2023 CHARITABLE IMPACT REPORT



In 2023, the Marketing Research Education Foundation (MREF) collaborated with the insights industry to give \$164,700 to promote educational opportunities and child welfare across the world.

where we gave



\$10.000

to Alight to provide humanitarian aid in Turkey and Syria.



\$650

to Maui YMCA to provide community relief to those affected by wildfires.



\$38,500

to Kids in Need Foundation (KINF) to provide essential school supplies to students in need.



to Caring for Miami to

provide school supplies to Title 1 schools in Miami. \$5,000

to Marty's Orchid House, a therapeutic day center for kids.



\$5,000

to Baal Dan, a charity supporting the basic needs and welfare of impoverished children in developing countries.



to Orphans' Aid Society to provide small needs-based grants to foster children in Ukraine.



\$15,000

to Hogar Montiel to support at-risk girls in Costa Rica.

\$10,000

to Start Lighthouse to promote children's literacy.

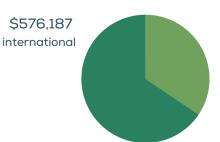
\$22,050

to The Joseph School in Cabaret, Haiti.

lifetime impact

\$878,309

lifetime giving since 2015



\$302,122 domestic organizations granted aid

30

OUR MISSION

The mission of the Marketing Research Education Foundation (MREF) is to unify, inspire and activate the marketing research community to focus its collective resources to educate children and youth worldwide.

history highlights

2015

Foundation begins its mission to unify, inspire and activate the marketing research community.

Education and job training grants go to Operation Spark, Success Centers of San Francisco, The Children of Hope Haiti, Opportunities for a Better Tomorrow and Bricolage Academy.

2016

2017

The Joseph School receives a grant of \$13,680, marking the start of the MREF's ongoing support. Researchers visit the school during an MREFsponsored vision trip to Haiti.

The Marketing Research Education

The MREF continues its support of The Joseph School and Opportunities for a Better Tomorrow, with grants of \$35,430 and \$5,000, respectively.

2019

Opportunities for a Better Tomorrow, Literature For All of Us and The Maywood Fine Arts Association receive one-time educational grants.

MREF grants \$60,000 to Support Feeding America and Food Banks Canada during the COVID-19 crisis. Backpack Challenge's inaugural year brings in nearly \$58,000.

2020

2021

The inaugural Race Around the World for Education is the MR industry's largestever fundraiser, with more than 1,100 participants and 35 sponsors raising \$100,000+.

The 2022 Race Around the World for Education raises \$134,000 for Ukrainian refugee children. MREF donates \$45,000 to provide backpacks to youth in the U.S. and Canada. \$15,300 goes to Baal Dan to provide famine aid in Ethiopia and Somalia.

2022

2023

The third annual Race Around the World for Education raises \$90,000 for organizations elevating children's education. The MREF works with KINF to provide \$38,500 in school supplies for kids across the U.S. The industry gives additional \$10,650 to support children in crisis