

# WWBIC in 2025: Real businesses. Real impact.



## 2025 Highlights

In 2025, WWBIC served 4,373 unduplicated clients and almost 2,000 businesses across Wisconsin. We also assisted our clients in creating or retaining 4,484 jobs. In addition, WWBIC approved 66 loans for \$6.7 million, closing 47 of those loans for \$5 million. In conjunction with our many business partners, WWBIC also facilitated the distribution of \$200,000 in grants to help strengthen our small business clients and in turn, their communities.

WWBIC marked several significant milestones in 2025, including the grand opening of our North Central Office in Hayward, Wisconsin; welcoming our new President and Chief Visionary Officer, Kathryn J. Dunn; and earning the Wisconsin District of the SBA's Award for the Community Advantage Lender with the most 7(a) loans approved during the year – the 13th time WWBIC has earned this award.

In addition, WWBIC celebrated our clients all year long through pop-up markets, business plan and Make Your Money Talk graduations, pitch competitions, and more. Other notable events included: participating in WEDC Small Business Academy gatherings across the state during National Small Business Week in May; our summer stakeholder gathering at the Urban League Hub and Governor's Executive Residence in Madison in August; and our annual fundraising luncheon with over 900 attendees and a Small Biz Market featuring over 80 of our clients in Brookfield in November.

	2025 Totals
Make Your Money Talk Clients with Active Individual Development Accounts	304
Match savings assistance in 2025 for Make Your Money Talk Clients	\$250,817
Kiva loans who received funding	78 for \$698,500
WWBIC Loans approved	66 for \$6.7 million
WWBIC Loans closed	47 for \$5 million
WWBIC Loans managed	352
WWBIC Loan portfolio value	\$19.5 million
Training hours	5,906
Counseling hours	22,053
Veterans served in WI, IL, MN	385
Volunteers who assisted WWBIC	285
Businesses served	1,962
Unduplicated clients assisted	4,373
Jobs created or retained	4,484

Impact numbers calculated 12/2025

	Cumulative Totals
<b>Make Your Money Talk</b> - Clients who have started businesses - Clients who have enrolled in college - Clients who have purchased/repared vehicles - Clients who have become 1st time homeowners - Clients who have reduced their debt	100 since 2004 106 since 2004 180 since 2018 199 since 2004 574 since 2018
Kiva loans in Wisconsin	\$6.1 million since 2013
WWBIC loans for small businesses	\$130 million since 1987
Businesses served	11,336 since 1987
Jobs created or retained	16,895 since 1987
Clients served	78,743 since 1987

## WWBIC Over Time

WWBIC has been serving entrepreneurs and small businesses since 1987 by **"Putting Dreams to Work."** It is deep within WWBIC's foundation to ensure that we are strategic in our operation and aligns with the ever-changing world and needs of clients so they can be successful and create their next big thing.

WWBIC's work in the service of the small business community continues to grow and evolve to meet the changing needs of our business clients through the "4 C's" of:

- Credit/Financial Wellness
- Classes/Entrepreneurship Training
- Capital/Lending
- Connections/Small Business Coaching