ABOUT THE BETTER BUSINESS BUREAU OF WISCONSIN FOUNDATION, INC.

The Better Business Bureau of Wisconsin Foundation, Inc. is a 501(c)(3) education Foundation affiliated with The BBB Center for Character Ethics. Established in 2001, the BBB of Wisconsin Foundation has five key programs that help to promote its mission:

STUDENTS OF INTEGRITY SCHOLARSHIPS - With the help of generous donations from local businesses and organizations, the Foundation annually awards monetary scholarships to Wisconsin high school seniors who have demonstrated integrity, character, leadership and ethical values.

WISCONSIN TORCH AWARDS FOR ETHICS - The Foundation’s annual business ethics awards program that spotlights ethical companies and charities of all sizes and industries who exemplify outstanding business ethics practices.

WISCONSIN SPARK AWARDS FOR ENTREPRENEURSHIP - The Foundation’s annual business ethics awards program specifically for young business owners and entrepreneurs in Wisconsin who demonstrate a strong commitment to the community.

SHREDFEST EVENTS - Held twice per year, Shredfest events help to protect the identity of consumers and businesses by offering free shredding services and distributing information about scams.

BBB SPEAKERS BUREAU - The Foundation educates local consumers and businesses on scams and scheme affecting Wisconsin through speaking engagements at local businesses, neighborhood groups, senior groups, schools and more.

OUR CORE VALUES

The 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 and individuals to make:

I 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 a 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 resources available to me. I will take care of others and my surroundings so those who follow may benefit.
2017-2018 FOUNDATION BOARD OF DIRECTORS

CHAIRMAN OF THE BOARD  PAUL SARA
Active Roofing Company

PAST BOARD CHAIR  DOROTHY KERR
Center for Communication
Hearing & Deafness

EXECUTIVE DIRECTOR  JAMES D. TEMMER
BBB Serving Wisconsin

SECRETARY  DONNA K. CONANT
We Energies

VICE PRESIDENT & TREASURER  PETER X. ENGEL
Easterseals Southeast Wisconsin

MEMBER AT LARGE  MICHAEL GILLICK
Gillick Wicht Gillick & Graf

MEMBER AT LARGE  DANIEL SEM
Concordia University

OUR MISSION STATEMENT:

Helping to advance marketplace trust through education and the support of individuals, businesses and charities operating with integrity.
2017-2018 FINANCIAL REPORT
Fiscal Year: October 1, 2017 - September 30, 2018

BALANCE SHEET

ASSETS

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$98,898</td>
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<tr>
<td>Foundation Checking</td>
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<tr>
<td>Money Market</td>
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<td>Accounts Receivable</td>
<td>$377</td>
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<tr>
<td>BBB Accredited Business Pledges</td>
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<tr>
<td>TOTAL ASSETS</td>
<td>$159,805</td>
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LIABILITIES & FUND BALANCE

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>-</td>
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<tr>
<td>Fund Balance (Current Year)</td>
<td>$9,724</td>
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<tr>
<td>Fund Balance (Prior Years)</td>
<td>$150,081</td>
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<tr>
<td>TOTAL LIABILITIES &amp; FUND BALANCE</td>
<td>$159,805</td>
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PROGRAM REPORT

INCOME

<table>
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<tr>
<th>Item</th>
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</thead>
<tbody>
<tr>
<td>Event Income</td>
<td>$54,847</td>
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<tr>
<td>BBB Accredited Business Donations</td>
<td>$4,937</td>
</tr>
<tr>
<td>Scholarships/Grants</td>
<td>$16,620</td>
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<tr>
<td>In-Kind Revenue</td>
<td>$1,253</td>
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<tr>
<td>Interest Income</td>
<td>$134</td>
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<td>TOTAL INCOME</td>
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EXPENSES

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<tbody>
<tr>
<td>Event Expense</td>
<td>$39,971</td>
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<tr>
<td>Membership Program</td>
<td>-</td>
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<tr>
<td>Scholarships/Grants</td>
<td>$25,000</td>
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<tr>
<td>Administrative Expenses</td>
<td>$3,095</td>
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<tr>
<td>TOTAL EXPENSE</td>
<td>$68,066</td>
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2017-2018 YEAR IN REVIEW

BBB SHREDFEST EVENTS

Shredfest is held as part of a national movement to protect individuals from identity theft, the fastest growing crime in the United States. The Foundation held two free shredding events during the 2017-2018 Fiscal Year. In April of 2018, BBB partnered with WISC-TV and Pellitteri Waste Systems for a free Shredfest event at Warner Park in Madison. In September of 2018, BBB partnered with Summit Credit Union to host shredding events in two locations, Madison and Muskego. The two organizations partnered with Pellitteri Waste Systems and ShredIt for these events.

1,900 CARS IN ATTENDANCE

39 TONS OF PAPER SHREDDED

2018 WISCONSIN TORCH AWARDS FOR ETHICS

The following recipients were chosen to receive the Torch Award for Ethics based on submissions that demonstrated excellence in ethical practice, service excellence, reputation, honest advertising, peer recognition, management practices and employee training in ethical behavior, all within their industry and community.

A new scoring system was implemented for the 2018 Torch Awards to more accurately reflect the Foundation’s mission to advance marketplace trust in Wisconsin. There is no longer a limit on the number of businesses who can receive the award per category each year. The Foundation recognizes that each business industry faces unique challenges when it comes to business ethics.

The 2018 Wisconsin BBB Torch Awards for Ethics recipients are:

**CATEGORY 1**
(1 - 10 employees)

*Kerzner Remodeling & Construction*

**CATEGORY 2**
(11 - 50 employees)

*Badger Basement Systems*  
*Health Payment Systems*

**CATEGORY 3**
(51 - 500 employees)

*Partnership Bank*  
*Tundraland Home Improvements*

**CATEGORY 4**
(501+ employees)

*West Bend Mutual Insurance Company*

**NON-PROFIT**

*ECE (Educational Credential Evaluators)*
The following three young business owners were chosen to receive the second annual Spark Award for Entrepreneurship based on their commitment to their character and leadership, their company culture, and their investment to their communities.

The 2018 Wisconsin Spark Award for Entrepreneurship recipients are:

**KRISTA DENTICE**  
Weddings with a Twist, LLC

**KYLE PEMBROKE**  
K&G Contractors

**BRANDON STRZYZEWSKI**  
Crystal Vista, LLC
The 2018 Students of Integrity Scholarship recipients are:

**AKHBAR KHAN FEROZ KHAN**  
Pulaski High School  
UW-Milwaukee

**MALA LUE**  
Pulaski High School  
UW-Milwaukee

**KAYLA CHAMBERS**  
Messmer High School  
UW-Milwaukee

**TIANA JOHNSON**  
Roncalli High School  
UW-Manitowoc

**GRACE COLVIN**  
Reedsburg Area High School  
UW-Madison

**PRANAV SRIVASTAVA**  
Wausau West High School  
UW-Madison

**EMMA HANISKO**  
Cambridge High School  
UW-Madison

**HANG YIN**  
Sussex Hamilton High School  
UW-Whitewater

**LARON HIGGINS**  
Milwaukee High School of the Arts  
UW-Madison

**MACAILEY ZIPPERER**  
Reedsville High School  
Lakeshore Technical College

In 2018, each Student of Integrity Scholarship recipient received a $2,500 scholarship to attend the accredited, Wisconsin-based college of their choice. The students were chosen by a panel of volunteer professionals from a pool of about 500 applicants.

The goal of this program is to recognize and support high school students who embody the high standards of character, who will go on to be ethical business leaders in the state of Wisconsin.
2018 TORCH AWARD SPONSORS & SCHOLARSHIP DONORS

The 2018 Torch Awards for Ethics sponsors include:

ENTREPRENEURSHIP CIRCLE SPONSORS
Granular
Harley-Davidson Motor Company
We Energies

LEADERSHIP CIRCLE SPONSORS
Associated Bank
Baird
Catholic Financial Life
Dave Jones, Inc.
ManpowerGroup
Roger & Shirley Schroeder
SVA
Town Bank
Willis Towers Watson
UW-Whitewater

MEDIA SPONSOR
Milwaukee Business Journal

Additional donations were provided by individuals and local businesses to support our 2018 Students of Integrity Scholarship program. These donors include:


The Better Business Bureau of Wisconsin Foundation, Inc. is incredibly thankful for the donations provided by local businesses and individuals. These donations help to support our annual Torch Awards for Ethics, Spark Awards for Entrepreneurship and Students of Integrity Scholarship programs.