

# 2010 Annual Report



**Better Business Bureau® Foundation**  
**Serving Northwest Florida**

# Your BBB<sup>®</sup> Foundation

## Mission

To support your BBB's vision of an ethical marketplace through community education and recognition programs.

## Your BBB Foundation

The Better Business Bureau Foundation of Northwest Florida is a 501(c)(3) charitable organization formed to support your BBB's vision of an ethical marketplace, where buyers and sellers can trust each other.

## How you can help

Your BBB Foundation looks to individual donors, businesses and organizations to sustain funding for its community education and recognition programs. Businesses and community organizations interested in sponsoring a specific activity such as our Torch Award for Marketplace Ethics|Customer Service Excellence|Student Ethics Scholarship event, Military Line programs, or educational outreach efforts may receive recognition through a variety of outlets. Please contact our office at 850.429.0026, 800.729.9226 or [info@nwfl.bbb.org](mailto:info@nwfl.bbb.org) for details about sponsorship programs.

BBB FOUNDATION OF NORTHWEST FLORIDA #CH15989: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

## Foundation Trustees

### Chair

Lori Clause  
Studer Group

### Secretary

Ted Kircharr  
Landrum Companies

### Treasurer

Will Clause  
Southern Breeze  
One Hour  
A/C & Heating

### Past Chair

Jim Cox  
JLSC Properties, LLC

### Trustees

Gary Barnes  
Wal-Mart,  
Creighton Rd

Mike Grossman  
Cox  
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# Education Programs

## Community Education

To further our mission of supporting your BBB's vision of an ethical marketplace, your BBB Foundation seeks to educate businesses, charities and consumers to make wise buying and giving decisions.

Your BBB Foundation believes that empowering individuals to make informed decisions helps combat fraud and unethical behavior, championing BBB's mission to be the leader in advancing marketplace trust.

We reach out to our local community in a number of ways:

### Exposure

**55** news releases, scam alerts and articles were distributed to over **150** local TV, radio, online and print media outlets. BBB was mentioned in local TV, radio, online and print media news stories at least **484** times. Ads from BBB ran on TV, radio and in print **1,330** times; BBB Accredited Businesses who included the Accredited Business seal in their own advertisements promoted their own elite standing while increasing exposure for BBB as well

### Presentations:

Last year, your BBB Foundation was the featured speaker at **17** presentations across northwest Florida. A total of **518** people were able to learn about BBB programs, scams against seniors, identity theft, and how to be a smart consumer. Attendees were able to ask questions about their unique situations and come away as empowered consumers and/or business leaders.

### Tradeshows/Expos:

Tradeshows and expos provide an excellent opportunity for your BBB Foundation. In 2010, your BBB Foundation reached out to individuals by participating in **11** different tradeshows and expos held across northwest Florida, speaking one-on-one with **1,363** consumers and business representatives about ethical marketplace practices.

### Publications:

Your BBB Foundation has responded to demand in the local marketplace and produced publication to meet those needs.

*Lighthouse:* Your BBB distributed

**10,000** copies of our quarterly newsletter filled with information specifically for BBB Accredited Businesses and Charities.

*Tuesday Tips:* Every week your BBB distributes a weekly e-newsletter with tips on a variety of topics to safeguard **1,417** businesses and consumers.

### Secure Your ID Day:

In 2010, Florida had the highest per capita rate of identity theft. Your BBB Foundation partnered with BBB Accredited Business **Gilmore Services**, along with media partners **WEAR-TV**, **CatCounty 98.7 FM Radio** and **Qantum Communications** to help a total of **3,214** people across northwest Florida responsibly destroy **82,600** pounds of sensitive documents, keeping them out of the hands of identity thieves.

# Recognition Programs

## Why Recognition?

Your BBB Foundation recognizes businesses, charities, individual employees and high school students who make doing the right thing a priority.

Your BBB spends a great deal of time alerting the public to scams, frauds and schemes. Recognition programs allow us to celebrate those who insist on making ethics and integrity their way of life. Your BBB Foundation held three recognition ceremonies throughout its service area to honor those who stand out in our community.

## Torch Award for Marketplace Ethics

The Torch Award recognizes businesses and charities that maintain a solid commitment to conducting their business practices in an ethical manner. Your BBB Foundation recognized the following businesses and charities in 2010:

### District I

Castner Construction  
Company  
WXBM and Soft Rock  
94.1  
Homestead Village  
Ronald McDonald  
House Charities

### District II

Ripley's Appliance  
Repair  
Gulf Coast Electric  
Alaqua Animal Refuge

### District III

Eurasian Garages



# Recognition Programs

## Customer Service Excellence

The Customer Service Excellence award honors individuals who go above and beyond in their customer service activities for the organization.

### District I

Dimitri Georgiades at  
Emerald Coast Family  
Dentistry  
Ray White at Families  
First Network

### District II

Blake Budding with  
Action Restoration of  
the Panhandle  
Larry Stewart at the  
Beaches of South  
Walton Tourist  
Development  
Welcome Center

### District III

Marshal McClanahan  
Freedom Sports  
Linda Gilbert  
Peaden Air  
Conditioning,  
Heating &  
Plumbing



## Student Ethics Scholarship

The Student Ethics Scholarship recognizes college-bound students who personify high ethics. Awards criteria include leadership, community service, academic achievement and an essay about character building. In 2010, your BBB Foundation honored the following students with a \$1,000 scholarship:

### District I

Nathan Gupta,  
Pensacola High  
School  
Caitlyn Mosley, Pace  
High School  
Alexis Papadelias,  
Washington High  
School

### District II

Lindsay Foy, Niceville  
High School  
Kelsey Hundley,  
Collegiate High  
School of Northwest  
Florida  
Tyler Throneberry,  
Choctawhatchee High  
School

### District III

Thuy Ngo, J.R. Arnold  
High School  
Brielle Seaman, A.C.  
Mosley High School  
Laira Skipper, Graceville  
High School

# BBB Foundation of Northwest Florida, Inc.

## Statement of Activities and Changes in Net Assests For the year ending December 31, 2010

Changes in unrestricted net assets	
Revenue	
Program Revenue	\$ 5,522
Contributions	10,495
Contributions from BBB Northwest Florida	18,025
In-Kind contribution revenue	53,278
Interest revenue	<u>6</u>
Total unrestricted support and revenues	<u>87,326</u>
Expenses	
Program Services	61,591
General & Administrative	15,473
Fundraising	<u>5,311</u>
Total Expenses	<u>82,375</u>
Changes in unrestricted net assests	4,951
Net assets at the beginning of year	<u>\$ 21,440</u>
Net assets at the end of year	<u><u>26,391</u></u>

### Related Party Transactions

Certain members of the Board of Directors of the Better Business Bureau of Northwest Florida, Inc., (the Bureau) also manage the activities of the Better Business Foundation (the Foundation). The Bureau funds a significant portion of the Foundation's expenses, as the Foundation is not up to full fundraising capacity. The value of staff assistance, office space, and shared expenses paid on behalf of the Foundation by the Bureau are known as in-kind contributions in the statement of activities. The amount of in-kind contributions received from the Bureau totaled \$53,278 for the year ended December 31, 2010. In addition, the Bureau contributed cash to the Foundation in the amount of \$18,025 during the year ended December 31, 2010.

# BBB Foundation of Northwest Florida, Inc.

## Unaudited Schedule of Functional Expenses For the year ending December 31, 2010

### Program Expenses

### Other Functional Expenses

	Education Program	Recognition Program	Total Program Expenses	General & Admin	Fund Raising	Total	Combined Total
Accounting	\$ -	\$ -	\$ -	\$ 7,698	\$ -	\$ 7,698	\$ 7,698
Advertising	145	857	1,002	-	-	-	1,002
Bank Fees	-	-	-	144	-	144	144
Consumer Education	4,807	-	4,807	-	-	-	4,807
Depreciation	-	-	-	993	-	993	993
Licenses and taxes	-	-	-	75	-	75	75
Office supplies	28	422	450	90	110	200	650
Postage & mailing	-	455	455	-	-	-	455
Printing	-	680	680	-	-	-	680
Recognition award events	-	3,461	3,461	-	-	-	3,461
Scholarships	-	9,000	9,000	-	-	-	9,000
Temporary Help	132	-	132	-	-	-	132
Subtotal	5,112	14,875	19,987	9,000	110	9,100	29,097
In kind- rent	-	-	-	1,272	-	1,272	1,272
In kind- staff leasing	20,802	20,802	41,604	5,201	5,201	10,402	52,006
Total Expenses	\$ 25,914	\$ 35,677	\$ 61,591	\$ 15,473	\$ 5,311	\$ 20,784	\$ 82,375



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Start With Trust<sup>®</sup>**