BBB
Start With Trust ®

Fact Finder

ISSUE 10

October 2010

Route

Vol. 42

BBB of Western Michigan

40 Pearl NW, STE 354 ♦ Grand Rapids, MI 49503

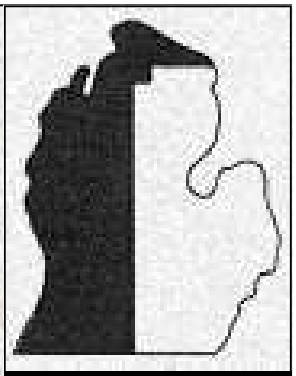
CHARITY TIME!

Every year at this time the BBB fields thousands of inquiries about charities located within our region and for national charities who regularly solicit donations from our generous region (second nationwide in giving as a percentage of income). In addition, our senior citizens are always reminded to check out a charity **BEFORE** sending a check. West Michigan seniors lose hundreds of thousands of dollars each year because they trust anyone claiming to be from a charity; we need to have the kids, grandkids, and friends help them visit www.bbb.org **BEFORE** making a donation.

We, in our region, are blessed with many fine charities and in today's economy every charity is seeking funds; as it is a tougher than normal year more aggressive letters, calls and emails will be delivered than in prior years. Our BBB has a Local Charity Review (LCR) service that evaluates area nonprofits against 20 different standards. While this is an optional service, our Board & Staff felt it was imperative to start this 8 years ago. We don't look at it as an option but a necessity, as west Michigan is most generous with their donations.

Our **abbreviated LCR standards** (which are the same as national BBB charity standards) are **located on page 3** of this newsletter. We encourage you to assist elderly friends and family in finding effective and efficient charities that meet standards and promote transparency. *Who knows; they may be giving away your future inheritance*. In any case, **ALWAYS** check out a charity; the good ones need your support and the bad ones need to be weeded out.

kvm



The Better Business Bureau of Western Michigan serves 38 counties in western Michigan

Allegan
Antrim
Barry
Benzie
Berrien
Branch
Calhoun
Cass
Charlevoix
Cheboygan
Clare
Clinton
Eaton
Emmet
Grand Traverse
Gratiot
Ionia
Isabella
Kalamazoo
Kalkaska
Kent
Lake
Leelanau
Manistee
Mason
Mecosta
Missaukee
Montcalm
Muskegon
Newaygo
Oceana
Osceola
Otsego
Ottawa
Presque Isle
St. Joseph
VanBuren
Wexford

NOMINATIONS

FOR THE BOARD OF DIRECTORS OF THE

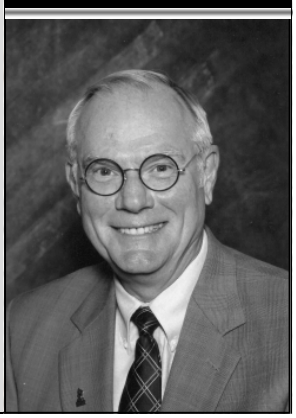
BETTER BUSINESS BUREAU OF WESTERN MICHIGAN, INC.

- **Three year term**
- **Six board meetings annually in GR**
- **Commitment to BBB principles**

For additional information contact:
Ken Vander Meeden
bbbceo@iserv.net

by October 31, 2010

Email to: bbbceo@iserv.net — Fax to: 616.774.2014



Local Ad Review Summaries - October, 2010

by Robert Morris, Program Administrator

Advertising Review promotes truth in advertising to enhance consumer confidence in businesses that advertise. Following are cases that represent recent local advertising matters your BBB has pursued. Challenges made by the BBB result from information given by consumers, competitors and through the BBB's own monitoring efforts. The fact that advertising has been modified or discontinued, as reported below, is not to be taken as an admission of impropriety on any advertiser's part. The BBB commends those companies who cooperated.

Complaint / Challenge	Company Name	Claim	Company's Response
Complaint	Creekridge Country Cottage	A consumer complaint alleged that after visiting the company website, submitting a reservation and waiting an extended time, the consumer was informed that the company was not taking reservations for the advertised property.	The company explained that the website would be updated to reflect that they were not taking reservations for 2010 & 2011 due to major renovations of the property.
Challenge	Harmonize for Health	The company was asked to support or modify a number of website statements and claims, including: "FDA approved Electro Physiological Feedback Xrroid"; "the largest alternative medical software package in the world"; "the EPFX will identify anything that is negatively affecting health"; "relieves pain and joint fatigue"; "boosts the immune system"; "removes wastes and toxins"; "rejuvenates skin and cellular functioning"; "boosts energy and vitality", and "shown to destroy cancer and viral cells without harming surrounding healthy cells".	The company responded and modified a number of statements and claims, however, other statements and claims remained unchanged. Among those statements and claims unsupported or unmodified, included: "The EPFX will identify anything that is negatively affecting health...."; "Reverses degenerative disease cycles and speeds cellular renewal"; "Reduces swelling and inflammation by improving lymph flow"; "Boosts the immune system"; "Removes wastes and toxins"; "Boosts energy and vitality", and "Shown to destroy cancer and viral cells without harming surrounding healthy cells".
Complaint	Consumers Credit Union	Consumer alleged that they had a coupon that stated, "Bring in this coupon and we'll deposit $100" with qualifying text, "$100 will be credited to your Consumers Credit Union Checking account within 60 days of account opening. Minimum $200 initial deposit required. Account must stay open and active for 6 months or $100 credit will be reversed. Offer limited to one per household with no current active checking. This offer cannot be combined with any other offer. Offer good through May 31 2010." The consumer claimed that all conditions were met, but the company would not honor the coupon offer.	The company responded by making an adjustment to the consumer's account and explained that future advertising would use more precise wording to describe what would be required to take advantage of incentives.

BBB-LCR "STANDARDS" For Charity Accountability

GOVERNANCE

1. Board provides **adequate oversight** of charity's operations & staff performance; including accounting procedures
2. Board has minimum of **5 voting members**
3. Board **meets 3 times** per yr; majority in attendance
4. Voting **members of board do not have more than one or 10% compensated staff members**, compensated members shall not serve as Chairman or Treasurer
5. **No material conflict of interest** transactions via board, staff, or business relationships

CHARITY EFFECTIVENESS

6. Board policy to review and **assess performance of charity toward achieving its mission**
7. **Board receives & approves a written report** regularly to determine effectiveness and future recommendations

FINANCES

8. Spend at least **65% of expenses on program** activities
9. Spend **no more than 35% of contributions on fund raising**
10. Avoid accumulating **"net asset funds" in excess of 3x** annual expenses
11. **Make available, on request, annual financial statements**; "audited" if more than $250,000 income annually; "reviewed" if $250K to $100K; under $100K annually an internal produced financial statement will suffice
12. Financial statements must include a **"breakdown of expenses" that show portion allocated to program, fund raising, and administrative activities**
13. **Accurately report detailed expenses** in all financial statements
14. Provide a **board approved, annual budget** outlining projected expenses for program services, fund raising and administration

FUND RAISING INFORMATION

15. All **solicitation materials are accurate, truthful** & not misleading, in whole and in part
16. **Produce an "Annual Report**" that includes: a) mission statement; b) summary of program accomplishments; c) roster of officers & board members; d) financial summary of income, expenses by category, ending net assets
17. Location of **web sites that solicit contributions**; mailing address of charity & information on how to electronically access IRS form #990
18. Privacy Issues: Check off box/**opt out option for donors who "do not" want their name & address shared** outside of the organization. Also, have a clear & prominent "privacy policy" on all web sites used by the charity
19. Complete **"disclosure" on how the charity benefits from the sale of products** or services that states how a charity will benefit from a consumer sale
20. **Respond to complaints to the BBB** about fund raising, privacy violations, and/or other issues

GUIDELINES FOR GIVING

1. Do not feel pressured to give money immediately. A legitimate charity will appreciate your donation just as much the following day.
2. Ask questions. Charities with nothing to hide will encourage your interest. Be wary of reluctance to answer reasonable questions.
3. Don't be fooled by names that may sound impressive or similar to the name of an organization with which you are familiar.
4. If you are asked to purchase an item (candy, greeting cards, etc.) on behalf of a charity, find out what portion of the purchase goes to the charity. Remember, you cannot deduct the full amount paid for such items, as the IRS considers only the portion above the fair market value of the item to be a charitable contribution.
5. Be cautious of fraudulent phone appeals which offer sweepstakes opportunities, particularly if the solicitor requests a donation to claim a prize, which is illegal.
6. Always make donations via check, made payable to the official name of the charity. Do not give credit card or bank account numbers and do not send cash.
7. Ask how much of your donation is tax deductible. Be aware that "tax exempt" means the organization doesn't pay taxes. "Tax exempt" does not, in and of itself, mean your donation will be tax deductible.
8. Appeals should not be disguised as bills or invoices.
9. **If the appeal is unfamiliar to you, check the Local Charity Review Guide or contact the BBB and request our assistance in checking out the organization.**

****

BBB Tips for Donating By Phone

- Ask whether the caller is employed by a professional fundraising company, the name of the fundraising firm and how much of each contribution will actually go to the nonprofit organization
- Ask how the organization intends to use your donation.
- Ask for a website the organization, any printed materials that might be available and any other information you might find helpful in making your decision.
- Be cautious of names of charities or other groups that sound like well known organizations.
- Ask whether your contribution is tax-deductible. Donations to many fraternal organizations and any group that lobbies elected officials on behalf of its members or constituents are not tax deductible.
- Check out an organization with the BBB before donating. Information may be obtained by going to www,bbb.org or by calling;

616.774.0157 (Grand Rapids Area)

1.800.787.2221 (Outstate West Michigan)

NO REPLY

September 2010

Periodically, the BBB publishes the names of businesses which have not responded to recent customer complaints or advertising inquiries forwarded to them by our office. While publication of these names is not intended to imply any wrong-doing on the part of these firms, the Bureau feels the public should have access to this information.

A & M Landscape - Eaton Rapids
A - 1 Leasing L.L.C. - Grand Rapids
Absolutely Glass - Grand Rapids
Accurate Engines - Grandville
Allcare Dental & Dentures - Muskegon*
Allied Cash Advance - Grand Rapids
Alma Glass & Lock Company - Alma*
American Bikini Shop - Newaygo*
Axishost.com - Montague
Baymont Inn & Suites - Battle Creek*
Beck's Custom Coach & Trailer L.L.C. - Saint Johns
Blue Harbor Financial - Traverse City*
Bob's Builders - Niles
Bobcat Service & Construction LLC - Hamilton
CCW Supply - Grand Ledge*
Cherry Gully Heart Soap Company - Traverse City*
Claire's Bowtique - Allegan*
Clean Cut Tree Service - Muskegon*
CMBCrafts - Hudsonville*
Concept 1 Realty - Big Rapids
Country Choice Inc. - Grandville*
Dan Darling Roofing - Grand Ledge*
Divorce Do It Yourself Service - Lansing*
Dykstra Photography - Grand Rapids*
Eenhoorn LLC - Grand Rapids
Elite Medical Laser Spa - Coldwater
Equinox Video Housings - Galesburg*
Fit Zone - Battle Creek
Fit Zone - Kalamazoo*
Great Lakes Cardiovascular Thoracic Surgery - Portage
Greater Michigan Movers - Battle Creek*
Hampton Inn - Mackinaw City*
Harbor Country Bike - New Buffalo*
Holiday Inn Express Benton Harbor - Benton Harbor
Hollywood Nails and Spa - Sturgis
Howard's Asphalt Paving - Grand Haven*
Hunter's Ridge Apartments - Kalamazoo
Inner City Sales - Grand Rapids
J & L Property Services LLC - Holland
J & M Power Equipment - Eaton Rapids
Jackson Carpentry - Benton Harbor
John's Lawn Care - Ludington
Johnston Construction - Saint Joseph
Kenn Livingston - Kalamazoo
Kimble's Boat Services - Stanton*
Lake Michigan Credit Union - All Locations - Grand Rapids
Lakeshore RV - Muskegon*
Martin Powersports and Small Engines - Cadillac
Master Certified Auto Techs - Niles
Matthews Automotive and Performance - Cheboygan
Mecosta County Park Commission - Paris
Michigan Veterinary Specialist - Grand Rapids
Miedema Auctioneering Inc. - Byron Center
N Q S Internet Inc. - Comstock Park*
Nathan's Natural - Traverse City*
North Kent Hydraulics - Greenville
Parkside Golf Carts - Sawyer
RK Marketing - Grand Rapids
Robert Melton Asphalt - Grand Rapids*
Roofing Service Specialists - Charlotte*
Rustik Wooden Kreations - Boyne City
Sands Motel - Traverse City
Sandy Bay Homes - Beaver Island
Scotts Auto Sales - Watervliet
Secret Pen Pals - Kalamazoo*
Select A Flush LLC - Mattawan
Stafford Automotive Inc. - Muskegon
The Gutter Guys - Ludington
The Photobooth Company - Muskegon*
The Venue - Grand Rapids
Torch River Resort - Rapid City
Touch Audio & Media Services - Grand Ledge*
Village Inn Motel - Berrien Springs
Weaver DeProw Construction - Paw Paw*
Wedding Creations by Rashelle - Allegan
West Bay Boat Works - Traverse City
Wood Market Group - Wyoming

►►►►►►►►►► *LATE REPLY* ◄◄◄◄◄◄◄◄◄◄

The following companies appeared on previous no reply lists as we did not receive a response to a BBB complaint. The BBB has since received a response and the complaint has been addressed.

AAA K9 Academy International – Lowell
Pro Glaze – St. Joseph
ReMax Property Management – Grand Haven

*** More than one unanswered complaint on file as of 09-30-2010. It is the policy of the BBB-WMI not to endorse, recommend or disapprove of any product, service or company. The above companies have failed to respond to customer complaints or advertising inquiries forwarded to them after at least two attempts by your BBB. If these complaints have been resolved, our office has not been notified.**

September 2010 Top 10 Inquiries

1. Multi Level Marketing
2. Roofing Contractors
3. General Contractors
4. Windows - Installation & Svc
5. Heating & A/C
6. Internet Services
7. Used Car Dealers
8. Insurance Companies
9. Const & Remodeling
10. New Car Dealers

September 2010 Top 10 Complaints

1. Major Appliance Mfgrs
2. Hotels/Motels
3. New Car Dealers
4. Mfgrs & Producers
5. Health Clubs
6. Auto Repair & Service *
6. Cable & Satellite TV *
8. Advance Fee Brokers **
8. Apartments **
8. Const & Remodeling **
8. General Contractors **

*** Tie for 6th (Complaints) ** Tie for 8th (Complaints)**

ACTIVITY SUMMARY	Sept 2010	YTD 2010
Reports Requested	25,276	237,106
General Information	420	3,714
Web Hits - Rosters	3,715	35,436
Inquiries to other BBB's	123	1,032
Complaints referred to other BBB's	51	518
Complaints Opened	465	4,561
Complaints Closed	507	4,655
Arbitrations Held	2	13
$ Value - Closed Complaints	$184,944	$1,674,136
Pending Complaint Value	$179,407	N/A
Ad Challenges (by BBB)	2	26
Ad Complaints (by Consumers)	5	49
Name / Logo Violations	6	86
Web-site Visitors	114,211	1,429,690
Web-site Pages Viewed	174,863	2,027,082
Mobile Phone Report Access	563	3,419

Our Strength...

Our Accredited Businesses

WELCOME NEW ACCREDITED BUSINESSES

We would like to congratulate the following firms who were accepted as new accredited businesses during the month of September. Gallup polls indicate that 84% of people would prefer doing business with an accredited business of the Better Business Bureau which means the majority of consumers are looking for "The Mark of Integrity."

We thank the following accredited businesses for their commitment to the Better Business Bureau standards and our community. We urge you as consumers and business members to support one another in membership.

ACR Performance Unlimited - Fruitport
Albaugh Excavating, LLC - Shepherd
All Seasons Storage, LLC - Lake Ann
All Seasons Taxidermy - Norton Shores
American Cooler Technologies, Inc. - Lawrence
American Home Land Realty, LLC - Holland
Azulstar Inc. - Grand Haven
Bentzer Inc. - Edwardsburg
Bill's Auto Solutions, LLC - Caledonia
Birdco Roofing & Remodeling - Indian River
BK Auto Liberty Muffler & Brake - Jenison
Boonstra Electric & Plumbing Inc. - Hudsonville
Bosch's Landscape & Lawn Specs Inc. - Holland
Bouma Self Storage, Inc. - Comstock Park
Brooks Morgan Enterprises, Inc. - Charlotte
C D H - Grand Rapids
Cam's Automotive - Springfield
Canine Country Club L.L.C. - Muskegon
CBI, Inc. - Lansing
Center for Business Innovation, Inc. - Lansing
Chariots of Fire Transportation - Muskegon
Chicken Coop - Portage
Citgo - Battle Creek
Compevolve, LLC - Portage
Conway Dierking & Hillman Inc. - Grand Rapids
Distinctive Homes Ltd. - Grand Rapids
Dobos Lawnmower Sales & Service - Battle Creek
EGO Imaging - Galesburg
Elder Pools Inc. - Muskegon
Emerging Path, LLC - Muskegon
Explore Dream Learn Child Center Inc. - Caledonia
Eyemart Express - Walker
Faith Animal Care, PLC - Muskegon
G H I Automotive Services Inc. - Grand Rapids
Gold Petroleum, Inc. - Battle Creek
Grand Valley Business Machines, LLC - Grandville
Great Lakes Automatic Pool Covers - Muskegon
Great Lakes Dairy Supply - Falmouth
Great Lakes Ford Collision Center - Ludington
Harold Postma - Grandville
Healthcare Underwriters Inc. - Williamsburg
Hendrickson's Automotive, LLC - Kalamazoo
Heritage Automall Inc. - Mt Pleasant
Herren Construction, Inc. - Weidman
Hitches By George - Grand Rapids
Home Inspection Connection, LLC - Wyoming
Innovative Software Strategies, Inc. - Battle Creek
It's A Kid's World Development Center LLC - Alto
Ivanrest Family Dentistry, PLC - Grandville
J & B Electric, Inc. - Grandville
Jack T. DeHaan Heating & Cooling L.L.C. - Kalamazoo
Jaspare's Pizza & Fine Italian Food, LLC - Vicksburg
Joe Chicago's Pizza - Grandville
John Scott Agency - Dowagiac
K & D Arms - Lawrence
K N B Construction, LLC - Holland
K-9 Yard Maintenance - Grandville
Kent Rubber Supply Company - Wyoming
Key Heights Village - Lowell
Krenek RV Center - Coloma
Lakewood Process Machinery, LLC - Holland
Lighthouse Store-N-Lock, LLC - Spring Lake
Lovell Auto Service, Inc. - Schoolcraft
Magic - Wrighter Inc. - Grand Rapids
Mark's Mattress Direct - Grand Rapids
Mark's Mattress Direct II - Grand Rapids
Marquette Rail, LLC - Ludington
Matz ADT, Inc. - Rockford
Maverick Express, Inc. - Battle Creek
McClaine's Towing Service L.L.C. - Springfield
Michigan Truck Accessories - Grand Rapids
Muffler Man - Kalamazoo
North Park Auto Repair, Inc. - Grand Rapids
Omar Electric, LLC - Harbor Springs
Orin's Well Drilling - Bellaire
Preston Roy Herren - Weidman
Quality Express Car Care Center - Kentwood
Quality Quilting by Carol - Rockford
R & S Automotive, LLC - Kentwood
Ravenna Sealcoating Inc. - Muskegon
Rhythm & Lights DJ's - Caledonia
Riviera Tool, LLC - Grand Rapids
Scott Ellard Dentistry - Portage
Star Sales & Marketing Group, LLC - Grandville
The Butcher Block - Mount Pleasant
Todd's Welding Service, Inc. - Kalkaska
Turfs Are Us Inc. - Cedar Springs
Van Der Kamp Construction - Hamilton
VanDyk Mortgage Corporation - Grand Rapids
Varano Electric, Inc. - Wayland
W & P & W Enterprise, LLC - Rockford
William's Heating & Cooling - Elsie
Worry Free Satellite Service L.L.C. - Mount Pleasant
Worthy Electric Inc. - Saint Louis
Zick's Specialty Meats Inc. - Berrien Springs

FORMERLY UNSATISFACTORY BBB FILES

HEATING / SNOW REMOVAL COMPANIES

Believe it or not, winter is just around the corner. If you are planning to have your furnace either checked or replaced or to hire a snow removal company, please take note of the following lists. These lists are comprised of those companies in the heating, duct cleaning and snow removal industries that have unsatisfactory files due to one or more unanswered complaints, advertising challenges, pattern of complaints or a refusal to honor an arbitration award.

HEATING & DUCT CLEANING

A & C Heating & Air Conditioning - Grand Rapids
A 1 Affordable Air Conditioning & Heating - Grand Rapids
Able Heating Cooling & Plumbing - Cadillac
ACME Heating & Cooling - Grand Rapids
Action Mechanical - Scotts
All Star Heating & Cooling Inc. - Sparta
Baggett & Sons - Stevensville
Bel Aire Heating and Cooling - Grand Rapids
Bowen Refrigeration Heating & Cooling - Muskegon
Consolidated Heating & Ac - Grand Rapids
Cooper Heating Supply - Kalamazoo
Cooper's Fabrication & Supply Inc. - Three Rivers
D A Reese Mechanical - Ludington
Economy Heating & Air Conditioning Inc. - Grand Rapids
Five Star Heating - Cadillac
Interstate Heating & Cooling Inc. - Grand Rapids
Mazure's Heating & Air Conditioning - Jenison
Night Owl Heating & Cooling L.L.C. - Rockford
NM Mechanical L.L.C. - Casnovia
Oakwood Energy Management Division - Grand Rapids
R & K Heating & Cooling - Muskegon
Ryan Company - Lansing
Stuarts Heating - Reed City

SNOW REMOVAL

American Pride Landscape Management & Snowplowing - Grand Rapids
C N S Lawncare & Snow Plow - Delton
Cousin's Outdoor Services - Grand Rapids
Cut Only - Ada
DJ's Snowplowing - Grandville
Durascape - Caledonia
Lawn Maintenance & Snow Plowing - Muskegon
Lawnz Inc. - Hudsonville
Rick & Sons - Niles

WHEN IN DOUBT...

CHECK IT OUT!

WWW.BBB.ORG

The Better Business Bureau does not make independent verification of the merit of customer complaints received, and the listing or omission of a business herein is not to be considered as a condemnation or endorsement of any business. As a matter of policy, the Better Business Bureau does not recommend, endorse or disapprove of any company, product or service. BBB reports are based on our files over the past three years.

If you would like a report on any of the above firms, or any other company, call the BBB at 616-774-0157 or 1-800-787-2221.

THIS REPORT IS INTENDED FOR THE USE OF BBB MEMBERS ONLY AND MAY NOT BE REPRODUCED IN ANY WAY.

Currently… over 4,200 businesses, organizations, and consumers are participating in our

FREE E-Lerts program.

If you, your business, employees, associates and friends have not yet signed up for this program…

DO IT TODAY !!!

www.westernmichigan.bbb.org

CALL YOUR MEMBER TELEPHONE NUMBER

Greater Grand Rapids: (616) 774-0157
Out state: 1-800-787-2221
Website: www.bbb.org

The Better Business Bureau's "HOT-LINE" telephone number is for the use of accredited businesses and their employees. Please do not give it out to the public; it is for your use.

BBB Start With Trust

EXAMPLE OF BBB-WMI LCR REPORT

- For Consumers
- For Businesses
- For Charities and Donors
- About Us
- News Center

Better Business Bureau®
Start With Trust®
In Western Michigan

BBB ACCREDITED CHARITY bbb.org

BBB Reliability Report for

Goodwill Industries of West Michigan Inc.

BBB ACCREDITED CHARITY

This BBB Accredited charity meets all 20 Standards for Charity Accountability.

BBB issues Reliability Reports on all organizations, whether or not they are BBB accredited. If an organization is a BBB Accredited Charity, it is stated in this report.

Name:	Goodwill Industries of West Michigan Inc.
Phone:	(231) 722-7871
Fax:	(231) 722-7361
Address:	271 E Apple Ave Muskegon, MI 49442-3408
Website:	http://www.goodwillwm.org
Report Creation Date:	May 4, 2009
Report Expiration Date:	May 4, 2011
Original Business Start Date:	February 1950
Principal:	Mr. Richard J. Carlson A.C.S.W., President
Customer Contact:	Mr. Richard J. Carlson A.C.S.W., President - (231) 722-7871
Entity:	Corporation
Incorporated:	February 1950, MI
Employees:	150 FT 164 PT Full Time.
Type of Business:	Charity-Local
BBB Accreditation:	This organization is a BBB Accredited charity.

Stated Purpose

The stated purpose of the organization is to provide work opportunities and skill development for people with barriers to employment.

Evaluation Conclusions

This organization has been evaluated according to the 20 BBB Standards for Charity Accountability.This organization meets all those Standards and is a BBB accredited charity.

BBB Charity Seal Participation

Charities that meet the Standards for Charity Accountability are eligible to participate in BBB Wise Giving Alliance Charity Seal program. This seal, which can be displayed on the charity's web site and in printed materials, helps inform the public that the charity meets these standards. This organization participates in this program.

Programs

The organization states it provides a broad range of employment and training services. Some of the services offered include: vocational evaluation, employee development and support training programs and services.

Total Program Expenses: $12,679,051

Governance

Board Size:	20
Paid Staff Size:	150 FT 164 PT Full Time.

Fund Raising

Method (s) Used: The organization operates sustainable social enterprises to fund its job training and employment services by selling donated clothing and household items at its 13 Goodwill retail stores and online, and through contracted business-to-business services (support manufacturing, janitorial, recycling, etc.). While generating revenue to sustain Goodwill programs, these enterprises also provide paid work and training opportunities for people with disabilities and other disadvantages, which is core to its mission. Goodwill also receives support through private and public grants, and individual giving.

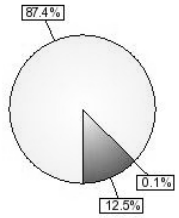
Tax Status

This organization is tax-exempt under section 501(c)(3) of the Internal Revenue Code. It is eligible to receive contributions deductible as charitable donations for federal income tax purposes.

Financial

According to Goodwill Industries of West Michigan Inc.'s IRS #990 for the year ended December 31, 2007:

Uses of Funds as a % of Total Expenses



Income

Total Income: $15,559,085

Expenses		% of total Expenses	% of total Income
Programs:	$12,679,051	87.41%	81.49%
Fund Raising:	$11,495	0.08%	0.07%
Administrative:	$1,815,338	12.51%	11.67%
Other:	$0	0.00%	0.00%
Total Expenses:	$14,505,884		

Excess of Income over Expenses	$1,053,201
Ending Net Assets:	$9,479,901

* Excess for the year indicates the portion of income remaining after expenses.

ID: 11003512
Report as of October 22, 2009 06:21
Copyright© 2009 Better Business Bureau

An organization may change its practices at any time without notice. Donors must decide for themselves the significance of any variation from BBB Standards, taking into account the relative importance of the practice in question in the context of the organization's total performance.

This report reflects the results of an evaluation of informational materials provided voluntarily by the organization. The report is not intended to recommend or deprecate, and is furnished solely to assist you in exercising your own judgement.

This report is not to be used for fund raising or promotional purposes.

BBB℠

Charity reports are continuously updated.
For the current information on West Michigan charities check our website at
www.westernmichigan.bbb.org

BETTER BUSINESS BUREAU OF
WESTERN MICHIGAN, INC.
FACTFINDER USPS #884960
40 PEARL NW STE 354
GRAND RAPIDS, MI 49503

Better Business Bureau FactFinder

PERIODICAL
POSTAGE PAID
AT
GRAND RAPIDS, MI

The FactFinder is published monthly for $20 per year by the
Better Business Bureau of Western Michigan, Inc. 40 Pearl Street, NW, Suite 354, Grand Rapids, MI 49503
POSTMASTER: Send changes to the FACTFINDER, 40 Pearl Street. NW, Suite 354, Grand Rapids, MI 49503

Loyalty is what we call it when someone refuses a momentarily better option.

If your offering is *always* better, you don't have loyal customers, you have smart ones. Don't brag about how loyal your customers are when you're the cheapest or you have clearly dominated some key element of what the market demands. That's not loyalty. That's something else.

Loyal customers understand that there's almost *always* something better out there, but they're not so interested in looking.

Loyalty can be rewarded, but loyalty usually comes from within, from a story we like to tell ourselves. We're loyal to sports teams and products (and yes, to people) because being loyal makes us happy. Why else be a fan of the Cubs? Some customers like being loyal. Those are good customers to have.

Loyalty isn't forever. Sometimes, the world changes significantly and even though the loyal partner/customer likes that label, it gets so difficult to stick that he switches.

I think there's no doubt that some brands and teams and politicians and yes, people, attract a greater percentage of loyal fans than others. Not because they're bigger or better, but because they reinforce the good feeling some people get when they're being loyal. Hint: low price or supermodel good looks are not the tools of choice for attracting people who enjoy being loyal.

Rewarding loyalty for loyalty's sake--not by paying people for sticking it out so the offering ends up being more attractive--is not an obvious path, but it's a worthwhile one. Tell a story that appeals to loyalists. Treat different customers differently, and reserve your highest level of respect for those that stand by you.