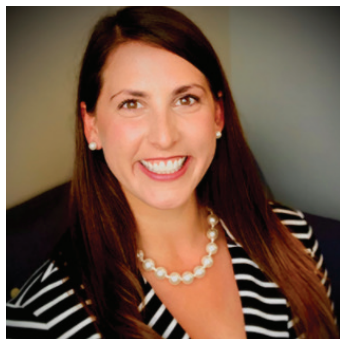


The Better Business Bureau® of Wisconsin Foundation, Inc.

2020-2021 Annual Report



Letter from the Executive Director



Friends of the BBB Foundation,

I am both encouraged and unsatisfied as we close this year's chapter and move on to the next. We all thought (and hoped) the not-so-nice COVID-19 pandemic changes were going to be short lived. Now we all know and understand that this is the new normal. Changing and continuously optimizing what we do to suit what's happening now is the way.

Personally, I was thrilled to accept my new additional position with BBB as the Executive Director of our Foundation. I have been serving the state of Wisconsin at BBB since 2013, and have been involved with the Foundation's programs all along. Starting in January 2021, I was granted the opportunity to lead the Foundation, a fantastic opportunity that is and continues to be.

I started this letter with feelings of encouragement and dissatisfaction, however I have good reason for the contradiction. I am encouraged by the ability we and so many other organizations have to modify, adapt and optimize our services and procedures through challenging times. I am inspired by the 2021 BBB Students of Integrity Scholarship recipients who have demonstrated not only high character, ethics and integrity, but also resiliency. Finally, the new virtual format for meetings and events allows us to reach our entire service area, the state of Wisconsin, with relative ease.

However, I am unsatisfied with the amount of work that has been done. I set our sights very high and there simply wasn't time to complete everything I wanted to complete this year. The good thing is, that dissatisfaction can and will prove to be the main source of motivation as we move into our new year of 2022 programs. The BBB Torch Awards and BBB Spark Awards are back and better than ever (seriously). We have a new, consistent and streamlined application. We already have more nominations and applications than ever before. And most of all, we have more potential than we could have possibly imagined.

As we start 2022, I encourage you or someone from your business to apply for the BBB Torch Awards or BBB Spark Awards (depending on your eligibility). Start that soon, too! The deadline is March 15, 2022. If you personally or your business has any extra charitable funds, please consider a donation to the BBB Foundation. Large or small, every dollar makes a difference. Thank you for all of your continued support.

Cheers to the new year!

Yours in trust,

A handwritten signature in cursive script that reads "Julie Albrecht".

Julie Albrecht
Executive Director
BBB Wisconsin Foundation

ABOUT THE BETTER BUSINESS BUREAU OF WISCONSIN FOUNDATION, INC.

The Better Business Bureau of Wisconsin Foundation, Inc. is a 501(c)(3) education foundation. 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. More at www.bbbscholarships.org.

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 - Shredfest events help to protect the identity of consumers and businesses by offering drive-thru style free shredding services in order to educate and mitigate the risk of identity theft.

BBB SPEAKERS BUREAU - The Foundation educates local consumers and businesses on scams and schemes 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 2021: Spark Awards for Entrepreneurship and Torch Awards for Ethics.

OUR MISSION STATEMENT:

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

2020-2021 FOUNDATION BOARD OF DIRECTORS

PRESIDENT

JOHN ZAGANCYK

EXECUTIVE DIRECTOR

JAMES D. TEMMER (through December 31, 2020)
JULIE ALBRECHT (starting January 1, 2021)

SECRETARY

DONNA K. CONANT

TREASURER

ROGER SCHROEDER

MEMBER AT LARGE

DOROTHY KERR

MEMBER AT LARGE

DANIEL SEM

2020-2021 FISCAL YEAR FINANCIAL REPORT

Fiscal Year: October 1, 2020 - September 30, 2021

BALANCE SHEET

ASSETS

Cash	
Foundation Checking	\$55,599
Money Market	\$128,527
Accounts Receivable	-
BBB Accredited Business Pledges	-
TOTAL ASSETS	\$184,126

LIABILITIES & FUND BALANCE

Current Liabilities	-
Fund Balance (Current Year)	\$13,256
Fund Balance (Prior Years)	\$160,971
TOTAL LIABILITIES & FUND BALANCE	\$174,227

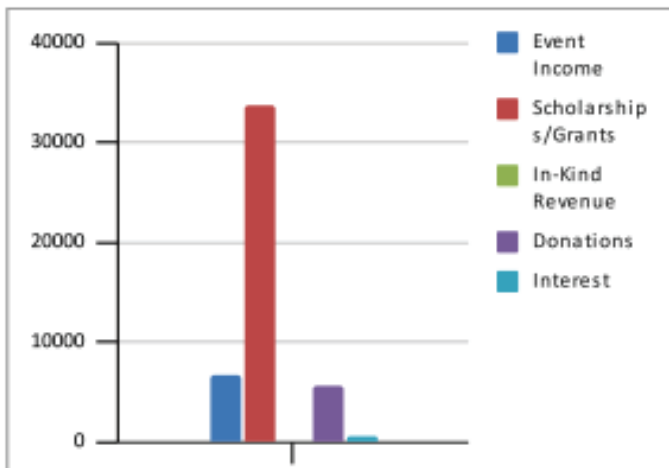
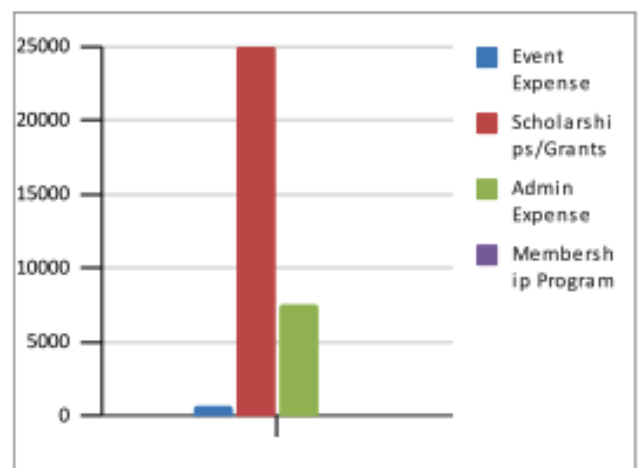
PROGRAM REPORT

INCOME

Event Income	\$6,638
BBB Accredited Business Donations	\$5,646
Scholarships/Grants	\$33,724
In-Kind Revenue	-
Interest Income	\$554
TOTAL INCOME	\$46,562

EXPENSES

Event Expense	\$750
Membership Program	-
Scholarships/Grants	\$25,000
Administrative Expenses	\$7,556
TOTAL EXPENSE	\$33,306



2020 - 2021 YEAR IN REVIEW

2021 STUDENTS OF INTEGRITY SCHOLARSHIP PROGRAM

In 2021, each Student of Integrity Scholarship recipient received a \$2,500 scholarship to attend an 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 high standards of character and will go on to be ethical business leaders in Wisconsin.



The 2021 Students of Integrity Scholarship recipients are:

Alyssa Franks

Marshfield High School
UW - Eau Claire

Evelyn Koch

RVA/Prentice High School
Chippewa Valley Technical College

Sidney Tomczak

Florence High School
UW - Platteville

Abby Helm

Living Word Lutheran High School
UW - Madison

Ethan Ladd

Waukesha South High School
UW - Madison

Robin VandenLangenberg

Green Bay Preble High School
UW - Milwaukee

Alexis Johnson

Cambria-Friesland High School
UW - Madison

Aidan Nelson

Whitnall High School
Marquette University

Bradley Karnopp

Wauzeka-Steuben High School
Southwest Wisconsin Technical College

Olivia Osborn

Wauzeka North High School
UW - River Falls

2021 Students of Integrity Scholarship Sponsors

We Energies Foundation, Dave Jones Inc., Catholic Financial Life, GRS Systems, Roundy's Supermarkets Inc., Plum Media, Ellenbecker Investment Group, Concordia University, Style Carpet Warehouse, Joanne Bischman, Donna Conant, and Melinda Stewart.



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 annual programs such as the Students of Integrity Scholarships. More information at www.bbbscholarships.org.

2021 SHREDFEST

BBB Shredfest helps support our mission by helping the community protect against identity theft. Although online data breaches and hackers are more widely reported, paper documents are still just as vulnerable as online data. Many paper records – including bank statements, tax returns, credit reports, and Social Security cards – could be used against consumers in an identity theft scheme. BBB Shredfest offers consumers a drive-thru style free document shredding opportunity to mitigate the risk of simply tossing out papers containing personal information.



Madison
9.11 tons
Estimated 728 cars

Muskego
3.6 tons
Estimated 288 cars

12.7 tons total
shredded in 2021

SPEAKERS BUREAU & VIRTUAL BBB WEBINARS

Each year, the Better Business Bureau of Wisconsin Foundation, Inc. supports the education of local consumers and businesses on scams and schemes affecting the greater Wisconsin community through its presentations to local businesses, trade associations, schools, senior groups and more.

In the 2021 fiscal year, BBB Serving Wisconsin spoke to over 1,000 individuals through the Speakers Bureau program and held 30 virtual, educational webinars.

