



2020 Annual Report



BBB of Arkansas Education Foundation, Inc.

BBB of Arkansas Education Foundation, Inc. is a 501C3 tax exempt organization

MISSION

To serve the community of leaders and educators as a provider of ethics research, training, and best practice recognition in Arkansas.

2020 BOARD MEMBERS

Mike Allbritton President of Windows USA/Window Mart, Chair
Mike Moore- Partner at Friday Eldredge & Clark
Tom Compton VP of Finance Roller Funeral Homes, Treasurer
Melinda Faubel – External Affairs Manager AT&T Arkansas
Bo Frazier- President at Frazier & Rickels, PA
Barry Simon – President Datamax Office Systems
Luke Story – Executive Director Arkansas Broadcasters Association

STAFF

Janet Robb, President/CEO, Better Business Bureau Serving Arkansas
Tina Hunter, Executive Director, Better Business Bureau Arkansas Education Foundation



Better Business Bureau of Arkansas Education Foundation, Inc.

2020 PROGRAM HIGHLIGHTS

BBB of Arkansas Education Foundation

SPREADING JOY TO SENIORS

Mid-Day Music with BBB
Hosted at Presbyterian Village,
Arkansas Manor, and Woodland
Heights



VIRTUAL CYBERSECURITY SUMMIT

BBB and the experts - Edafio Technology Partners, The Hatcher Agency and the FBI - presented three Fridays in May for this year's virtual cybersecurity summit, "Protecting your Business in Times of Uncertainty & Working Remotely". These quick live stream sessions helped businesses make the best decisions about cybersecurity as you work remotely, or work to re-open.



CYBERSECURITY FIRESIDE CHAT



Lines between our online and offline lives seem blurry. This year saw a major disruption in how we learn, work, and connect with others online. Questions were answered by experts about how our devices impact our lives, ways we do business, and steps we can take to reduce risks.

GET YOUR LOCAL BUSINESS ON GOOGLE SEARCH AND MAPS

Partnered with Grow with Google to host a program about getting your business accurately claimed and managed on the Google My Business platform to engage with potential and current customers.

OUR IMPACT

Spreading Joy to Seniors during the pandemic was an important way to give back to the community in 2020. We offered three socially distant Mid-Day Music with BBB concerts for those living in long term care communities.

A Virtual Cybersecurity Summit was held as a 3-part series in May, and we hosted a Cybersecurity Fireside Chat Q and A in October. Presenters were Hatcher Insurance Agency, Mitchell Williams Law Firm, Edafo Technology Partners, and an FBI Representative. Janet Robb made opening remarks and moderated the the panel discussion.

The Torch Awards were held September 10, 2020 at the Governor's Mansion and for the first time virtually with over 200 people in attendance. Mike Moore, Partner at Friday, Eldredge, and Clark, was the Chair of the event. Arkansas Governor Asa Hutchinson was our keynote speaker for the afternoon. Six businesses were recognized as winners of the 2020 Torch Awards.

Our Veterans Initiative provided information for Veterans on how to spot a scam, where to do fact finding when you might be exposed to a scam, and what to do if you have a friend or family member that might be a target of a scammer.

OUR FINANCES

Total income for the year ending December 31, 2020: \$67,091

Total Program Expenses: \$45,025

Total Management and General Expenses: \$19,006

Including Fundraising Expenses: \$950.30

Net Income for the year ending December 31, 2020: \$3,060

Optional voluntary contributions to the BBB Education Foundation through AB renewal dues were a total of \$ 19,518.21 which represents 628 Accredited Businesses.

OUR SPONSORS

Torch Bearer of Ethics



Character Ethics Partner



Character Ethics Supporter



Character Ethics Sponsor



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Better Business Bureau of Arkansas Education Foundation, Inc.
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