

Photo taken by Jim Bovin

True Story of **SUCCESS**



"You have an interesting combination of people with all the skills that you don't have as a single owner. It's a promising strategy."

**– Wendy Baumann
WWBIC President / CVO**

Two couples. A brother. And a local celebrity chef. This multi-talented combination has launched Milwaukee's hottest new pizzeria café, uniquely housed in a former Walker's Point pharmacy, with handmade wood tables and original, stained-glass windows. A \$57,000 WWBIC loan and business assistance fired up the oven. Chef Vasyi Lembersky crafts more than 40 critically-acclaimed signature pizzas, from garlic-based to traditional, seafood to specialty; using fresh, local, organic ingredients. The café opens at 11 a.m. with "the best lunch deal in town." In a tough economy, the partners believe their concept of good food at bargain prices will have staying power.

Transfer Pizzeria Café
101 W. Mitchell Street
Milwaukee, WI 53204
414-763-0438
www.transfermke.com

Linking Service to SUCCESS

Our Mission

The Wisconsin Women's Business Initiative Corporation (WWBIC) celebrates more than 20 years of entrepreneurship, opportunity, and success! Our services include direct loans and access to other capital, quality business education, business assistance, financial awareness and asset-building programming. WWBIC is a nonprofit, statewide economic development corporation with an emphasis on low-wealth individuals, women, and people of color.

It's all about our clients...

Each WWBIC loan client creates an average of 2.7 jobs by starting or expanding a business. Clients realize economic self-sufficiency through creating employment for themselves and others in their communities.

Achievements over the past 20 years

- We have directly financed more than 820 businesses
- Assisted in the creation of 2,700 jobs statewide
- Lent more than \$13.6 million to small business owners
- Served more than 29,000 individuals

Economic Development Achievements in 2007 alone

- Assisted in the startup, expansion and sustainability of more than 200 businesses
- Boosted the economy through the creation and retention of 500 jobs
- Approved \$2.6 million in direct loans to 80 business clients
- Leveraged an additional \$4.5 million in loans from other financial sources for our business clients
- Provided classroom or individualized education to 2,600 people

Achievements through Financial Awareness / Asset-Building Programming

- 72 low-wealth individuals have become first-time home owners, leveraging more than **\$7 million in Milwaukee area housing sales**
- 45 people have started or expanded their businesses
- 42 people have returned to school for post-secondary education

Wisconsin Saves...

www.americasaves.org

Coffee With A Conscience

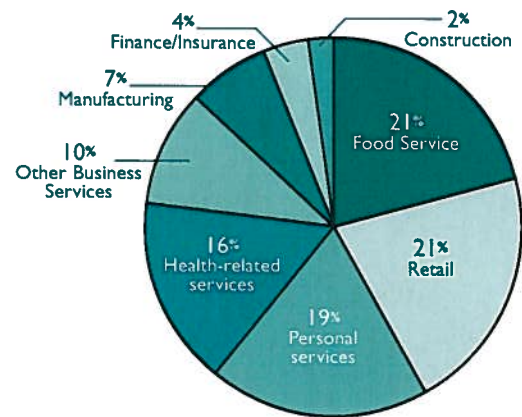
WWBIC's social business venture, Coffee With A Conscience, provides a hands-on learning lab for our clients while contributing to earned income.



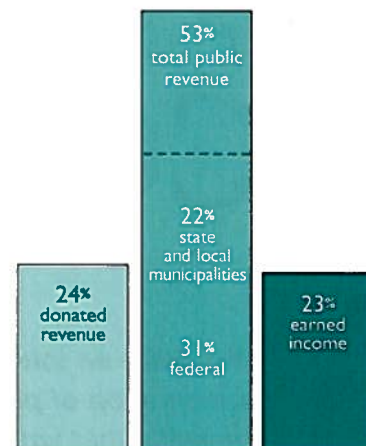
A SNAPSHOT OF OUR CLIENTS



BUSINESSES IN OUR LOAN PORTFOLIO



HOW WE ARE FUNDED



WWBIC's financial statements have been audited by Virchow Krause for nearly twenty years. 10/08

Coffee With A Conscience
Milwaukee Art Museum
700 N. Art Museum Drive

Coffee With A Conscience
Schlitz Park Business Center
1555 River Center Drive

WWBIC MILWAUKEE

2745 N. Dr. Martin Luther King Jr. Dr.
Milwaukee, WI 53212
Phone: 414-263-5450
Fax: 414-263-5456
www.wwbic.com

WWBIC SOUTH CENTRAL

2300 S. Park Street, Suite 21
Madison, WI 53713
Phone: 608-257-5450
Fax: 608-257-5454
www.wwbic.com

WWBIC SOUTHEAST

600 52nd Street, Suite 130
Kenosha, WI 53140
Phone: 262-654-1234 ext.114
Fax: 262-654-4655
www.wwbic.com

City of Milwaukee
Community and Economic Development Meeting
Thursday, March 11th City Hall Room 3rd Floor, Room 301B

*Summary of The Wisconsin Women's Business Initiative Corporation's
Community and Economic Development Impact of 2008 and 2009*

Organization Overview

The Wisconsin Women's Business Initiative Corporation is a national leader in job creation and retention through enterprise development, business creation, expansion, and sustainability. We provide access to capital including direct lending with access to other capital, one-on-one business assistance, business education, and financial awareness education programming.

Despite the economic distress which is affecting communities across Wisconsin, WWBIC continues to take great economic development strides in the City of Milwaukee, truly helping our clients increase their incomes and attain economic self-sufficiency for themselves and their families.

Population Served

While our services are available to everyone, our mission emphasis is on low-wealth individuals, women, and people of color.

WWBIC's 2009 Client Profile:

- 75% people of color
- 71% female
- 72% low-to-moderate income

Technical Assistance Summary, 2008 and 2009

(a) Full and Part Time Jobs Created and Retained in the City of Milwaukee

In a time where the unemployment rate is at record highs in the United States, WWBIC is helping to retain jobs that already exist, and also create new employment right here in Milwaukee!!

In 2008 and 2009 WWBIC created or retained 119 jobs:

- Created 70 full and part time jobs, 81% of which are held by LMI individuals
- Retained 49 full and part time jobs, 85% of which are held by LMI individuals

In 2009 alone WWBIC created or retained 33 jobs:

- Created 24 full and part time jobs, 91% of which are held by LMI individuals
- Retained 9 full and part time jobs, 88% of which are held by LMI individuals

Job titles include:

-Business Owner	-Carpenter	-Program Director	-Cook	-Acupuncturist
-Manager	-Crew Member	-Stylist	-Teacher	-Consultant

Wage range:

WWBIC's clients create and retain a wide variety of jobs. Specifically in 2009, the jobs created and retained ranged from part time jobs which pay Wisconsin's minimum wage of \$7.25 an hour to salaried managerial positions which pay over \$45,000 per year.

Wisconsin Women's Business Initiative Corporation
2010 Community and Economic Development Presentation

Please consider a visual summary of WWBIC's annual projections as compared to our actual impact:

2008-2009 Cumulative Annual Projections	Actuals	
	Total	LMI
33 Full Time Job Creations	40	33
21 Part Time Job Creations	30	24
21 Full Time Job Retentions	30	27
11 Part Time Job Retentions	19	15
Total Job Creation and Retention	119	99

2009 Annual Projections	2009 Actual		2008 Annual Projections	2008 Actual	
	Total	LMI		Total	LMI
8 Full Time Job Creations	13	11	25 Full Time Job Creations	27	22
6 Part Time Job Creations	11	11	15 Part Time Job Creations	19	13
6 Full Time Job Retentions	7	6	15 Full Time Job Retentions	23	21
6 Part Time Job Retentions	2	2	5 Part Time Job Retentions	17	13
Total Job Creation and Retention	33	30	Total Job Creation and Retention	86	69

(b) New Business Creations

In 2009 alone, WWBIC aided in the creation of 8 City of Milwaukee businesses:

Enigma Calming Style Boutique
3475 N. Oakland Ave.
Type: Salon

Erberts and Gerberts
2338 N. Farwell Ave.
Type: Restaurant

Handsome Barber Shop
2701 N. Teutonia Ave.
Type: Barber Shop

Victory 44 Construction
4429 N. 36th Street
Type: Construction

Extended Minds, LLC.
1546 N. 8th Street
Type: Business Consulting

Southern Gentlemen
7313 N. Teutonia Ave.
Type: Pest Control

Milwaukee Community Acupuncture Clinic
2915 S. Kinnickinnic Ave.
Type: Acupuncture Clinic

Mama's Finest Cleaning Inside & Out
1915 N. Dr. Martin Luther King Jr. Dr.
Type: Cleaning

In 2008, WWBIC aided in the creation of 3 City of Milwaukee businesses:

Hoops Carryout
3070 N. Dr. Martin Luther King Jr. Dr.
Type: Restaurant

Scented Garden
275 W. Wisconsin Ave.
Type: Bath and Body Shop

Cold Spoons Gelato
5924 W. Vilet Street
Type: Gelato Shop

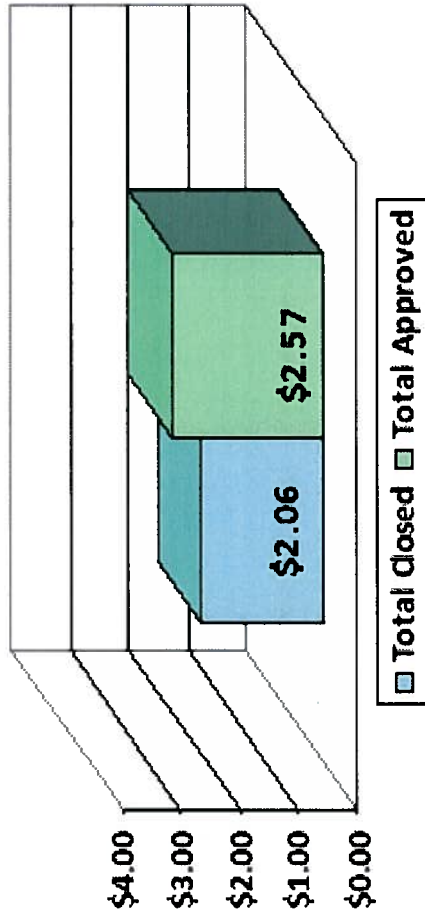
"People at WWBIC have a great understanding of small business. WWBIC's been awesome for us."

*Michael Schmidt, owner of Bella's Fat Cat, Milwaukee
WWBIC Loan Client, 2-18-2010*

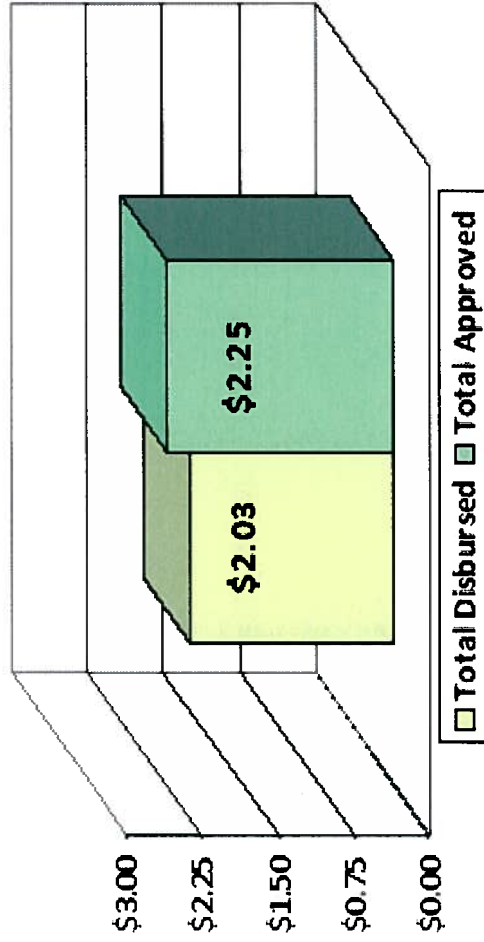
The Wisconsin Women's Business Initiative Corporation

A Visual Summary of Lending Progress

2009 Lending Activity in Millions



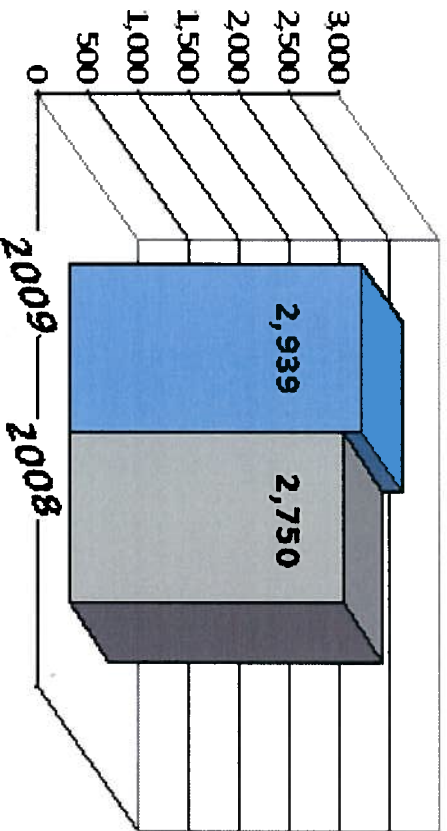
2008 Lending Activity in Millions



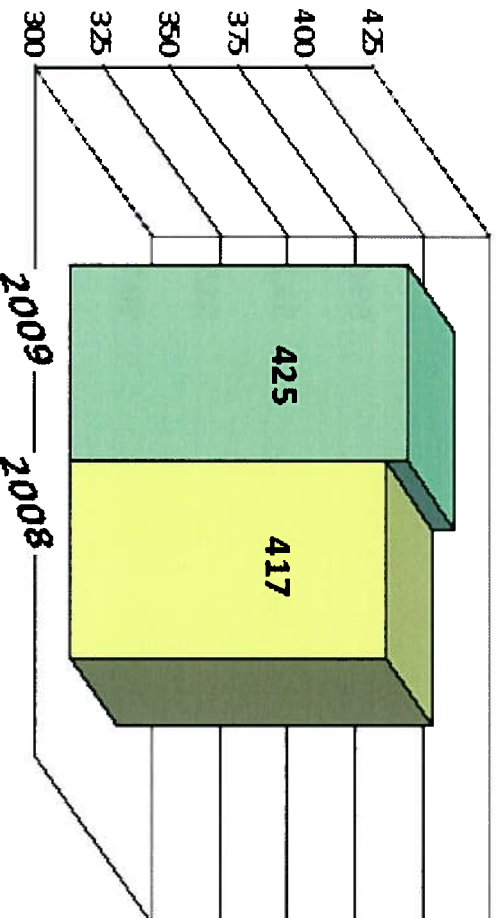
The Wisconsin Women's Business Initiative Corporation

A Visual Summary of Business Education Progress

Individuals Receiving Training & Business Assistance

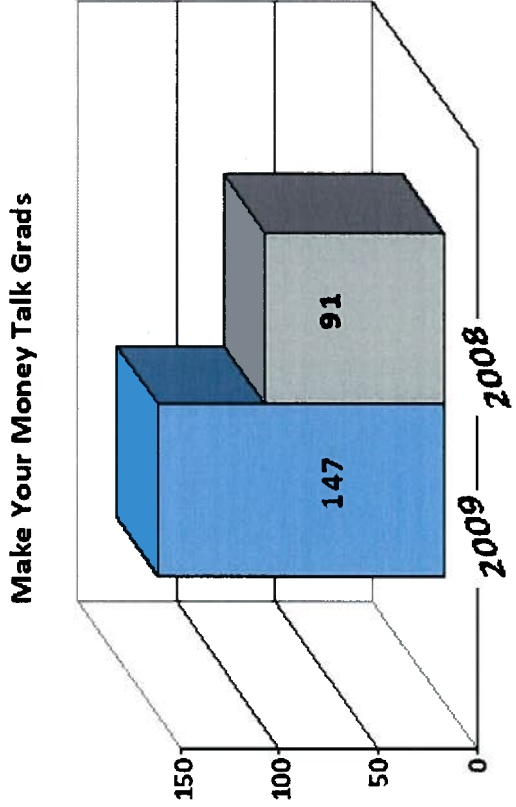
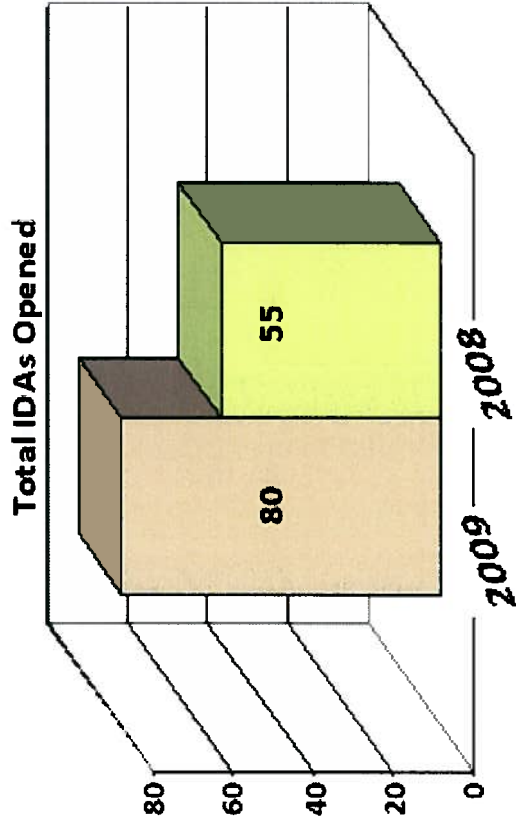


Total Number of Workshops

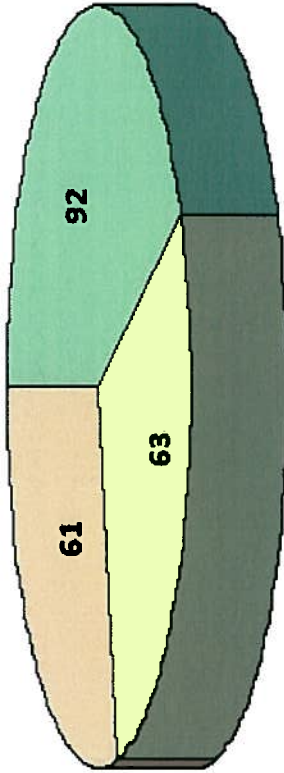


The Wisconsin Women's Business Initiative Corporation

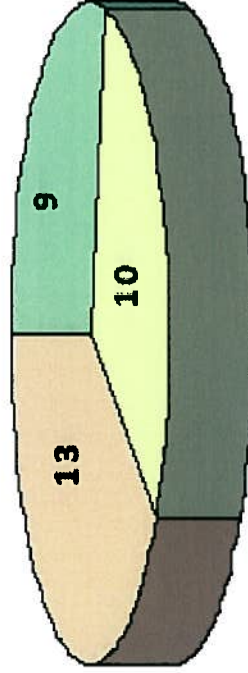
A Visual Summary of Financial Awareness Progress



Cumulative IDA Outcomes



2009 IDA Outcomes



- # Homes purchased
- # Businesses opened/expanded
- # Individuals returning to school

