

ANNUAL REPORT 2023-2024

SADC

Société
d'aide au développement
de la collectivité

DES ÎLES-DE-LA-MADELEINE



Partner of your success for more than 40 years

Word from the President and the General Director

Once again this year, we have the privilege of presenting you with results that are both astonishing and appreciable, in a context where economic conditions (inflation and interest rates) are nevertheless pointing to an imminent slowdown. In fact, the results for the 2023-2024 financial year illustrate a sustained economic dynamism in the archipelago.

The corporation invested \$2,256,000 in loans to 32 businesses, helping to maintain or create 295 jobs, bringing the 10-year average investment to \$1,482,875 per year. Succession and start-up continue to play a major role, with the SADC supporting 10 business transfer projects and 9 start-up projects this year. The team is also active in the area of accompaniment. 117 companies have been accompanied in their efforts to meet a variety of needs relating to management, human resources, digital marketing, etc., while 14 have received support via the Soutien en entreprise and Virage vert programs. These interventions are important levers for propelling companies even further.

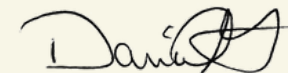
As for governance activities, the administrative board has adopted a Confidentiality Policy in compliance with Bill 25, introduced by the Quebec government. A culture of protecting personal and confidential information has long been established within the organization and is reflected in several concrete measures.

Additional important information to communicate to you: Although the agreement has not yet been signed, Canada Economic Development has indicated that it is renewing its confidence in the SADC des Îles for the next few years, as it has for the 66 other SADCs and Business Development Corporations (CAEs) in Quebec. This confidence is based on the quality of our work and results in the field, well documented by numerous performance indicators and more than ten independent studies by Statistics Canada.

Finally, the results presented in this report demonstrate the commitment of a dedicated team! Thank you to our employees, volunteers, mentors, and administrators, as well as to our entrepreneurs and partners, for their contribution to the economic vitality of the Magdalen Islands! Thank you to the team at Canada Economic Development, our main partner, as well as the Réseau des SADC et CAE for Quebec regions, both of whom provide invaluable support! We look forward to continuing our fruitful collaboration!



Joël Lapierre, president



Daniel Gaudet, General Director

A team attentive to the needs of the community



Photo : Dominique Lebel-Bouchard

Katherine Wanamaker | Marketing Advisor

Isabelle Lapierre | Business Advisor

Daniel Gaudet | General Director

Marie-Hélène Eloquin | Administrative Assistant

Employee who was part of the team during the year

Josiane Doyle | Business Advisor

Committed volunteers

Board of Directors

Joël Lapierre, president
Yves Martinet, vice-president
Éric Jomphe, treasurer
Lysanne Déraspe, secretary
Émilie Arseneau
Anne Bourgeois
Judy Legault
Pier-Philippe Poirier
Hugues Solomon
Lisandre Solomon
Jean-Hugo Vigneau

Mentors

Joël Arseneau
Martine Bourgeois
Louis Fournier
Mark Joncas
Normand Lebel

Mentors who joined the cell during the year

Jean-Sébastien Aucoin
Dominique Boudreau

362

HOURS OF VOLUNTEERING

MEETINGS

38

OUR MAIN PARTNERS

- Accès Entreprise Québec
- Arrimage
- Chambre de commerce des Îles
- Desjardins Entreprises
- Groupe Collegia
- La Vague
- Le Bon goût frais des Îles
- Réseau des SADC et CAE du Québec
- Réseau Mentorat
- Services Québec
- Tourisme Iles-de-la-Madeleine

Mission, vision and values

OUR MISSION

To stimulate the development of the region in a responsible, sustainable and innovative manner by supporting businesses and the community in projects that increase local vitality.

OUR VISION

The SADC is recognized by the community as one of the main resources in terms of support and financing for local businesses.

OUR VALUES

OPENNESS

To listen and adapt our strategies and services to the needs of the community

COLLABORATION

Maintain partnerships in an cooperative and sharing environment

INNOVATIVE SPIRIT

Develop new practices to distinguish ourselves and to demonstrate our leadership

INTEGRITY

Demonstrate impartiality and transparency in our actions and organizational decisions

PROFESSIONALISM

Adopt a proper behaviour in our work environment

\$ 2,256,000

TOTAL INVESTMENTS 2023-2024

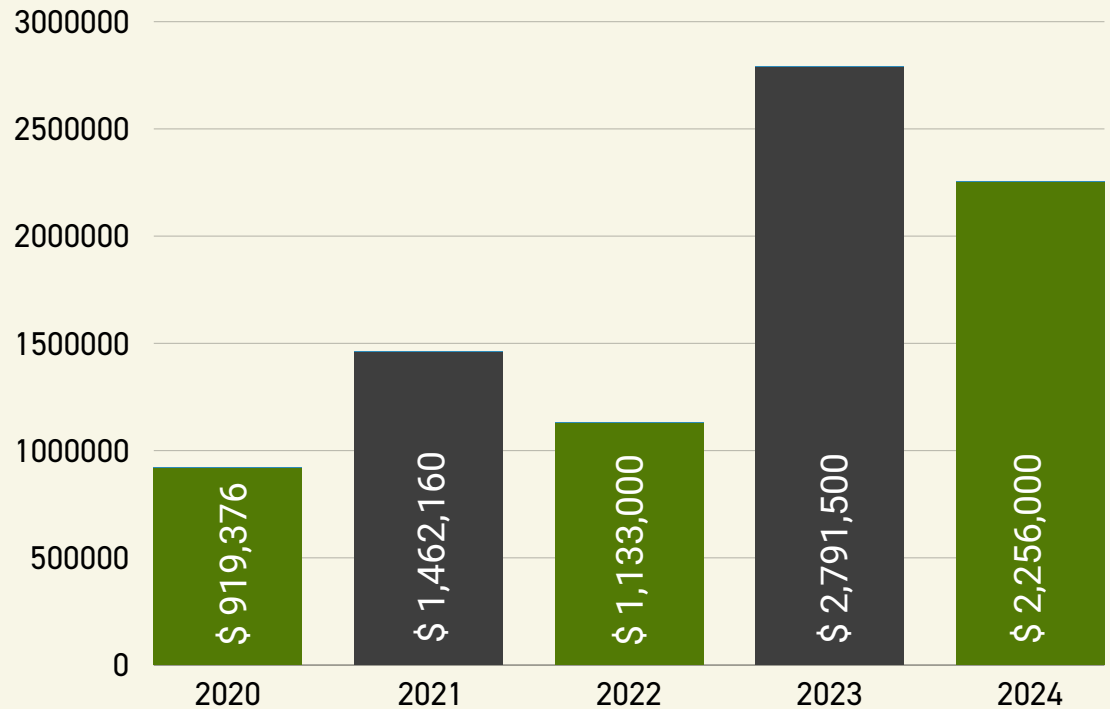


32 BUSINESSES

295 JOBS MAINTAINED AND
CREATED

\$ 26,731,417
INVESTMENTS GENERATED

Evolution of investments over the last 5 years



“ As an ambitious entrepreneur, I had a clear vision for the start-up of my accounting firm, but access to the necessary funding to launch a business often represents a major obstacle. Thanks to the financial support of the SADC, the accounting firm of Mylène Lapierre CPA Inc. not only succeeded in getting off the ground, but we also established a solid foundation for future growth. I highly recommend this service to all young entrepreneurs and people in career transition who wish to bring their business projects to fruition. The support, guidance and resources offered by the SADC are invaluable for the start-up and sustainability of new businesses.”

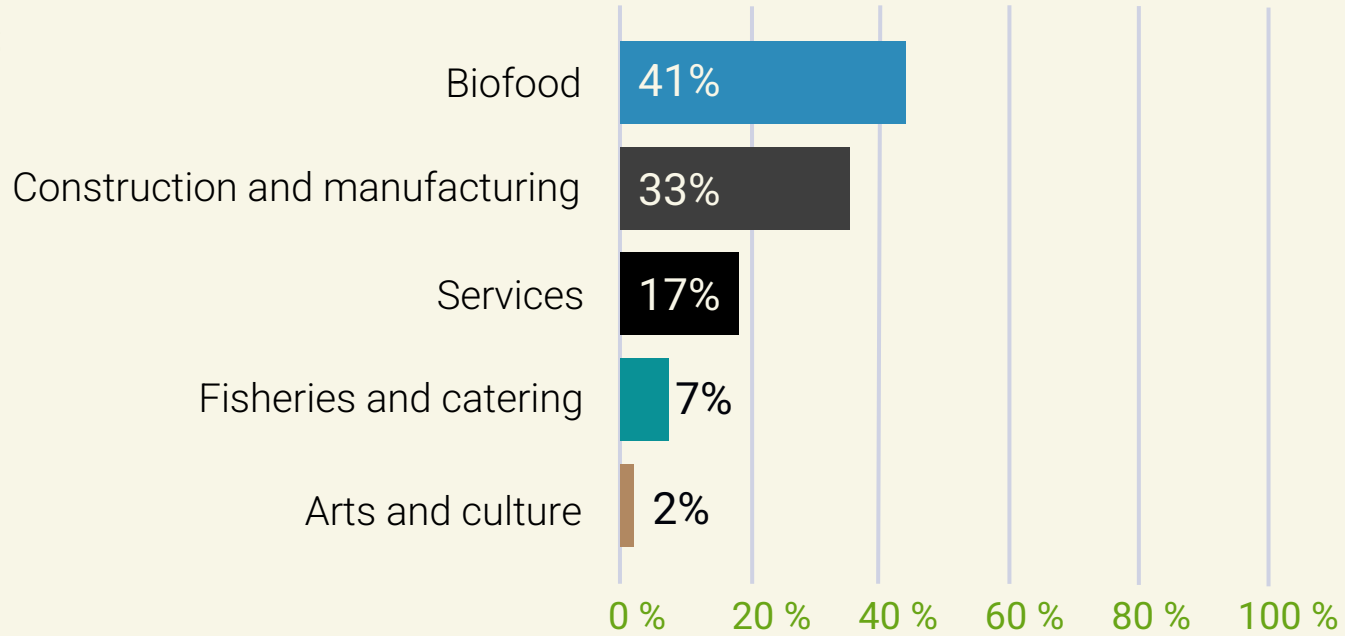
Mylène Lapierre, Cabinet comptable
Mylène Lapierre CPA Inc.



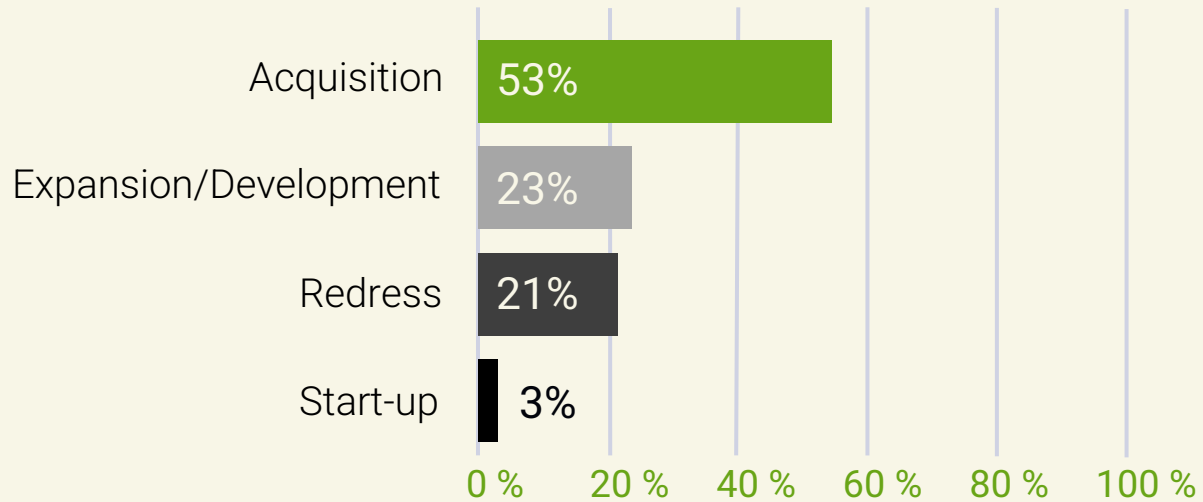
Regular investment fund


9 BUSINESSES | \$ 757,000

INVESTMENTS
BY BUSINESS SECTOR



INVESTMENTS
BY PROJECT TYPE





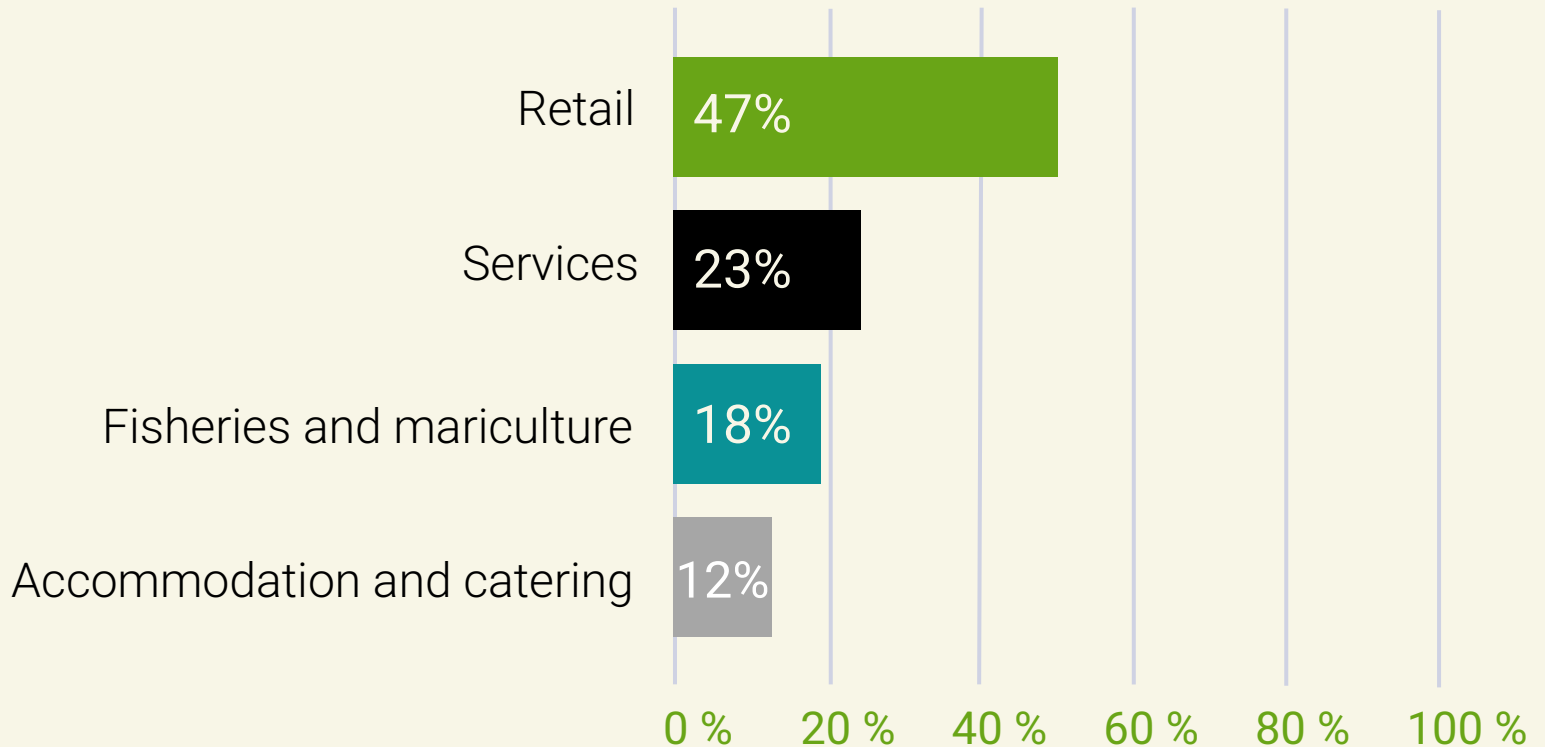
“ The SADC was very important in my business buyout process. Their expertise and attentiveness led me to put my project down on paper. The speed with which they got on board gave me confidence. It's encouraging to feel supported by your community when you decide to go into business for yourself. ”

Marie-Frédérique Cummings, L'Océane Boutique

Business succession fund

10 BUSINESSES | \$ 435,000

INVESTMENTS
BY BUSINESS SECTOR





“ The SADC was of great help in my takeover project. Thanks to their business succession financing program, I was able to obtain the funds I needed to buy back a business and build up working capital. With their courteous, personalized and efficient service, as well as their sound advice, the SADC des Îles-de-la-Madeleine represents an important pillar in my entrepreneurial journey.”

Juliette Lévesque-Guilbeault,
Café des lupins

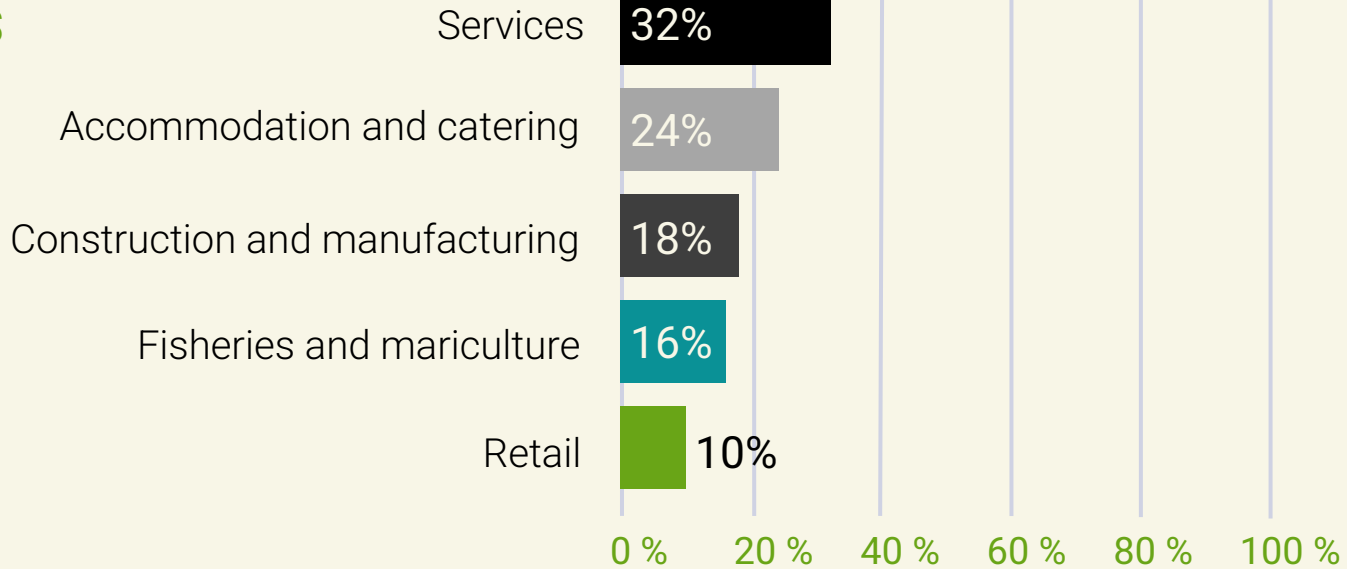
Youth fund

For young people between the ages of 18 and 39

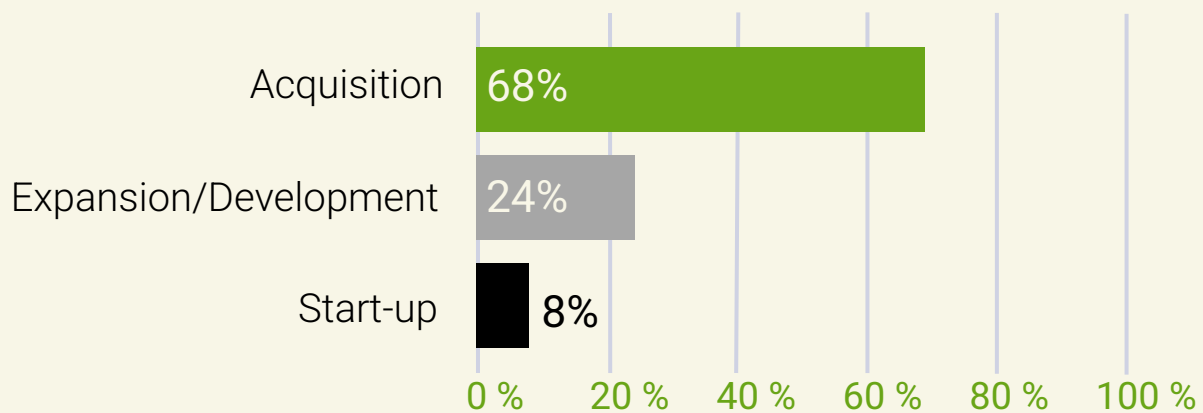
Youth alternative fund

16 BUSINESSES | \$ 827,000

INVESTMENTS BY BUSINESS SECTOR



INVESTMENTS BY PROJECT TYPE

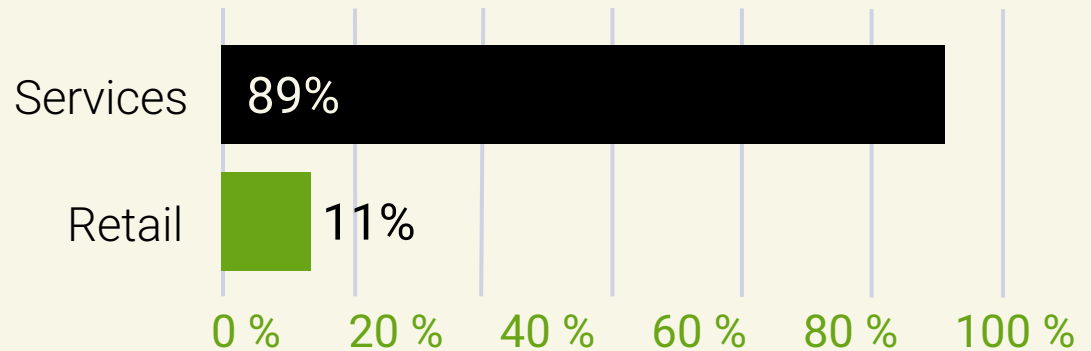


Youth strategy fund

For start-up projects only

9 BUSINESSES | \$ 237,000

INVESTMENTS BY BUSINESS SECTOR





\$84,511

Grants

Non-refundable financial assistance



BUSINESS SUPPORT

6 BUSINESSES | **\$ 13,553**




VIRAGE VERT PROGRAM

8 BUSINESSES | **\$ 59,958**



LOCAL DEVELOPMENT

5 PROJECTS | **\$ 11,000**

A photograph of two women standing outdoors in front of a blue house with a red car parked behind them. Both women are wearing dark grey sweatshirts with a logo that says 'DOMAINE des VACANCIERS'. The woman on the left has dark hair and is smiling broadly. The woman on the right has white curly hair, is wearing sunglasses, and has her arm around the first woman's shoulder. A green diagonal graphic element is in the top right corner.

“ Thanks to the SADC, I had access to specific training relevant to my business. A huge thanks to Katherine Wanamaker for her expertise, her patience and her guidance regarding social networks and marketing ”

Natacha Richard, Domaine des Vacanciers

Support and training

Free consulting services and personalized assistance

SUPPORT

192
CUSTOMERS MEETINGS

117
BUSINESSES


- ▼ Information or financial assistance | 105
- ▼ Digital marketing | 34
- ▼ Other type of support | 23
- ▼ Follow-up | 22
- ▼ Mentoring | 8

TRAINING

16
TRAINING

186
PARTICIPANTS

- ▼ **Digital marketing training (7) | With Katherine Wanamaker**
Canva | Google | Facebook | Instagram | Website | Marketing plan
| Attract employees through social networks
- ▼ **Webinar series 5) | In partnership with Détail Formation**
Customer service | Developing your local clientele | Building local
customer loyalty | Merchandising | Negotiating a commercial
lease | Dealing with difficult customers
- ▼ **Neurovente - Be the brains of the business | With Patrick Renaud**
- ▼ **Introduction to Microsoft 365 | With François Sauro d'Improv**
- ▼ **Accounting for small businesses | With Groupe Collegia**



“Being supported by the SADC through mentoring is extremely rewarding and reassuring for a new entrepreneur. This service enables me to exchange ideas about my project with an experienced, objective and caring person. Thanks to this service, I've been able to clarify my ideas, manage stress better and increase my confidence. It is comforting to have a resource person who can help me when I need. I'm very grateful for the support my mentor has given me. ”

Maxime Chevarie-Davis, Consultant en immigration canadienne

Mentoring

24 TANDEM
IN ACTION

11 NEW SUPPORT
REQUESTS



70 MEETINGS
MENTOR-MENTEE

121 ENTREPRENEURS AND MANAGERS
SUPPORTED FOR 18 YEARS

Breakfast - Discover mentoring

- At this activity to promote the mentoring service, our guest speaker, Léonard Aucoin, discussed with participants about workforce issues and the importance of a dynamic human resources attraction, retention and management strategy.

39
PARTICIPANTS





HR Center of Excellence

2
TRAINING

58
PARTICIPANTS

- ▼ ReRoot - Autonomy and competence | 2 cohorts
- ▼ HR Marketing : Presenting Yourself Well to Promote Attraction and Retention



Our communications



▼ **Newsletters | 24**
629 subscribers

▼ **Médias locaux**
3 press releases
1 publicity
2 chronicles

▼ **Blog posts | 5**
8 172 views

New places to visit in the Islands - Summer 2023

New businesses in the Islands in 2023

Social networks - When and how often to post

Save money through better waste management

Take a sustainable approach by restricting the use of single-use products

Rayonnement web

▼ **Website**
8 729 visits

▼ **Facebook** 
3 737 fans
173 posts
578 376 views
81 622 interactions

▼ **Instagram** 
624 fans
101 posts
20 528 views
1 334 interactions

Advent calendar

9th edition



25

BUSINESSES

53876

INTERACTIONS

215986

VIEWS



Financing and services tailored to the needs of entrepreneurs

sadcdesiles.com

Canada 

Canada Economic Development for Quebec Regions
offers a financial support to the SADC

SADC des Îles-de-la-Madeleine

735, chemin Principal, bureau 203

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