

# ANNUAL REPORT

## 2022-2023

# SADC

Société  
d'aide au développement  
de la collectivité

DES ÎLES-DE-LA-MADELEINE



Photo : Katherine Wanamaker

# Partner of your success for more than 40 years

# Word from the President and the General Director

---

We are proud to present SADC's activity report for the 2022-2023 fiscal year, which once again reflects the economic vitality of the islands. The corporation's results are essentially linked to its three business streams: financing, accompaniment, and local development.

On the governance front, work on the 2023-2028 strategic plan was one of the year's main activities. Updating the organization's mission, vision, values, and targets is both an excellent way of fine-tuning the organization's adaptation to local needs, and of renewing the commitment of board members and staff. The exercise was a real team effort, involving an excellent pooling of governance and stewardship perspectives!

As part of its ongoing efforts to adjust to customer needs, SADC has enhanced its investment policy, increasing the loan limit for the Business Succession fund. In addition, the Artisan Entrepreneur fund has been set up to support entrepreneurs in the arts and crafts sector in bringing their projects to fruition. We should also mention the return of the Youth Strategy fund which, in 2017, was subject to a moratorium due to the complete use of the funds.

As for financing, a record \$2,791,500 was invested from the organization's loan programs. Over the past 10 years, the annual average has been around \$1.2 million. As young people continue to enter the business world, they are turning to the tools of the

SADC. The Alternative Youth and Business Succession funds have generated investments of \$930,000 and \$510,000 respectively.

In terms of coaching and training, that's a total of 242 companies who benefited from various expertise. 25 companies also received support through the Business Support, Green Shift and PAPETR programs. These interventions are important levers for propelling companies even further.

In local development, 12 projects were supported in the main economic sectors of fishing, tourism, and bio-food, as well as in the recruitment and retention of workers.

Last but not least, the results presented in this report are the fruit of the labors of a dedicated team! Thank you to our employees, volunteers, mentors, and administrators, as well as our entrepreneurs and partners, for their contribution to the vitality of the Magdalen Islands! Thank you to the team at the Canada Economic Development Agency, our main partner, as well as to the Réseau des SADC et CAE for Quebec regions, both of which are a precious support! Looking forward to continuing our fruitful collaboration!



**Hugues Solomon**, 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

**Josiane Doyle** | Business Advisor

# Committed volunteers

---

## Board of Directors

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

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

Jean-Pierre Turbide, left in 2022, after 19 years of involvement

## Mentors

Joël Arseneau  
Louis Fournier  
Mark Joncas  
Normand Lebel  
Michel Nadeau  
Jean-Pierre Turbide

# 305

HOURS OF VOLUNTEERING

MEETINGS

# 39

## OUR MAIN PARTNERS

- Accès Entreprise Québec
- Arrimage
- Chambre de commerce des Îles
- Desjardins Entreprises
- 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



Photo: Nigel Quinn

**\$2,791,500**

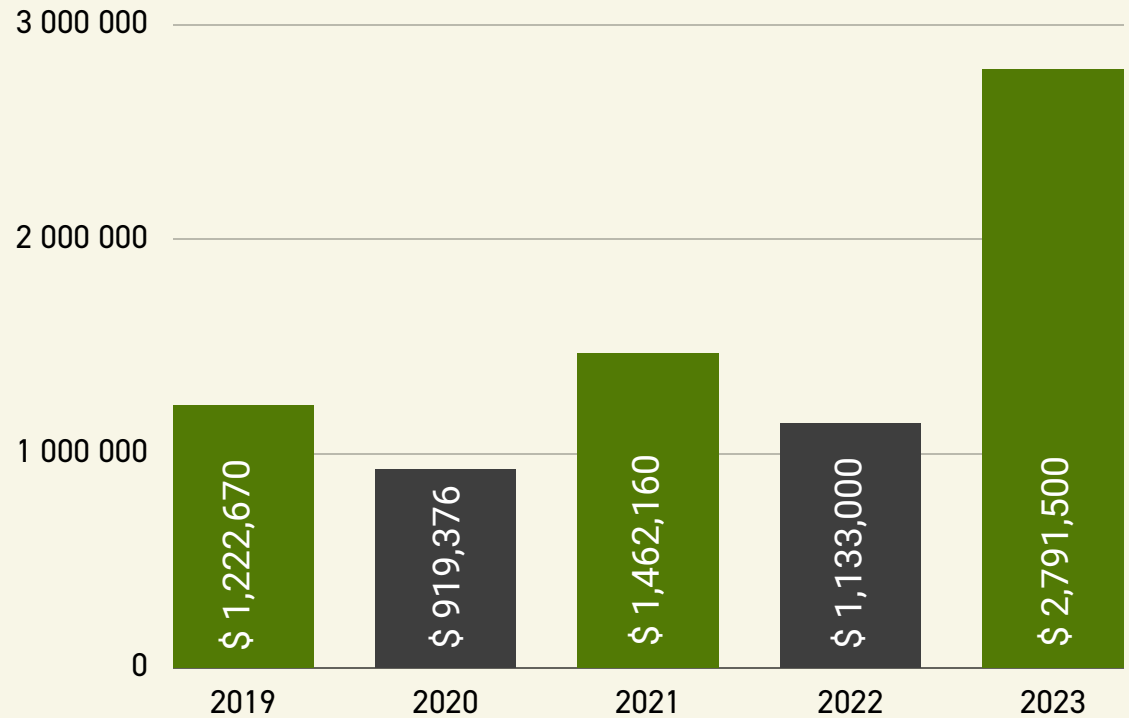
**TOTAL INVESTMENTS 2022-2023**

**27** BUSINESSES

**188** JOBS MAINTAINED AND  
CREATED

**\$ 21,550,895**  
INVESTMENTS GENERATED

### Evolution of investments over the last 5 years



" When you have development projects as an entrepreneur, it's reassuring to know you can count on a partner like the SADC to provide you with the financial support you need to bring them to life. At Éco-vélo des Îles, the SADC has been supporting us from the very beginning, both financially and in terms of training and technical assistance. Thank you SADC for being there with us. "

Bernard Vigneau, Éco-vélo des Îles



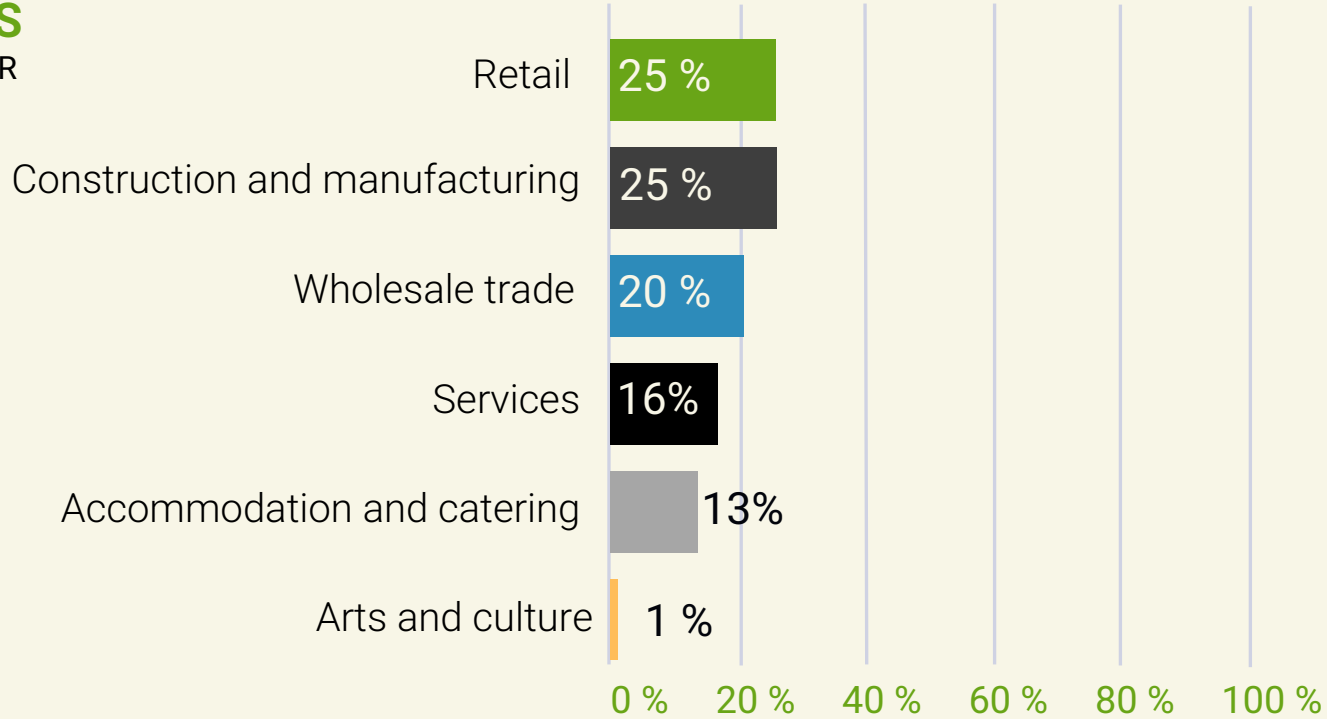
**Regular investment fund**



# 6 BUSINESSES | \$ 1,220,000

## INVESTMENTS

BY BUSINESS SECTOR



## INVESTMENTS

BY PROJECT TYPE

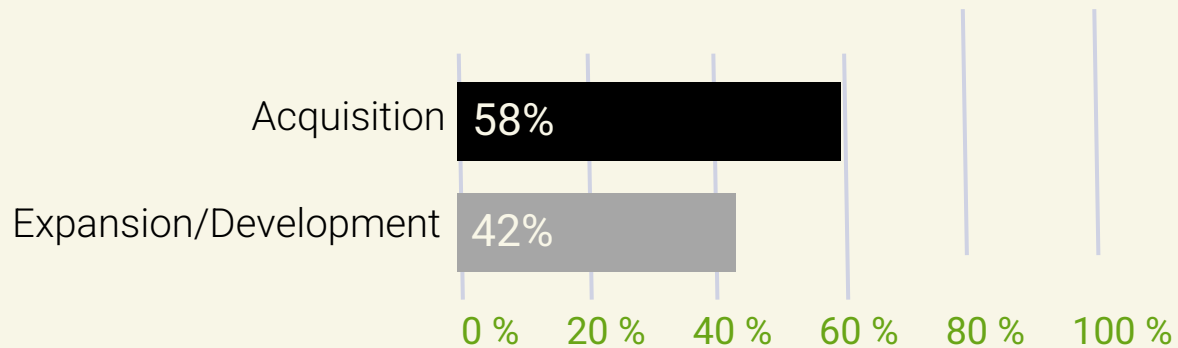




Photo : Nigel Quirnn

# Sustainable development fund

1 | \$ 40,000

BUSINESS SECTOR : SERVICES

PROJECT TYPE : DEVELOPMENT



" The SADC was of great help in our business buyout project. It enabled us to get the funds we needed to go ahead! The workload involved in an entrepreneurial project seemed much lighter thanks to the SADC. The programs are well adapted to our reality, and the team is always available to answer our questions. These facilitating points meant that we were quickly able to focus our energies on the next phases."

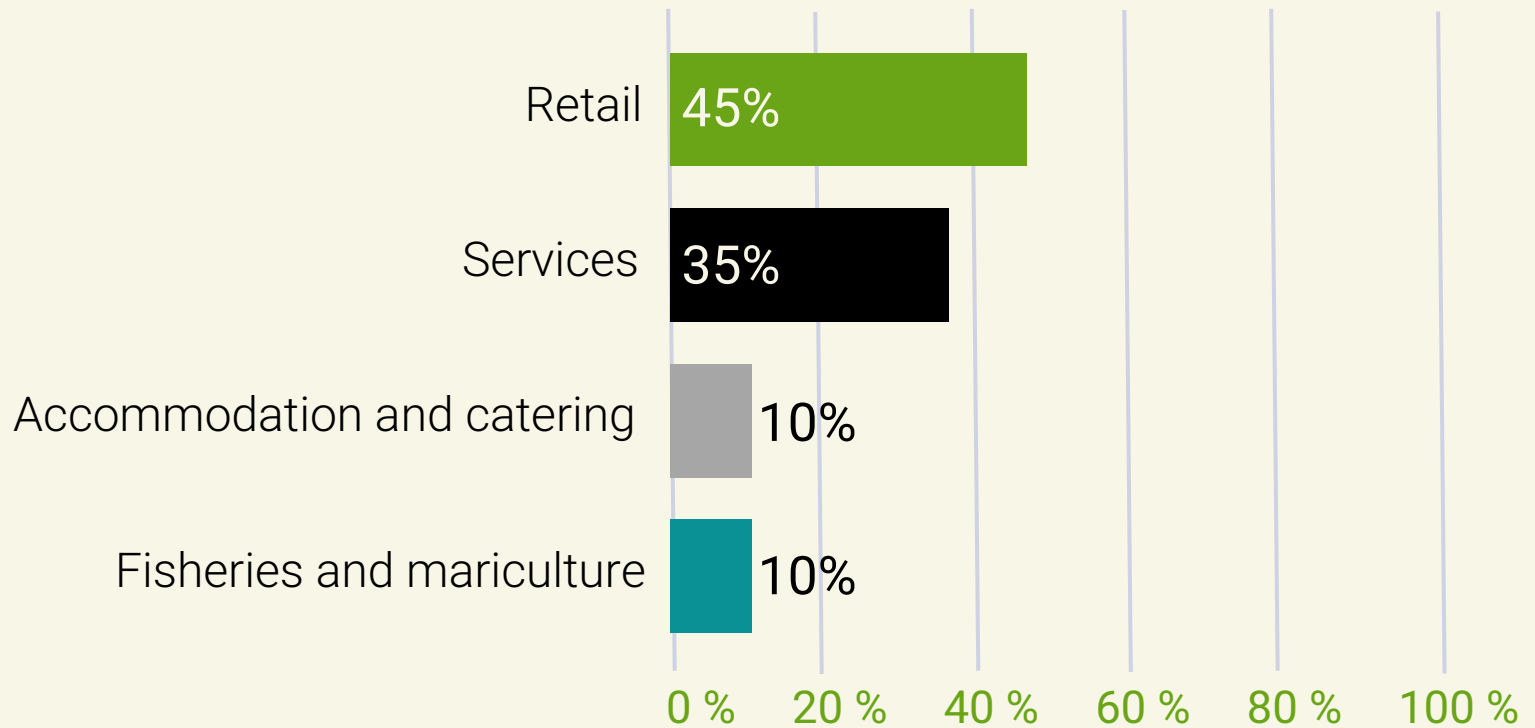
Lisa Chiasson et Clovis Richard, Papeterie JSM

# Business succession fund

Increase of the maximum amount from \$40,000 to \$50,000

8 BUSINESSES | \$ 510,000

**INVESTMENTS**  
BY BUSINESS SECTOR





★ NEW SINCE NOVEMBER 2022

# Artisan Entrepreneur fund

1 | \$ 20,000

PROJET TYPE : DEVELOPMENT



" As you know, in business, things can move quickly, and you have to be ready to seize opportunities when they arise. When we were given the opportunity to acquire competitors and consolidate our place in the market, we were able to rely on the efficiency of the SADC to help us. We know that, since the pandemic, most professional services have become overloaded and delays have lengthened considerably. In this new environment, the SADC has distinguished itself by its ability to understand the needs of its clients and by the efficiency of its assistance. In our case, SADC's financial support enabled us to conclude these agreements, while we waited for the other pieces of the puzzle to fall into place. "

Jean-Mathieu Poirier  
Cabinet de services financiers Latitude

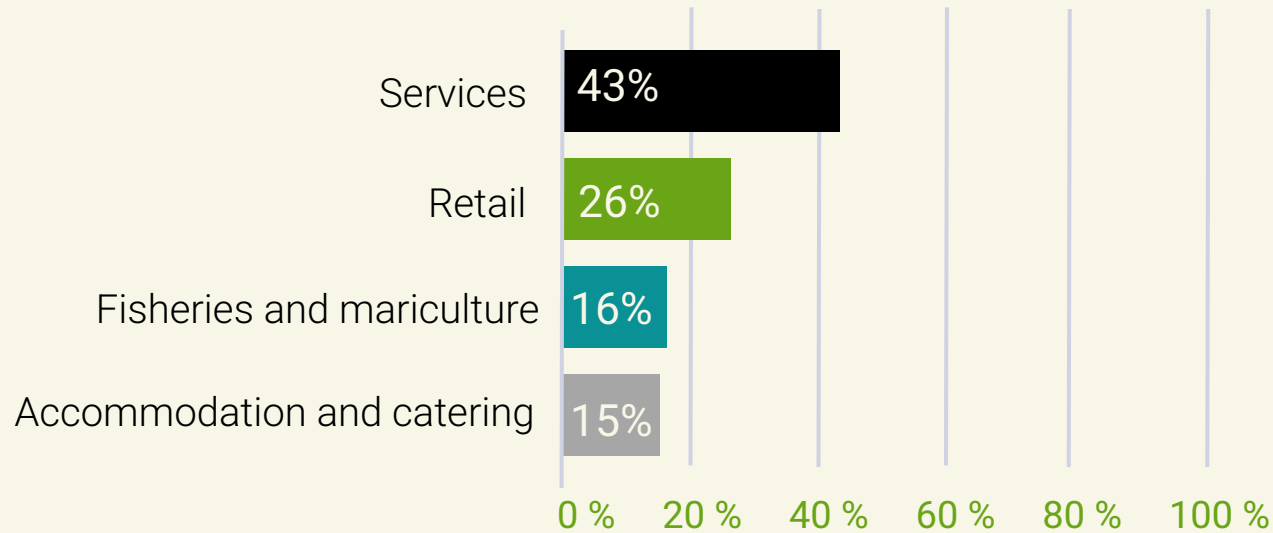
# Youth fund

For young people between the ages of 18 and 39

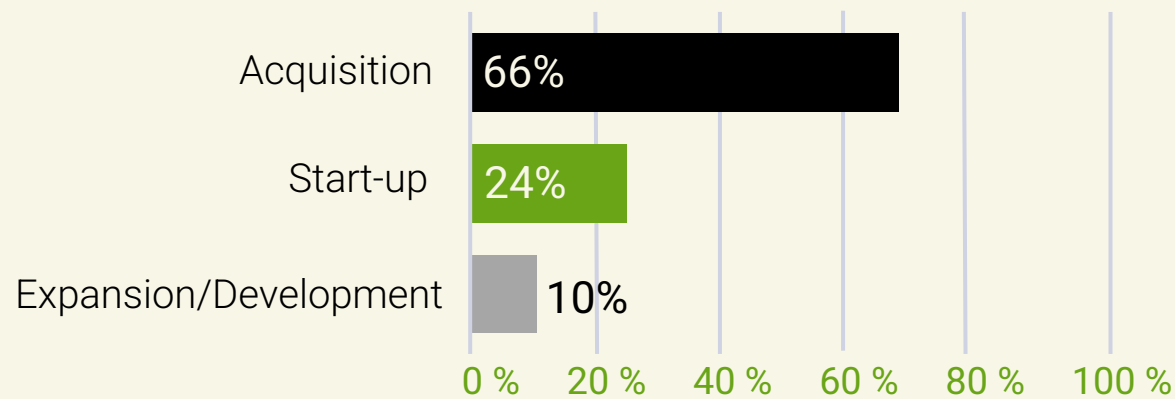
# Youth alternative fund

16 BUSINESSES | \$ 930,000

## INVESTMENTS BY BUSINESS SECTOR



## INVESTMENTS BY PROJECT TYPE



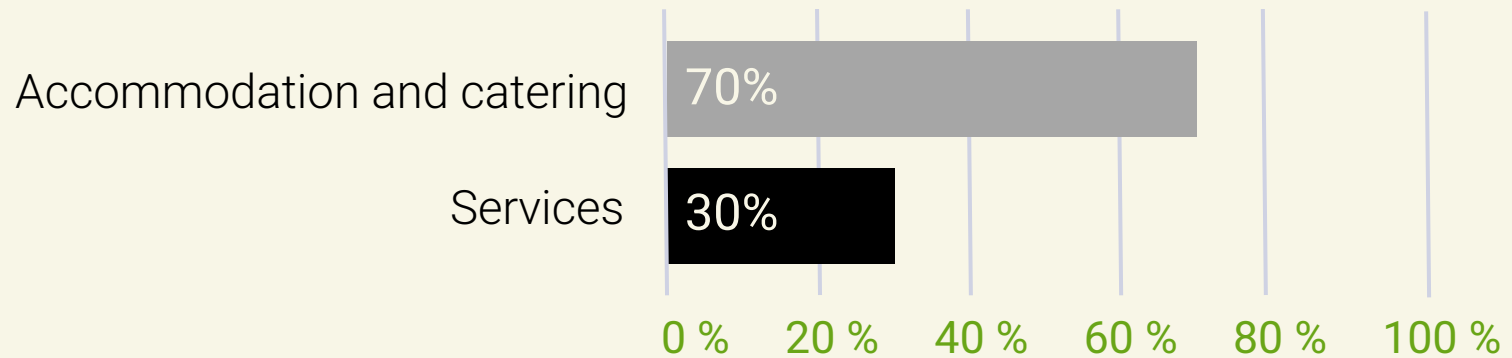
# Youth strategy fund

Available since February 2023

For start-up projects only

3 BUSINESSES | \$ 71,500\$

## INVESTMENTS BY BUSINESS SECTOR







**\$322,707**

## **Grants**

Non-refundable financial assistance



Photo: Nigel Quinn

# Business support

9 BUSINESSES | \$14,696



# Virage vert program

8 BUSINESSES | \$ 61,565



**PAPETR** (Tourism Small Business Assistance Project)  
\* Only available in 2022-2023

**8** BUSINESSES | **\$ 220,000**



Photo: Katherine Wanmaker

# Local development

12 PROJETS | \$ 26,446



# Support and training

Free consulting services and personalized assistance



# Support

**210**  
CUSTOMER MEETINGS

**128**  
BUSINESSES

- ▼ Information or financial assistance request | 122
- ▼ Digital marketing | 50
- ▼ Follow-up | 22
- ▼ Other type of support | 9
- ▼ Mentoring | 7



# Training

7

TRAINING

114

PARTICIPANTS

- ▶ Improving your brand image
- ▶ Basic accounting for small businesses
- ▶ Fraud and cybersecurity: the art of protection
- ▶ Instagram
- ▶ Bill 25: where to start
- ▶ Social Media | Intermediate
- ▶ Using social media to attract employees





# Mentoring

**5** MENTORS

**7** NEW SUPPORT REQUESTS

**110** ENTREPRENEURS AND MANAGERS SUPPORTED FOR 17 YEARS

**13** TANDEMS IN ACTION

**43** MEETINGS MENTOR-MENTEE



# HR Table

**2**  
PROJETS

HR center of excellence (DUNES)  
Workforce management planning

**1**  
TRAINING

reROOT | Autonomy + competence + relatedness

**18**  
PARTICIPANTS

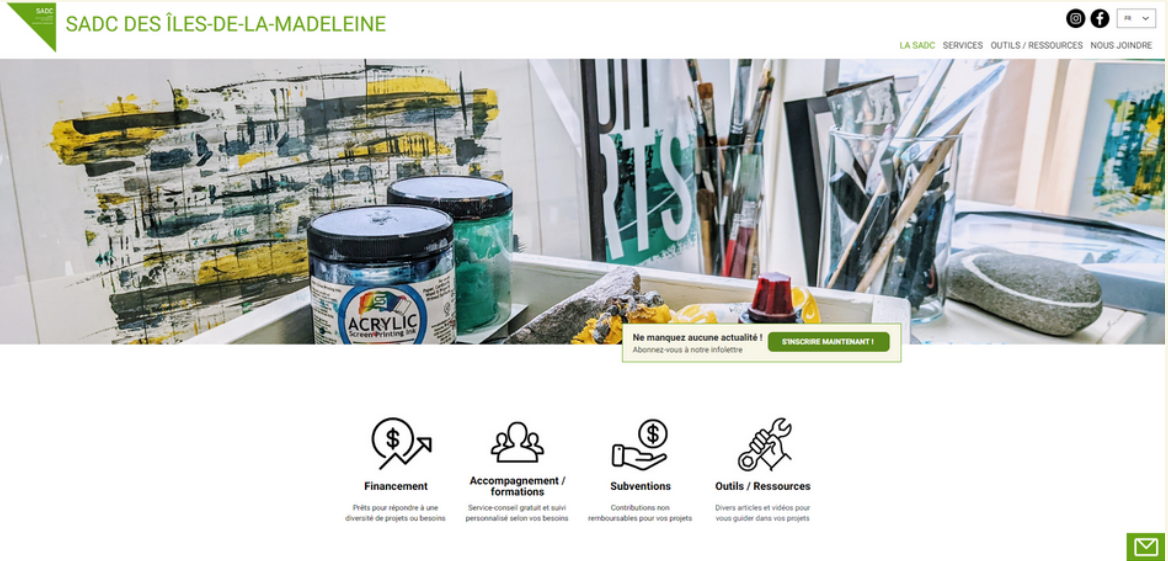
## TABLE MEMBERS

- Caisse populaire Desjardins des Ramées
- Campus collégial des Îles
- Centre de services scolaire des Îles
- CISSS des Îles
- Communauté maritime des Îles
- Coop L'Unité
- CTMA
- Fruits de mer Madeleine
- Mines Seleine
- Résidence Plaisance
- Services Québec
- SADC des Îles



# Our communications

# New website



13 NEWSLETTERS  
4 BLOG POSTS  
2 PRESS RELEASES

# Facebook

3308 FANS  
↑ 23 %  
150 POSTS

# Instagram

114 POSTS  
588 FANS  
↑ 20 %

# Advent calendar

8th edition



23 BUSINESSES



41 567 INTERACTIONS  
112 739 VIEWS



Photo : Nigel Quinn

# Financing and services tailored to the needs of entrepreneurs

[sadcdesiles.com](http://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

Cap-aux-Meules (Qc) G4T 1G8

Telephone : 418-986-4601

[info@sadcdesiles.com](mailto:info@sadcdesiles.com)

Facebook  [sadcdesiles](https://www.facebook.com/sadcdesiles)

Instagram  [@sadcdesiles](https://www.instagram.com/sadcdesiles)