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Visit Our Website

BBB Institute Releases Employment Scams Research

Following the COVID-19 pandemic millions began seeking remote jobs via online technologies, making themselves more vulnerable to employment scams. In response, BBB Institute launched a new research project to better understand how employment scams are being perpetrated, who is being targeted, the overall impact of these scams, and how we can help people avoid losing money to them.

Read the full report.

Three New Board Members Join BBB Institute
BBB Institute welcomed three new board members this spring. Susan Arthur, an expert in financial fraud, Rod Davis, CEO of the BBB serving Southeast Florida and the Caribbean, and Jonathan Liebert, CEO of the BBB serving Southern Colorado bring many years of experience that will expand the vital work of BBB Institute to foster a trustworthy marketplace for all.

Read the full press release.

Free BBB Event: CSR in a Time of Crisis

The BBB Foundation of New York will host its annual 2020 BBB Forum virtually on July 28th. There is no cost to register for this event, which will feature key corporate responsibility insights for business and community leaders about:

- Diversity and Inclusion: how leaders can think and plan to take effective action steps,
- Corporate Responsibility Trends: a look at next steps for CSR, and
- Workplace Health and Safety: what has changed with the pandemic.

Register today.

From Our Blog

Military Spouses and Veterans Report Highest Losses to Employment Scams

Last week, a new Better Business Bureau (BBB) report shed light on those most impacted by employment scams: military spouses and veterans. Military spouses and veterans were both more likely to be victimized than non-military consumers, and more notably, the median dollar loss was significantly higher – nearly double – than those reported by non-military consumers.

Read more.
BBB Institute Receives Cy Pres Award

The BBB Institute for Marketplace Trust (BBB Institute) is the recipient of a cy pres award from a settlement in Fitzhenry-Russell v. The Coca-Cola Company, No. 5:17-CV-00603. The settlement of this consumer class action was approved by the U.S. District Court for the Northern District of California on October 3, 2019, and provided that half of any remaining settlement funds be distributed to BBB Institute. Read more.

Read more posts from the BBB Institute blog.

Program Updates

BBB AdTruth

BBB Institute recently released an article series about social media influencers. Topics covered include how influencers are impacting the marketplace, fraud-prevention tips, best practices for content creators, and monetization strategies.

Military & Veterans Initiative

Each month, we release a monthly military consumer e-newsletter, BBB Saluting Trust. In our latest edition, we share relevant findings from the BBB Scam Tracker Risk Report, as well as other helpful financial tips and scam prevention resources.

News from the Field

BBBs from across North America continue to engage with consumers and business owners through virtual outreach events. In advance of Military Consumer Month, the BBB Serving the Pacific Southwest, in partnership with GoDaddy, hosted their first Veteran Ventures Summit on June 30th. This summit provided information about current job openings, training opportunities, and certification programs for veteran entrepreneurs.

Coming This Fall...
October 2020

**BBB Online Purchase Scams Report:** According to the [BBB Scam Tracker Risk Report](https://www.bbb.org/scamtracker), online purchase scams were one of the top three riskiest scams for three years in a row. As more of us choose to do our shopping online, BBB Institute plans to begin new research that takes a closer look at online purchase scams. The report will seek to better understand how online purchase scams are being perpetrated, who is being targeted, the overall impact of these scams, and how we can help people avoid losing money to them.

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**We work with local BBBs across North America to deliver programs that build a trusted marketplace by:**

- **Empowering consumers** to take control of their purchasing decisions and avoid falling prey to scams.
- **Helping businesses** be better by delivering excellent service with integrity, and becoming integral stakeholders in their communities.
- **Publishing research** that provides critical insights for the public, and informs how we develop and deliver our programs.