

CELEBRATING

30

YEARS

Center for
Women &
Enterprise®

Empowering entrepreneurs creates a ripple of economic growth, strength, and progress.

2025 IMPACT REPORT



“Working with CWE has been nothing short of life changing. It has helped me believe in myself and in the value my business brings to the world.”

CWE Client
Katie Steere
Wild Earth Farm
Randolph Center, VT

30 Years of Resilience & Impact: 2025 Annual Snapshot

In 2025, we reached an extraordinary milestone, CWE's 30th Anniversary. This year was more than just a celebration; it was a profound test of our resilience and a masterclass in adaptation. Despite facing a workforce reduction of over 50%, and the uncertainty surrounding federal funding, our commitment to our mission never faltered. By leaning into innovation and our dedicated network of expert consultants and volunteers, we ensured our entrepreneurs always had the tools they needed to thrive.

As we closed out 2025, we realized we had done more than merely survive; we emerged as a stronger, more agile, and highly effective organization, proudly serving over 2,000 women and veterans. Through disciplined management and strategic focus, we successfully finished the year with a surplus.

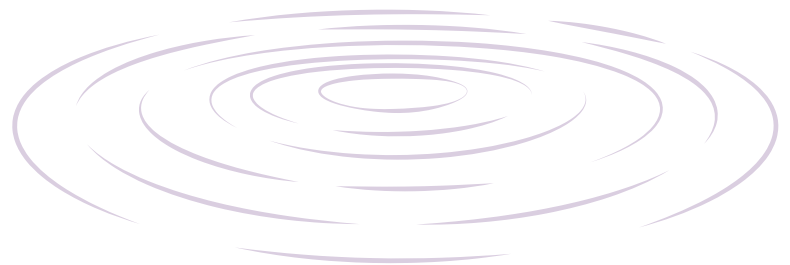
Building a business—and a life imbued with purpose—requires a vibrant community, and in 2025, that community rose to the occasion.

- **Our Boards, Donors, Partners & Volunteers** came together with generosity and passion, fueling access and transformation.
- **Our Staff** facilitated essential forums, networks, and resources, ensuring that support was never out of reach.
- **Our Clients** arrived with dreams, and they left empowered with concrete plans, robust support systems, and unyielding gratitude.

Together, we have not only celebrated our past but also forged a brighter future, united in our mission to uplift and empower. This journey exemplifies the strength of community and the boundless potential that arises when we work together toward a common goal.



Gabrielle "Gaby" King Morse
President & CEO, Center for Women & Enterprise (CWE)



[Read the Full 2025 Annual Impact Snapshot : Click Here](#)

CWE By the Numbers: 2025

In 2025, the Center for Women & Enterprise (CWE) supported over 2,600 entrepreneurs, primarily women and individuals from underrepresented groups, through training and counseling. This support resulted in millions of dollars in revenue and the creation of thousands of new jobs, significantly boosting local economies.

Our efforts have not only fostered business growth, but also provided financial security and peace of mind to the entrepreneurs and their families. By equipping women with the right tools and confidence, we continue to drive meaningful, life-changing success.

WHO WE REACHED



2,631
Entrepreneurs
Reached



95%
Women



20+
Industries Served

HOW WE SUPPORTED



4,131
Support hours



1,296
Trainings



784
Counseling Sessions

BUSINESS IMPACT



1,834
Jobs Created



586
WBENC Certifications



146
New Businesses

ECONOMIC IMPACT



\$61.5 M
Revenue Generated
by CWE Clients



\$8.5 M
Profit Generated by
CWE Clients



\$7 M
Capital Infusion

The Power of Who We Reach

In 2025, we supported **2,631*** entrepreneurs.

CWE remains a cornerstone of economic empowerment for those who need it most. Building a business—and a life filled with purpose—requires a community, and our community showed up in full force.

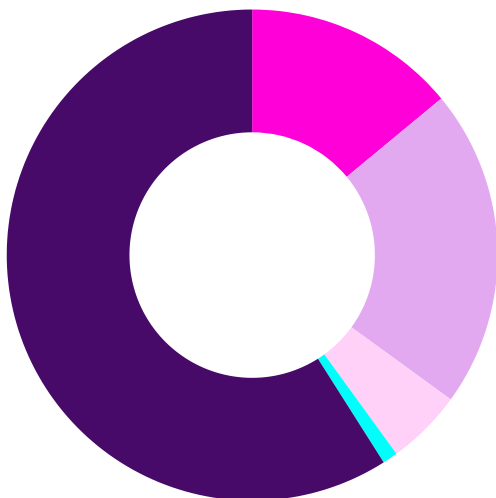
Our 2025 Demographics:

- 95% women, including 42% women of color
- 98% from underrepresented populations
- 66% low- or moderate-income clients
- 12% individuals identifying as disabled

*Includes certified women business owners and veterans

Client Demographics

- Latina / o/x or Hispanic 14%
- Black / African American 21%
- Asian 5%
- Native Hawaiian/Pacific Islander 1%
- White / European Descent 59%



Regional Presence

Our impact is felt across New England, with strong engagement in every service area:

Vermont:
11.38%

New Hampshire:
11.99%

Central Mass:
28.75%

Eastern Mass:
27.16%

Rhode Island:
18.25%

Out of Service Area: 2.47%.

CWE also serves certified and aspiring women-owned businesses and veterans throughout Maine and Connecticut.

How We Supported Our Clients

Success is built through a multi-layered approach that meets entrepreneurs exactly where they are. By combining training with the personal touch of individualized advising, CWE delivered over 4,000 hours of expertise in 2025. Our model focuses on skill-building and connecting entrepreneurs to external resources, ensuring they have access to the knowledge, networks, and capital necessary to thrive.



We helped 586 businesses achieve WBENC certification, providing them

with access to corporate supply chains and market opportunities that were previously out of reach. By connecting knowledge to networks and talent to capital, we are ensuring that the next generation of women-led businesses doesn't just survive—they lead.

→ 4,131

total hours of
support delivered

→ 1,296

training engagements

→ 784

counseling sessions



"The Center for Women & Enterprise is like your ultimate business bestie. They support you through the ups and downs of entrepreneurship, providing resources, consulting, connections, workshops, programs, and networking opportunities to help you succeed."

Victoria Carrington Chávez
Lilac and Aspen
Concord, NH
CWE Client

Tangible Outcomes: Driving the Economy

We are turning entrepreneurial dreams into measurable economic power through **2,081 engagements in training and counseling**. The success of our entrepreneurs creates a powerful ripple effect on employment and opportunity that radiates far beyond their own balance sheets.

\$61.5 M

in revenue generated by CWE clients

\$8.5 M

in profit generated by CWE clients

1,834

jobs created or sustained, reinforcing women-led enterprises as foundational pillars of our local labor market.

146

new businesses started

\$7 M

in total capital infusion
(\$3.2 M in loans; \$3 M reinvested)

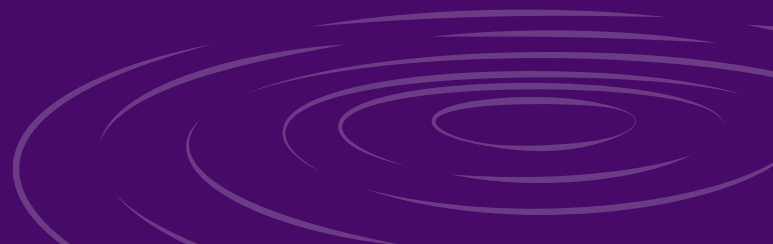
586

WBENC Certifications, a key predictor of market expansion.



“My business gives me the opportunity to be of good service to my community by providing innovative and healthy events, support, and also able to give back financially.”

Michelle Memnon
Spiritually Fabulous
Worcester, MA
CWE Client





The Chain Reaction: Your Impact in Action

For 33% of our clients, their business is now the primary driver of household wealth, making our mission the cornerstone of family economic stability.

When you empower a woman entrepreneur, you ignite a chain reaction of growth and strength.

SINCE OUR FOUNDING IN 1995:

→ 76,634

entrepreneurs have been supported by CWE

→ 66,834

jobs CWE helped create
and/or nurture

CLIENT EXPERIENCE

Our clients' success is the ultimate measure of our value. Together, we are creating a world where economic empowerment knows no limits. As we unlock success for women entrepreneurs, we lift up the women who lift up the world!

86%

reported CWE assistance
helped advance their
business goals

73%

are likely or extremely
likely to recommend
CWE to others

35%

stated without CWE they
would have seen significant
delays or no progress



“Being a part of CWE has been transformative for me, and I encourage every woman entrepreneur to take advantage of the resources and opportunities they offer.”

Catherine Waiswa
Love Balungi LLC
Brighton, MA
CWE Client

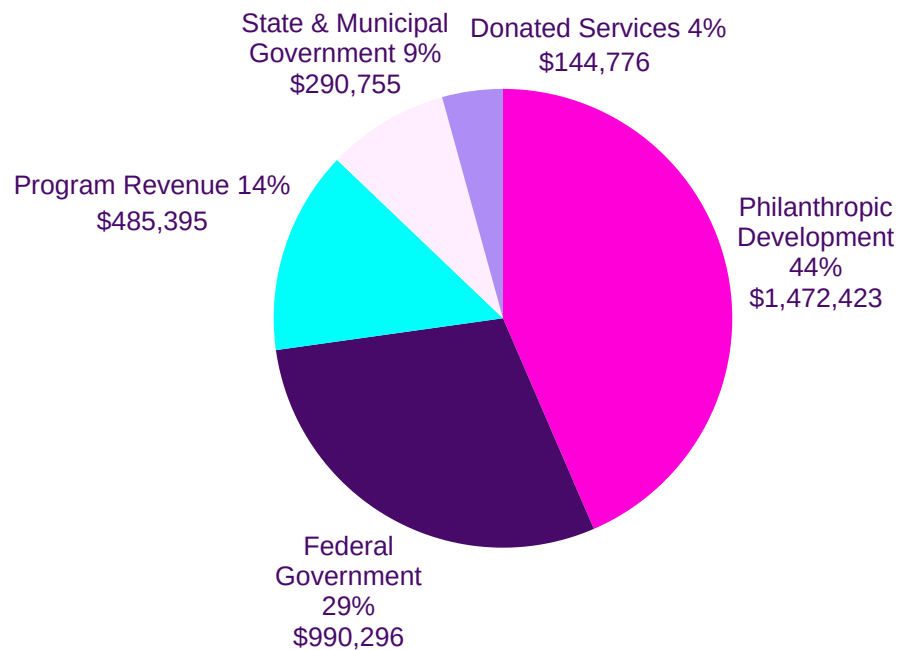
How We Are Funded:

2025 Financial Overview

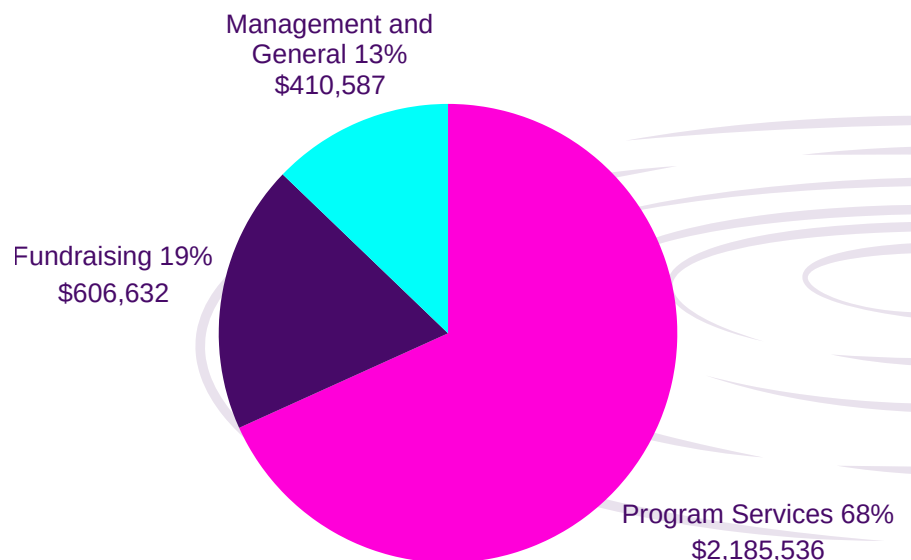
Our significant impact is made possible by the incredible generosity and dedication of our boards, donors, and partners, who have fueled both access and transformation. By navigating funding disruptions with agility, we successfully diversified our revenue streams to protect our mission. One notable achievement was the success of our **30th Anniversary Founders Fund**, which secured an impressive \$1,231,500 in initial commitments during the first year of our two-year campaign, with a goal of raising \$2 million.

Thanks to our donors and sponsors!

**Total 2025
Revenue:
\$3,383,645**



**Total 2025
Expenses:
\$3,202,755**



**Total 2025
Surplus:
\$180,890**

Strategic Evolution

2025 saw a critical shift in how we serve our community. Our Direct Service strategy now centers on a unified “entrepreneurial economic-empowerment” model for women. We streamlined our focus to provide established entrepreneurs with individualized services and deeper engagement in procurement.

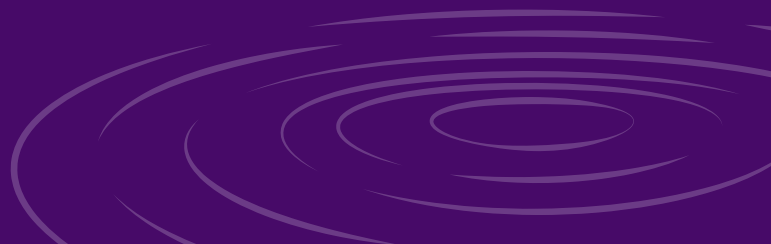
A prime example is our “Curated Experience” pilot, which pairs entrepreneurs directly with CWE Business Coaches to develop personalized monthly action plans. We also hosted the monumental 2025 Business Summit at Bridgewater State, bringing together the expertise of CWE and the Veterans Business Centers of New England.

With over 200 attendees, the event was a complete sell-out, proving that our evolved approach resonates strongly with client demand. Corporate partners continue to rely on our women-owned and veteran-owned networks to fuel their success.



“The help I’ve received from CWE has given me the confidence in business that I have never had before even with being a 3rd generation Vermont business owner.”

Kit Turner
Petite Paw Grooming
West Danville, VT
CWE Client



How Women Entrepreneurs Benefited From CWE's Core Services

Across our programs, women entrepreneurs strengthened core business skills, clarified or planned their business strategies, exchanged knowledge and experiences with their peers, and made more informed decisions about their next steps.

Many were able to start, stabilize or grow their businesses, improve their financial / client management, marketing, and better position themselves to access funding, contracts, and new markets.

They also expanded their networks and confidence, which helped them navigate challenges and continue moving their businesses forward.

By uplifting women entrepreneurs, we ultimately enhance the socioeconomic fabric of the communities we serve. When women succeed, families thrive, communities flourish, and the economy strengthens.

Join us in empowering women to become the leaders and innovators of tomorrow.

"CWE isn't just a resource—it's a partner and a community. Their unwavering support and commitment to empowering entrepreneurs like us make them a critical catalyst for women-owned businesses."

Thyme Sullivan & Denielle Finkelstein
UNICORN
Duxbury, MA
CWE Client



Our Future Plans: 2026 and Beyond

As we enter our fourth decade, CWE is moving from a phase of reactivity to one of proactive transformation.



Capacity Building

We are currently hiring new staff members to increase our service capacity across New England.



Procurement & Matchmaking

We plan to increase our Matchmaker events to 3–4 annually, connecting women- and veteran-owned businesses directly with corporate partners.



Enhanced Support

We will continue to expand the "Curated Experience" pilot, pairing entrepreneurs with dedicated business coaches for monthly personalized action plans.



Farmers and Ranchers

We will utilize a new \$650,000 USDA grant to provide specialized training for farmers and ranchers over the next three years.

Sign up for our newsletter to get local updates on one-on-one counseling, workshops, events and more!



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Eastern MA | Central MA | New Hampshire | Rhode Island | Vermont