



BARISTA CATS CAFÉ

Times were tough for single mom Natalie Serna after she got a divorce in 2015. She and her kids slept in a tiny popup camper in her dad's driveway until it was too cold for the kids, then his floor for a few more months. After that she found a transitional housing program for moms in the community which provided a safe home, assisted her with finding furniture, and other resources.



In the ensuing years she was able to finish her education and secure employment. Serna's gratitude for all this support and love inspired here to give back to the community through the founding of Barista Cats Café, which opened in 2023. The cafe provides a safe space to sit, sip, and study...or just relax with the purrfect pawtner as a result of its partnership with the Humane Society of Southern Wisconsin. A Kiva loan and WWBIC loan helped Serna lay out her business plan, as well as funding the café through a Kiva and WWBIC loan.

"[WWBIC] helped me get my business plan and provided resources and capital to help grow my business," says Natalie.

“Through guidance in [WWBIC's] B2B Market and Marketing sessions, we have a clearer view of our customers.”

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baristacatscafe.com

Owner:
Natalie Serna

Business Location:
Whitewater

Total Investment:
\$20,000

Employees at Business:
6

WWBIC Support:
Kiva Loan, WWBIC Loan, Coaching



Entrepreneurship and Financial Wellness Training • Lending • Coaching

WWBIC

WWBIC is a leading innovative economic development corporation "Putting Dreams to Work" since 1987 by assisting micro-enterprise and small businesses throughout our 72 counties in Wisconsin. WWBIC opens the doors of opportunity by providing underserved individuals who are interested in starting, strengthening, or expanding businesses with access to critical resources such as responsible financial products and quality business and personal financial training. WWBIC serves all individuals with a focus on those who face barriers in accessing business financing and training support, including women, people of color, veterans, and lower-wealth individuals.

In 2022, WWBIC served **5,233 clients** while approving **\$10,613,333** in capital and closing **\$8,511,667** in small business loans. WWBIC supported nearly 100 Kiva (crowd-sourced) loans totaling \$720,000 and provided \$240,000 of forgivable loans to 25 businesses through Community Development Block Grant support. WWBIC's clients started, strengthened or expanded **2,162 businesses** creating or retaining **5,019 jobs**. All of this work is made possible by the WWBIC team and volunteers who provided 24,495 counseling and training hours.

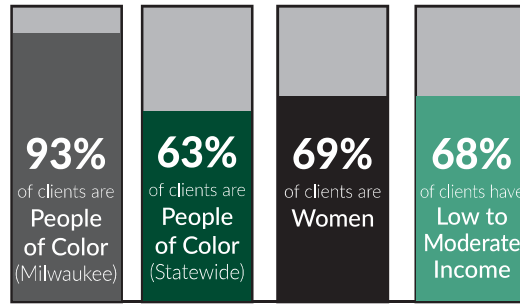
During the health and economic crisis, WWBIC was a front-line economic first responder and leveraged millions of dollars in additional COVID-related resources for small businesses including **\$4.86 million** in pass-through grants, **\$2.7 million** in SBA Paycheck Protection Act (PPP) funds, and **\$2.2 million** in state and local forgivable loan funds. At the same time, \$18.4 million (2020: \$4.3 million; 2021: \$5.9 million; 2022: \$8.2 million) was dispersed in WWBIC's loan portfolio serving over 5,000 unduplicated individuals annually with financial products and technical assistance.

Thank you to all who made this impact possible!

Five regional offices across Wisconsin:
GREATER MILWAUKEE • NORTHEAST •
SOUTH CENTRAL • SOUTHEAST • SOUTHWEST

wwbic.com

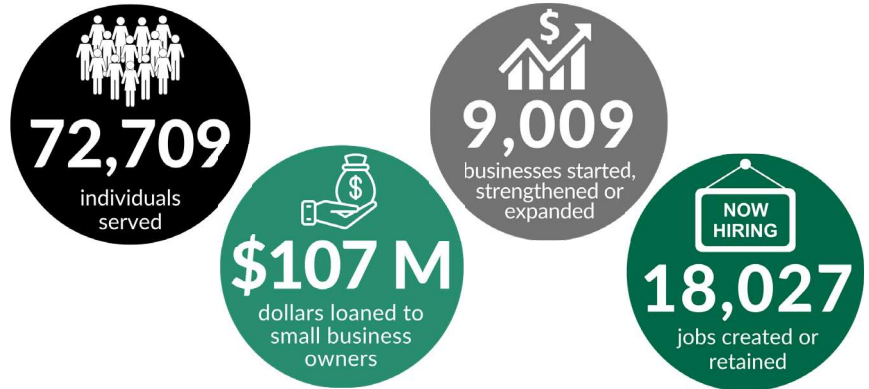
...by the numbers



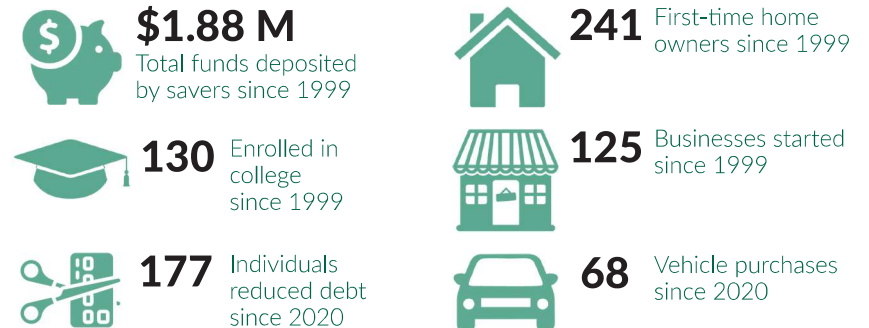
WHO WE SERVE



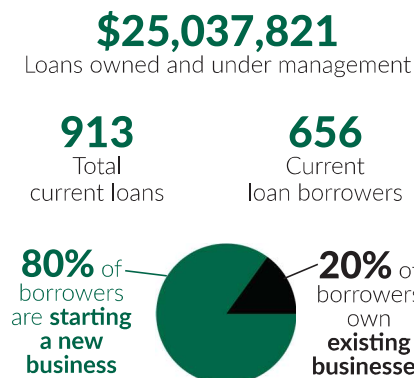
SOCIAL PERFORMANCE Since 1987



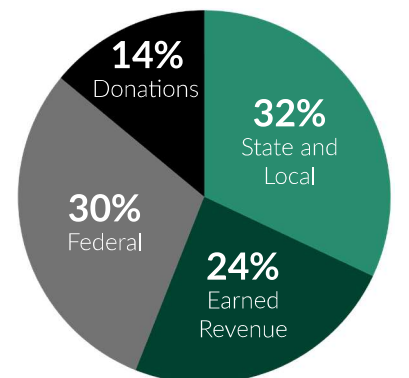
FINANCIAL WELLNESS & MATCH SAVINGS



PORTFOLIO SNAPSHOT



FUNDING SOURCES



Auditor: Ritz Holman, LLP

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