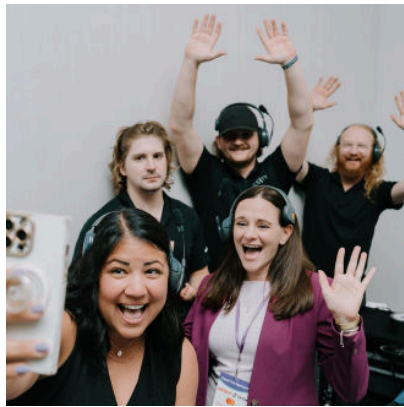




2025 ANNUAL REPORT

Association of Women's Business Centers



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As I reflect on 2025, I am filled with gratitude for this network and deep pride in what we accomplished together.

This was a year that required resilience, focus, and a shared sense of purpose. Across the country, Women's Business Centers showed up for entrepreneurs and for one another. In a moment of real uncertainty, our network came together to advocate for the future of the WBC program – and that collective effort made a difference. It was a powerful reminder of what is possible when we speak with one voice.

I am equally proud of the ways AWBC continued to invest in the strength of our members this year.

From subgrants and peer learning opportunities to new partnerships and national programming, we worked to ensure Women's Business Centers had the resources, relationships, and visibility needed to serve their communities well. We also took important steps toward building stronger network standards that will help shape the future of our work.

What stays with me most, though, is the impact behind all of it. Every training, every advocacy effort, every connection made through this network helps open doors for women entrepreneurs who are building businesses, creating jobs, and strengthening communities.

Thank you to our members, board, partners, and supporters for your leadership and commitment. It is an honor to do this work alongside you, and I am excited for what we will continue to build together.

A handwritten signature in black ink that reads "Corinne Goble". The signature is fluid and cursive.

Chief Executive Officer
Association of Women's Business Centers



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Board Chair Letter

As I reflect on 2025, I could not be prouder of this network and what we accomplished during what was undoubtedly one of our most challenging years yet. To our members, the AWBC staff, stakeholders, and my fellow Board members – thank you for your unwavering commitment to supporting women entrepreneurs in your communities and for harnessing the power of connectivity and collaboration that defined this year.



While 2025 was challenging, it was also empowering. When our funding was removed from the President’s FY2026 proposed budget, we did not accept it as the final answer – we chose to POWER UP. Through AWBC’s leadership, months of bipartisan lobbying, more than 20,000 letters sent by WBCs to local legislators, and a unified effort to elevate our collective value and impact, funding for 2026 was restored. First through a Continuing Resolution, and later passed by program name by both the House and Senate through the Financial Services and General Government Appropriations legislation. A historic achievement.

But perhaps most significantly, 2025 is the year the Association of Women’s Business Centers and its members became truly resilient. Our strength and endurance were tested. We learned what it takes to mobilize, to adapt, and to protect what we have built. And we are stronger for it. Among the many accomplishments of this network, the leadership of our President and CEO, Corinne Goble, stands paramount. Corinne’s ability to translate vision into action guided this organization through uncertainty while positioning us to seize the right opportunities to thrive. She is unapologetic in championing the value of the AWBC network and strategic in cultivating partnerships that advance our mission without compromising our values. Thank you, Corinne, for steering this ship through uncharted waters with the audacity the moment demanded.

To our members, strategic partners, sponsors, and stakeholders – on behalf of the Board of Directors, thank you for your steadfast commitment to igniting the economic power of women entrepreneurs through Women’s Business Centers nationwide. Our resilience has been confirmed. Our foundation is strong and growing more scalable and durable each day.

Now, it is time to move forward – to build a sustainable future for AWBC and each of its members. I challenge you to recommit in 2026 as we prepare to REACH NEW HEIGHTS. As we look ahead, we ask for your continued partnership in realizing our vision to become the nation’s premiere organization providing the standards, tools, and resources women need to be the hub of economic power as entrepreneurs in their communities.

Again, it is time to REACH NEW HEIGHTS. Please continue the journey with us.
In Service and with Gratitude,

A handwritten signature in black ink that reads "Klassi R. Duncan".

Chair, Board of Directors
Association of Women’s Business Centers

Vice President, Entrepreneurship & Innovation
Urban League of Louisiana



Who is the Association of Women's Business Centers?

The Association of Women's Business Centers (AWBC) is the national network representing over 140 Women's Business Centers across the United States.

Who We Serve

AWBC serves Women's Business Centers (WBCs) and also directly supports small business owners nationwide. The network reaches women at every stage of business ownership, from startups to established businesses looking to grow.

What We Do

AWBC strengthens WBC capacity through subgrants, training, and educational programs, providing tools and resources. We also advocate for WBCs and women's entrepreneurship and provide direct support to small businesses through programs like HOPE2Women, VeteranStartup.org, and Biz2Grow, offering coaching, resources, and guidance to help entrepreneurs succeed.



2025 Staff



Corinne Goble
Chief Executive Officer



Jessie Yankee
Sr. VP - Strategic Operations



Jackie Perrault
Sr. Dr. - Member & Community Engagement



Madison Holmes
Director - Marketing & Communications

Women's Business Centers Invited to White House Briefing on Women's Entrepreneurship

Thank you to Brette Powell, Special Assistant to the President and Deputy Director of the Office of Public Liaison, for the invitation.



Engaged Members of Congress

Through the national Media Spotlight Tour, we engaged:

- Gabe Vasquez, U.S. Representative for New Mexico's 2nd Congressional District
- Representative of Small Business Committee Member Mark Alford's office
- Javier Martínez, Speaker of the New Mexico House of Representatives
- Representatives from the Office of U.S. Senator Martin Heinrich
- Representatives from the Office of U.S. Senator Ben Ray Luján

AWBC worked with several WBCs on state advocacy efforts, including Montana, Virginia, and Florida.



Protected WBC Funding for 25-26, with 20k+ letters of support signed for Women's Business Centers

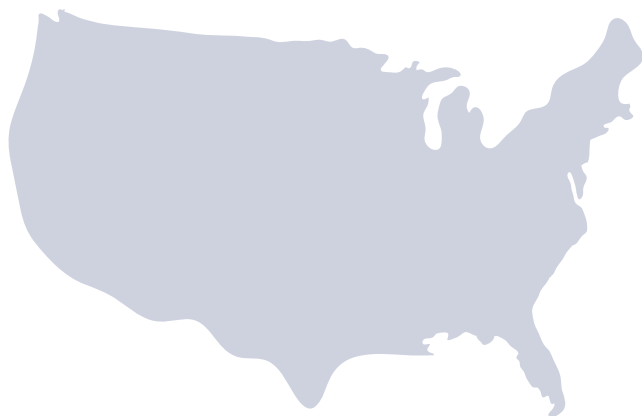
AWBC collected and delivered over 20,000 letters of support to state representatives through a national advocacy campaign. Thank you to the Women's Business Center staff, clients, and small business champions who made this possible.

Based on 2024 data, Women's Business Centers

Supported **340,000 jobs** and **\$16 billion in wages**

For every taxpayer dollar invested, new businesses generate **\$6 in revenue**

And an additional **\$7.50 in private capital** is lent, spurring **\$15 in economic activity**



\$1 =



**340K
Jobs**

**\$16 billion
in wages**

\$6 in New Business Revenue

\$15 in Economic Activity



2025 Media Tour

AWBC traveled the country to spotlight 5 Women's Business Centers and their small business owner clients



WeVenture Women's Business Center

Client: Wendy Romeu, Alluvionic
Melbourne, Florida



West Women's Business Center

Client: Megan Peterson, Mendo LEAP
Mendocino, California



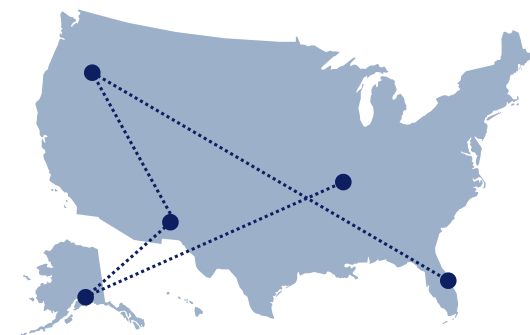
Business Impact NW

Client: Poor Bettys, Jessica Sunseri
Valdez, Alaska



WESST Albuquerque WBC

Client: Christina Starr, Boujee on a Budget
Albuquerque, New Mexico





HOPE2Women x VISA Summit

San Francisco, California

Small business owners gathered to learn, network, and find resources to support their businesses. Thank you to VISA for making this event possible and gifting attendees laptops!



International Women's Day Reception

Washington, D.C.

A gathering of nearly 100 esteemed women leaders and honored guests, including members of the AWBC board of directors, committee members, representatives from Women's Business Centers (WBCs), small business owners, legislators, and staff, convened at AWBC's 3rd Annual International Women's Day celebration.



Presenting Sponsor: **T-Mobile™**



Brette Powell
Special Assistant to the President and Deputy Director of the Office of Public Liaison



Paul Fitzpatrick
Associate Administrator for the U.S. SBA's Office of Entrepreneurial Development



Rep. Sheila Cherfilus-McCormick
Congresswoman, FL – 20th District



Rep. Victoria Spartz
Congresswoman, IN – 5th District

TikTok Veteran Business Graduation

Washington, D.C.

On March 11th, AWBC staff, board, committee members, TikTok staff, and other small business advocates gathered to celebrate graduate of the SOAR Veteran Business Accelerator, powered by TikTok Shop.



Graduates:

- Sher Miraculous Arroyo
- Kresston Davis
- Bailey Erickson-Nichols
- Courtney Flowers
- Artemis (Fernando) Galvan
- Tacha (Latacha) Johnson
- Tiffany Jones-Lewis
- Linda Ada Obeya
- Lisa Crawford-Thomas



Valentina Escobar-Gonzalez
Cohort Instructor



2-Day HOPE2Women Summit

Washington, D.C.

On September 23-24, coinciding with the 2025 POWERUP Conference, the first ever multi-day HOPE2Women Summit gathered small business owners to learn, network, and connect with small business partners.



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WBC Network Standards

Sedona, Arizona

In November, AWBC board and committee members gathered in Sedona, Arizona to begin developing national standards for the Women's Business Center network. This effort will help WBCs continue to deliver high-quality support, strengthen our brand, and expand impact for women entrepreneurs nationwide.



2025 AWBC Board Strategic Planning

Washington, D.C.

In March, AWBC staff, board, and committee members gathered in Washington, D.C. for annual strategic planning, coming together to realign on organizational goals, set priorities, and strategize for the year ahead.





POWERUP

2025 Leadership Conference

200+
Attendees

35+
Sessions

17
Sponsors &
Exhibitors

In September 2025, the **AWBC POWERUP Leadership Conference** returned to **Washington, D.C.**, welcoming over 200 attendees from WBCs, brand partners, and small business communities. We were also honored to be joined by Brette Carolyn Powell, MBA, Special Assistant to the President and Deputy Director of the Office of Public Liaison, ahead of a Thursday briefing at the White House on women's entrepreneurship.

The conference was filled with learning, connection, and inspiration, and **we can't wait to continue the momentum at the 2026 conference in Denver, CO!**



Resources & Education Designed to Expand Access to Capital & Digital Literacy

VERIZON DIGITAL READY

- ✓ **8,600+** Small Business Owners Registered
+22% compared to 2024
- ✓ **1,270+** Veteran Business Owners Registered

VERIZON SKILL FORWARD

- ✓ **1,057** Small Business Owners Registered
+62% compared to 2024



TIKTOK VETERAN BUSINESS ACCELERATOR TikTok

8 veteran entrepreneurs completed this eight-week program, powered by TikTok Shop, gaining coaching in e-commerce, social commerce, and digital marketing to grow their businesses and expand their reach.

HOPE2WOMEN FINANCIAL EDUCATION

15+ webinars and classes shared for entrepreneurs through our small business channel

QUARTERLY AMAZON TRAININGS

Offered by Amazon, covering a variety of topics for small business owners



STEARNS BANK CHILDCARE ACCELERATOR

7+ organizations, 70+ childcare providers participated in accelerator programs. Childcare businesses awarded \$10K



MEMBER FDIC. EQUAL HOUSING LENDER.



\$840,000

in Subgrants Awarded to WBCs from AWBC

140+

Women's Business Center Members

96%

WBC members engaged in 2+ AWBC trainings



**Marsha Bailey Leadership Award Recipient:
Nancy Swift**



**Business Advisor of the Year:
Leisa Wallace**

Virtual Member Events



18 Centers Graduated from WBC of Excellence

6-month program helping WBCs improve processes and best practices

5 WBC Connects

Sessions designed and hosted by WBC staff to learn best practices and share ideas

3 Rural Coalition Sessions

Designed to convene rural WBC leaders to share ideas and build community

15 Town Halls

Hosted to inform and engage WBCs across the network

6 WBC Funding Sessions

Designed to convene WBC leaders to discuss capital and funding challenges and opportunities



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Congratulations to the 2026 National Women's Business Centers of Excellence



- Capitol Region Women's Business Center
- CEI Women's Business Center Northeast
- CEI Women's Business Center South
- Central Indiana Women's Business Center
- Great Lakes Women's Business Council WBC
- Greater Wealth Works WBC
- GROW Nebraska Women's Business Center
- Maryland Women's Business Center
- Mi Casa Resource Center WBC
- Mujeres Latinas Unidas Foundation WBC
- Northeast Indiana Innovation Center (NIIC) WBC
- Prestamos Women's Business Center
- ROC Women's Business Center
- Washington Center for Women in Business
- WBC at Cornerstone Alliance
- Western Women's Business Center
- weVENTURE Women's Business Center
- Women's Business Center at JEDI

Other Highlights

AWBC Site Visitors

32,000+

Other Site Visitors

H2W: 12K+
VSU: 5K+

New Social Followers

8,779+

New Email Subscribers

1,811+



Funding Centers

4100 visitors

1100 Capital Self Assessments submitted



Small Business Features

16 entrepreneurs across the network

Press & Media

20+ podcast appearances & media mentions
93.80 million combined audience



Kelsey Stine, SD client of SD CEO West Women's Business Center

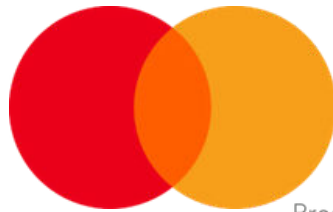


Julie Vaucresson, Client of The Urban League of Louisiana - Women's Business Resource Center

Thank You!



MEMBER FDIC. EQUAL HOUSING LENDER.



Presented by



by QBExpress + Business Cents



Be the Best Business Advisor You Can Be.





Klassi Duncan, Chair
New Orleans, LA

Austin Goble, Vice Chair
Clanton, AL

**Kathryn Rudloff,
Treasurer**
Melbourne, FL

Sophia Kanaan, Secretary
Sacramento, CA

Ruth Garcia-Corrales
Los Angeles, CA

Nikki Hahn
White Plains, NY

Katty Ibarra
San Diego, CA

Luz Sellers
Wilmington, DE

Rana Shanawani
Chatham, NJ

Jackie Scott
Temecula, CA

Kassi Strong
Billings, MT



Capacity

- Austin Goble
- Ashley Goldstein
- Lindsey Kay
- Heather Lux
- Nancy Swift
- Kathryn Walker
- Ann Marie Wallace



Membership

- Sherry Cummins
- Klassi Duncan
- Ella Frye
- Luz Sellers
- Ashley Whitley



Governance

- Klassi Duncan
- Ruth Garcia Corrales
- Nikki Hahn
- Sophia Kanaan

Resource Development

- Klassi Duncan
- Anne Flynn Schlicht
- Gwen Hart
- Kathryn Rudloff
- Rana Shanawani
- Claudia Viek



Advocacy

- Claudia Viek
- Gwen Hart
- Heather Lux
- Irene Kelly
- Jackie Scott
- Katty Ibarra
- Kassi Strong
- Kathryn Rudloff
- Klassi Duncan
- Luz Sellers
- Nicole Liatos
- Nikki Hahn
- Rachel Webber
- Rana Shanawani
- Sophia Kanaan

