



# DUNCAN'S DOG DAYCARE

Samantha Fiscus has always been passionate about dogs. When she couldn't find a quality canine daycare facility with structure and a holistic approach, she decided to create one. In May 2020, Duncan's Dog Daycare was opened in Madison. The business has an indoor and outdoor area, web cameras, small dogs separated from large dogs, and offers smaller group sizes, birthday packages, boarding services, nail trim services, enrichment activities, parking stall pick up and more.

When Samantha was first starting out and researching her idea to open the business, she attended numerous WWBIC training sessions, which then led to her applying for and getting approval for a loan to build out Duncan's Dog Daycare. A couple years later, she also received two \$5,000 grants from Associated Band and the Brewers Community Foundation.

"WWBIC was a resource I needed because other traditional options weren't available to me," said Fiscus. "WWBIC said 'yes, how can we help?' when banks told me 'no'."

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Samantha enjoys the continued resources and support her WWBIC consultant provides her. Down the road she hopes to purchase additional equipment in order to expand her business' services, specifically in the areas of overnight boarding, grooming and training.

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



**Owner:**  
Samantha Fiscus

**Business Location:**  
Madison

**Employees at Business:**  
4



**Total Investment:**  
\$45,000

**WWBIC Support:**  
Training, Lending, Coaching, Grant



*Entrepreneurship and Financial Wellness Training • Lending • Coaching*