

ESOMAR
foundation

Making a Difference

**ANNUAL REPORT &
FINANCIAL STATEMENTS 2023**

STICHTING ESOMAR
CHARITABLE FOUNDATION

ESOMAR Foundation 2023 Annual Report

First and foremost, let me start with a heartfelt **THANK YOU** to the ESOMAR Foundation Board members, who do everything on a volunteer basis, along 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 2023, on a volunteer basis and with limited budget.

Making a Difference in 2023



2 scholarships to disadvantaged students in Cambodia and Kenya thanks to Sapio Research and WIRE – these scholarships include a mentorship programme, the opportunity to follow the MRS certificate and the YES membership at ESOMAR

2 Researchers in Need – EF supported the family of deceased NEPA employee in India; As a follow up of funds received in support of Lebanon's disastrous blast in 2022, in 2023 we have been able to offer 20 students from Lebanon the opportunity to follow some short courses at the University of Georgia at a special price. Many thanks to all donors and to MRII and the University of Georgia for their generous response!

Oneday.org – A new initiative to provide researchers' time to local charities – launched at ESOMAR Congress in Amsterdam. Frederic Petit, Founder/CEO of Toluna and Foundation Board member, together with Karin Lieshout, co-CEO at SKIM, are leading this inspiring ONE-DAY initiative, to encourage researchers to gift a day of their time to support a charity of their choice.

2 new Board Members - Welcome to the Board to Karin Lieshout, co-CEO at SKIM and Dharmendra Jain, Founder & CEO of Actnab AI.

Sustainability project - 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. This initiative has now been moved to ESOMAR.

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. **Oneday.org**, led by Frederic and Karin
3. **Education**, led by Phyllis Macfarlane, Sonia Whitehead, and Corrine Moy

Making a Difference in 2024

In 2024 we will aim at implementing the Oneday.org project; we will develop a new website, and we will expand our scholarship programme with more students who need support.

THANK YOU for helping us all in Making a Difference.

The Board of Directors – November 2024

President,
John Kearon

Statement of financial position

As at 31 December 2023

In thousands of euro

	Note	2023	2022
Current assets			
Cash and cash equivalents	1	55	75
Total current assets		55	75
Total assets		55	75
Current liabilities			
Payables and accrued expenses	2	(3)	(2)
Total current liabilities		(3)	(2)
Total assets less current liabilities		52	73

Statement of income and expenses

For the period ended 31 December 2023

In thousands of euro

	Note	2023	2022
Foundation Donations	3		
ESOMAR BV Endowment		-	-
Corporate Giving		11	20
Individual Giving		-	4
		11	24
Programme expenditure	4	(12)	(19)
Subtotal		(1)	5
Foundation expenditure	5		
Salaries		(18)	(20)
Sickness benefits		-	-
Social security charges		-	-
Travel allowance		-	-
Communications		-	-
Legal and Consultancy fees		-	-
Other expenses		(2)	-
Total general expenditure		(20)	(20)
Net result		(21)	(15)

Statement of the financial position as at 31 December 2023

Current assets

1 Cash and cash equivalents

Cash and equivalents can be specified as follows:

In thousands of euro

	2023	2022
Bank accounts	52	66
Other assets	3	9
Total	55	75

Current liabilities

2 Payables and accrued expenses

The payables and accrued expenses can be specified as follows:

In thousands of euro

	2023	2022
Creditors	(3)	(2)
Other Accrual and payables	-	-
Total	(3)	(2)

Statement of comprehensive income for the period ended 2023

3 Foundation donations

The donations can be specified as follows:

In thousands of euro

	2023	2022
ESOMAR BV Endowment	-	-
Corporate Giving	11	20
Individual Giving	-	4
Total	11	24

4 Programme expenditure

The programme expenses can be specified as follows:

In thousands of euro

	2023	2022
Local initiatives programme	-	-
Education programme	(12)	(6)
Research programme	-	-
Philanthropy programme	-	(13)
Total	(12)	(19)

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	2023	2022
Salaries	(18)	(20)
Sickness benefit / N.O.W.	-	-
Social security charges	-	-
Travel allowance	-	-
Salaries and sickness benefits	(18)	(20)

Other costs	2023	2022
Communications	-	-
Legal and Consultancy fees	-	-
Other expenses	(2)	-
Other costs	(2)	-
Total	(20)	(20)