ANNUAL REPORT

April 2020 - March 2021

Better Business Bureau Serving Northern Colorado and Wyoming
BBB Foundation Serving Northern Colorado and Wyoming
Our Mission:

BBB’s mission is to be the leader in advancing marketplace trust.

We do this by:
• Setting standards for marketplace trust
• Encouraging and supporting best practices by engaging with and educating consumers and businesses
• Celebrating marketplace role models
• Calling out and addressing substandard marketplace behavior
• Creating a community of trustworthy businesses and charities
BBB Sets the Standards for Marketplace Trust

4,042

BBB Accredited Businesses in Northern Colorado and Wyoming commit to BBB’s Standards for Trust:

- Build Trust
- Advertise Honestly
- Tell the Truth
- Be Transparent
- Honor Promises
- Be Responsive
- Safeguard Privacy
- Embody Integrity

100

Local nonprofits have met BBB’s 20 Standards for Charity Accountability which are a baseline set of best practices and review four key areas of interest to donors:

- Financial Management
- Fundraising and information materials
- Governance and Oversight
- Measuring Effectiveness
We provide ethics based assessment, training and recognition programs for businesses, consumers, nonprofits and students in Northern Colorado and Wyoming. The BBB Foundation is a 501(c)(3) nonprofit. Our Programs are:

BBB Torch Awards for Ethics • BBB Spark Awards for Entrepreneurship • Charity Accreditation • Military and Veterans Initiative

INCOME: $357,906
EXPENSES: $279,213
Program Expenses: $236,484
General and Administrative Expenses: $42,729
NET ASSETS: $1,289,819
### Top 10 Industries

#### Most Inquiries

<table>
<thead>
<tr>
<th>Rank</th>
<th>Business Category</th>
<th># of Inquiries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Online Retailer</td>
<td>133,357</td>
</tr>
<tr>
<td>2</td>
<td>Roofing Contractor</td>
<td>37,641</td>
</tr>
<tr>
<td>3</td>
<td>General Contractor</td>
<td>21,566</td>
</tr>
<tr>
<td>4</td>
<td>Plumber</td>
<td>18,660</td>
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<tr>
<td>5</td>
<td>Heating and Air Conditioning</td>
<td>15,683</td>
</tr>
<tr>
<td>6</td>
<td>Online Education</td>
<td>15,417</td>
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<tr>
<td>7</td>
<td>Landscape Contractor</td>
<td>13,886</td>
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<tr>
<td>8</td>
<td>Electrician</td>
<td>11,508</td>
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<tr>
<td>9</td>
<td>Home Builder</td>
<td>11,487</td>
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<tr>
<td>10</td>
<td>Car Dealer</td>
<td>11,466</td>
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</table>

#### Most Customer Reviews

<table>
<thead>
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<th>Rank</th>
<th>Business Category</th>
<th># of Reviews</th>
</tr>
</thead>
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<tr>
<td>1</td>
<td>Online Retailer</td>
<td>747</td>
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<tr>
<td>2</td>
<td>Roofing Contractor</td>
<td>287</td>
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<tr>
<td>3</td>
<td>Heating and Air Conditioning</td>
<td>155</td>
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<tr>
<td>4</td>
<td>Plumber</td>
<td>127</td>
</tr>
<tr>
<td>5</td>
<td>Plumbing and Heating</td>
<td>107</td>
</tr>
<tr>
<td>6</td>
<td>Marketing Program</td>
<td>97</td>
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<tr>
<td>7</td>
<td>Painting Contractor</td>
<td>73</td>
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<td>8</td>
<td>Information Technology</td>
<td>72</td>
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<tr>
<td>9</td>
<td>Auto Repair</td>
<td>64</td>
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<tr>
<td>10</td>
<td>Car Dealer</td>
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#### Most Complaints

<table>
<thead>
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<th>Rank</th>
<th>Business Category</th>
<th># of Complaints</th>
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</thead>
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<tr>
<td>1</td>
<td>Online Retailer</td>
<td>1,042</td>
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<tr>
<td>2</td>
<td>Cell Phone Equipment</td>
<td>118</td>
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<tr>
<td>3</td>
<td>Car Dealer</td>
<td>81</td>
</tr>
<tr>
<td>4</td>
<td>Credit Reporting Agency</td>
<td>77</td>
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<tr>
<td>5</td>
<td>Hotels</td>
<td>76</td>
</tr>
<tr>
<td>6</td>
<td>Property Management</td>
<td>66</td>
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<tr>
<td>7</td>
<td>Legal Document Help</td>
<td>57</td>
</tr>
<tr>
<td>8</td>
<td>Quilting Supplies</td>
<td>55</td>
</tr>
<tr>
<td>9</td>
<td>Collection Agency</td>
<td>54</td>
</tr>
<tr>
<td>10</td>
<td>Auto Repair</td>
<td>45</td>
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BBB TORCH AWARDS FOR ETHICS

The BBB Torch Awards for Ethics is the most prestigious honor BBB can present to exceptional organizations for their dedication to integrity and ethical practices. It is an annual awards program that publicly recognizes organizations that have practices in place that elevate their commitment to ethical operations. The award embodies BBB’s mission of advancing marketplace trust. Started in 1999, more than 100 organizations have been honored with a Torch Award for Ethics.

- Elder Construction, Windsor, CO
- Exodus Moving and Storage, Fort Collins, CO
- Neenan Archistruction, Fort Collins, CO
- The Matthews House, Fort Collins, CO

BBB SPARK AWARDS FOR ENTREPRENEURSHIP

Honored emerging businesses less than three years in operation for their commitment to building a business based on Character, Culture, and Community. 2020 Winners were:

- Centerline Energy Construction, Windsor, CO
- Distilled Bath and Body, Fort Collins, CO
- Sante Health and Wellness, Fort Collins, CO

BEST IN SAFETY AWARD

Honored 10 businesses with the Best in Safety Award

- 3H2O, Inc.
- A&A Glass Co.
- Bethel Party Rentals, Inc.
- Colorado Cleanup Services, Inc.
- Fun Services
- Hahn Plumbing & Heating, Inc.
- Maaco Auto Painting
- Metal Distributors
- Newstripe, Inc.
- Pro Mold Associates LLC
- Splintered Forest LLC
- Village Smithy Restaurant, Inc.
- Van Lier Roofing, Inc.
First Class of Ethics Scholar Interns

This inaugural program is designed to provide students with an in-depth look at trust and ethics in business. Students selected for the Ethics Scholar Internship will work with businesses and/or nonprofits that have been nominated for the elite BBB Torch Award for Ethics. The Ethics Scholars research the nominated organizations and work collaboratively with the executive teams, employees and customers of local businesses to prepare both the written and verbal analysis as to how the business/nonprofits achieves BBB’s TRUST! Principles.

The 2019-2020 class who worked with the 2020 BBB Torch Award candidates included:
- Mamadou Balde, Colorado State University
- Kyrie Blaney, University of Wyoming
- Jenna Gardner, University of Wyoming
- Jada Harben, University of Northern Colorado
- Kenna Noble, University of Wyoming
- Courtney Yarrington, University of Wyoming

BBB Educates Consumers, Businesses and Nonprofits

- Hosted 4 Safety Seminars for 121 attendees on topics such as workplace safety programs and ergonomics.
- Hosted 8 webinars for 528 attendees on topics such as marketing, PPP loans, employment law, leadership and business continuity planning.
- Launched the “Building Trust in Trying Times” marketing campaign
- Launched the “Shop Local” campaign to help BBB Accredited Businesses and Charities communicate to their customers their level of operation and service
BBB Board of Directors

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Shelley Polansky, President/CEO, Better Business Bureau

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Kent Noble, Bill Daniels Chair of Business Ethics, University of Wyoming
Zachary Wilson, President, The Wilson Law Firm PC
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WESTERN STATES BANK

BBB TORCH AWARDS FOR ETHICS SUPPORTING SPONSORS

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University of Wyoming

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Shirazi Benefits
Wyoming Business Report

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