



# All About WWBIC

*"Putting Dreams to Work"*  
Since 1987



*Credit/  
Financial Wellness*



*Capital/  
Lending*



*Classes/  
Trainings*



*Connections/  
Coaching*



# Credit/Financial Wellness

Whether it be getting an education, purchasing a vehicle or a new home, or starting a new business, improving your credit and establishing good savings habits is crucial to enable Wisconsinites to achieve their financial goals. That's why financial wellness through credit recovery and savings assistance is the first pillar of WWBIC's services.

## Training Sessions

All financial wellness sessions at WWBIC are provided free of charge. Visit our website at [wwbic.com/trainings](http://wwbic.com/trainings) for a list of dates and times and/or to register for these sessions. Topics covered include: credit recovery, budgeting, retirement planning and more.



Financial Wellness Program Graduates

## What Is WWBIC?

**Who We Are** – The Wisconsin Women's Business Initiative Corporation (WWBIC) is a leading innovative statewide economic development corporation whose mission is *"Putting Dreams to Work."*

**What We Do** – We open the doors of opportunity by providing any individual interested in starting, strengthening or expanding a business with access to resources such as financial products and quality business and personal financial training.

*WWBIC is funded by the U.S. Small Business Administration, U.S. Department of the Treasury, U.S. Department of Agriculture, and U.S. Department of Housing and Urban Development, as well as many other state and local entities, financial institutions, private foundations, investors, and individual donors.*

# Classes/Trainings

WWBIC offers entrepreneurship and business training sessions statewide – most of them at no fee or cost. Trainings are available in person or online and are offered year-round. To register or for more information on our trainings, go to [wwbic.com/trainings](http://wwbic.com/trainings).

## Creating a Business Plan

To get a business loan and create a roadmap for success, you will need to have a business plan in place. WWBIC can help! WWBIC provides a 9-week course on creating a business plan. There is a \$225 registration fee for this course, but scholarships are available.

## Topical Training Sessions

WWBIC provides training sessions on a variety of topics including: accounting, certification, human resources, lending, marketing, strategic planning, and more.



## How Do I Get Started?

If you own your own business or would like to start a new business and are seeking assistance from WWBIC, please reach out to the WWBIC office nearest you. You will find complete contact information for our seven locations across Wisconsin on the back panel of this brochure.

The U.S. Small Business Administration has designated WWBIC as a Veterans Business Outreach Center for Wisconsin, Illinois and Minnesota. For more details on the programs available specific to veterans, go to [wwbic.com/veterans](http://wwbic.com/veterans).



# Capital/Lending



Most financial institutions consider startup businesses too great of a lending risk. At WWBIC, small business loans for startups or existing small businesses are our speciality. WWBIC provides access to capital as the state's largest microlender.

## Kiva

WWBIC is the hub for Kiva nano-loans in Wisconsin. An online crowdfunding platform, Kiva offers loans from \$1,000-\$15,000 at 0% interest and fee-free. For more info on Kiva, email [wisconsin@local.kiva.org](mailto:wisconsin@local.kiva.org) or visit [kiva.org/borrow](http://kiva.org/borrow).



## WWBIC Loans

If you're seeking a larger business loan (up to \$350,000) and your local bank has turned you down, applying for a WWBIC loan may be an option for you. Go to [wwbic.com/business-lending](http://wwbic.com/business-lending) for a Borrower FAQ, documentation requirements, and more.

## How Can I Help?

### Time and Talent

WWBIC uses content experts to deliver training sessions and meet with clients to expand their business acumen. If you have a passion for serving your community and believe entrepreneurs could benefit from your knowledge, sign up to become a WWBIC volunteer at [wwbic.com/volunteer](http://wwbic.com/volunteer).



### Treasure

WWBIC's endeavors would not be possible without the generous financial support of individuals, foundations and corporations. WWBIC is a nonprofit 501(c)(3) organization, so your donation may be tax-deductible. For more details, visit [wwbic.com/donate](http://wwbic.com/donate).



# Connections/Coaching

Providing valuable individualized feedback to our clients through technical assistance is the integral fourth pillar of WWBIC's services. WWBIC is proud of the way we sustain relationships with our clients and strives to ensure that they have access to the tools and skills they need to grow profitable, sustainable businesses.

## Online 24/7 Training Assistance

Initiate is an online learning platform that provides small business resources. WWBIC staff assist our clients by providing access to this 24/7 on-demand platform. The resources in Initiate help small business owners grow their knowledge around money, marketing and management through guides, videos, templates, calculators and more.



*Speed Coaching with volunteers*

## Real Impact

Since 1987, WWBIC's support and services have:

- Served **76,923 individuals**
- Provided over **\$125 million** in loan capital
- Helped create or retain **15,734 jobs**
- Served **10,827 small businesses** verified in business
- Provided **\$1.92 million** in financial wellness and match savings assistance to Wisconsin residents (since 1999)

In 2024 alone, WWBIC was able to:

- Approve **81 loans** valued at **\$8.6 million**
- Maintain a **\$25.4 million** loan portfolio of **551 loans**
- Serve **4,599 businesses** new to WWBIC, leading to the creation and retention of **4,654 jobs**
- Provide **29,636 counseling & training hours** from **280 volunteers**

# Contact Us



## Milwaukee

1533 N. RiverCenter Drive, Milwaukee • 414-263-5450  
[wwbic.com/Milwaukee](http://wwbic.com/Milwaukee) • [facebook.com/wwbicmke](https://facebook.com/wwbicmke)

## North Central

10632 Hayward Court, Hayward • 715-934-9786  
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## Northeast

1191 N. Casaloma Drive, Appleton • 920-944-2700  
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## South Central

2352 S. Park Street, Suite 226, Madison • 608-257-5450  
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## Southeast

245 Main Street, Suite 102, Racine • 262-898-5000  
600 52nd Street, Suite 130, Kenosha • 262-898-5000  
[wwbic.com/Southeast](http://wwbic.com/Southeast) • [facebook.com/wwbicse](https://facebook.com/wwbicse)

## Southwest

3500 State Road 16, La Crosse • 608-668-4400  
[wwbic.com/Southwest](http://wwbic.com/Southwest) • [facebook.com/wwbiclax](https://facebook.com/wwbiclax)



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