



## 2010-11 Annual Report

### **The Better Business Bureau of Wisconsin Foundation, Inc.**

An education foundation affiliated with  
The Center for Character Ethics



The Center for  
**Character  
Ethics**



# Core Values

Wisconsin BBB 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, charities 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.

## 2010-11 Board of Directors

PRESIDENT

**RANDALL L. HOTH**

*President/CEO*

Better Business Bureau  
of Wisconsin, Inc.

SECRETARY

**DOROTHY KERR**

*Executive Director*

Center for Communication  
Hearing & Deafness

VICE PRESIDENT & TREASURER

**ROBERT BRADLEY**

*Retired/Former VP & Treasurer*

Cramer-Krasselt, SCORE/SBA Volunteer  
Past Chairman, BBB of Wisconsin, Inc.

MEMBER AT LARGE

**PAUL BORAWSKI**

*Chief Executive Officer*

American Society for Quality

MEMBER AT LARGE

**WILLIAM MARTIN**

*President*

Jericho Resources, Inc.

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

# 2011 Year In Review

## BBB Torch Awards for Business Ethics & Integrity

The Wisconsin BBB Business Ethics Torch Awards were created to showcase ethical Wisconsin companies and charities that build trust, advertise honestly, tell the truth, remain transparent and honor their promises. The foundation seeks partners to offer public recognition for businesses and charities in their pursuit of high ethical standards.

2011 Sponsors included: (Presenting sponsor) **BMO Harris Bank**, (Program Sponsors) **Johnson Controls, Inc.**, **Kelmann Corporation**, (Media Partner) **The Business Journal of Greater Milwaukee**, (Print sponsor) **Burton & Mayer**, & (Stage & Screens sponsor) **Exciting Events**.



In October 2011 the following businesses and charities were recognized for their business ethics & integrity: **Batzner Pest Management**, Cintas, David Hobbs Honda, **Kerzner Remodeling & Construction**, Med Advocates, **Ronald McDonald House Charities of Eastern Wisconsin**, **Sargento Foods**, Spectrum Communications, Sure-Dry Basements and **The Starr Group**

**Bold Denotes Winners**

## BBB Secure your ID Day

Every Spring and Fall the BBB of Wisconsin Foundation hosts a free shredding event held in Metro-Milwaukee, Madison and the Fox Valley in conjunction with the Council of Better Business Bureaus Secure your ID Day.

The 2011 Sponsors include: (Program Sponsor - Milwaukee/Madison & Appleton) **Anchor Bank**, (Shredding Sponsors) **Pro-Shred Security** in Milwaukee, **Pellitteri Data Destruction** in Madison and **Fox Cities Records Services** in Appleton.



At the Shredfest events held in the 2011, the Wisconsin BBB collected and shredded more than 81,000 lbs of sensitive materials. AS part of a national movement to protect individuals from Identity Theft the fastest growing crime in the United States.

## BBB Student of Integrity Scholarship Program

The Student of Integrity scholarship winners for 2011 were **Danielle Barbian** of Hamilton High School in Sussex, **Alexis Lunderville** from Bay Port High School in Green Bay, **Quinten Schleicher** from Sevastopol High School in Sturgeon Bay and **Meghan Tierney** from River Falls High School in River Falls, Wisconsin.

In 2011, each student received \$2,500 based on their application and financial needs analysis. The winners were selected by a panel of volunteer professionals from a pool of over 500 applicants. The 2011 sponsors include: (Scholarship matching partners) State Collection Service (\$1,250), Harris Bank (\$1,250) and The Brewers Community Foundation (\$2,500).

The goal of this program is to recognize and support high school students who embody high standards of character.



# 2011 Financial Report

Fiscal Year October 1, 2010 to September 31, 2011

## Balance Sheet

### Assets

|                                 |                  |
|---------------------------------|------------------|
| Cash                            |                  |
| Foundation Checking             | \$ 25,695        |
| Money Market                    | \$ 106,113       |
| BBB Accredited Business pledges | \$1,594          |
| <b>Total Assets</b>             | <b>\$133,402</b> |

### Liabilities & Fund Balance

|                                             |                  |
|---------------------------------------------|------------------|
| Current Liabilities                         | -                |
| Fund Balance - Current Years                | \$418            |
| Fund Balance - Prior Years                  | \$132,984        |
| <b>Total Liabilities &amp; Fund Balance</b> | <b>\$133,402</b> |

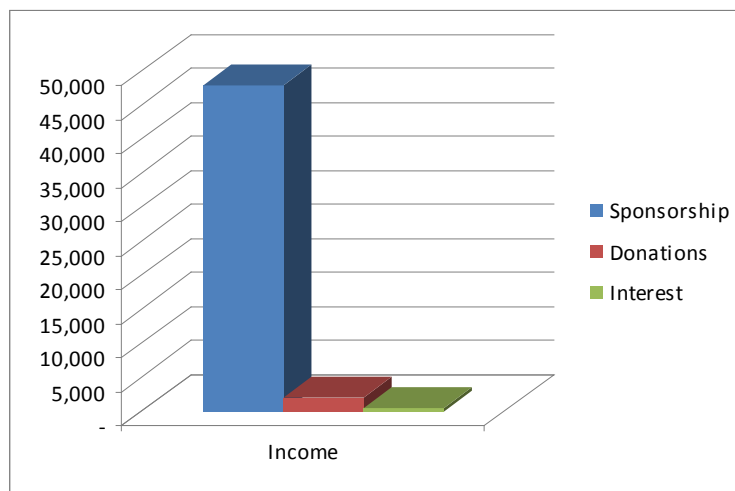
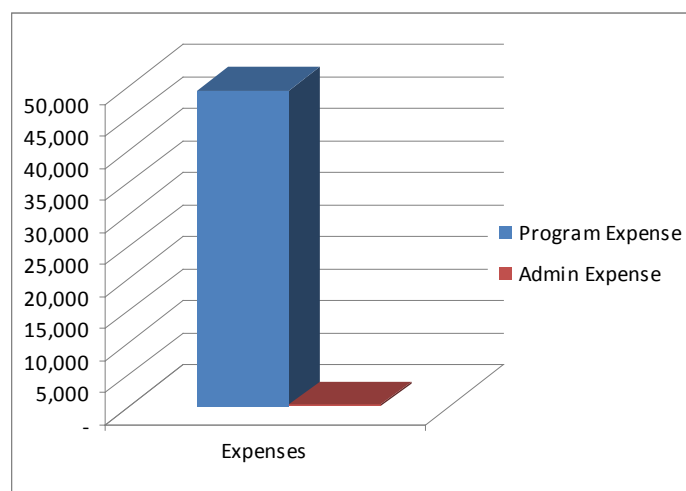
## Program Report

### Income

|                                   |                 |
|-----------------------------------|-----------------|
| Sponsorship Support               | \$47,910        |
| BBB Accredited Business Donations | \$1,859         |
| Interest Income                   | \$289           |
| <b>Total Income</b>               | <b>\$50,058</b> |

### Expenses

|                         |                 |
|-------------------------|-----------------|
| Program Expenses        | \$49,362        |
| Torch Awards            | \$24,138        |
| ShredFest               | \$12,723        |
| Scholarship Awards      | \$12,500        |
| Administrative Expenses | \$278           |
| <b>Total Expense</b>    | <b>\$49,640</b> |



A copy of the audited financial statements prepared by Reilly Penner & Benton is available upon request.

# Celebrating Ethics in Wisconsin



The Better Business Bureau of  
Wisconsin Foundation, Inc.

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