

The Better Business Bureau of Wisconsin Foundation, Inc.

2011-12 Annual Report

An education foundation affiliated with
The Center for Character Ethics



Core Values

Wisconsin BBB Foundation is a founding member of The Center for Character Ethics and will promote the following values that represent the commitment we will encourage businesses, charities and individuals to make.

I will strive to embody integrity and vigorously contribute to a culture of excellence by...

Being Ethical - I will act with principle and do no evil. I will lead by example and empower others.

Building Trust - I will be open, sincere and honest in my communications. I will honor promises, be aware of my abilities, ask for assistance when needed and seek wisdom to know the truth.

Promoting Solidarity - I will be mindful that I am part of something special. I will have confidence in my teammates. I will collaborate with others and communicate candidly.

Demonstrating Excellence - I will have a positive attitude, take pride in my work, pursue quality with passion and enthusiasm, and seek knowledge to gain confidence in my ability.

Respecting Others - I will have compassion and be considerate of others and their points of view. I will value the dignity of others and safeguard their privacy. I will be open to change, ask questions and listen.

Being Accountable - I will fulfill my responsibilities. I will not misuse the resources available to me. I will take care of others and my surroundings so those who follow may benefit.

2011-12 Board of Directors

PRESIDENT

RANDALL L. HOTH

President/CEO
Better Business Bureau
of Wisconsin, Inc.

SECRETARY

DOROTHY KERR

Executive Director
Center for Communication
Hearing & Deafness

VICE PRESIDENT & TREASURER

ROBERT BRADLEY

Retired/Former VP & Treasurer
Cramer-Krasselt, SCORE/SBA Volunteer
Past Chairman, BBB of Wisconsin, Inc.

MEMBER AT LARGE

PAUL BORAWSKI

Chief Executive Officer
American Society for Quality

MEMBER AT LARGE

WILLIAM MARTIN

President
Jericho Resources, Inc.

MEMBER AT LARGE

VALERIE STEFANICH

Co-owner
Stowell Associates, Inc.

Mission Statement: Helping to advance marketplace trust through education and the support of individuals, businesses and charities operating with integrity.

2012 Financial Report

Fiscal Year October 1, 2011 to September 30, 2012

Balance Sheet

Assets

Cash	
Foundation Checking	\$ 40,857
Money Market	\$ 88,166

Total Assets \$129,023

Liabilities & Fund Balance

Current Liabilities	
Fund Balance - Current Years	(\$4,379)
Fund Balance - Prior Years	\$133,402

Total Liabilities & Fund Balance \$129,023

Program Report

Income

Sponsorship Support	\$53,359
BBB Accredited Business Donations	\$362
Interest Income	\$95

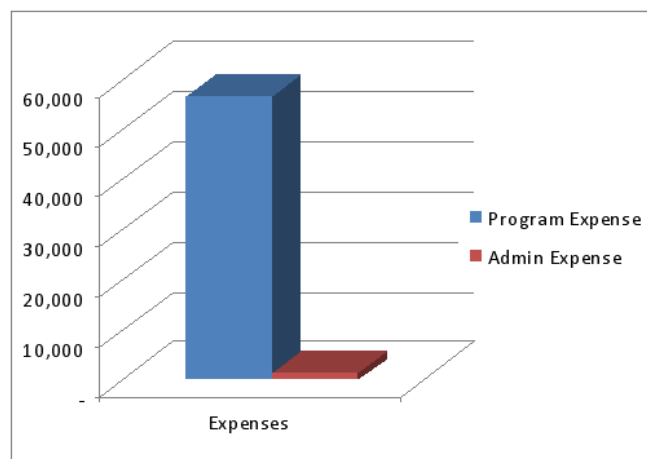
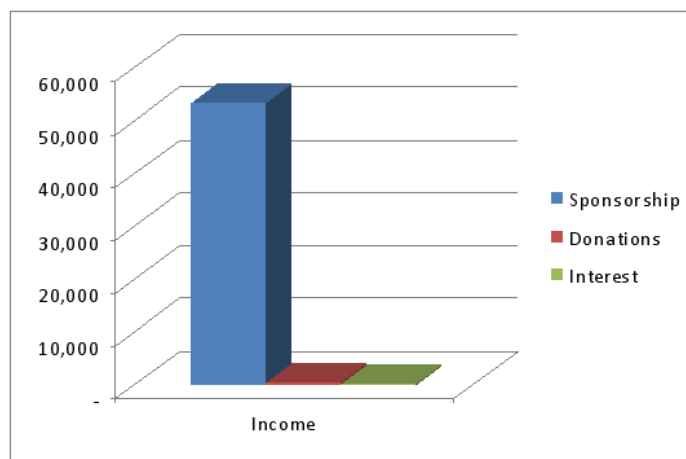
Total Income \$53,816

Expenses

Program Expenses \$56,732

Torch Awards	\$27,256
ShredFest	\$14,476
Scholarship Awards	\$10,000
Administrative Expenses	\$1,463

Total Expense \$58,195



A copy of the audited financial statements prepared by Reilly Penner & Benton is available upon request.

2011-12 Year In Review

BBB Torch Awards for Ethics

The Wisconsin BBB Torch Awards for Ethics were created to showcase ethical Wisconsin companies and charities that build trust, advertise honestly, tell the truth, remain transparent and honor their promises. The foundation seeks partners to offer public recognition for businesses and charities in their pursuit of high ethical standards.

2012 Sponsors included: (Presenting sponsor) **BMO Harris Bank**, (Program Sponsors) **Johnson Controls, Inc., Kelmann Restoration**, (Event Sponsor) **Marcus Hotels & Resorts**, (Print sponsor) **Burton & Mayer**, & (Stage & Screens sponsor) **Exciting Events**.



LFT TO RHT: Erik Kielley of Cintas, Lauri Durocher of Med Advocates, Pauline Kussart of the Stark Collection Agency, Doug Newhouse of Sure-Dry Basement Systems, and John Jacobs of PuroClean (Missing: Chris Drew of Briggs & Stratton)

In October 2012 the following businesses and charities were recognized for their business ethics & integrity: Cintas, **Briggs & Stratton**, **Med Advocates**, **Puro-Clean**, **Sure-Dry Basement Systems** and **The Stark Collection Agency (Bold Denotes Winners)**.



LFT TO RHT: Keith Nosbusch of Rockwell Automation and Randall Hoth of WI BBB in Washington DC

This year Rockwell Automation was recognized for winning an International Torch Award, which was awarded by the Council of Better Business Bureaus at a ceremony in Washington, D.C. on October 2, 2012.

BBB Secure your ID Day

Every Spring and Fall the BBB of Wisconsin Foundation hosts a free shredding event held in Metro-Milwaukee, Madison and the Fox Valley in conjunction with the Council of Better Business Bureaus Secure your ID Day.

The 2011-12 Sponsors include: (Program Sponsor – Milwaukee/ Madison & Appleton) **Anchor Bank**, (Shredding Sponsors) **Pro-Shred Security** in Milwaukee, **Pellitteri Data Destruction** in Madison and **Fox Cities Records Services** in Appleton.



At the Shredfest events held in the 2012, the Wisconsin BBB collected and shredded close to 89,000 lbs of sensitive materials. AS part of a national movement to protect individuals from Identity Theft the fastest growing crime in the United States.

BBB Student of Integrity Scholarship Program

The Student of Integrity scholarship winners for 2012 were **Andrew Goodman** of Brodhead High School, **Joseph O'Grady** of Waukesha North High School, **Chloe Siamof** of Appleton West High School and **Marie Wothe** from Avery High School.

In 2012, each student received \$2,500 based on their application and financial needs analysis. The winners were selected by a panel of volunteer professionals from a pool of over 500 applicants. The 2012 sponsors include: **State Collection Service**, **Kohl's Department Stores** and **Briggs & Stratton**.

The goal of this program is to recognize and support high school students who embody high standards of character.