

Better Business Bureau® Wisconsin Foundation, Inc.

2022-2023 Annual Report



THE SIGN OF A
**BETTER
BUSINESS**™

Letter from the Executive Director



Friends of the BBB Foundation,

As we end our 2022/2023 fiscal year, I'm filled with a mix of satisfaction and anticipation. It's inspiring to see how organizations like ours can adapt and innovate, especially in challenging times. Our 2023 BBB Students of Integrity Scholarship recipients are a testament to this. And while we've made significant strides, our work is far from over.

Our goals for next year include enhancing our online resources and social media channels to provide timely information to a wider audience, and continue to develop innovative programs to educate consumers and businesses on emerging trends and challenges.

As we near year-end, I encourage you to consider nominating your business or organization for the BBB Torch Awards for Ethics. It's a fantastic way to recognize excellence and contribute to a more ethical marketplace.

Let's make 2024 a year of growth, innovation, and positive impact.

Your 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 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. Learn more at BBB.org/local/0694/torch-awards-for-ethics.

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. Learn more at torchawards.com.

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.

OUR MISSION STATEMENT:

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

2022-2023 FOUNDATION BOARD OF DIRECTORS

PRESIDENT

JOHN ZAGANCYK

EXECUTIVE DIRECTOR

JULIE ALBRECHT

PAST BOARD CHAIR & SECRETARY

DOROTHY KERR

VICE PRESIDENT & TREASURER

ROGER SCHROEDER

SECRETARY

DONNA K. CONANT

2022-2023 FISCAL YEAR FINANCIAL REPORT

Fiscal Year: October 1, 2022 - September 30, 2023

BALANCE SHEET

Assets

Cash	
Foundation Checking	\$48,003
Money Market	\$123,144
Accounts Receivable	-
BBB Accredited Business Pledges	-
Total Assets	<u>\$171,147</u>

Liabilities & Fund Balance

Current Liabilities	-
Fund Balance - Current Year	\$4,041
Fund Balance - Prior Years	<u>\$176,105</u>
Total Liabilities & Fund Balance	<u>\$180,146</u>

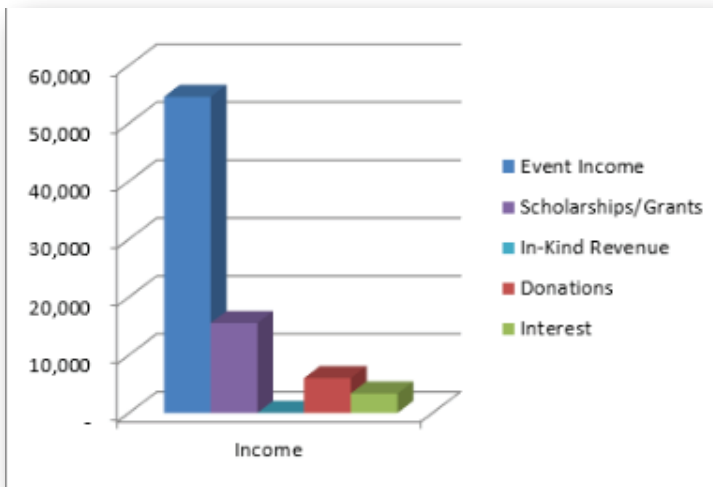
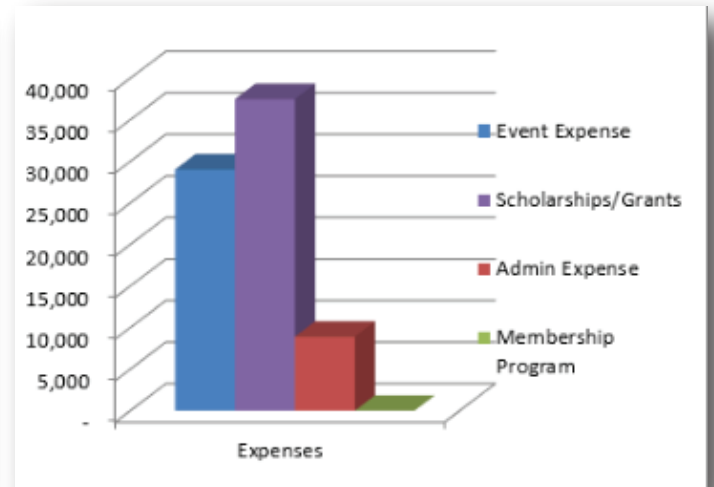
PROGRAM REPORT

Income

Event Income	\$54,585
BBB Accredited Business Donations	\$6,030
Scholarships/Grants	\$15,506
In-Kind Revenue	-
Interest Income	<u>\$3,358</u>
Total Income	<u>\$79,479</u>

Expenses

Event Expense	\$29,031
Membership Program	-
Scholarships/Grants	\$37,500
Administrative Expenses	<u>\$8,906</u>
Total Expense	<u>\$75,437</u>



2022 - 2023 YEAR IN REVIEW

2023 STUDENTS OF INTEGRITY SCHOLARSHIP PROGRAM

In 2023, 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 around 400 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 2023 Students of Integrity Scholarship recipients are:

Dræ Bauer - Durand-Arkansaw High School; University of Wisconsin-Madison
Jayden Campbell - Nathan Hale High School; UW Oshkosh
McKenzie Curtis - Rice Lake High School; UW-Eau Claire
Rung Din - Hamilton High School; UW-Madison
Josephine Eastman - Prairie du Chien Senior High; Lakeshore Technical College
David Fargen - Ithaca High School; UW-Stevens Point
Reid Geiger - Marshfield High School; UW-Madison
Avanti Kekane - Brookfield Central High School; UW-Madison
Cicely Kiecker - Bloomer High School; UW-Madison
Kaden Olsen - Waunakee Community High School; UW-Madison
Emma Rasmussen - Marion High School; Bellin College
Maverick Schry - Appleton West High School; UW-Oshkosh
Evie Whitaker - Iowa-Grant High School; Fox Valley Technical College
Kasey Yu - Hartford Union High School; UW-Platteville
Charlie Zastrow - Fox Valley Lutheran High School; Marquette University



2023 BUSINESS ETHICS AWARDS RECIPIENTS & SPONSORS

BBB Torch Award Recipients

Category 1 (1-10 Employees)

Winner: The Cream City Real Estate Co

Runner Up: Kerzner Remodeling and Construction

Category 2 (11-50 Employees)

Ellenbecker Investment Group

Category 3 (51-500 Employees)

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Category 4 (501+ Employees)

Winner: WPS Health Solutions

Runner Up: J. J. Keller & Associates, Inc.

Runner Up: Hooper Corporation



BBB Spark Award Recipients

Auntie M's Creations LLC

Barako Home Care LLC

Beyond Words Productions

Crib Kingz LLC

Klaus Roofing Systems by Buck Buckley

Tiger Lily Permanent Makeup



2023 BBB Foundation Sponsors

We would like to sincerely thank the 2023 BBB Foundation Sponsors and Reputable Table Sponsors for the BBB Ethics Awards Luncheon event: We Energies Foundation, Johnson Financial Group, Plum Media, Educators Credit Union, Associated Bank, Baird, Dave Jones, Roger & Shirley Schroeder, Catholic Financial Life, Milwaukee Brewers, Milwaukee Bucks, The Difference Principle, O'Leary & Anick, Horizons Law Group, Town Bank, Ellenbecker Investment Group, Community Benefit Tree, and Hmong Wisconsin Chamber of Commerce.

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 bbbscholarships.org.

BBB'S IMPACT and VALUE OF ACCREDITATION

In 2023, users in Wisconsin visited BBB.org:

2,245,548 total website visits (Average of 187,000/month)

5,202,048 total page views

82% of all Wisconsin-based traffic to BBB.org viewed BBB Business Profiles

In 2023, BBB was identified as the best resource for finding a trustworthy business by consumers in North America.



THE BBB SEAL SAYS THIS ABOUT YOUR BUSINESS:

Reputable

Trustworthy

Advertises honestly

Consumers would choose a BBB Accredited Business over a non-Accredited Business

80%

IABBB, 2022



6,584

Number of Accredited Businesses



39,040

Requests for quotes through BBB Business Profiles



5,048

Complaints closed by Accredited Businesses