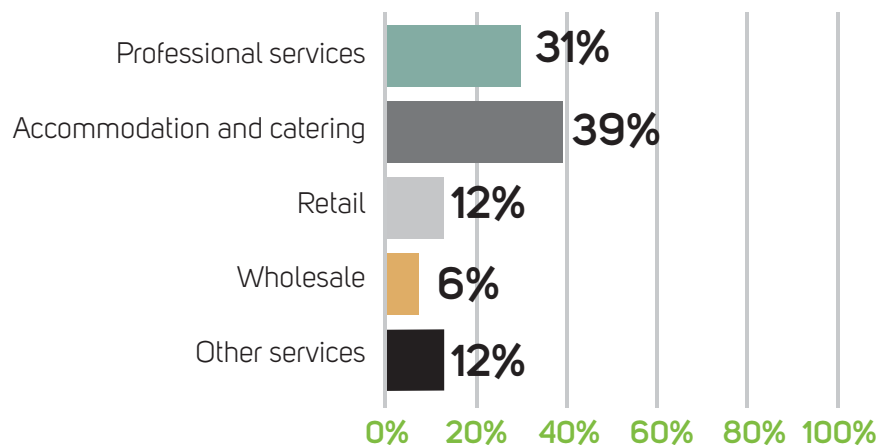
- Cindy Poirier
Cindyhook
Sports Aventures

Funding for young people between the ages of 18 and 39

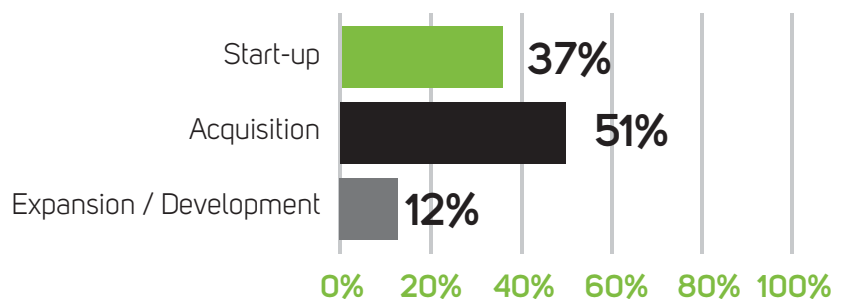
Deferral of capital repayment | Advantageous interest rate

16 LOANS | **\$ 405,000**

INVESTMENTS BY BUSINESS SECTOR



INVESTMENTS BY PROJECT TYPE





Business support

Non-refundable financial assistance

A tool to promote good management
and business success

25 businesses | **\$ 40,625**

Access to specialized expertise in the following areas:

10 businesses		Management
5 businesses		Development
4 businesses		Human resources
4 businesses		Business succession and transfer
2 businesses		Information and communication technologies

Web presence

Help businesses improve
their web presence



TRAINING

37 webinars | **1** conference

215 participants

- Facebook 101
- Create powerful Facebook posts
- Create and claim your Google page
- Instagram
- Digital Marketing 101
- Content Marketing
- Canva
- Electronic commerce
- The web in times of pandemic: a must

PERSONALIZED SUPPORT

106 MEETINGS | **72** BUSINESSES
SUPPORTED

PILOT PROJECT - SOCIAL MEDIA MANAGEMENT

18 BUSINESSES



Local development

Financial contributions

14 projects | **\$ 42,510**

Initiatives to encourage buying locally and to promote local businesses on Facebook and Instagram

"WIN BY BUYING LOCALLY" CONTEST

60 businesses

41,003 views

11,237 interactions



ADVENT CALENDAR

24 businesses

63,535 views

18,199 interactions



Activities organized by the HR Table

WEB SHIFT

31 webinars **164** participants

- Create and claim your Google page
- Instagram
- Getting started on the web and social media: where to start
- What to post on our social media during confinement
- Prepare for the reopening of your business
- The ABCs of Electronic Commerce



MENTAL HEALTH

3 webinars **235** participants

- How to cultivate resilience
- Fighting with anxiety
- Be motivated at work...but by what exactly

MANAGEMENT

5 webinars **72** participants

- Develop your local clientele...the coming months are important
- Customer service...make your online business really stand out
- Staff motivation
- Handling difficult clients
- Sales techniques #1

TABLE MEMBERS

- | | |
|---|---------------------------|
| - Caisse populaire Desjardins des Ramées | - Fruits de mer Madeleine |
| - Cégep de la Gaspésie et des Îles, campus des îles | - La Renaissance des Îles |
| - Centre de services scolaire des Îles | - Mines Seleine |
| - CISSS des Îles | - Résidence Plaisance |
| - Coops IGA des Îles | - Services Québec |
| - Communauté maritime des Îles | - SADC des Îles |
| - CTMA | |



"On the eve of the resumption of classes after months of closure, we lost an employee. It was a disaster! My mentor came to see me and after 30 minutes with him I was back on top and full of energy. He was able to cheer me up and motivate me for the future. He always gives me a different and external point of view of the business which makes me see things differently and makes me grow as an entrepreneur. Thank you!"

- Joana Landry,
Coopérative École
Cindy Mae Danse

Mentoring for entrepreneurs

5

volunteer
mentors

2

new support
requests

14

mentor-mentee
tandems
in action

97

entrepreneurs and
managers supported
for 15 years

Recognition of mentors

Each year, the Mentoring Network honors the exceptional contribution of individuals and organizations involved in the promotion of mentorship and the success of entrepreneurs. At the Mentorat Network's provincial virtual gala held last February, 4 mentors from the Islands, Louis Fournier, Mark Joncas, Michel Nadeau and Jean-Pierre Turbide, received various recognitions to underline the scope and quality of their involvement. Congratulations! We would also like to mention the involvement of Normand Lebel, as chief mentor of the local unit and president of the regional mentoring council and to welcome Jean-Pierre Turbide, who joined the group during the the last year.



"It's amazing how much money you have managed to inject into the economy of the Islands. As managers, you make our job easier with your working capital, which allows for a more solid recovery for Island businesses ... and that's all to your credit! "

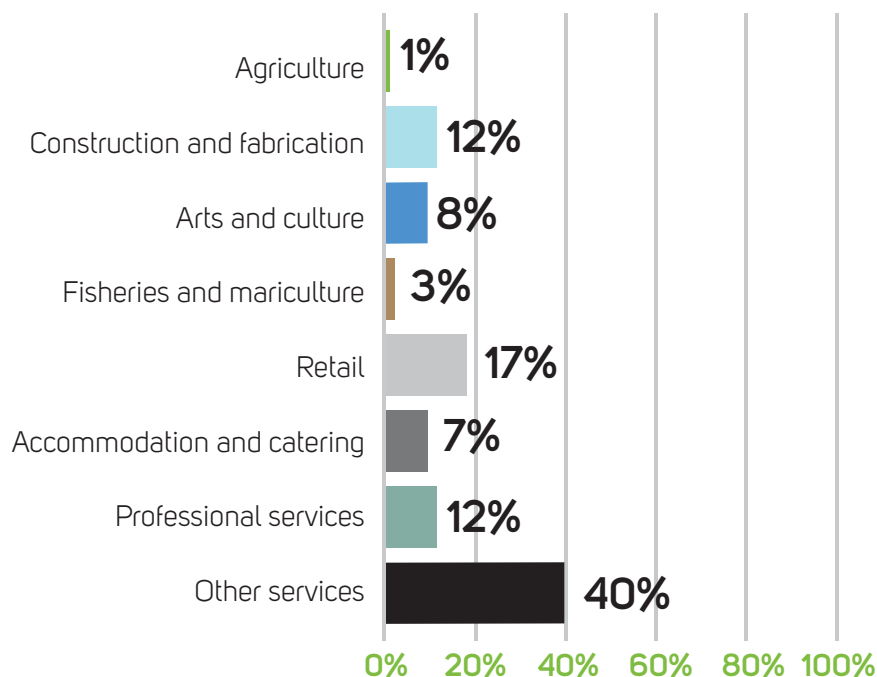
- Gino Richard,
Boutique
Au gré du vent


Special programs **COVID-19**

LOANS - FARR

43 LOANS | \$ 1,616,127

INVESTMENTS BY BUSINESS SECTOR





"Thank you so much to the SADC for helping us getting started on social media. Thanks to the multiple training sessions during the year and the support in guiding us. As the whole world was entering into a pandemic, the SADC got more and more involved in Bijoux Belle and Nathan to give us hope to venture into an online store which, today, offers more than 850 photos of jewelry which are featured, described and that travel. And the story has only just begun. Thanks to the whole SADC team!"

- Solange Leblanc, Luc
et Anabelle Chevrier,
Bijoux Belle et Nathan

Special programs **COVID-19** Technical help

190 businesses | **5** projects | **\$ 173,160**

DIGITAL SUPPORT FOR BUSINESSES

Supporting businesses in the digital transition

53 businesses | **\$ 69,020**

PROFESSIONAL SERVICES

Help businesses in the filing of applications for financial assistance in government programs and in the development of an action plan to ensure business continuity in the context

78 businesses | **\$ 51,140**

MARKETING PROJECT

Support entrepreneurs in the bio-food sector in their marketing process.

31 businesses | **\$ 20,000**

DISCOVERABILITY PROJECT

Support businesses in the bio-food and cultural sectors to improve the discoverability of their products on the Web

20 businesses | **\$ 30,000**

TOURISM CLIENTELE PROFILES

Help tourism businesses acquire means to better adapt their service or product to different clientele segments

8 businesses | **\$ 3,000**

Local economic development

9 projects | **\$ 96,192**

Sectors supported / development challenges :

- Entrepreneurship
- Manpower
- Web presence



Our communications

43 NEWSLETTERS | **4** PRESS RELEASES | **10** BLOG POSTS

Facebook

2,164 fans (↑16 %)

289 publications

Promotion
of local
businesses in

95 publications



31,273 clicks

320,372 views

OUR MAIN PARTNERS

- Arrimage
- Caisses populaires Desjardins des Îles
- CEDEC
- The Chamber of Commerce of the Islands
- Communauté maritime des Îles
- Emploi Québec
- La vague
- Le bon goût frais des Îles
- Quebec SADC and CAE Network
- Mentoring Network
- Table de concertation en ressources humaines des Îles

SADC des Îles-de-la-Madeleine

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Our major partner:



Développement
économique Canada

Canada Economic
Development

Canada

Canada Economic Development for Quebec Regions
offers a financial support to the SADC
des Îles-de-la-Madeleine

NEW

Facebook group "Tips and Tricks" **88** members

Instagram Account @sadcdesiles

304 subscribers | **66** posts | **8,693** views