



Foundation *for*
Better Business

2024 **ANNUAL REPORT**





MISSION AND VISION

**BBB® serving the Heart of Texas
Foundation for Better Business**

Our mission is to strengthen marketplace and community trust through education, outreach, and scam prevention.

For 40 years, BBB's Foundation for Better Business has championed ethical business practices and consumer education across Texas. Through research, events, and networking, we cultivate stronger businesses and enhance marketplace trust for consumers.

FOUNDATION FOR BETTER BUSINESS

OFFICERS, TRUSTEES AND STAFF

OFFICERS

Joyce Smith, Chair, Community at Large

Robert Stewart, Treasurer, Community at Large

Barry Curlee, Secretary, Community at Large

TRUSTEES

Kathryn Frank, Kathryn Frank, CPA

Bobby Jenkins, ABC Home & Commercial Services

Jack Nash, Community at Large

STAFF

Carrie Angell, EdD, MPAff, President & CEO

Bethany Leffingwell, Executive Director of Development

Heather Massey, VP of Communications and Community Relations

Magdalena Blanco, VP of Strategy and Business Operations

Heather Kirkland, Director of Finance

Hailey Vandevanter, Events and Communication Manager

Marjorie Gonzalez, Project Manager

A LETTER FROM OUR PRESIDENT AND CEO

Dear Business and Community Leaders,

In 2024, the BBB Education Foundation became the BBB Foundation for Better Business and continued its mission of empowering businesses and entrepreneurs through education, outreach, and trust-building initiatives. Partnering with BBB serving the Heart of Texas, we strengthened key programs to drive business success and community impact.

This year, we launched Ignite sparked by BBB, a business accelerator designed to equip entrepreneurs with the tools needed to grow and thrive. We also introduced the Spark Awards, celebrating emerging businesses for their integrity and leadership, alongside our long-standing Torch Awards for Ethics.

Our Vision Casting Luncheons engaged business leaders in forward-thinking discussions, while the Speakers Bureau provided valuable insights on trust, reputation management, and marketplace trends. Additionally, we collaborated with the Austin Business Journal to launch The Power of Better Business, a roundtable series tackling essential topics like financial literacy, business planning, and risk management.

Beyond supporting businesses, we remained committed to empowering consumers. Shred Events helped protect sensitive information, while partnerships with local media raised awareness about scams, ethical business practices, and industry trends. Our work was also featured on Montel Williams' Military Makeover, showcasing efforts to support military veterans.

While 2024 was a year of growth, it was also a year of strategic transformation. As we move into 2025, we remain committed to building a stronger, more connected business community where small



Carrie Angell, EdD, MPAff

businesses thrive, and consumers are equipped with the knowledge to support them.

Thank you for being part of this journey. Together, we are shaping a future where better business leads to better opportunities for all.

A handwritten signature in black ink that reads "Carrie Angell".

Carrie Angell, EdD, MPAff
President & CEO

Better Business Bureau serving the Heart of Texas, BBB Foundation for Better Business, and Heart of Texas Business Services



Trust Champions Alliance

BBB & NFL ALUMNI ASSOCIATION

A Partnership for Trust & Business Success

In 2024, the Foundation for Better Business and the NFL Alumni Association (NFLA) launched a strategic partnership on Radio Row during the Super Bowl in Las Vegas, bringing together business leaders and former professional athletes to promote integrity, entrepreneurship, and community engagement.

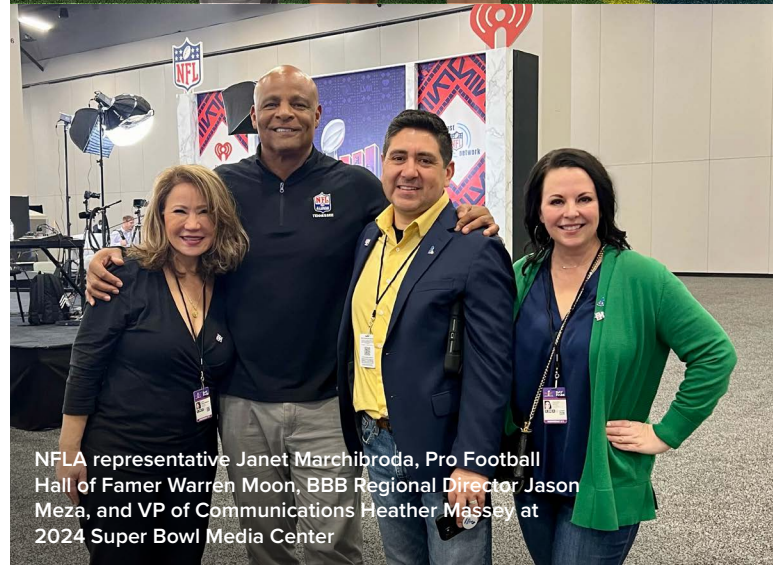
Through this collaboration, the Trust Champion Alliance was introduced, featuring proposed initiatives like First Down Forums, designed to provide mentorship and resources for small business owners, and Ethics for Champions, aimed at inspiring ethical leadership in young adults. Additionally, the Online Training Camp is being developed to offer accessible business education for entrepreneurs, retired athletes, and industry professionals.

NFLA also supported BBB's Top Golf Event, strengthening connections between business leaders and former NFL players, while BBB partnered with NFLA at the YTexas Summit at AT&T Stadium. The YTexas Summit is a statewide gathering of business leaders focused on innovation, workforce development, and economic growth, providing a platform for collaboration and opportunity.

As these initiatives continue to take shape, BBB and NFLA remain committed to equipping businesses and future leaders with the tools, mentorship, and connections needed for long-term success.



Customer Services Director Brenda Ortiz, VP of Operations Magdalena Blanco, and Heather Massey, at YTexas Summit hosted at AT&T Stadium in Arlington, TX



NFLA representative Janet Marchibroda, Pro Football Hall of Famer Warren Moon, BBB Regional Director Jason Meza, and VP of Communications Heather Massey at 2024 Super Bowl Media Center



Executive Director of Development Bethany Leffingwell, NFL Alumni Association CEO Brad Edwards, Austin Mayor Kirk Watson, and Foundation President Carrie Angell, EdD, MPA&F



A Year of Growth and Transformation

In 2024, we took bold steps to expand our reach, deepening support for micro and small businesses—the driving force of the Texas economy. Through increased community engagement, strategic partnerships, and the development of innovative programs, we laid the groundwork for a stronger, more resilient business community.

Building a Stronger Foundation for Small Businesses

Knowing half of small businesses don't survive beyond five years, we committed to helping small businesses strengthen their resilience and unlock new growth by conceptualizing a brand-new portfolio of dynamic programs tailored to their evolving needs. These programs will provide top-tier education, mentorship, and resources, powered by leading entrepreneurs, financial institutions, and major corporations, ensuring that small businesses have the tools they need to thrive for years to come.

Engagement & Collaboration

To ensure that our expansion reflected the real needs of the business community, we focused on deep stakeholder engagement. Key highlights include:

- Hosting listening sessions and vision casting events to gather insights from business owners and community leaders.
- Forming an expansion committee to guide our programmatic growth.
- Strengthening partnerships through collaborations with public agencies, corporations, and nonprofit organizations.
- Securing financial support from donors and sponsors who believe in the power of small business education.
- Building over 500 new key relationships, expanding our network of business leaders, funders, and strategic partners to advance our mission.



Ignite sparked by BBB: **Empowering Business** **Leaders for Growth &** **Success**

We are proud to introduce Ignite sparked by BBB, a dynamic accelerator and co-working space designed to help business leaders build stronger, more successful companies.

Opened in late 2024 at BBB's Austin facility, Ignite serves as a hub for entrepreneurial education, innovation, and community collaboration.

This dedicated space houses the Foundation's programs, offering networking events, skills-sharing sessions, and mentorship opportunities tailored to the needs of small businesses. Entrepreneurs can gain access to vital resources in sales, business development, and operational excellence, helping them navigate today's competitive landscape with confidence.

Modeled after successful BBB initiatives in Arizona and California, Ignite is more than just a workspace—it's a launchpad for business growth and long-term success. With future expansion plans in Fort Worth, BBB is committed to supporting Texas entrepreneurs and strengthening the local business ecosystem.



Impacting **Privacy** **Protection** and **Monitoring**

Shred Day is a flagship initiative of the Foundation for Better Business, dedicated to combating identity theft and fraud through education and secure document disposal.

This community-focused event provides free, on-site shredding services, allowing individuals and businesses to safely dispose of sensitive documents. In addition to shredding services, BBB distributes valuable identity protection resources and fraud prevention tips to help safeguard personal and financial information. Shred Day reinforces BBB's commitment to consumer protection and financial security, empowering communities with the knowledge and tools to prevent identity-related crimes.

8 SHRED
EVENTS
HOSTED

1,258
CONSUMERS HELPED



65,927

**TOTAL
POUNDS
SHREDDED**



Shred Day volunteers at San Antonio-area event



Jason Meza and AARP volunteers at Northwest San Antonio Shred Event



Volunteer staff at Corpus Christi-area Shred Event



Volunteers collecting materials to shred for Austin-area residents



2024 BBB TOPGOLF TOURNAMENTS

Building Business Connections & Community Impact

Hosted in Austin and San Antonio, the 2024 BBB Topgolf Tournaments brought together business leaders, entrepreneurs, and community partners for a day of networking, competition, and support for small businesses.

Hosted by the Foundation for Better Business, these tournaments provided a unique environment where professionals could connect, collaborate, and strengthen relationships while enjoying a fun-filled golf experience.

More than just a tournament, this event highlighted BBB's commitment to business education, ethical leadership, and entrepreneurial success. BBB continues to equip small businesses with the tools they need to grow, thrive, and navigate today's business landscape. The tournament also served as an opportunity for attendees to learn more about BBB and the Foundation's mission and how it supports business integrity in Texas.

A special thank you to our sponsors, teams, and community partners who made this event possible. We look forward to continuing this tradition in 2025 and furthering our mission to empower businesses across Texas!



BBB Accredited Business Window World at BBB Topgolf Tournament — Austin



BBB's Trevor Hurt and NFLA representatives at BBB Topgolf Tournament — Austin



BBB Topgolf tournament attendee ready to tee off



Worst score winner
BBB Topgolf Tournament – San Antonio

125
NUMBER OF
ATTENDEES



\$28,875 REVENUE 💰💰
IN-KIND VALUE **\$12,200**

\$4,600 
SILENT AUCTION PROCEEDS



Celebrating Ethical and Emerging Business Excellence: BBB Torch & Spark Awards

The BBB Torch Awards for Ethics recognize businesses that demonstrate an outstanding commitment to integrity, transparency, and trust in the marketplace.

This prestigious award honors companies that go above and beyond in building customer confidence and community trust. Winners are selected by an independent panel of business and community leaders who evaluate each entrant's dedication to ethical standards and their ability to uphold and communicate their values.

Alongside the Torch Awards, the BBB Spark Awards celebrate emerging entrepreneurs and startups that embody ethical leadership and a commitment to building trust early in their business journey. This award highlights young companies making a meaningful impact through integrity-driven innovation and business excellence.

Together, the Torch and Spark Awards set a benchmark for ethical business practices, inspiring companies of all sizes to lead with honesty, accountability, and a dedication to strengthening trust in the marketplace.



James Family Tax
1-10 employees



Next Level Coaching Academy
11-20 employees



Eterneva
21-40 employees





Pure & Gentle
61-99 employees



Out of the Way Cafe
Spark Award Winner

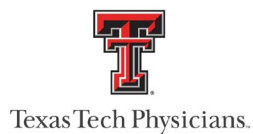


Shop LC
100+ employees



All About AC
Spark Award Winner

Thank you to the 2024 Torch and Spark Awards Sponsors!





Heather Massey with BBB Accredited Businesses at tradeshow in Arlington, TX



Katie Galan speaking at State of Texas Governor's Small Business Summit



BBB Lunch and Learn: How Business Can Win with Media. Panel was moderated by Devin Benavides, Director of Partnerships & Community Engagement at BBB

Advancing Business and Consumer Education

Speaker's Bureau provides free, professional presentations to businesses, civic organizations, schools, senior groups, and veterans.

Our expert speakers deliver insightful, tailored sessions on topics such as business ethics, fraud prevention, and consumer protection.

From staff development programs to keynote addresses, our presentations are designed to educate and engage, helping organizations stay informed on critical marketplace trends and best practices. Each session typically lasts 30 minutes and includes a Q&A segment for interactive discussion.

58 
TOTAL PRESENTATIONS

3,810 
TOTAL PARTICIPANTS



By partnering with the Speaker's Bureau, organizations gain trusted knowledge and practical tools to support professional growth and informed decision-making.

TOPICS INCLUDE:

- Identity Theft
- Building Trust with Your Customers
- Scams Against Businesses
- Top 10 Scams Against Consumers
- How to Use BBB to Grow Your Business
- Handling Reviews and Complaints
- Reputation Management for Business
- Why BBB?



Foundation *for*
Better Business

2024 FINANCIAL INFORMATION*

OVERVIEW

Revenue	\$107,271
Program Administration Expenses	\$580,738
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TOTAL NET INCOME / NET LOSS	(\$473,467)

* Unaudited Year-End Financials



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