



# BBB Maryland Foundation 2017 Annual Report

**Our Mission:** to help entrepreneurs build and sustain ethical businesses and empower consumers and donors to buy and give with confidence



## BBB Shred Day

Our 11th Annual Shred Day in Maryland was part of a BBB campaign across North America that seeks to broaden awareness about and reduce identity theft in our communities. This year, BBB helped **1,812 attendees** destroy **35 tons** of personally identifiable documents!



## #GivingTuesday

As a result of our first #GivingTuesday campaign BBB Maryland Foundation presented a check for **\$1,250** to The Cube CoWork. The Cube is Maryland's first co-working space to offer babysitting. Caitie Mayhugh, founder of Women's Advocacy Coalition, and Rosalyn Jefferson, owner of Hunny Bee Society, each won a 6-month membership to The Cube as a result of the Foundation's campaign.

## Instances of Service



In 2017, the Foundation launched 'B4.' The scalable program equips early stage businesses with simple, tested behaviors, to help them survive common barriers to success, and instill consumer confidence. **10 community partner organizations** enlisted the Foundation to provide Maryland businesses with free access to B4 resources and expert staff.



Scam Tracker helped thousands of Marylanders report and avoid scams in their neighborhoods and across North America. From January to December, staff reviewed and published **455 reports** with over **\$189,000 reported lost** by Maryland residents.



By the end of the year, our dedicated Customer Engagement Specialist provided assistance to **3,100 callers**, an additional **3,631 calls** were helped by our interactive voice response system, and **1,858,662 inquiries** were received by local businesses thanks to our extensive online warehouse.