

ANNUAL REPORT 2021-2022

SADC

Société
d'aide au développement
de la collectivité

DES ÎLES-DE-LA-MADELEINE

40e

Partner of your success for 40 years

Word from the President and the General Director

It is with pleasure that we present to you the activity report for the fiscal year which ended on March 31, 2022, marking the 40th year of activities of your SADC. It is once again impressive to see the strength of the economy and the dynamism of local businesses, which must nevertheless deal with the challenges related to COVID-19, as well as with those of recruitment and retention of manpower.

The dynamism is such that the corporation's investments for the 21-22 financial year, using its own funds, remained around the annual average, i.e., at \$1,133,000. By adding the FARR files, which represent \$417,000 in loans, the overall amount invested is \$1,550,000 with all the financing tools available to the organization.

The integration of young people into the business world and the transfer of businesses are key elements of the year. While several localities in Quebec are struggling to find business successors, so far, in the Islands, the next generation is generally present, the SADC having financed nearly 100 transfer files since 2007.


In terms of support and training, 128 companies have benefited from a diversity of expertise (in management, human resources, sustainable development, digital) via the **Structural Technical Assistance**, **Business Support** and **Virage Vert** programs, in particular, for non-repayable contributions totaling \$328,777. These interventions are levers to propel companies even further.

In local development, a key component of the **Community Development Program** whose function is to meet the community's collective needs, 22 projects were supported in the main economic sectors of fishing, tourism and bio food, as well as at the worker recruitment and retention issues and digital integration, for total non-repayable contributions of \$96,817.

In closing, the results that we are presenting to you are generated both by the excellent work of our employees, our volunteers, mentors and administrators and by the sustained use, by companies, of SADC financial services and products. To all of you, thank you! A special thank you to our main partner, Canada Economic Development, which, beyond the entity, is made up of people who are constantly attentive to the needs of the community. Let us also highlight the remarkable work of the entire team of the Réseau des SADC et CAE du Québec who, despite all the pressure and the often very short deadlines, is of unwavering support! Finally, thank you to the local partners for their trust and their sense of collaboration! We consider ourselves privileged to work in an environment where there is such concern for reconciling interventions, so as to meet the needs of all stakeholders.



Hugues Solomon, president



Daniel Gaudet, General Director

A team attentive to the needs of the community



Marie-Hélène Eloquin | Administrative Assistant

Isabelle Lapierre | Business Advisor

Daniel Gaudet | General Director

Josiane Doyle | Business Advisor

Katherine Wanamaker | Marketing Advisor

Employee who was part of the team during the year

Nadine Leblanc | 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
Jean-Pierre Turbide

Mentors

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

354

HOURS OF VOLUNTEERING

MEETINGS

79

OUR MAIN PARTNERS

- Arrimage
- Caisses populaires Desjardins des Îles
- CEDEC
- Chambre de commerce des Îles
- Communauté maritime des Îles
- La Vague
- Le Bon goût frais des Îles
- Réseau des SADC et CAE du Québec
- Réseau Mentorat
- Services Québec
- Table de concertation en ressources humaines des Îles

A man wearing a grey knit beanie with an Under Armour logo, a grey and black hooded jacket, and black gloves is smiling. He is holding a Nikon camera with a lens. The background is a rocky, outdoor setting. A green diagonal shape is in the top right corner.

\$1,133,000

"The common factor between an entrepreneur who chooses to settle on the Islands and the SADC is that we both believe in the potential of our local resources and have our regional economic development at heart. At OSM Atlantic, each time, your financial support allows us to advance in the right direction and to bring many great projects to a successful completion! "

- Jean-Sébastien Aucoin,
OSM Atlantique

TOTAL INVESTMENTS 2021-2022

24 LOANS

16 BUSINESSES

109 JOBS MAINTAINED AND CREATED

\$ 5,386,525

INVESTMENTS GENERATED

Evolution of investments over the last 5 years

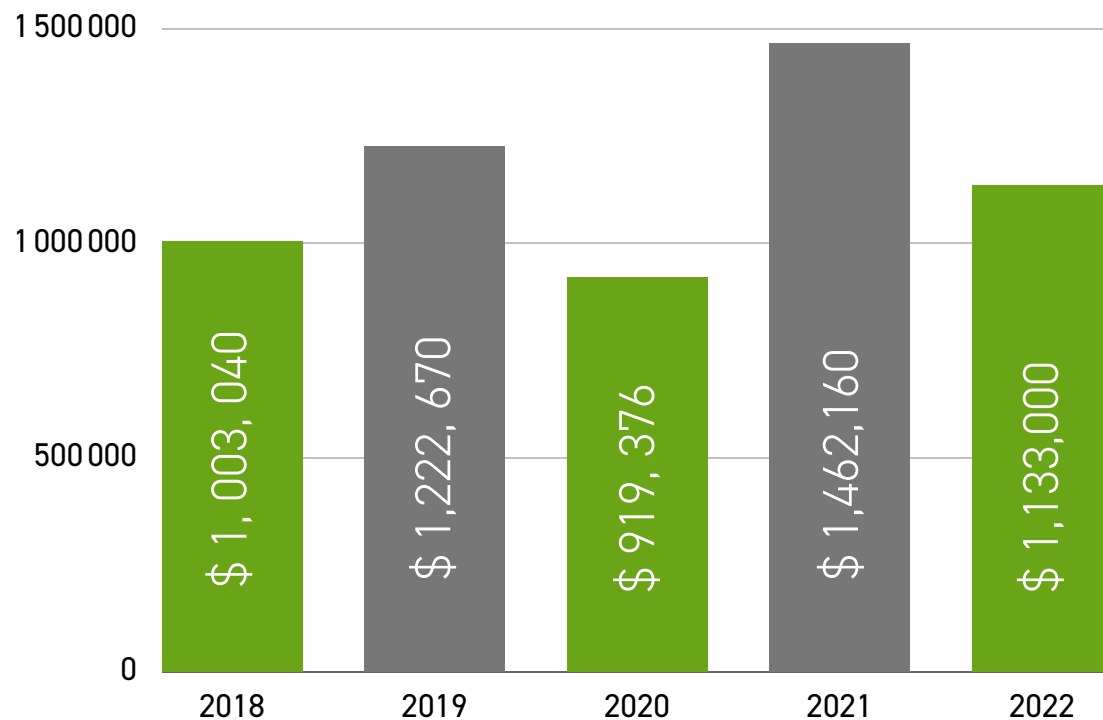




Photo : Nigel Quirm

Regular investment fund

Flexible terms that meet the needs of the business

1 LOAN | **\$ 275,000**



" The SADC greatly facilitated my entrepreneurial process by offering me an advantageous financing program and by giving me valuable advice. The highly human and professional side of the organization charmed me right from the beginning of the process."

- Clémence Poirier,
Magasin du Dollar

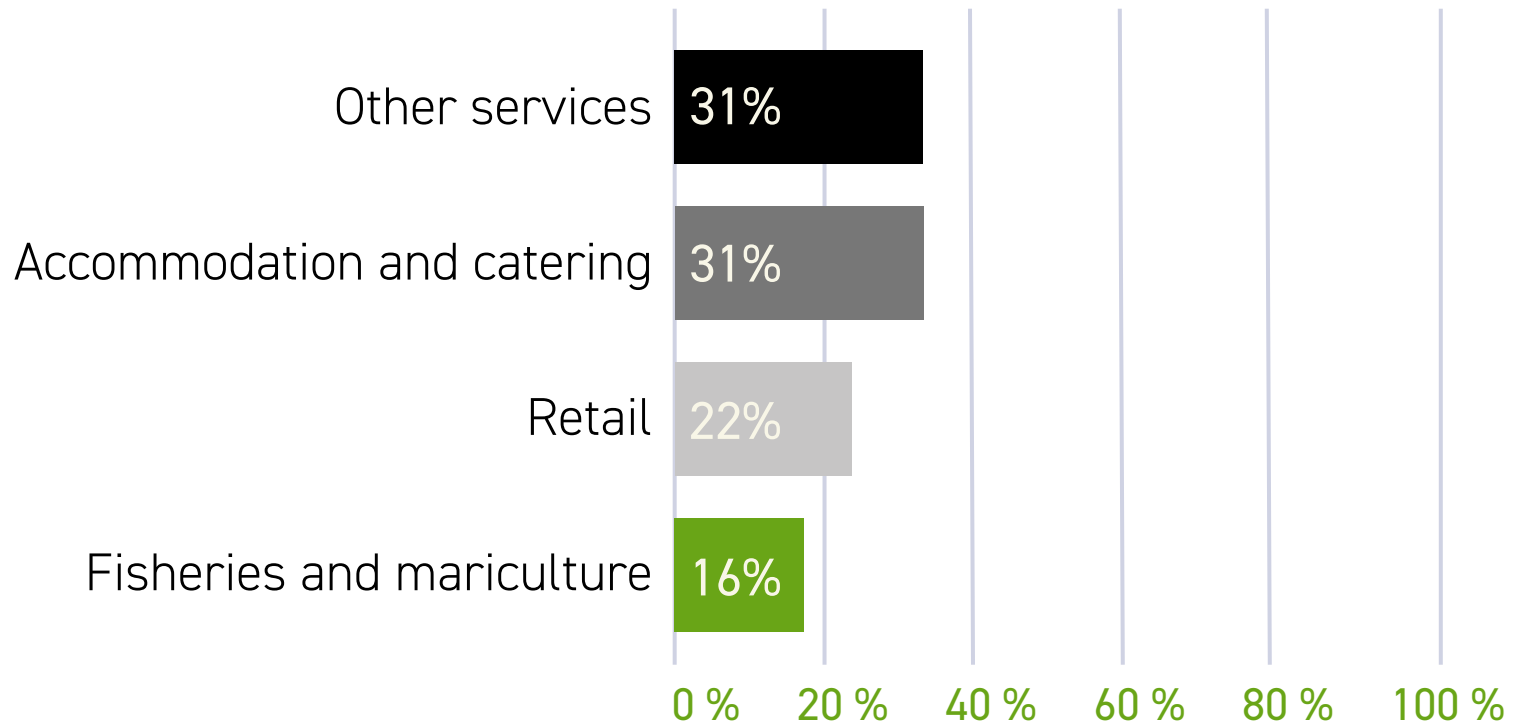
Business succession fund

Acquisition of a business

Deferral of capital repayment

7 LOANS | \$ 255,000

INVESTMENTS
BY BUSINESS SECTOR





" When you start your own business, it is always reassuring to feel financially supported. The SADC team was able to look beyond the business by considering the entrepreneurs behind it. . Their financial assistance allowed us to have the necessary funds to get started. Because of them, we were able to make our dream come true and we can't thank them enough."

- Dre Elisabeth Pelletier et
Dr Philippe Lapierre-
Bénard, chiropraticiens
Centre chiropratique
des Îles Inc.

Youth fund

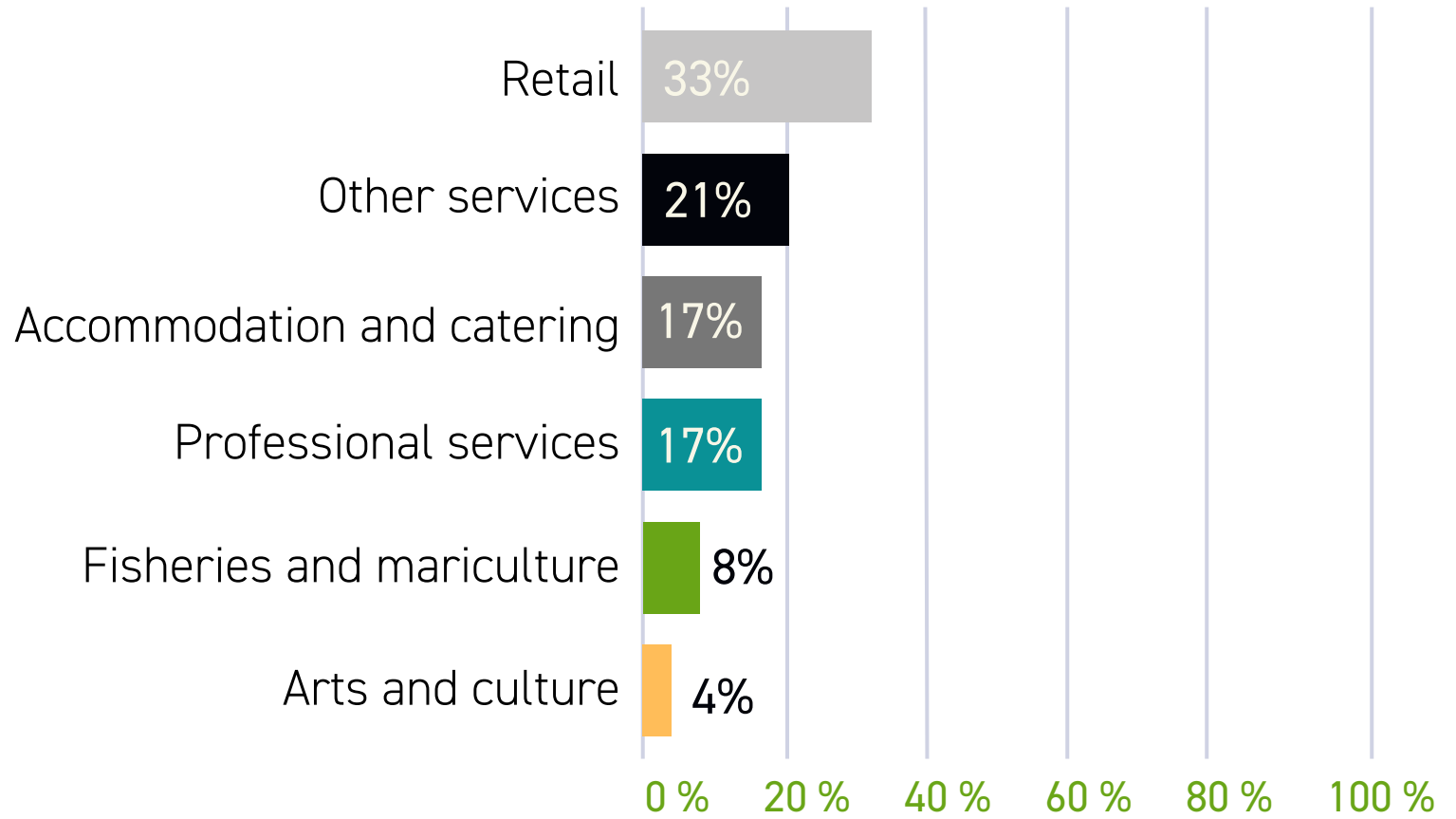
For young peapler between the ages of 18 and 39

Defferal of capital repayment | Advantageous interst rate

16 LOANS | **\$ 603,000**

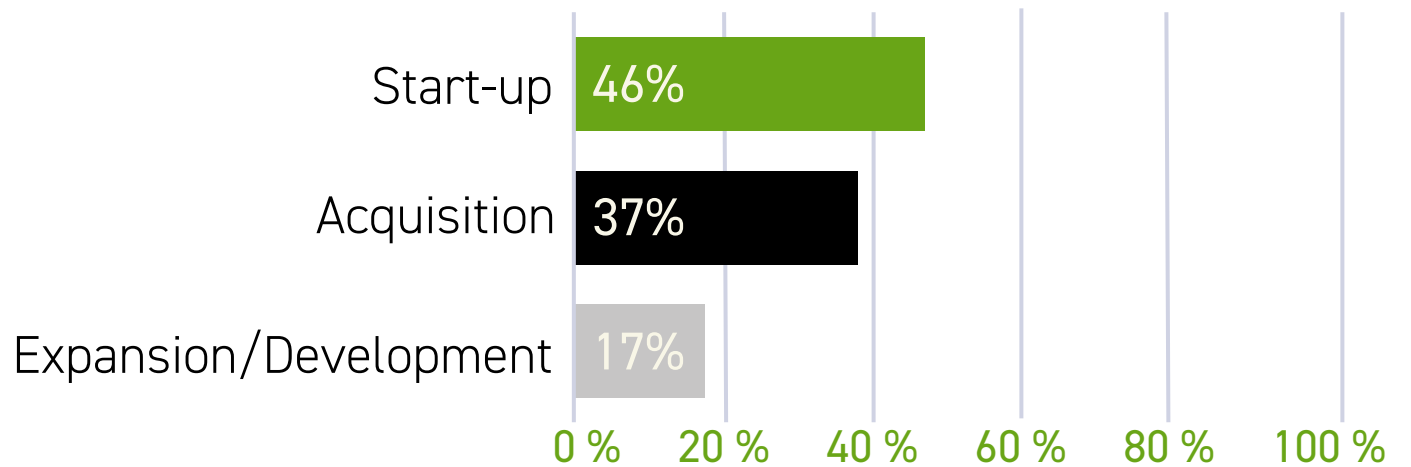
INVESTMENTS

BY BUSINESS SECTOR



INVESTMENTS

BY PROJECT TYPE



A woman with dark hair, wearing a peach-colored hoodie, is seen from behind, looking at a large display of color swatches in a paint store. The display is organized into curved shelves with various color categories labeled in French: 'Les couleurs', 'rouges / orange', 'greens / vert', and 'bleus / bleu'. The woman is reaching out to touch one of the swatches. The background shows more shelves of color swatches and a counter area.

Business support

Non-refundable financial assistance

A tool to promote good management and business success

8 BUSINESSES | **\$ 17,277**

Access to specialized expertise in the following areas :

- 4** Management
- 3** Information and communication technologies
- 1** Development

NEW PROGRAM - VIRAGE VERT

1 BUSINESS | **\$ 14,500**

Web presence

Help businesses improve their web presence

10 TRAINING

41 PARTICIPANTS

- Use social networks to attract employees
- Social networks for beginners
- Social networks for intermediaries
- Improve one's brand image
- Manage your Google listing



Personalized support

42 MEETINGS

33 BUSINESSES
SUPPORTED

Pilot project

Social media management

23 BUSINESSES



Local development

Financial contributions

22 PROJECTS

\$ 96,817

Initiatives to encourage **buying locally** and to promote local businesses on social networks



" WIN BY BUYING LOCALLY " CONTEST



58

BUSINESSES

29 1 10

INTERACTIONS

102 174

VIEWS

Initiatives to encourage **buying locally** and to promote local businesses on social networks



ADVENT CALENDAR



24

BUSINESSES

31 717

INTERACTIONS

141 771

VIEWS

Activities organized by the HR Table



10 TRAINING

525 PARTICIPANTS

- Learn from the Olympic experience to create a motivating work environment
- Motivation workshop with Bruny Surin
- Workshop on compensation
- Certification in leadership
- How to keep the balance despite the storm
- Continuum for psychological health
- Training on governance
- Introduction to the Process Communication Model
- Self-management: an urgent necessity
- Personality traits and disorders

2 PROJECTS

- Workforce management planning
- HR center of excellence

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
- La Renaissance des Îles
- Mines Seleine
- Résidence Plaisance
- Services Québec
- SADC des Îles



"When developing my business development project, I did not know where to start and the task seemed insurmountable. After meeting with my mentor to discuss it, the strategy to adopt to succeed in my project was already becoming much clearer. His vast experience allowed me to put my ideas in place and to prioritize the steps for the accomplishment of my project. He is certainly one of the people to whom I am most indebted for the development of my business. "

- Patrick Petitpas
3P Inspection

Mentoring for entrepreneurs

5 VOLUNTEER
MENTORS

6 NEW SUPPORT
REQUESTS

15 MENTOR-MENTEE
TANDEMS IN ACTION

103
ENTREPRENEURS
AND MANAGERS
SUPPORTED FOR
16 YEARS

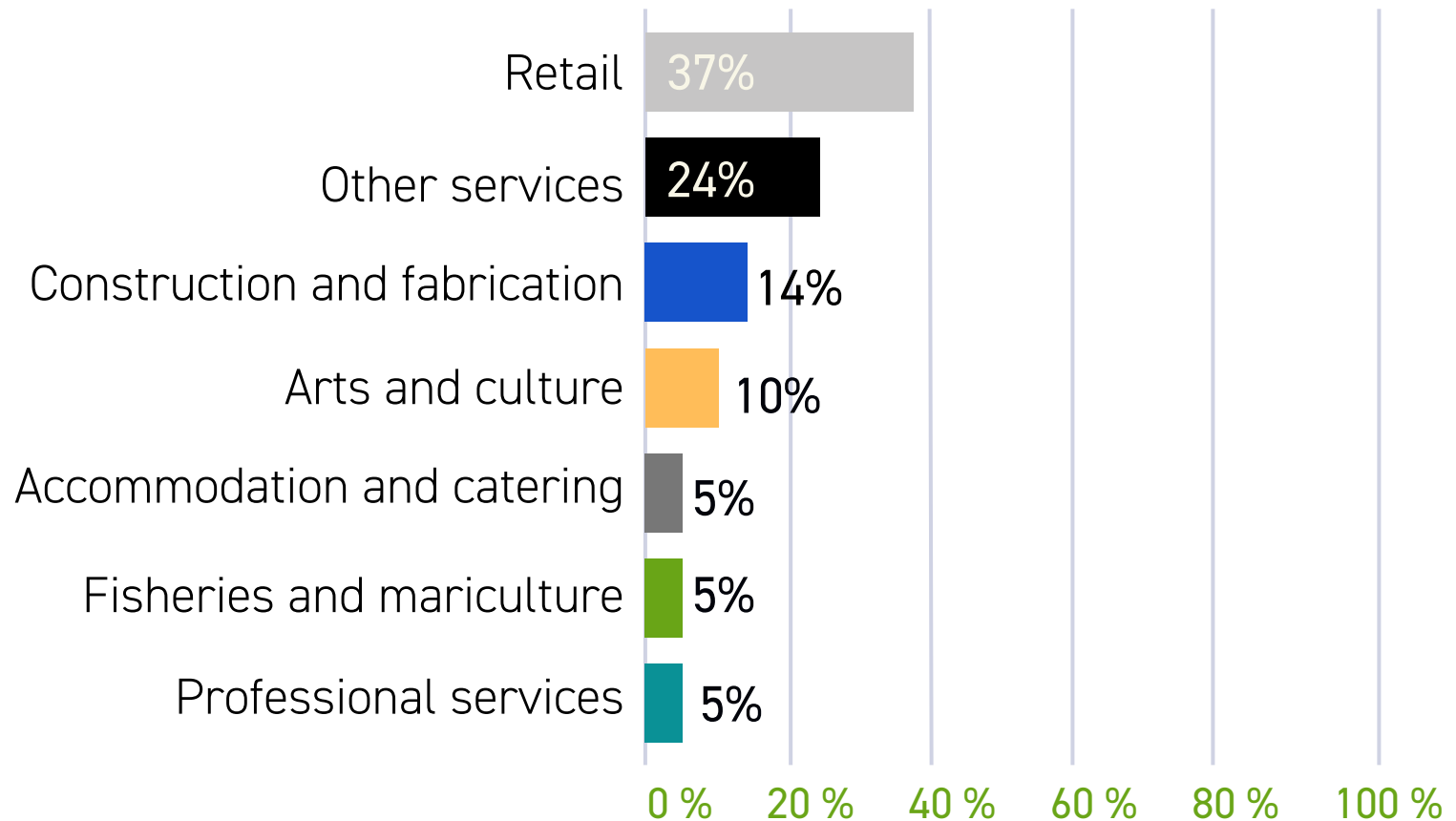
SPECIAL PROGRAMS

LOANS - FARR

COVID-19

18 LOANS | \$ 417,000

INVESTMENTS BY BUSINESS SECTOR



SPECIAL PROGRAMS

COVID-19

Technical help

22 BUSINESSES | \$ 297,000

- 11 companies supported by La Vague, in order to carry out strategic planning and thus plan the best growth options
- 11 companies supported by Le Bon goût frais des Iles, in order to develop a marketing strategy



40th anniversary of SADC

40e

Show by François Bellefeuille

Video clips

119

PARTICIPANTS

Employees, volunteers,
partners, clients

3

videos highlighting local businesses from
different sectors of activity supported over
the years

For 40 years...

MORE THAN

\$ 29 MILLION
INVESTED

ACCOMPANIEMENT

NEARLY **\$ 3** MILLION

NON-REPAYABLE CONTRIBUTIONS

1 800 BUSINESSES

LOANS

NEARLY **\$ 25** MILLION

754 BUSINESSES

LOCAL DEVELOPMENT

NEARLY **\$ 2** MILLION

351 INITIATIVES



Acquisition of «Mobil'eau»

Trailer equipped with a drinking water station, which will allow Madelinots and visitors to fill their reusable water bottle without having to use single-use plastic bottles, during summer events where access to water drinking is restricted.



Our communications

20

NEWSLETTERS

4

PRESS RELEASES

6

BLOG POSTS



Facebook



2 706 FANS
(↑ 25 %)

501 058 VIEWS

184

PUBLICATIONS

GROUP

" Tips ans
Tricks "

129 MEMBERS

Instagram



491

FANS

(↑ 62%)

143

PUBLICATIONS

22 502

VIEWS



Photo : Nigel Quinn

Financing and services tailored to the needs of entrepreneurs

sadcdesiles.com



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

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

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