



# Opportunity and Hope

“Putting Dreams to Work”

*Since 1987*



*Entrepreneurship*

*Education • Lending • Coaching*

*Financial Impact*





## WWBIC's Strategic Plan

2014-2017

*Defining Our Social Goals*

*Entrepreneurship*

*Education • Lending • Coaching*

*Financial Impact*





# Strategic Thinking

## **Who We Are**

The Wisconsin Women's Business Initiative Corporation (WWBIC) is a leading innovative statewide economic development corporation that is "Putting Dreams to Work" since 1987.

## **Who We Care About**

We focus on individuals who face barriers in accessing traditional financing or resources.

## **What We Do**

We open doors of opportunity by providing targeted individuals who are interested in starting, strengthening, or expanding a business with access to necessary resources and tools such as quality financial and business education, and responsible financial products.

Job Creation

Higher Credit Scores

*“Improve the economic wellbeing of targeted individuals by building assets and advancing self-sufficiency.”*

Businesses Started, Expanded, Strengthened

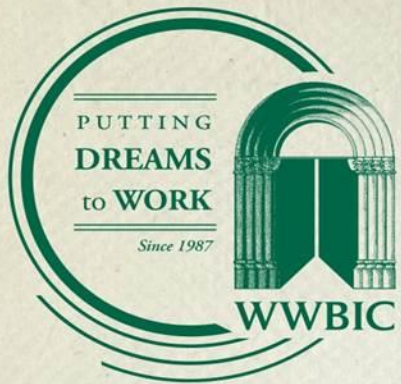
Increased Assets

Increased Individual Income

**Social Goal and Indicators**



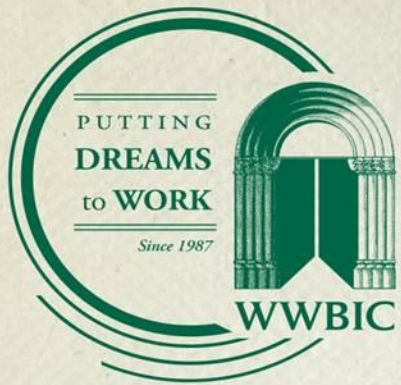




# WWBIC'S Primary Services

- ① Business and Financial Education Programming
- ① Micro and Small Business Loans
- ① One-on-One Business Technical Assistance
- ① Financial Capability Programs and Individual Development Accounts (IDAs)





## WHO WE SERVE



LOW-TO-MODERATE  
HOUSEHOLD INCOME

67%



GENDER



69%



31%



*Statewide*

RACIAL/ETHNIC MINORITIES

54%



*Milwaukee*

RACIAL/ETHNIC MINORITIES

84%

*Entrepreneurship*

*Education • Lending • Coaching*

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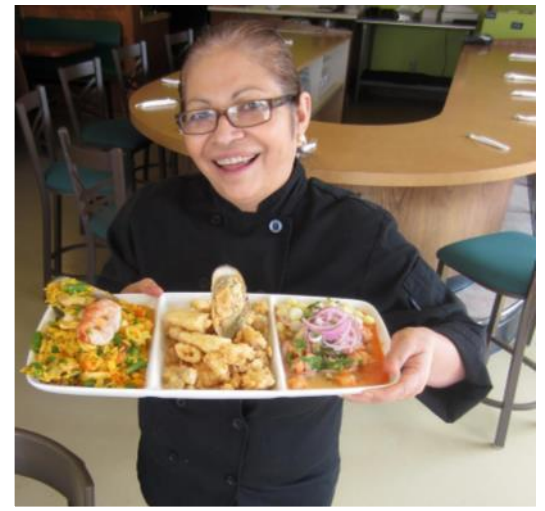




# Access to Capital

**We focus our assistance on:**

- 🏠 Business owners that can't borrow from a traditional financial institution
- 🏠 Start-up business; growth businesses
- 🏠 Gap financing for bankable customers



*Entrepreneurship*

*Education • Lending • Coaching*

*Financial Impact*



# WWBIC's Creative Financing Solutions

• Certified CDFI (Community Development Financial Institution) -

US Department of Treasury and AERIS rated

• SBA Microlender

• Direct Lending Programs

- Participation Loans with Banks
- SBA - Community Advantage
- WHEDA Partnership





# WWBIC's Micro & Small Business Lending



- \$1,000-\$250,000 micro and small business loans
- Follow SBA business eligibility standards (*for-profit businesses*)
- Prime + 5% interest rate; lower rates for some loan programs
- Up to 10 year terms
- Should not be used for Real Estate
- Business owners must be actively involved in the business





# What Do I Need for a Business Loan?

- Complete online Loan Application at [wwbic.com](http://wwbic.com)
- Completed Business Plan
  - 3 year profit & loss statement
  - 12 month cash flow
- \$75.00 application fee
- WWBIC Personal Financial Statement
- Personal/Business Income Taxes







## Loan Portfolio Industries

18%	Manufacturing
16%	Retail & Wholesale Trade
15%	Food Services
15%	Other Services
14%	Healthcare Services
11%	Construction & Waste Management
6%	Transportation & Warehousing
3%	Professional Services
2%	Arts, Entertainment & Recreation



# Role of Business Assistance




- WWBIC Small Business Consultants
- Focus on Building Business Management Acumen
- Use of Volunteers and Consultants on behalf of our Loan Clients

All WWBIC Loan Clients Receive 1:1 Business Technical Assistance





# Lending Impact 2014 and 2015

 **2014 Loans Approved**  
149 / \$6,437,013

 **2015 Loans Approved:**  
140 / \$7,800,000





# WWBIC & Transform Milwaukee

**2015**

## **Individuals Served**

- 3,686 Statewide
- 1,061 Milwaukee (29%)

## **Businesses Served**

- 1,041 Statewide
- 284 Milwaukee (27%)

**2016** (through April)

- 1,636 Statewide
- 532 Milwaukee (33%)

- 526 Statewide
- 162 Milwaukee (31%)





## WWBIC's Business Education

- 490+ Education sessions serving 3,500+ clients annually
- Classes held statewide and online
- Topics include: entrepreneurship, business planning, marketing, financing, bookkeeping, technology, and social media, etc.
- Experiential, hands-on, with guest expertise
- Class fees offer a sliding scale
- Register online at [www.wwbic.com](http://www.wwbic.com)



# 2015 Educational Impact

Job Creation

Businesses  
Started,  
Expanded,  
Strengthened

1:1 Counseling Hours	19,690
Jobs Created or Retained	2,940
Total Workshops	494







# WWBIC's Financial Capability Support

- Make Your Money Talk
  - Individual Development Accounts (IDA)
- Wisconsin PROMISE
- America Save\$, Wisconsin Save\$
- Money Smart Week Wisconsin
- FDIC's Alliance for Economic Inclusion (AEI)
- Wisconsin Money Conferences





# Financial Capability Impact 2015

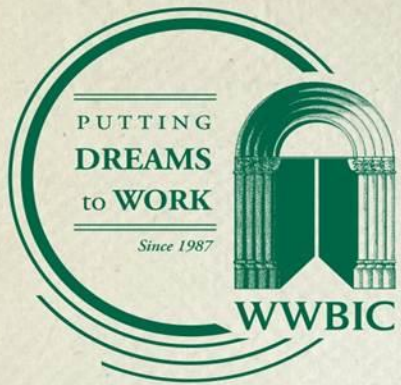
Increased  
Assets

Increased  
Individual  
Income

Active IDAs	178
TOTAL Homes	152
TOTAL Education	94
TOTAL Businesses	89

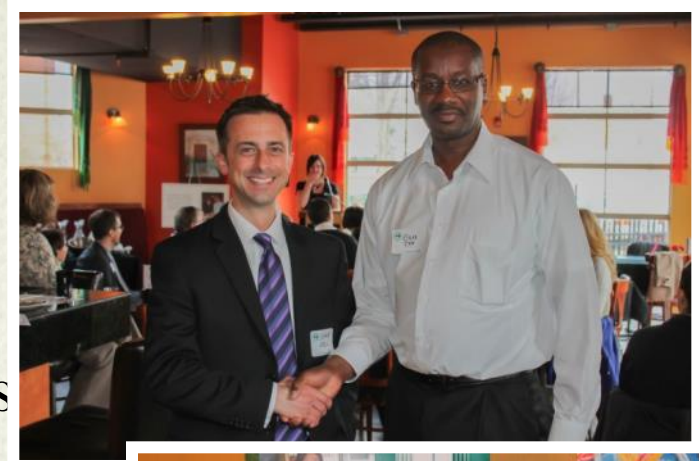






# WWBIC Volunteers

- 200+ volunteers statewide
- Experts in the community including: accountants, attorneys, bankers, entrepreneurs, marketing specialists, etc.
- Facilitate and guest speak at classes
- Assist clients one-on-one





# COFFEE WITH A CONSCIENCE®



[www.coffeewithaconscience.net](http://www.coffeewithaconscience.net)



# COFFEE

## WITH A CONSCIENCE®



### Coffee

Coffee With A Conscience is sensitive to human beings worldwide. In purchasing green coffees from around the world, our roasters have consistently recognized the value of buying fair trade and certified organic coffees.

### Entrepreneurship

WWBIC owns and manages Coffee With A Conscience, a revenue-generating source for both WWBIC and our clients. WWBIC is committed to providing education, lending and coaching opportunities to individuals seeking economic independence.

### Hope & Opportunity

Clients who have participated in WWBIC's business training or loan programs make some of the bakery and confection products you enjoy at our two locations.





# CDBG – HUD Queen for the Day



- My wishes
- Our goals
- A positive impact





# CDBG – HUD Queen for the Day

## THANK YOU

- We love having CDBG support for economic development
- Great for the local community!
- We can leverage these funds too!







# CDBG – HUD Queen for the Day

- Let us include economic development – specifically micro and small business development in all CDBG RFP's
- Let us create jobs so more can support themselves and we need less reliance on public support
- Micro business support is a **PROVEN** poverty alleviation strategy – it works!





# CDBG – HUD Queen for the Day

- ? Still seems each municipality interprets the rules differently???
- ? Administering the CDBG Funds IS NOT FOR THE FAINT of HEART
- ? Could we make the process, the reporting, the administration more transparent – clear- and easier (while still providing the key information?)





# CDBG – HUD Queen for the Day

- We understand requirements such as 51% LMI
- Not sure we always fully understand other constraints placed locally (such as collateral ratios, jobs created per \$ etc...)
- Would be ideal to have greater ease with collateral ratios, terms of loans, equity required
- If we can provide the end result – does the journey or process matter as much? – allowing flexibility would be grand!





# CDBG – HUD Queen for the Day

- The best CDBG local staff are the ones we call “Our Partners”
- They are thinking, pulling, pushing and working TOGETHER for us – for their teams – for our collective work at hand
- They are creative and willing to make modifications when and where they can
- We don’t just want a GRANT for a year – we want a Colleague



# Thank You



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