



PUTTING DREAMS TO WORK

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WISCONSIN WOMEN'S BUSINESS INITIATIVE CORPORATION

Financial and Social Impact

- 50,000 individuals served
- 2,500 businesses assisted
- \$34.4 million loaned to small business owners
- 8,000 jobs created and retained by WWBIC clients statewide

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The Wisconsin Women's Business Initiative Corporation (WWBIC) is a leading innovative statewide economic development corporation. It focuses on individuals who face barriers of traditional means by opening opportunity for pursuit of their dreams and economic well-being, providing business education, one-on-one business technical assistance, financial capability programming, and access to fair and responsible capital. Its services are open to anyone in Wisconsin; its mission supports women, people of color, and people of lower wealth and incomes—those most likely to be underserved by traditional financial institutions. Since 1987, WWBIC has provided targeted individuals who are interested in starting, strengthening or expanding business with access to necessary resources/tools, such as quality financial/business education and responsible financial products, and to improve economic well-being of targeted individuals by building assets and/or advancing self-sufficiency.

Success Story: Tucker's Truck Driving Academy, LLC, Waterloo, WI

Working in the transportation industry for 18 years, Melvin Tucker always had a passion for trucking. Coupling that with a desire to teach, Melvin and his wife Viola decided to open an academy to train individuals looking to obtain a Class-A Commercial Driver's License. After being denied by other financial sources, Melvin and Viola approached WWBIC, where they received a loan and ongoing one-on-one business technical assistance. Tucker's Truck Driving Academy opened in November of 2013, serving five people, all of whom have graduated and secured a living wage job.

