

# Highlights

## Women’s Entrepreneurship “Together for Entrepreneurship of Immigrant Women”

Microcrédit Montréal unveiled its new program to support the entrepreneurship of immigrant women during a press briefing at EY on November 5<sup>th</sup>, 2019 in the presence of the Honorable Steven Guilbeault, Minister of Canadian Heritage.

This program aims to help women formalize their entrepreneurial activities through many learning and marketing opportunities including workshops, conferences, mentoring and more. The program aims to support 850 women over 4 years. Microcrédit Montréal will finance 80 women or they will be referred to another funding source.

This program is offered in partnership with CEJFI and CHAFRIC.



## Training - “Achieve your potential, change your future”

The women’s entrepreneurship program began formally in April of this year. So far, 21 women have been able to benefit from the training program including structuring a business plan, conducting a market research , financial forecasts and personal development, in French and in English.

The next session is slated to begin in January 2020.



21

women entrepreneurs trained\*

*\*including workshops in accounting, communications and financial literacy*



## Microcrédit Montréal at Christmas fairs

As part of the new program, we created opportunities for some of our entrepreneurs to participate in a couple of Christmas fairs – Le Collectif Créatif ETSY MTL and the ‘Marché Africain’.



## INVESTORS REPORT DECEMBER 2019



In preparation for our 30<sup>th</sup> anniversary in 2020, we undertook a strategic reflection process that resulted in a new visual identity and name – **Microcrédit Montréal**.

The new image reflects the idea of unity in diversity and building bridges with our different stake holders - entrepreneurs, professionals, investors, donors, partners, volunteers and staff. We feel that it represents us well and we are very proud.

Dear Investor,

As the year draws to a close and we welcome 2020, I would like to present to you the highlights of our accomplishments, some challenges to overcome and our vision for the new year and beyond.

Firstly, following a strategic reflection process, we changed our name to Microcrédit Montréal and we are pleased to present our new name and logo. We are satisfied with the results to date because our various outreach strategies, including social media have resulted in the highest number of loans (175) in our portfolio to date.

Secondly, in February 2019, we launched a program for women to hone their business skills and knowledge, with the financial support of the Canadian Women’s foundation. In addition, this fall, the federal government confirmed 1.4 million dollars investment in Microcrédit Montréal, over four years, along with our partners, CHAFRIC and CEJFI. With this funding, we will be able to respond to the needs of racialized and immigrant women in particular. This includes workshops, conferences, marketing and networking opportunities.

In 2020, we will be celebrating the 30<sup>th</sup> anniversary of Microcrédit Montréal. We will continue to work holistically by fostering new and renewed partnerships. This will help us to increase the visibility of our organization and help raise funds to keep our solid team in place. Our vision is to be recognized as a key player in the Social Innovation and Social Finance field.

We thank you from the bottom of our hearts for being a long term investor and partner. We look forward to celebrating continued success with you.

Wishing you peace, joy and serenity for the holidays!

**Indu Krishnamurthy**  
Executive Director

Entrepreneurship

SINCE 1990



Internationally Trained Professionals

SINCE 2013



Loans authorized to business from April 1<sup>st</sup> 2019 to December 31<sup>st</sup> 2019

Pre-start up loans  
Test loan

Les Jardins fabuleux \$ 500 / \$ 582 <a href="http://www.facebook.com/pg/lesjardinsfabuleux">www.facebook.com/pg/lesjardinsfabuleux</a>
Équipe Nik Inc. \$ 1500
Sheer Nature \$ 2000 <a href="http://www.facebook.com/SheerNature">www.facebook.com/SheerNature</a>
Dally Louizia \$ 2000 <a href="http://www.queen-art-gentlemen.com">www.queen-art-gentlemen.com</a>
Jonathan Dorsainvil \$ 2000
Salma Mahamat Saleh \$ 2000 <a href="http://www.facebook.com/samahabeauty">www.facebook.com/samahabeauty</a>
Sandrine Appiah \$ 2000 <a href="http://www.instagram.com/nefeshop/">www.instagram.com/nefeshop/</a>
Moabi Gourmet \$ 2000 <a href="http://www.instagram.com/moabi_gourmet/">www.instagram.com/moabi_gourmet/</a>
Rhodie Lamour Inc. \$ 2000 <a href="http://www.rhodielaamour.com">www.rhodielaamour.com</a>
Riche du Cœur \$ 2000
Groupe LN 2018 inc. \$ 2000 <a href="http://www.lisanoto.com">www.lisanoto.com</a>
Fatim Dabo \$ 2000
Angelica Castillo Genao \$ 2000

Loans from \$ 500 and \$ 20,000  
Start-up, development or consolidation

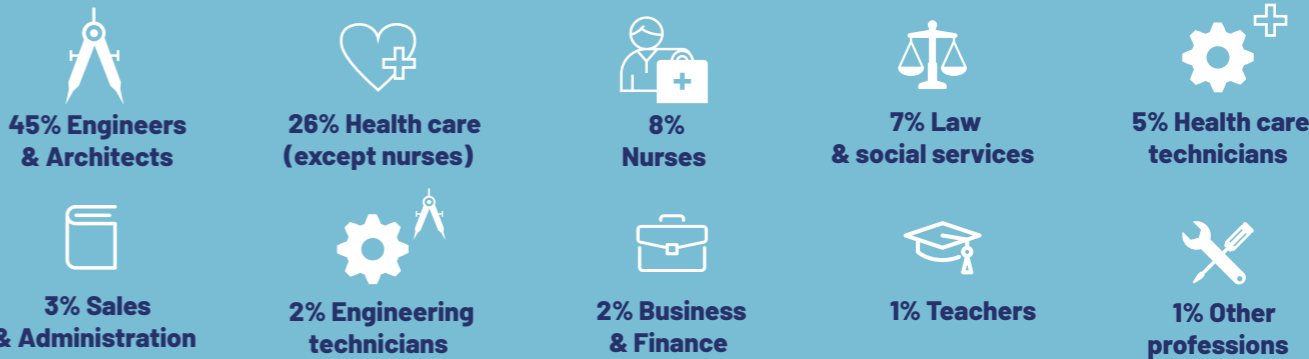
Vivo Musique \$ 1000 <a href="http://www.vivomusique.com">www.vivomusique.com</a>	Miqmak Catering Indigenous Kitchen \$ 5000 <a href="http://www.facebook.com/ChefNormaCondo">www.facebook.com/ChefNormaCondo</a>
Fondation Maison photo Montréal \$ 2500 <a href="http://www.facebook.com/maisonphotomtl">www.facebook.com/maisonphotomtl</a>	Opéra Plus \$ 5000 <a href="http://www.facebook.com/operasocialcommunautaire">www.facebook.com/operasocialcommunautaire</a>
Les Jardins fabuleux \$ 2500 <a href="http://www.facebook.com/pg/lesjardinsfabuleux">www.facebook.com/pg/lesjardinsfabuleux</a>	Gestion Pro Cam \$ 7000
Maxime Depasse \$ 2500 <a href="http://www.iconicfactory.ca">www.iconicfactory.ca</a>	Nadia Proménage Inc. \$ 7000
Diego Ewing \$ 2700	Café Sable \$ 12 000 <a href="http://www.facebook.com/cafesablemtl">www.facebook.com/cafesablemtl</a>
Kadiatou Dramé \$ 3000 / \$4966	Construction Novel-Tech Inc. \$ 15 000
Wilsikin Medina \$ 3000 <a href="http://www.facebook.com/rafael.artista">www.facebook.com/rafael.artista</a>	Lum inc. \$ 20 000 <a href="http://www.lumsurmesure.com">www.lumsurmesure.com</a>
Mark3ting \$ 3000	
Pour 3 points \$ 20 000 <a href="http://www.pour3points.ca">www.pour3points.ca</a>	Lange bleu \$ 29 668 <a href="http://www.langebleu.org">www.langebleu.org</a>
	CEJFI \$ 50 000 <a href="http://www.cejfi.org">www.cejfi.org</a>

Bridge loans  
For social enterprises

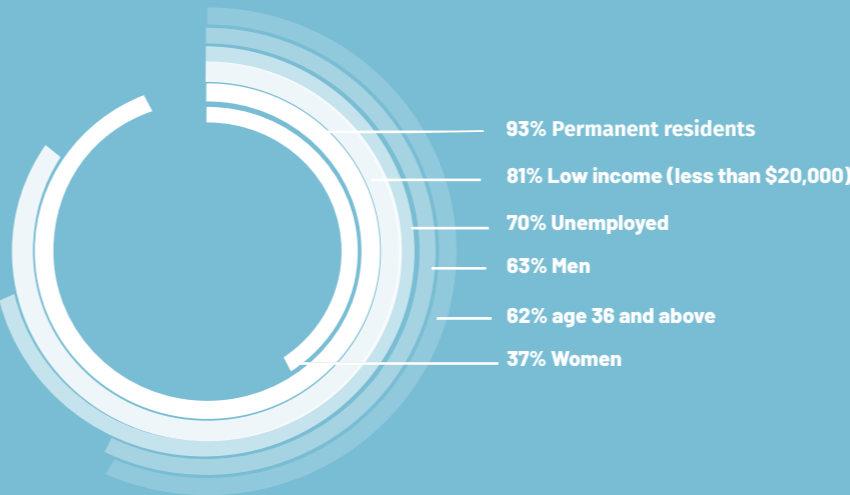
From April 1<sup>st</sup> until December 31<sup>st</sup>, 2019, 24 new loans were authorized for \$136,657. Currently, we have about 100 active loans in our portfolio that are being followed up. Thanks to the Microcrédit Montréal loans to finance the procedures of internationally trained professionals:

- › More than a third of our clients (37%) managed to have their degrees recognized by the various professional orders
- › The wages of professionals working in their field of training have tripled during this period

Loans by profession



Socio-economic profile  
at loan request



Place of origin

