2019 ANNUAL REPORT

Better Business Bureau Educational Foundation

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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.
LEADERSHIP

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21 Handshake

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Steelcase

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Amway

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JA PR Group / The Candied Yam

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Everdry Waterproofing

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FOUNDATION LEADERSHIP

Phil Catlett- President/CEO
Troy Baker- Educational Foundation Director
2019 was an exciting year for the Better Business Bureau Educational Foundation. This was the first full year for multiple foundation programs, including Trust Lab® and BBB Scambusters™. The BBB Educational Foundation also held its first Brews with the BBB, which helped bring together businesses and nonprofits, allowing both to make valuable connections. In 2019 the BBB Educational Foundation made a concerted effort to increase the organization’s public profile through media efforts surrounding specific foundation programming. These efforts resulted in media coverage of Trust Lab®, Scambusters™ and the Charity Review program.
Launched in western Michigan in December 2018, BBB Scambusters™ saw success in its inaugural school year. The program is based off the Scambusters™ presentations created by BBB in Raleigh, North Carolina. The game show-style presentation presents teams of students with scenarios that may, or may not, be a scam. Students collaborate to decide if the example is real or a scam. Teams that select the correct answer get to roll a large die for points. The team with the most points at the end of the class wins. Scambusters™ has been met with approval from both students and teachers and is quickly becoming a standard part of several teacher’s curriculum.

Response from Teachers

"We all enjoyed the presentation and thought it was relevant to our students and our curriculum.”
-Chad Williams, Grand Haven High School

"Great activity and the students enjoyed it!"
-Lori Grams, Zeeland West High School

"The activity was engaging, informative, and easy to follow. I think we take for granted just how much young people don’t know or don’t pay attention to when online. They are a bit naive”
-Brian Merrill, East Kentwood High School

<table>
<thead>
<tr>
<th>Spring 2019</th>
<th>Fall 2019</th>
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<tbody>
<tr>
<td>10 Schools</td>
<td>20 Schools</td>
</tr>
<tr>
<td>568 Students</td>
<td>2710 Students</td>
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KEY PROGRAMS

OTHER PRESENTATIONS

The Better Business Bureau Educational Foundation continues to offer a number of presentations aimed at educating the public, businesses and nonprofits in our community. These presentations are provided free of charge.

- Fighting Financial Fraud
- 5 Gestures of Trust
- Nonprofit Best Practices
- Small Business Scams and Cyber Security
KEY PROGRAMS

TRUST LAB®

The Better Business Bureau Trust Lab® is an initiative developed exclusively by the BBB Serving Western Michigan. Created in late 2018, the goal of Trust Lab® is to measure trust, and then work on programs aimed at enhancing trust inside organizations and in the marketplace. In 2019, Trust Lab® saw the completion of a number of pilot programs aimed at measuring trust.

Internal Assessments

In 2019, seven businesses took part in a pilot program to assess trust within their organization. These businesses were then provided a coach to help break down the results and the help the business create a plan to address any issues that were identified in this internal study.

West Michigan Consumer Research

2019 saw the first Trust Lab® marketplace research project. Conducted in conjunction with the Calvin University Center for Social Research, this initial report measured trust across multiple industries in Western Michigan. This study will allow the BBB to focus efforts on specific industries going forward.

Speaker Series

The BBB Trust Lab® speaker series connected businesses across west Michigan with experts, who spoke on topics like Cyber Security and the impact of Michigan's new marijuana law on the workplace.
CHARITY REVIEW

The Better Business Bureau Educational Foundation works to promote trust and transparency in the western Michigan nonprofit sector. In connection with the Better Business Bureau's Wise Giving Alliance, the BBB Educational Foundation conducts free charity reviews. These reviews evaluate nonprofits on 20 different standards of charity accountability. Nonprofits that meet all 20 standards are recognized as Accredited Charities at bbb.org and give.org. Accredited Charities are given the additional option to participate in the Charity Seal Holder program, which provides additional benefits to the nonprofit.

Charity Review Statistics

33 Evaluations
59 Accredited Charities

2019 Charities of the Month

- Lakeshore Pregnancy Center
- Habitat for Humanity Kent County
- Wings of Hope Hospice
- Exalta Health
- Grand Rapids Student Advancement Foundation
- Poetice International
- United Way of the Lakeshore
- YWCA
- Forgotten Man Ministries
RECOGNIZING MARKETPLACE ETHICS

The Better Business Bureau Educational Foundation has a history of honoring marketplace ethics and trust. The Trust Award recognizes a business or nonprofit leader who promotes trust and transparency in our community. The Torch Awards celebrate businesses and nonprofits who have shown a dedication to trust and ethics in our community.

2019 Trust Award Winner

Daniel Williams, CEO at the West Michigan Center for Arts + Technology (WMCAT)

2019 Torch Award Winners

Sharp Construction
Team Bob’s
Urban League of West Michigan
Exalta Health
2019 FINANCIAL STATEMENTS

Revenue: $334,435
Expenses: $261,780
- Program: $214,494
- Administration: $45,074
- Fundraising: $2,212
Ending Net Assets: -$2,739

CONTACT INFORMATION

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