# **STRATEGIC PLAN** EXECUTIVE SUMMARY 2025

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.



#### 2015 Education and job training grants go to Operation Spark, Success Centers of San Francisco, The Children of Hope

San Francisco, The Children of Hope Haiti, Opportunities for a Better Tomorrow and Bricolage Academy.

# 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.

# 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.

# 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.

# 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. The Marketing Research Education Foundation begins its mission to unify, inspire and activate the marketing research community.

# 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 MREFsponsored vision trip to Haiti.

## 2018

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

# 2020

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+.

# 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.

### 2024

#### **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 muchneeded 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 communitybuilding 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.