



WWBIC

"Putting Dreams to Work"
Since 1987

*Credit/
Financial Wellness*

*Classes/
Trainings*

*Capital/
Lending*

*Connections/
Coaching*





WHO WE ARE

The Wisconsin Women's Business Initiative Corporation (WWBIC) is a leading innovative statewide economic development corporation whose mission is *"Putting Dreams to Work"*



WHAT WE DO

We open the doors of opportunity by providing underserved individuals who are interested in starting, strengthening or expanding businesses with access to resources such as responsible financial products and quality business and personal financial training.

WHO WE CARE ABOUT

WWBIC focuses on individuals who face barriers in accessing business financing and training support, including women, people of color, veterans, rural, and lower-wealth individuals.





WWBIC

"Putting Dreams to Work"
Since 1987

- WWBIC is a **501(c)(3)** organization that is **AERIS-rated**
- WWBIC is a **CDFI** (Community Development Financial Institution)
- WWBIC operates six women's business centers in offices statewide:
 - **Appleton**
 - **Hayward**
 - **La Crosse**
 - **Madison**
 - **Milwaukee**
 - **Racine/Kenosha**
- WWBIC is **funded by the SBA** as well as state and local governments, grants, banks, private foundations, and individual donors
- WWBIC focuses on assisting individuals who have traditionally run into barriers in accessing capital or small business assistance:
 - **66%** of our clients are **people of color** (**92%** in Milwaukee)
 - **68%** of our clients are **women**
 - **69%** of our clients have **low to moderate income**





WWBIC

"Putting Dreams to Work"
Since 1987

- WWBIC has provided **\$1.88 million** in **financial wellness and match savings** assistance to Wisconsin residents
- WWBIC has **served over 80,000 individuals** and provided over **\$135 million in loan capital** since 1987
- WWBIC provides **small business loans from \$1,000-\$350,000**
- WWBIC's support has allowed our clients to create or retain **over 24,000 jobs**; and start, strengthen or expand **over 12,000 small businesses**
- WWBIC has **local, regional, national and international partners**, allowing us to connect our clients with numerous small business resources





WWBIC

Credit/ Financial Wellness

WWBIC encourages financial wellness for small business owners through training sessions that provide credit recovery assistance and tips on how to save money.

WWBIC offers entrepreneurship training sessions statewide including our popular 9-week course on building a business plan. Trainings are available in person or online, offered year-round, many at no fee.

Classes/ Trainings

Capital/ Lending

WWBIC is a CDFI, SBA and equal opportunity lender. WWBIC is one of the largest microlenders in the state – providing access to fair and responsible capital for business start-ups and expansions.

WWBIC provides valuable individualized feedback to clients through technical assistance, sustaining relationships with our clients to ensure they have access to the tools and skills they need to grow profitable, sustainable businesses.

Connections/ Coaching

Client Impact

Briana Raday – Sun & Lace

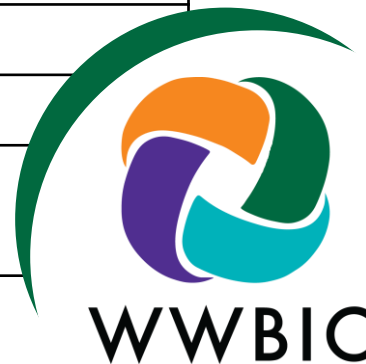


Sun & Lace offers handcrafted leather soft sole baby shoes, including our signature Bella Janes, baby boots, slip-on crib shoes, baby Mary Janes, and little Oxfords. The neutral colors pair well with baby special occasion outfits. The soft soles are a great option for daycare shoes.



2024 SC WBC – Dane County Urban Consortium & Other Partners Impact

Deliverable	With Other Partners Impact Provided	CDBG Dane County Funds Provided
Micro Businesses Assisted	36 Micro-Business Assisted	30 Micro-Business Assisted
New & Existing Businesses Assisted	45 New & Existing Business Assisted	30 New & Existing Businesses Assisted
LMI New & Existing Businesses Assisted	45 New & Existing Business Assisted	30 New & Existing Businesses Assisted
LMI	72%	72%
People of Color	50%	50%
Women	72%	72%
Kiva Loans Closed	21 Loans	
Kiva Dollars Impacting Dane County	\$140,500	



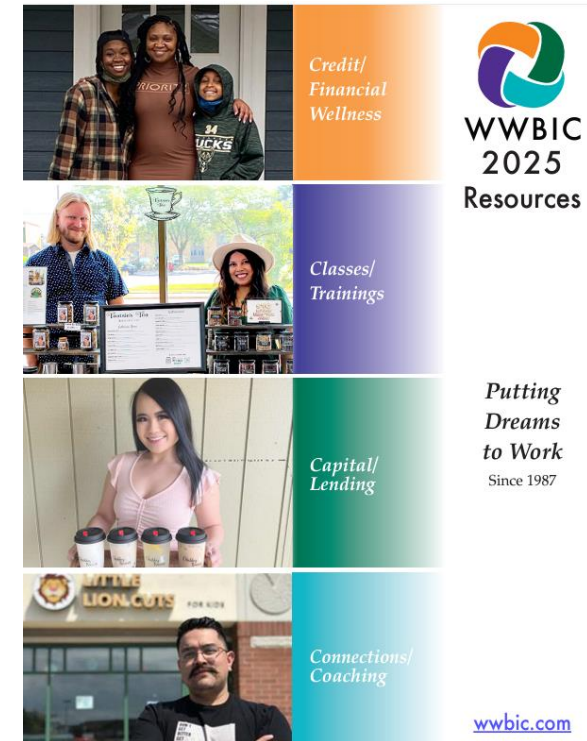
2025 Training and Outreach Projections

- Continuing to leverage partnerships to provide economic and community development activities within the Black Business Hub and in the community
- Providing trainings on key areas of business such as market research, business planning, marketing, business structure, and accounting
- Having trainings and events outside of WWBIC's Madison office in key areas like Fitchburg, Stoughton, and Sun Prairie



South Central 2025

- New Resource Guide
- Quarterly Training Updates
- Investment in Infrastructure – New Platforms for a better client experience
- Loan Officer dedicated to serve the SC Movement to the HUB has brought partnerships
- Comienzos –training and technical assistance designed for Hispanic entrepreneurs and provided by bilingual staff



Client Impact

Kingsley & Melissa Gobourne - Artemis Provisions & Cheese



Kingsley and Melissa Gobourne are the founders and owners of Artemis Provisions and Cheese, a local farm-to-table initiative based in Mt. Horeb, Wisconsin. They are dedicated to supporting small family farms and providing healthy, sustainably sourced produce. Growing up, Kingsley spent most his days working on dairy and beef farms in the driftless region of Wisconsin, where he developed a deep connection to the land and a passion for high-quality, locally grown food. His upbringing shaped his commitment to sustainability and preserving the heritage of family-owned farms that are vital to the community and local economy.





WWBIC

"Putting Dreams to Work"
Since 1987

WWBIC
1533 N RiverCenter Drive

414.263.5450

info@wwbic.com
wwbic.com

