

2024 CHARITABLE IMPACT REPORT



In 2024, the Marketing Research Education Foundation (MREF) collaborated with the insights industry to give \$108,524 to promote educational opportunities and child welfare across the world.

where we gave



\$18,500

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



\$18,500

to Start Lighthouse to promote children's literacy.



\$14,000

to Urban Sprouts Child Development Center.



\$24,024

to The Joseph School in Cabaret, Haiti.



\$15,000

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



\$18,500

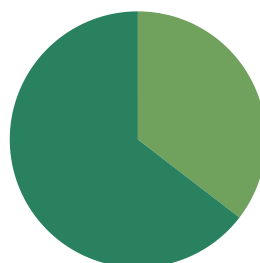
to Baal Dan, in support of Orphans' Aid Society.

lifetime impact

\$986,833

lifetime giving since 2015

\$637,211
international



\$349,622
domestic

31

organizations granted aid

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

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

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+.

2021

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

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.

2023

The MREF has given \$986,833 over its lifetime. Urban Sprouts Child Development Center receives \$14,000 to inspire curiosity and learning in kids. Working with KINF, the MREF raises \$15,000 to send school supplies to children in need.

2024