

2021 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 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 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

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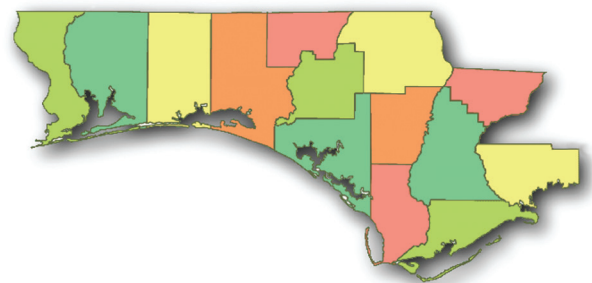
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Education And Recognition Programs

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

Last year, your BBB Foundation was the featured speaker at 33 presentations across northwest Florida. A total of 905 people were able to learn about BBB programs, scams against seniors, identity theft, and how to be a smart consumer. Attendees were able to ask questions about their unique situations and come away as empowered consumers and/or business leaders.

Tradeshows & Expos

Tradeshows and expos provide an excellent opportunity for your BBB Foundation to talk one-on-one with individuals about a variety of topics ranging from choosing a contractor, protecting against identity theft, common marketplace scams and more. Last year, your BBB Foundation participated in **2** expos/tradeshows, reaching **120** people on an individual level.

Publications

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.

Secure Your ID Days

Along with our partners, Gilmore, Cat Country 98.7/NewsRadio1620, Escambia County Sheriff's Department, and WEAR-TV3, your BBB held our Escambia/Santa Rosa Shred Event in the spring and Mary Esther in the fall serving a total of **2725** vehicles.



Recognition Programs

Why Recognition?

Your BBB Foundation recognizes businesses, charities and high school students who consider doing the right thing a priority. Your BBB spends a great deal of time alerting the public to scams, frauds and schemes. Recognition programs allow us to celebrate those who insist on making ethics and integrity their way of life.

Torch Award for Ethics

The Torch Award publicly recognizes businesses and charities that maintain a solid commitment to conducting their business practices in an ethical manner. Your BBB Foundation recognized the following businesses in 2021:

District I

Ward & Barnes PA
Emerald Coast Vision Aids, Inc.,
Pensacola
Weather Shield Metal Roofing, Inc.,
Gulf Breeze - Honorable Mention
WEAR-TV 3

District II

Alpha Foundations Specialists, Inc.
- Mirimar Beach
The Honey Do Service, Inc. - Fort
Walton Beach
Transaction One, LLC - Destin

District III

MICA Specialties - Panama City Beach
Sommer Sound Systems- Honorable
Mention - Panama City
Brannon Aluminum, Inc. - Panama City
Beach
SERVPRO of Bay County, Inc. -
Panama City

Student Ethics Scholarship

The Student Ethics Scholarship recognizes college-bound students who personify high ethics. Awards criteria include leadership, community service, academic achievement and an essay about character building. In 2021, your BBB Foundation honored the following students with a \$1,000 scholarship:

District I

Michael Robert Dixon -graduated
from Tate High School attending
University of Florida
Sage Alexandra Hall - graduating
from Gulf Breeze High School in
2022
Kyle Philip Young - graduated from
Gulf Breeze High School attending
Florida State University

District II

Matthew Mitchell - graduated from
Paxton High School attending
University of North Georgia
Makenzie Marez - graduated from
Fort Walton Beach High School
attending University of Florida
Gabriel Salazar - graduated Fort
Walton Beach High School
attending University of Central
Florida

District III

Chloe Richbourg - graduated from
Bethlehem High School
Emelia Clark - graduated from
Bay High School attending Troy
University
Molly Vann - graduated from
Bethlehem High School attending
Chipola College



Recognition Programs

District I Recipients



Austin Ward, Missy & Scott Barns



Emerald Coast Vision Aids with Mike Hage (owner), and Christine Jones



JC Lowe, Kimberly Wyatt, and Christine Jones



Rip Hanks and Christine Jones



Sage Hall



Kyle Young



Michael Dixon



Recognition Programs

District II Recipients



The Honey Do Service, Inc.



Alpha Foundations - Lisa Scully,
Matthew Stanley, Christine Jones



Transaction One - Leigh Buffkin,
Michael Smith, and Christine Jones



Gabriel Salazar



Makenzie Marez



Matthew Mitchell



Recognition Programs

District III Recipients



Brannon Aluminum, Inc.



SERVPRO of Bay County, Inc.



MICA Specialties



Chloe Richbourg



Molly Vann



Emelia Clark



BBB Foundation of Northwest Florida, Inc. Statement of Activities and Changes in Net Assets For the year ending December 31, 2021

Changes in net assets without donor restrictions

Revenues

Contributions	\$ 6,601
Contributions from The Better Business Bureau of NW Florida	12,000
Program Revenue	2,901
In-Kind Contribution Revenue	68,330
Interest Revenue	<u>99</u>

Total support and revenues \$ 89,931

Expenses

Education Program Services	\$ 27,588
Recognition Program Services	36,672
General & Administrative	14,819
Fundraising	<u>7,689</u>
Total Expenses	<u>\$ 86,768</u>

Changes in net assets without donor restrictions 3,163

Net assets at beginning of year 47,463

Net assets at end of year \$ 50,626

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 68,330 for the year ended December 31, 2021. In addition, BBB contributed cash to the Foundation in the amount of \$12,000 during the year ended December 31, 2021.



BBB Foundation of Northwest Florida, Inc.

Statement of Functional Expenses

For the year ending December 31, 2021

	Education Program	Recognition Program	General & Admin	Fund Raising	Total
Accounting	\$ -	\$ -	\$ 6,550	\$ -	\$ 6,550
Advertising	-	-	-	1,000	1,000
Consumer Education	834	-	-	-	834
Postage and Mailing	-	-	136	-	136
Printing	-	918	-	-	918
Scholarships	-	9,000	-	-	9,000
Subtotal	<u>834</u>	<u>9,918</u>	<u>6,686</u>	<u>1,000</u>	<u>18,438</u>
In-kind Expense	<u>26,754</u>	<u>26,754</u>	<u>8,133</u>	<u>6,689</u>	<u>68,330</u>
Total Expenses	<u>\$27,588</u>	<u>\$36,672</u>	<u>\$14,819</u>	<u>\$7,689</u>	<u>\$86,768</u>



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