

2020 21

ANNUAL REPORT

SADC

Société
d'aide au développement
de la collectivité

DE LA RÉGION
DE COATICOOK



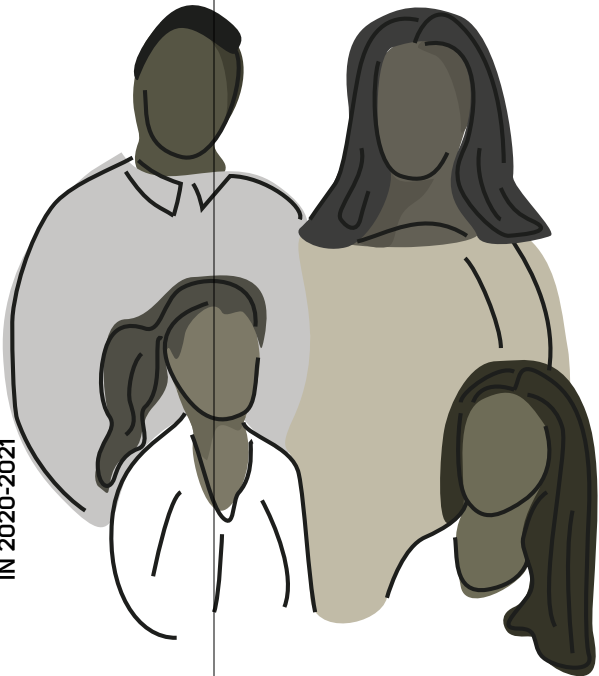


TABLE OF CONTENTS

| | |
|--|----|
| SLOGAN, MISSION, VISION, VALUES | 4 |
| MESSAGE FROM THE CHAIR | 5 |
| TEAM | 6 |
| COMMUNITY SUPPORT ACHIEVEMENTS IN 2020-2021 | 8 |
| BUSINESS INVESTMENT AND GUIDANCE ACHIEVEMENTS IN 2020-2021 | 10 |
| VISIBILITY AND COMMUNICATION | 14 |
| SADC CONTACT INFORMATION | 15 |

COMMUNITY

SUPPORT ACHIEVEMENTS
IN 2020-2021



70
projects

\$332,125
invested

617
hours devoted to
community development

2020
21

AT A GLANCE

THE FEDERAL GOVERNMENT'S EMERGENCY
FINANCIAL PROGRAM FOR COVID-19
REGIONAL RELIEF AND RECOVERY FUND (RRRF)

\$1,104,000
in loans

37
businesses

58
jobs maintained
in the region

REGULAR AND YOUTH INVESTMENT FUND

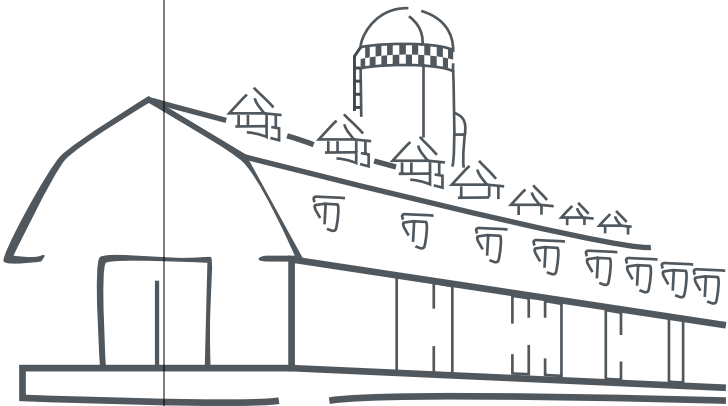
\$468,714
in loans

11
jobs created

237
jobs maintained
in the region

BUSINESS

INVESTMENT AND
GUIDANCE ACHIEVEMENTS
IN 2020-2021



1,346
hours devoted to
business guidance
and support



Your dreams, our passion... a sustainable relationship!

OUR SLOGAN

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

Dear Members,

Last year, I ended the Message from the Chair with the words, “We look forward to seeing you in person soon!” That was on June 18, 2020...

Well, that pleasure didn’t quite materialize... We have been living in uncertainty all this time—uncertainty in terms of being able to hold on to our jobs, stay well, keep our businesses open, see our children, grandchildren and friends, continue to bring in customers, meet the demands weighing on us, have enough staff, and so many other concerns.

Each individual, business and organization has had to find ways to get through, overcome or survive the crisis.

Through all of this uncertainty, the SADC team has truly done an extraordinary job.

Thanks to the Regional Relief and Recovery Fund (RRRF), which was established by the federal government in addition to our usual funding, we were able to support 37 businesses with loans totalling \$1,104,000 and to carry out 70 projects to support our community, for non-reimbursable financial assistance in the amount of \$332,125. All this played out in the space of a few weeks, because of the demands created by the crisis! We achieved this feat, of course, thanks to our team of permanent staff and volunteers who generously postponed their vacations and expanded their work hours on the job and on decision-making committees, via telecommuting and virtual meetings. But equally important has been the tremendous collaboration and heightened solidarity of all our local partners.

The upheavals and changes that this pandemic has brought into our lives have not been all bad. They have forced us to explore new ways of thinking and doing things that previously seemed impossible or unfeasible in the very long term.

One example of this has been the reorganization caused by the advent of telework: the current obligation to work from home opens up new possibilities for creating and maintaining jobs in the future. The growing trend of buying local has made many people aware of the importance of food self-sufficiency. Information technology has spurred the development of new business models and opportunities. Innovation, which was already the trend encouraged by governments in the realm of business financing, is poised to increase tenfold given the current need to rethink how we do things. This is a topic we will almost certainly be revisiting next year.

The pandemic is not over and we still have an uncertain future ahead of us, but the SADC is ready to continue to support you with the means at our disposal—that much is certain.

I would like to conclude by thanking all of our local partners, the MP for our region, Ms. Bibeau, and her team, with whom we have looked out for our region’s well-being, as well as the Réseau des SADC et CAE and Canada Economic Development.

Thank you and take good care!

Serge GOSSELIN

TEAM

PASSIONATE DIRECTORS

The 8 directors completed more than

267

hours of volunteer work

Executive Committee

| | |
|----------------|---|
| SERGE GOSSELIN | President and Vice-President of Local Development |
| GAÉTAN LABELLE | Vice-Chair of Investment |
| JUDITH BOLDUC | Secretary-Treasurer |

Investment Committee

| | |
|-----------------|-------------------------|
| GAÉTAN LABELLE | Legal & Finance sector |
| JUDITH BOLDUC | Trade & Services sector |
| SYLVIE FAUTEUX | General Representation |
| SERGE GOSSELIN | Public sector |
| RAYMOND RACICOT | Agrifood sector |

Local Development Committee

| | |
|--------------------|-------------------------------|
| SYLVIE GIGUÈRE | Training and Education sector |
| SERGE GOSSELIN | Public sector |
| CLAUDE PAQUET | Community sector |
| JOHANNE PROVENCHER | Industry sector |

DEDICATED PERMANENT STAFF

| | |
|-----------------------|--|
| JOANNE BEAUDIN | General Manager |
| MANON BERGERON | Executive Assistant |
| LOUIS BOURQUE | Business Advisor and Financial Analyst |
| WAHIB BENDHIAB | Business Advisor and Financial Analyst |
| MARIE-HÉLÈNE THÉBERGE | Local Development and Communications Officer |



| | |
|------------------|---|
| MARINA OUÉDRAOGO | Follow-Up Officer (ad hoc assistance for RRRF program management) |
| LOUISE PARADIS | Business Advisor (ad hoc resource person) |

In the course of this most unusual year, the Coaticook SADC was granted management of a federal government program, the Regional Relief and Recovery Fund (RRRF), to limit the impacts of COVID on businesses.

The Coaticook SADC provided non-reimbursable financial support for **70** projects

representing more than **\$332,125** invested

617 hours devoted to community development

COMMUNITY

SUPPORT ACHIEVEMENTS
IN 2020-2021



Since its creation in 1994, the SADC has been involved in 488 community development projects amounting to an estimated total of more than \$1,388,974

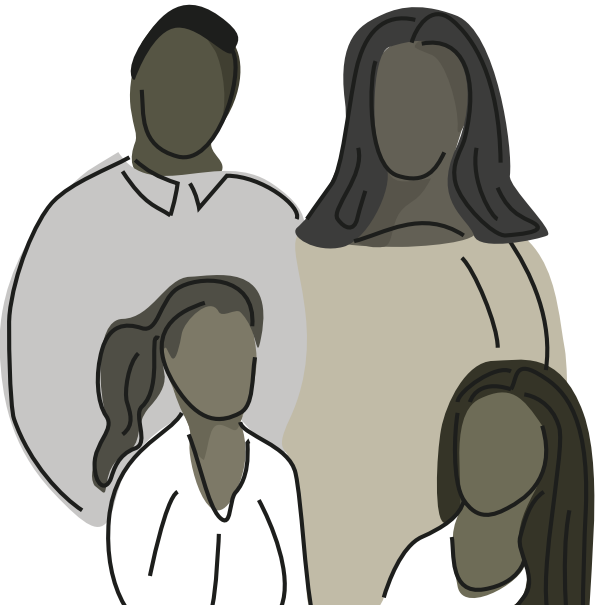
PROJECTS COMPLETED



- Financing to create **11** online stores and **2** online booking platforms
- Financial contribution to develop strategic planning in the tourism sector of the Coaticook MRC
- Financial partner for the Institut bioalimentaire project of the Centre d'initiatives en agriculture de la région de Coaticook (CIARC)
- Financial contribution for **2** advertising campaigns to promote activities in the Coaticook MRC
- Financial contribution to develop and implement a communication plan and strategy for the Corporation de développement touristique de la MRC de Coaticook
- **13** training sessions offered by the Pôle d'entrepreneuriat collectif de l'Estrie to all collective enterprises in the Estrie region
- Financing of a promotional campaign to promote community organizations



- **19** support projects involving training and establishing effective strategic plans to perform effectively on the Internet
- Development and implementation of **8** diagnoses and marketing plans
- **4** support projects for the *Résilient* program of the Clinique d'accompagnement entrepreneurial du Québec and **3** additional support projects funded by Service Québec
- **3** support projects in human resources and legal advisory services
- **2** training and support projects for **18** stores in downtown Coaticook in order to highlight their store windows and reinforce the message of buying local, in partnership with Rues Principales Coaticook
- Support for the Carrefour jeunesse emploi project *l'École à ton rythme*
- Establishment of **2** projects to pool resources among the community, cultural and tourism sectors
- Development of an employee assistance policy template
- Project to help establish support processes for organizational resilience
- Partner for the *T'es un p'tit qui? - mes passions* awareness campaign



Since its inception in 1994,
The Coaticook SADC has provided
371 loans distributed across 257 businesses
for a total of \$14,456,053



1,346
hours devoted to
business guidance and support

(file development, advisory services, follow-ups and technical assistance)

BUSINESS
INVESTMENT AND
GUIDANCE ACHIEVEMENTS
IN 2020-2021

REGIONAL RELIEF AND RECOVERY FUND (RRRF)

The RRRF loans made it possible to provide

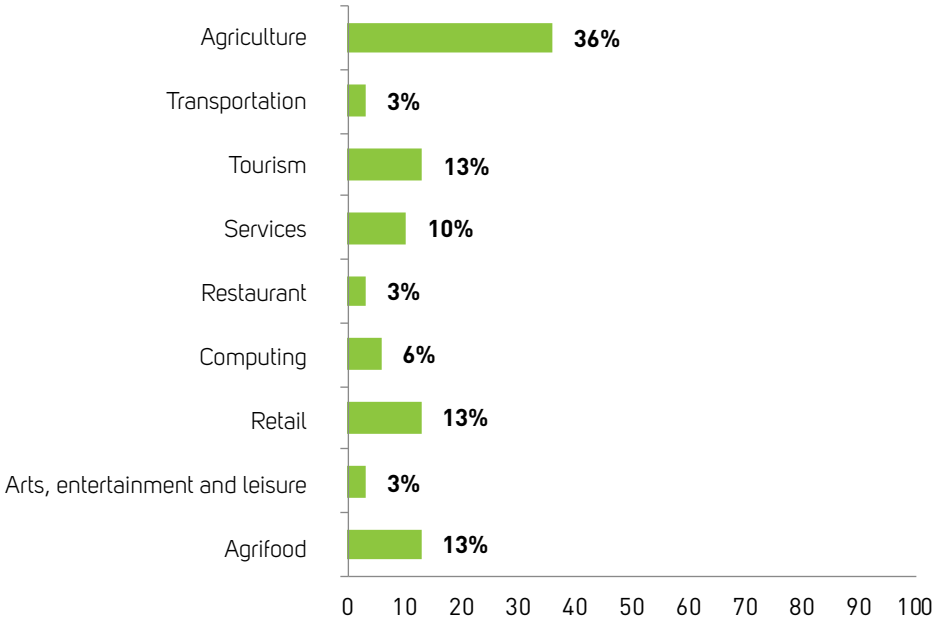
\$1,104,000

and to maintain

58
jobs in the region

across

37
businesses



RRRF distribution by sector

REGULAR AND YOUTH INVESTMENT FUND

In spite of the pandemic, and the fact that our efforts were focused on stabilizing businesses in the region thanks to the RRRF

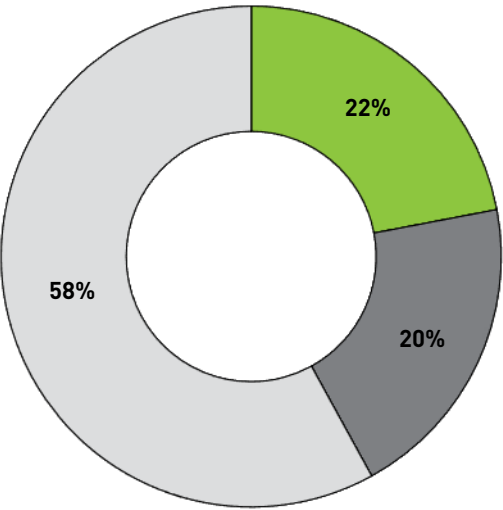
we lent, from our regular and youth investment funds,

\$468,714

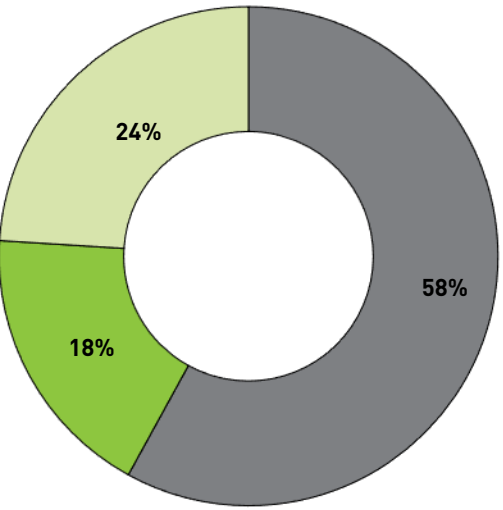
creating
11
jobs

In 2020-2021, in all, the SADC's regular portfolio contributed to

maintaining
237
jobs in Coaticook



Regular and youth investment fund



Nature of projects authorized in 2020-2021

- Agrifood sector
- Manufacturing sector
- Tourism sector

- Acquisition
- Start-up
- Expansion

FINANCING GRANTED BY SECTOR

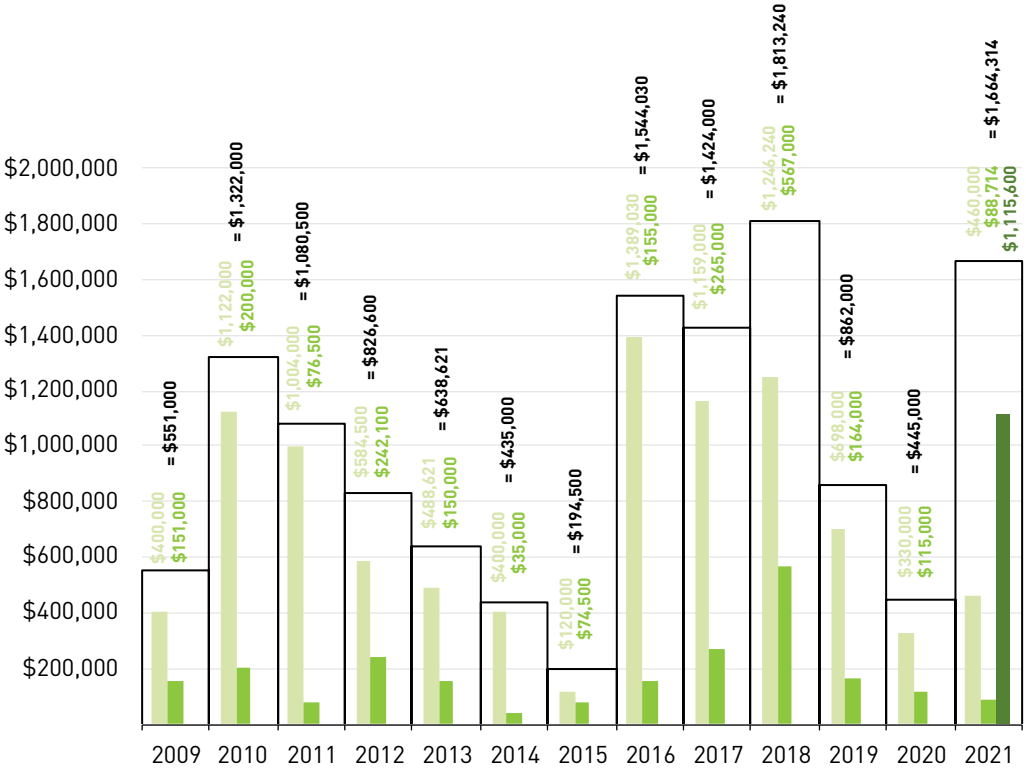
Regular Investment Fund

The SADC makes financing available to SMEs for their business start-up, expansion, growth and modernization projects.

Youth Investment Fund

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.



Evolution of loans authorized by the SADC over the past 12 years

- RIF
- YIF
- RRRF
- Total

To better serve the English-speaking community,
a total of

\$3,455

**was invested in translating and
distributing communication tools**

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

BD OF T@CTIC LTÉE

BD OF THE PÔLE D'ENTREPRENEURIAT COLLECTIF DE
L'ESTRIE

CHANTIER LOGEMENT, CHANTIER FAIRE CONNAÎTRE
ET CHANTIER CONDITIONS FACILITANTES

SOLIDARITY AND SOCIAL INCLUSION CONSULTATION
COMMITTEE (CCSIS)

WORKFORCE ISSUES COMMITTEE

CULTURAL DIVERSITY COMMITTEE

INDUSTRY COMMITTEE

PLACE AUX JEUNES COMMITTEE

ÉCONOMIE ESTRIE

ESPACE RÉGIONAL D'ACCÉLÉRATION
ET DE CROISSANCE DE L'ESTRIE (ERACE)

FONDS QUÉBÉCOIS D'INITIATIVES SOCIALES (FQIS)

Thank you to all our partners!

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

VISIBILITY AND

COMMUNICATION


SADC DE LA REGION DE COATICOOK

38 Child St., Suite 140
Coaticook (QC) J1A 2B1
819-849-3053

info@sadccoaticook.ca



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

1100011 10 00 111

10 11 000 11

1 101000 01 01 10000111

00 1101010 00111

00 101 1 0111

1 0 110101 001 1