



QUEEN BRANDY'S AFRICAN BOUTIQUE

In 2015, Brandy Jordan began to dream of becoming an entrepreneur. In September 2022, she received a postcard in the mail about the “Make Your Money Talk” program (sponsored by WWBIC, the Housing Authority of the City of Milwaukee, and Bader Philanthropies).



The Make Your Money Talk “50 and up” program – with an IDA (Individual Development Account) – soon allowed Brandy’s dream to become a reality. Through the IDA and a combination of financial wellness and entrepreneurship training, she started Queen Brandy’s African Boutique in less than a year. This Milwaukee-based boutique specializes in African attire and jewelry, and Brandy hopes to also set up an outreach program in Africa.

“I really appreciated the opportunity to participate in the Match Savings Program,” says Brandy. “I not only received a \$2000 grant but a lot of knowledge in starting a business.”

“I really appreciated the opportunity to participate in the Match Savings Program and receive a \$2,000 grant ...and knowledge in starting a business.”

Owner:
Brandy Jordan

Employees at Business:
1

Business Location:
Milwaukee

WWBIC Support:
Make Your Money Talk, Training, Grant



Entrepreneurship and Financial Wellness Training • Lending • Coaching