



Impact & Data
(2020 Data & 2020 Impact Study)

	Organization (2020)	Central Massachusetts (2020)	Eastern Massachusetts (2020)	Rhode Island (2020)	Massachusetts (2020)	New Hampshire (2020)	Vermont (2020)	Veterans Business Outreach Center (2020)
Founded	1995	1999	1995	2000		January 1, 2015	January 1, 2016	September 1, 2016
2020								
Number of people who participated in CWE programs and events	10,055	2,613	1,968	1,503	4,481	988	1,220	428
Number of Women (and men) CWE trained and counseled	4,902	1,576	1,106	1,012	2,447	460	710	n/a
Number of jobs CWE helped entrepreneurs create and/or nurture	2,060	662	465	425	1,028	193	298	50
Amount of wages CWE helped entrepreneurs generate	\$59 million	\$19 million	\$13 million	\$12 million	\$29 million	\$5 million	\$8 million	\$1 million
Number of women-owned business CWE certified through the WBENC certification program	470	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Number of veteran and active duty service members and their families VBOC trained and counseled	120	n/a	n/a	n/a	n/a	n/a	n/a	120
Since Founding Year*	Since 1995	Since 1999	Since 1995	Since 2000	Since 1995	Since 2015	Since 2016	Since 2016
Number of women (and men) CWE has trained	60,600	11,000	20,900	17,000	31,700	2,600	2,400	n/a
Number of jobs CWE helped entrepreneurs create and/or nurture	57,500	10,300	21,100	16,600	31,400	2,000	1,700	650
Amount of wages CWE helped entrepreneurs generate	\$1.6 Billion	\$301 million	\$613 million	\$482 million	\$912 million	\$58 million	\$51 million	\$18 million
Number of veteran and active duty service members and their families VBOC trained and counseled	830	n/a	n/a	n/a	n/a	n/a	n/a	830
Client Demographics								
Women	90%	91%	91%	86%	91%	95%	96%	15%
Low to Moderate Income	64%	60%	62%	69%	61%	62%	67%	
People of Color	31%	31%	45%	36%	39%	20%	8%	20%
Disabled	4%	3%	3%	6%	3%	4%	4%	
Men								85%
Impact Data - 2020								
Start a business (Organization wide - 15% said their plans to start a business had been put on hold due to the COVID-19 crisis)	47%	54%	47%	40%	49%	61%	58%	47%
Increase their understanding of business and entrepreneurship	82%	87%	81%	81%	82%	82%	88%	82%
Existing business owners increase the revenue of an existing business (Organization wide - 38% attributed the lack of increase in revenue to the COVID-19 crisis)	41%	53%	60%	36%	58%	60%	56%	41%
Improved their financial situation (Organization wide - of those, 24% said their income then decreased due to the COVID-19 crisis)	47%	39%	38%	32%	38%	40%	37%	47%
Existing business owners added more employees to their company (Organization wide - 16% said their plans to hire employees had been put on hold due to the COVID-19 crisis)	22%	15%	27%	14%	24%	15%	4%	22%
New business starts hired employees (Organization wide - 6% said their plans to hire employees had been put on hold due to the COVID-19 crisis)	16%	30%	24%	41%	26%	28%	8%	16%

* The cumulative totals from the year CWE was founded are an estimate based on older databases and records.