



Education • Lending • Coaching
Entrepreneurship
Financial Impact

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July 27, 2017

Mr. Antonio M. Perez
Executive Director
Housing Authority, City of Milwaukee
809 North Broadway
Milwaukee, WI 53202

Dear Mr. Perez:

In 2017, the Wisconsin Women's Business Initiative Corporation (WWBIC) celebrates 30 years of "Putting Dreams to Work." We are so grateful for your support, and we look forward to continuing our partnership in support of HACM residents for many years! Enclosed, please find the WWBIC *Make Your Money Talk*/IDA quarterly program report for the period April 1, 2017 through June 30, 2017.

The HACM *Make Your Money Talk*/IDA program has impacted the local economy in the following ways: 1) injected **\$8.2 million** into the local housing market based on an average home price of \$67,000 (actual average purchase price of homes by WWBIC's IDA clients over the past decade) 2) injected **\$2.4 million** through small business ownership (based on the Wisconsin annual median small business income of \$41,500) 3) has enhanced the potential for earned income through education by an estimated **\$69.7 million** based on an average income premium of \$954,720 (\$2,364,960 in median earnings over a lifetime for a college graduate compared with \$1,410,240 for a high school graduate). Since the program's inception in 2004, HACM program participants have accomplished the following:

- **123** HACM residents purchased their first home.
- **57** HACM residents created or developed a small business.
- **73** HACM residents invested in their post-secondary education.

Thank you again for your continued support of our mission. We continue to build and improve upon a solid foundation and are excited for the work ahead in the second half of 2017. If you have any questions or if we can provide additional information, please do not hesitate to contact Amber Miller at (414) 395-4545 or via email at amber.miller@wwbic.com.

Sincerely,

Amber Miller
Regional Project Director

cc: Ms. Bobbi Marsells
Mr. Kenneth Barbeau
Ms. Maria Rodríguez
Mr. Jim Eigenberger
Ms. Wendy K. Baumann

Make Your Money Talk/IDA Client Spotlight – Darcel McIntyre

Darcel McIntyre, a real go-getter of a woman, first learned about the IDA program through word of mouth and decided to attend WWBIC's *Make Your Money Talk* education series. Through the classes she learned a great deal about savings and gained an understanding of just how little she knew about personal finance prior to enrolling in *Make Your Money Talk*. Half way through Darcel's savings journey she decided to also take WWBIC's *Start Smart* series with the intent of eventually opening a business. The instruction she received from the *Start Smart* course gave her the necessary skills to develop a solid business plan and endowed her with the financial acumen needed to run a successful business. Darcel is now an entrepreneur in the child care industry.

With the help of the Housing Authority of the City of Milwaukee and WWBIC, Darcel was able to make her dreams come true. She is truly grateful for the opportunity that was given to her, and now she is off to a great start with her new business venture.



"The IDA Program was very helpful reminder of needs versus wants, budgeting, and the expenses of running a successful business."

~ Darcel McIntyre

Make Your Money Talk

2017 Make Your Money Talk Deliverables					
Deliverable	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Totals
MYMT sessions	2	1			3
MYMT attendees	81	53			134
MYMT graduates	49	26			75

Individual Development Accounts

2017 Individual Development Account Deliverables					
Deliverable	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Totals
IDAs opened	29	13			42
Average Active savers	82	84			166
Amount saved	\$57,254.74	\$71,632.06			\$128,886.80
Combined savings and match	\$417,909.54	\$361,992.50			\$361,992.50
Total assets purchased	10	9			19
Homes purchased	9	6			15
Businesses started	0	2			2
Post-secondary education	1	1			2

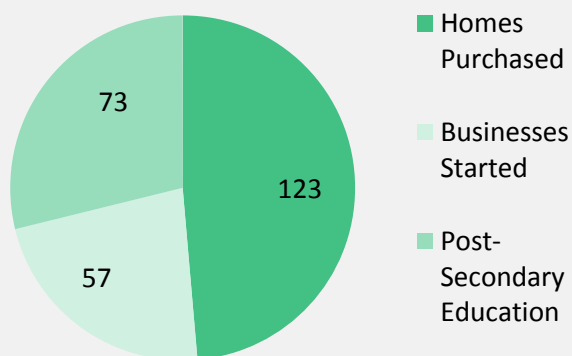
Make Your Money Talk and Individual Development Accounts

Program Dashboard Report

Housing Authority of the City of Milwaukee

Program Activity Since 2004	
1,864	<i>Make Your Money Talk Graduates</i>
923	<i>IDAs Opened</i>
253	<i>Assets Acquired</i>

Cumulative Assets Acquired



IDA & Match Savings

