



BBB

Start With TrustSM

BBB of Arkansas Education Foundation, Inc.

2021 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.

2021 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

Barry Simon, President, Datamax, Inc.

C. Luke Story, Executive Director, Arkansas Broadcasters Association

STAFF

Janet Robb, President/CEO, Better Business Bureau Arkansas

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



Main highlights

Networking

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

New Partnerships

The Foundation partnered with Grow with Google and the US Small Business Administration Arkansas District Office to host regularly scheduled education programs.

Celebrating Trust

Honored 5 Arkansas business with the Torch Award for Ethics:
American Truck and Rail Audits
Circle of Life
Edafio Technology Partners
(2021 International Torch Award Finalist)
Lion Legal Services
Rhea Lana's Franchise
Systems, Inc.

BBB Arkansas Education Foundation



"We regularly get voted Best of the Best by different readerships. But the best honor we have received is our 2016 Better Business Bureau Torch Award for Ethics in the highly competitive Small Business Division."
Curry's Termite, Pest, and Animal Control

BBB Arkansas Education Foundation

Our Impact

Our opportunities to spread the word about the BBB and Education Foundation grew in 2021. Reaching over 2500 participants, we helped the community and business leaders navigate scams and fraud targeting them everyday.

The Torch Awards for Ethics were held on May 13, 2021, at the Arkansas Governor's Manion and virtually. University of Arkansas Athletic Director Hunter Yurachek was our keynote speaker joining us virtually from Fayetteville. Five businesses were recognized as winners of the 2021 Torch Award.

Our reach was strengthened by our relationship with the U.S. Small Business Administration, Arkansas District Office and their community resource partners to connect businesses directly to tools they can use to grow their business. We hosted 12 virtual lunch and learn sessions ranging from PPP Funding Updates to preparing your business to bid for government contracts. We highlighted resources specifically to help grow minority, veteran, and women-owned businesses.

Our Financials

Total Income for the year ending December 31, 2021: \$46,765

Total Program Expenses: \$37,226

Total Management and General Expenses: \$10,175

Including Fundraising expenses: \$508.75

Net Income for the year ending December 31, 2021: -\$1,317

Optional voluntary contributions to the BBB of Arkansas Education Foundation through AB renewal dues were a total of \$22,303.68 representing 682 Accredited Businesses.

BBB Arkansas Education Foundation

BBB of Arkansas Foundation Partners & 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.
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