

Welcome  
to  
WBDC





# MISSION



**To strengthen and support economic prosperity for women through entrepreneurial services that create and grow sustainable jobs and businesses across Connecticut**



# WHAT WE DO



A photograph of two women, one with curly hair and one with long dark hair, looking at a laptop screen. The image is overlaid with a green semi-transparent filter.

# EDUCATE

Developing confident entrepreneurs creates sustainable businesses and improves our overall economy.

WBDC provides the training necessary to guide aspiring, emerging, and established entrepreneurs along their growth journey.

- ▶ 1:1 business advising
- ▶ Classes (currently virtual)
- ▶ On-demand learning
- ▶ Mentoring

Most services are available at no cost, and several are offered in Spanish!



# INVEST

Aiding our clients in accessing capital necessary for sustaining and growing their businesses.

WBDC helps our clients identify sources of capital which align with their unique business needs, and provides technical assistance through the application process and beyond.

## Financial resources:

- ▶ WBDC's Opportunity Fund
- ▶ Loans
- ▶ Equity investments
- ▶ Non-WBDC grants



# CULTIVATE

Building strong professional networks and meaningful connections is vital to business success.

WBDC connects our clients, business leaders, and other stakeholders, fostering business growth through collaboration and community support.

- ▶ Networking
- ▶ Mentorship programs
- ▶ *Courageous Conversations* podcast
- ▶ Online business directory
- ▶ Annual Gala and special events

This year we will be celebrating our 25<sup>th</sup> anniversary at our Gala and Award Luncheon on **Friday, October 28<sup>th</sup>**



# ADVOCATE

Channeling one unified voice to engage Connecticut's leaders on behalf of all women entrepreneurs.

WBDC voices the needs and concerns of our clients to national, state, and local leadership to affect changes that positively impact their businesses.

- ▶ Creating opportunities for meaningful dialogue between lawmakers and small business owners
- ▶ Join us for **Women-Owned Business Day** on Thursday, April 21 from 10:00AM – 11:30AM to kickoff the celebration for WBDC's 25<sup>th</sup> anniversary. Learn more & register at: <https://ctwbdc.org/attend-an-event/wobd/>

# Equity Match Grant Program



Women's Business  
Development Council





## EQUITY MATCH GRANT PROGRAM

WBDC's **Equity Match Grant** program was created to assist Connecticut's women-owned businesses, especially disenfranchised populations and those in distressed communities, **providing grants of up to \$10,000** to qualified applicants

Application for next round opening Spring 2022

# Distributed 3 rounds of grants in first 12 months of program

98  
grants

\$924K  
distributed

# Eligibility: to be eligible for the grant, businesses must be

- 51% or more woman-owned
- In business for at least two years before February 13th, 2022 (business must have been established by February 13th, 2020) with a record of sales
- Headquartered in CT, registered in the state of CT, and owned by a CT resident
- In good standing with the CT DRS & IRS
- Have an established business banking relationship
- Utilize a formal, digital bookkeeping/financial system (e.g. QuickBooks)
- Have a record of annual sales/revenue in last twelve months greater than \$25,000 and less than \$2,000,000
- The business is a for profit business or a non-profit that derives 75% or more of the organization's revenue from a social enterprise
- Owned by a woman at least 18 years old

# Grant application period opening Spring 2022

Application information and questions posted to our website: [www.ctwbdc.org](http://www.ctwbdc.org)

Zoom info sessions being held during application period

- And pre-recorded on-demand for anytime access

Team of business advisors available to meet with interested applicants to answer their questions and support their application

Applications will be evaluated by external panel of experts from the community.

# Child Care Business Support Program



Women's Business  
Development Council

# A unique program with customized supports

Business training, technical assistance, and resources to licensed child care businesses in Connecticut, supporting them in stabilizing and achieving long-term growth

- Training and Advising
- Grants
- Connections
- Advocacy
- Train the Trainer

- ✓ English-language, Spanish-language, and bilingual services
- ✓ Classes designed for each business stage, with majority designed for existing businesses
- ✓ Classes tailored to provider type (home-based vs. center-based)

In partnership with the Connecticut Office of Early Childhood (OEC)

# By the Numbers Snapshot: July 2020-March 2022

1,000+ clients  
educated

6,000+ slots  
created or  
maintained

3,100+  
training hours

300+  
advising hours

\$2.54M  
WBDC grants  
awarded

\$4.3M+  
other capital  
accessed

# Child Care Business Opportunity Fund

## Designed to help licensed & aspiring child care businesses grow!

- Support business growth and long-term sustainability
- Competitive application process that prepares businesses for bank or non-bank funding

### Start-up Grant

- Up to \$5,000 for start-up operating expenses
- Aspiring and newly licensed child care providers
- Application opens March 23<sup>rd</sup>

### Business Incentive Program

- Up to \$10,000 in incremental cash grants, tech, and more for business progress
- Licensed providers with enrolled children for 1+ months
- Rolling application, open now

### Emergency Facilities Grant

- Up to \$25,000 for emergency projects to remain open & safe
- Licensed providers with children for 6+ months
- Rolling application, open March 23<sup>rd</sup>

### Expansion Grant

- Up to \$25,000 to create slots, maximize enrollment, create new revenue streams
- Licensed providers with children for 2+ years
- Application opens March 23<sup>rd</sup>



# Launched 4 grant programs since 2020

237  
grants

\$2.54M  
distributed

# Grant applications open Wednesday, March 23

Application information and questions posted to our website: [www.ctwbdc.org](http://www.ctwbdc.org)

Zoom info sessions being held ahead of and during application period

- Wednesday, March 23 from 6:00 PM – 7:15 PM (bilingual)
- Thursday, March 24 from 1:00 PM – 2:15 PM (bilingual)
- And pre-recorded on-demand for anytime access
- Bonus sessions on crafting use of funds, and preparing financials (bilingual)

Team of Business Advisors available to meet with interested applicants to answer their questions and support their application

Applications will be evaluated by panel of experts.

# How can your organization help spread the word?



Encourage your network to:

## 1. Register for a class or book an appointment with a Business Advisor

- Visit [ctwbdc.org/class-listings](https://ctwbdc.org/class-listings) to find a class
- Visit our eLearning Library for 24/7 access: [ctwbdc.org/elearning-library](https://ctwbdc.org/elearning-library)
- Email us at [info@ctwbdc.org](mailto:info@ctwbdc.org) to request a one-on-one session for personalized guidance



## 2. Apply for an Opportunity Fund grant

Visit [ctwbdc.org/equity-match-grant-program](https://ctwbdc.org/equity-match-grant-program) for information about the Equity Match Grants, or [ctwbdc.org/child-care-business-grants](https://ctwbdc.org/child-care-business-grants) for information about the Child Care Business Grants



## 3. Amplify our message

Share information about WBDC's offerings with your network, subscribe to our newsletter, and follow us on social media



**BE INSPIRED. BE IN TOUCH.**

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