WHO WE ARE: WWBIC is a leading innovative statewide economic development corporation that is “Putting Dreams to Work.” We open the doors of opportunity by providing targeted individuals who are interested in starting, strengthening or expanding businesses with access to key resources such as responsible financial products and quality business and financial education. While WWBIC services are open to anyone, our focus remains women, people of color, veterans and lower wealth individuals – those most likely to face barriers in accessing financing or educational support.

In 2019, WWBIC served 5,288 clients and closed over $8,627,857 (118) in small business loans. Our clients started, strengthened, or expanded 1,667 businesses creating or retaining 4,890 jobs. All of this work is made possible by WWBIC staff and volunteers who provided 24,241 counseling and training hours.

PORTFOLIO SNAPSHOT

949 current loans
551 active borrowers

$22.8 MILLION
Loan portfolio
(owned & under management)

54% existing / 46% start-up
Business status of loans closed (2019)

WHO WE SERVE

GREATER MILWAUKEE / WAUKESHA / RACINE / KENOSHA / MADISON / APPLETON / GREEN BAY / STATEWIDE
wwbic.com

Low-to-moderate income households 66%
Racial/ethnic minorities

WHO WE SERVE

Female 70% Male 30%
Gender Identity

58% Statewide 87% Milwaukee

FINANCIAL COACHING & MATCHED SAVINGS PROGRAM (SINCE 1999)

219 111 120
First time homeowners Businesses started Enrolled in college

$1.64 M Total savers deposits

FUNDING SOURCES

28% Earned Revenue
16% State & local govt.
12% Donations
43% Federal govt.

WWBIC OWNED SOCIAL ENTERPRISE

COFFEE WITH A CONSCIENCE®

• Has supported small business locally and globally since August 1996.
• Provides locally roasted, organic, fair-trade coffee, catering and gifts from local businesses across the state.

coffeewithaconscience.net

AERIS GATED
GREATER MILWAUKEE / WAUKESHA / RACINE / KENOSHA / MADISON / APPLETON / GREEN BAY / STATEWIDE
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