



True Story of **SUCCESS**



"Thanks to the assistance from WWBIC I was ready when the next big project came along. My crew was fully employed through the whole winter, which we all really needed."

*– Benjamin Clark, Owner
GSI General, Inc.*

Benjamin Clark's family has been in the construction and restoration business for years. Ben worked in the trades and was trained as an electrician. He wanted his own business, and in 2002 created GSI General, Inc., specializing in fire and water damage restoration.

In the next nine years Ben continued to grow his business. He now employs large crews of workers on multiple job sites throughout Wisconsin. Ben's 2010 WWBIC loan and business assistance helped him secure a large contract with WHEDA to rebuild a destroyed multi-unit housing complex. When completed, the units became new homes for low-income families.

GSI General, Inc.
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Linking Service to SUCCESS

Our Mission – Since 1987

The Wisconsin Women's Business Initiative Corporation (WWBIC) is a statewide economic development organization focused on business and job creation and sustainability. Clients are 73% women, 55% people of color, and 65% low-to-moderate income.

WWBIC Statewide Achievements Over the Past 24 Years

- 1,100 businesses directly financed.
- 6,000 jobs created and retained by WWBIC clients statewide.
- \$21 million loaned to small business owners.
- 37,000 individuals served.

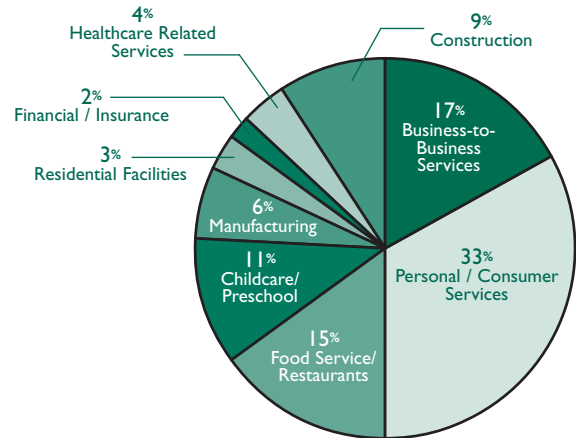
Economic Development Achievements in 2010 alone

- 200 businesses assisted with startup, expansion or sustainability.
- 575 jobs created or retained by WWBIC clients.
- 2.7 jobs on average created per business.
- 5.8 jobs on average retained per business.
- \$3 million approved in 103 direct loans to business clients.
- 2,900 people received classroom or individualized education.

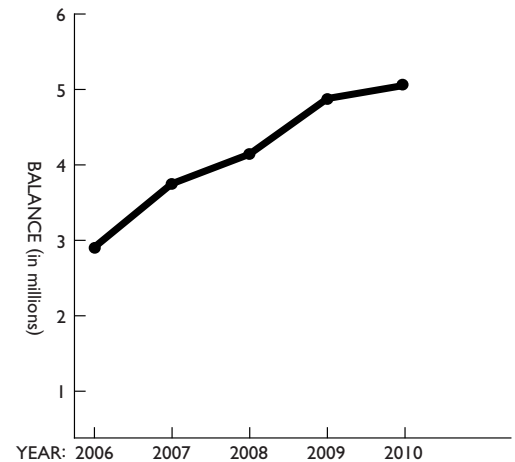
Achievements through Financial Education Programming

- 104 low-wealth individuals have become first-time home owners, leveraging more than **\$10 million in Milwaukee housing sales.**
- 73 people have started or expanded their businesses.
- 70 people have returned to school for post-secondary education.

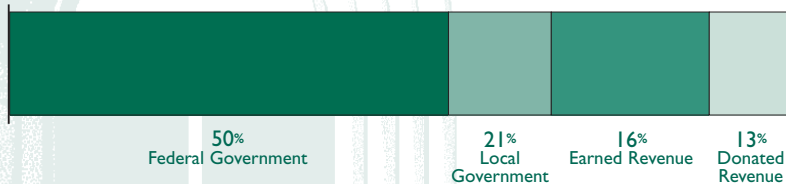
BUSINESSES IN OUR LOAN PORTFOLIO



LOAN PORTFOLIO SIZE



HOW WE ARE FUNDED



Coffee With A Conscience

Our Milwaukee-based social business venture, *Coffee With A Conscience*, provides a hands-on learning lab and showcase for our clients, while contributing to WWBIC's earned revenues



Milwaukee Locations:

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

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

A SNAPSHOT OF OUR CLIENTS



WWBIC's financial statements are audited by Ritz Holman

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