BETTER BUSINESS BUREAU®
WISCONSIN FOUNDATION

2024-2025 ANNUAL REPORT

FISCAL YEAR OCTOBER 1, 2024 - SEPTEMBER 30, 2025

LETTER FROM THE EXECUTIVE DIRECTOR

A YEAR OF RECOGNIZING INTEGRITY AND INVESTING IN WISCONSIN'S FUTURE

Friends and Supporters of the Better Business Bureau of Wisconsin Foundation,

As I reflect on the past year, I am filled with pride and gratitude for all we have achieved together in service of our mission: to help advance marketplace trust through education and the support of individuals, businesses, and charities operating with integrity.

At the core of the BBB Foundation is a belief that trust is the cornerstone of a healthy marketplace. Our work continues to shine a light on the organizations and individuals who lead with integrity, fairness, and respect. Through our BBB Ethics Awards programs, we celebrate and amplify those who set the standard for ethical behavior in Wisconsin.

We are investing in the next generation of ethical leaders

One of the most powerful ways we fulfill our mission is through the BBB Students of Integrity Scholarship. This scholarship awards $2,500 to deserving high school seniors who exemplify integrity, leadership, and ethical values, and who plan to attend Wisconsin colleges. These young people represent the future business leaders, entrepreneurs and community members who will carry the torch of ethical conduct forward. Supporting them is an investment not only in their individual futures, but in the long-term health and trustworthiness of the Wisconsin marketplace.

I am also very excited to tease a new program coming to the BBB Foundation. The Future Leaders of Integrity (FLY) Program is a six-month virtual leadership experience that helps young adults ages 16–24 develop real-world leadership skills rooted in trust, ethics, and integrity. Through live sessions, mentorship, hands-on learning, and community-focused capstone projects, participants explore topics like ethical decision-making, responsible AI, communication, and customer trust. FLY empowers the next generation of leaders to make a positive impact in their schools, workplaces, and communities while building skills that prepare them for college, careers, and life.

Expanding education, awareness, and community protections

In addition to scholarships and awards, our Foundation supports a number of programs aimed at fostering trust and protecting community members. Through the BBB Speakers Bureau, we offer educational presentations to businesses, trade associations, schools, and senior groups on scams and deceptive practices, helping consumers and businesses stay informed and vigilant.

None of this work would be possible without the generosity of individuals, businesses, and organizations who believe, as we do, that ethical behavior matters. It matters not just because it is right, but because it builds trust. Your support enables us to honor ethical businesses through our BBB Ethics Awards, provide scholarships to promising young leaders, and deliver consumer education and protection services across Wisconsin.

As we move into the coming year, I am more optimistic than ever about the power of our collective commitment to integrity. We will continue to broaden our outreach, deepen our impact, and invest in new ways to promote marketplace trust. With your continued involvement, we will help ensure that Wisconsin remains a place where businesses and organizations succeed not just because of what they do, but because of how they do it.

Thank you for standing with the BBB Wisconsin Foundation. Together, we are shaping a marketplace built on trust, honesty, and respect.

Julie Albrecht

Julie Albrecht
Executive Director
BBB of Wisconsin Foundation

ABOUT THE BBB WISCONSIN FOUNDATION

Established in 2001, the Better Business Bureau of Wisconsin Foundation Inc. is a 501(c)(3) education foundation that advances marketplace trust through education, recognition and inspiration.

01

STUDENTS OF INTEGRITY

The Foundation awards $2,500 scholarships to Wisconsin high school seniors who demonstrate leadership, integrity and ethical values and plan to attend Wisconsin colleges.

02

BBB ETHICS AWARDS

The Torch Awards honor organizations that meet high standards of ethics and trust. The Spark Awards recognize emerging entrepreneurs who cultivate character, culture and community.

03

BBB SPEAKERS BUREAU

The Foundation supports presentations that educate consumers and businesses about scams and deceptive practices affecting communities across Wisconsin.

BBB WISCONSIN FOUNDATION MISSION

HELPING TO ADVANCE MARKETPLACE TRUST THROUGH EDUCATION AND THE SUPPORT OF INDIVIDUALS, BUSINESSES AND CHARITIES OPERATING WITH INTEGRITY

2024-2025 FOUNDATION BOARD OF DIRECTORS

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Sr. Vice President- Customer Service
WEC Energy Group

EXECUTIVE DIRECTOR
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Vice President Marketing & Communications
Better Business Bureau of Wisconsin

VICE PRESIDENT & TREASURER
ROGER SCHROEDER
Self Employed / Consumer Member

SECRETARY
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Retired / Former IT Director
We Energies
Zonta Club of Milwaukee

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Retired/Former Executive Director
Center for Communication, Hearing & Deafness

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Director - Doctor of Business Administration
Associate Professor of Business
Concordia University Wisconsin

MEMBER AT LARGE
HOWARD GREEN
Owner/Chief Executive Officer
Howard Green & Associates, LLC

THANK YOU

2024-2025 FISCAL YEAR FINANCIAL REPORT

FISCAL YEAR OCTOBER 1, 2024 SEPTEMBER 30, 2025

$175,365	$74,361	$69,054	$5,307
TOTAL ASSETS	TOTAL REVENUE	TOTAL EXPENSES	OPERATING SURPLUS

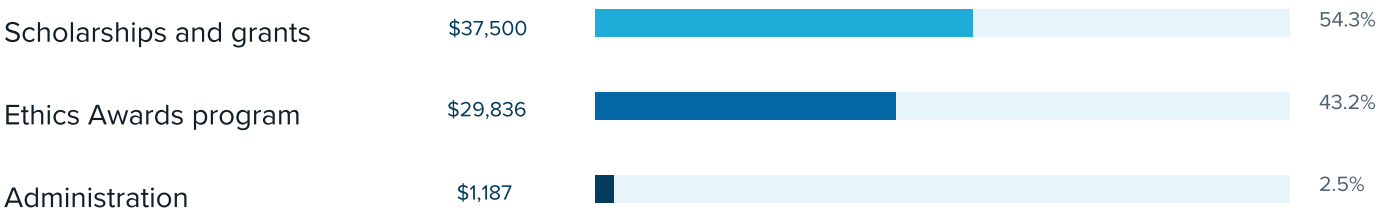
BALANCE SHEET ASSETS	
Foundation checking	$29,740
Money market	$9,135
Certificate of deposit	$134,537
Due from Bureau	$1,954
TOTAL ASSETS	$175,365

PROGRAM INCOME	
Ethics Awards revenue	$41,408
Scholarship contributions	$20,000
Accredited Business contributions	$6,844
Interest income	$5,904
General and miscellaneous	$204
TOTAL INCOME	$74,361

LIABILITIES AND NET ASSETS	
Current liabilities	$0
Net assets, current year	$5,307
Net assets, Foundation	$170,058
TOTAL NET ASSETS	$175,365

PROGRAM EXPENSES	
Scholarships and grants	$37,500
Ethics Awards program	$29,836
Administration	$1,718
TOTAL EXPENSES	$69,054

HOW FUNDS WERE USED

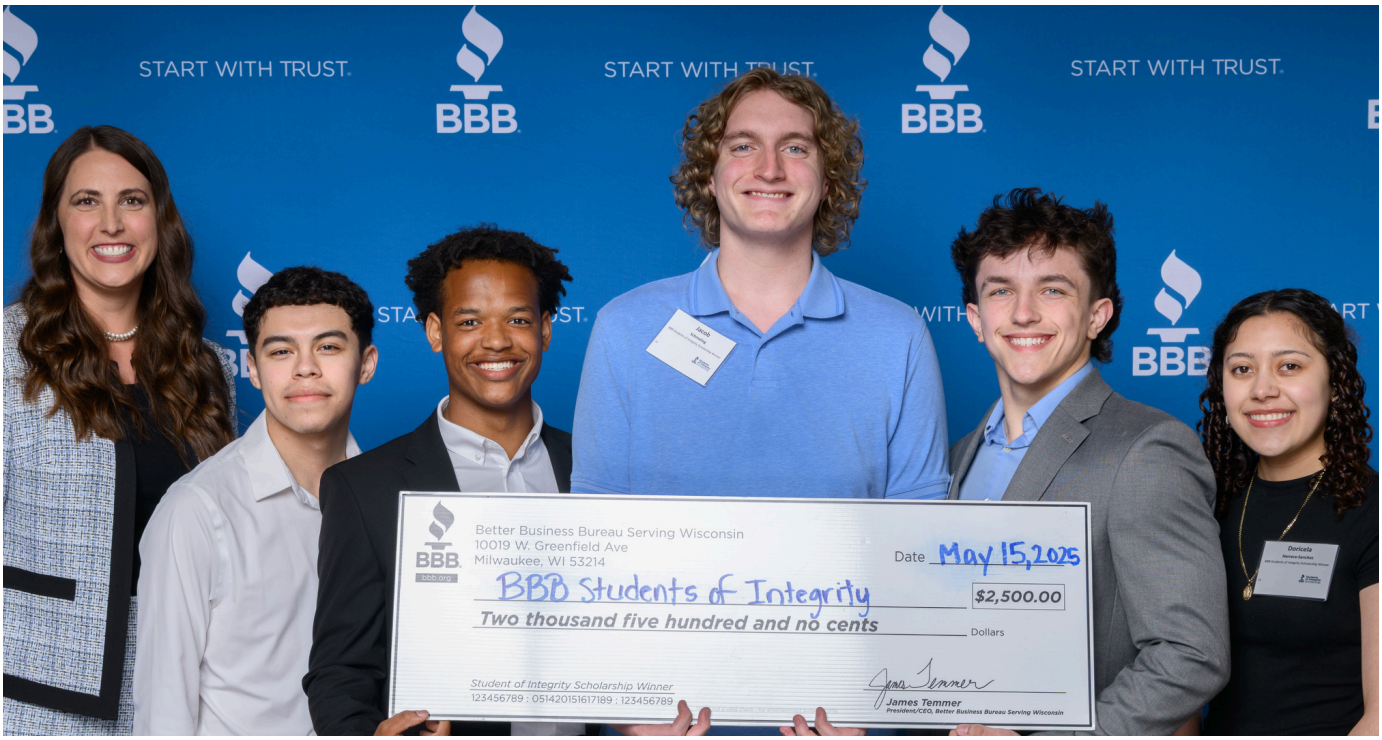


Unaudited financial information. Amounts are rounded to the nearest dollar.

2025 STUDENTS OF INTEGRITY

Fifteen Wisconsin high school seniors received $2,500 scholarships in recognition of their character, leadership and ethical values. Each recipient planned to attend an accredited Wisconsin college.

15	$2,500	$37,500
SCHOLARSHIP RECIPIENTS	AWARDED TO EACH STUDENT	TOTAL SCHOLARSHIPS AWARDED



2025 BBB STUDENTS OF INTEGRITY SCHOLARSHIP RECIPIENTS

Josue Andrade-Ortega - Berlin High School, University of Wisconsin - La Crosse
Yosef Edsell - Oshkosh West High School, Marquette University
Sydney Ewald - Burlington High School, University of Wisconsin - Madison
Jadyn Garbacz - Prairie du Chien High School, University of Wisconsin - Madison
Alison George - Mondovi High School, University of Wisconsin - River Falls
Doricela Herrera-Sanchez - Milwaukee School of Languages, Milwaukee Area Technical College
Justyna Jakacki - Mauston High School, University of Wisconsin - Madison
Rachel Leudtke - Oconomowoc High School, University of Wisconsin - La Crosse
Matthew Sarenac - Ronald Reagan College Preparatory High School, University of Wisconsin - Madison
Jacob Schmaling - Parker High School, University of Wisconsin - Madison
Alexa Schoen - Marshfield High School, University of Wisconsin - Madison
Zoey Schwartz - Bloomer High School, Chippewa Valley Technical College
Natalie Sippel - Campbellsport High School, Moraine Park Technical College
TJ Sondelski - Wausau West High School, University of Wisconsin - Madison School of Business
Ava Spreitzer - Watertown High School, University of Wisconsin - Whitewater

2025 BBB ETHICS AWARDS

The BBB Ethics Awards celebrate organizations that demonstrate exceptional integrity, trust and ethical leadership among their employees, customers and communities.

BBB TORCH AWARDS FOR ETHICS

The Torch Awards honor businesses and nonprofit organizations that meet high standards of ethics and trust.

- Basement Repair Specialists
- Chuck's Main Street Auto
- Senior Real Estate Specialists at Bruce's Team
- WeatherTight Corporation

BBB SPARK AWARDS

The Spark Awards recognize emerging entrepreneurs who demonstrate character and cultivate strong cultures and communities.

- Affordable Junk Removal Experts LLC
- Henry Home and Yard
- Kingdom Roofing

THANK YOU TO OUR SUPPORTERS

The BBB Foundation is grateful to the businesses, organizations and individuals whose generosity supports the Ethics Awards, Students of Integrity Scholarships and education throughout Wisconsin.

Thank you to our sponsors!

Anick & Associates
Financial & Management Services Exclusively for Non-Profit Agencies

We Energies Foundation

Johnson Financial Group

Town Bank N.A.
A Wintrust Community Bank

Baird
Roger Schroeder

Catholic Financial Life

Concordia University Wisconsin

Milwaukee Brewers

Dave Jones
Plumbing | HVAC | Fire Protection | Electrical

University of Wisconsin Whitewater
College of Business and Economics

EDUCATION THAT STRENGTHENS TRUST

The BBB Wisconsin Foundation supports education for local consumers and businesses about scams and deceptive practices through presentations to businesses, trade associations, schools, senior groups and community organizations.

CONNECTING WITH WISCONSIN BUSINESSES AND COMMUNITIES

BUILDING TRUST THROUGH EDUCATION

The BBB Wisconsin Foundation provides educational presentations to businesses, schools, senior groups, trade associations and community organizations across Wisconsin. These presentations offer practical guidance on scams, fraud, identity protection and other marketplace concerns. By helping consumers recognize risks and businesses understand the importance of honesty, transparency and responsiveness, the Foundation supports safer decisions and more trustworthy communities.

LOOKING AHEAD

The Foundation is developing a Future Leaders of Integrity (FLY) program. FLY a six-month virtual leadership experience that helps young adults ages 16–24 develop real-world leadership skills rooted in trust, ethics, and integrity. Through live sessions, mentorship, hands-on learning, and community-focused capstone projects, participants explore topics like ethical decision-making, responsible AI, communication, and customer trust. FLY empowers the next generation of leaders to make a positive impact in their schools, workplaces, and communities while building skills that prepare them for college, careers, and life.

15	$37,500	7
STUDENTS SUPPORTED	SCHOLARSHIPS AWARDED	ORGANIZATIONS HONORED

YOUR SUPPORT KEEPS US GOING.

The BBB Wisconsin Foundation depends on financial support from businesses, organizations and individuals who believe integrity matters. Your gift helps provide scholarships to ethical young leaders, recognize businesses that lead with trust and deliver marketplace education to communities across Wisconsin.

Please consider making a financial contribution today. Every gift helps sustain and expand these programs so the Foundation can continue building a more trustworthy Wisconsin.