



**BBB of Arkansas Education Foundation, Inc.
2022 Annual Report**

MISSION

To educate consumers and businesses by creating connections to trustworthy resources, promoting best practices, and recognizing businesses to elevate marketplace trust. We believe in the power of trust to grow people, businesses, and communities.

2022 BOARD MEMBERS

Mike Allbritton, Chair and President, Windows USA/Window Mart

Mike Moore, Vice-Chair and Partner, Friday, Eldredge, & Clark

Tom Compton, Treasurer and Vice President of Finance, Roller Funeral Homes

Melinda Faubel, Director External Affairs, AT&T Arkansas

Robert "Bo" Frazier, Owner, Robert Frazier Accounting & Consultancy

Jennifer Samuel-Haeg, Property and Casual Executive Manager, The Hatcher Agency

Barry Simon, President, Datamax, Inc.

C. Luke Story, Executive Director, Arkansas Broadcasters Association

Christopher Travis, Partner, Gill Ragon Owens

STAFF

Janet Robb/Bonita Minchew, President/CEO, Better Business Bureau Arkansas

Tina Hunter, Executive Director, Better Business Bureau of Arkansas Education Foundation, Inc.

Programs & Services

Networking

Coffee & Conversations with BBB. This is a monthly networking virtual opportunity featuring hot topics and BBB services.

Education Summits

Best practices Conversations with Experts:
Human Resources Summit
Inaugural Branding Summit
Cybersecurity Summit

Lunch and Learns

Monthly Lunch and Learns to connect businesses to local, state, and federal resources to help grow their businesses.

BBB Arkansas Education Foundation

Celebrating Trust

On May 12, 2022, we honored 5 Arkansas businesses with the Torch Award for Ethics and Spark Awards at the Arkansas Governors Mansion.

Datamax, Inc.

Mountain Harbor Resort and Spa

Nix Screw Machine Products

Natural State Pest Control

Seal-Tite of Arklahoma

Decks, Docks, and More: Torch Award Finalist*

Self Creek Marina: Torch Award Finalist*

La'Royale Exquisites: Spark Winner*

Avery & Bryant: Spark Finalist*



BBB Arkansas Education Foundation

Our Impact

Our opportunities to spread the word about the BBB and Education Foundation grew in 2022. Reaching over 2200 participants, we helped the community and business leaders navigate scams and fraud targeting them everyday.

The Torch Awards for Ethics were held on May 12, 2022, at the Arkansas Governor's Manion. Joe Kleine was our keynote speaker. Five businesses were recognized as winners of the 2022 Torch Award. Two businesses were recognized as finalist. We launched the BBB Spark Award to recognize businesses who are starting their entrepreneurship journey with less than three years in business or under the age of thirty-five. We recognized a Spark Award winner and finalist.

Our reach was expanded with our inaugural Branding Summit. We brought together leaders to share best practices around branding, public relations, using influencers, and marketing your business post pandemic.

Our Financials

Total Income for the year ending December 31, 2022: \$55,689

Total Program Expenses: \$45,392

Total Management and General Expenses: \$11,167

Including Fundraising expenses: \$558.35

Net Income for the year ending December 31, 2021: -\$870

Optional voluntary contributions to the BBB of Arkansas Education Foundation through AB renewal dues were a total of \$18,771.02 representing 627 Accredited Businesses.

BBB Arkansas Education Foundation

BBB of Arkansas Education Foundation 2022 Sponsors



Become a BBB Arkansas Education Foundation Partner.
 Help us expand our impact throughout Arkansas.

Better Business Bureau of Arkansas Education Foundation, Inc. is the 501(c)3 tax exempt nonprofit organization of the Better Business Bureau.

Better Business Bureau of Arkansas Education Foundation, Inc.
 1771 Cantrell Road | Little Rock, AR 72223 | 501.534.3809

THANK YOU FOR YOUR SUPPORT!