



The Better Business Bureau of Wisconsin Foundation, Inc.

2016 - 2017 Annual Report



The Center for
**Character
Ethics**

An education foundation affiliated with
The Center for Character Ethics

Core Values

The Better Business Bureau of Wisconsin Foundation, Inc. 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 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.

2016-2017 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

ROBERT BRADLEY, CPA
SCORE Volunteer

MEMBER AT LARGE

MICHAEL GILLICK
Gillick Wicht Gillick & Graf

MEMBER AT LARGE

TIM NELSON
Northwestern Mutual

MEMBER AT LARGE

PETER X. ENGEL
Johnson Bank

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

2016-2017 Financial Report

Fiscal Year – October 1, 2016 to September 31, 2017

Balance Sheet

Assets

Cash	
Foundation Checking	\$92,884
Money Market	\$60,395
Accounts Receivable	-
BBB Accredited Business Pledges	-
Total Assets	\$153,280

Program Report

Income

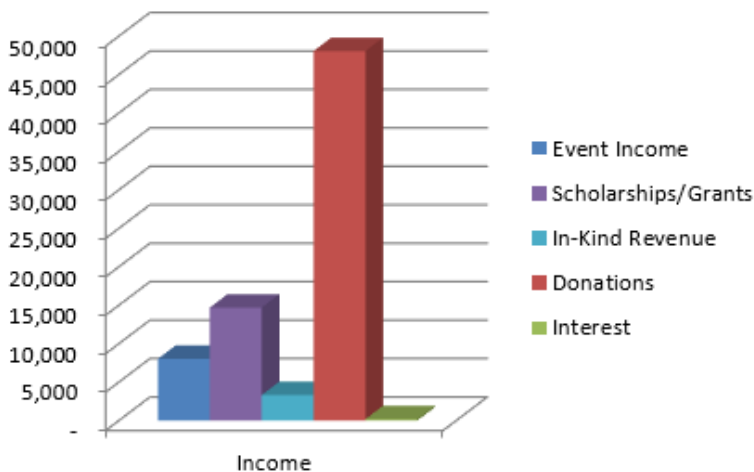
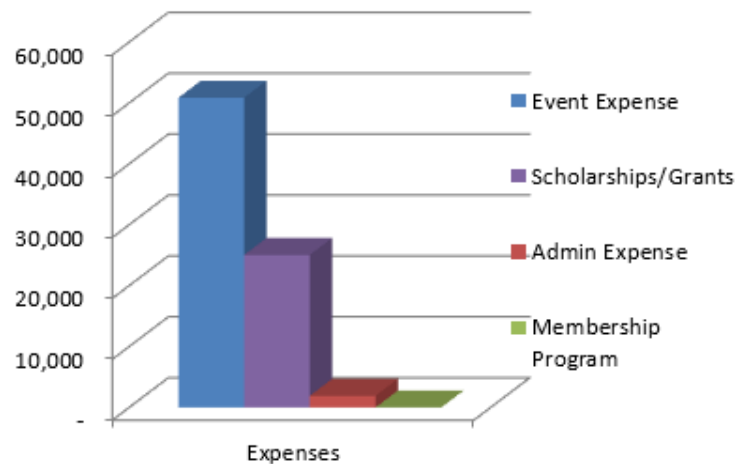
Event Income	\$8,018
BBB Accredited Business Donations	\$48,051
Scholarships/Grants	\$14,684
In-Kind Revenue	\$3,309
Interest Income	\$189
Total Income	\$74,251

Liabilities & Fund Balance

Current Liabilities	\$3,199
Fund Balance – Current Year	(\$3,573)
Fund Balance – Prior Year	\$153,654
Total Liabilities & Fund Balance	\$153,280

Expenses

Event Expenses	\$50,860
Membership Program	\$3
Scholarship/Grants	\$25,049
Administrative Expenses	\$1,913
Total Expense	\$77,825



2016-2017 Year in Review

BBB Shredfest – Secure your ID Day

In September 2017, the Better Business Bureau of Wisconsin Foundation hosted a free shredding event held in both the Madison and Milwaukee metro areas, in conjunction with the Council of Better Business Bureaus Secure your ID Day. The 2017 Shredfest sponsors included Summit Credit Union and Pellitteri Waste Systems. Shredfest is held as part of a national movement to protect individuals from Identity Theft, the fastest growing crime in the United States.



2017 BBB Torch Awards for Ethics



The 2017 BBB Torch Awards for Ethics winners were PuroClean, The Starr Group, Weather Tight Corporation, Dave Jones, Inc., Oshkosh Corporation, and Pepp Nation.

The winners were chosen based on submissions that demonstrated excellence in ethical practices, service excellence, reputation, honest advertising, peer recognition, management practices and

employee training in ethical behavior, within their industry and community.

The Presenting Sponsor and Event Sponsors are as follows: Johnson Bank, Harley-Davidson Motor Company, We Energies, Baird, Briggs & Stratton, Ellenbecker Investment Group, Johnson Controls, Roger & Shirley Schroeder, SVA, University of Wisconsin-Whitewater, and the Milwaukee Business Journal. We also had several table sponsors and Plum Media as our event production company.

2017 was the BBB Serving Wisconsin's inaugural year of introducing and awarding the Spark Award for Entrepreneurship. Our three winners, Joe Craven and Andrew Holland of ProVyro Waste Services LLC, and Evan Hughes of Central Standard Craft Distillery, received the Spark Award for Entrepreneurship. Winners are chosen based on their commitment to their character and leadership, their company culture, and their investment to their communities.

BBB Students of Integrity Scholarship Program

The 2017 Students of Integrity Scholarship winners were: Alejandra Salinas of Brookfield Academy; Alexis Bradt of South Milwaukee High School; Autumn Nett of Bridges Virtual Academy; Benjamin Smelcer of Necedah High School; Cale Pliska of Franklin High School; Christophehr Shields of John Edwards High School; Collin Weltzein of Arcadia High School; Linda Vo of Whitewater High School; Melissa Oxtoby of Howards Grove High School; and Sarah Mitchell of Muskego High school.



In 2017, each student 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 over 500 applicants. The 2017 sponsors include: Johnson Bank, Harley-Davidson Motor Company, We Energies, Baird, Briggs & Stratton, Ellenbecker Investment Group, Johnson Controls, Roger & Shirley Schroeder, SVA, and the University of Wisconsin-Whitewater. Additional donations were provided from Lori Highby, Dorothy Kerr, Donna Conant, Ugo Nwagbaracocha, Michelle Fitzgerald, Robert Bradley, Paul Sara, Bill Caraher, Jeff Coon, Bill Goodman, Tracey Moran, and Holly Kellesvig.

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