



The 2010  
BBB Education Foundation  
**Annual**  
REPORT

# 2009 Accomplishments

- Updated name from Better Business Bureau Consumer Education Foundation to Better Business Bureau Education Foundation.
- Created a new mission statement to reflect a broader focus than just consumers: “To strengthen community trust through education, outreach and scam prevention.”
- Increased the number of BBB Military Line classes by 54% and expanded the program to NAS Corpus Christi. In 2009, BBB Education Foundation educated a total of 3,624 people.
- Held two Shred Day events and shredded 83 tons of personal documents for the community, free of charge.
- Hosted three Borrell Associates Seminars, educating a total of 168 people on how to use the Internet to grow their business.
- Submitted first-ever video grant entry titled “Microsoft 7 - Change the World” outlining BBB Education Foundation’s dedication to strengthen community trust to change the world.
- Developed two new BBB Education Foundation programs called *Senior Savvy* and *Teen Trust*, which will be implemented in 2010.
  - *Senior Savvy* reaches out to and educates seniors on identity theft and other related scams to safeguard their assets throughout their lifetime and protect their financial freedom. Classes will be held at community centers throughout Texas.
  - *Teen Trust* is an interactive program that educates teens and young adults about financial literacy. The topics include credit cards, savings, budgeting and money management, the stock market, 401k plans, financial aid and health insurance, as well as providing a forum for teens to ask questions and obtain tools to prepare them for adult life. The program also protects young adults from a variety of scams, including scams within the job marketplace, predatory lending and identity theft.
- Sent two “No Solicitation” mailings to a total of 40,000 consumers in the Round Rock, Pflugerville, Cedar Park, Leander and North Austin areas. These mailings contained information about how to research businesses before purchasing and included a sticker for consumers to place on their doors to let solicitors know they check with BBB first!

## 2009 Financials

Total Income:	\$37,200.05
Program Expenses:	\$40,175.09
Fundraising Expenses:	\$12,039.95
Administration Expenses:	\$14,543.58
Total Assets:	\$22,518.56

# 2009 Programs

## **BBB Military Line®**

As a partner in the Department of Defense (DoD) Financial Readiness Campaign, BBB Military Line, which operates nationally under the leadership of Mrs. Holly Petraeus, brings free BBB services to military members and their families. BBB Military Line serves all five branches of the Military and the National Guard. With eight military bases, a total population of over 85,000 service personnel and more than 350,000 military family members in Central, Coastal and Southwest Texas, this BBB's service area has the largest concentration of military facilities in the nation. BBB Military Line programs reach out to personnel at Fort Hood, Lackland Air Force Base, Naval Air Station-Kingsville and other facilities. In 2009, BBB Education Foundation offered Military Line classes throughout its service area designed to improve financial literacy and protect servicemembers from scams. A total of 80 classes were held, educating 3,624 people.



## **Borrell Associates Seminar**

In spring 2009, BBB Education Foundation partnered with KVUE-TV and Borrell Associates, a nationally recognized leader in Internet advertising information, to put on three presentations on how businesses can use the Internet to grow. A total of 168 people attended these presentations and gave very positive feedback after the events.

## **BBB Shred Day**

In 2009, BBB Education Foundation hosted two BBB Shred Day events to help consumers keep their identities secure by destroying confidential information. The events invited consumers and small businesses to bring sensitive documents to be shredded on-site, free of charge. Events were held at multiple locations throughout BBB's 62-county service area, and with the help of BBB community leaders, BBB Education Foundation shredded 83 tons of personal documents for the community. All documents shredded at the event were recycled to save the equivalent of 1,062 trees, 125 barrels of oil, 437,500 gallons of water and 256,250 kilowatt hours of electricity.



## **“No Solicitation” Campaign**

In March 2009, a round of record-breaking hailstorms hit Central Texas causing an estimated \$160 million in damages to over 22,000 vehicles and 15,000 homes. Soon after, local roofing contractor associations reached out to BBB Education Foundation for help and warned that “fly by night” repair companies were entering the Austin market hoping to quickly profit from the destruction. Consumers also began complaining about door-knockers and automated phone calls from roofing contractors seeking their business.

BBB Education Foundation worked quickly to prepare a direct mailing to 20,000 consumers (primarily elderly) in the zip codes that were most affected by the storm. The mailing included information about the campaign, tips on how to be a smart consumer and a “No Soliciting” sticker for consumers to put on their doors. The mailing was so successful that BBB Education Foundation began planning a second campaign and securing additional sponsors. The second campaign was launched in October 2009, and packets were sent to an additional 20,000 people. The “No Solicitation” campaigns reached a total of 40,000 people.



# 2010 Education Foundation Trustees

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## BBB Education Foundation Mission:

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To strengthen community trust through  
education, outreach and scam prevention