



# WWBIC = IMPACT

*All impact numbers calculated 2/2025*

## "Putting Dreams to Work" Since 1987

The Wisconsin Women's Business Initiative Corporation (WWBIC) is a leading statewide innovative economic development corporation working for the last 38 years to assist micro-enterprise and small business in Wisconsin, as well as serving as the Veterans Business Outreach Center for Wisconsin, Illinois and Minnesota. WWBIC opens the doors of opportunity by providing anyone who is interested in starting, strengthening, or expanding a small business with access to resources such as financial products and quality business and financial wellness training. WWBIC hosts six offices across the state in Milwaukee (statewide headquarters), Appleton, Hayward, Kenosha, La Crosse, Madison, and Racine.

## Credit/Financial Wellness

Improving credit and establishing good savings habits is crucial to enable Wisconsinites to achieve their financial goals. That's why financial wellness through credit recovery and savings assistance has been one of the pillars of WWBIC's work since 1999. In that time, WWBIC has provided **\$1.92 million in match savings assistance!** This support has resulted in the impact numbers shown at right.

## 2024 Highlights

In 2024, WWBIC served 4,603 unduplicated clients throughout the state of Wisconsin (in partnership with funders, stakeholders, and community partners). WWBIC also secured funding to open a sixth regional office in Hayward to better serve our rural communities in northern Wisconsin with training, technical assistance, and access to capital.

WWBIC also established a new record in 2024 – surpassing \$1 million in Kiva (crowd-sourced) loans over the course of the year, supporting 145 Kiva borrowers. The year closed out with a brand refresh – providing a new look while maintaining the mission of hope and opportunity that WWBIC has become known for.

## 2025 & Beyond

WWBIC's work in the service of the small business community continues to grow and evolve to meet the needs of our business clients and the ever-changing environment through financial wellness and entrepreneurship training, lending, and coaching. WWBIC's business model incorporates vital business training and one-on-one consulting for every borrower which is demonstrated through an increase of jobs supported by our business clients, growth in their sales and markets, and an exemplary repayment rate on loans. We collaborate with our borrowers throughout the life of their loan to ensure a win-win scenario occurs for the business owner.

Since 1987, WWBIC has:

- **76,923 clients** served
- **10,827 businesses** served (verified in business)
- **15,734 jobs** created or retained
- **Loaned \$125 million** to small businesses

- **520 individuals** reduced debt since 2018
- **193 first time homeowners** since 2004
- **158 vehicles** purchased since 2018
- **106 students** enrolled in college since 2004
- **99 businesses** started since 2004

- **4,599 businesses** served
- **4,654 jobs** created/retained
- **81 loans** approved totaling over **\$8.5 million**
- **61 loans** closed totaling over **\$7.3 million**
- **551 loans** managed in a **\$25.4 million portfolio**
- **280 volunteers** provided **29,636 counseling & training hours**



**Help us continue our mission!**

Make a donation to WWBIC today at [www.wwbic.com/donate](https://www.wwbic.com/donate)