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. CEF’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 provide 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 sponsors, 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’s BizTown - JB Biztown is a simulated town made up of 16 storefronts, sponsored by local businesses. Students experience the real-life 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.

2017-2018 Officers:
Chairman: Sharon Kernick, PhD, Dean, Belhaven University Robs School of Business
Chair-elect: Vern Ewings, President, The Marketing Company
Treasurer: Scott Griff, CPA, Corporate Controller, Cafe Press
Secretary: Michael Bollin, Director of Financial Analysis, Texas Roadhouse
Members of the Board:
Sam Clime, President, FASTSIGNS
Ann Gregory, Partner, The Door Sales and Windows
Cindy Reichert, Director of Project Management, Brown-Forman Raymond Stratton, President & Chairman, Stratton+Co
Steve Wright, Managing Member, The Wright Legacy Group, LLC
President/CEO: Raenna Smith-Hamilton, Better Business Bureau

Better Business Bureau serving Louisville, Southern Indiana, and Western Kentucky
844 South 4th Street
Louisville, KY 40203
Phone: (502) 583-6546
Toll Free: (800) 388-2222
www.bbb.org