Mission

To educate, engage, and inspire the current and future workforces of Western Michigan to achieve success by embracing the power of trust, to provide information and resources to non-profits and donors in Western Michigan to assist them in best practices, transparency, and making knowledgeable choices, to educate all age groups, particularly senior, about best practices to avoid scams and fraud.
ABOUT THE FOUNDATION

Board of Directors
President - Phil Catlett
Chair - Marcie Lewis
Vice-Chair - Dale Rietberg, Varnum Law
Treasurer - John Greko, Trivalent Group
Secretary - Cathy Cooper, Meijer
Meggan George, West Michigan Aviation Academy
Janet Zahn, Kennari Consulting

Key Staff
Phil Catlett - President/CEO
Foundation Manager - Shelbee Axsom-Anderson

Foundation Programs
Trust Lab
Educational Programming
Charity Evaluation
Torch and Trust Awards
TRUST LAB

We officially launched the Trust Lab in September! What is the Trust Lab? Trust Lab supports the advancement and improvement of trust for organizations, industries, locales and regions. Created to address the lack of methodology available for gauging, reporting and responding to discrepancies of trust between marketplace stakeholders at a local level, Trust Lab acts as a centralized hub for those resources.

Efforts focus on both internal (for supporting companies) and external (public-facing) resources that provide actionable ways to assess, quantify and improve upon levels of trust in the marketplace.

**Accomplishments**

- Launch of the Internal Assessment Pilot Project with local business coaches
- Began external research with Calvin Center for Social Research to determine what trust looks like in West Michigan

Thank you to our Trust Lab Sponsors!
A vital part of the BBB Educational Foundation is educating stakeholders in the west Michigan marketplace. To accomplish that, the Foundation has a slate of presentations covering topics from scams to tips on how to build trust as a business. Because not every audience is the same, these presentations can be tailored to the specific group requesting the presentation.

**Presentations offered**
- Scambusters®
- Fighting Financial Fraud
- 5 Gestures of Trust
- Small Business Scams & Cybersecurity
- State of the Nonprofit Sector

**Accomplishments**
- Started offering Scambusters® to area schools
- Started offering Fighting Financial Fraud to area seniors
- Developed State of the Nonprofit Sector presentation based on research done by the Wise Giving Alliance

Presentations are either free or cost a suggested donation to the Foundation.
For details about Education Programming, visit bbb.org
Charity Evaluation is a free service for local nonprofit organizations that allows them to disclose governance, financial, and soliciting material for evaluation by standards determined through the Wise Giving Alliance, the national charity monitoring arm of the BBB. This program is utilized as a tool for nonprofit organizations and donors. Donors utilize the BBB database to research local charities and receive comprehensive, easy to understand information to support their giving decisions. Local charities utilize this program to gain exposure and resources related to best practices for transparency and accountability.

For organizations that meet all 20 Standards of Charity Accountability, the Educational Foundation offers the Charity Sealholder program. This allows access to the BBB logo, social media posts, the ability to be highlighted as Charity of the Month, and much more.

**Accomplishments**

- 70 Evaluations
- 41 Accredited Charities
- 2 Hosted Events for Accredited Charities

Don't forget!
We have a monthly newsletter and an annual giving guide
Let us know if you are interested in a specific charity standard or topic
Part of educating and informing the public is shining a light on local organizations that are a positive example for all. One way the BBB Educational Foundation does this is by celebrating local businesses and nonprofits at the annual Torch Awards for Ethics. Nominations are made by the public and winners are selected by an independent panel of judges. 2018 marks the 7th annual Torch Awards for Ethics.

**2018 Torch Award Winners**

- Stardust Memorials
- Micro Visions
- Arbor Financial Credit Union
- Bekins Inc.
- Lori’s Voice
- Wings of Hope Hospice

The BBB Trust Award honors a business or nonprofit leader whose honesty, integrity, transparency, and impact make West Michigan a better place to live and do business. The inaugural Trust Award was given in 2018, with the launch of the Trust Lab.

**2018 Trust Award Recipient**

Diana Seiger, Grand Rapids Community Foundation
FINANCIAL INFORMATION

Revenue $128,265

Expenses $211,854
Program $58,627
Adminsitration $153,627
Fundraising $0

Ending Net Assests $-75,394