



PATHWAY TO PROSPERITY – EQUITY INJECTIONS

Small Business Equity Injections for WWBIC Clients – Summer 2026

Eligibility Requirements

Any WWBIC client who fits ALL of the following requirements will be eligible for the chance to receive one of 10 equity injections of \$2,500. Please note that not all eligible clients will receive an equity injection.

- You must be a US citizen owning/operating an active business in the City of Milwaukee or Ozaukee, Walworth, Washington or Waukesha Counties for at least 3 months
- You must have submitted a complete WWBIC CIF, BIF and/or EIF form between January 1 and August 31, 2026 (you can find these forms online at bit.ly/wwbicform)
- The business owner must have attended at least one 60-minute training session through WWBIC or received a 60-minute personalized WWBIC counseling session (WWBIC loan clients only) between May 1 and August 31, 2026
- You or your business have not received any other WWBIC equity injection/grant in the last 365 days
- Any Kiva loans or WWBIC loans your business may have outstanding must be in good standing (within 30-60 days due) as of August 31, 2026
- Your business must be in good standing with the Wisconsin Department of Financial Institutions as of August 31, 2026
- The business owner must meet current household low to moderate income guidelines as defined by the U.S. Department of Housing and Urban Development. Look up the income guidelines using the QR code provided or going to www.huduser.gov/datasets/il/il2026



How do I sign up?

No application forms or other sign ups required. If your business fits all of the eligibility requirements by the deadlines listed, then your business will be automatically be added to the list of clients for potential selection.

How will the winners be selected?

All WWBIC clients deemed eligible will be sorted into five separate geographic lists. From those lists, recipients of \$2,500 equity injections funded by PNC will be selected through a random drawing as follows:

- Six from the City of Milwaukee
- One from Ozaukee County
- One from Walworth County
- One from Washington County
- One from Waukesha County

When will the winners be selected?

Winners will be notified the week of September 7th- 11th.

Requirements for Winners

If you are selected as a winner, before you receive your equity injection, you will have 7 days after notification to:

- Complete an ACH form for payment
- Complete a 2026 W9 form
- Submit a video testimonial (or written testimonial with photo) to WWBIC stating how this equity injection will impact your business
- Sign an agreement regarding how the equity injection you receive will be used

Note: funds received may need to be reported as taxable income

Questions?

If you have questions on this program, please consult your primary WWBIC contact or email cknudsen@wwbic.com.