

SADC

Société
d'aide au développement
de la collectivité

DE LA RÉGION
DE COATICOOK

2019-2020

ANNUAL REPORT



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Your dreams,
our passion
...
a sustainable
relationship

Our mission

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

Our vision

Within a cohesive and mutually supportive community inspired by a shared sustainable vision, to be recognized as a key stakeholder in development thanks to proactive actions to uphold respect for the community and to maintain jobs in, and enhance the attractiveness of, the Coaticook region.

Our values



Respect

Treating others with consideration and dignity by creating a harmonious climate.



Integrity

Maintaining uprightness, honesty and transparency in all our actions.



Fairness

Guiding our actions and decisions so as to ensure fair and impartial access to and provision of our services according to needs and resource availability.



Autonomy

Maintaining the independence of actions and decisions by the Board of Directors and permanent staff.



Open-mindedness

Maintaining heightened receptiveness to the opinions of others and to the willingness to take measured risks and to learn on a continual basis, without ever taking the easy road or settling for conformity.

Message from the Chair

June 2020 Here we are at our Annual General Meeting.

Who would have predicted that one day, we would hold a virtual AGM from the comfort of home? Yet today, that day has arrived.

The end of our year, which fell on March 31, 2020, will long be remembered because of the COVID-19 pandemic. How many changes have we had to make since then? I couldn't say, but just a few examples include remote work, team meetings on Teams, board meetings on Zoom, our revised action plan, and much more.

However, the SADC has also seen other developments. I would like to highlight our new agreement with Canada Economic Development. This five-year agreement will enable us to pursue our mission with the region's businesses and organizations. We will also have to learn to support our community while taking the new realities of COVID-19 into account. This will continue to be the case for some time to come. Doing things differently may seem a little daunting to some, yet it can be exciting to others. It is important to keep in mind that the entire world must now contend with this change, so we can take some comfort in the fact that we are not the only ones who must innovate.

I would be remiss not to acknowledge the wonderful work of our team of employees, who have demonstrated such tremendous adaptability and dedication, day in, day out. You can see this for yourself by reading their report. Kudos!

As Chair of the Board of Directors, I am very fortunate to work with all the board members. Their incredible experience and skill show through in their work every day. I thank them personally.

It is also important to recognize the many clients who ask for our guidance year after year. In doing so, they, too, help advance the region. Thank you to each and every client.

Many thanks also to all our regional partners.

Thank you to Canada Economic Development for Quebec Regions and the Quebec SADC and CAE network for their continued support.

We look forward to seeing you in person soon and discussing the development of our beautiful region!

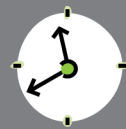
Serge Gosselin



OUR TEAM

in 2019-2020

The 9 directors
completed more than



715

hours
of volunteer work

Special thanks to Marie-Soleil Beaulieu for her time and her dedication to the Board of Directors since 2015. Ms. Beaulieu was Vice President of Local Development during the last years of her term.

Passionate directors

► Executive Committee

SERGE GOSSELIN
GAÉTAN LABELLE
MARIE-SOLEIL BEAULIEU

JUDITH BOLDUC

Chair
Vice-Chair, Investment
Vice-Chair, Local Development
(departure on November 20, 2019)
Secretary-Treasurer

► Investment Committee

GAÉTAN LABELLE
JUDITH BOLDUC
SYLVIE FAUTEUX
SERGE GOSSELIN
RAYMOND RACICOT

Legal & Finance sector
Trade & Services sector
General Representation
Public sector
Trade & Services sector

► Local Development Committee

MARIE-SOLEIL BEAULIEU
SYLVIE GIGUÈRE
SERGE GOSSELIN
CLAUDE PAQUET
JOHANNE PROVENCHER

Agrifood sector
Training and Education sector
Public sector
Community sector
Industry sector

Permanent staff

JOANNE BEAUDIN
MANON BERGERON
LOUIS BOURQUE
WAHIB BENDHIAB
MARIE-HÉLÈNE THÉBERGE

General Manager
Administrative Assistant
Business Advisor and Financial Analyst
Business Advisor and Financial Analyst
Local Development and Communications Officer

MARINA OUEDRAOGO

Finance Intern

Every year, the permanent staff and the Board of Directors meet to review the past year and to plan for the year ahead. This year, the review took place on February 28, 2020.

The staff members are pictured here immersed in a working session.



We also take the time to have a little fun...



COMMUNITY

support achievements
in 2019-2020

Over the past year, the Coaticook SADC guided or financially supported 23 projects for the community, representing an investment of \$94,639.



23

projects



\$94,639

invested

Of this amount,
an additional

\$5,000

was obtained for the creation of a bank of human resources hours to support SMEs and NPOs at the beginning of the COVID-19 crisis.

Bank of hours for community organizations and SMEs

The SADC makes a bank of hours available to community organizations for consulting services from specialized professionals.

- ▶ **Human resources guidance**
- ▶ **Digital strategy and management optimization in partnership with the Corporation de développement communautaire (CDC) de la MRC de Coaticook**
 - Carrefour jeunesse-emploi de la MRC de Coaticook
 - Maison de la famille de la MRC de Coaticook
 - Éveil, ressource communautaire en santé mentale
 - CIGN 96.7 FM

Testimonials from the participating organizations:

“ In the context of a developing organization that needed to expand its visibility and self-financing, this guidance came at a strategic time for us. ”

“ The timing was just perfect. The strategic planning done over the summer highlighted the priority of improving our visibility and clarifying our image and message. ”

- ▶ **Human resource guidance to help entrepreneurs and managers at the beginning of the COVID-19 crisis**

Since its creation in

1994

the SADC has been
involved in

418

community
development projects

amounting to
an estimated total of more than
\$1,056,849

Support for small and medium-sized enterprises

► Digital strategy and management optimization (initiation stage)

Camping du Pont Couvert
Moulin de Promelles

► Digital strategy and management optimization (stage 3 – refinement)

Verger Le Gros Pierre
Affûtage Max ScInnove inc.

► Governance training

Groupe conseil agricole de l'Estrie

► *Ferme de l'avenir* project

Centre d'initiatives en agriculture
de la région de Coaticook (CIARC)

Attracting and raising awareness of immigrants

► Participation in the newcomer reception structure in partnership with the Coaticook MRC

► Design of the *T'es un p'tit qui?* awareness campaign, and follow-up with the MRC de Coaticook and Place aux jeunes Coaticook

► Integration and awareness

Filming of Atelier MG's testimonial
Translation of a microsite to welcome newcomers
Distribution of four videos to debunk myths on immigrant workers

This project has been made possible in part by
the Government of Canada

Ce projet a été rendu possible en partie grâce
au gouvernement du Canada

Canada

► Integration of immigrants in enterprises

To help boost retention, the SADC offers the guidance services of a human resources consultant to facilitate the integration of immigrants into your business. This project is made possible thanks to a financial contribution from the Fonds de développement des régions et des groupes (Desjardins \$100 million fund).

 **Desjardins**
Caisse des Verts-Sommets de l'Estrie



Training – Financial statement analysis



327

hours

devoted to community
development

Entrepreneurship recognition evening

► Beer-food pairing evening

► Excellence gala

Both events were organized by the Chambre de commerce et d'industrie de la région de Coaticook (CCIRC).

A \$250 prize was awarded to Miel Pur Délice in the "microentreprise" category, redeemable toward an external consultation.

Basic training on financial statement analysis for SMEs

10 participating businesses

Training given by business advisors Louis Bourque and Wahib Bendhiab

Testimonials from the participating businesses:

"Very clear information."

"Training was too short!"

"Concrete examples."

"Thank you for this training!"

"I can't wait for the follow-up!"

Financial participation in the presentation day on health data in the Coaticook region



T'es un p'tit qui? awareness campaign

Financial participation in developing the housing needs study in collaboration with the MRC de Coaticook and the CDC de la MRC de Coaticook

Place aux jeunes and Séjours exploratoires

For several years now, the SADC has been a partner of the Place aux jeunes en région and Séjours exploratoires programs.



BUSINESS

investment and guidance achievements
in 2019-2020

Investment by fund type	Regular Investment Fund	Youth Investment Fund	TOTAL
Number of loans granted	6	8	14
Loan amounts granted	\$580,400	\$140,000	\$720,400
Project value total			\$2,563,322
Number of jobs created	54	37	91
Number of jobs maintained	439	79	518

91

jobs created

518

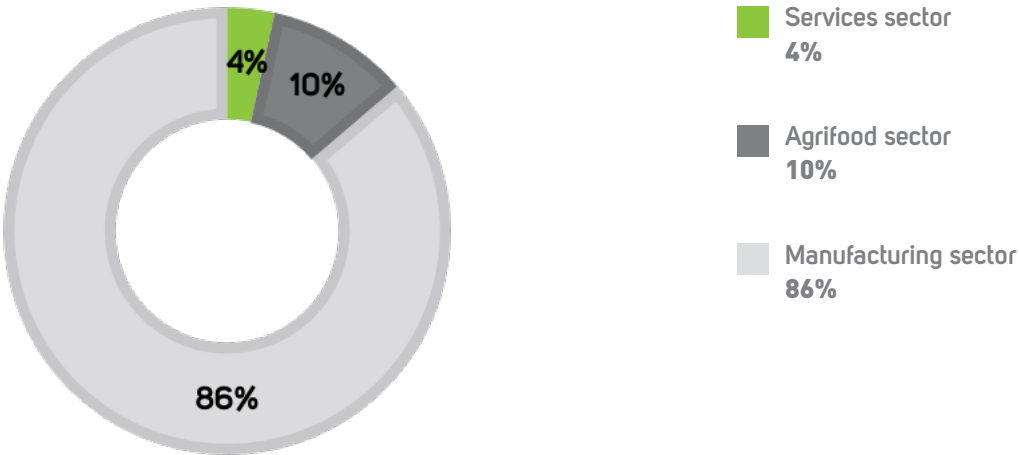
jobs maintained

Thanks to the businesses that have an active loan with the SADC, 91 jobs were created and 518 were maintained.

Investment by fund type

Regular Investment Fund

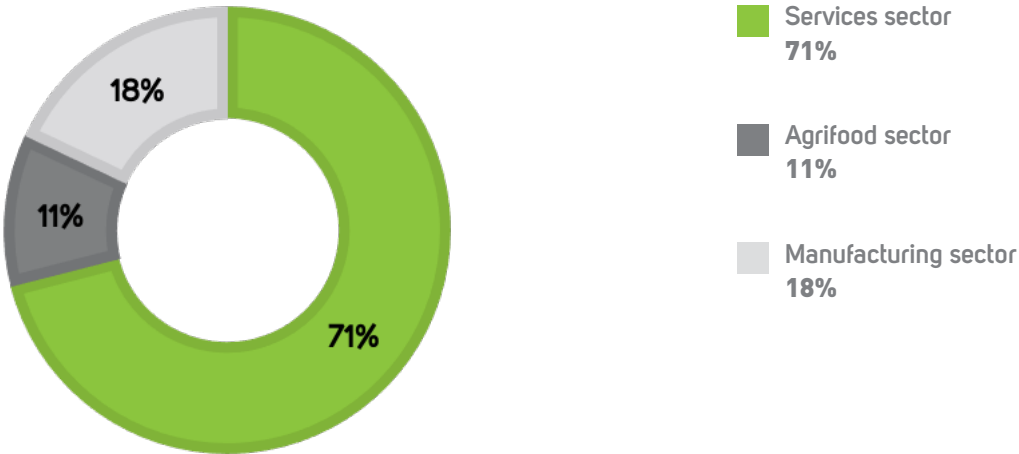
The SADC provides SMEs in the start-up, expansion and recovery phases with financing of up to \$300,000.



Youth Investment Fund (Stratégie jeunesse)

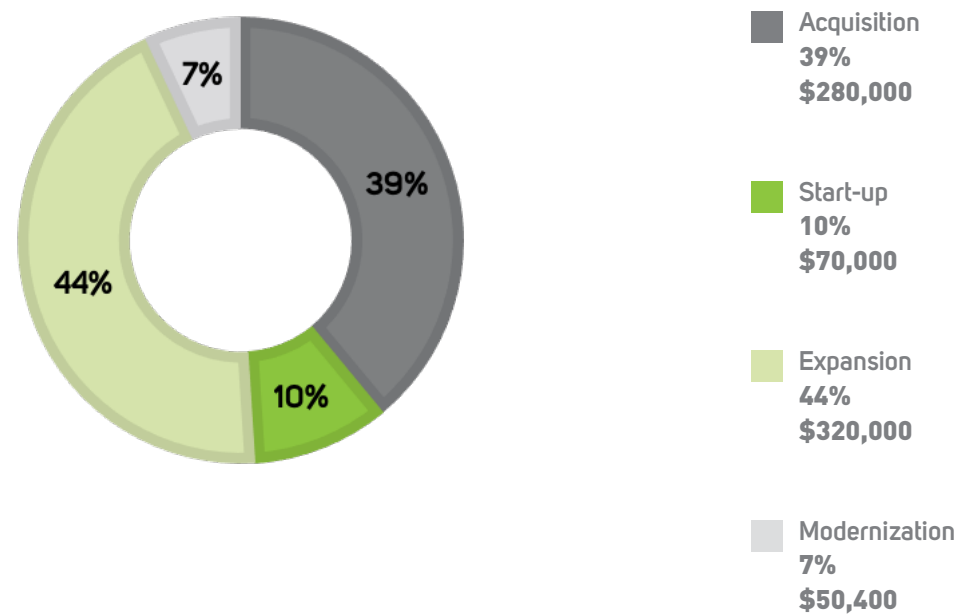
For more than 20 years, one of the goals of the Youth Investment Fund has been to encourage young people to acquire, start up, expand or modernize a business.

The amount of the personal loan can be up to \$25,000, with the possibility of a 2-year interest-free period.





► Nature of projects authorized in 2019-2020



Since its inception in

1994

the Coaticook SADC
has provided

365

loans

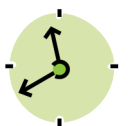
distributed across

253

business

for a total of

\$14,027,340



552.5

hours

devoted to business guidance and support
(file development, advisory services, follow-ups
and technical assistance).



VISIBILITY AND COMMUNICATION

in 2019-2020

\$13,781

invested in the translation
and distribution of
communication tools

to better serve
the English-speaking community

- ▶ Translation of the Municipality of Barnston-West and City of Waterville family policy
- ▶ Translation of the MRC de Coaticook newcomer welcoming microsite and of the Corporation de développement communautaire (CDC) de la MRC de Coaticook website, ressourcescoaticook.com
- ▶ Creation of 12 human resource tool templates

Communication

New *Infolien* newsletter for individual, business and partner members of the SADC.

Firmly rooted in its environment, the SADC is involved in the following committees:

- ▶ BD OF T@CTIC Ltd
- ▶ BD OF THE PÔLE D'ENTREPRENEURIAT COLLECTIF DE L'ESTRIE
- ▶ SOLIDARITY AND SOCIAL INCLUSION CONSULTATION COMMITTEE (CCSIS)
- ▶ WORKFORCE ISSUES COMMITTEE
- ▶ LOCAL DEVELOPMENT FUND COMMITTEE
- ▶ LOCAL COMMITTEE-IMMIGRATION
- ▶ INDUSTRY COMMITTEE
- ▶ PLACE AUX JEUNES COMMITTEE
- ▶ QUEBEC SADC AND CAE PERMANENT STAFF COMMITTEE
- ▶ ÉCONOMIE ESTRIE
- ▶ ESPACE RÉGIONAL D'ACCÉLÉRATION ET DE CROISSANCE DE L'ESTRIE (ERACE)
- ▶ ESTRIE SADC AND CAE MEETINGS WITH CANADA ECONOMIC DEVELOPMENT (CED) FOR QUEBEC REGIONS
- ▶ GOVERNANCE TABLE FOR THE COATICOOK LOCAL SERVICES NETWORK

Thank you to all our partners

And especially Canada Economic Development for Quebec Regions
and the Réseau des SADC et CAE du Québec. .

SADC de la région de Coaticook

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



Canada Economic
Development
for Quebec Regions

Développement
économique Canada
pour les régions du Québec