2021 Annual Report

Better Business Bureau® Foundation
Serving Northwest Florida
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-deductable 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.
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 from 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
Emelia Clark
Molly Vann
Changes in net assets without donor restrictions

Revenues

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$ 6,601</td>
</tr>
<tr>
<td>Contributions from The Better Business Bureau of NW Florida</td>
<td>$12,000</td>
</tr>
<tr>
<td>Program Revenue</td>
<td>$ 2,901</td>
</tr>
<tr>
<td>In-Kind Contribution Revenue</td>
<td>$ 68,330</td>
</tr>
<tr>
<td>Interest Revenue</td>
<td>$    99</td>
</tr>
</tbody>
</table>

Total support and revenues $ 89,931

Expenses

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education Program Services</td>
<td>$ 27,588</td>
</tr>
<tr>
<td>Recognition Program Services</td>
<td>$ 36,672</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$ 14,819</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$  7,689</td>
</tr>
</tbody>
</table>

Total Expenses $ 86,768

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

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

---

### Notes
- Accounting expenses include $6,550 for general & administrative expenses.
- In-kind expenses total $68,330.
- Total expenses for the year amount to $86,768.