



FREQUENTLY ASKED QUESTIONS

What are The Torch Awards for Ethics?

BBB serving the Pacific Southwest Torch Awards for Ethics is an annual awards program that publicly recognizes local companies that go above and beyond with its customers, community, and stakeholders, and those who have made the commitment to the highest ethical business standards. This award is earned not given.

BBB has distilled our intentional focus on trust and ethics into four C's – Character, Culture, Customers, Community, and this is the basis for the Torch Awards entry process. The application outlines the character of the organization's leadership, how an authentic culture is being fostered, how the company prioritizes its relationship with customers, and the impact the organization is making in their community.

The award embodies the Better Business Bureau® mission of advancing marketplace trust.

Why Should Your Company Apply for the Torch Awards?

To be recognized as a recipient of a BBB Torch Award for Ethics is a HUGE distinction and is the biggest honor BBB bestows on a business.

By applying for the BBB Torch Awards for Ethics, your company can elevate its reputation, inspire trust, and gain valuable recognition. This prestigious award honors organizations that exemplify ethical leadership, strong business practices, and a commitment to community.

Businesses have said the application process is rewarding in itself, as they now have a great marketing piece for their business.

Winning a Torch Award can help:

- Enhance your brand reputation: Position your company as an industry leader in ethics and integrity.
- Boost employee morale: Recognize and reward your team's hard work and dedication to ethical practices.
- Attract top talent: Showcase your company's commitment to ethical business practices and attract top talent.
- Strengthen customer relationships: Build trust and loyalty with your customers by demonstrating your commitment to ethical business practices.
- Gain valuable publicity: Generate positive media coverage and increase brand visibility.

In addition, your business will be recognized at the BBB Torch Awards for Ethics, in a news release shared with local media partners, various print ads, on the BBB Torch Awards for Ethics website, and on BBB's social media sites. As well as receive a Trophy and logo as recognition of your company's achievement.

Who Can Apply for the Torch Awards

The Torch Awards is open to for-profit companies of all sizes physically located within Southern California, Central & Inland California, or Greater Arizona as defined below.

- **Southern California:** San Diego, Orange, Imperial, Riverside and San Bernardino Counties.
- **Central & Inland Empire:** Fresno, Kings, Tulare, Kern, Inyo, Mono, Mariposa, Madera, Merced counties.
- **Greater Arizona:** Apache, Coconino, Gila, La Paz, Maricopa, Mohave, Navajo, Pinal, Yavapai and Yuma Counties.

A company is eligible if the following apply:

- Holds a BBB rating of A-, A, or A+.
- BBB Accreditation is not required.
- In business for 3 years or longer (started in/before 2022 can apply in 2025).
- Not a government agency or non-profit 501c3.
- Hasn't been a Torch Award category winner in the past three years. (winners from 2022 can apply in 2025.)
- Finalists applications are valid for 3 years from submission (as of 2023).

How Can I Find Out More About the Entry Process and/or Event Dates:

Please visit our microsite dedicated to the Torch Award for Ethics for more information. However, if you don't find what you're looking for or you prefer to chat with someone, please contact Shelley Bradley at shelley.bradley@bbbcommunity.org or 858-427-1136.

BBB TORCH AWARDS

FAQs

The Judging Process

Entries are evaluated by a panel of independent judges composed of business and community leaders.

Your application will be judged against the criteria, not against other applicants. Each company is unique, so focus on showcasing your organization's strengths and commitment to character, culture, customers, and community. Provide detailed examples, stories, and supporting documents to illustrate your points effectively.

I'm a small business. How does this apply to my business?

The application process is simple; there are four main judging criteria based on your business's character, culture, customers, and community, and you will address three statements for each section. The criteria is created to be flexible so you can adjust to share how each section applies to you and your company.

I know of a great business. How can I nominate them for a BBB Torch Award for Ethics?

Yes, nominating someone else helps us identify great candidates and encourage them to apply! You can visit our Torch Awards for Ethics nomination form on torchawards.bbbcommunity.org and submit their information. Once we receive the nomination, we will contact the business directly and encourage them to submit an application.

MAIN CRITERIA SECTION

Keep the following in mind when completing this section...

- Please respond to all (3) statements below when addressing this section:
- Upload response in one pdf file that can be up to five pages (max).
- Please remember when answering each statement to include examples, photos, company excerpts to give the judges a greater understanding of your company.
- Remember: Strong written submissions with examples are key!

I've been nominated and am looking forward to applying, how do I start?

You will receive your application link and details via email from Shelley Bradley starting January 2025 and continued weekly as companies are nominated. Please check your spam/junk folder just in case. If you don't see it, contact shelley.bradley@bbbcommunity.org to have your application link resent.

How can my business be nominated?

A business may be nominated or be self-nominated. Once nominated, you will be invited to apply for the BBB Torch Awards for Ethics.

Click here for the [2025 Nomination Form](#)

APPLICATION DEADLINE

Friday, April 18, 2025 (11 PM PDT)*.

**Application support available through 5:00 PM PST*

FOR MORE INFORMATION | QUESTIONS?

View the video Congratulations on Your Nomination for the Torch Awards for Ethics!

View the Applying for the Torch Awards for Ethics Video Series for step by step application help (watch at your own pace).

Visit torchawards.bbbcommunity.org.

Contact:

Shelley Bradley, Director of Signature Events

- shelley.bradley@bbbcommunity.org
- [858-427-1136](tel:858-427-1136)