

A photograph of three men on a stage. The man on the left, wearing a grey suit, holds a microphone and a small trophy, looking towards the man in the center. The man in the center wears a black button-down shirt, a black baseball cap, and black pants with a tear at the knee; he is smiling. The man on the right wears a dark blue blazer and brown pants, also smiling. A large screen in the background shows a pink and white graphic with the letters "RK".

# BBB<sup>®</sup> FOUNDATION

## 2024 END-OF-YEAR IMPACT REPORT

# INTRODUCTION

## To our donors:

BBB® Business and Consumer Foundation would like to start by thanking you for your generous support of our 501(c)3 organization. As the charitable entity of Better Business Bureau, we are dedicated to **protecting consumers** and **recognizing outstanding businesses** across our Great West + Pacific service area.

BBB Foundation is only able to provide these programs because of our donors and partners, most of whom are **BBB Accredited Businesses**. BBB appreciates your contributions to **advance marketplace trust** and commends you for supporting our community-impact programs that are creating **safer, smarter and more successful marketplace experiences**.

2024 was an exciting year for BBB Foundation **growth**, and we're thrilled to update you on the momentum of our current **programs** below!



# KEY ACCOMPLISHMENTS



TOP LEFT: Kevin and Noelle with the To the T Plumbing & Heating team and Foundation Director, Meghan Compton.

TOP RIGHT: Local news channel, Denver7, filmed a story on the Restoring Trust program.

MIDDLE RIGHT: A look at some of the damage remaining in Regina and Frank's home.

BOTTOM RIGHT: The state of Kevin and Noelle's kitchen after their contractor left them with an uninhabitable home.

## NEW Charitable Program: Restoring Trust

The mission of Restoring Trust is to support individuals who have **experienced fraud** or who demonstrate a significant **financial need** and connect them with **exemplary Accredited Businesses** to help them restore and recover.

Meet [Kevin and Noelle](#), who wanted to restore the 1951 bungalow they had lived in for 18 years to create a legacy home for their kids. But, after the couple hired a contractor to renovate their house and **paid them their life savings**, they were ghosted by the company and left with an unfinished remodel that has been red tagged and deemed uninhabitable.

Kevin, Noelle and two of their kids have been **displaced from their home** for over a year, paying rent and the mortgage on their vacant house every month.

To go home, Kevin and Noelle need a functioning kitchen and working heat. BBB Foundation called two of our **past Torch Awards finalists** to help: [To the T Plumbing & Heating](#)

and [AJ Kirkegaard Contractors](#). Both of these Accredited Businesses demonstrate an outstanding commitment to helping people in our community, incorporating **values of giving back into their business models**.

With these outstanding partners, BBB Foundation is working to **bring Kevin and Noelle home**. [Watch the news media story on this family here.](#)

BBB Foundation is also **helping another family** restore their home after a **fire and contractor woes destroyed it**. [Watch Regina and Frank's story here](#) and see how **we teamed up with The Wall Rebuilders** to provide drywall installation in-kind.

If you're interested in helping with future Restoring Trust initiatives, [let us know here](#).

We look forward to updating you on our progress for these families and more projects to come on our [Restoring Trust webpage](#).





TOP LEFT: Recipients of the Torch and Spark Awards in Idaho gather for a group photo after the ceremony.



TOP RIGHT: Meghan Compton, BBB Director of Foundation, gives a speech during the ceremony.



RIGHT: Cameron Nakashima, BBB Media Engagement and Digital Campaigns Manager, leads a panel discussion with business owners from the Treasure Valley.

## 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** and **identify Accredited Businesses to partner with**, like on the new Restoring Trust program above.

BBB Foundation named a total of **65 finalists** and celebrated the achievements of our **19 winners** during our [virtual ceremony](#) and various local events throughout our eight-state service area. These events were not only a celebration of the winners, but also an opportunity for all the finalists to connect and **network with like-minded businesses**.

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**.

The **24 finalists** and **6 winners** in our service area impressed BBB and external judges alike with their dedication to character,

culture, and community, all while **building a young business**. These honorees were announced at the same virtual and in-person events mentioned in the Torch Awards section above.

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

## Denver Scholarship Foundation Partnership

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

In 2024, BBB Foundation contributed **\$25,000** to DSF, bringing our lifetime contribution to **\$165,000** 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 **13 BBB scholars** this year, **77% of whom are first generation college students** and **92% of whom are students of color**.

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



BETTER BUSINESS BUREAU®

**Do you have ideas for BBB Foundation programming or want to find out more about what we do? We'd love to hear from you!**

**Email us** at [bbbfoundation@thebbb.org](mailto:bbbfoundation@thebbb.org)

**BBB Business and Consumer Foundation**

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