



**BBB**<sup>®</sup>  
GREATER  
MARYLAND  
FOUNDATION

# ANNUAL REPORT

**BBB GREATER MARYLAND FOUNDATION**

**2018**

**Address :**

502 South Sharp Street  
Suite 1200  
Baltimore, MD 21201

**Contact :**

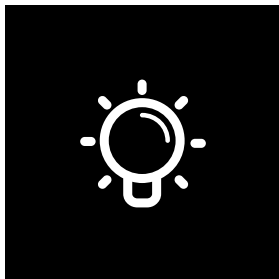
P : 410-347-3990  
W : [bbb.org](http://bbb.org)  
E : [yourbbb@greatermd.bbb.org](mailto:yourbbb@greatermd.bbb.org)

# Mission

Helping entrepreneurs build and sustain ethical businesses and empower consumers and donors to buy and give with trust.

“ *The BBB Greater Maryland Foundation is relevant to startups and long standing businesses, acting as a North Star for businesses, educating business owners and consumers about integrity and trust.*

” *- William Thrush, Friedman, Framme & Thrush, P.A.*



## Local Impact

Destroyed **35 tons of documents for 1,812 motorists** to fight identity theft at our 11th annual Shred Day

Published **854 Scam Tracker Reports** from Marylanders, and investigated even more from people across the U.S. (\$511K lost + \$460K attempted)

Recognized **7 early-stage companies** with our first Spark Award

Created & launched “Building Better Business Behaviors” a program to increase the survival rate of early-stage businesses (onboarded **11 community partner organizations** and co-working spaces and served **74 startups**)

# 2018 Spark Awards



## Fully Grown LLC: 2018 Winner

Providing food snacks and meal prep service using all natural ingredients and packaging that is 100% compostable. It donates a percentage of its profits to support its nonprofit organization, the Garden Project, which eradicates food deserts by partnering with local Baltimore City public schools to launch after-school gardening programs and healthy cooking clubs.



## Ortus Academy: 2018 Winner

Ortus Academy's experiential and game-based learning model engages 5th - 12th grade students in programs, teaching more than just financial literacy and education - but Financial Intelligence.



## Walter Electric: 2018 Winner

Committed to improving the community through encouraging more individuals to consider the trades for employment. Once hired, we are diligent to grow our employees either with advancement within the company, opportunity for higher education, and continuous on the job training



**The BBB Greater MD Foundation's Spark Awards were held at the Baltimore Museum of Industry on September 27, 2018.**

BBB starts with trust, and trust starts with a spark.

An entrepreneur builds their business with what they have; core values, integrity and Character. They respect and celebrate their team by fostering a collaborative Culture. Together, they are in tune and want to give back to their Community.

The BBB Spark Award is bestowed upon entrepreneurs and new business owners that demonstrate model Character, Culture and Community. Social entrepreneurs, startup founders and new business owners demonstrating this foundation for trust are the future of a trusted marketplace.



## Building Better Business Behavior

The B4 Program was founded with a single mission: to give all businesses access to simple, profound behaviors that instill consumer confidence and increase trust in the marketplace.



Through our insights, using the latest market research, BBB is helping entrepreneurs see how specific behaviors can make or break customer relationships. Our catalogue of complaints provides a litany of real-life examples of our Standards in action. We developed and began beta-testing curriculum that addressed needs around our Standards that weren't being offered elsewhere. Building Better Business Behaviors, or B4, was born.

Along the way, we designed and tested several different interactive, in-person presentations from 30 to 90 minutes in length and are evaluating panelists and mentors for the next phase of programming.

After participating in the program's rollout, Tammira Lucas, CEO of The Cube Cowork, said, "Most people don't go into business anticipating customer problems or how best to resolve them. By participating in BBB's customized curriculum, entrepreneurs can engage customers with honesty, integrity, and transparency before an issue occurs."

“I will keep the lessons you shared at the forefront of my mind. Your methods of presentation are amazing, be encouraged. You did a great job!”

” - Vera, Apex Advantage, April 2018



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## 2018 Shred Day

**BBB shredded more than 35 tons of documents unloaded from 1,812 vehicles on Saturday, April 28th at its 11th Annual Shred Day.**

The free event is part of a national effort to reduce identity theft and was held at the Maryland State Fairgrounds and IKEA Baltimore. It is also BBB Maryland Foundation's primary fundraiser. Nearly 35 tons of paper were destroyed and recycled and donations in excess of \$4,600 were collected to benefit the 501(c) 3 charity.



## 2018 Board of Directors

**Chair: Bill Thrush**, Friedman, Framme & Thrush, P.A.  
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**Quinn Conyers**, The Purse Paparazzi  
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**Nicole Davis**, Baltimore Development Corporation  
**Jennifer Dodson**, ABBTECH Professional Services  
**Robyn Dorsey**, Maryland Consumer Rights Coalition  
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## **Annual Report**

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