ANNUAL REPORT & FINANCIAL STATEMENTS 2024

STICHTING ESOMAR
CHARITABLE FOUNDATION

ESOMAR Foundation 2024 Annual Report

First and foremost, a heartfelt **THANK YOU** to each, and every researcher, company, Foundation Board member, and ESOMAR team, who have contributed so generously to Making a Difference.

Over A Decade of Making a Difference… The Foundation was set up as the charity arm of ESOMAR in 2013 by then Director General, Finn Raben, to harness the power of market researchers, to not only understand the world but help change it for the better. Here's what we've been able to do, thanks to regular, personal donations from hundreds of ESOMAR members, and incredibly generous, project specific donations from WIRe, ESOMAR, Unilever, SAPIO, BBC Media Action, SKIM, Toluna, Zappi, Inizio, University of Georgia, Research Now SSI, Behaviorally, SampleCon, and System1:

Researchers in Need: The Foundation's earliest and most enduring initiative was created to support researchers and their families in times of crisis. Over the years, led by Anna Alu, we have been able to raise money to provide some financial support following crises in India, Lebanon, Myanmar, Ukraine, and the Philippines.

Scholarships & Education: Our 2nd most enduring initiative has been funding scholarships for students from disadvantaged backgrounds. Led by Phyllis Macfarlane and thanks to the financial support from WIRe, SAPIO, and Unilever, we have funded 22 scholars like Pisey Choub (Cambodia) and Beatrice Karimi (Kenya) who spoke at Congress and inspired many.

Making a Difference Initiatives: Every other year we create
Making a Difference Awards: spotlighting incredible research on behalf of charities.
Net-Zero Pledge: encouraging the research industry to embrace sustainable practices.
OneDay for Charity: for researchers to donate a day of their expertise for social good.

Making a Difference in 2024

Net-Zero Pledge, led by Steve Philips (Zappi), has now been adopted by ESOMAR as an industry-wide initiative.

Four New Scholarships, led by Phyllis Macfarlane, Sonia Whitehead (BBC), Corrine Moy (GfK), and our sponsors funded 4 new scholars in Cambodia, Kenya, Nigeria, including senior researcher mentorship, MRS Certificate, and YES membership at ESOMAR.

New Board Member, Angela Canin, *Research World Editor*.

Making a Difference in 2025

OneDay-for-Charity, led by Frederic-Charles Petit (Toluna), Karin Lieshout (SKIM), and Mayke Harkema (SKIM), encouraging and facilitating researchers to donate a day of their research expertise, either individually or with colleagues, to a charity of their choice.

Expand our **scholarship program**, offering more students access to educational opportunities both online and in person.

New Board Members, Lucy Davison (Keen As Mustard) and Martha Llobet (Q2Q Global).

The Foundation is testament to the power of market researchers to not only understand the world but also help change it for the better. **Thank you** to everyone for helping **Making a Difference** 😊

The Board of Directors
June 2025

President
John Kearon

Statement of financial position

As of 31 December 2024

In thousands of euros

	Note	2024	2023
Current assets			
Cash and cash equivalents	**1**	66	55
Total current assets		**66**	**55**
Current liabilities			
Payables and accrued expenses	**2**	(2)	(3)
Total current liabilities		**(2)**	**(3)**
Total assets less current liabilities		**64**	**52**

Statement of income and expenses

As of 31 December 2024

In thousands of euros

	Note	2024	2023
Foundation donations	**3**		
Corporate giving		33	11
Individual giving		4	-
		37	**11**
Programme expenditure	**4**		
Education programme		**(7)**	**(12)**
Subtotal		**30**	**(1)**
Foundation expenditure	**5**		
Salaries		(18)	(18)
Other expenses		-	(2)
Total general expenditure		**(18)**	**(20)**
Net result		**12**	**(21)**

Notes to the financial statements 2024

1. Reporting entity

Activities

The consumer insights industry has a wealth of knowledge and experience that can be applied to every aspect of society to ensure a more transparent, reliable and sustainable world and the Foundation brings volunteers and resources together to execute projects and provide financial support to help charities and NGO's achieve their aims. The Foundation helps non-profit organisations measure results and improve their performance. It also trains and supports market researchers in countries where education is scarce and provides financial support to researchers and their families who need financial help.

We believe that a fair, just and peaceful society is deserved by all and recognise the immense promise that the research community offers to those striving to achieve these goals on a global level. We bring volunteers and resources together to execute projects and provide financial support to achieve these goals.

ESOMAR Foundation is managed by an experienced board of directors. The activities are scrutinised by the ESOMAR Foundation's Supervisory Board. When selecting charities for financial support, the ESOMAR Foundation calls upon independent juries of experts emanating from the non-profit sector and market, social, and opinion research sector.

Registered office

ESOMAR Foundation was founded in 2013. The registered office of the Foundation is in Amsterdam, the Netherlands. Operations are managed from the office, which is located at HNK, Burgemeester Stramanweg 105, 1101 AA Amsterdam, The Netherlands.

2. Basis of reporting Statement of compliance

The accompanying financial statements have been prepared based on historical cost in conformity with the provisions of Title 9 of the Netherlands Civil Code, Book 2. The financial statements are presented in Euro thousands and rounded as such. They are prepared under the historical cost convention.

The financial statements are prepared by the Board of Directors and authorised for issue on 1 July 2024.

Functional and presentation currency

The financial statements are presented in Euro thousands and rounded as such, which is equal to the functional currency.

Estimates

When preparing the financial statements, the management, according to the general principles, make several estimates and assumptions that help determine the amounts in the financial statements. The actual results may deviate from the estimates made.

3. Significant accounting policies foreign currency transactions

Transactions in foreign currencies are translated to the functional currency at exchange rates at the dates of the transactions.

Cash and cash equivalents

Cash and cash equivalents comprise cash balances.

Recognition of Income

This represents donations received from both companies and individuals.

Expenditure

Expenditure is directly allocated to activities and general expenditure.

Income tax

No tax is due on the result of the Foundation, as the activities are tax exempt in The Netherlands.

Statement of the financial position as of 31 December 2024

1 Cash ans cash equivalents

Cash and cash equivalents can be specified as follows:

In thousands of euros

	2024	2023
Bank accounts	66	52
Other assets	-	3
Total current assets	**66**	**55**

2 Payables and accrued expenses

The payables and accrued expenses can be specified as follows:

In thousands of euros

	2024	2023
Creditors	(2)	(3)
Total current liabilities	**(2)**	**(3)**

3 Foundation donations

The donations can be specified as follows:

In thousands of euros

	2024	2023
ESOMAR BV endowment	17	-
Corporate giving	16	11
Individual giving	4	-
Total Foundation expenditure	**37**	**11**

4 Programme expenditure

The programme expenses can be specified as follows:

In thousands of euros

	2024	2023
Local initiatives programme	-	-
Education programme	(7)	(12)
Research programme	-	-
Philanthropy programme	-	-
Total Foundation expenditure	**(7)**	**(12)**

5 Foundation expenditure

The Foundation expenses can be specified as follows:

In thousands of euros

	2024	2023
Overhead costs, salaries and social charges		
Salaries	(18)	(18)
Total salaries and sickness benefits	**(18)**	**(18)**
Other costs		
Other expenses	-	(2)
Total other costs	**-**	**(2)**
Total Foundation expenditure	**(18)**	**(20)**