

# WEV - Creating Successful Entrepreneurs since 1991

**A**s a high school history teacher, Alethea Tyner Paradis knew that foreign travel can illuminate the past in a way that a textbook, alone, can't. She took her students on annual trips to Europe and Latin America and proved her thesis. Then 9/11 changed our world.

"Hearing my students uncritically repeat the mass media's call to war as the answer to our national grief inspired me to teach the lessons of Vietnam and the importance of good global citizenship in a way they wouldn't forget."

Alethea turned her passion for social justice and educating kids into a business called Friendship Tours World Travel, which takes students to countries recovering from historical conflict: Vietnam, Cambodia, Laos, Myanmar, Thailand, Rwanda and Cuba. Her program is curriculum-based and integrates student travelers into local communities where they develop social-entrepreneurship projects after learning what local residents need. One group of students raised money to buy a plow for local farmers.



**Alethea Tyner Paradis**  
Friendship Tours World Travel



In 2010, Alethea quit teaching full-time to work on expanding her business, but knew she couldn't do it on her own, so she enrolled in WEV's **Thrive in Five**® program. "WEV gave me the business training and advisory support I needed to ensure my vision was not only profitable, but also scalable. WEV taught me to prioritize profit on balance with my socially-conscious vision."

WEV's **Thrive in Five**® program was designed for people like Alethea who are already in business but need guidance, education, and often capital, to take their business to the next level.

A \$35,000 **WEV Loan** in 2013 allowed her to hire her first employee. As a result, she doubled the number of travelers in 2014 and grossed \$450,000 in sales. She's on track to double that in 2015. Alethea has created 2.5 jobs and plans to hire additional employees in the near future.

Friendship Tours World Travel has been adopted by Santa Barbara City College's Study Abroad program and by the Santa Barbara Unified School District's International Baccalaureate Program. They've been featured in an Emmy award-winning documentary film and their students' entrepreneurial projects working with people contending with issues like genocide and cluster bombs have been highlighted in international news broadcasts.



"It hasn't been easy," Alethea says. "There have been lots of pivots along the way, but ultimately WEV has provided me with the tools and counsel to test my ideas and manifest an extraordinary vision for what study abroad can accomplish."

This summer, Alethea will reincorporate as a "B" corporation and rebrand the business as Peace

Works Travel. She plans to expand into the college and specialty group travel market. "Our students are learning the most meaningful lessons in global stability and shaping a non-violent future ... because nations connected by people who are mutually profitable don't go to war."



# A GENERATION OF CHANGE

## 2015 Report on Program Outcomes

**WEV** is a non-profit corporation dedicated to creating an equitable and just society through the economic empowerment of women. WEV helps small businesses start, grow and thrive by providing comprehensive business education, consulting services and microloans of up to \$50,000.

**WEV** serves over 800 women and men annually in Santa Barbara and Ventura Counties. Since our inception, we've made almost \$4 million in microloans and helped start or expand an estimated 3,000 businesses which support more than 9,000 local jobs. Interviews with nearly 700 WEV clients 18 months post service indicate the following outcomes:

### Business Performance

- 92% of clients in business at intake are still in business
- Average sales increased by 50%
- 46% of pre-business clients started a business

### Personal Economic Impact

- Owner's draw increased by 29%
- 44% of clients reported an average increase in household income of 29%
- Unemployment among clients dropped by 70% within 18 months

### Community Economic Impact

- While micro businesses\* nation-wide employ an average of 2 workers each, including the owner, WEV-assisted businesses employ 3 workers per business at a median wage of \$20 per hour.
- In the past five years, WEV-assisted businesses have:
  - Created an estimated 1,145 new jobs and supported a total of 2,552 jobs
  - Generated an estimated \$6.6 million in local and state tax revenues
- ROI: Every dollar expended by WEV returns \$12 to the local economy

### Long Term Impact (Five years post WEV service)

- 85% of clients in poverty at intake have moved out of poverty
- Median annual sales of existing business have increased from \$15,889 to \$215,844
- 63% of pre-business clients have started a business
- Owner's annual draw has increased five-fold

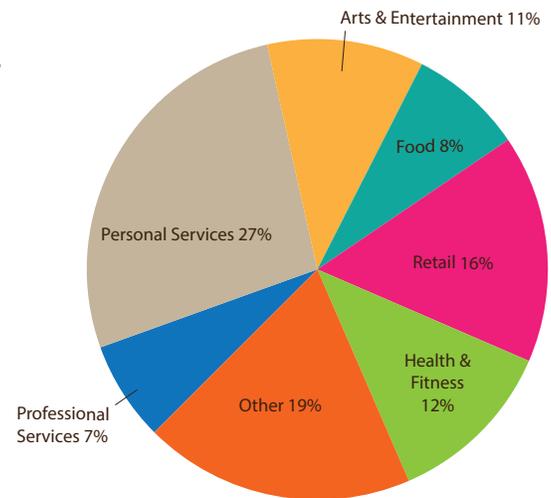
### Revenues

Government 35%	Earned Revenue 20%	Corporations 20%	Foundations 14%	Individuals 11%
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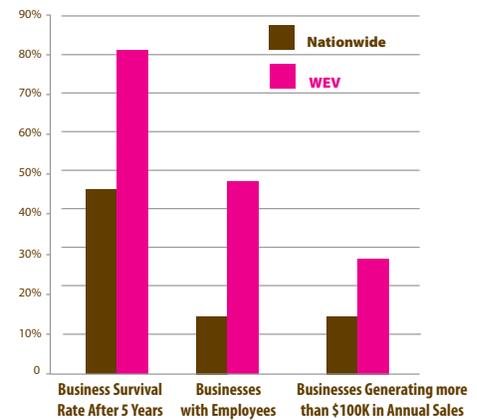
### Expenditures

Programs 82%	Management & General 11%	Fund-raising 7%
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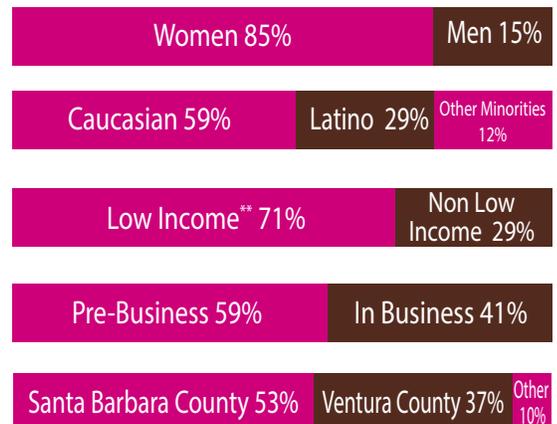
## Types of Businesses Served



## How WEV Businesses Compare to Women-Owned Business Averages



## A Snapshot of Our Clients



\* A micro business is defined as a business with fewer than 5 employees, including the owner, and which require \$50,000 or less in startup capital.

\*\* Defined as earning less than 80% of HUD's Median Family Income (MFI) for a given region. In 2015, the MFI for a household of 4 was \$75,400 in Santa Barbara County and \$85,300 in Ventura County.

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