BBB Torch Award Entry Form for Large and Small Businesses
The BBB Foundation is the 501(c)(3) philanthropic arm of the Denver/Boulder Better Business Bureau and provides education outreach to ensure the development of a strong and ethical marketplace.

Our education outreach is focused in the following areas:

**For Businesses and Nonprofits:** Education Seminar Series that focuses on relevant topics to assist businesses and nonprofits conduct daily operations reliably and ethically.

**For Consumers:** On Seniors, the Spanish speaking community, Youth – including annually awarding a Student of Integrity Scholarship, and Military Line – a national BBB program that educates military families on ethical buying practices.

Additionally, the Foundation hosts an annual Torch Award for Marketplace Trust event that recognizes businesses and nonprofits that actively demonstrate ethical practices in the communities in which they operate.
2013 BBB Torch Award for Marketplace Trust
APPLICATION GUIDELINES & INFORMATION

ABOUT THE TORCH AWARD
Every year since 2003, the Denver/Boulder Better Business Bureau (BBB) Foundation honors businesses with the BBB Torch Awards for Marketplace Trust. In 2009, the competition evolved to offer the Torch Award to not just one business but to a large business, a small business and a nonprofit organization. The awards are a tribute to those who exemplify an outstanding commitment to fair, honest and ethical practices. The Torch Awards illuminate the importance of trust within all types of trade and philanthropy.

To compete, businesses must submit an extensive application that demonstrates their commitment to ethics and excellence relating to the following four criteria:
1. Management practices
2. Community/Investors/Stakeholder Relations
3. Communications and Marketing Practices
4. Industry Reputation

MINIMUM REQUIREMENTS
• At the time of the application deadline, all businesses must meet all BBB Standards for Accreditation, however, being an Accredited Business is not a requirement.
• All businesses must have been in operation for at least three years, have no unanswered complaints and have a BBB rating of a B.
• All businesses must be physically located within the service area of the BBB counties listed below: Adams, Arapahoe, Boulder, Broomfield, Clear Creek, Denver, Douglas, Elbert, Gilpin, Jefferson, Washington, and Yuma counties in Colorado.

JUDGING PROCESS
Candidates for the BBB Foundation Torch Award for Marketplace Trust are evaluated by an independent panel of judges selected from the business, nonprofit and academic community using the criteria and standards developed by the Council of Better Business Bureaus for the International Torch Awards. The judging process is as follows:
1. All application received by the BBB are reviewed to ensure criteria is met and applicants provided all materials on the application checklist. Applications received after the deadline or that do not meet all criteria are immediately disqualified.
2. Next, judges meet to review their preliminary scoring and to discuss all applications. Judges may, at their discretion, review any supporting documentation and revise their scores. Judges rate each question on a scale from 1-10. Ten signifies the best possible answer, good answers rate 9-5 and a poor answer is rated 4-1. Judges make a final determination as to the Torch Award recipients and honorees.
3. Finalists are then determined based on scores and judges will conduct a site visit and interviews with owners and employees at each Finalists’ business headquarters. The judges affirm their choices to the BBB for selected winners in each category.

APPLICATION DEADLINE
Applications must be received in digital format at BBB offices no later than Wednesday, August 28, 2013, 4 pm at:

The BBB Foundation - 2013 Torch Awards
1020 Cherokee Street
Denver, CO 80204

Please contact Megan Herrera if you have any questions about the application:
303.996.3644 / mherrera@denver.bbb.org

NOTE: Finalists will be determined and notified by September 10, 2013. The Torch Award winners in each category will be announced at the Torch Awards Luncheon ceremony on Friday, October 18, 2013, at the Hyatt Regency Convention Center Hotel from 11 am – 1:30 pm.
APPLICATION

EXECUTIVE SUMMARY

Begin your application with a two-page executive summary. This summary is intended to be a well-crafted essay, expressing your business’s exciting potential.

• Explain why your company merits being named a Torch Award Winner.
• Highlight the unique, specific ethical business and management practices that you believe help make your business worthy of celebration.
• What is your unique story? Please provide appropriate page header / title to each of your responses to the four areas listed below. While examples from all four areas must be provided, the bullet points listed are merely suggestions and not all bullet points are required to be addressed. For more details on these criteria, please visit www.denver.bbb.org/torch.

1. MANAGEMENT PRACTICES
   • Pertinent sections from an employee handbook, business manual or training program (formal or informal) showing how the business’ commitment to exceptional standards are communicated to and implemented by employees
   • A vision, mission or core values statement describing the business’s commitment to exceptional standards that benefit its customers, employees, suppliers, shareholders and surrounding communities
   • Formal training and/or procedures used to address concerns an employee may have in dealing with ethical issues
   • Management practices and policies that foster positive employee relations
   • Employee benefits and/or workplace practices contributing to the quality of family life
   • Actions taken to assess and mitigate risks, and prevent workplace injury
   • Illustrations of operational practices focused on security and privacy issues—on and offline
   • Illustrations of your business’s commitment to standards that build trust in the marketplace (i.e. customer service program, employee relation policy or practice, vendor/supplier relationship, etc.)
   Note: Owners of companies with no employees must explain how a personal commitment to exceptional standards is applied in business practices.

2. COMMUNITY/INVESTOR/STAKEHOLDER RELATIONS
   • Examples of the business’s vision, mission and/or core values statement in action—describing how the business’s beliefs have been leveraged for the benefit of consumers, employees, suppliers, shareholders and surrounding communities
   • Business policies and practices that demonstrate accountability and responsibility to communities, investors and other stakeholder audiences
   • Corporate governance practices address accountability and responsibility to shareholders
   • Complimentary feedback from customers, vendors, suppliers and/or community leaders
   • Actions taken by the business demonstrating service “beyond the call of duty”
   • Brief case study examples of circumstances in which the business made tough decisions that had negative short-term consequences, but created long-term value and benefits
   • Examples of, and results produced by pro bono work
   • Examples of the business working closely within the community and making a positive social impact – and any recognition for charitable and/or community service projects.

3. COMMUNICATIONS AND MARKETING PRACTICES
   • Descriptions of methods the business uses to ensure all sales, promotional materials and advertisements are truthful and accurate
   • Sales training policies and/or codes of ethics used by sales personnel that ensure all transactions are made in a transparent, honest manner
   • Crisis communications efforts and associated marketing actions that educated audiences, prevented negative outcomes and restored trust and confidence in the business, its products and services
   • Examples of internal communications practices benefiting employees and contributing to overall business effectiveness and efficiency

4. INDUSTRY REPUTATION
   • Media coverage reflecting the business’s industry and community reputation as a trustworthy business
   • Awards, recognition and/or complimentary letters from within the business’s industry, trade group or community
REQUIRED APPLICATION MATERIALS & FORMAT
Candidates that do not provide all required materials will be automatically disqualified.

- All entries must be submitted digitally—either on CD or jump drive. You may submit an additional physical copy of your application in a three-ring binder but consideration will only go to those that have submitted in electronic format first.
- All Word documents must be provided in Word 1997, 2000 or 2003 or PDF (no Vista or Mac doc.x formats)
- Additional support materials may be included in your electronic submission. Additional materials may include photos, copies of documents, ads, marketing materials, mission statements and any other documentation to provide support for your narrative.
- DO NOT submit any videos, entire employee handbooks, safety manuals or policy documents with your application.
- All Word documentation needs to be double-spaced and in no larger than 14 pt. font with the exception of titles and page headers.
- Limit of 10 pages per response to each of the four sections listed (above).
- Provide a 250-word or less description of your business to be used for promotional needs by the BBB. Include:
  - Business’s foundation date
  - Mission statement
  - Business’s location and number of locations if applicable
- Please provide your business’s logo. Acceptable formats are original vector art (.ai or .eps), or high resolution (300 dpi or greater) .jpg, .psd, pdf, .png or tif.
- A signed copy of the entry form must accompany your application.
- Please retain a copy of your completed entry. All submitted entries become the property of the BBB and will not be returned.
- Each submitted section needs to be titled and saved separately as follows:
  - Executive Summary
  - Management Practices
  - Community/Investors/Stakeholder Relations
  - Communications and Marketing Practices
  - Industry’s Reputation
  - Additional / Support Materials
  - 250-word Promotional Description
  - Business’s Logo
  - Entry Form
  - References Page

APPLICATION CHECKLIST
Use this checklist to make sure you submit all requirement documents. Note that each of these documents needs to be titled and saved separately on the CD/Jump Drive you submit. Any omission of required materials automatically disqualifies the application.

- Executive Summary
- Management Practices
- Community/Investors/Stakeholder Relations
- Communications and Marketing Practices
- Industry’s Reputation
- Additional / Support Materials (optional)
- 250-word Promotional Description
- Business’s Logo
- Completed and Signed Entry Form
- References Page

For more information and a complete checklist, please visit www.denver.bbb.org/torch
ENTRY FORM

Business Name ____________________________________________
Contact Person __________________________________________
Title ______________________________________ Email ____________________________
Phone ______________________________________ Fax ____________________________

Total Revenue for Past Fiscal Year ___________________________ Years in Operation _________

Please Check One: Small Business  (1 – 50 Employees)  Large Business (51+ Employees)

President/CEO ____________________________________________
Mailing Address ____________________________________________
City/State _____________________________ Zip __________
Website ____________________________________________
Product/Service __________________________________________

Where did you hear about the BBB Torch Awards? ____________________________________________

Entry Fee

Please include a non-refundable entry fee of $50 made payable to BBB Foundation. You may also go to www.denver.bbb.org/torch to print an entry form and pay the entry fee.

☐ My check for $50 is enclosed.

☐ My credit card information is below. I authorize BBB to charge $50 to this credit card for my entry fee.

Type of Credit Card  MC  VISA  Disc  AMEX  Expiration Date ____________________________

Credit Card Number _______ - _______ - _______ - _______ - _______

Name on Credit Card ____________________________________________
Billing Address ____________________________________________
City/State _____________________________ Zip __________

To be signed by the Board Chair or CEO of your business:

By my signature I do attest that the information contained in this entry form is accurate to the best of my knowledge, that my business is in good standing with the BBB, and that it has not been involved in major lawsuits, including class action suits or government actions in the past three years, unless disclosed as part of our entry.

Signature ____________________________________________ Date ____________________________

A copy of this signed and dated form MUST accompany your application entry.
REFERENCES

PLEASE INCLUDE THIS PAGE WITH YOUR APPLICATION.

Please provide us with contact names of customers/clients, vendors, and suppliers (minimum of 6) who will serve as your references. Please note that all references listed below will be contact during the judging process.

APPLYING BUSINESS NAME ____________________________

Reference Name ______________________________________ Phone __________________

Business/Organization Name ____________________________

Reference Name ______________________________________ Phone __________________

Business/Organization Name ____________________________

Reference Name ______________________________________ Phone __________________

Business/Organization Name ____________________________

Reference Name ______________________________________ Phone __________________

Business/Organization Name ____________________________

Reference Name ______________________________________ Phone __________________

Business/Organization Name ____________________________

Reference Name ______________________________________ Phone __________________
Past Torch Award and Scholarship Recipients

2012 BBB Torch Awards for Marketplace Trust

A Program of the Denver/Boulder BBB Foundation
Presented by Regis University

2012 BBB Student of Integrity Scholarship

2006 Rhesa Melvin • 2007 Alfredo Reyes • 2008 Zeenat Schultz
2009 Haley Ruiz • 2010 Susan Cruickshank

2011 Teague Harrison • 2012 Thong Phung


2006 colorado asphalt services, inc. • 2007 johnson storage & moving company • 2008 brothers plumbing & heating company, inc. • 2009 mountain crest mortgage • 2010 lake arbor automotive & truck • 2011 denver rescue mission • 2012 aaa quality air duct & carpet cleaning, llc