



## RELENTLESS CARE

“I relentlessly care for anyone who comes into the home. My very first resident died. It was so traumatic and painful, I did not know if I could do that again... give myself to someone so much only to have them pass, but his guardian said that he had never seen anyone give that level of care. And so I prayed, took time to heal, and continued.”

A quality assurance coordinator & therapist with a masters in social work, **Roshay Edwards**, is the founder & owner of **Relentless Care**, an adult family home. Like most beginnings for small businesses, hers was not easy. Working both a full and parttime job, she also worked the second and third shifts at **Relentless Care**. Her mission is simple— to give her residents and employees (it is important to her that they earn livable wages) a safe place where they are treated well.

“When I first started, I did not want to work with adults, but a mentor challenged me to do something I did not want to do. And so, I began working with adults and it taught me so much about people— that all they want is to be treated well and that when you show them compassion, love and kindness, they respond. And I fell in love.”

With WWBIC and Black Business Boost’s help, **Edwards** has been able to leave both her fulltime and parttime jobs behind so that she can focus exclusively on **Relentless Care**. Not only has she been able to secure funding but she has benefited greatly from Black Business Boost’s one-on-one coaching and credit recovery support, as well as the 14 week business growth accelerator program (SPARC).

“I do not think I would have a business without WWBIC. Receiving the funding, accounting training, credit consulting and being a part of SPARC— learning about how to scale, meeting other entrepreneurs, and getting access to other platforms like the Black Chamber of Commerce that I otherwise would not have had access to—all for free. I felt so empowered, with so much knowledge and networking. It was such a blessing.”

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Now with WWBIC’s help and her passion, Edwards can continue to provide her residents with a home in which they are seen and treated well but more than that, she can bring her level of mental health care to her own black community— a community in which mental health still carries a stigma and for which there is little access— with the love, compassion, kindness and understanding that she embodies.

**Owner:**  
**Roshay Edwards**

**Business Location:**  
**Milwaukee**

**Employees at Business:**

4

**WWBIC Support:**  
**Black Business Boost**

**Loan Investment:**  
**\$15,000**



**Black Business Boost**

*Training and Lending Program to Strengthen and Expand Black Business Ventures*

# WWBIC

WWBIC is a leading innovative economic development corporation "Putting Dreams to Work" since 1987 by assisting micro-enterprise and small businesses throughout our 72 counties in Wisconsin. WWBIC opens the doors of opportunity by providing underserved individuals who are interested in starting, strengthening, or expanding businesses with access to critical resources such as responsible financial products and quality business and personal financial training. WWBIC serves all individuals with a focus on those who face barriers in accessing business financing and training support, including women, people of color, veterans, and lower-wealth individuals.

In 2022, WWBIC served **5,233 clients** while approving **\$10,613,333** in capital and closing **\$8,511,667** in small business loans. WWBIC supported nearly 100 Kiva (crowd-sourced) loans totaling \$720,000 and provided \$240,000 of forgivable loans to 25 businesses through Community Development Block Grant support. WWBIC's clients started, strengthened or expanded **2,162 businesses** creating or retaining **5,019 jobs**. All of this work is made possible by the WWBIC team and volunteers who provided 24,495 counseling and training hours.

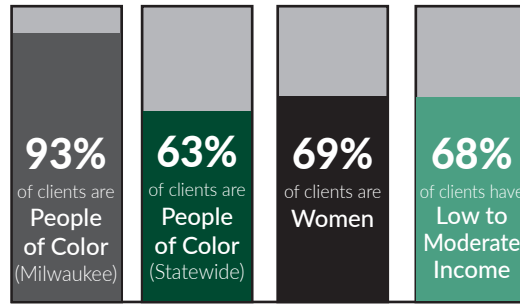
During the health and economic crisis, WWBIC was a front-line economic first responder and leveraged millions of dollars in additional COVID-related resources for small businesses including **\$4.86 million** in pass-through grants, **\$2.7 million** in SBA Paycheck Protection Act (PPP) funds, and **\$2.2 million** in state and local forgivable loan funds. At the same time, \$18.4 million (2020: \$4.3 million; 2021: \$5.9 million; 2022: \$8.2 million) was dispersed in WWBIC's loan portfolio serving over 5,000 unduplicated individuals annually with financial products and technical assistance.

*Thank you to all who made this impact possible!*

**Five regional offices across Wisconsin:**  
**GREATER MILWAUKEE • NORTHEAST •**  
**SOUTH CENTRAL • SOUTHEAST • SOUTHWEST**

[wwbic.com](http://wwbic.com)

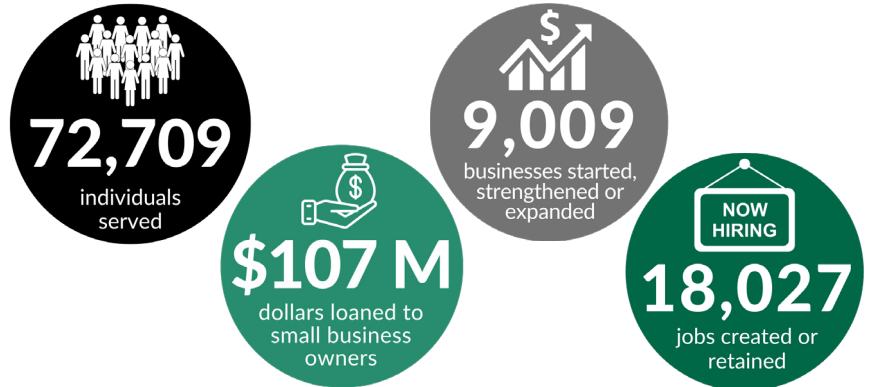
## ...by the numbers



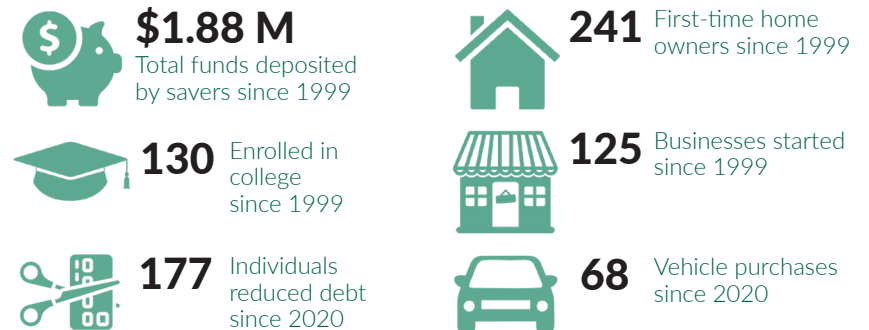
### WHO WE SERVE



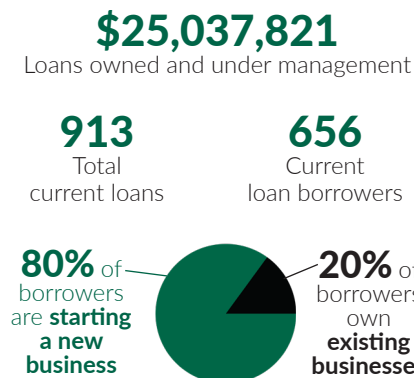
### SOCIAL PERFORMANCE Since 1987



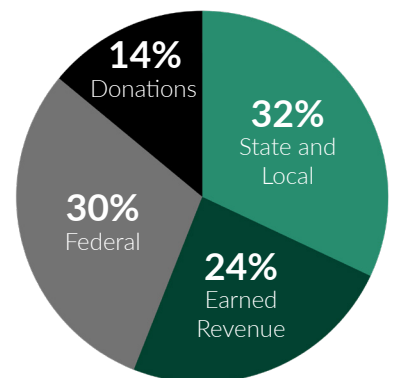
### FINANCIAL WELLNESS & MATCH SAVINGS



### PORTFOLIO SNAPSHOT



### FUNDING SOURCES



Auditor: Ritz Holman, LLP

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