

## 2017 ANNUAL SURVEY

*Each year, Ventures conducts a survey to measure the long-term outcomes of our services*

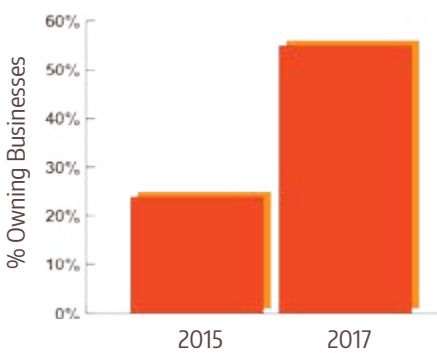
In the summer of 2017, Ventures measured the long-term outcomes of participants who completed our introductory Business Basics Course. We sent a survey to a random sample of clients who entered our program in 2015. Thirty-three percent responded to the survey, providing updates about their current business and household situations. Their responses provide insight on how Ventures supports low-income entrepreneurs to build business that change their lives.

### SURVEY RESPONDENT DEMOGRAPHICS

- 69%** Women
- 53%** People of Color
- 81%** Live in King County
- 2** Average Household Person Size

### ENTREPRENEURSHIP CREATES JOBS

#### Business Ownership Doubled



Part of Ventures' mission is to help aspiring entrepreneurs start or grow their business. One quarter of respondents were operating a business when they first came to Ventures two years ago. Today, 55% are business owners.

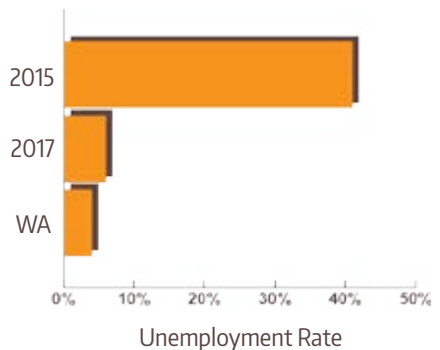
Of those, **one-quarter hired employees**, creating jobs in their communities.

### ENTREPRENEURSHIP BUILDS FINANCIAL STABILITY

This survey measured progress toward one of our **2017 Strategic Goals**: to increase clients' financial stability. Each person has a different definition of financial stability, but at Ventures we focus on increasing household income and decreasing unemployment.

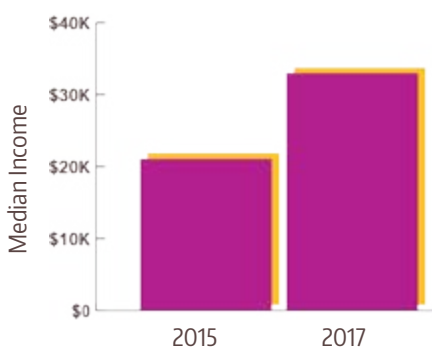
Ventures entrepreneurs find employment either by launching their own business, working at a job, or both. Seventy-four percent of those who work at a job outside of their business said that Ventures' training helped them succeed at work.

#### Unemployment Rate Dropped



Unemployment plummeted from 41% to 6%. Ventures participants now experience unemployment rates similar to Washington's April 2017 rate of 4.6%.

#### Household Income Increased



Between 2015 and 2017, 67% of participants increased their total household income. Median income increased from \$21,850 to \$33,600, supporting an average household size of two people.

### LOOKING FORWARD

The results of this survey are encouraging signs that Ventures' services – and entrepreneurs' tremendous talent and determination – create positive change for individuals and families.

In 2018, Ventures will continue to work toward our strategic goals of increasing financial stability and alleviating poverty for small business owners in our region.