



Small Business
MKE profile

**Carter's
Quality Care**

CARTER'S QUALITY CARE

Lakesha Carter worked for over 12 years as a professional health care worker and pharmacy technician. Her long-held passion for helping people led her to envision a loving, safe and comfortable home-like atmosphere for the terminally ill and developmentally or physically disabled, as well as those suffering from mental illness, drug and alcohol dependency, dementia, traumatic brain injuries or other health challenges. As a result, she founded **Carter's Quality Care** in 2015.

This Black woman-owned 24-hour assisted living facility goes above and beyond, offering a holistic approach to care including but not limited to home-cooked meals, encouragement and assistance with continued spiritual practices, and daily activities specific to the client's needs. They take pride in providing excellent services to their residents, and their staff is committed to meeting the needs of residents and their families.

Lakesha turned to WWBIC for funds to assist her in purchasing facilities for Carter's Quality Care.

"WWBIC helped me grow my business by giving me a loan to purchase a commercial property to operate my business instead of leasing," said Carter. "Owning instead of leasing was a game-changer. Without WWBIC, owning would not have been possible. WWBIC is a great organization that helps make dreams come true."

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Carter hopes to open an additional location and hire more employees.

cartersqualitycare.com

Owner:
Lakesha Carter

Business Location:
Milwaukee

Employees at Business:
2

Total Investment:
\$110,000

WWBIC Support:
Lending, Coaching



**Entrepreneurship and
Financial Wellness Training •
Lending • Coaching**