

2024

BBB®

Education Foundation

ANNUAL REPORT

BBB of Arkansas Education Foundation, Inc,

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From the Foundation

Building a Stronger Marketplace Through Education

In 2024, the BBB of Arkansas Education Foundation remained committed to advancing trust in the marketplace by educating businesses, consumers, and future entrepreneurs. Through strategic partnerships and innovative programs, we continued to bridge the gap between ethical business practices and community engagement.

This year, we expanded our student outreach efforts by announcing the BBB Student Video Contest in Arkansas, bringing ethical business and marketplace education into high schools. We also participated in career exploration events, reaching thousands of students to introduce them to the fundamentals of smart consumer habits and entrepreneurship.

Additionally, we visited communities of older adults who are often hard hit by fraud activity, to provide resources and educational materials about scams impacting them in 2024.

At the heart of our work was the Torch Awards for Ethics and Spark Awards, a prestigious event recognizing businesses that demonstrate integrity and ethical leadership. We also introduced new sponsorship opportunities to further engage the business community in supporting ethical education.

As we reflect on 2024, we are proud of the progress made in educating the next generation, empowering businesses, and strengthening trust across Arkansas. Thank you to our partners, supporters, and the business community for making this impact possible.

Yours in trust,

The BBB Education Foundation Team

About Us

MISSION

To educate consumers and businesses by creating connections to trustworthy resources, promoting best practices, and recognizing businesses to elevate marketplace trust.

We believe in the power of trust to grow people, businesses, and communities.

BOARD OF DIRECTORS

John Lambert, Premier Windows
Jennifer Sanchez, Arcbest
Ashley Kemp-Wimberley, Arkansas Press Association

STAFF

Bonita Minchew, President & CEO
Suzananne Guymon, Vice President of Operations
Cara Carlin, Director of Communications

2024 Programs and Services

In 2024, BBB's Foundation focused our outreach efforts in student, older adult, and business communities - those who are at most risk of fraud and in the most need of supplemental educational resources.



BUSINESS PROGRAMS

- BBB's Torch Awards for Ethics
- Partner presentations with the Alzheimers Association on the aging workforce and sandwich generations.

STUDENT PROGRAMS



- Professionalism 101
- BBB Student Video Contest
- Ethical Entrepreneurship
- Career Pathway Presentations
- Mock Interviews
- Academies of Central Arkansas Career Exploration Expo



OLDER ADULT OUTREACH

- BBB's Scam Tracker Risk Report
- Scams impacting 55+ communities

Our Impact

In 2024, BBB's Education Foundation strengthened its commitment to empowering the next generation of ethical leaders and smart consumers. Through interactive workshops, student contests, and hands-on experiences, we reached thousands of Arkansas students with practical tools to navigate the marketplace with integrity. From helping teens spot scams to encouraging ethical entrepreneurship, our programs filled a critical gap in financial literacy and values-based decision-making.

We also expanded outreach to older adults (55+), identifying at-risk communities and providing essential resources on scam prevention. BBB staff presented to several senior groups, laying the groundwork for further growth in 2025.

Additionally, BBB hosted virtual programs for business owners and held its annual Torch Awards for Ethics on May 22 at the Clinton Presidential Library in Little Rock. Nearly 200 attendees celebrated nine Torch and Spark Award recipients, along with ten milestone-anniversary businesses honored with BBB Diamond Statues. Keynote speaker Markous Jewett, Vice President of The Academies of Central Arkansas, shared insights on retaining local talent and preparing the next generation of the workforce.

Together, we're building a more honest, informed, and resilient future. We look forward to continuing this important work in 2025.



Financials

Total Income for the year ending December 31, 2024:

$60,586

Total program expenses:

$47,073

Total management and general expenses:

$12,144

Total Net Income for the year ending Decemeber 31, 2024:

$1,369

Optional voluntary contributions to the BBB of Arkansas Education Foundation through AB renewal dues were a total of $21,364.52 representing 696 Accredited Businesses.

Thank you for making our work possible.

The impact of the BBB Arkansas Education Foundation is made possible by the people and organizations who believe in our mission and help bring it to life.

To our sponsors, BBB Accredited Business donors and individual supporters, thank you for investing in programs that educate, empower and strengthen communities across Arkansas.

To the students, educators, schools and community organizations who participate in our programs, invite us into their classrooms and communities, and engage with our resources—thank you for giving purpose to our work and helping us extend its reach.

To our BBB team and Education Foundation Board of Directors, thank you for the time, expertise and dedication you bring to our mission throughout the year.

And to our volunteers, program partners, speakers, award participants and community partners, thank you for sharing your time, knowledge and support.

Every presentation delivered, student reached, business recognized and consumer empowered is made possible through this collective effort. Thank you for helping us build a more informed, ethical and trustworthy marketplace for all Arkansans.

2024 Sponsors

- ACS Warranty (Route 66)
- AMTR
- Hogan Taylor
- Wright Lindsey Jennings
- Snell P&O
- Wyndham/Fletcher Auto Group
- Arcbest
- Menco
- Metro Maintainers
- Premier Windows
- Foundation Pro
- Arvest Bank

Contact

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