

# **BizWorks**

## **2024 - 2025 ANNUAL REPORT**

Presented by

**Iris Woodson,  
Executive Director**

**BizWorkscenter.org**

**804-857-5088**



## EXECUTIVE SUMMARY

The 2024–2025 fiscal year marked a significant period of strategic transformation and enhanced community engagement for BizWorks. Recognizing shifts in local entrepreneurial needs, we shifted from relying on a central office location to hosting events and services at accessible venues throughout Chesterfield County and Central Virginia. This change enabled us to connect with emerging business owners across diverse communities. We also revamped our educational programming, replacing single-session workshops with in-depth multi-week series and personalized mentoring to strengthen long-term business success.



## PROGRAM & COMMUNITY ENGAGEMENT

- We enhanced our educational programs, and in August 2024, we saw our highest participation with 66 attendees, followed by a strong turnout in July and November.
- In-person outreach:
  - 63 business meetings and off-site visits.
  - 3009 miles traveled to maintain a consistent local presence.
  - 428 business owners impacted by 31 educational programs/workshops.
  - We were able to start a relationship with Hanover, Goochland, and Henrico Economic Development Directors. We are hoping to be able to host a regional conference in the future.

## NEW & FEATURED PROGRAMS

- Table Talk
- Tea Time – once every quarter.
- Pathways to Success Business Series and Building the Future: Strategies for Successful Entrepreneurs:
  - 23 business owners graduated
  - Expanded our mentoring program with 18 sessions total:
    - Pitch Competition Winners: 4 sessions
    - Dress for Success: 5 sessions with 4 participants
    - Therapeutic Arts Massage: 2 sessions
    - Dream Airlines: 1 session
    - Pathways to Success: 7 sessions

# DEVELOPMENT & FUNDRAISING

## SPONSORSHIP REVENUE

We received over \$9,000 in sponsorship revenue this fiscal year. This also allowed us to build strong partnerships with eleven businesses. We were able to deliver 31 workshops and programs.

## BUSINESS DONATIONS

Throughout the year, we received several individual donations from entrepreneurs in the community, totaling \$950 from local business owners and individuals.

## GRANT

Wells Fargo: A third-year grant of \$10,000, designated for Hispanic outreach, helped expand accessibility, outreach, and operations across providing resources, mentoring and guidance for Hispanic business owners.





# MARKETING & COMMUNICATIONS

## EMAIL ENGAGEMENT

Time Period	Email Sends	Open Rate	Frequency
12/1/23 - 6/1/24	400,490	26%	Weekly
6/1/24 - 12/1/24	22,765	34%	Weekly
12/1/24 - 6/1/25	13,392	38%	Bi-Weekly

- The shift from weekly to bi-weekly newsletters in December 2024 coincided with a 12% increase in email engagement over six months.
- The improved open rates confirm that our updated communication cadence resonates well with our audience and boosts program visibility.

## WEBSITE ENGAGEMENT

Time Period	Overall Visits	Unique Visitors	Most Visited Page	Frequency
June 2024	868	189	Home	Month
June 2025	383	141	Home	Month
July 1, 2024 - June 30, 2025	5,759	1786	Home	Yearly

## LOOKING AHEAD: 2025 - 2026 FOCUS

- Sustain multi-week programming: Continue building series-based offerings to drive deeper business owner engagement and outcomes.
- Leadership and board evolution: With recent structural changes, our leadership is focused on reinforcing momentum into the next fiscal year.
- Tailored support: We remain committed to meeting business owners where they are—offering customized tools, networks, and mentorship for lasting resilience and success.



# SUMMARY

The annual report highlights BizWorks' achievements & progress over the past year. We have successfully expanded our resources, guidance, and mentorship throughout Central Virginia.

Overall, the report demonstrates our commitment to driving long-term growth and success for our business community.



## WHAT'S NEXT?

We are proud of the far-reaching impact achieved by empowering local business owners and look forward to building on this foundation in 2025–2026.

## KEEP IN TOUCH

- [www.BizWorkscenter.org](http://www.BizWorkscenter.org)
- [Info@bizworkscenter.org](mailto:Info@bizworkscenter.org)
- Phone: 804-857-5088
- 2545 Bellwood Road |  
Chesterfield, VA 23237