



SADC

Société
d'aide au développement
de la collectivité

ÎLES-DE-LA-MADELEINE

ANNUAL REPORT 2018-2019



Financing
and services
tailored to the needs
of entrepreneurs



Word from the **President** and the **General Director**

We are pleased to present the activity report for the 2018-2019 fiscal year. As we can see, in general, the economic dynamism of the archipelago continues and is reflected in the results put forth by the SADC.

Through its various business loan programs, the corporation invested **\$ 1,222,670**, an increase of nearly 22% over the previous fiscal year. These investments are among the average of the last 5 years and the leverage effect is 5.1. It should be noted that SADC is positioned as a complementary lender to traditional lenders such as financial institutions. In this context, the portion funded by the SADC rarely exceeds 25% of the cost of the projects.

Facts: Five of the successful promoters who received funding started their own business while seven acquired an existing business. The majority of cases processed during the year are actually development, expansion or modernization projects. It should be noted that few cases require consolidation or recovery, which means that overall client companies are doing well.

In addition, once again this year, young people aged 18 to 35 continued to enter the world of entrepreneurship, while 15 young entrepreneurs benefited from the Alternative Youth Investment Fund for a total investment of \$ 306,000. The relevance of this fund, set up in January 2017 to make up for the lack of liquidity in the Youth Strategy Fund, is clearly demonstrated, since, cumulatively, \$ 773,000 was loaned to local young entrepreneurs.

In terms of local development, a fundamental element of the Community Development Program whose function is to respond to the collective needs of the community, 19 projects were supported in various sectors such as fisheries, tourism, bio-food and also in areas with issues such as demographics, the workforce, the encouraging of young people to come back and live in their community.

Finally, it is important for us to thank the employees, the directors and the mentors for their crucial contribution to the results we present to you, as well as the clients and partners for their dynamism and sense of collaboration!

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 : Nigel Quinn

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
Vanessa Loignon | Communications Officer

Volunteers who are committed

The members of the board of directors and mentors of the SADC of the Magdalen Islands are people who are committed to the economic development of the region.

Board of Directors

- Hugues Solomon, President – Population Sector - Involved since 2005
- Jean-Pierre Turbide, Vice President - Business Sector - Involved since 2003
- Éric Jomphe, Treasurer – Business Sector - Involved since 2008
- Émilie Arseneau, Administrator - Youth Sector - Involved since 2016
- Louis-Philippe Audet, Administrator – Tourism Sector - Involved since 2015
- Anne Bourgeois, Administrator – Transportation 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

Volunteer who served on the board of directors during the year

- Line Bouffard, left in 2018 after 9 years of involvement

Mentors

- Michel Nadeau, Involved since 2012
- Maryse Lapierre, Involved since 2013
- Léonard Aucoin, Involved since 2006
- Normand Lebel, Involved since 2010
- Mark Joncas, Involved since 2006
- Louis Fournier, Involved since 2014
- Jean-Jules Boudreau, Involved since 2006



645

HOURS OF VOLUNTEER WORK

MEETINGS
113

\$1,222,670

2018-2019 TOTAL INVESTMENTS

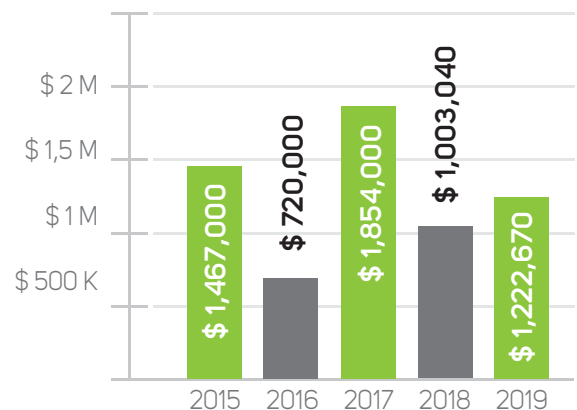
28 LOANS 22 COMPANIES

106 JOBS MAINTAINED
AND CREATED

6 185 929 \$
INVESTMENTS GENERATED

Investment trends
over the last 5 years

289 CLIENT MEETINGS
29 COMPANY VISITS



Regular Investment Fund

Flexible terms that meet the needs of the business

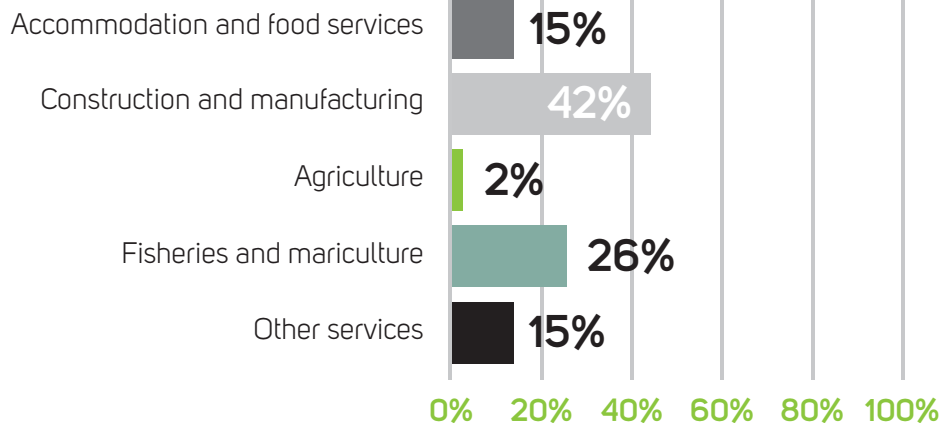
9 LOANS | \$ 770,000

« "Thanks to SADC for believing in my company. With this help, I was able to expand!"

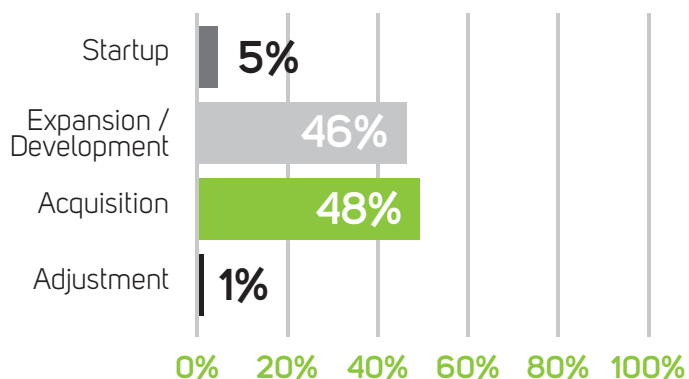
- Marius Arseneault, Distributions CMD inc.

Photo : Nigel Quinn

INVESTMENTS BY SECTOR OF ACTIVITY



INVESTMENTS BY TYPE OF PROJECT





Business Succession Fund

Acquisition of a business
Capital repayment leave
No age limit

«
"Thanks to the successful SADC programs, I was able to fulfill my dream of acquiring the family business. The professionalism of the team and the repayment conditions really made this transfer simple."

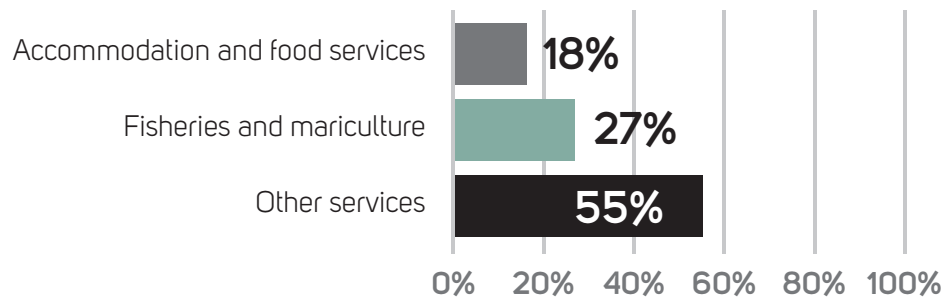
- Guillaume Chevrier-Bouffard
Gestions Joviales inc.

Guillaume Chevrier-Bouffard et Serge Painchaud

4 LOANS | \$ 146,670

INVESTMENTS

BY SECTOR OF ACTIVITY





"SADC played a crucial role in starting our business. They guided us through all the stages of development, from the development of our business plan to the realization of our project. They believed in our vision by encouraging us to persevere in following our dreams."

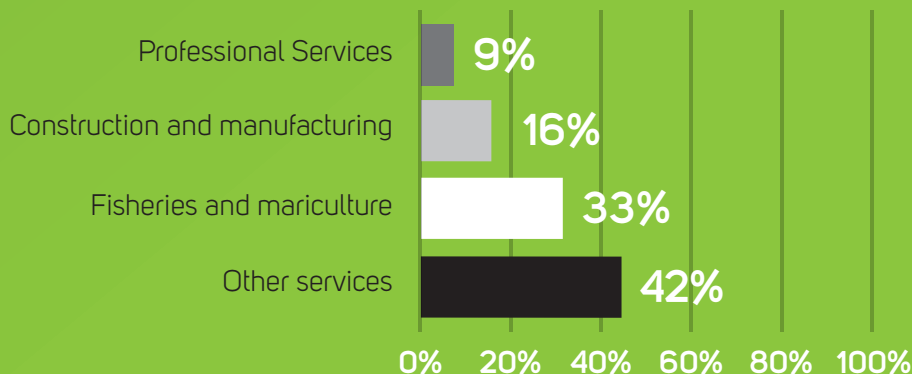
- Lisa Aucoin et Mitchell Wood,
Paradis Bleu inc.

Financing for young people between 18 and 35 years old

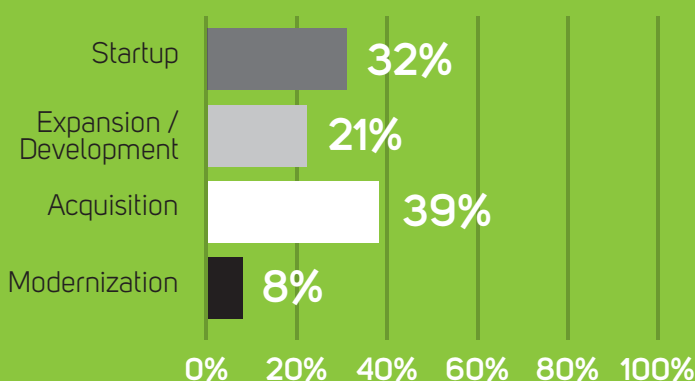
Personal loan
Capital repayment leave

15 LOANS | \$ 306,000

INVESTMENTS BY SECTOR OF ACTIVITY



INVESTMENTS BY PROJECT TYPE



Business support

Non-repayable financial assistance:

a tool to promote good management and the success of the company

37 companies share **\$ 59,000**
to access specialized expertise in the following areas:

- 13 companies** | Management
- 9 companies** | Information and communication technologies
- 9 companies** | Succession and transfer of business
- 3 companies** | Innovation
- 2 companies** | Product and service development
- 1 company** | Sustainable development

21 businesses owned by women received non-repayable financial assistance. More specifically, 8 of them received this assistance thanks to the new "Female Entrepreneurship" component.

Local development

19 projects | \$ 34,818

Supported sectors / development issues:

- Tourism
- Fisheries and mariculture
- Bio-food
- Youth Entrepreneurship
- Return and retention of young people
- Female entrepreneurship
- Demographics
- English-speaking community
- Workforce

Other involvement:

- RICEIM
- Gala of Eloizes
- Horizon 2025
- Innovation pole
- Accelerator project
- Liaison Committee - Régie de l'énergie

HR Table

- Communicate: Touch the ghost to make it disappear with Dominique Morneau
- Collaborative Leadership: Mobilize your team with Catherine Hébert from Co & cie
- Compensation and benefits to employees in the context of a labor shortage with Jacques Gascon
- Management of difficult personalities with Olivier Loiseau of Dynamique humaine inc.

SME Week

3 ACTIVITIES | 98 PARTICIPANTS

- Business meeting | Customer Service: A new certification in the Islands ... for your customers and employees!
- Round table | Young and in business
- Webcast Conference | The challenges of human resources in 2018 with Danièle Henkel

4 TRAINING SESSIONS | 2 CONFERENCES | 376 PARTICIPANTS



"La Renaissance noticed a big improvement in customer service after our training. Employees had the tools they needed to serve customers and give them outstanding service."

- Lyne Albert, La Renaissance

Certification in customer service

Implement a culture of continuous improvement and improve service



8 companies certified WOW



Project Partners:

Détail Formation, Loignon Communication, Chamber of Commerce of the Islands, Employment-Québec

Web presence

17 companies received support

- Web sites
- Communication plan
- Social networks
- Digital Marketing Project (an initiative of Tourisme Îles-de-la-Madeleine)

Training sessions

- Use your company's **Facebook** page effectively
- How to use **Instagram** for your business

67 PARTICIPANTS | **56** ORGANISATIONS



Regional mentoring Council Gaspésie-Îles-de-la-Madeleine

Recipient of the **2018 Mentoras Award** at the annual Network M meeting, for its outstanding contribution to the advancement and promotion of entrepreneurship mentoring in Quebec.

Mentoring Service for Entrepreneurs

7 mentors serving
business people here !

14 New
dyads

21 active
dyads

87 twinnings since the
implementation of the
service in 2006

New regional website reseaumgim.com where you will find:

- The impacts and benefits of being a mentor or mentee and the steps to become one
- The profiles of the mentors of each unit of the Gaspésie-Îles-de-la-Madeleine



"The relationship develops as much as success and it is the gift of knowledge that supports me in the development of this small business. To be able to confide in someone who can relativize things, who can really encourage us, who has no judgment and who really gives me great confidence, is an incredible gift, which must be enjoyed."

- Nicole Gravel, À marée basse

Our communications

5 NEWSLETTERS | 2 ADVERTISEMENTS IN THE RADAR | 2 SPOTS ON CFIM | 2 PRESS RELEASES

FACEBOOK

1,737 fans (↑ 16%)

241 publications

99 publications highlighting local businesses

284,494 views

25,492 clicks

10,968 reactions

"Buy local" promotion on Facebook : Advent calendar 2018

24 participating companies

116,066 views

161 new "like"

OUR MAIN PARTNERS


- Caisses populaires Desjardins des Îles
- Carrefour Jeunesse Emploi des Îles
- Chamber of Commerce des Îles
- Maritime Community of the Islands
- Employment Québec
- Femmessor
- Québec SADC and CAE Network
- Réseau M
- Human Resources Consultation Table of the Islands

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 sadcdesiles

Our major partner



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