

BizWorks

2025 - 2026

ANNUAL REPORT



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BizWorkscenter.org



Executive Summary

Fiscal year 2025-2026 was a year of growth for BizWorks as the organization successfully operated under its new business structure after two years of strategic planning and implementation. This updated model strengthened program delivery, improved operations, and increased opportunities to better serve entrepreneurs and small business owners across Central Virginia.

This year, BizWorks expanded its impact through business education, leadership development, and networking opportunities designed to help entrepreneurs start, grow, and sustain their businesses.

Signature events, including the successful Power Pitch Competition, brought together business owners, investors, and community leaders while creating new opportunities to support small business growth. Due to its success, Power Pitch will return as BizWorks' annual spring fundraiser in 2027.

With strong Partnerships and sponsor support, Bizworks continued to provide meaningful resources that empower entrepreneurs and strengthen the local business community. As the fiscal year closes, BizWorks is positioned for continued growth and remains committed to creating economic opportunities through entrepreneurship and innovation.

IMPACT AT A GLANCE



874

ENTREPRENEURS
SERVED



31

PROGRAMS
DELIVERED



\$20k+

SPONSORSHIP
REVENUE



56

BUSINESS
VISITS

PROGRAM & COMMUNITY ENGAGEMENT



Throughout this fiscal year, BizWorks remained committed to empowering entrepreneurs, small business owners, and youth through impactful programs, educational workshops, mentorship, and meaningful community partnerships..



3,009
MILES TRAVELED

NEW & FEATURED PROGRAMS



Fall 2025

**Pathways to
Success Business
Series 55+ Career
Changers**



**BUSINESS OWNERS
GRADUATED**



Spring 2026

**Pathways to
Success Business
Series**



**BUSINESS OWNERS
GRADUATED**



April 2026

**BizWorks' Power
Pitch Competition**



ATTENDEES

RECENT NEWS

BIZWORKS HAS STARTED A NEW RELATIONSHIP WITH JUNIOR ACHIEVEMENT OF CENTRAL VIRGINIA. THIS WILL ALLOW US TO BROADEN OUR FOOTPRINT IN HENRICO.

NURTURING RELATIONSHIPS

A REGIONAL COFFEE CONNECTION IS IN THE PLANNING STAGES FOR THIS FISCAL YEAR



CONTINUED SUCCESS

BIZWORKS CONTINUES TO MENTOR 3 COHORTS FROM PATHWAYS TO SUCCESS BUSINESS SERIES EVERY 1ST THURSDAY OF THE MONTH

DEVELOPMENT & FUNDRAISING

Total Resources
Raised

\$30,000



SPONSORSHIPS



\$20,000+

Received from 11 business
sponsors

GRANTS



\$10,000

The grant allowed us to
sustain essential services,
scale impactful initiatives
like Pathways to Success,
and remain responsive to
the needs of the
entrepreneurs we serve.

MARKETING & COMMUNICATIONS



WEBSITE TRAFFIC



1,658

UNIQUE VISITORS

↑ 6%

VS PREVIOUS YEAR



2,287

SITE SESSIONS

↑ 6%

VS PREVIOUS YEAR



97%

NEW VISITOR RATE

↑ 2%

VS PREVIOUS YEAR



LINKEDIN METRICS



+47%

INCREASE VS PREVIOUS YEAR



72,913

IMPRESSIONS



17,649

MEMBERS REACHED



3,120

ENGAGEMENTS



89

LINK ENGAGEMENTS



EMAIL PERFORMANCE



37%

EMAIL OPEN RATE
INDUSTRY AVERAGE:
28.6%



27,786 SENT



26,236 DELIVERED



10,318 OPENS



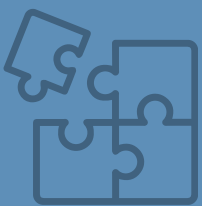
602 CLICKS

LOOKING AHEAD:

— OUR FOCUS AREAS —



Expanding Education



Increasing access to Resources



Strengthening Mentorship



Growing Partnerships

We are committed to fostering innovation, supporting diverse entrepreneurs, and creating meaningful connections that contribute to economic growth across the region. Guided by our mission and energized by the support of our volunteers, mentors, sponsors, and community partners, BizWorks is poised to deepen its impact and continue creating pathways to success for the entrepreneurs and communities we serve.