



BBB® Foundation of Connecticut, Inc.

Did you know BBB has an active Educational Foundation that serves communities throughout Connecticut?

The BBB Foundation of Connecticut, Inc. is a 501(c)(3) nonprofit organization that is the philanthropic arm of BBB Serving CT, whose mission is to be the leader in advancing marketplace trust. This Foundation provides valuable education to vulnerable populations on topics such as financial fraud awareness; military, veteran, and senior initiatives; educational programming and scholarships for youth; as well as other marketplace issues.

We believe that fact-based knowledge empowers smart decisions.

Our Mission:

- To empower and inform consumers and businesses in the State of Connecticut to be confident and proactive by providing impactful education, information, and resources on marketplace issues and ethical business practices.
- To support youth initiatives that recognize the importance of ethical and responsible marketplace practices through scholarships and educational programming.
- To champion Military and Veterans initiatives through supportive educational opportunities, scholarships, and recognition opportunities.
- To advocate for and educate seniors through initiatives that help to protect them from vulnerabilities targeted to that population through educational programming.
- To provide charitable contribution information to both consumers and businesses.

How do we deliver on our Mission?

- Primarily through education and advocacy. We live in a world where deceptive measures through scams and fraud are so prevalent. We tailor educational opportunities that are designed to help consumers, businesses, students, young adults, seniors, Military communities and whomever to stay informed and empowered to not fall victim to fraud and scam tactics. We also work with students and young adults to learn about financial literacy as well as making smart consumer decisions as they come into adulthood to help prepare them for success.

- Provide scholarships to high school seniors that demonstrate high ethics and integrity as well as dedicating a scholarship specifically for a member of the Military and/or their children. In a world where it is not always easy to maintain strong ethics and integrity, it is meaningful to recognize, celebrate and empower future leaders that demonstrate these characteristics at such a young age.
- Participate in advocacy opportunities at events promoting financial education, smart business choices, and safeguarding against scams.

Why is the Foundation important?

More than **8 in 10 people** are potentially solicited for fraudulent offers.

Over \$50 Billion is lost to scammers each year (this is just those that are reported).

Service members, veterans and their families **lose 33% more money** when victims of a scam than non-military consumers.

While **young people** are more likely to fall victim to scams, **seniors** lose larger amounts of money to scams due to being more established financially.

There is a sense of shame and embarrassment associated that victims face, making the efforts of the Foundation imperative not only to educate but to encourage victims to report instances of fraud to the proper authorities and to **BBB's Scam TrackerSM tool**. The more fraud is reported, the more it helps as a tool to educate and prevent others from falling victim.

(SOURCE: FINRA (Financial Industry Regulatory Authority))

How can I help?

There is no better time than now to support the Foundations work. Your generosity will directly impact our educational and advocacy work throughout Connecticut. With you in our corner, we will continue to keep others informed and empowered to not fall victim to fraud and scam tactics. Here are a few ways you can participate in our efforts:.

- Visit our website at: **BBB.org/local/0111/foundation** to learn how you can get involved.
- You could also simply send a check made out to **BBB Foundation of CT** and mail back to **C/O Foundation office, BBB Serving CT, 29 Berlin Rd., Cromwell, CT 06416**.

HOW DO I CONNECT WITH THE FOUNDATION FOR MORE INFORMATION?

Contact Michelle Bourdeau, Foundation Director

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