



# Women's Initiative Local Economic Impact

For 25 years, Women's Initiative for Self Employment has been providing high-potential, low-income women with the training, funding and ongoing support to start their own businesses and achieve economic self sufficiency. As women create thriving businesses, increase their business revenue and individual income, create jobs for others and pay taxes, we see a real impact on the local economy.

## OUR RESEARCH

Our research indicates that our program has an economic impact of:

**\$105,641** per woman after 18 months of completing our training program.

**\$531,811** per woman after five years of completing our training program.

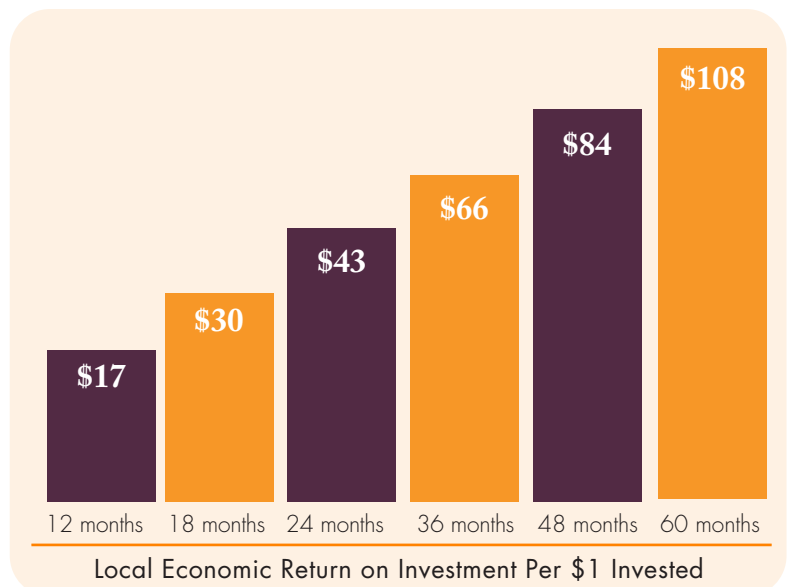
**\$1.4 billion** Clients who participated in our business training 2007-2011 had a total impact of \$1.4 billion on the local economy.



## LOCAL ECONOMIC RETURN ON INVESTMENT

Women's Initiative defines our local economic return on investment as the impact on the local economy per dollar invested in our program.

With an average local economic impact per client of \$105,641 just 18 months after training, Women's Initiative's local economic return on investment after just 18 months is **\$30 for every \$1 invested in the program.** As clients' businesses mature, the local economic return on investment grows.



# Local Economic Impact

1

## INCREASED REVENUE

In the first 18 months after training, clients' average **gross annual revenue increased more than twelvefold** from \$6,235 before training to \$82,057 just 18 months after training.

2

## INCREASED INCOME

Clients **doubled their individual income** 18 months after training, increasing their average annual income from \$12,938 before training to \$25,839 just 18 months after training.

3

## JOB CREATION

Eighteen months after training, more than one-in-four self-employed clients provided local employment opportunities for others through their businesses. In 2012 alone, the jobs that clients created and retained for themselves and others amounted to a total of **5,317 jobs**.

Because of the increase in jobs provided just 18 months after training, **payroll per client increased from \$203 before training to \$12,675** just 18 months after training.

4

## INCREASED SALES TAX

Women's Initiative estimates that **average sales tax revenues spent locally increased from \$366 before training to \$4,811** just 18 months after training.



**Rebecca Jean Alonzi**, owner of Rebecca Jean Catering and Events, grew her catering business 132% in six months with the support of Women's Initiative. Rebecca currently employs three full-time employees and up to 20 subcontractors per event.



**Sahar Kordahi**, owner of The Bright Side of Life, transformed her life coaching business from a monthly gathering of six women in her family room to events attracting up to 250 women and has increased her income more than seven-fold since she graduated from Women's Initiative in 2008.

**Dora Farfan**, owner of El Talachas Tire Shop and Repair, turned her husband's hobby of repairing used tires into a successful family business. In just one year she more than doubled her sales revenue. Dora now supports her family through her successful business and has five employees.



**Betty Quiroz**, owner of Yaquesita's Nail Studio, overcame enormous obstacles to launch a successful nail salon. With help from Women's Initiative, she recently expanded to a more spacious location and has three employees.

