



ANNUAL REPORT

April 2022 - March 2023

Better Business Bureau Serving Northern Colorado and Wyoming
BBB Foundation Serving Northern Colorado and Wyoming



Our Mission:

BBB's mission is to be the leader in advancing marketplace trust.

We do this by:

- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities



BBB Sets the Standards for Marketplace Trust

3,991

BBB Accredited Businesses in Northern Colorado and Wyoming commit to BBB's Standards for Trust:

- ▶ Build Trust
- ▶ Advertise Honestly
- ▶ Tell the Truth
- ▶ Be Transparent
- ▶ Honor Promises
- ▶ Be Responsive
- ▶ Safeguard Privacy
- ▶ Embody Integrity

116

Local nonprofits have met BBB's 20 Standards for Charity Accountability which are a baseline set of best practices and review four key areas of interest to donors:

- ▶ Financial Management
- ▶ Fundraising and information materials
- ▶ Governance and Oversight
- ▶ Measuring Effectiveness

OTTER SHOP



BBB Foundation

We provide ethics based assessment, training and recognition programs for businesses, consumers, nonprofits and students in Northern Colorado and Wyoming. The BBB Foundation is a 501(c)(3) nonprofit. Our Programs are:

BBB Torch Awards for Ethics • BBB Spark Awards for Entrepreneurship • Charity Accreditation • Military and Veterans Initiative

INCOME: \$362,259

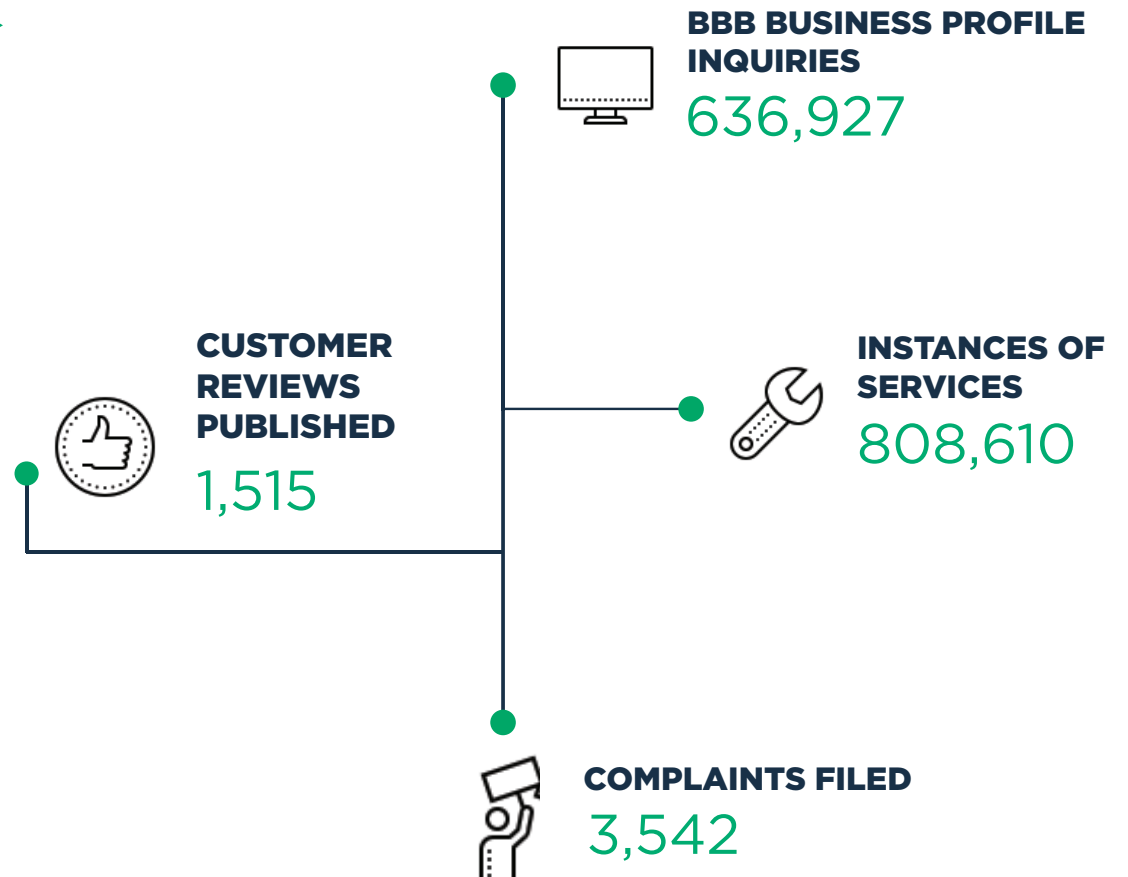
EXPENSES: \$333,239

Program Expenses: \$232,625

General and Administrative Expenses: \$100,614

NET ASSETS: \$1,388,229

**BBB HELPS
PEOPLE FIND
BUSINESSES
AND CHARITIES
THEY CAN TRUST**



Top 10 Industries

Most Inquiries

Rank	Business Category	# of Inquiries
1	Online Retailer	55,649
2	Online Travel Agency	28,761
3	Roofing Contractor	25,048
4	General Contractor	20,228
5	Heating and Air Conditioning	17,425
6	Plumber	15,510
7	Marketing Software	12,642
8	Landscape Contractor	11,691
9	Electrician	10,703
10	Auto Repair	8,579

Most Customer Reviews

Rank	Business Category	# of Reviews
1	Online Retailer	449
2	Digital Marketing	200
3	Plumbing and Heating	194
4	Roofing Contractor	166
5	Fine Arts	139
6	Financial Services	85
7	Car Dealers	82
8	Plumber	78
9	Marketing Programs	78
10	Auto Repair	70

Most Complaints

Rank	Business Category	# of Complaints
1	Online Retailer	681
2	Car Dealers	86
3	Collection Agencies	60
4	Hotels	57
5	Financial Services	54
6	Marketing Software	54
7	Property Management	48
8	Cell Phone Equipment	46
9	Online Travel Agency	34
10	Auto Repair	31



BBB Celebrates Marketplace Role Models



BBB TORCH AWARDS FOR ETHICS

The BBB Torch Awards for Ethics is the most prestigious honor BBB can present to exceptional organizations for their dedication to integrity and ethical practices. It is an annual awards program that publicly recognizes organizations that have practices in place that elevate their commitment to ethical operations. The award embodies BBB's mission of advancing marketplace trust. Started in 1999, more than 100 organizations have been honored with a Torch Award for Ethics.

- ▶ **Kittle Real Estate, Windsor, CO**
- ▶ **Snaptron, Windsor, CO**
- ▶ **Neighbor to Neighbor, Fort Collins, CO**

BBB SPARK AWARDS FOR ENTREPRENEURSHIP

Honored emerging businesses less than three years in operation for their commitment to building a business based on Character, Culture, and Community. 2020 Winners were:

- ▶ **Better People Care, Fort Collins, CO**
- ▶ **ki.co Marketing, Fort Collins, CO**
- ▶ **Rocky Mountain Woodworks, Fort Collins, CO**
- ▶ **Solar Pathways, Fort Collins, CO**



BEST IN SAFETY AWARD

Honored 19 businesses with the Best in Safety Award

- ▶ **A&A Glass Co.**
- ▶ **Atek Heating & Air Conditioning**
- ▶ **Bishop Plumbing Heating & Air Conditioning**
- ▶ **Brothers Flooring**
- ▶ **Building Restoration Specialties**
- ▶ **Colorado Clean Up Services**
- ▶ **Colorado Iron & Metal**
- ▶ **Courtesy Acura**
- ▶ **DH Wholesale Sign**
- ▶ **Foothills Gutter and Insulation**
- ▶ **Harvey Ranches**
- ▶ **Marrou Concrete**
- ▶ **Newstripe**
- ▶ **Pro Mold Associates**
- ▶ **Shipper's Supply Custom Pack**
- ▶ **The Village Smithy**
- ▶ **Van Lier Roofing**
- ▶ **Western Distributing Transportation**



Third Class of Ethics Scholar Interns

The Ethics Scholar program is designed to provide students with an in-depth look at trust and ethics in business. Students selected for the Ethics Scholar Internship will work with businesses and/or nonprofits that have been nominated for the elite BBB Torch Award for Ethics. The Ethics Scholars research the nominated organizations and work collaboratively with the executive teams, employees and customers of local businesses to prepare both the written and verbal analysis as to how the business/nonprofits achieves the Torch Awards for Ethics criteria.

The 2022-2023 class who worked with the 2023 BBB Torch Award candidates included:

- Avery Cano, Colorado State University
- Clara Lichti, University of Wyoming
- Courtney Fatur Lee, University of Northern Colorado
- Lauren Hahn, Colorado State University
- Taryn de Meillon, University of Wyoming

BBB Educates Consumers, Businesses and Nonprofits

- Reached 11,581 through business and consumer education programs and outreach events
- 1,266 business leaders reserved the BBB Community Center meeting rooms
- Reached 816 Airmen at F.E. Warren Air Force Base with scam and fraud prevention information

BBB Board of Directors

Chairman, Stephen M. Laine, MKO Financial

Treasurer - Nathan Ewert, FNBO

Carrie Baumgart, Markley Motors

Teree Carr, Pinnacol Assurance

Adam Crowe, Larimer County Workforce Development

Chris Elder, Elder Construction

Charlie Shoop, PFC USA

Michael Shirazi, Shirazi Benefits

Grace Taylor, UCHealth

Jeannine Truswell, United Way of Weld County

Ex-Officio Members:

Evan Hyatt, Care Synergy

Zachary Wilson, Legal Counsel, The Wilson Law Firm PC

Shelley Polansky, President/CEO, Better Business Bureau

BBB Foundation Board of Advisors

Chair - Michael Shirazi, Shirazi Benefits

Seth Baker, Otter Products

James Francis, Forever Our Rivers

LJ Houska, Vice President, Houska Automotive

Lisa Hudson, Director, East Small Business Development Center

Keiko Krahnke, University of Northern Colorado

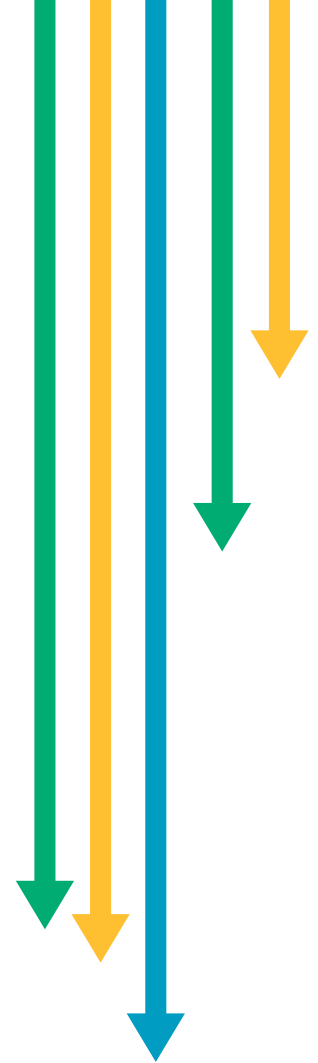
Logan Lay, Cash Management Specialist, Western States Bank

Paul Mallette, Colorado State University

Kent Noble, Bill Daniels Chair of Business Ethics, University of Wyoming

Rayno Seaser, The Egg and I

Zachary Wilson, President, The Wilson Law Firm PC



BBB Foundation Thanks Our Generous Supporters

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BBB FOUNDATION CHAMPION SPONSORS



ADVOCATE SPONSORS

BBB TORCH AWARDS FOR ETHICS SUPPORTING SPONSORS

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Employers Council
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Hub International
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Markley Motors
Poudre Valley REA
PFC USA

Roberts Excavation
University of Northern Colorado
University of Wyoming

BBB TORCH AWARDS FOR ETHICS TABLE SPONSORS

Brock and Company
Burns Marketing
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Elder Construction

Elevations Credit Union
EnviroTech Services
Firestorm
FirstBank

Fort Collins Lifestyle Magazine
Group Publishing
Home Builders Association
Larimer SBDC

PFS Insurance
Shirazi Benefits
The Matthews House
Trozan Insurance Agency

UCHealth
Walker Manufacturing
Wyoming Business Council



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BBB Foundation**
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