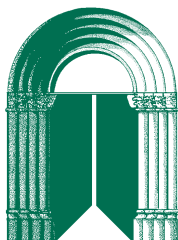


WWBIC Celebrates 20 Years of  
Opportunity, Entrepreneurship and Success  
— Happy Holidays!

# True Story of SUCCESS



WISCONSIN  
WOMEN'S  
BUSINESS  
INITIATIVE  
CORPORATION

*“WWBIC was willing to look at  
my business and see my growth  
potential.”*

*— Craig Barnhart*

With a \$9,500 microloan from WWBIC in 2005, **Craig Barnhart** of the famous **Craig's Cake Shop** in Verona, Wisconsin, has nearly doubled his business, and today employs three full-time and 12 part-time staff. Craig's business is CAKE and in 2007 alone he frosted more than 6,000 cakes including the 85 cakes that adorned each table at WWBIC's 20th Year celebration in Milwaukee. Craig attributes his success to not only a loan, but sound advice and counsel from WWBIC's business education staff. To order your holiday cake or that special occasion cake, call....

### **Craig's Cake Shop**

604 W. Verona Ave. | Verona, WI 53593

608-848-6331 | 608-848-7331 fax

Craigscakeshop@aol.com

www.craigscakeshop.com

# Linking Service to SUCCESS

## Our Mission

This year, The Wisconsin Women's Business Initiative Corporation (WWBIC) celebrates 20 years of entrepreneurship, opportunity, and success! WWBIC is a nonprofit, statewide economic development corporation with an emphasis on low-wealth individuals, women, and people of color.

## Our Services

- Direct loans and access to other capital
- One-on-one, individualized Business Assistance
- Quality Business Education
- Financial Awareness education programming and Individual Development Accounts (IDAs)

## Economic Development Achievements in 2006 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 million in direct loans to 73 business clients
- Leveraged an additional \$3 million in loans from other financial sources for our business clients

## Achievements through Financial Awareness education programming

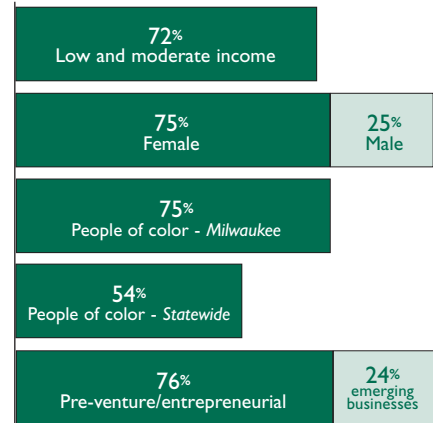
- 64 low-wealth individuals have become first-time home owners, leveraging more than **\$5 million in Milwaukee housing sales**
- 37 people have started or expanded their businesses
- 44 people have returned to school for post-secondary education

## Achievements over the past 20 years

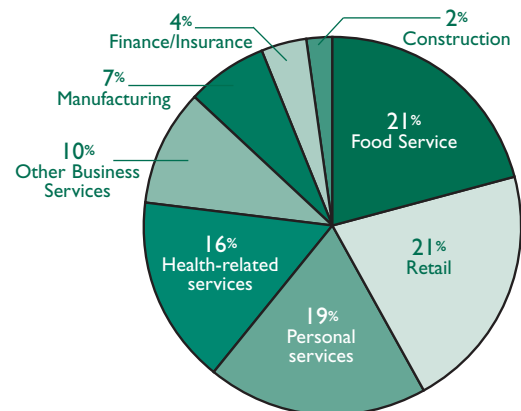
- We have directly financed more than 750 businesses
- Assisted in the creation of 2,500 jobs statewide, and
- Lent more than \$11 million to small business owners
- Served more than 27,000 individuals

Each of our loan clients creates an average of 3.4 jobs. Many of our clients remain our clients for the life of their loan — often up to five years. As our clients start and expand small businesses, they create economic self-sufficiency and employment for themselves, their families, and others. **WWBIC has a positive and lasting impact on the community.**

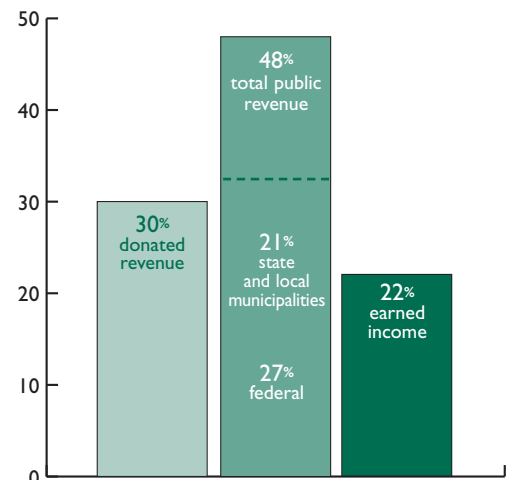
## A SNAPSHOT OF OUR CLIENTS



## BUSINESSES IN OUR LOAN PORTFOLIO



## HOW WE ARE FUNDED



WWBIC's financial statements have been audited by Virchow Krause for more than fifteen years.

12/07

*"You have a very impressive operation that delivers solutions to what I perceive is a gap in our free enterprise system."*

- David D. Mancl, MBA  
Wisconsin Department of Financial Institutions

### MILWAUKEE OFFICE

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

### SOUTH CENTRAL OFFICE

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

### SOUTHEAST OFFICE

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