



FOR IMMEDIATE RELEASE

Dec. 30, 2024

Contact:

Stacey Murnighan

608-237-1479

smurnighan@eastersealswisconsin.com

Easterseals Wisconsin Partners with WEDC to Expand Self-Employment Services for Individuals with Disabilities

(MADISON, Wis.) – Easterseals Wisconsin is partnering with the Wisconsin Economic Development Corporation (WEDC) to expand its Self-Employment Services (SES) program, which provides technical assistance to individuals with disabilities to start or grow their own businesses. The collaboration aims to remove barriers, enhance opportunities and increase independence for people with disabilities across Wisconsin.

“Easterseals Wisconsin is proud to partner with WEDC, an organization that shares our commitment to fostering opportunities for all individuals to thrive,” Easterseals Wisconsin Director of FARM & Vocational Services Jeff Kratochwill said. “This partnership will allow us to support more entrepreneurs with disabilities, helping them achieve their goals and make meaningful contributions to their communities.”

Through the SES program, Easterseals Wisconsin assists clients in developing and executing business plans tailored to their abilities and needs as well as market opportunities. Clients progress through a rigorous process that includes feasibility studies, business plan development and technical assistance, ensuring a solid foundation for success.

The partnership with WEDC will enable the program to serve an additional 12 individuals statewide during the first year. The collaboration also focuses on building relationships with key organizations, such as the Division of Vocational Rehabilitation (DVR), the U.S. Small Business Administration (SBA), Wisconsin Independent Living Centers (ILC) and Aging and Disability Resource Centers (ADRC), among others.

To learn more about Easterseals Wisconsin’s Self-Employment Services, visit:

<https://www.eastersealswisconsin.com/programs-services/farm-vocational-services/self-employment/>.

About Easterseals Wisconsin

For nearly 100 years, Easterseals Wisconsin has provided services that help children and adults with disabilities gain greater independence. Easterseals Wisconsin’s primary services – vocational rehabilitation, respite services, camping and recreation, information and referral, and public education – benefit close to 10,000 individuals with disabilities and their families each year throughout Wisconsin.