

2020 Annual Report

Better Business Bureau
Serving Southern Arizona



69 Years Celebrating Ethics

2020 EXCITING AND CHALLENGING

It would be an understatement to say 2020 was challenging. I can wholeheartedly say we continued our passion for building marketplace trust throughout the ups and downs of 2020. Our team was able to adapt themselves quickly, and our community stepped up in support of our BBB Serving Southern Arizona.

Within 24 hours of making the decision to close our office in the final week of March, we were able to transition our entire team to working 100% remotely. Our leadership team did an outstanding job quickly equipping and troubleshooting our processes and metrics to be valid and supportive of our mission. Proudly I can say we did not miss a beat.

Judging by the 35% increase in volume for our services throughout 2020, it clearly states that Southern Arizona sees our relevance helping our communities' consumers and businesses. We added more Accredited Businesses to our membership than the year before and our web traffic was up 27% all further signs of relevancy.

In 2020 we took great efforts to get the correct and helpful information to our members as they were working through this pandemic. We sent out over 200,000 emails, and even more important, our open rates for our emails exceeded industry standards. Additionally, via our social media accounts, we were able to reach over 76,000 people on Facebook and received more than 138,000 twitter impressions. Our follower count on Instagram has doubled and represents a younger audience that has been one of our main focuses.

The results of our operations team cannot be left out as our core services increased by 35%, answering over 2,700 complaints, publishing 5,149 Customer Reviews, 1,473 Scam Tracker reports, and in total, responding to over 790,000 inquiries from consumers and businesses.



We continued our Hispanic outreach as well as our outreach to outlying areas including Nogales and Sierra Vista, this can be evidenced by our increase in inquiries and web traffic from these populations.

We decided last spring that it was imperative to have our Torch Awards for Ethics. Our businesses owners and non-profit leaders, and their staff needed something positive to celebrate. And celebrate we did! We are grateful to all of our sponsors who stayed with us when we decided to switch to a virtual event. It was a wonderful evening of celebrating Ethics, and our keynote speaker, Dr Paul Melendez from the Eller Center for Leadership Ethics, hit it out of the park. We were the first organization to pull off a major ceremony in our community virtually. We did not have a lot of runway to get it off the ground and appreciated the support and feedback from those who enjoyed the evening which even included the ability to network virtually.

As we move forward to 2021 our team is excited to keep progressing. New ideas of membership communication links, streamlining our operations to best meet the needs of our community and to bring educational and networking to our community in this new world.

BBB

2020 VIRTUAL TORCH AWARDS

A different year called for a new innovative format. We were able to switch our awards ceremony to an all online format. Working with our sponsors and partners we were able to recognize both for-profit and non-profit organizations that are committed to **EXCEPTIONAL STANDARDS** for ethical business practices and service to their customers, employees, suppliers, and communities safely via the internet. Each of our incredible finalists are always organizations that others want to emulate.



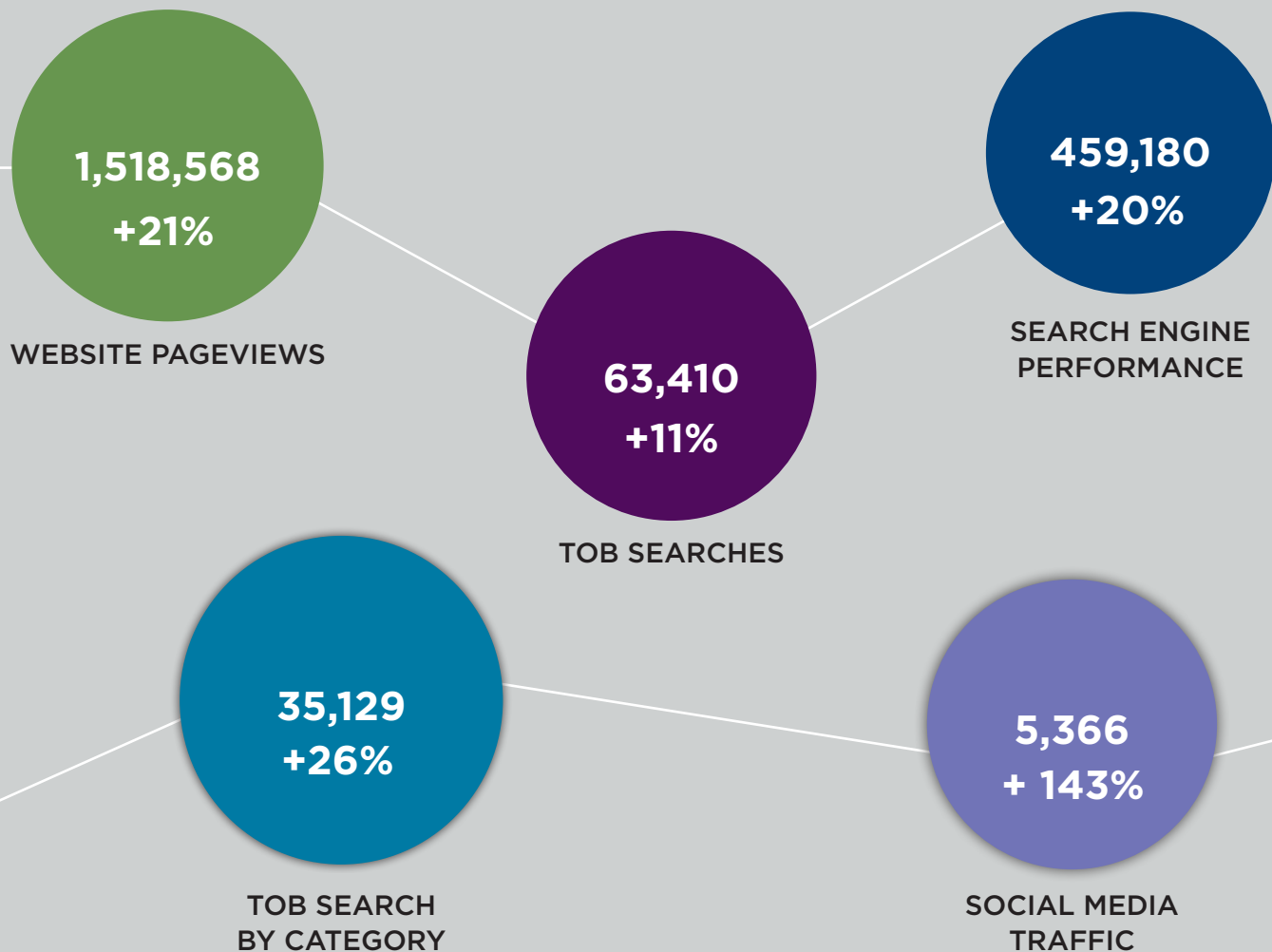
WHO WERE THE FINALISTS?

A-Authentic Garage Door Service Co.- Tucson
 S.W.A.T. Glass, Inc
 Air Tropics, LLC
 DeMont Family Swim School LLC
 Paul Ash Management Company, LLC
 West Coast Roofing, LLC
 Marana Schools' 2340 Foundation
 Cochise Family Advocacy Center
 Mobile Meals of Southern Arizona
 Girl Scouts of Southern Arizona
 Literacy Connects
 JKaiser Workspaces
 The Divine Sophia, LLC

LOCAL 2020 STATS



WEBSITE STATISTICS

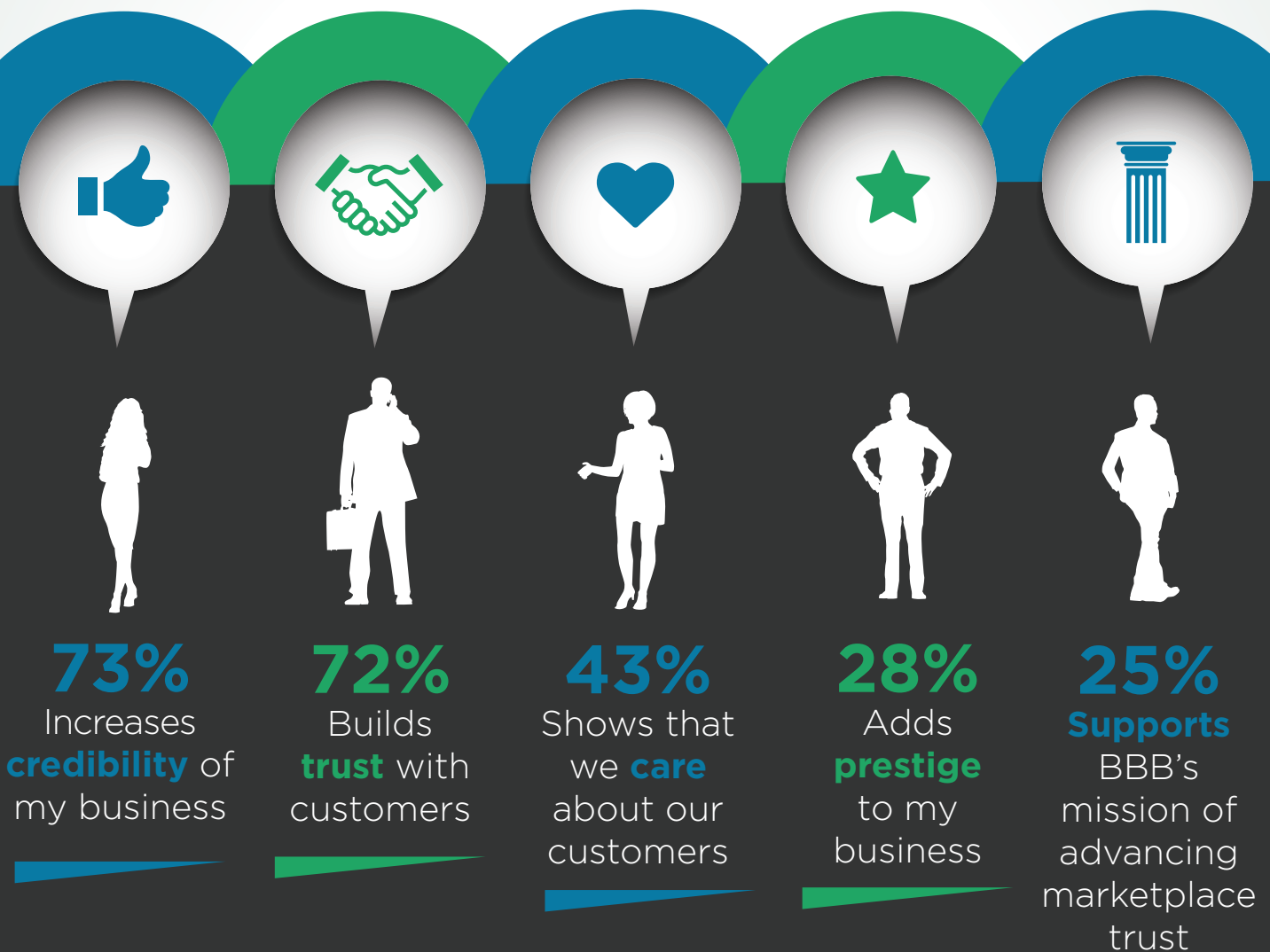


Value of BBB Accreditation

Build trust and credibility with customers as an Accredited Business



BBB surveyed Accredited Businesses across the U.S. and Canada to find out why BBB accreditation is important to them and how it impacts their business. Here is what we learned:



Visit WHYBBB.org to learn more about BBB accreditation.

BBB SPANISH OUTREACH

Strategic communication is essential to an organization's ability to advance its mission and its capacity to serve the community. Reaching and engaging with our Hispanic Community remained a focus for 2020.

Like most businesses and non-profits; BBB Serving Southern Arizona had to shift our outreach efforts during the pandemic. Instead of monthly radio interviews, BBB continued to promote scam tips through the air waves with four 60-second spots with Maxima 99.1 in Nogales, AZ.

Our bilingual editorials and ads reached new readership with our Nogales International newspaper partnership alongside with our dedicated editorials with Arizona Bilingual Newspaper distributed throughout Southern Arizona and Sonora.

Your BBB was not only on radio, television and print. With the shift of the digital media universe and the Hispanic Community leading the way as the most digitally savvy, we supplemented our communication initiatives with a bilingual digital campaign that resulted in over 500,000 impressions across Nogales and Douglas, AZ. Our efforts have allowed us to maintain a 91% retention rate with our Nogales, Rio Rico and Douglas Accredited Businesses.



INICIATIVAS • DE BBB

- Directorio de Negocios Acreditados
- Resolución de Disputas
- BBB Scam Tracker
- BBB Charity Review
- Torch Awards
- BBB Military Line
- Investigación Periódica
- Interconexión de Negocios

¿POR QUÉ CONTRATAR A UN NEGOCIO ACREDITADO?

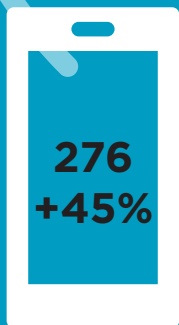
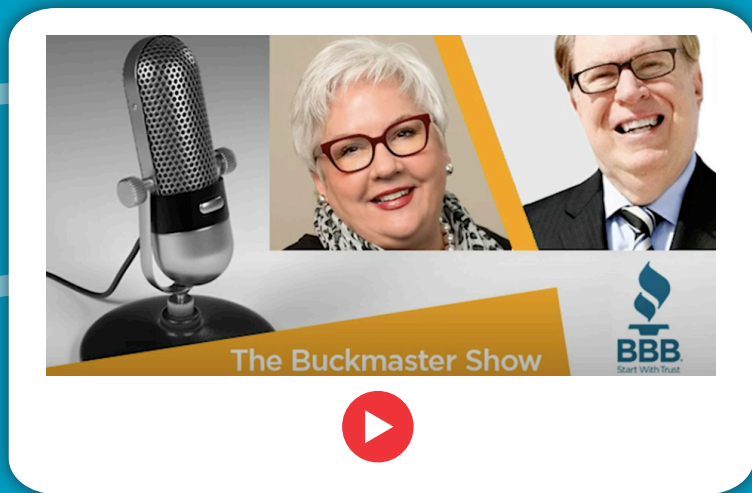
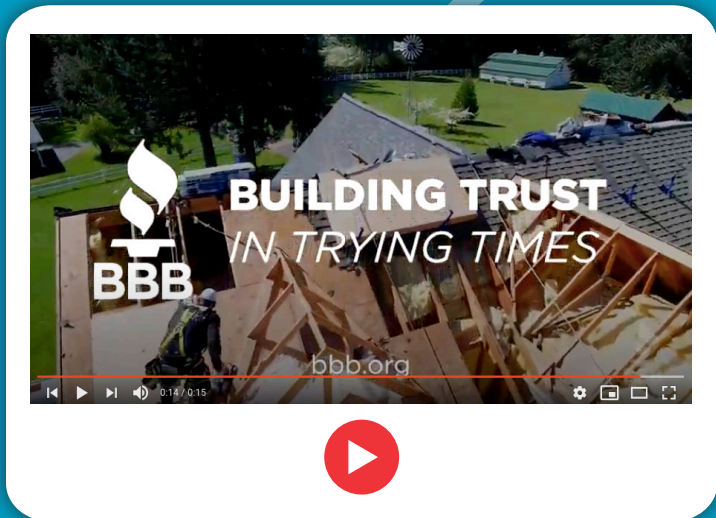
Están sujetos a los **8 ESTÁNDARES DE CONFIANZA DE BBB**

- Generar Confianza
- Publicar/Anunciar Honestamente
- Decir la Verdad
- Ser Transparente
- Honrar sus promesas
- Proteger la privacidad
- Incorporar integridad

520.888.5353 bbb.org



2020 OUTREACH



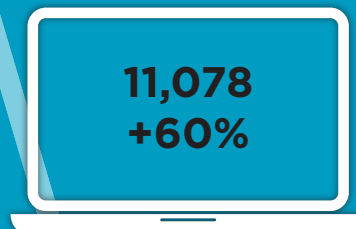
Customer Review APP



201,110
Emails Sent
21%
Email Open Rate



Television Exposure



E-Quotes

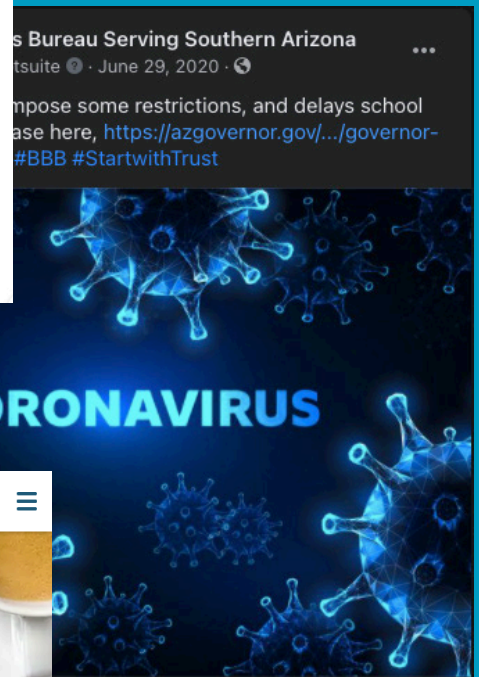
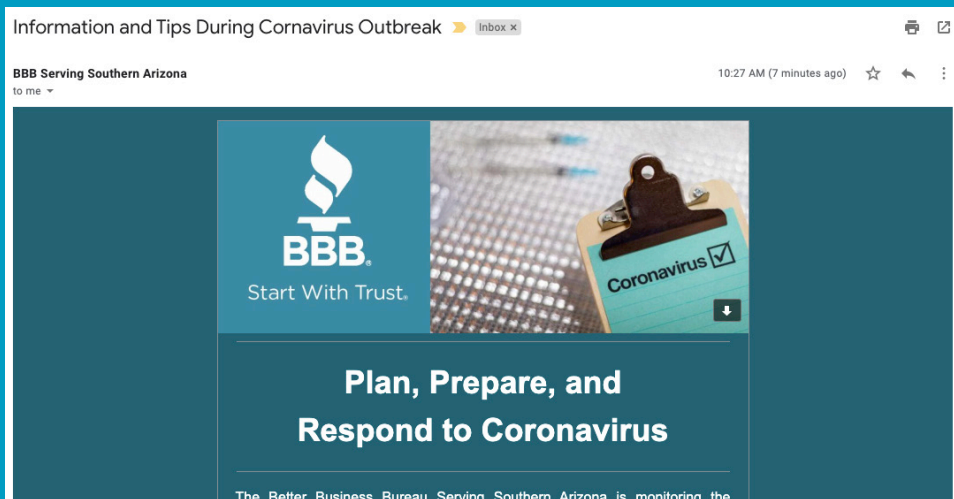
2020 OUTREACH

CORONAVIRUS COMMUNICATION

In March the world was hit with a viral pandemic that changed the course of business for the year. The BBB was able to adapt it's messaging to provide valuable information for consumers, and it's member ABs.

Through email, social media, and it's website, the BBB was able to share vital information regarding Small Business Loans, Community Resources, and vital COVID 19 related information to the public.

The BBB was also able to promote livestreams and webinars to offer help to our member ABs navigate through this difficult time.



2020 CAMPAIGNS



THIS IS WHY
WE ARE
HERE



Play (k)

CHARITY REVIEW PROGRAM

The Charity Review Program started in 2018 helps donors evaluate local charitable organizations according to the **BBB Wise Giving Alliance's** 20 Standards for Charitable Accountability.

Visit www.give.org for more information on those standards.

2020 ACCREDITED CHARITIES

Animal League Of Green Valley
 Arizona Youth Partnership
 Arizona's Children Association
 Arizona-Sonora Desert Museum, Inc.
 Assistance League of Tucson
 Ben's Bells Project
 Big Brothers Big Sisters of Southern Arizona, Inc.
 Boys & Girls Clubs of Tucson
 Casa De Los Ninos, Inc.
 Catholic Community Services of Southern Arizona, Inc.
 Community Food Bank
 Emerge! Center Against Domestic Abuse
 Girl Scouts of Southern Arizona
 Handi-Dogs, Inc.
 Literacy Connects
 Lupus Foundation of Southern Arizona, Inc.
 Old Pueblo Community Services
 Parent Aid
 Southern Arizona AIDS Foundation
 St. Luke's Home
 Teen Challenge of Arizona, Inc.
 The Humane Society of Southern Arizona, Inc.
 The Shyann Kindness Project
 Tu Nidito Children and Family Services
 Tucson Botanical Gardens
 Tucson Children's Museum
 Tucson Museum of Art & Historic Block, Inc.
 Tucson Symphony Orchestra
 World Care
 Youth On Their Own

Interested in becoming an Accredited Charity?

Contact dalvarez@tucson.bbb.org

2020 BBB BOARD OF DIRECTORS

OFFICERS

Fred Knapp, *Chair* - CORE Construction

Mary Keyser, *Vice-Chair* - Assured Partners of Arizona, LLC

Robert Janus, *Treasurer* - Ultra Air Conditioning, Inc.

Carrie Hamilton, *Secretary*- Nextrio

John Decker, *Past Chair* - Anchorwave Internet Solutions

DIRECTORS

Anthony King - Associated Konsultants

David Couture - TEP

Dori Stolmaker - Distinctive Cleaning & Maintenance

Jeremy Thompson - Cox Communications

Marissa Mitchell - Challenge Communication & Management

Stacy Fowler - Nova Home Loans

Tim Bee - Arizona Builders Alliance

BOARD COUNSEL

Sara Derrick - Farhang & Medcoff

The BBB Standards for Trust are eight principles that summarize important elements of creating and maintaining trust in business. Our BBB Code of Business Practices is built on these standards.

Build Trust

Establish and maintain a positive track record in the marketplace.

Advertise Honestly

Adhere to established standards of advertising and selling.

Tell the Truth

Honestly represent products and services, including clear and adequate disclosures of all material terms.

Be Transparent

Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.

Honor Promises

Abide by all written agreements and verbal representations.

Be Responsive

Address marketplace disputes quickly, professionally, and in good faith.

Safeguard Privacy

Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of consumers regarding the use of their information.

Embody Integrity

Approach all business dealings, marketplace transactions and commitments with integrity.



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BBB.ORG

