



BBB® BUSINESS AND CONSUMER FOUNDATION

Impact Report

Letter from the Director

Thank you for your support of BBB® Business and Consumer Foundation. As our community impact continues to grow, we want you to know exactly what you help make possible.

Through our **Restoring Trust® program**, we connect people who have experienced contractor fraud with trustworthy Accredited Businesses that volunteer their labor and materials to help families rebuild. In 2025, a family who lost \$250,000 to a dishonest contractor and were displaced from their house for two years, finally returned home thanks to **25 businesses** that answered our call. **That single project generated over \$569,000 in total value for a family that had nearly lost everything.**

Your support also helps recognize other businesses that lead with integrity through our **Torch Awards for Ethics** and **Spark Awards for Entrepreneurship** programs, honoring 75 finalists and 22 winners across our 8-state service area in 2025. These are the same businesses that step up when communities need them most.

We are grateful for your belief in this work, advancing marketplace trust and proving that ethical businesses change lives.

Yours in trust,

Meghan Conradt

Director of Foundation

BBB Business and Consumer Foundation



Impact at a Glance

See how BBB Foundation is turning trust into measurable community change.

\$1.7M+

Community Value
Generated

\$520K+

Donated Labor
& Materials

55+

Businesses
Mobilized

100%

Reported
Higher Trust

12

Restoring Trust Projects and
Families Served Across 5 States

75

Torch & Spark Honorees
Across 7 States (2025)

\$7

returned to the community for every **\$1 donated** with
89.5% of expenses going directly to programs





RESTORING TRUST®

Cook St. Project kitchen transformation

Cook St. Project

Kevin and Noelle lost \$250,000+ to a dishonest contractor and were displaced for over two years. Foundation partnered with AJ Kirkegaard Contractors and together we rallied **25 businesses to** donate nearly **\$300,000 worth of services to bring them home.**

"Every single one of [our subcontractors] stepped up. Everybody we called. Nobody said no."

Scott Kirkegaard
AJ Kirkegaard Contractors



"The program is a blessing. I hope you are able to help other families like you were able to help us."

Kevin • Cook St. beneficiary





Businesses donating services and David with his daughter

RESTORING TRUST®

Shoreline Project

Foundation partnered with MacCoy Home Solutions to support David, a Navy veteran and senior citizen, after fraudulent contractors stole over \$400,000 from him. **9 businesses** contributed **\$50,000 in donated labor, materials, and repairs to make his home safe and habitable again.**



"So here we are today with twenty five people showing this family they're not alone. This program will help them know that there's other people out there that have their back."

Aaron MacCoy
MacCoy Home Solutions



75

Honorees Across 7 States

4

Live Broadcast Locations

Torch and Spark Awards

In 2025, BBB Foundation hosted its most dynamic virtual awards ceremony yet, broadcasting live from four locations across our service area: Alaska, Hawaii, Oregon, and Idaho. The ceremony brought together finalists, winners, and supporters to celebrate these businesses leading with integrity across the region. It also offered a meaningful platform to highlight the direct connection between ethical business leadership and community impact, showcasing how past Torch and Spark honorees are often among the businesses choosing to power the Restoring Trust program.

"By sharing this mission, we all create ripples of change together that redefine how we operate our businesses, show up in our families and shape our communities."

Brooke Olenski · Kona Cloud Forest Sanctuary · 2025 Torch Award Winner, Hawaii

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Financials

2025

Total Revenue

\$557,026

Includes in-kind contributions. Without in-kind: \$189,697.

Total Expenses

\$228,849

Program Expenses

89.5%

Administrative

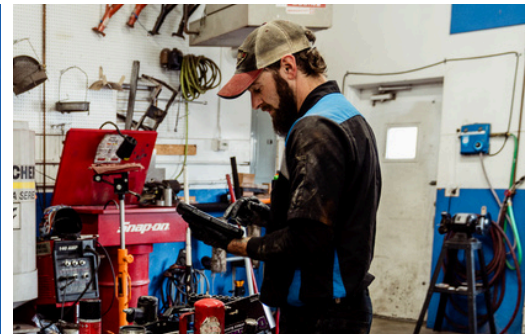
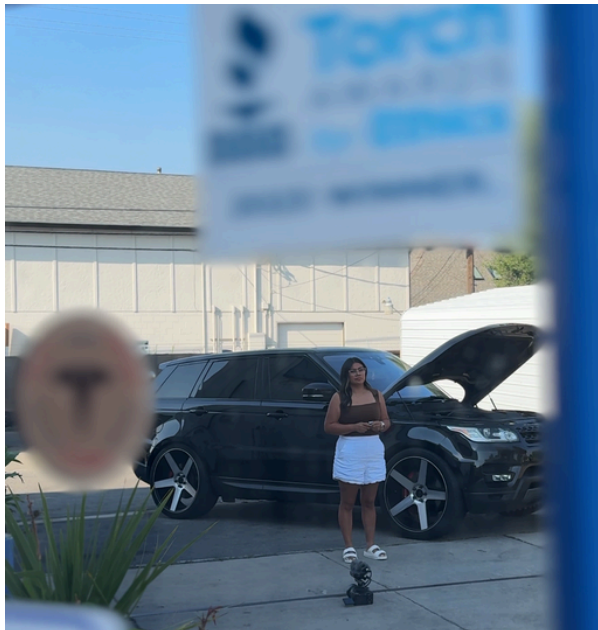
7.3%

Fundraising

3.2%

Ending Net Assets

\$342,821



Our Partners

BBB Foundation would like to thank the
Accredited Businesses that supported us in 2025!

Foundation Advocate Sponsor



BOXELDER
CONSULTING

Torch & Spark Awards Sponsors

Presenting



BRIDGE CITY LAW

■ ■ ■ A Different Kind of
Personal Injury Law Firm

Proud to be a Certified B Corporation®

Gold



Silver



Restoring Trust Accredited Business Project Partners



Thank You, Donors!

We couldn't do this work without you. Thank you to our generous 2025 donors for your support of BBB Business and Consumer Foundation!

Special thanks to our Board of Directors, whose personal generosity and steadfast commitment to this mission make everything possible.



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