2017 was a very important year for the BBB Educational Foundation! We purchased a 7200 square foot building that exists to bring community into a bright, colorful, collaborative space that exists to assist us in making West Michigan the most trusted marketplace in America!

The building, located at 3330 Claystone SE, Grand Rapids, MI 49546 was purchased in Spring 2017 by the BBB Educational Foundation. During summer and fall, the renovation was completed. BBB Foundation and BBB moved into building early December 2017. We now have a place for Community Education and Engagement. The front half of building is all public focused space: Foundation Office, Kitchen, Education Presentation Room, Conference Room, Mediation Room, 2 Public Bathrooms.
The design process clarified our intentions: transparency, collaboration, and community engagement are essential to the BBB Foundation role and mission. Through education, we are providing an essential resource for consumers, businesses, and non-profit organizations. We are supporting the free market through self-regulation, making West Michigan a great place to live!

We are providing seminar space and meeting room opportunities:

In the first weeks in the new space the Foundation hosted many educational events, trainings and individual discussions, including:

• High School Leadership Team Jr. Econ Club
• Calvin College Business Class Presentations
• News Conference with all major local media about Romance Scams
• Non-Profit training about Charity Review best practices
• Education on Marketing Summit
• Foundation Board Meetings
• Entrepreneur Committee Meeting
• Volunteer Management Association Discussion
• Emergency Planning and Gun Incident Response Discussion
• Interns have been working/learning in space
• Local First
• Wedgewood
• Strong Beginnings
If your business, non-profit, or community group would like to hold trainings or meetings at the BBB Foundation Building, we would welcome you!

**Board Officers and Members**

President – Phil Catlett  
Chair – Marcie Lewis  
Vice-Chair – Dale Rietberg  
Treasurer – Rhonda Huismann  
Cathy Cooper  
Meggan George  
Brian Jackson  
Quincy Williams  
Janet Zahn
Key Staff

Foundation Manager – Raechel Macqueen
Charity Review Coordinator – Shelbee Axsom

Charity Review

Cincinnati BBB administered the Charity Review program for much of the year, and in November we started to bring the program back in house. Non-profit funders look at websites and seeing the BBB Accredited Charity Seal does have influence and could make a difference. Our goal is to make the seal a gold standard that carries a lot of weight with donors and funders. While BBB can’t necessarily change “the way” of the non-profit sector, we can and do give resources. BBB Foundation is now celebrating Accredited Charities in print, on social media, and at bbb.org.

How the Program Works

Charities with inquiries from the public are requested to disclose governance, policy, fundraising, and financial information to the BBB. Those questionnaire responses are evaluated against 20 Standards of Charity Accountability which are threshold measurements of charity effectiveness, honesty, and transparency. The final reports are then published to bbb.org and give.org for the giving community to review.

Accredited Charities

Seal Holders

Total Reports

Torch Awards

Trust Lab