

# 2020 Annual Report



**Better Business Bureau® Foundation**  
**Serving Northwest Florida**



# Your BBB® Foundation

## Mission

To support your BBB's vision of an ethical marketplace through community education and recognition programs.

## Your BBB Foundation

The Better Business Bureau Foundation of Northwest Florida is a 501(c)(3) charitable organization formed to support your BBB's efforts to provide community education and recognition programs. Your BBB Foundation supports BBB's vision of an ethical marketplace, where buyers and sellers can trust one another.

Our service area includes Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Holmes, Jackson, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton and Washington counties in northwest Florida.

## How you can help

Your BBB Foundation looks to individual donors, businesses and organizations to sustain funding for its community education and recognition programs. You can support our efforts to protect, educate and inform our community by making a tax-deductible contribution. Businesses and community organizations interested in sponsoring a specific activity such as our Torch Award for Ethics and Student Ethics Scholarship programs, Military Line programs, or educational outreach efforts may receive recognition through a variety of outlets. Please contact our office at 850.429.0026, 800.729.9226 or [info@nwfl.bbb.org](mailto:info@nwfl.bbb.org) for details about sponsorship programs.

BBB FOUNDATION OF NORTHWEST FLORIDA #CH15989: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) OR [WWW.FDACS.GOV](http://WWW.FDACS.GOV) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

## Foundation Trustees

### Chairman

Bill Cleary  
Servis 1st Bank

### Vice Chair

James Beran  
Gilmore

### Treasurer

Jim Cox  
JLSC Properties, LLC

### Secretary

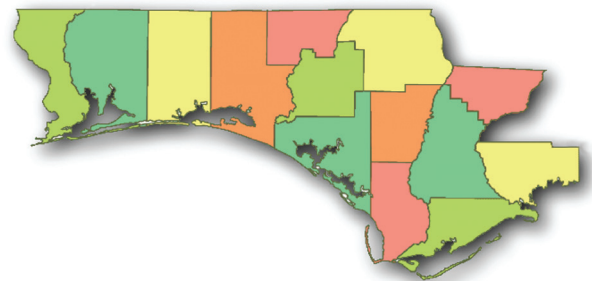
Christine Six  
Cox Communications

### Counsel

Kerry Ann Schultz  
Schultz Law Group

### Trustees

Gary Barnes  
Troendle Hardwood Floor Co., Inc.  
Will Clause  
Doodlebuggers Service Network  
James Grace  
Underwood Anderson & Assoc. Inc.  
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Award Masters, Inc.  
Prosperous IM





# Education And Recognition Programs

## Community Education

To further our mission of supporting your BBB's vision of an ethical marketplace, your BBB Foundation seeks to educate businesses, charities and consumers to make wise buying and giving decisions.

Your BBB Foundation believes that empowering individuals to make informed decisions helps combat fraud and unethical behavior, championing BBB's mission to be the leader in advancing marketplace trust.

We reach out to our local community in a number of ways:

### Presentations/Military Line/Tradeshows & Expos/Publications and Secure Your ID Days

Last year your BBB Foundation was the featured speaker at **12** presentations and spoke to **323** people across northwest Florida before everything shut down in March. We spoke to **4** groups of military members equaling **95** men and women educating them about Military Line resources, scams targeting them and identity theft.

*The Lighthouse* was printed quarterly (approximately **8,000** copies) last year and distributed. We continued to send out weekly **Tuesday Tips** and **Industry Reports** were sent out twice a month.

Your BBB participated in **2** expos/tradeshows, reaching **221** people before the shut down.

Due to the pandemic, your BBB was not able to hold our annual Shred Events in Pensacola and Mary Esther and saw a reduction in other in-person events.

## Student Ethics Scholarship

The Board of Directors decided to carry over the candidates for the Torch Award to 2021 but felt that The Student Ethics Scholarships should be awarded. Award criteria include leadership, community service, academic achievement and an essay about character building. In 2020, your BBB Foundation honored the following students with a \$1,000 scholarship:

### District I

Carter Lee - Milton High School  
Madeline Hall - Gulf Breeze High School  
Ella Griffith - Pensacola High School

### District II

Madison Gilmore - South Walton High School  
Molly Hubbard - Seacoast Collegiate High School  
Victoria Sherwin - Niceville High School

### District III

Merritt Reece - J.R. Arnold High School  
Sedona Focht - Port St. Joe High School  
Catherine Bouington - Port St. Joe High School



# BBB Foundation of Northwest Florida, Inc.

## Statement of Activities and Changes in Net Assets

For the year ending December 31, 2020

Changes in net assets without donor restrictions

Revenues

Contributions	\$ 5,782
Contributions from The Better Business Bureau of NW Florida	12,258
In-Kind Contribution Revenue	58,342
Interest Revenue	158

Total support and revenues

\$ 76,540

Expenses

Education Program Services	\$ 22,149
Recognition Program Services	30,987
General & Administrative	12,423
Fundraising	6,546

Total Expenses

\$ 72,105

Changes in net assets without donor restrictions

1,915

Net assets at beginning of year

43,028

Net assets at end of year

\$ 47,463

## Related Party Transactions

Certain members of the Board of Directors of The Better Business Bureau of Northwest Florida, Inc., (the BBB) also manage the activities of the Better Business Bureau Foundation (the Foundation). The BBB funds a significant portion of the Foundation's expenses, as the Foundation is not up to full fundraising capacity. The estimated value of staff assistance, office space and shared expenses paid on behalf of the Foundation by the BBB are shown as in-kind contributions in the statement of activities. The amount of in-kind contributions received from BBB totaled \$58,342 for the year ended December 31, 2020. In addition, BBB contributed cash to the Foundation in the amount of \$12,258 during the year ended December 31, 2020.



# BBB Foundation of Northwest Florida, Inc.

## Statement of Functional Expenses

For the year ending December 31, 2020

	Education Program	Recognition Program	General & Admin	Fund Raising	Total
Accounting	\$ -	\$ -	\$ 4,550	\$ -	\$ 4,550
Advertising	-	-	-	188	188
Consumer Education	58	-	-	-	58
Office Supplies	-	150	-	-	150
Postage and Mailing	-	440	71	-	511
Printing	-	306	-	-	306
Scholarships	-	8,000	-	-	8,000
Subtotal	58	8,896	4,621	188	13,763
In-kind Expense	22,091	22,091	7,802	6,358	58,342
Total Expenses	\$22,149	\$30,987	\$12,423	\$6,546	\$72,105



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