

# BBB Education Foundation

2023 ANNUAL REPORT



Better Business Bureau® serving the Heart of Texas





Education  
Foundation

***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

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CHAIR	<b>Joyce Smith,</b> Community at Large
TREASURER	<b>Robert Stewart,</b> Community at Large
SECRETARY	<b>Barry Curlee,</b> Community at Large

## Trustees

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<b>Kathryn Frank,</b> Kathryn Frank, CPA
<b>Bobby Jenkins,</b> ABC Home & Commercial Services
<b>Jack Nash,</b> Community at Large

## Staff

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- Carrie Angell Hurt,** President and CEO
- Colleen Rudio,** Chief Strategy Officer
- 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

## Letter from the President and CEO



***In 2023, we built a robust framework around the BBB Education Foundation, setting the stage for exciting new programs and services in 2024 and beyond.***

In 2023, we built a robust framework around the BBB Education Foundation, setting the stage for exciting new programs and services in 2024 and beyond. **With our unwavering focus on creating a stronger Heart of Texas**, we are thrilled to announce the launch of several high-impact initiatives that promise to make a lasting impact in the communities we serve. Our continued commitment to enhancing community trust through education, outreach, and scam prevention is steadfast, as your partnership remains invaluable.

In collaboration with BBB® serving the Heart of Texas, the BBB Education Foundation has played a vital role in fostering relationships across economic development, higher education, and law enforcement. Our efforts extend to supporting entrepreneurial and business programming, expanding strategic collaborators and partnerships, and contributing to a more informed and connected business community.

Our Speakers Bureau is a beacon for ethical business practices, providing valuable insights through engaging presentations and webinars for business and community groups. This past year, we organized community events, hosted networking opportunities, and delivered business support and consultations, further solidifying our dedication to a trustworthy and connected business landscape.

**I am pleased to share exciting news about the launch of Ignite by BBB serving the Heart of Texas region**, this innovative virtual and collaborative environment is uniquely designed to cater to entrepreneurs and small business owners, recognizing the unique characteristics of each community. Ignite by BBB events, centers, and programming will create collaborative and inclusive opportunities to accelerate business and our impact across the Heart of Texas. In 2024, Ignite by BBB initiatives aim to promote innovation and business growth, reflecting our commitment to building strategic alliances that support small businesses and foster thriving communities.

Additionally, the Ignite by BBB initiative presents future sponsorship opportunities for businesses interested in supporting and being part of dynamic educational and coworking environments. Your involvement in this endeavor would contribute to local entrepreneurs' success and align with BBB's commitment to fostering small business success and strong community connections in the Heart of Texas.

As we look ahead, the BBB Education Foundation remains dedicated to its mission to combat crimes and trends in the state. Our commitment to transparency is evident through scam reporting and customer reviews, empowering businesses and consumers.

The Foundation's role in supporting Ignite by BBB and entrepreneurial Main Street accelerator programming remains crucial in advancing community trust and resilience.



**We extend our gratitude to all who have contributed to the success of the BBB Education Foundation.** Your support has been instrumental in our efforts to enhance community trust and provide valuable education and resources. As we continue this journey, we invite you to actively participate in our mission to foster a more informed, connected, and ethical business community.

Thank you for your continued partnership and support.

Sincerely,



**Carrie Angell Hurt**

*President & CEO*

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



### **Ignite by BBB**

The Ignite by BBB initiative, serving the Heart of Texas region, offers entrepreneurs and small business owners a unique virtual coworking environment.

This digital environment prioritizes collaboration and inclusivity, providing online resources like high-speed internet, virtual meeting rooms, and community-building platforms. Tailored for BBB Accredited Businesses and nonprofits, it offers a range of virtual work options to promote innovation and business growth remotely.

Additionally, the center presents future sponsorship opportunities for businesses interested in supporting and being part of this thriving virtual community, furthering the BBB's commitment to fostering small business success and strong community connections in the Heart of Texas.

**Unveiling the Blueprint of Innovation: Ignite by BBB takes shape in 2024.**





## Impacting Privacy Protection and Monitoring

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

Shred Events Hosted by BBB HoT 9

Consumers Helped 1,393

Total Pounds Shredded 72,629



**Top photo:** Ray Ramirez (Facilities Manager) and Hailey Vandevanter (Events Manager) directing traffic at Austin Shred Event with AARP.

**Middle photo:** BBB hosted a Shred Event in Corpus Christi with Goodwill Industries with over 200+ cars in attendance.

**Bottom photo:** BBB Austin staff volunteering at Austin Shred Event in November.



# Advancing 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:

- 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?
- Robocalls: How to Fight Back

## Key Results

Total presentations **50**

Total participants **8,345**

**Top photo:** BBB staff attended the Bexar Country Business conference and spoke to 150+ Texas business owners.

**Middle photo:** Senior Director Jason Meza meeting with Rodolfo “Fuego” Orozco, LT Col, USAF. Commander 323rd Training Squadron. BBB is a part of the Honorary Commanders program, sharing best practices from civilian/business with our Military counterparts.

**Bottom photo:** BBB was a proud sponsor at San Antonio Startup Week hosted at Geekdom.





## Engaging Across Our Communities

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 2023, 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.



## Expanding Content Resources

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 Tracker<sup>SM</sup> to allow consumers to learn more about how to protect their identify and money.



**Top photo:** Director of Education, Katie Galan, speaking on recent scams in Corpus Christi with KRIS.

**Middle photo:** Katie Galan in attendance at the Education 2 Employment Partners Luncheon.

**Bottom photo:** Lunch meetup in Seguin with local BBB Accredited Businesses owners. Our continued partnership with local business helps support BBB's mission of advancing marketplace trust.





## Fundraising Opportunities

As the educational arm of the Better Business Bureau serving the Heart of Texas for three decades, BBB Education Foundation is dedicated to providing valuable educational resources to the local community. Sponsorships directly contribute to community betterment, fund legacy programs such as the Torch Awards for Ethics, support consumer empowerment via Shred Days, and offer engagement opportunities through our Speakers Bureau.

### Key Results

Sponsorships	\$ 24,130
Program Revenue	\$10,095
Donations	\$253

### Topgolf Key Results: San Antonio and Austin

Number of Attendees	118
Revenue	\$19,925
In-kind Donations	\$19,120

**Top photo:** Chief Revenue & Marketing Officer, Josh Hares, with 2023 Topgolf emcee Rudy Jay from 94.1 San Antonio's Sports Star.

**Middle photo:** BBB Board Member, Dr. Sally Miranda, winning the award for "Worst Score" at San Antonio Topgolf Tournament.

**Bottom photo:** Covert Buick GMC of Austin accepting their trophy for "Best Team Score" at the 1st Annual BBB Topgolf Austin Tournament.





# Honoring Excellence

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 2023.

### Key Results

Number of Entries	46
Number of Winners	6

## 2023 BBB Torch Awards for Ethics WINNERS



**Shane Phelps Law**  
Bryan, TX



**Clusiv, Inc.**  
Austin, TX



**Integrity Foundation Repair**  
Fort Worth, TX



**Window World TX/Brickstone**  
San Antonio, TX



**The Armstrong Company**  
San Antonio, TX



**NT Window, Inc.**  
Fort Worth, TX



**2023  
Financial  
Information\***

Revenue	\$	71,448
Program Administration Expenses	\$	81,353
<b>Total Net Income/(Loss)</b>	<b>\$</b>	<b>(9,905)</b>

\* Unaudited Year-End Financials





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