

Better Business Bureau® Wisconsin Foundation, Inc.

2023-2024 Annual Report



THE SIGN OF A
**BETTER
BUSINESS**

Letter from the Executive Director



Friends of the BBB Foundation,

As we reflect on 2024, we're filled with gratitude for your continued support. Together, we've made significant strides in advancing trust, integrity, and ethical business practices in Wisconsin. We've reached thousands through our educational programs, empowering them to make informed decisions. Additionally, we collaborated with local businesses and organizations to bring networking opportunities to our local communities.

As we look ahead to 2025, we're excited to build on these successes and embark on new initiatives to support our mission to help advance marketplace trust through education and the support of individuals, businesses and charities operating with integrity.

I encourage you to consider nominating a business or organization for one of the prestigious BBB Ethics Awards at ethicsawards.org.

Together, we can continue to make a positive impact on our communities.

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 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.

2023-2024 FOUNDATION BOARD OF DIRECTORS

PRESIDENT

JOHN ZAGANCYK

EXECUTIVE DIRECTOR

JULIE ALBRECHT

VICE PRESIDENT & TREASURER

ROGER SCHROEDER

SECRETARY

DONNA CONANT

MEMBER AT LARGE

DOROTHY KERR

MEMBER AT LARGE

MATTHEW W. HURTIENNE

MEMBER AT LARGE

HOWARD GREEN

2023-2024 FISCAL YEAR FINANCIAL REPORT

Fiscal Year: October 1, 2023 - September 30, 2024

BALANCE SHEET

Assets

Cash	
Foundation Checking	\$32,290
Money Market	\$128,701
Accounts Receivable	-
BBB Accredited Business Pledges	-
Total Assets	<u>\$160,991</u>

Liabilities & Fund Balance

Current Liabilities	-
Fund Balance - Current Year	(\$10,088)
Fund Balance - Prior Years	<u>\$181,976</u>
Total Liabilities & Fund Balance	<u>\$171,888</u>

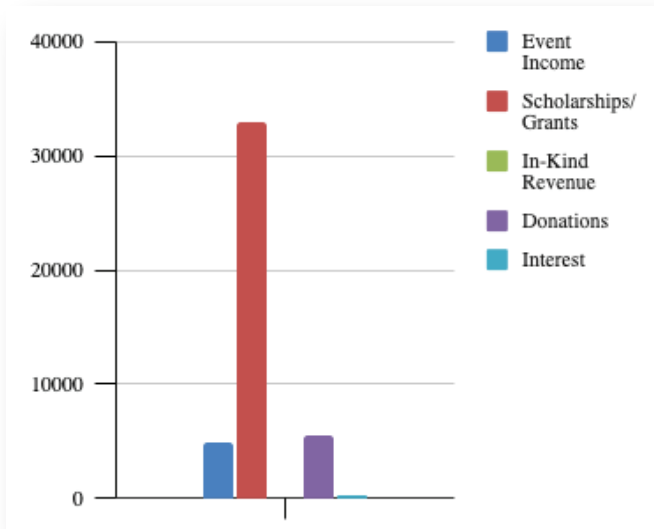
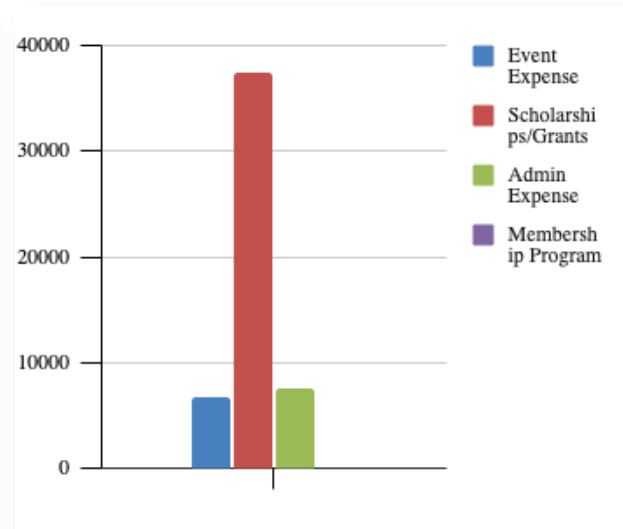
PROGRAM REPORT

Income

Event Income	\$39,346
BBB Accredited Business Donations	\$5,084
Scholarships/Grants	\$18,388
In-Kind Revenue	-
Interest Income	<u>\$5,625</u>
Total Income	<u>\$68,443</u>

Expenses

Event Expense	\$26,457
Membership Program	-
Scholarships/Grants	\$35,000
Administrative Expenses	<u>\$17,074</u>
Total Expense	<u>\$78,531</u>



2023 - 2024 YEAR IN REVIEW

2024 STUDENTS OF INTEGRITY SCHOLARSHIP PROGRAM

In 2024, 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 2024 Students of Integrity Scholarship recipients are:

Summer Carlson - Amery High School, University of Wisconsin - Superior
Ryleigh Farkas - Weyauwega-Fremont High School, Fox Valley Technical College
Sophie Gagnier - Milwaukee School of Languages, University of Wisconsin - Madison
Addison Gilbertson - Mauston High School, University of Wisconsin - Madison
Riane Hayden - Durand-Arkansaw High School, University of Wisconsin - Eau Claire
Shanice Housen - Rufus King High School, Marquette University
John Karls - Waunakee Community High School, Milwaukee School of Engineering
Breyonce Keller - Destinations Career Academy, Madison Area Technical College
John Leatherbury - Hartford Union High School, University of Wisconsin - Madison
Olivia Lese - Waupun High School, University of Wisconsin - LaCrosse
Sidhdhi Patel - Prairie du Chien High School, University of Wisconsin - Oshkosh
Kaylee Peterson - Ithaca High School, University of Wisconsin - Stevens Point
Hayley Pulkrabek - Amery High School, Northwood Technical College
Benjamin Schuler - Wausau West High School, University of Wisconsin - Madison
MaHailey Stephens - Shorewood High School, Marquette University



2024 BUSINESS ETHICS AWARDS RECIPIENTS

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)

pc/nametag

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



Thank you to our sponsors!



We Energies
Foundation



Roger Schroeder



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 2024, users in Wisconsin visited BBB.org:

2,245,896 total website visits

5,069,461 total page views

80% of all Wisconsin-based traffic to BBB.org viewed BBB Business Profiles



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



20,819

Requests for quotes through BBB Business Profiles



5,254

Complaints closed by Accredited Businesses