

**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



Low-to-moderate  
income households



Female

**70%**



Male

**30%**

Gender Identity



Racial/ethnic  
minorities

**58%**

Statewide

**87%**

Milwaukee

## SOCIAL PERFORMANCE SINCE 1987...

**65,812**



individuals  
served

**\$76 M**



dollars loaned to  
small business  
owners

**12,156**



jobs created  
or retained

**7,195**



businesses started,  
strengthened or  
expanded

## FINANCIAL COACHING & MATCHED SAVINGS PROGRAM (SINCE 1999)

**219**



First time  
homeowners

**111**



Businesses  
started

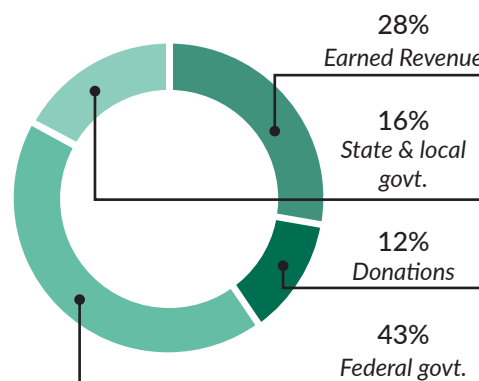
**120**



Enrolled in  
college

**\$1.64 M** Total savers deposits

## FUNDING SOURCES



## 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



GREATER MILWAUKEE / WAUKESHA | RACINE | KENOSHA | MADISON | APPLETON | GREEN BAY | STATEWIDE

wwbic.com