



# **BBB FOUNDATION**

## 2023 END-OF-YEAR IMPACT REPORT



# INTRODUCTION

## **To our BBB Accredited Business donors:**

BBB Business and Consumer Foundation would like to start by saying “thank you” for your generous support of our 501(c)3 organization. As the charitable entity of Better Business Bureau, we are dedicated to educating businesses and consumers on a variety of marketplace issues. Your contributions allow us to provide the community education and recognition programs listed below across our Great West + Pacific service area.

BBB Foundation is only able to provide these programs and services because of our donors, most of whom are BBB Accredited Businesses. BBB appreciates your partnership in advancing marketplace trust and commends you for going one step further to support our community-impact programs that aim to create a safer and smarter place to do business.

**Your 2023 donation contributed to the success of these Foundation programs this year:**

# KEY ACCOMPLISHMENTS

## Torch Awards Program

The Torch Awards for Ethics honors outstanding businesses three years old or more, with a demonstrated commitment to character, culture, customers and community. This program is how we deliver on our purpose to celebrate marketplace role models who go above and beyond for consumers in our community.

BBB Foundation named a total of **71 finalists** across our eight-state service area, and celebrated the achievements of our **21 winners** during our [live virtual ceremony](#) on Thursday, October 26. This event was not only a celebration of the winners, but also an opportunity for all the finalists to connect and network.

To see this year's honorees, [visit our Torch Awards page here.](#)

## Spark Awards Program

The Spark Awards for Entrepreneurship spotlight businesses less than three years old, or those with an owner aged 35 or younger, who represent the next generation of business leaders in our community.

In 2023, BBB Foundation was excited to partner with [Denver Startup Week](#) to host a live panel discussion and awards ceremony for the Colorado finalists and winner.

Concurrently, we also partnered with [Boise Entrepreneur Week](#) to host the same event format to celebrate the Idaho finalists and winner.

The **23 finalists** and **6 winners** for our entire service area were announced at a [live virtual ceremony](#) on Thursday, October 26, which included networking and a celebration of all the finalists.

To see this year's honorees, [visit our Spark Awards page here.](#)

## Denver Scholarship

### Foundation Partnership

BBB Foundation partners with Denver Scholarship Foundation (DSF) every year to provide funding for BBB named scholars, making college possible for Denver Public Schools students.

In 2023, BBB Foundation contributed **\$25,000** to DSF, bringing our lifetime contribution to **\$140,000** to give BBB named scholars the opportunity to achieve their higher education dreams. These funds were made possible by donations from Central Colorado Accredited Businesses, who helped us name **14 BBB scholars** this year, **86%** of whom are **first generation college students** and **93%** of whom are **students of color**.

Learn more about our partnership and hear directly from BBB named scholars [here](#).

## Maui Wildfire Relief


BBB Foundation is also helping with Maui wildfire relief efforts after the devastating August disaster in Lahaina.

Through an employee donation matching program and partnerships with Maui United Way, Hawaii Theatre Center and Mana Up, BBB Foundation has contributed over **\$10,000** to help with recovery efforts.

Visit here to get involved: [Maui Wildfire Resources \(bbb.org\)](#)

## On the horizon...

BBB Foundation has new programs in the works, and we can't wait to share more with you! Your support allows us to continue innovating unique consumer education and protection programming that serves our community in an impactful way.





BETTER BUSINESS BUREAU®

**BBB Business and Consumer Foundation**

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