

2024 ANNUAL REPORT

EFFICIENCY, PARTNERSHIP, PROGRESS:

A Year of Strategic Growth for BBB Midwest Plains



OMAHA
11811 P St
Omaha, NE 68137

LINCOLN
630 N Cotner Blvd Ste 101
Lincoln, NE 68505

SIOUX FALLS
300 N Phillips Ave Ste 100
Sioux Falls, SD 57104

OVERLAND PARK
10985 Cody St Ste 210
Overland Park, KS 66210



MESSAGE FROM THE **PRESIDENT**

DEAR BBB ACCREDITED BUSINESSES, CONSUMERS AND PARTNERS:

I am proud to present the 2024 Annual Report and its theme: *Efficiency, Partnership, Progress* — three words that capture the essence of a transformative year for the Better Business Bureau of the Midwest Plains. Over the past year, we expanded our reach by starting services in the Kansas City area. Today, we proudly support nearly 11,000 Accredited Businesses and serve millions of consumers across Iowa, Kansas, Missouri, Nebraska, and South Dakota.

From operations to community impact, it was a banner year for our Bureau. These accomplishments reflect the strength of our shared mission and values, made possible through your unwavering support.

In 2024, BBB Midwest Plains delivered critical support to businesses and consumers alike, providing timely alerts, valuable insights, and playing an instrumental role in scam investigations. We celebrated individuals and organizations for their commitment to integrity, optimized customer review and e-quote processes, and expanded programming to new heights. Together, we have reinforced BBB's position as a beacon of trust and reliability in

today's increasingly complex marketplace.

BBB Midwest Plains achieved several significant milestones this year. We celebrated more than 30 Torch Award-winning organizations and awarded a record 15 scholarships to high school seniors across our region — 93% of whom are first-generation students, with 73% qualifying for free or reduced lunch. Two local businesses from our region — Omaha Steaks and Thrasher Foundation Repair — were recognized with the prestigious International Torch Awards for Ethics, which are awarded by the International Association of Better Business Bureaus. With only four winners selected across North America, we take great pride that two were from our BBB. We helped launch "Thank a Business Month," which was supported by proclamations throughout our service area, and secured a Nebraska-wide declaration designating September 24 as "BBB Business Integrity and Ethics Champions Day." To keep our communities informed, we introduced three new newsletters tailored for staff, consumers and Accredited Businesses.



Additionally, we opened a new office in Overland Park, Kansas, to strengthen our support for the community, launched a BBB Savings Program to benefit our members, and piloted a Scam Survivor Toolkit to provide resources for victims of fraud. During a period of severe weather that impacted our region, we mobilized comprehensive communication campaigns to assist affected communities.

As we look ahead, our focus remains on building strong relationships, driving positive change, and upholding the highest ethical standards. In partnership with you, we are excited to continue this journey.

This report provides insights into your BBB and the achievements of 2024. Our Board of Directors and dedicated staff thank you for your ongoing support.

Sincerely,

Jim Hegarty
President & CEO
BBB Midwest Plains

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INTERNATIONAL INVESTIGATIONS INITIATIVE

In 2017, our Bureau partnered with the BBBs in Chicago, Dallas, San Francisco and St. Louis to create a powerful consortium dedicated to addressing fraud across North America. This collaboration focuses on uncovering and analyzing the most pressing fraud issues impacting both consumers and businesses.

To date, BBB has released 22 in-depth scam investigations along with numerous follow-up reports. These studies reveal how scams operate and expose the manipulative tactics fraudsters use, including social engineering, to target and exploit vulnerabilities. Our goal is to empower consumers and business owners with the knowledge they need to recognize and avoid scams.

In 2024, we published four new studies to further this mission:

INVESTMENT SCAMS

Imagine being promised triple your money in just two months — sounds tempting, but it's often too good to be true. Over the past three years, BBB received over 4,000 reports of investment scams, frequently involving cryptocurrency and evolving tactics. These scams often escalate, extracting more money from victims over time and even coercing others into participation.

Our study highlighted how these schemes have grown from small-scale operations to large international networks, stealing millions and exploiting vulnerable individuals.

PHISHING SCAMS

Think twice before clicking on that unknown email link. Since 2021, BBB has logged over 23,000 phishing reports, with a record-breaking 9,000 cases in 2023 — more than double the previous year. Fraudsters use phishing to trick individuals and businesses into revealing sensitive information, costing businesses millions annually.

This study explored how phishing has advanced since the 1990s, fueled by AI and sophisticated text-based tactics. By interviewing scam survivors and cybersecurity experts, we uncovered critical insights into one of today's most complex fraud challenges.

VIRTUAL VEHICLE VENDOR SCAMS

Scammers are leveraging technology to mimic legitimate car sellers, creating elaborate schemes to deceive buyers. Since BBB's 2020 study on vehicle scams, fraudsters have adapted, targeting high-end buyers with fake websites and exploiting vehicle history reports.

Our research found these impostor scams persist on real online marketplaces, particularly targeting buyers of rare or high-value cars, resulting in significant financial losses.

To increase your scam knowledge, you can read each of the studies at bbb.org/scamstudies

ONLINE PURCHASE SCAMS

Online shopping scams continue to surge. Collectively, these scams resulted in nearly \$400 million in losses, as reported by the FTC.

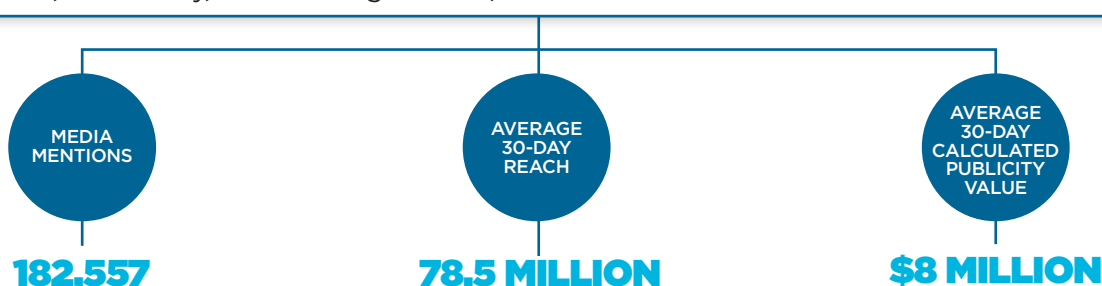
Our research revealed how social media-fueled scams, such as fake ads for beauty products and viral items, have grown by 125% since 2021. Fraudsters capitalize on consumer trust, leading to a spike in misleading and fake advertisements.

MEDIA IMPACT REPORT ON SCAM STUDIES

GRAND TOTALS FROM SEPTEMBER 2017 - DECEMBER 2024

TOP MEDIA OUTLETS:

Top Media Outlets: ABC News, Good Morning America, CBS This Morning, Fox News, NBC News, CBS News, USA Today, The Washington Post, The Wall Street Journal



CUSTOMER INSIGHTS

Total Business Profiles Accessed on Web:	103,155
Total Website Link Clicks on BBB Business Profiles:	14,555
Total Approved Customer Reviews:	16,705
Total Request A Quote Requests:	22,510
Total Accredited Businesses:	10,598
Online Seals Clicked:	40,055
Total Ad Reviews Completed:	165
Total Investigations Closed:	41

**TOTAL AD REVIEWS
& LOGO VIOLATION
CHALLENGES**

220

**TOTAL
COMPLAINTS CLOSED**

24,815

TOP 10 TYPE OF BUSINESS (TOB) INQUIRIES

Roofing Contractors	116,486
Collections Agencies	103,660
Construction Services	63,222
Insurance Companies	53,624
General Contractor	52,382
Heating and Air Conditioning	48,009
Plumber	44,839
Used Car Dealers	43,017
Electrician	33,734
Concrete Contractors	29,816

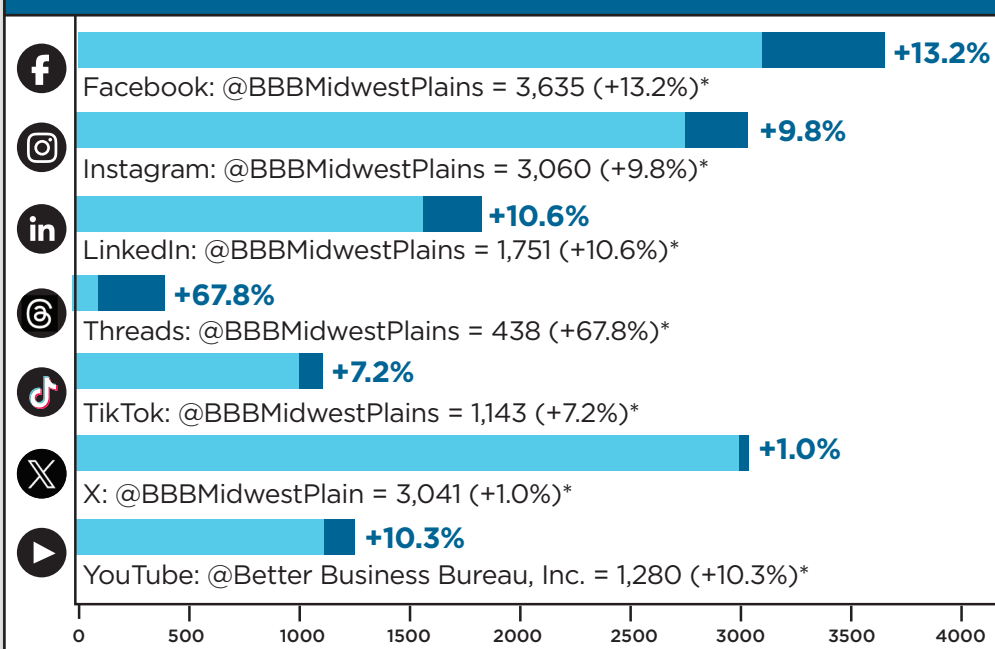
TOP 10 TYPE OF BUSINESS (TOB) COMPLAINTS

Collections Agencies	2,112
Bank	1,373
Tax Return Preparation	1,015
Student Loan Services	744
Credit Cards and Plans	657
New Car Dealers	476
Used Car Dealers	397
Insurance Companies	264
Property Management	256
Hotels	213

MEDIA EXPOSURE

JANUARY 1, 2024 - DECEMBER 31, 2024

SOCIAL MEDIA STATISTICS



**TOTAL MEDIA
MENTIONS**

12,092
(+19.4%)

**AVERAGE MEDIA
MENTIONS
PER MONTH**

1,007
(+15.4%)

**INTERVIEWS
WITH MEDIA**

420
(+4.5%)

*Percentage of increase (+) from 2023

BUSINESS PROFILE

Last year 4,053,324 BBB Business Profiles of organizations in our service area were accessed. When your business comes up in search results on BBB.org, it is important to make sure your BBB Business Profile makes the best impression possible. A complete profile with details about your products and services, customer reviews and your BBB Accreditation all increase your chances of attracting new customers.

BUSINESS PROFILE TIPS

START BY REVIEWING YOUR BBB BUSINESS PROFILE:

This will ensure all information about your business is correct.

KEEP YOUR INFORMATION UP TO DATE:

Accurate information helps customers contact you and ensures BBB can notify you of new customer reviews and complaints.

RESPOND TO ALL COMPLAINTS: Quickly responding to and resolving complaints can be an effective way to turn a dissatisfied customer into a loyal supporter, and it shows everyone else reading the complaint that you value and respect your customers.

ENCOURAGE CUSTOMERS TO LEAVE REVIEWS: Accurate information helps customers contact you and ensures BBB can notify you of new customer reviews and complaints.

UPLOAD PICTURES AND VIDEOS: Images and videos of your products, services, or projects are more engaging and persuasive forms of content than text-only information about your business.

Use this checklist to update or complete your profile.

- ✓ Products and/or services offered
- ✓ Business address and phone number
- ✓ Website URL and email address
- ✓ Social media URLs
- ✓ Business logo
- ✓ Photos and videos of products or projects
- ✓ Hours of operation
- ✓ Return and refund policies

Need help updating your BBB Business Profile?

Please contact us at **800-649-6814** or info@bbbinc.org and someone from our Accredited Business Services team will be happy to help.

BBB ONLINE DIRECTORY

Instead of each BBB having its own directory on its website, BBB has a single online directory that combines all BBBs' databases at BBB.org.

Accredited Businesses (ABs) have their company's name, address and phone number listed, at no cost, under their main Type of Business (TOB) category in the online directory. Every listing has a link to the company's BBB Business Profile, and ABs have the BBB Accredited Business Seal prominently displayed, which distinguishes them from non-ABs. Also, if a consumer wants to find only BBB Accredited Businesses, those can be easily accessed by clicking the button "BBB Accredited" at the top of all TOB listing pages in the directory.

Affordable opportunities to advertise are available. For more information about advertising, email bbb.org/mwpadvertising.



ACCREDITED BUSINESS (AB) SEAL: SHOWCASING TRUST AND CREDIBILITY:

Earning BBB Accreditation signifies that your business is part of an elite group committed to ethics and reliability in building a trustworthy marketplace. The BBB Accredited Business Seal is a powerful symbol that customers recognize and trust – don't miss out on the opportunity to showcase it.

Display the current version of the BBB Seal across all offline marketing materials, including newspaper ads, handouts, direct mail, vehicle signage, business cards, invoices, directories, and TV commercials. Let your customers know who you are and what you stand for.

ONLINE DYNAMIC SEAL: ENHANCING DIGITAL PRESENCE AND TRUST

Take your accreditation to the next level with BBB's Dynamic Seal, the online version of the Accredited Business Seal. By adding the Dynamic Seal to your website or online platforms like Facebook or email, you provide consumers with instant confirmation of your legitimacy. The seal links directly to your BBB Business Profile, boosting trust and enhancing your search engine optimization (SEO).

NEW PATHWAYS

BBB SCAM TRACKER: A POWERFUL TOOL IN THE FIGHT AGAINST FRAUD

In February, BBB Scam Tracker was honored as the *Best Scam Fighting Tool of the Year* by the Global Anti-Scam Alliance. This recognition highlights its impact, helping people avoid an estimated \$24.3 million in losses in 2024.

Scam Tracker allows consumers to report scams and access information about fraudulent activity in their area, whether it's fake checks, IRS impostor calls, lottery scams, or other schemes.

Partnerships with Amazon and Capital One enhanced its capabilities, introducing a more user-friendly experience and improved data-sharing features for collaborating with partners to combat fraud.

By leveraging technology and the Better Business Bureau's network across the U.S. and Canada, Scam Tracker empowers consumers, businesses, and organizations with

actionable insights to fight scams more effectively. Since its launch in 2015, more than 300,000 scams have been reported, helping to identify patterns and protect communities.

Visit bbb.org/scamtracker to report suspicious activity or learn about scams in your area. Together, we can educate and protect consumers from fraud.



BBB SAVINGS PROGRAM: STRENGTHENING CONNECTIONS AMONG ACCREDITED BUSINESSES

To foster collaboration and trust, BBB introduced the BBB Savings Program, an exclusive affiliate discount initiative for Accredited Businesses. This program enables participants to work directly with other trusted Accredited Businesses, strengthening partnerships within the network.

Since its launch, 15 businesses have joined, offering discounts on services ranging from foundation repair to cutting-edge technology solutions. By connecting businesses with shared values, the BBB Savings Program reinforces our mission to promote integrity and trust in the marketplace.

Learn more about the program at bbb.org/mwpsavings.

STAYING INFORMED WITH BBB NEWSLETTERS:

To keep the public and businesses informed, BBB launched two monthly newsletters: one free for consumers and another exclusive to BBB Accredited Businesses. These newsletters provide valuable insights, including scam prevention tips, media highlights, upcoming events, and new initiatives.

Stay connected — subscribe today at bbb.org/mwpnewsletter.



RIBBON CUTTING AND OPEN HOUSE IN OVERLAND PARK

In September, BBB officially opened its new Overland Park office with a ribbon-cutting ceremony in partnership with the Overland Park Chamber of Commerce and local businesses. The event provided an excellent opportunity to strengthen connections with the community and highlight BBB's services to support trusted businesses in the region.



BBB TORCH AWARDS LUNCHEON: CELEBRATING INTEGRITY ACROSS THE MIDWEST

In 2024, BBB Midwest Plains elevated the Torch Awards Luncheon, delivering a dynamic 90-minute event that inspired and informed. Keynote speaker Aaron Davis captivated the audience with his passionate address, setting the tone for an unforgettable celebration of integrity and ethics.

The event honored Parker Cosimano as the inaugural recipient of the BBB Rising Champion Award, recognizing his efforts to advance marketplace trust. More than 30 companies were celebrated for their commitment to ethical practices, alongside one business leader, one community member, and 15 students who exemplified integrity in action.

Nebraska Governor Jim Pillen marked the occasion with a statewide proclamation, officially designating September 24 as BBB Business Integrity and Ethics Champions Day.

With 550 attendees and support from 36 sponsors, the 27th annual BBB Torch Awards Luncheon underscored BBB's mission to foster trust and integrity across the region.

SCAM SURVIVAL TOOLKIT: EMPOWERING RECOVERY AND RESILIENCE

In May 2024, the Better Business Bureau Institute for Marketplace Trust unveiled the Scam Survival Toolkit, a vital resource designed to help individuals restore their financial, mental and emotional well-being after experiencing fraud. This groundbreaking initiative, piloted by BBB Midwest Plains, was enhanced through collaboration with law enforcement agencies to ensure its effectiveness.

Accessible via the BBB Scam Tracker homepage, the toolkit offers personalized guidance tailored to each user's situation. It includes actionable steps to halt further financial losses and provides resources to support long-term recovery, both financially and emotionally. Developed with input from experts in mental health, fraud prevention, and cybersecurity, the toolkit reflects a comprehensive approach to recovery.

This innovative resource underscores BBB's commitment to empowering communities with the tools and knowledge to rebuild trust and resilience. Learn more about the toolkit by visiting scamsurvivaltoolkit.bbbmarketplacetrust.org.

BBB NEWSROOM: SUPPORTING JOURNALISTS IN THE FIGHT AGAINST FRAUD

To empower journalists in protecting the public from scams and fraud, BBB Midwest Plains launched the BBB Newsroom — a comprehensive resource hub designed to enhance reporting efforts. The newsroom provides access to the 15 most-requested scam topics and reports, complete with audio and video assets, talking points and detailed informational documents.

Available free of charge, this initiative reflects BBB's commitment to equipping media professionals with the tools they need to inform and safeguard their communities. Access the BBB Newsroom to learn more about the fight against fraud at bbb.org/mwpnewsroom.



BBB@HOME CONNECTS CONSUMERS WITH OUR TRUSTWORTHY BUSINESS COMMUNITY

With BBB@Home, you can confidently navigate the world of home improvement, repairs, and renovations, knowing that you're connecting with businesses that share our commitment to trustworthiness. BBB@Home a direct connection to our community of trustworthy businesses, which is mailed to 43,000 homes in Omaha. Four seasonal editions are issued each year.

Learn more at bbb.org/mwpathome.



BBB RISING CHAMPION AWARD: CELEBRATING COMMUNITY LEADERSHIP

In 2024, BBB introduced the Rising Champion Award to honor individuals who exemplify BBB's mission of advancing marketplace trust. This nomination-based award recognizes community members making a meaningful impact.

The inaugural recipient, Parker Cosimano, a middle school student from Omaha, demonstrated exceptional initiative by creating a scam prevention flyer after his grandmother was targeted by fraud. With BBB's support, Parker enhanced his flyer, which was distributed to senior centers across Nebraska and the entire BBB Midwest Plains service area.

This award highlights the power of community-driven efforts in fostering trust and education — learn more at bbb.org/mwprising.

BBB TORCH AWARDS FOR ETHICS

The BBB Torch Awards for Ethics is an annual celebration to honor exceptional businesses and nonprofits in the community. The Torch Awards program recognizes local organizations' outstanding ethical practices and commitment to character, culture, customers and community.

If your business or nonprofit has been operating under the same ownership for three years or more and has a "B" rating with BBB, you are eligible to apply. Independent panels of judges from the business, academic and charitable communities select the award recipients. Unlike other awards, the BBB Torch Awards for Ethics focus on demonstrated ethical business practices, rather than a company's growth, profitability or popularity.

Additionally, BBB has introduced a new, simplified application in recent years. This streamlined form, which is completed online, will make it easier to demonstrate the best of your organization. We believe celebrating the best in our service area makes us all better!

If you have ever considered applying, now is the time! Awards will be presented for businesses and charities located in Iowa, Kansas, Missouri, Nebraska and South Dakota.

BENEFITS FOR AWARD WINNERS:

- Torch Award recipient media kit
- Torch Award recipient trophy for display
- Torch Award winner logo to use on website and in marketing efforts
- Recognition as an award winner in press releases, blog posts, social media, local advertisements and BBB's website
- Enhanced customer confidence
- Increased employee pride
- Instructions to advertise the award to your communities and stakeholders
- Winners' applications from for profit and 501(c)(6) organizations will be submitted for the International Torch Awards competition

***Note:** Only winners' applications from the nonprofit categories that are BBB Accredited Charities can be entered for the International Torch Awards.*

AWARD CATEGORIES:

- Businesses with 1-4 employees
- Businesses with 5-10 employees
- Businesses with 11-24 employees
- Businesses with 25-99 employees
- Businesses with 100-249 employees
- Businesses with 250-499 employees
- Businesses with 500+ employees
- Nonprofits with 1-24 employees
- Nonprofits with 25+ employees

2024 WINNERS

OMAHA & SOUTHWEST IOWA

Businesses with 1-4 employees:

- CombOver Contracting
- Wooden Ways & Olden Days/ Etched Impressions

Businesses with 5-10 employees:

- Accelerated Diagnostic & Automotive
- Travel With Barb, Inc.
- Yeck's Auto Repair, Inc.

Businesses with 11-24 employees:

- McGill Law PC, LLO

Businesses with 25-99 employees:

- Groundworks
- Uniti Med

Businesses with 200-249 employees:

- ACCESSbank
- Cox Communications
- Firstar Fiber Corporation

Businesses with 250-499 employees:

- FNIC
- Union Bank & Trust

Businesses with 500+ employees:

- biBerk, by Berkshire Hathaway
- Marriott Customer Engagement Center
- Omaha Steaks

Nonprofits with 25+ employees:

- Girl Scouts Spirit of Nebraska
- Goodwill Industries
- Project Harmony



Learn more about the Torch Awards program by visiting bbb.org/mwptorch.



2024 WINNERS

LINCOLN & GREATER NEBRASKA

Businesses with 1-4 employees:

- Bats to Rats Wildlife Control and Prevention

Businesses with 11-24 employees:

- Schrock Innovations, Inc.

Businesses with 25-99 employees:

- Bizco Technologies
- Nemaha Sports Construction

Businesses with 100-249 employees:

- Berry Law
- Cobalt Credit Union

Nonprofits with 1-24 employees:

- Center for Legal Immigration Assistance
- Lighthouse

KANSAS PLAINS

Businesses with 5-10 employees:

- Affinity Automotive Services, Inc.
- BB BROTHERS CONTRACTOR

Businesses with 25-99 employees:

- Good Energy Solutions

KANSAS CITY & WESTERN MISSOURI

Businesses with 11-24 employees:

- Integrity Roofing, LLC

Businesses with 25-99 employees:

- Parrish & Sons Construction

Businesses with 100-249 employees:

- Continental Siding
- Thrasher Foundation Repair

SOUTH DAKOTA

Businesses with 100-249 employees:

- Frisbee Plumbing and Heating

BBB INTERNATIONAL TORCH AWARDS FOR ETHICS: CELEBRATING EXCELLENCE IN TRUST

Since 1996, the International Torch Awards for EthicsSM have recognized companies that embody the highest standards of ethics, leadership, social responsibility, and community impact. These awards reflect BBB's mission of advancing trust in the marketplace and inspiring others to follow ethical best practices.

In 2024, four outstanding companies were honored across North America, including two from BBB Midwest Plains' service area:

- **Category 1:** Price Roofing Company
- **Category 2:** Precision Tax Relief
- **Category 3:** Thrasher Foundation Repair
- **Category 4:** Omaha Steaks

Category 3 (100-499 employees)

Thrasher Foundation Repair, Lenexa, KS

Since 1975, Thrasher has helped homeowners preserve and improve the value of their homes using proven basement waterproofing and structural repair solutions. Thrasher started as a small family business in Iowa and transformed into a company that employs hundreds of hardworking individuals across multiple Midwest locations. Thrasher Foundation Repair is a 2023 Torch Award for Ethics recipient from the BBB of Midwest Plains.

Category 4 (500 or more employees)

Omaha Steaks

Omaha Steaks, originally a small butcher shop in Omaha, expanded after 1929 through partnerships that introduced the brand to dining cars and troop trains, earning it national fame. Pioneering mail-order sales in 1953 and rebranding to Omaha Steaks International in 1966, the company gained international acclaim. Today, they maintain their reputation as a top meat provider by embracing an omnichannel marketing strategy that ranges from traditional customer service to modern digital platforms. Omaha Steaks is a 2023 Torch Award for Ethics recipient from the BBB Midwest Plains.

BBB SPARK AWARDS: RECOGNIZING THE FUTURE OF A TRUSTED MARKETPLACE

Launched in 2023, the BBB Spark Award celebrates social entrepreneurs, startup founders, and new business owners under the age of 45 who exemplify the Three C's of Trust: Character, Culture, and Community. These innovative leaders are driving positive change and shaping the future of a trustworthy marketplace.

To qualify, applicants must operate a business within BBB Midwest Plains' service area and meet the age criteria of being 45 years or younger before the day of the application deadline. The Spark Award highlights the critical role of emerging businesses in fostering ethical practices and community impact.

Learn more about the program — visit bbb.org/mwpspark.

2024 BBB SPARK AWARD WINNER

Lincoln & Greater Nebraska

- Kaydee Smith



BBB STUDENT OF INTEGRITY SCHOLARSHIP PROGRAM

The BBB Student of Integrity Scholarship program is sponsored by BBB's Education Foundation. These awards are not based on ethnicity or grade point average. They recognize students who exemplify integrity, leadership and service.

Fifteen \$2,000 scholarships are presented annually to high school seniors who reside in the geographic areas served by the BBB: Metro Omaha & Southwest Iowa, Metro Lincoln & Greater Nebraska, South Dakota, Kansas Plains, and Kansas City & Western Missouri. The winners are selected by independent panels of judges.

Learn more about the BBB SOI Scholarship Program at bbb.org/mwpscholarship.



CONGRATULATIONS!

2024 Student of Integrity Scholarship Recipients

METRO LINCOLN & GREATER NEBRASKA



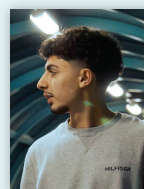
Miya Carey

West Holt High School
Atkinson, NE



Franchel Tennant

Cozad High School
Cozad, NE



Mateen Younis

Lincoln North Star
High School
Lincoln, NE

KANSAS PLAINS



Adam Bosworth

Wichita High School
North Wichita, KS



Zariyana Cathey

Salina Central
High School
Salina, KS



Kylynn Miller

Weskan High School
Sharon Springs, KS

KANSAS CITY & WESTERN MISSOURI



Haley Boydston

Smithville High School
Edgerton, MO



Jehaan Munye

North Kansas
High School
Kansas City, MO



Destiny Summers

Raytown Senior
High School
Kansas City, MO

SOUTH DAKOTA



Chasety Christensen

Huron High School
Huron, SD



Carmen Herrera

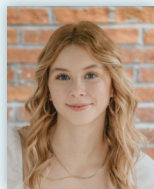
Redfield High School
Redfield, SD



Aiden Westcott

O'Gorman High School
Sioux Falls, SD

METRO OMAHA & SOUTHWEST IOWA



Ryleigh Brodigan

East Mills High School
Malvern, IA



Lwe Kbaw Hser

Omaha Northwest
High School
Omaha, NE



Rory Madsen

Logan-Magnolia
High School
Logan, IA

BBB'S EDUCATION FOUNDATION: STRENGTHENING CONNECTIONS, DRIVING IMPACT

In 2024, BBB expanded collaborations with universities, businesses, and nonprofits, advancing its mission to foster trust-driven marketplaces and mutual growth for buyers and sellers. Across 60 programs, BBB reached over 3,000 consumers and partnered with more than 200 organizations. Highlights include:



- **Cybersecurity Seminar:** Partnered with BlueCross BlueShield of Nebraska to deliver practical security strategies for small and medium-sized businesses.
- **IAFCI Midwest Conference:** Presented scam prevention insights at the International Association of Financial Crimes Investigators (IAFCI) Midwest Conference alongside law enforcement.

- **National Night Out Events:** Engaged 700 attendees through booths at events with Bellevue Police, Council Bluffs Police, and Douglas County Sheriff's Office, promoting consumer protection.



- **"Take a Beat" Initiative:** Collaborated with the FBI, Douglas County Sheriff's Office, and U.S. Attorney to empower consumers to make informed, fraud-resistant decisions.
- **Small-Business Support Webinars:** Hosted sessions with SBA chapters across Iowa, Kansas, Missouri, Nebraska, and South Dakota during Small Business Awareness Week, spotlighting resources for small businesses.
- **Employment Scam Awareness:** Delivered actionable advice to students at Iowa Western Community College on identifying and avoiding employment scams.



- **“Thank A Business Month”:** Secured city proclamations in Sioux Falls, Omaha, Lincoln, and Overland Park, recognizing November as “Thank A Business Month.” Surprised over 20 Accredited Businesses with care packages as part of this initiative.



- **Elder Justice Training:** Sponsored Nebraska DHHS's Elder Justice Training, with 700+ attendees learning strategies to protect seniors from fraud.
- **Local Scam Prevention:** Partnered with various organizations throughout the year to deliver presentations on financial literacy and scam prevention.



- **Secure Your ID/Document Shredding Event:** Partnered with Crime Stoppers of the Sioux Empire in Sioux Falls, shredding over 100,000 pounds of sensitive documents and serving 500+ vehicles. The event also raised funds to support Crime Stoppers.
- **Support of Severe Weather Victims in Nebraska:** Participated in a Town Hall in Kennard, Nebraska, providing materials to tornado victims to help them rebuild with trust.
- **Support of Financial Literacy:** Hosted webinars on credit repair basics, retirement benefits, and college preparation as part of its commitment to financial literacy.

HIGHLIGHTS OF COMMUNITY PARTNERSHIPS IN 2024:

- | | | |
|---|---|--------------------------------------|
| • AARP Nebraska | • First National Bank of Omaha | • Optimist Club |
| • Aging Partners | • Hooper Police Department | • Overland Park Chamber of Commerce |
| • Alzheimer's Association | • International Association of Financial Crimes Investigators | • Pinnacle Bank |
| • American Red Cross | • Iowa Western Community College | • PRSA Nebraska |
| • Attorneys General | • Kansas City Public Library | • Senior Medicare Patrol |
| • Bellevue Police Department | • KCTV | • Sertoma Club of Omaha |
| • BlueCross BlueShield of Nebraska | • Kiwanis Club | • Sioux Falls Chamber of Commerce |
| • Business Ethics Alliance | • Lancaster County Crime Stoppers | • Suburban Rotary Club |
| • Cause Collective | • Lancaster County Sheriff's Office | • Union Bank & Trust |
| • Cox Communications | • Larksfield Place Retirement Center | • U.S. Small Business Administration |
| • Council Bluffs Police Department | • Lenexa Chamber of Commerce | • UNMC |
| • Department of Health and Human Services | • Lincoln Police Department | • UNL |
| • Department of Homeland Security | • National Safety Council | • UNO |
| • Federal Bureau of Investigation | • Nebraska Realtors Association | • West Omaha Service Club |
| • Federal Trade Commission | • Omaha Catholic Charities | |