

2022 CHARITABLE IMPACT REPORT



In 2022, the Marketing Research Education Foundation (MREF) collaborated with the insights industry to give more than \$200,000 to promote educational opportunities and child welfare across the world.

where we gave



\$31,975

to **The Joseph School** in Cabaret, Haiti, to support educational programming and access to quality nutrition.



\$63,850

to **Orphan's Aid Society** to support Ukrainian children in foster care through small, needs-based grants.



\$63,850

to **NASHI** to provide educational materials to girls in their live-in facility in Ukraine.



\$33,750

to **Kids in Need Foundation** to provide backpacks of essential school supplies to under-resourced kids across the U.S.



\$11,250

to **True North Aid** to provide school supplies to Canadian children in rural First Nations communities.



\$15,300

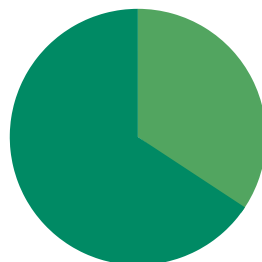
to **Baal Dan** to provide famine aid and resources to children affected by drought in Ethiopia and Somalia.

lifetime impact

\$713,609

lifetime giving since 2015

\$469,137
international



\$244,472
domestic

24

organizations granted aid

OUR MISSION

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

history highlights

2015

The Marketing Research Education 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

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

2017

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

2018

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

2019

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 largest-ever fundraiser, with more than 1,100 participants and 35 sponsors raising \$100,000+.