



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

OTTER SHOP



BBB Foundation

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

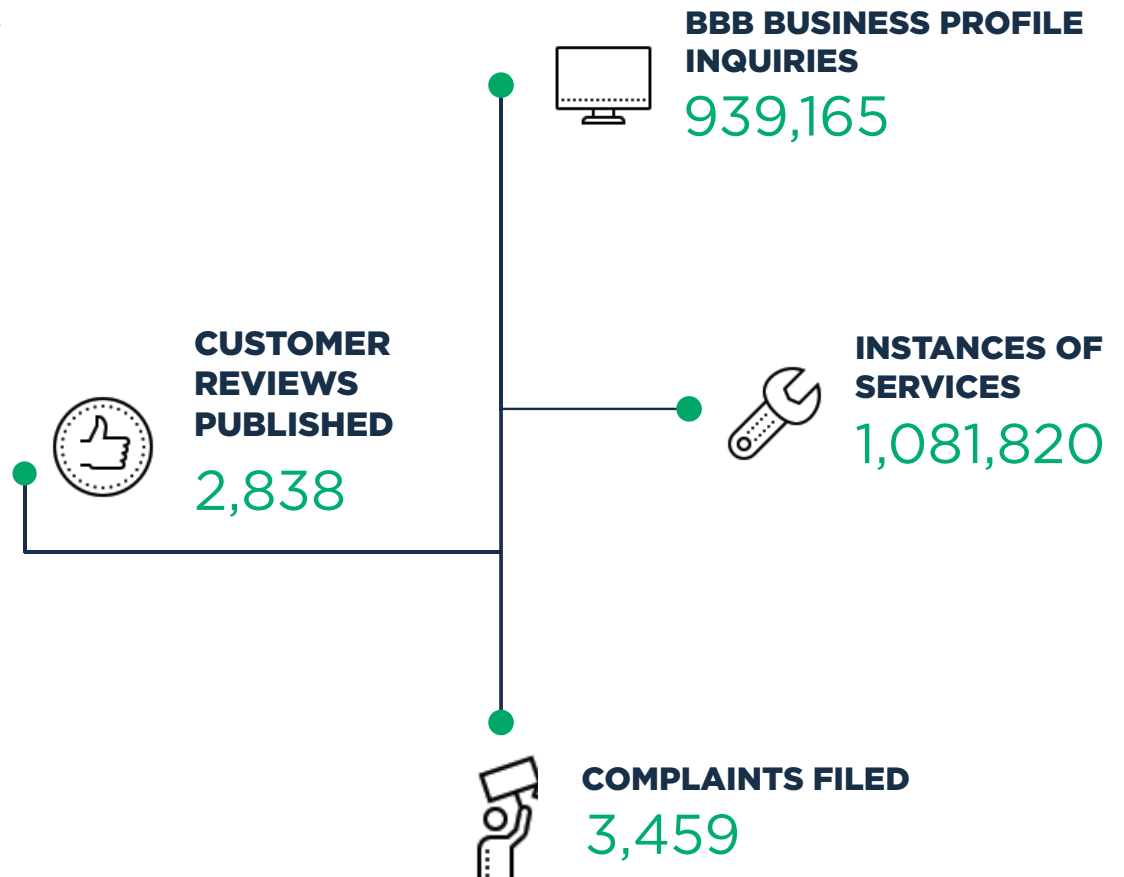
EXPENSES: \$279,213

Program Expenses: \$236,484

General and Administrative Expenses: \$42,729

NET ASSETS: \$1,289,819

**BBB HELPS
PEOPLE FIND
BUSINESSES
AND CHARITIES
THEY CAN TRUST**



Top 10 Industries

Most Inquiries

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

Most Customer Reviews

Rank	Business Category	# of Reviews
1	Online Retailer	747
2	Roofing Contractor	287
3	Heating and Air Conditioning	155
4	Plumber	127
5	Plumbing and Heating	107
6	Marketing Program	97
7	Painting Contractor	73
8	Information Technology	72
9	Auto Repair	64
10	Car Dealer	61

Most Complaints

Rank	Business Category	# of Complaints
1	Online Retailer	1,042
2	Cell Phone Equipment	118
3	Car Dealer	81
4	Credit Reporting Agency	77
5	Hotels	76
6	Property Management	66
7	Legal Document Help	57
8	Quilting Supplies	55
9	Collection Agency	54
10	Auto Repair	45



BBB Celebrates Marketplace Role Models



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 Business and Consumer Resources pages on bbb.org in response to the COVID-19 pandemic and stay-at-home orders.
- 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

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Flood and Peterson

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Markley Motors
Pedersen Toyota

Poudre Valley REA
PFC USA
University of Wyoming

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Peters, Schulte, Odil & Wallshein LLC
Shirazi Benefits
Wyoming Business Report



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335

BBB Accredited Business Contributors

To view list, visit: bbb.org/local/0805/foundation/supporters