The Better Business Bureau of Wisconsin Foundation, Inc.

2011-12 Annual Report

An education foundation affiliated with The Center for Character Ethics
Mission Statement:
Helping to advance marketplace trust through education and the support of individuals, businesses and charities operating with integrity.

Core Values
Wisconsin BBB Foundation is a founding member of The Center for Character Ethics and will promote the following values that represent the commitment we will encourage businesses, charities and individuals to make.
I will strive to embody integrity and vigorously contribute to a culture of excellence by...

- **Being Ethical** - I will act with principle and do no evil. I will lead by example and empower others.
- **Building Trust** - I will be open, sincere and honest in my communications. I will honor promises, be aware of my abilities, ask for assistance when needed and seek wisdom to know the truth.
- **Promoting Solidarity** - I will be mindful that I am part of something special. I will have confidence in my teammates. I will collaborate with others and communicate candidly.
- **Demonstrating Excellence** - I will have a positive attitude, take pride in my work, pursue quality with passion and enthusiasm, and seek knowledge to gain confidence in my ability.
- **Respecting Others** - I will have compassion and be considerate of others and their points of view. I will value the dignity of others and safeguard their privacy. I will be open to change, ask questions and listen.
- **Being Accountable** - I will fulfill my responsibilities. I will not misuse the resources available to me. I will take care of others and my surroundings so those who follow may benefit.

2011-12 Board of Directors

**PRESIDENT**  RANDALL L. HOTH  
President/CEO  
Better Business Bureau  
of Wisconsin, Inc.

**SECRETARY**  DOROTHY KERR  
Executive Director  
Center for Communication  
Hearing & Deafness

**VICE PRESIDENT & TREASURER**  ROBERT BRADLEY  
Retired/Former VP & Treasurer  
Cramer-Krasselt, SCORE/SBA Volunteer  
Past Chairman, BBB of Wisconsin, Inc.

**MEMBER AT LARGE**  PAUL BORAWSKI  
Chief Executive Officer  
American Society for Quality

**MEMBER AT LARGE**  WILLIAM MARTIN  
President  
Jericho Resources, Inc.

**MEMBER AT LARGE**  VALERIE STEFANICH  
Co-owner  
Stowell Associates, Inc.
## 2012 Financial Report
Fiscal Year October 1, 2011 to September 30, 2012

### Balance Sheet

#### Assets

<table>
<thead>
<tr>
<th>Account</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$53,359</td>
</tr>
<tr>
<td>Foundation Checking</td>
<td>$40,857</td>
</tr>
<tr>
<td>Money Market</td>
<td>$88,166</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$129,023</td>
</tr>
</tbody>
</table>

### Program Report

#### Income

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Support</td>
<td>$53,359</td>
</tr>
<tr>
<td>BBB Accredited Business Donations</td>
<td>$362</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$95</td>
</tr>
<tr>
<td>Total Income</td>
<td>$53,816</td>
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</table>

#### Expenses

<table>
<thead>
<tr>
<th>Expense Title</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Expenses</td>
<td>$56,732</td>
</tr>
<tr>
<td>Torch Awards</td>
<td>$27,256</td>
</tr>
<tr>
<td>ShredFest</td>
<td>$14,476</td>
</tr>
<tr>
<td>Scholarship Awards</td>
<td>$10,000</td>
</tr>
<tr>
<td>Administrative Expenses</td>
<td>$1,463</td>
</tr>
<tr>
<td>Total Expense</td>
<td>$58,195</td>
</tr>
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</table>

A copy of the audited financial statements prepared by Reilly Penner & Benton is available upon request.
BBB Torch Awards for Ethics

The Wisconsin BBB Torch Awards for Ethics were created to showcase ethical Wisconsin companies and charities that build trust, advertise honestly, tell the truth, remain transparent and honor their promises. The foundation seeks partners to offer public recognition for businesses and charities in their pursuit of high ethical standards.


In October 2012 the following businesses and charities were recognized for their business ethics & integrity: Cintas, Briggs & Stratton, Med Advocates, Puro-Clean, Sure-Dry Basement Systems and The Stark Collection Agency (Bold Denotes Winners).

This year Rockwell Automation was recognized for winning an International Torch Award, which was awarded by the Council of Better Business Bureaus at a ceremony in Washington, D.C. on October 2, 2012.

BBB Secure your ID Day

Every Spring and Fall the BBB of Wisconsin Foundation hosts a free shredding event held in Metro-Milwaukee, Madison and the Fox Valley in conjunction with the Council of Better Business Bureaus Secure your ID Day.

The 2011-12 Sponsors include: (Program Sponsor – Milwaukee/Madison & Appleton) Anchor Bank, (Shredding Sponsors) Pro-Shred Security in Milwaukee, Pellitteri Data Destruction in Madison and Fox Cities Records Services in Appleton.

At the Shredfest events held in the 2012, the Wisconsin BBB collected and shredded close to 89,000 lbs of sensitive materials. AS part of a national movement to protect individuals from Identity Theft the fastest growing crime in the United States.

BBB Student of Integrity Scholarship Program

The Student of Integrity scholarship winners for 2012 were Andrew Goodman of Brodhead High School, Joseph O’Grady of Waukesha North High School, Chloe Siamof of Appleton West High School and Marie Wothe from Avery High School.

In 2012, each student received $2,500 based on their application and financial needs analysis. The winners were selected by a panel of volunteer professionals from a pool of over 500 applicants. The 2012 sponsors include: State Collection Service, Kohl’s Department Stores and Briggs & Stratton.

The goal of this program is to recognize and support high school students who embody high standards of character.