



2017 INSIGHTS & TALKING POINTS: STAFF EDITION

ABOUT WWBIC: Wisconsin Women's Business Initiative Corp. (WWBIC) is a leading, innovative economic development corporation "Putting Dreams to Work." WWBIC's primary focus is on women, people of color and low income individuals, providing direct lending and access to fair and responsible capital, quality business education, one-on-one technical business assistance and education to increase financial capability.

2017 PROGRAMS & SERVICES

EDUCATION & COUNSELING

Total Clients Assisted = **4,642**

1,849 Clients Trained

1,926 Clients Counseled

867 Clients Trained & Counseled

Total Service Hours = **25,010** (*trained & counseled*)



LENDING (OWNED & MANAGED LOANS)

337 Loan Applications Received

Loans Approved

147 loans / **\$8.7 Million**

Loans Closed

117 loans / **\$6.3 Million**

Loan Portfolio

771 loans / **\$18.3 Million**

474 Active Borrowers

Business Status of Loans Closed

63% (*startups*) / **37%** (*existing*)

Loan Portfolio Industries



- 19% Food Related Services
- 17% Manufacturing
- 14% Retail & Wholesale Trade
- 14% Other Services
- 10% Health Care Related Services
- 10% Construction & Waste Management
- 6% Transportation & Warehousing
- 6% Arts, Entertainment & Recreation
- 4% Professional Services

As of 12/31/18

FINANCIAL CAPABILITY

989 Active IDA Holders (*since 1999*)

\$991,158 Saver Deposits (*Since 2012*)

390 Assets Purchased (*Since 2012*)

16,580 Wisconsin Savers (*since 2002*)

2,112 MYMT Graduates (*since 1999*)



JOBS & BUSINESSES STARTED

253 New Businesses Started

3,525 Jobs Created & Retained



CLIENT PROFILE

DEMOGRAPHICS

73% Low-to-moderate income households

Gender

65% women / **35%** men

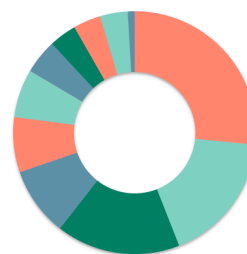
40 Average Age

60% Racial/ethnic minorities (*Statewide*)

88% Racial/ethnic minorities (*Milwaukee*)



REFERRAL SOURCES



- 29% Word of Mouth
- 19% Partners
- 18% Existing WWBIC Clients
- 10% Financial Institutions
- 8% WWBIC Website
- 7% Government Offices
- 5% Internet
- 4% Media
- 4% SBA
- 4% WWBIC Direct Mail
- 1% Educational Institutions

SATISFACTION

94% of respondents said they would recommend WWBIC to others

87% of respondents said WWBIC's services met or exceeded their expectations