

ESOMAR
foundation

Making a Difference

**ANNUAL REPORT &
FINANCIAL STATEMENTS 2022**

STICHTING ESOMAR
CHARITABLE FOUNDATION

ESOMAR Foundation 2022 Annual Report

I'm never sure how many people read our Annual Report but thank you for being one of them ☺

Let me start with a heartfelt **THANK YOU** to the volunteer ESOMAR Foundation Board members, who do everything on a volunteer basis, long with every researcher and company who have generously contributed their time, energy, ideas, and money, helping the Foundation **Making a Difference**.

In truth, we'll never be able to do enough, but I hope everyone involved feels suitably proud and appreciated for our collective contributions in 2022, on a volunteer basis and with limited budget.

Making a Difference Last Year



- €14.7K [Fund raising for Researchers-in-Need](#) in Ukraine
- 4 [Making-a-Difference winners](#) celebrating inspirational not-for-profit research
- 1 [Webinar on making research more inclusive \(disability\)](#) in Africa
- 1 [Disadvantaged graduate from our research scholarship](#) in Sri Lanka, thanks to Sapio
- 1 [New disadvantaged research scholarship](#) in Cambodia, thanks to Sapio
- 1 [Free access to MRS qualifications for a young research practitioner](#) in Sri Lanka
- +2 Initiatives for this year Net-Zero pledge & researchers giving OneDay to charities

€14,720 for Ukrainian Researchers-in-Need

Thanks to the generosity of ESOMAR members, we raised and distributed €14,720 to help our fellow researchers in Ukraine.

4 Making-a-Difference Winners + a Library of Inspirational Not-for-Profit Case Studies

Thanks to charities and researchers who submitted their terrific not-for-profit work on how research has helped charities. We were able to celebrate 4 inspirational examples:

1. **Gender Bias & Inclusion in Advertising in India** by Geetanjali Master, Unicef, India. Cat: UN SDG5 Gender Equality
2. **Invisible to Invaluable- How communications research is helping tackle stigma and discrimination against informal waste pickers in Bengaluru, India** by Varinder Kaur Gambhir, BBC Media Action, India. Cat: UN SDG10 Reduced Inequality.
3. **Understanding how to support 15-30 year old Cambodians to engage in civic life through media and programming** by Vichheka Sao, BBC Media Action, Cambodia. Cat: UN SDG16 Peace, Justice and Strong Institutions.
4. **Harnessing the potential of educational film to engage both women and men around maternal and child health** by Helen Coombe, Medical Aid Films, UK. Cat: UN SDG3 Good Health and Well-being.

[Created a library of inspirational not-for-profit case studies](#). A volunteer team have turned the last 5 year's of Making a Difference submissions into 1-page informative, inspirational case studies, to help charities learn how research can help them Making-a-Difference.

Webinar for charities making research more inclusive in Africa

The ESOMAR Foundation collaborated with ESOMAR in running a special session for NGO's in Africa on [making research more inclusive](#), related to disability.

1 disadvantaged scholarship graduate and 1 new disadvantaged scholarship thanks to Sapio

Thanks to Sapio's generous sponsorship, we celebrated [Ayesh Jayawardana](#)'s recent graduation – congrats to him. He was also the hugely deserving recipient of the MRS' generous support for acquiring his research qualifications. Again thanks to Sapio, we gifted a new research scholarship to [Pisey Choub](#) in Cambodia.

NEW PROJECTS Making a Difference in 2023

Steve Phillips, Founder/CEO of Zappi and Foundation Board member, is leading an inspiring NET-ZERO-PLEDGE initiative, to encourage the research industry to be the right side of climate-change history.

Frederic Petit, Founder/CEO of Toluna and Foundation Board member, is leading an inspiring ONE-DAY initiative, to encourage researchers to gift a day of their time to support a charity of their choice.

In 2023, our volunteer Board members have agreed to be Ambassadors for the four key areas that we hope, with our research coalition-of-the-willing to help make the world a better place:

1. **Researchers in need**, led by Anna Alu
2. **Sustainability**, led by Steve Philips
3. **Education**, led by Phyllis Macfarlane, Sonia Whitehead, and Corrine Moy
4. **Mental Health**, led by Frederic Petit

THANK YOU for helping us all in Making a Difference.

The Board of Directors - July 2023

A handwritten signature in black ink, appearing to read 'John Kearon', is positioned above a faint, light blue circular stamp. The stamp contains some illegible text and a central emblem.

President,
John Kearon

Statement of financial position

As at 31 December 2022

In thousands of euro

	Note	2022	2021
Current assets			
Cash and cash equivalents	1	75	88
Total current assets		75	88
Total assets		75	88
Current liabilities			
Payables and accrued expenses	2	(2)	-
Total current liabilities		-	-
Total assets less current liabilities		73	88

Statement of income and expenses

For the period ended 31 December 2022

In thousands of euro

	Note	2022	2021
Foundation Donations	3		
ESOMAR BV Endowment		-	-
Corporate Giving		20	1
Individual Giving		4	4
		24	5
Programme expenditure	4	(19)	(2)
Subtotal		5	3
Foundation expenditure	5		
Salaries		(20)	(41)
Sickness benefits		-	3
Social security charges		-	(2)
Travel allowance		-	-
Communications		-	(1)
Legal and Consultancy fees		-	(1)
Other expenses		-	-
Total general expenditure		(20)	(42)
Net result		(15)	(39)

Statement of the financial position as at 31 December 2022

Current assets

1 Cash and cash equivalents

Cash and equivalents can be specified as follows:

In thousands of euro

	2022	2021
Bank accounts	66	87
Other assets	9	1
Total	75	88

Current liabilities

2 Payables and accrued expenses

The payables and accrued expenses can be specified as follows:

In thousands of euro

	2022	2021
Creditors	(2)	-
Other Accrual and payables	-	-
Total	(2)	-

Statement of comprehensive income for the period ended 2022

3 Foundation donations

The donations can be specified as follows:

In thousands of euro

	2022	2021
ESOMAR BV Endowment	-	-
Corporate Giving	20	1
Individual Giving	4	4
Total	24	5

4 Programme expenditure

The programme expenses can be specified as follows:

In thousands of euro

	2022	2021
Local initiatives programme	-	-
Education programme	(6)	-
Research programme	-	-
Philanthropy programme	(13)	(2)
Total	(19)	(2)

The programme expenditure relates to charity grants.

5 Foundation expenditure

The Foundation expenses can be specified as follows:

In thousands of euro

Overhead costs, salaries and social charges	2022	2021
Salaries	(20)	(41)
Sickness benefit / N.O.W.	-	3
Social security charges	-	(2)
Travel allowance	-	-
<i>Salaries and sickness benefits</i>	(20)	(40)

Other costs	2022	2021
Communications	-	(1)
Legal and Consultancy fees	-	(1)
Other expenses	-	-
<i>Other costs</i>	-	(2)
Total	(20)	(42)