



# 2023 Impact Report

# Your Investment Makes an Impact



Your support of Women's Economic Ventures (WEV) directly advances women's economic empowerment, transforming lives by providing a path to financial prosperity and a more inclusive economy.

This report shows the power of collective generosity from supporters like you, whose committed partnership advances WEV's mission in creating meaningful change and offers solutions to the critical issues impacting women in our community.

While gender equity progress was impeded due to the increased pressures faced by women during the pandemic, they are now opening small businesses at a higher rate than ever, creating financial opportunities for themselves and their families.

WEV continues to focus on increasing access to capital and providing skills-based programs for those in our community. In 2023, WEV's program highlights included:

- Continuing the Business of Childcare course, designed to increase affordable and accessible childcare options, and elevate household incomes for childcare business owners;
- Introducing a digital marketing course, designed to help business owners get online and lessen the digital divide made apparent during the pandemic;
- Expanding the Emprendimiento program to increase Spanish-language business resources and micro-grants for Hispanic business owners;
- Providing no-cost financial literacy education through the Financial Literacy Advisory Group, a collaboration of local nonprofits, banking partners, and organizations dedicated to offering accessible financial education to individuals in the community.

Thanks to your generosity, WEV offers its programs and services at a greatly reduced cost to the client, keeping them accessible to all. Like many non-profits, however, WEV is facing a challenging post-pandemic funding environment. Your support is more important than ever in ensuring WEV can continue advancing women and economic equity in the region through the delivery of high-quality programs and services.

Thank you for the impact you make with your investment. Together we create a more inclusive, resilient, and vibrant community, and a world that works for everyone.

With gratitude,

Nicki Parr  
Interim CEO

---

## WEV's Board of Directors

Melissa Livingston, *Chair*  
Scott Hansen, *Vice Chair Ventura County*  
Andrew Winchester, *Vice Chair SB County*  
Linda Rossi, *Secretary*  
Kristina Eriksen, *Treasurer*

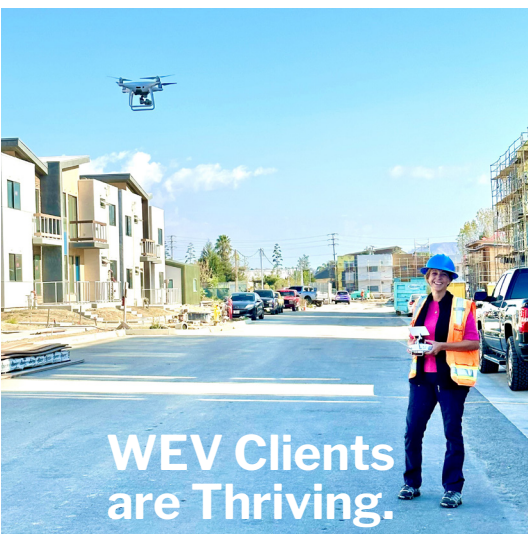
Katya Armistead  
Junemarie Justus  
Elaine Kitagawa  
Emily Latour

Ale Ortega-Botello  
Banks Pecht  
DeAnna Steiger



# Elevating Women and Fueling the Local Economy

Your investment in women accelerates change in the community. Your support ensures resources are available at low to no-cost to women seeking financial independence through entrepreneurship, resulting in more jobs, revenue creation, and a stronger local economy.



In the last five years, your investment enabled WEV to assist **1,278 businesses** that created or sustained **3,501 jobs**, generated **\$147M in sales** and **\$12.5M in local tax revenue.**



**Your social return on investment is strong.**

**Every \$1**  
you donate to WEV generates  
**\$15**  
in the local economy.



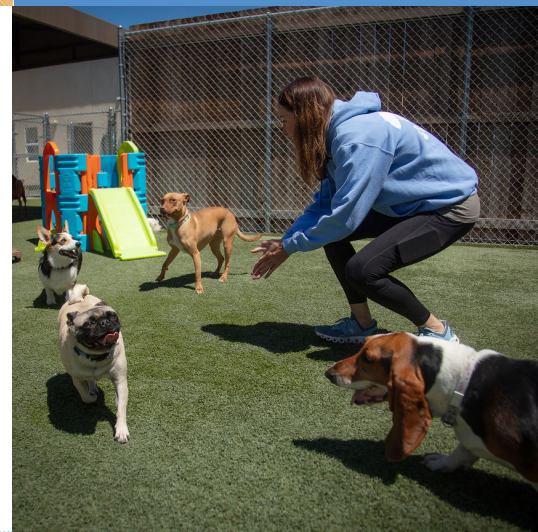
**68%**  
of returning clients  
report an increase in  
household income.



**76%**  
of WEV-assisted  
businesses report an  
increase in sales within  
five years.

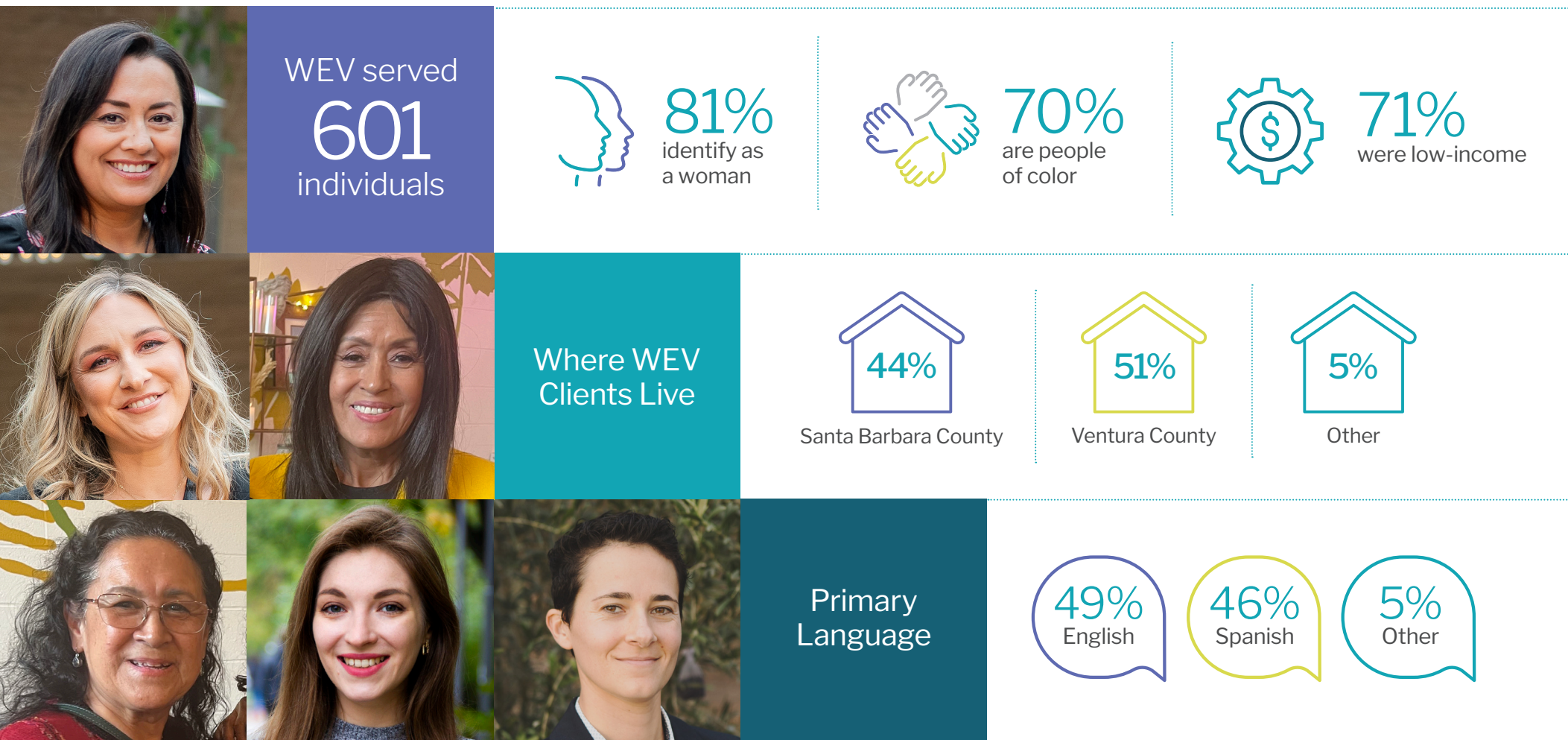


**34%**  
of WEV-assisted Woman-Owned  
Businesses are employer-firms with  
at least one employee + the owner,  
compared to 10% nationally.



# 2023 Population Served

Women's Economic Ventures is dedicated to the economic empowerment of women – cultivating the power within each woman to realize her dreams, achieve financial independence and succeed on her own terms. To achieve this mission, WEV provides culturally and linguistically appropriate programs, funding, and advisory services. While WEV's focus is on elevating the financial success of low-income women, we support and empower people of all gender identities and socio-economic backgrounds.





# Programs & Partnerships

Enhanced partnerships with community organizations enables WEV to deeply focus on addressing the challenges impacting the community and offer low to no-cost programs that provide solutions.

## Challenge: Combating the Childcare Crisis

### PROGRAM:

The Business of Childcare

### PARTNERS:

Children's Resource & Referral, Santa Barbara;  
Child Development Resources, Ventura County



"My mission is that each parent feels secure that their children are in excellent hands and that each child feel at home, fed, loved, protected, and understood. I am originally from Michoacán, Mexico and currently the director of

a daycare in Santa Maria. This path, like that of many businesses, is not easy, but not impossible either. Thanks to WEV, we have received the necessary training to move our small businesses forward."

— **Maria Equihua**, Tu Casita Child Care

### Impact:



**60+**  
childcare providers have  
participated and  
**\$375K**  
microgrants awarded

## Challenge: Access to Business Resources for Marginalized Individuals

### PROGRAMS:

Emprendimiento; Forgivable Loan & Consulting

### PARTNERS:

State of California (ETP); County of Ventura



"WEV is the life jacket I needed to jump into the water. I learned how to invest effectively. I've grown and hired an employee and have a waiting list of clients. My goal is to grow more so I can employ mothers who benefit from schedules that

allow them to have time with their families. Coming to WEV was to find guidance, education, and advice, but above all it was to find hope and reaffirm the dream of my company."

— **Marisa Aj-Tobar**, Marisa's Housekeeping Services

### Impact:



**300+**  
participants have received over  
**\$1.3M** in microgrants and  
forgivable loans

## Challenge: Digital Equity for Entrepreneurs

### PROGRAM:

Get Your Small Business Online

### PARTNERS:

Economic Development Collaborative; State funding procured by Assemblymember Jacqui Irwin



"Ten years ago, I was working in the field of geriatrics and wanted a flexible schedule to work around my young children, so I decided to launch my own private practice. My business was greatly impacted during the

pandemic, going months without access to clients, and no income. With the help of WEV, I built my own website, I rebranded and developed a strong online presence."

— **Amy Genson**, Genson Geriatrics Management

### Impact:



**59**  
participants received training  
**75%** reporting an increase  
in digital confidence

# Inspire Inclusion. Accelerate Change. Invest in Women.



"We opened the business with our modest personal savings and a lot of sweat equity. We were turned down by traditional banks but were able to secure a loan from WEV that led us to today, celebrating our 10-year business anniversary. I am grateful to be able to give back to the community who has had such a profound impact on my business. Joining the League of Extraordinary Women is more than a mere donation, it not only represents a milestone in my business journey, but a dedicated investment in a future where women are empowered to reach their extraordinary potential."



—**Angela Rosales**, WEV client, donor, and owner of Very Ventura Gift Shop & Gallery.

Thank you for investing in the economic empowerment of women and accelerating change to a more inclusive society.

## Ways to Support



**Join**  
League of  
Extraordinary Women



**Donate Now**



**Sponsor**



**Volunteer**

To learn about other ways to support WEV's mission, please contact Lauren Lafferty, Development & Donor Relations Officer, at [llafferty@wevonline.org](mailto:llafferty@wevonline.org) or **(805) 908-0093**.





*"I didn't grow up around business owners and lacked capital so starting a business was intimidating. I had a dream of becoming an entrepreneur, but no idea where to start. WEV's program was the catalyst and reason I am a proud business owner today."*

— **Lili Muñoz**, a social entrepreneur, and co-founder of Mujeres Makers Market– a community market dedicated to bringing more visibility to women of color and the products of their small businesses.

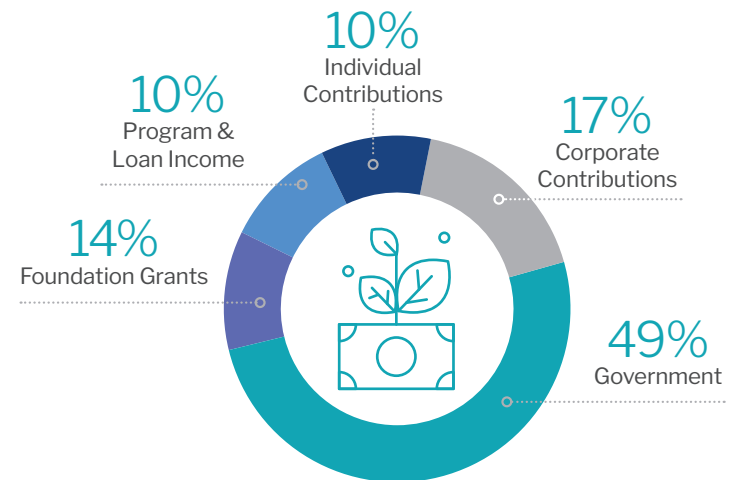
## Community Supporters

Alice Tweed Tuohy Foundation  
Amgen Foundation  
Ann Jackson Family Foundation  
Anonymous  
Athens Services  
Banc of California  
Bank of America  
Bank of Southern California  
Banks Coaching  
Berkshire Charitable Foundation  
BMO  
Boone Graphics  
California Statewide Certified Development Corporation  
Chevron  
Citizens Business Bank  
City National Bank  
Community West Bank  
County of Ventura  
Cox Communications  
Economic Development Collaborative, Ventura County  
Edison International

FHLBank San Francisco  
First Citizens Bank  
Henry W. Bull Foundation  
James Bower Foundation  
Jewish Community Foundation of New Mexico  
Kaiser Permanente Southern California  
Karl Storz Imaging, Inc.  
La Arcada Investment Corporation  
La Centra-Sumerlin Foundation  
LinkedIn  
Lure Digital  
Martin V. Smith School of Business & Economics, CSUCI  
Mechanics Bank  
Montecito Bank & Trust  
Mosher Foundation  
Muse  
Nasif, Hicks, Harris & Co., LLP  
National Association for Latino Community Asset Builders (NALCAB)

Nicholson and Schwartz  
Ontraport  
Pacific Premier Bank  
Planned Parenthood California Central Coast  
SBCC Foundation  
Southern California Edison  
The Acorn Project  
The Towbes Foundation  
TileCo Distribution  
Tilden  
US Bank Foundation  
Ventura County Community Foundation  
Ventura County Credit Union  
Ventura Rental Party & Events  
Volentine Family Foundation  
Wells Fargo  
Wood Claeysens Foundation  
Wurwand Foundation  
Zegar Family Fund

## WEV's Sources of Funding



Thanks to the generosity of corporate, foundation, and individual donors, WEV's clients access entrepreneurial programs and services at low to no-cost.

# Thank you from the WEV team!



[www.wevonline.org](http://www.wevonline.org)

21 E Canon Perdido St, Suite 301, Santa Barbara CA 93101  
4001 Mission Oaks Blvd, Suite K Camarillo, CA 93012