Better Business Bureau serving Louisville, Southern Indiana, and Western Kentucky

Mission: The BBB Consumer Education Fund is a 501(c)(3) tax exempt non-profit that was established to further the charitable and educational purposes of the BBB serving Louisville, Western Kentucky, and Southern Indiana. BBB’s mission is to support the BBB in its efforts to educate and inform consumers and to encourage charity accountability and wise giving practices.

Charity Review - Established locally in 2002, charity review is the donor information service of the local BBB. Its purpose is to promote public confidence in local charities and to encourage charitable giving. This is accomplished by providing the public with comprehensive reports on publicly soliciting charities. In addition to charity reports, the BBB provides the public with information on wise giving practices and advises charities on how to develop and maintain high ethical standards in their operations.

Senior Citizen Solutions and Scams - To protect elderly consumers, CEF has developed presentations and written literature to provide elderly consumers with information on recognizing and preventing fraud.

Identity Theft Seminars - To assist in educating consumers on identity theft, CEF has developed presentations on the topic of ID theft, including how to prevent it and what steps consumers can take should they become a victim.

Elder Contract Review - Through a partnership with the University of Louisville School of Law, senior citizens can obtain advice on contract issues from U of L law students.

Credit Clues - CEF developed information to help promote the most reliable and current information to consumers about the correct avenues to take, as well as those to avoid, when attempting to use, build, and most importantly, repair credit.

Expos and Trade Shows - In order to interact with consumers and businesses seeking information or services, CEF develops and distributes marketing, promotional, and educational materials at local expos, trade shows, and other community gatherings to increase awareness of BBB services and to educate consumers on a variety of topics affecting the marketplace.

Stop Shoplifting - This program is a joint initiative of the BBB and the Jefferson County Attorney’s Office. The program is an opportunity for first time shoplifting offenders to learn about shoplifting and its impact on their lives. The purpose of the class is to prevent future shoplifting.

Golf Scramble - The BBB Golf Scramble is CEF’s largest fundraiser. The event, which includes team sponsorships, hole sponsorships, and a silent auction, raises money for the BBB storefront at Junior Achievement BizTown and other CEF programs and activities.

BBB storefront in Junior Achievement BizTown - JA BizTown is a simulated town made up of 16 storefronts, sponsored by local businesses. Students experience the free enterprise system by working in these simulated businesses. With a variety of hands-on activities, students realize the correlation between what they learn in school and their participation in a simulated economy.

2016-2017 Officers:
Chairman: Raymond D. Strohman, President, Strohman & Company, PSC
Chair-Elect: Shannon Kirkell, PhD, Head, Belknap University Rube School of Business
Treasurer: Scott Craft, CPA, Corporate Consultants, Cafe Press
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Members of the Board:

- Vern Esswine, President, The Marketing Company
- Greg Heitman, Organizer/Owner, DisabiliCare Kentucky LLC
- Greg Hoover, Chairman & CEO, A.M. & Sons Corporation
- Thomas Smith, President/CEO, Amston Bank & Trust Company, Inc.
- Steve Wright, Managing Member, The Wright Legacy Group, LLC
- President/CEO (until August 31, 2016): Charles H. Hartfield, Better Business Bureau
- President/CEO (after September 1, 2016): Reanna Smith-Hamblin, Better Business Bureau

Better Business Bureau Consumer Education Fund Eliminations Total
Revenue $2,106,139 $927,113 $2,025,026
Expenditures
Program services $1,965,727 $91,915 $(442,424) $2,015,228
Management and general $174,062 --- $174,062
Fund raising $14,340 --- $14,340
Total expenses $2,154,129 $91,915 $(456,764) $2,097,280
Ending net assets $827,707 $135,728 $963,511

2016 Highlights:
- 76 presentations to senior citizens, high school students, and community groups
- 300 active Charity Review reports
- 20 expos, trade shows, and home shows