



SADC

Société
d'aide au développement
de la collectivité

DE LA RÉGION
DE COATICOOK

2015-2016 ANNUAL REPORT

Ressourcerie
des Frontières

Microbrasserie
Coaticook

Les Tissus Geo
Sheard Ltée

Xocolatl
chocolaterie

A WORD FROM THE PRESIDENT

Hello and welcome to the annual General Assembly of the Société d'aide au développement de la collectivité de la région de Coaticook. This year, as "innovation" seems to be the buzzword on everybody's lips, we, too, have decided to innovate for our annual General Assembly in a way I believe marks a first in Quebec. We have invited D-Track, a slam artist, rapper, and poet, to present our annual report and to emcee the assembly.

The SADC's directors and employees work tirelessly to help improve and foster community interest in the quality of life, living environment, and living standard of the Coaticook region. They also strive to connect all parties who share the same vision, so that everyone works together. It gives us great pride today to present you with our beautiful achievements. We will be even prouder, one day, to be able to say that we have fully succeeded in the areas of cooperation and partnership—areas which, in all honesty, still require work, even if positive progress has been made. To quote the Raymond Lévesque song, "When men will love for love, there will be no more misery."

Change can be frightening because it sometimes means we need to change our way of thinking or doing things; it means stepping into the unknown. But when it is widely understood that each organization and each party has its own part to play, that there is no competition and that we are not competitors, our region will enter a brighter future, and we will be able to hold a grand and festive assembly indeed. Each of us has a different, complementary mission. As various parties' commitment to the 2015-2020 Regional Development Plan has demonstrated, we must work together to be the best we can to attract workers and new citizens, and to avoid withdrawing and closing off our municipalities. We must ensure that our children come back after their studies because our region offers them jobs and opportunities for business creation... and because it's a fantastic place to live. What a vision! But is all this possible? The truth is that it is up to each of us to make it possible, and the Coaticook SADC is here to help make this dream a reality.

OUR MISSION

Firmly rooted in its environment, the Coaticook region SADC contributes to the development and well-being of its community.

According to a study by Statistics Canada,
**BUSINESSES THAT RECEIVE GUIDANCE FROM AN SADC
OR CAE HAVE A HIGHER SURVIVAL RATE:**

74% compared to **50%** for others

OUR SLOGAN
Your dreams,
our passion...
A sustainable
relationship.

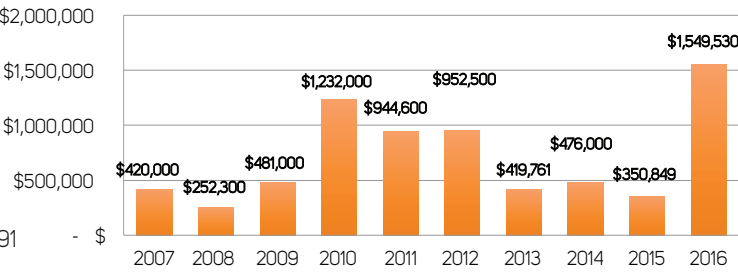
INVESTMENT ACHIEVEMENTS

Over fiscal year 2015-2016, the Investment Committee has authorized

24 loans amounting to
\$1,549,530

enabling recipients to obtain additional loans for a combined total of \$6,094,491

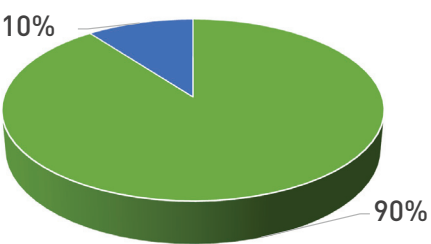
Evolution of loans granted by the SADC over the past 10 years



LOANS GRANTED OVER YEAR 2015-2016

The loans issued during fiscal year 2015-2016 are divided between

the Regular Investment Fund **90%** and the Youth Investment Fund **10%**

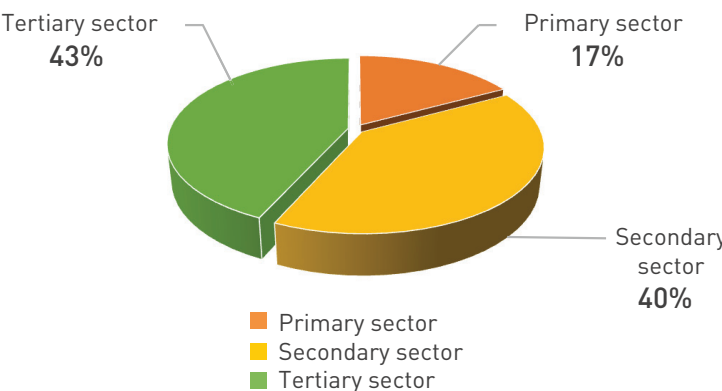


Regular Investment Fund
Youth Investment Fund

PORTFOLIO DISTRIBUTION (NUMBER OF LOANS) BY ACTIVITY SECTOR IN 2015-2016

Since it was founded, the SADC has granted

308 loans totalling
\$10,814,301



Primary sector
Secondary sector
Tertiary sector

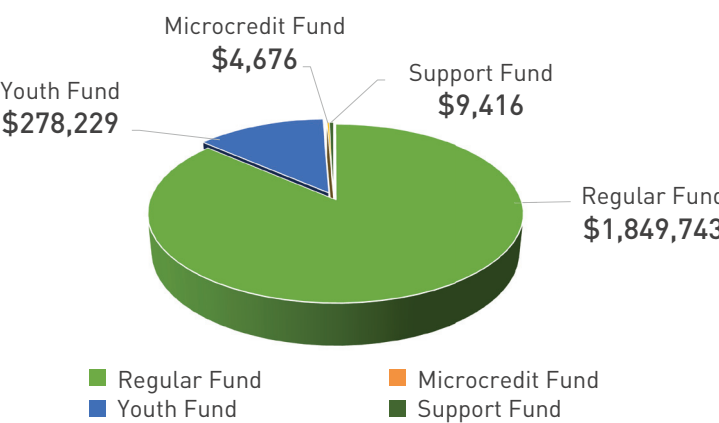
Over **1,550** hours of business guidance

Almost **102** jobs created and **693** jobs maintained (data forthcoming)

Approximately **78** active loans divided among **55** businesses

Since 1989, more than **200** businesses have received SADC guidance.

PORTFOLIO DISTRIBUTION BY FUND CATEGORY IN 2015-2016



Regular Fund
Youth Fund
Microcredit Fund
Support Fund

COMMUNICATIONS ACHIEVEMENTS

TWO NEW PROMO VIDEOS

- **Governance:** How to become a member of the Coaticook SADC?
- **Services:** What can the Coaticook SADC do for you?

Almost

22,000

VISITORS

and

71,000

PAGES

CONSULTED

on the Coaticook SADC website
and socio-economic directory.

SADC COMMUNICATIONS ALSO INCLUDE:

- **2 BULLETINS**
and **10 BLOG** postings
- **5 RADIO SHOWS**
for the May 2, 2015 public consultation
day with a view to drawing up the
REGIONAL DEVELOPMENT PLAN
FOR THE COATICOOK MRC
- **8 MEDIA MESSAGES**
in various local, regional and national newspapers

THE SADC CARRIES OUT PROJECTS



- *Inc.spiration*
talk by Sébastien
Sasseville



- Workshop by Marco
Baron on maximizing the
efficiency of Boards of
Directors meetings
- Strategic governance
guidance provided to an
NPO



- Project on sustainable
development (green)
accounting with students
from Université Laval and
the company Jardin des
Trouvailles

All SADC publications
and media messages
ARE AVAILABLE IN
BOTH OFFICIAL
LANGUAGES.

THE SADC PARTNERS UP



- Coordination for the 2015-2020
Regional Development Plan
- Organization of the May 2, 2015
public consultation day (paving
the way for the 2015-2020
Regional Development Plan)



- Workforce recruitment and
retention guidance with Marc
Éthier (three businesses
adopted the approach: J. M.
Champeau, Gober Portes
d'armoires, and Bois Ouvrés
Waterville)



- Coordination
of the TCR
(regional
round table)



- Financial partner for the
youth activities of Place aux
jeunes en région and Séjours
exploratoires, as well as the
Coaticook MRC's TCC (cultural
round table).

SUSTAINABLE DEVELOPMENT GUIDANCE

(PROVIDED BY THE ADDERE ORGANIZATION
AND FINANCED BY THE SADC)

FROMAGERIE LA STATION



Waste management
assistance, carbon
certification research,
strategic assistance

MARCHÉ DE LA FERME BEAULIEU



Waste management
assistance

RESTO LA PLACE



Waste management
research

More than

\$34,000

and almost

800

hours invested

IN LOCAL DEVELOPMENT

\$13,450

DEVOTED TO
SERVICES FOR THE
ENGLISH-SPEAKING
COMMUNITY

Over

260

HOURS OF
SUSTAINABLE
DEVELOPMENT
GUIDANCE

NUMBER OF
HOURS
DEVOTED:

582

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Serge Gosselin, Chair

Gaétan Labelle, Vice-Chair of Investment

Lyne Lacroix, Vice-Chair of Local Development

Sylvie Fauteux, Secretary-Treasurer

INVESTMENT COMMITTEE

Gaétan Labelle, Legal & Finance sector

Judith Bolduc, Trade & Services sector

Gladys Bruun, Public (municipal) sector (stepped down October 15, 2015)

Sylvie Fauteux, General Representation

Lionel Giroux, Agrifood sector

Serge Gosselin, General Representation

Émilie P. Audet, Youth sector

LOCAL DEVELOPMENT COMMITTEE

Lyne Lacroix, Community sector

Marie-Soleil Beaulieu, Agrifood sector

Sylvie Giguère, Training and Education sector

Serge Gosselin, General Representation

Johanne Provencher, Industry sector

TEAM

Joanne Beaudin, General Manager

Lahbib Aissaoui, Business Advisor and Financial Analyst

Manon Bergeron, Administrative Assistant

Louis Bourque, Business Advisor and Financial Analyst

Marie-Hélène Thériberge, Local Development and Communications Officer

and

Gabrielle Richer, summer employee in communications from June 1 to August 21, 2015

SADC

Société
d'aide au développement
de la collectivité

DE LA RÉGION
DE COATICOOK

OVER

430 hours
of volunteer

WORK DONE BY

THE MEMBERS OF THE BD



Canada Economic
Development
for Quebec Regions

Développement
économique Canada
pour les régions du Québec