

# ANNUAL REPORT 2024-2025

# 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

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We are pleased to present our organization's results for the 2024-2025 financial year. Overall, they are encouraging, despite an uncertain economic context. Nevertheless, the year's report bears witness to the sustained economic dynamism of our islands.

Over the past year, SADC des Îles invested \$2,068,200 in the form of loans to 24 local businesses, thereby contributing to the maintenance or creation of 221 jobs. Over a ten-year period, this represents an average annual investment of \$1,742,307. Once again, most of our involvement goes to business transfers, with 64% of investments, followed by business start-ups, with 25%.

It is important here to highlight the remarkable performance of our two flagship local programs and undeniable levers, the Business Succession Fund and the Youth Alternative Fund. These undeniable levers have supported 108 transfers since 2007 and 108 business projects since 2017, respectively. Flexible and firmly rooted in entrepreneurial reality, these programs adapt easily to different types of businesses and financial structures.

Beyond financing, the SADC supported some fifty entrepreneurs this year, notably in the integration of eco-responsible practices, the adoption of digital tools, or through business mentoring. In addition, thanks to strong partnerships, we offered targeted training on current issues such as human resources, artificial intelligence, various digital tools, customer service, and more.

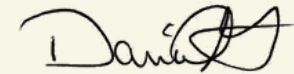
Our team is also involved in key local economic development projects, as demonstrated by our collaboration with the Réseau intégré de communications électroniques des Îles (RICEIM), which manages the archipelago's two fiber optic submarine cables.

The results presented in this report are the fruit of the work of a skilled and dedicated team. We extend our sincere gratitude to our employees, volunteers (mentors and administrators), as well as to the entrepreneurs and partners who actively participate in the economic development of the Islands. Our gratitude also goes to Canada Economic Development, our main partner, and to the Réseau des SADC et CAE du Québec, for their invaluable support.

Together, we are making a tangible contribution to the economic future of the Islands, and we will pursue this mission with determination and enthusiasm. Thank you all for your commitment and your trust in our shared vision.



**Joël Lapierre**, president



**Daniel Gaudet**, General Director

# A team attentive to the **needs of the community**

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**Katherine Wanamaker** | Marketing Advisor

**Isabelle Lapierre** | Business Advisor

**Daniel Gaudet** | General Director

**Marie-Hélène Eloquin** | Administrative and Communications Assistant

**Angélique Lafrance** | Business Advisor

# Committed volunteers

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## Board of Directors

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

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

Judy Legault, left in 2024, after 8 years of involvement

## Mentors

Joël Arseneau  
Jean-Sébastien Aucoin  
Dominique Boudreau  
Martine Bourgeois  
Louis Fournier  
Mark Joncas  
Normand Lebel



387

HOURS OF VOLUNTEERING

MEETINGS  
36



# Mission, vision and values

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## 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

**\$ 2,068,200**

**TOTAL INVESTMENTS 2024-2025**





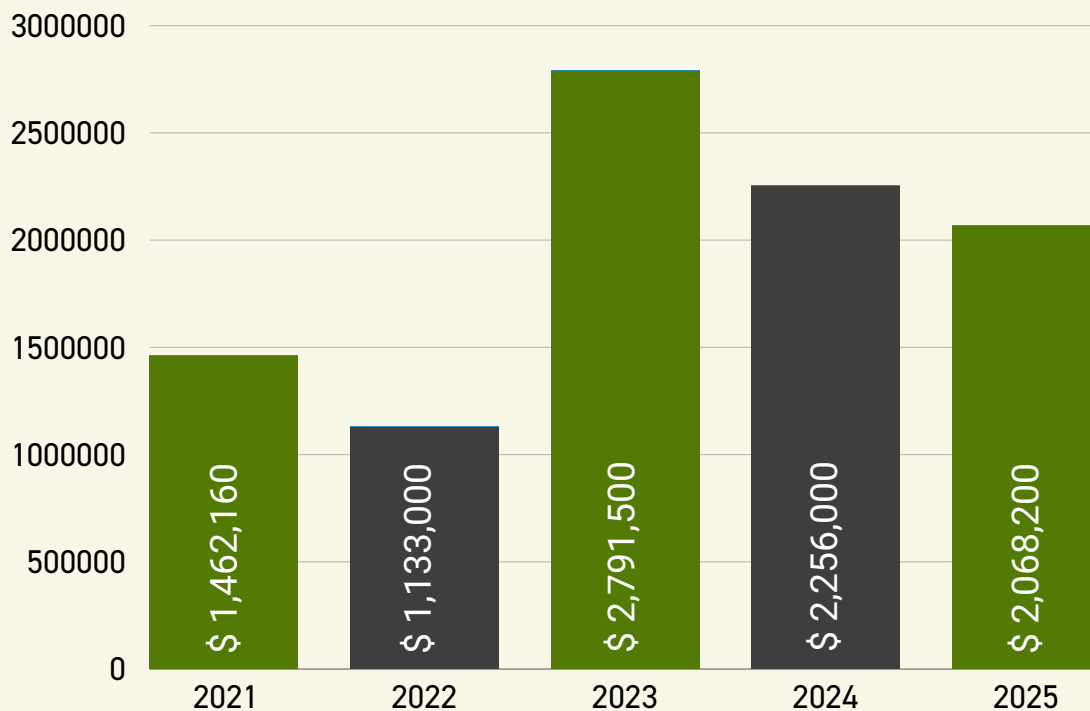
**24** BUSINESSES

**221** JOBS MAINTAINED AND  
CREATED

**\$ 20,242,544**

INVESTMENTS GENERATED

## Evolution of investments over the last 5 years



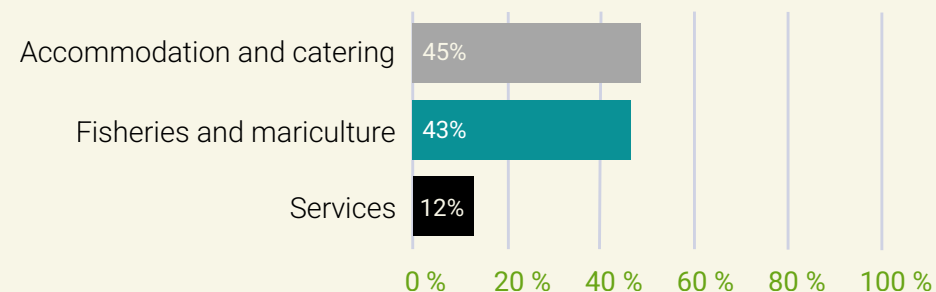


## Regular investment fund

6 businesses | \$ 702,500\*

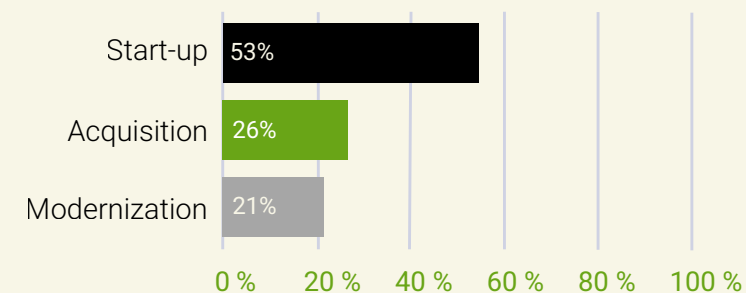
### INVESTMENTS

BY BUSINESS SECTOR



### INVESTMENTS

BY PROJECT TYPE



" A big thanks to the SADC for the support, both professional and human. Thank you for believing in the project from the very beginning. Their support allowed me to go for it with a little more courage despite the headwinds, crosswinds, headwinds, gusts, storms and all the little and big issues of starting a business! "

Mireille Vigneault, Éco-Refuges Plaisance

\*including the Sustainable Development Fund

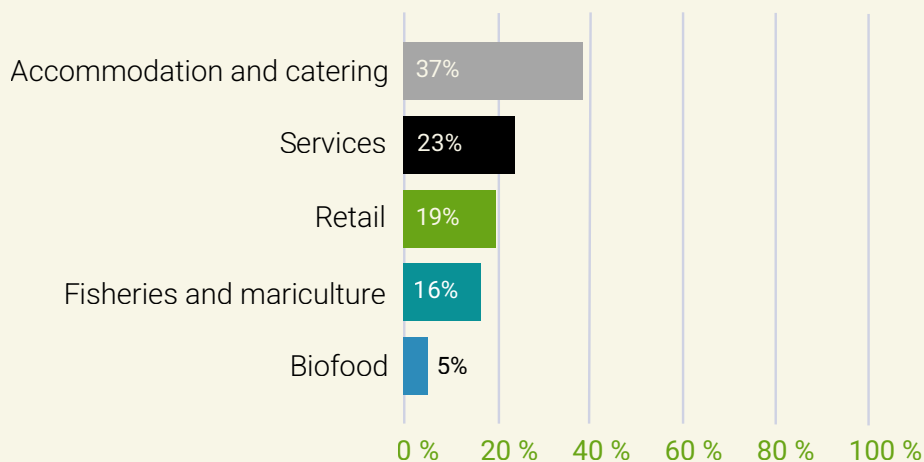


# Business succession fund

## 10 businesses | \$ 638,700

### INVESTMENTS

BY BUSINESS SECTOR



" The support offered by the SADC right from the start of my entrepreneurial project was one of the key factors that helped me move more quickly from dream to reality. In addition to the financial assistance I received, Isabelle and Kate's professionalism, attentiveness, sound advice and encouragement boosted my motivation "

Sonia Leblanc, Salomia SME Coeur d'Herboriste





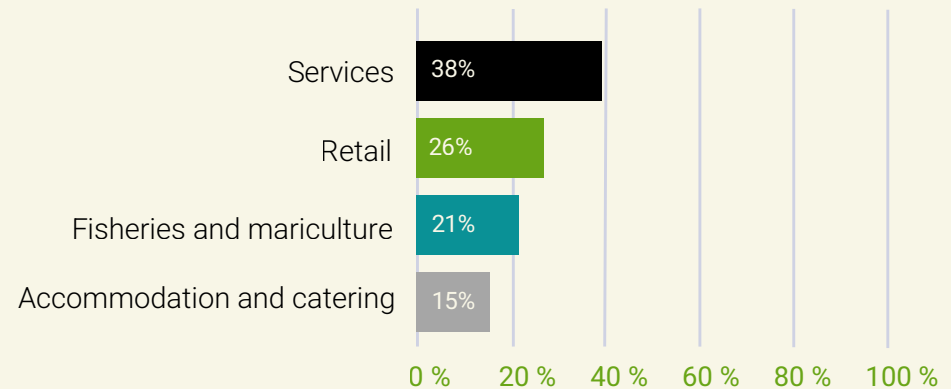
## YOUTH alternative fund

for young people between the ages of 18 and 39

**9 businesses | \$ 480,000**

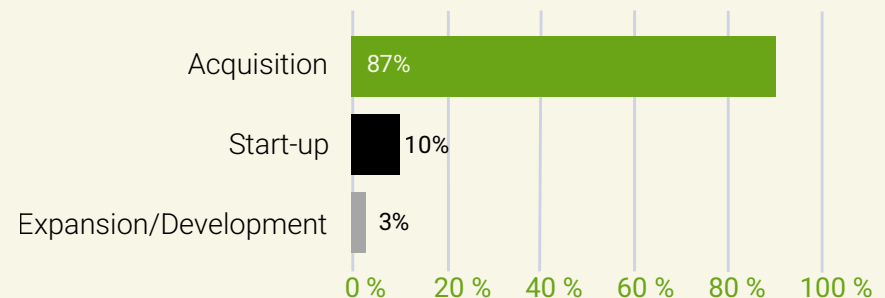
### INVESTMENTS

BY BUSINESS SECTOR



### INVESTMENTS

BY PROJECT TYPE



“ From the moment we set out to acquire Café de la Grave, the SADC played a vital and key role. Even today, we can count on their support for our various projects. Their humanity, understanding and proactivity make us feel confident. Thank you for everything! ”

Marie-Claude Vigneault, Café de la Grave



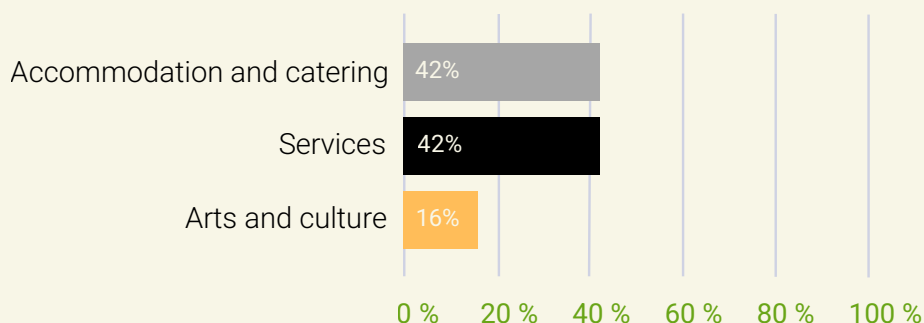
## YOUTH strategy fund

for start-up projects by entrepreneurs aged  
between 18 and 39

3 businesses | \$ 60,000

### INVESTMENTS

BY BUSINESS SECTOR



“ The SADC was of great help in my project. Thanks to their financing program, I was able to secure the funds needed for my business venture. 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

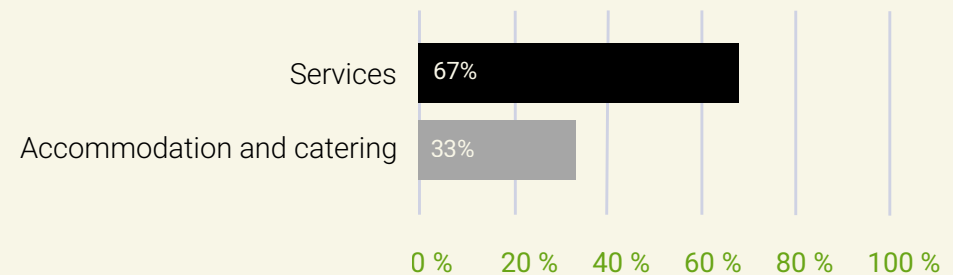




## Flexi loan to part-time women entrepreneurs 3 businesses | \$ 75,000

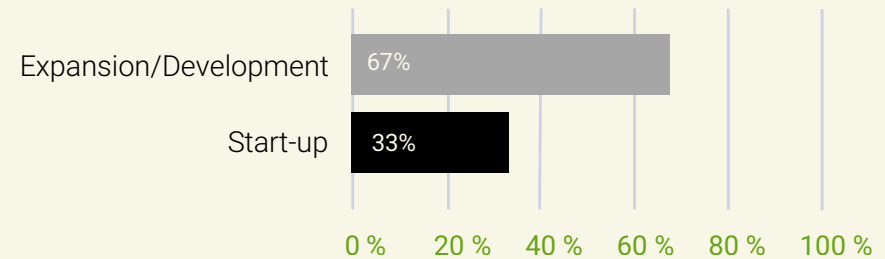
### INVESTMENTS

BY BUSINESS SECTOR



### INVESTMENTS

BY PROJECT TYPE



" Thank you to SADC des Îles for supporting me in starting up and running my physiotherapy clinic. I was able to take advantage of a loan for young entrepreneurs, as well as mentorship that helps me answer my questions. The service is professional, fast and human. "

Judith Mayrand, physiothérapeute



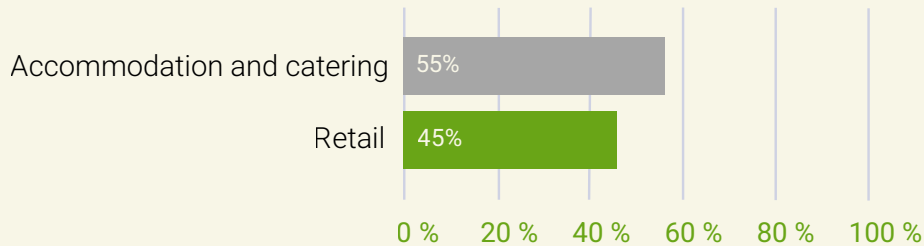
## Dedicated funds

3 components : digital transformation, sustainable development and business transfer

3 businesses | \$ 112,000

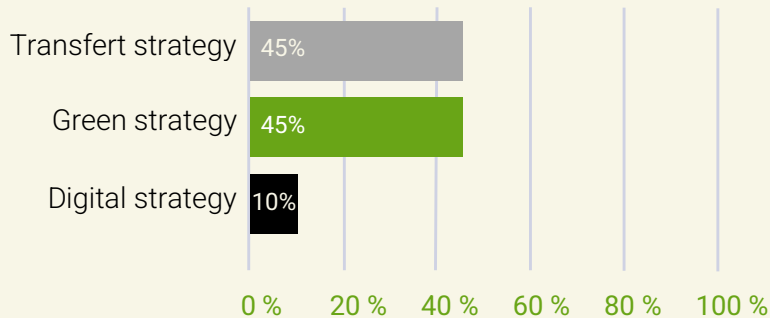
### INVESTMENTS

BY BUSINESS SECTOR



### INVESTMENTS

BY PROJECT TYPE



“ When I made the decision to go into business, I knew I couldn’t do it alone. At the SADC, I found a team that is dynamic, skilled, and deeply committed to the success of entrepreneurs in the Islands. They listened to me, advised me, and supported me with care throughout the entire process. The SADC was a key partner in bringing my project to life. Their support made all the difference. ”

Jonathan Lapierre, Boulangerie Madelon





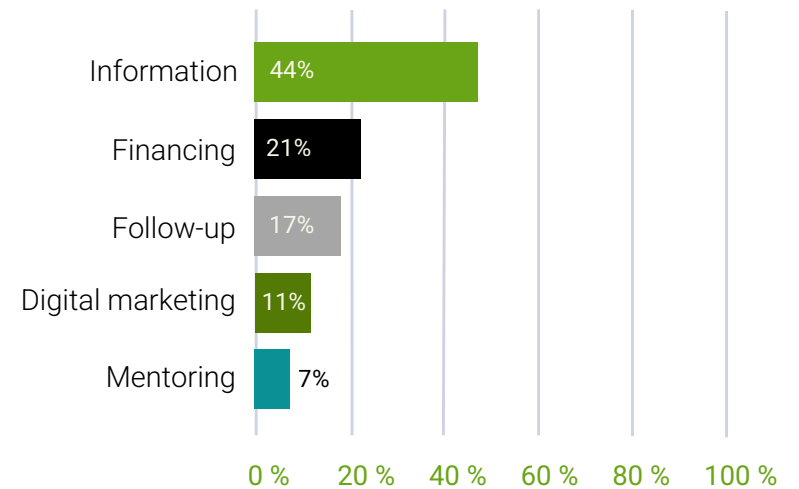
# Support





# 186 CUSTOMERS MEETINGS

# 101 BUSINESSES







## ▼ Business support

4 businesses | \$ 5,400 grant

Coaching by Florence-Léa Siry to encourage the adoption of eco-responsible practices, reducing food waste.

## ▼ Digital marketing

21 businesses

Free consultation service to improve the effectiveness of communications and digital marketing





## ▼ Mentoring

**24** TANDEMS IN ACTION

**12** NEW SUPPORT REQUESTS

**82** MEETINGS MENTOR-MENTEE

**133** ENTREPRENEURS AND MANAGERS SUPPORTED FOR 19 YEARS

### Group mentoring

**9** participants **5** meetings

**2** mentor facilitators

In the fall of 2024, we launched our first group mentoring program dedicated to women entrepreneurs. This initiative fosters peer-to-peer exchanges, the sharing of experiences and the development of entrepreneurial skills. A great way to break isolation and maximize your chances of success.

“ As an entrepreneur, I’m at the wheel of my own vehicle. I have a windshield in front of me and a panoramic view of my project. I have a mentor who reminds me to check my blind spots and reflect on what appears in the rearview mirror because: ‘Objects in mirror are closer than they appear.’ They help me adjust my direction and make the appropriate gear shifts! ”

Maude Jomphe, Maison Papier

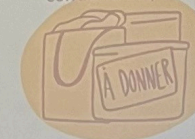




HABITUDES DE CONSOMMATION  
ACHETER, CONSOMMER, JETER, ACHETER, JETER



Désencombrement pour lutter  
contre la culpabilité



**Training sessions and conferences**



## Digital marketing training (5)

With Katherine Wanamaker

- Canva
- Website
- Marketing plan
- Simplify your marketing with ChatGPT
- Social media

## Webinar series (21)

In partnership with Détail Formation

- Buying from a foreign supplier
- Marketing
- Cultivating an entrepreneurial mindset
- Negotiating a commercial lease
- Effective delegation
- Providing adequate compensation for your employees
- Leadership development
- Customer service (3)
- Employment law
- Employee supervision
- Dealing with difficult customers
- Sales techniques (3)
- Time management
- TikTok
- Survival guide for restaurants
- Merchandising (2)

## Workshops on food waste (2)

With Florence-Léa Siry

- Food waste (companies)
- Zéro-Gaspi (general public)

28 TRAINING  
168 PARTICIPANTS





## HR Center of Excellence

- ▼ ReRoot : Autonomy and competence
- ▼ Training - Recruitment
- ▼ Well-being at work day
- ▼ Conference - The incredible power of interpersonal skills
- ▼ Training - Empathy: the key to modern leadership
- ▼ Conference - Cultivate your well-being in 3 steps
- ▼ Training - Change management

**7**  
ACTIVITIES

**195**  
PARTICIPANTS







**Our communications**

▼ **Newsletters | 24**  
**622** subscribers

▼ **Local media**  
**4** press releases  
**9** publicities  
**7** chronicles

▼ **Blog posts | 16**  
**11 403** views

**Top 3 most popular articles**

New places to visit on the Islands in summer 2024

New businesses on the Islands in 2024


Repreneurship Week 2024 - Presenting 11 businesses of the Islands



**Online visibility**

▼ **Website**  
**4 261** visits

▼ **Facebook**   
**3 973** fans  **6 %**  
**182** publications  
**807 804** views  
**27 456** interactions

▼ **Instagram**   
**694** fans  **11 %**  
**111** publications  
**25 263** views  
**1 329** interactions



# Advent calendar

10th edition



24

BUSINESSES



25 388

INTERACTIONS

499 975

VIEWS



# 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

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