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# STRATEGIC PLAN EXECUTIVE SUMMARY 2025

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December 2024



## 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.

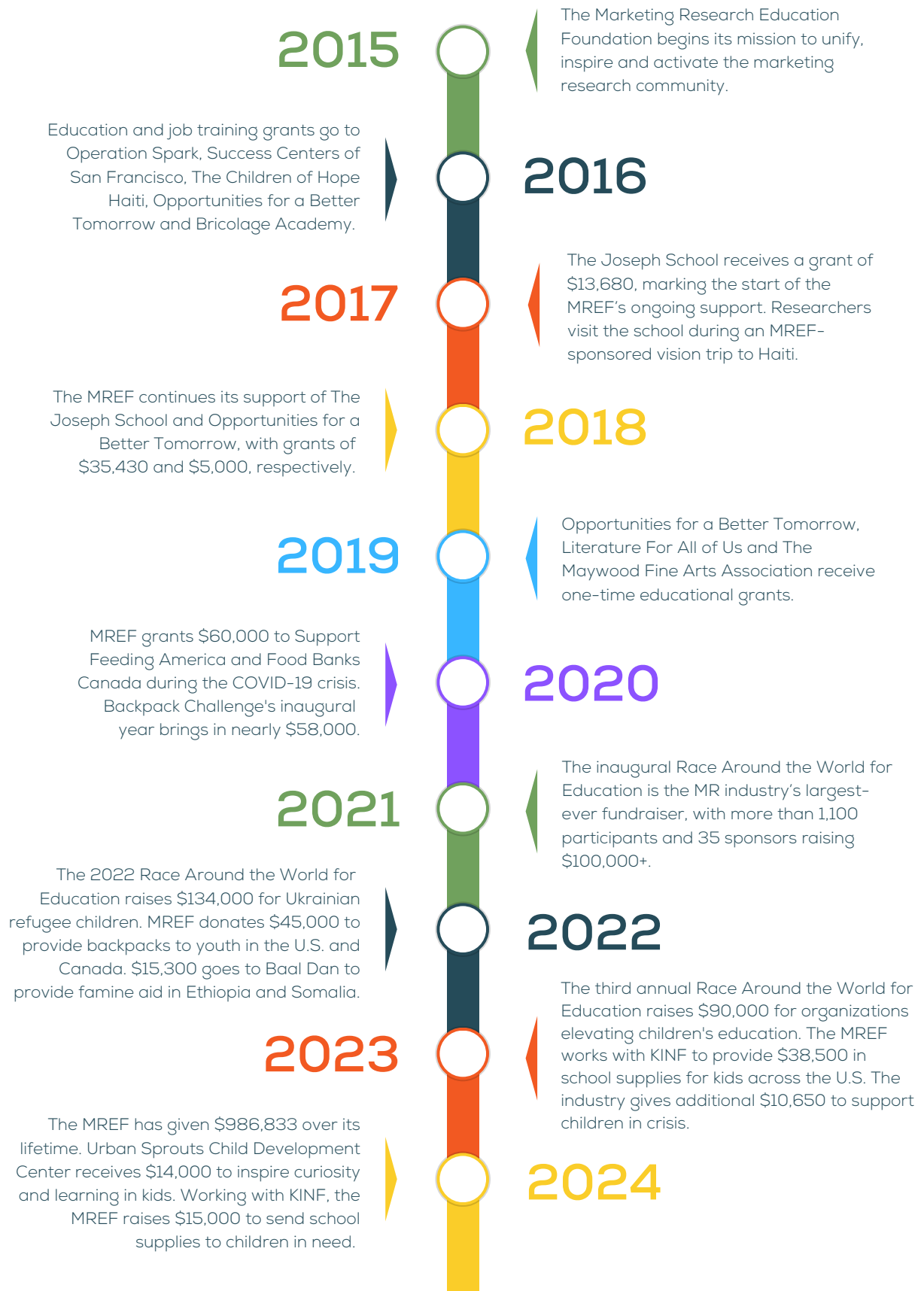
## WHO WE SERVE

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 2024, we have awarded \$637,211 in grants internationally and \$349,622 within the U.S.



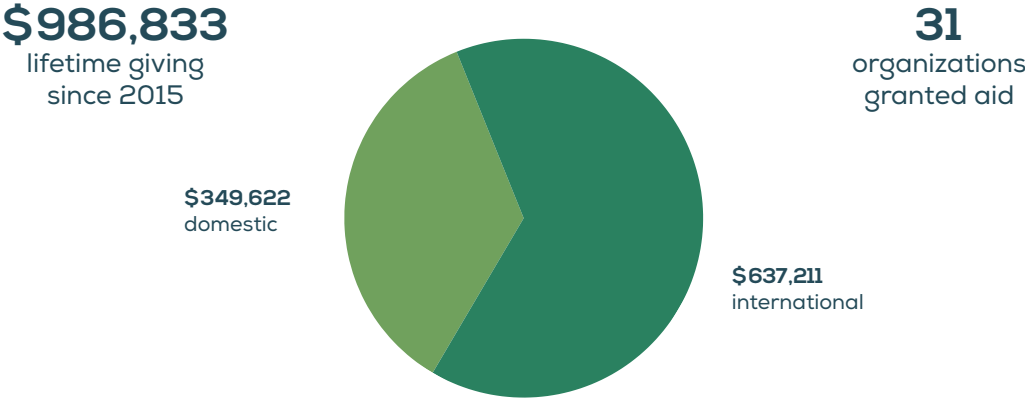


# OUR HISTORY

Over the last nine+ 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 and Central America, Haiti, Europe and Africa.

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



Our fundraising efforts have allowed us to provide financial support to more than 31 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.

## 2025 FUNDRAISING CAMPAIGNS

- ▶ **Race Around the World for Education:** Wrapping up our fourth year, this virtual event raised over \$70,000 and brought together 921 MR industry participants and 38 sponsors. The 2025 race will take place over the month of May. Our goal is to raise \$90,000!
- ▶ **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 \$20,000! Alongside this fundraiser, we will organize a readathon to engage our community.
- ▶ **Holiday Fundraiser:** In late 2025, we will come together on social media to raise \$2,000 for a variety of educational needs.

## ENGAGEMENT AND PROGRAMMING

- ▶ **Educational Grants:** The MREF is proud to support the class of 2029 with an annual donation of \$15,000 that will help them through their 12 years of education at The Joseph School.
- ▶ **Community Building:** We will work to engage the MREF community to identify opportunities for vision trips and service projects. The MREF's Month of Service (January) provides a chance for leaders within the industry to host community-building experiences while being of service to an organization or group related directly or indirectly to children's education.

## 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.
- ▶ **Concentrate on overall annual money raised:**
  - Backpack Challenge: \$20,000
  - Race Around the World for Education: \$90,000
  - Holiday Fundraiser: \$2,000
- ▶ **Increase number of donors** per campaign by 10%.
- ▶ **Increase MREF Board of Directors** to 55+ total seats.