

BBB Education Foundation

2022 ANNUAL REPORT



**Better Business Bureau®
serving the Heart of Texas**

BBB[®] serving the Heart of Texas Education Foundation

BBB Education Foundation's mission is to strengthen community trust through education, outreach and scam prevention.

For over 30 years, the foundation has provided free programs to diverse populations across Texas. BBB Education Foundation and its programs are supported by local business sponsors, nonprofit partners and volunteers.

Education Foundation Officers, Trustees and Staff

Officers

CHAIR	Joyce Smith Community at Large
TREASURER	Robert Stewart Community at Large
SECRETARY	Barry Curlee Community at Large

Trustees

Monica Davis, Community at Large

Jeff Evins, Evins Personnel

Kathryn Frank, Kathryn Frank, CPA

Bobby Jenkins, ABC Home &
Commercial Services

Jack Nash, Community at Large

Staff

Carrie A. Hurt, President and CEO

Heather Massey, VP of Communications

Colleen Rudio, Chief Strategy Officer



Privacy Protection

Shred Day is a BBB-branded, identity theft, fraud prevention and educational initiative that features free on-site document shredding. It is also an opportunity to distribute identity protection tips and resources to local communities.

Key Results

Consumers helped	1,219
Total pounds shredded	52,200



Top photo: Cars line up for the Austin Shred Event.

Middle photo: Furry friends like Dexter came to visit!

Bottom photo: Sr. Regional Director Jason Meza with volunteers at Shred Event at La Vernia High School.



Business and Consumer Education

BBB provides professional staff presenters to local business and civic organizations, schools, senior citizen groups, veterans and more — free of charge. From staff development programs to keynote addresses, BBB Speaker's Bureau offers relevant information on a variety of topics that can be tailored to suit groups' individual needs. BBB Speaker's Bureau presentations typically last 30 minutes and are followed by Q&A sessions.

Topics include:

- How to Start With Trust®
- Identity Theft
- Building Trust with Your Customers
- Building Character and Trust for Your Employees
- Scams Against Businesses
- Top 10 Scams Against Consumers
- How to Use BBB to Grow Your Business
- Handling Reviews and Complaints

Key Results

Total Presentations **60**

Total Participants **11,515**



Top photo: Business Development Rep Michelle Bononcini at the 2022 Bexar County Business Conference.

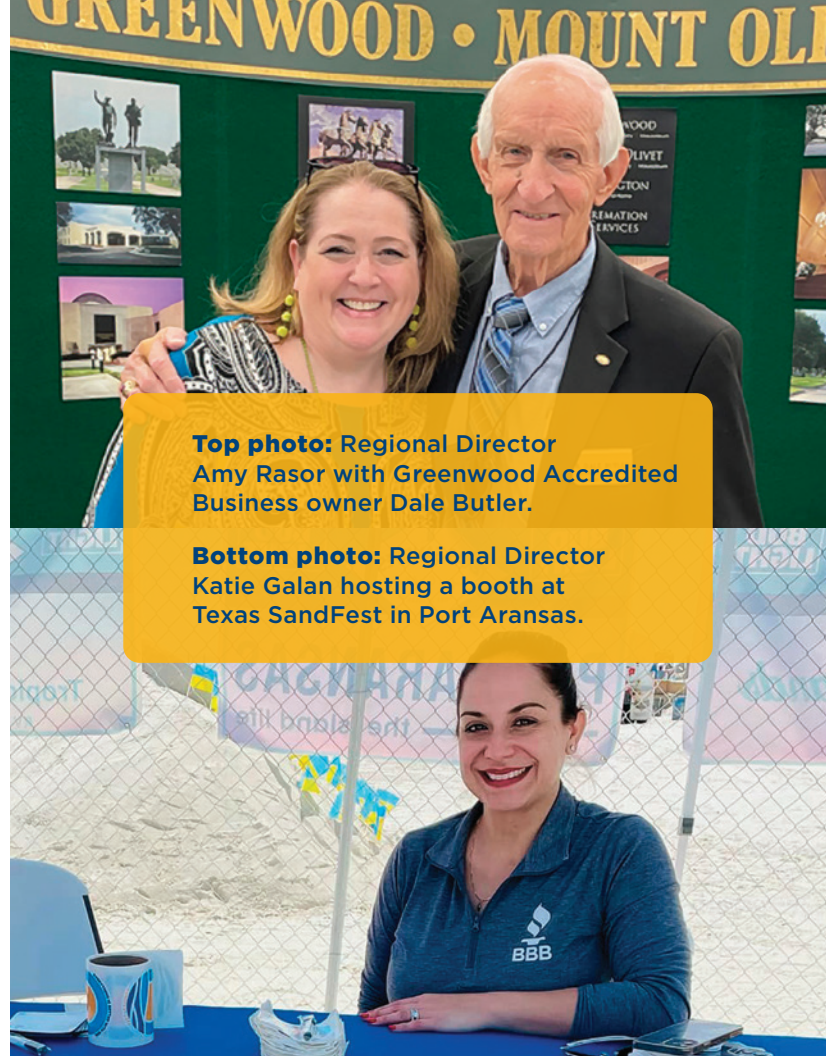
Middle photo: Sr. Regional Director Jason Meza presenting to San Antonio business owners on how they can market themselves.

Bottom photo: Sr. Regional Director Jason Meza at Ft. Sam Houston to present to the local military community about home buying options.



Community Engagement

BBB regional directors serve as the face of BBB in communities within our coverage area. This includes representing BBB in media appearances, but also connecting with businesses and consumers at various events. During 2021, our team of regional directors attended Chamber of Commerce events, conferences, mixers, parades and trade shows, just to name a few. While the specific purpose of each event varies, BBB attends to connect with businesses and consumers. These connections remind both audiences that BBB is part of their community.



Top photo: Regional Director Amy Rasor with Greenwood Accredited Business owner Dale Butler.

Bottom photo: Regional Director Katie Galan hosting a booth at Texas SandFest in Port Aransas.



Empowering the community to
fight fraud together.



Content Education

BBB Education Foundation qualifies for and takes advantage of annual nonprofit grants offered by Google to advertise educational content. BBB serving the Heart of Texas uses the account to promote tips to help consumers make smart buying decisions in various situations such as home buying, car buying, choosing lenders, etc. Content targeted to special populations, such as seniors and military veterans, is also featured. Plus, BBB offers direct links to BBB Scam TrackerSM to allow consumers to learn more about how to protect their identity and money.

Topgolf Fundraising Event



The Fort Worth BBB first put on this event before the merger to support a scholarship program in partnership with Junior League. Though previous tournaments were hosted on golf courses, tournaments after 2019 will be held at Topgolf. A Topgolf-style tournament is a new opportunity to reach out to younger participants who may be more focused on networking and having a good time bonding with their office staff.

Purpose

Proceeds from the BBB Topgolf Tournament will support BBB’s Education Foundation and its programs.

Topgolf San Antonio Key Results

Number of Attendees	67
Revenue	\$10,085
In-kind Donations	\$6,420

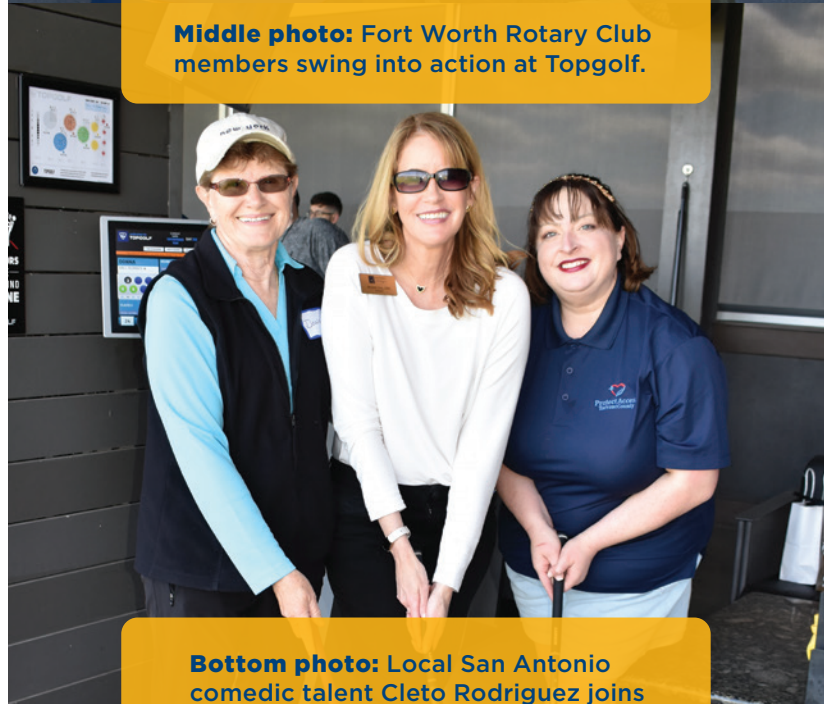
Topgolf Fort Worth Key Results

Number of Attendees	50
Revenue	\$8,517
In-kind Donations	\$10,524



Top photo: BBB Board Member Mark Titus joins in on the fun with a Mr. T impersonator!

Middle photo: Fort Worth Rotary Club members swing into action at Topgolf.



Bottom photo: Local San Antonio comedic talent Cleto Rodriguez joins our River Walk Queen and BBB Team for an afternoon of fun at Topgolf.



2022 BBB Torch Awards for EthicsSM

BBB's mission is to create an ethical marketplace where buyers and sellers trust each other. One of the ways this is accomplished is by recognizing marketplace role models. In this spirit, BBB Education Foundation publicly recognizes businesses committed to ethical marketplace practices with the annual BBB Torch Awards for Ethics. The Torch Awards program launched in 2014 to celebrate the importance of ethical business practices. Spotlighting outstanding businesses that demonstrate a solid commitment to marketplace trust helps BBB promote the value in dealing with trustworthy businesses. Torch Awards are open to all for-profit

businesses headquartered within the 105 counties covered by BBB serving the Heart of Texas. Applicants must be in business for a minimum of three years and maintain a rating of B or higher with BBB (BBB Accreditation is not a requirement). We recognized six businesses in 2021.

Key Results

Number of Entries	95
Number of Finalists	18
Number of Winners	6



Red Development Group
Fort Worth



Clinical Bridges, PLLC
Fort Worth



Valor
Fort Worth

Assisting Hands of Fort Worth West, Fort Worth **Baird Foundation Repair San Antonio** **Protectall by GBS Fort Worth**



Assisting Hands of Fort Worth West, Fort Worth



Baird Foundation Repair San Antonio



Protectall by GBS Fort Worth

2022 Financial Information*

* Unaudited Year-End
Financials

Revenue	\$	142,300
Program Administration Expenses	\$	135,350
Total Net Income	\$	6,950



Education
Foundation

BBB Education Foundation

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