



The Better Business Bureau of Wisconsin Foundation, Inc.

2019 - 2020 Annual Report



The Center for
**Character
Ethics**

An education foundation affiliated with
The Center for Character Ethics

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.

Note: Due to the COVID-19 pandemic, the following in-person programs were cancelled/postponed in 2020: Shredfest, Spark Awards for Entrepreneurship, and Torch Awards for Ethics.

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.

2019-2020 FOUNDATION BOARD OF DIRECTORS

CHAIRMAN OF THE BOARD

JOHN ZAGANCYK

EXECUTIVE DIRECTOR

JAMES D. TEMMER

SECRETARY

DONNA K. CONANT

TREASURER

ROGER SCHROEDER

MEMBER AT LARGE

DOROTHY KERR

MEMBER AT LARGE

DANIEL SEM

OUR MISSION STATEMENT:

Helping to advance marketplace trust through education and the support of individuals, businesses and charities operating with integrity.

2019-2020 FINANCIAL REPORT

Fiscal Year: October 1, 2019 - September 30, 2020

BALANCE SHEET

ASSETS

Cash	
Foundation Checking	\$42,897
Money Market	\$120,974
Accounts Receivable	-
BBB Accredited Business Pledges	-
TOTAL ASSETS	\$170,870

LIABILITIES & FUND BALANCE

Current Liabilities	-
Fund Balance (Current Year)	\$9,899
Fund Balance (Prior Years)	\$160,971
TOTAL LIABILITIES & FUND BALANCE	\$170,870

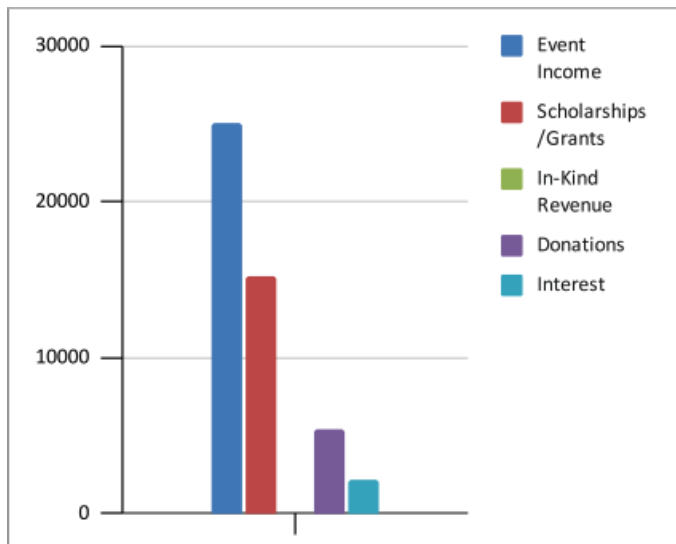
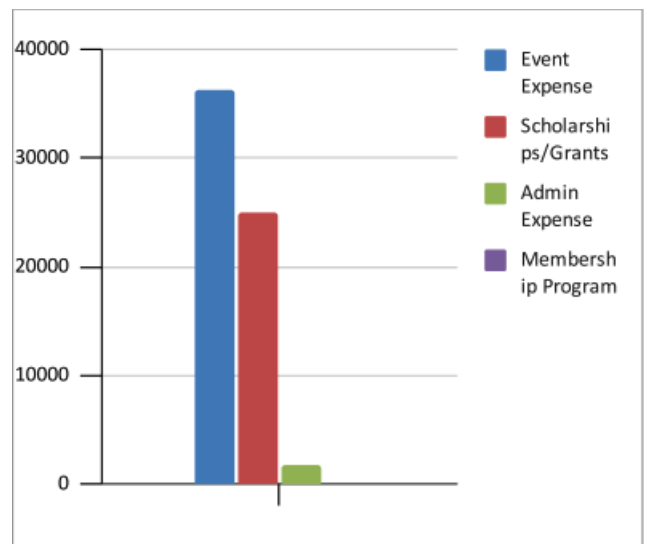
PROGRAM REPORT

INCOME

Event Income	\$25,080
BBB Accredited Business Donations	\$5,417
Scholarships/Grants	\$15,200
In-Kind Revenue	-
Interest Income	\$2,210
TOTAL INCOME	\$47,907

EXPENSES

Event Expense	\$36,274
Membership Program	-
Scholarships/Grants	\$25,000
Administrative Expenses	\$1,734
TOTAL EXPENSE	\$63,008



2019-2020 YEAR IN REVIEW

2020 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 2020 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 2020 Wisconsin BBB Torch Awards for Ethics recipients are:

CATEGORY 1

(1 - 10 employees)

Forte Investigations

NON-PROFIT

Ronald McDonald House Charities, Eastern Wi

2020 WISCONSIN SPARK AWARDS FOR ENTREPRENEURSHIP

The following business owner was chosen to receive the fourth annual Spark Award for Entrepreneurship based on their commitment to their character and leadership, their company culture, and their investment to their communities.



Roland Veshi

WeatherPro Exteriors

2020 TORCH AWARD SPONSORS & SCHOLARSHIP DONORS

We Energies Foundation, Catholic Financial Life, Dave Jones, Inc., Roger & Shirley Schroeder, SVA Certified Public Accountants S.C., Baird, Harley-Davidson, O'Leary & Anick, Kelmann Restoration, Town Bank, BMO Harris Bank, Associated Bank, Ellenbecker Investment Group, Make-A-Wish Wisconsin, Johnson Financial Group, and Paul & Jane Sara.



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.

2020 STUDENTS OF INTEGRITY SCHOLARSHIP PROGRAM

In 2020, 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.



The 2020 Students of Integrity Scholarship recipients are:

AMANDA STONE

Winneconne High School
UW-River Falls

MACKENZIE TEAGUE

La Farge High School
Chippewa Valley Technical College

AUSTYN KRUEGER

Kimberly High School
St. Norbert College

MCKENNA MUCKLER

Ithaca High School
UW-Platteville

COLIN ZASTROW

Craig High School
Blackhawk Technical College

MICHAEL KAUFMANN

Lincoln High School
UW-Madison

GEORGE TUTTLE

Drummond High School
Carroll University

NATALIE KREIER

Clear Lake High School
UW-Platteville

KAITLYN GENSKE

Spooner High School
UW-Eau Claire

TRENT ANDERSON

Juda High School
UW-Madison