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
147 loans / $8.7 Million
117 loans / $6.3 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% Transporation & Warehousing
6% Arts, Entertainment & Recreation
4% Professional Services

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)

2017 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