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# STRATEGIC PLAN EXECUTIVE SUMMARY 2024

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November 2023

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# WHO WE ARE

“ There is so much to do. Collectively, our profession is so proud of our ability to learn, earn and give back. The MREF is a great organization with great people, doing great work that allows me to give back. ”

**SUSAN WALTMAN**

MREF Executive Board Member



## OUR MISSION

Unify, inspire and activate the marketing research community to focus its collective resources to educate children and youth worldwide.

## OUR VISION

We envision a world where children across the world have access to the education and resources to live fulfilled lives.

## WHO WE SERVE

The MREF aims to provide educational access and opportunities to some of the most marginalized children. The marketing research industry is composed of highly educated individuals, and we aim to pay it forward by ensuring children have access to the tools needed to learn and the resources to be present students.

## WHERE WE GIVE

The MREF funds projects both in the U.S. and internationally. As of December 2023, we have awarded \$576,187 in grants internationally and \$302,122 within the U.S.



# OUR VALUES

“ The MREF started as a very small nonprofit, and our goal is to continue coming together and giving back as an industry. We are working to expand our community and increase our support of marginalized children around the world. We are so grateful for the individuals and organizations that entrust the MREF with their donations and allow us to provide children with access to high-quality education. ”

**STEVE SCHLESINGER**  
MREF Executive Board Member



## AT OUR CORE WE ARE



### **Creating an impact-oriented community.**

As a community foundation, our mission is to activate the marketing research community to focus its collective resources to educate children and youth worldwide.



### **Optimistic about future fundraising and committed to remembering our humble beginnings.**

While we started as a small, dedicated group, we are grateful to bring together researchers from around the world to make a positive financial impact through one-time and ongoing grants. Our goal is to use our collective financial resources to support organizations providing underserved children with access to high-quality education, including arts and after school care, essential supplies and food.

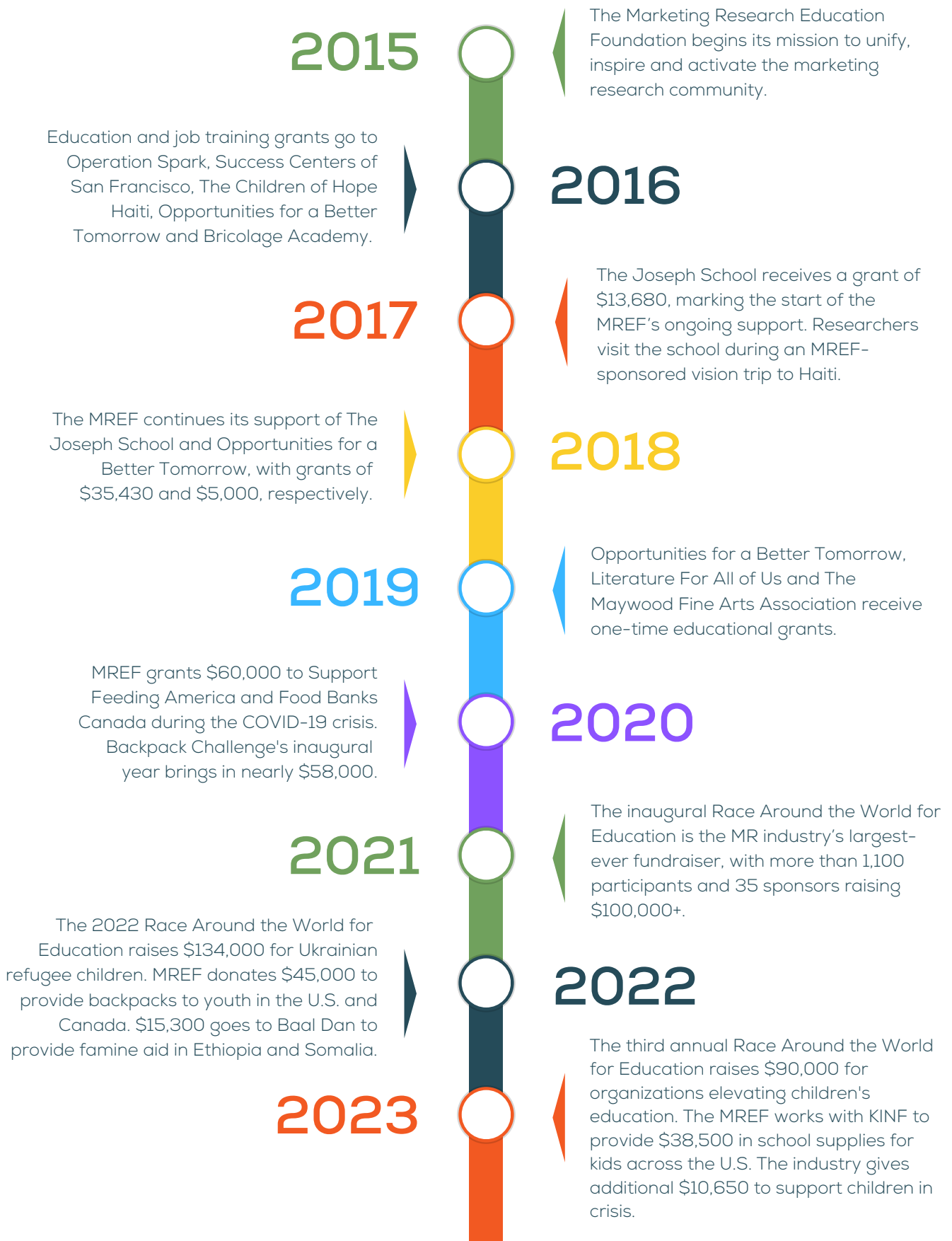
## OUR PROGRAMS

- ▶ **Industry-wide fundraisers:** Uniting researchers across the globe to raise money for organizations helping children in need, with a focus on education and food, through the MREF Race Around the World for Education and the Backpack Challenge.
- ▶ **Service opportunities:** Creating opportunities for researchers to connect and give back to local and global communities through the MREF Month of Service and annual vision trips.

# OUR HISTORY

In 2015, the Marketing Research Education Foundation (MREF) began its mission to unify, inspire and activate the marketing research community to focus its collective resources to educate children and youth worldwide with a brief ceremony in Brooklyn, N.Y. Five members of the MREF executive board gave out the first \$5,000 grant to nonprofit Opportunities for a Better Tomorrow.

Over the last seven+ years, the MREF has paved the way for hundreds of people within the marketing research and insights industry to contribute time and money and embark on service trips to give back to children in need. We have expanded our giving and increased the reach of our community, working with nonprofits throughout North America, Haiti, Europe and Africa.





# IMPACT TO DATE

“ The opportunity to be a part of the MREF has been extremely fulfilling both personally and professionally. Ironwood believes in giving back to the community and wholly supports the ideas and mission of MREF. My wife and I were blessed to be able to participate in the vision trip to Costa Rica last October where we spent three days working with young girls who live in an orphanage. Not only will we never forget the experience, I look forward to going back in January! ”

**BRAD LARSON**

MREF Executive Board Member

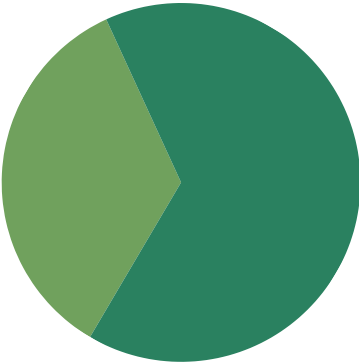


Today, the MREF funds a wide range of projects that are changing the trajectory of children around the world. These programs provide some of the most marginalized children with access to high-quality education, including arts and after school care, essential supplies and more.

## LIFETIME IMPACT

**\$878,309**  
lifetime giving  
since 2015

**\$302,122**  
domestic



**\$576,187**  
international

**30**  
organizations  
granted aid

Our fundraising efforts have allowed us to provide financial support to more than 30 organizations. Grantees include domestic and international organizations. The programs we fund focus on giving children access to a quality education by aiding in the following primary areas: food/clean water, tuition and essential school supplies.

# 2024 STRATEGY

“ The MREF started as a very small nonprofit, and our goal is to continue coming together and giving back as an industry. We are working to expand our community and increase our support of marginalized children around the world. We are so grateful for the individuals and organizations that entrust the MREF with their donations and allow us to provide children with access to high-quality education. ”

**STEVE QUIRK**

MREF Executive Board Member



## 2024 FUNDRAISING CAMPAIGNS



### Race Around the World for Education

Now in its third year, this virtual event raised over \$90,000 and brought together 850 MR industry participants and 39 sponsors. The 2024 race will take place over the month of May. Our goal is to raise **\$100,000!**



### Backpack Challenge

MREF's annual summer campaign (August) delivers much-needed school supplies to underserved children in the U.S. We are partnering again with Kids in Need Foundation and our goal is to raise **\$25,000!** Alongside this fundraiser, we will organize a readathon to engage our community.



### Fall Fundraiser

In the fall, we will come together on social media to raise \$10,000 to benefit a school in need. In 2023, this fundraiser supported The Joseph School's ongoing efforts to provide meals and clean water to its community.

## ENGAGEMENT AND PROGRAMMING



### Educational Grants

The MREF is proud to support the class of 2029 and help them through their 12 years of education at The Joseph School. The annual donation of \$15,000 will help provide school supplies, curriculum, uniforms and shoes, along with two meals a day.



### Community Building

We will work to engage the MREF community to identify opportunities for vision trips and service projects. Our goal is to provide a community-building experience while being of service to an organization or group related directly or indirectly to children's education.



### Month of Service

During the month of January 2024, the Marketing Research Education Foundation will help to organize and promote service groups across multiple locations.

“ Helping [children in Haiti] is not about providing ad-hoc provisions. Creating lasting change that makes an impact is much more complex. ”

**CARL ROSSOW**

MREF Executive Board Member

## GOALS

To stabilize the organization, invest in donor and community expansion and increase the number and size of grants given to improve access to education, we will:

- ▶ **Increase our following on LinkedIn** by 20% and expand newsletter subscribers, with a focus on increasing community engagement.
- ▶ **Increase overall annual money raised:**
  - Backpack Challenge: \$25,000
  - RATW: \$100,000
  - Fall Fundraiser: \$10,000
- ▶ **Increase number of donors per campaign** by 10%.
- ▶ **Increase MREF Board of Directors** to 50+ total seats.

## YEARLY DONATIONS

