

**Financial statements  
for the year ended 31 December 2018**

Amsterdam, 1 July 2019



## Management Report

Across the world we are working together with a growing network of partners from the data, insight and research industry to bring about transformational change for Not-for-Profit organisations, their work and beneficiaries. In 2018 the ESOMAR Foundation intensified the dialogue with NGOs by providing essential knowledge so to help them assess and evaluate their impact on society. The Foundation provided the platform and facilitated the exchange of information between the NGO sector and the market research industry.

We have focused our resources on fostering connections between the two sectors by bringing together their representatives, awarding scholarships, celebrating the best of research and expanding our Programmes. We have stimulated donations through sponsorship and specific activities which engaged the market research industry and beyond.

At operational level, the Foundation was able to achieve a good number of results, with the help and support of volunteers. This year the ESOMAR Foundation hired its first full time employee in the person of Razvan Bondalici, an ambitious individual with 10 years of experience in business and not-for-profit environments. The ESOMAR Council and the Supervisory Board continued to provide support and advice in pursuing the Foundation mission “to use the skills, knowledge and support of the industry to do social good”.

The ESOMAR Foundation also continued the work with the PARAGON Partnerships initiative - the Market Research Industry’s response to the UN’s call for help from the private sector to help achieve the 2030 Sustainable Development Goals (SDG’s).

Over the next few pages, you can read about the exciting steps our programmes have taken in 2018 to support individuals and Not-for-Profit organisations throughout the world. From our relaunched training activities, to the continuation of the scholarship grants, to the new – Making a Difference competition, our activities are taking significant steps towards catalysing cooperation between the data, insight and research industry and the non profit sector.

## **EDUCATION PROGRAMME**

### **Online training**

The ESOMAR Foundation is aware of the learning opportunities ahead for Non-For-Profits. Embracing qualitative methods to improve the impact of their activities would no doubt improve their ability to reach their goals. With the knowledge and support of the many qualified researchers in this discipline, the ESOMAR Foundation has built an offer of online trainings (webinars) to advance knowledge for NFPs and to showcase the outcome of great research.

In 2018, the ESOMAR Foundation developed and delivered its first series of webinars. The webinars provided a better understanding of why Not-for-Profit organisations should be doing more qualitative research and hands-on learning of the different types of qualitative tools which can be used offline and online.

The series of webinars gathered under the title “How can Qualitative Research support and inform a Non-Profit organisation’s aims and objectives?” and had the following titles:

- Qualitative Research to inform Communications Strategy
- What different Qualitative Approaches can be used to achieve various objectives?
- Qualitative Research for Not-for-Profit organisations
- Focus on design and taking action

The series kicked off with the “Qualitative Research to inform Communications Strategy” webinar. Speaker Sven Arn took insights from the research industry and explained how to address and understand different types of Donors. Sonia Whitehead from BBC Media Action spoke about how qualitative research is used in actual development projects.

The 2nd webinar was about the use of different qualitative approaches to achieve various objectives. The webinar featured: Sonia Whitehead from BBC Media Action, the media giant’s international development charity, Georgina Day of London-based NGO Streetinvest and Edward Appleton from qualitative consultancy Happy Thinking People. Each of the speakers talked about different qualitative tools relevant to Non-Profits in helping them and their donors better understand the lives of the people they are looking to support.

The series continued with a webinar focused on examining and showcasing how different forms of qualitative research can be used to help support non-profit organisations. The webinar showcased real stories of recent qualitative research, and how it worked to help NFPs to achieve their objectives. Simon Patterson, Founder and CEO at QRI Consulting covered a case study on Education in Nepal and Philly Desai of UK-based international development consultancy Turnstone Research presented a case study from Voices for Change, a UK AID programme in Nigeria which focuses on challenging discrimination against women and girls.

The 4th and last webinar centered on research design and action. The webinar gave listeners an overall understanding of how to design and deliver a qualitative project that will really make a difference to their Non-Profit’s impact. Emmanuel Karisa Baya, Barbara Kalusche and Astrid Kunert brought some insights into a very delicate and political topic – corruption in voting behaviour in Kenya and Astrid Novianti tackled a challenging and important topic – Stunting in Indonesia.

The webinar series was a big hit and inspired over 1000 registrations. The ESOMAR Foundation counted on the expertise and dedication of Phyllis Macfarlane, Treasurer of the ESOMAR Foundation. Our thanks go to the 12 speakers for making this online-training series a success!

---



## Scholarship

The scholarship programme - which started in 2016 - has been granted to 5 deserving students in South Africa, Cambodia, Georgia, Guatemala and Kenya. Providing financial support to students coming from disadvantaged family circumstances allows them to continue their studies at pre and post graduate level and eventually pursue a career in market research. 2018 marked the first graduation of the ESOMAR Foundation scholarships. After successfully completing her studies, Nicolin Mamuya, entered the labour market in the marketing department of a large department store in South Africa.

We wish to thank WiRe, Unilever, SSI and Inizio for their wonderful support in granting these scholarships!

## **BETTER RESULTS PROGRAMME** **Making a Difference Competition**

Making a Difference competition is the centre-piece of the Foundation's 'Better Results' Programme. It highlights and promotes how the best of research has made a significant difference to Not-For-Profit Organisations (NFPs) and celebrates the ways in which our community of the research willing has helped make the world a better place.

Currently, many Not-For-Profits see research only in terms of population-level facts and figures on poverty, sanitation, medicine, education etc. They are mostly unaware of the immense value that great qualitative, ethnographic and new research methodologies can have on improving the effectiveness of their work. Our

hope is through the ever-increasing database and promotion of ‘Making a Difference’ case studies, we can encourage usage of more insightful and inventive research and massively increase the overall impact of market research in building a better world.

For the first edition of the ESOMAR Foundation “Making a Difference” Competition we received a large number of entries – all of which of great value and relevance for highlighting and promoting how the best of research has made a significant difference to Not-For-Profits. The best three case studies were selected under the following categories:

**Most innovative NFP case study**

**Reducing child mortality- a provider, a mother, and a powder**

Sema Sgaier, Surgo Foundation, USA/India

NFP Surgo Foundation

*Huge potential impact in India and internationally where diarrhea kills large numbers. This is a really excellent, thorough and innovative and effective piece of research*

**Best international NFP case study**

**Empowering Digital Storytelling for Good**

Justine Lukas, Kantar Millward Brown, Singapore

NFP Singapore International Foundation – Our Better World

*This simple and impactful case study is set for making a tremendous difference across all NFPs globally.*

**Best local/domestic NFP case study**

**Menstrual Hygiene Management Study in DRC**

Martin Kern, Forcier Consulting, DR Congo

NFP Catholic Relief Services DR Congo

*This very important piece of research is something that could make a real difference to half the population.*

All three organisations decided to turn to market research to ensure their actions would make an impact. They were able to achieve that, and this is excellent news! It demonstrates that a better world can be built with the help and support of market research.

The winners together with their NFP counterparts were invited to present their case-studies at a special ESOMAR Foundation session during the Annual ESOMAR Congress which took place in Berlin in September 2018. The session included the three winner presentations followed by a panel discussion and the award giving. The Making a Difference session was a real success on site and on broadcast. Highlights from the session were the three presentations demonstrating the cases where market research applied at its best provoked results for the Non-Profit Organisations that had decided to rely on it.

Among the competition entries there were a number of them which deserved a commendation for their excellent approach, here are the commended case studies:

**‘Stunting’ in Indonesia**

Nurhasanah Ayuningtias, Astrid Novianti, Astiti Suhirman, Kantar TNS, Iwan Hasan, IMA World Health, Indonesia

*“Malnutrition is a massive issue and this was a very innovative approach and a contender for most innovative”; “Excellent case study – really getting underneath the issues”*

**Girl-Friendly Toilets – Qualitative Insights To The Benefit Of Female Students In Public Secondary Schools In Kathmandu Valley, Nepal**

Andre Linden, Luxembourg, Simon Patterson, QRi Consulting, UK

Stichting ESOMAR Charitable Foundation

*“Creative and insightful research and making a meaningful difference to girls there”, “Beautiful simple example of the effectiveness of good qual research”*

**Women, a key player om economic development**

Cristina Paez, Ipsos, Ecuador

*“Very good and very effective! An important issue for half the population and rightly topical”*

**Giving the World’s Children a Voice: A UNICEF Case Study**

Benjamin Riondel, Unicef, Switzerland

*“A delightful study!”*

**Critical Thinking Against Populism**

Tamila Konoplytska, Inna Volosevych, GfK, Ukraine

*“Innovative use of research”*

**The research on Public Awareness of HIV Epidemic in Ukraine**

Tamila Konoplytska, Inna Volosevych, GfK, Ukraine

*“This is important research with potential to make a real difference”*

Our hope for the coming years is that by securing the Foundation’s funding, focussing on helping Not-for-Profits and creating a large ‘community of the research willing’, together we can build and extend the impact of the Foundation’s tremendous work to date, in building a better world.

**EF Not-for-Profits special fund**

To raise awareness, funds and engagement from the research industry, the ESOMAR Foundation decided to run a fundraising campaign to support and reward the winners of the Competition, namely, the organisations on the ground who were able to achieve their goal through insightful and robust market research.

We focused the campaign on the inspiring ground work done by the Not-for-Profit organisations. The campaign raised the profile of the organisations and created awereness for all the involved NGO’s. Though it did not produce the expected donations, we believe that it helped tremendously raising awareness of the importance of good research for good purposes.

**Knowledge sharing**

The number of blogs and articles showcasing excellent testimonials of research in action increased considerably in 2018. These articles explore ways to apply market research methodologies and expertise to the non-profit sector’s work and help them improve their performance through better results measurement. The purpose is to highlight to NGOs how market research can actively contribute to solving societal issues. Among them there was a number of entries from the Making a Difference Competition which were recognised by the jury for their excellent approach.

Topics of the articles range from offering a voice to world’s children to critical thinking against populism, Girl-Friendly Toilets in disadvantaged areas of Asia, awareness of HIV Epidemic, measuring the nature of violence against women to human trafficking eradication, improving lives of stateless people and combating perceptions against refugees.

1. Awareness of human trafficking risks among vulnerable children and youth in Ukraine
2. Critical thinking against populism
3. Saving Lives: the ultimate example of research & engagement having impact
4. Stateless and at risk population and their needs for assistance
5. Women, key players in economic development
6. Who violates the electoral legislation, and why?
7. Driving the Efforts to Prevent “Stunting” in Indonesia
8. Menstrual Hygiene Management Study in DRC
9. Reducing Child Mortality – A Provider, a Mother, and a Powder
10. Empowering Digital Storytelling for Good
11. Public Awareness of HIV Epidemic in Ukraine
12. Changing Global Consumer Habits for a Healthier Planet
13. Umbrella of Hope
14. Girl-Friendly Toilets
15. Giving the World’s Children a Voice: A UNICEF case study

Our thanks go to the authors and their companies who demonstrated their engagement and support of the industry to do social good.

#### **ESOMAR Foundation’s work with Paragon**

One of the most important relationships we have as ESOMAR Foundation is with Paragon, another Market Research Industry initiative, which is trying to make the world a better place. EF is a member of Paragon. Paragon Partnerships was launched in 2016, by Stan Sthanunathan of Unilever, in response to the UN’s 17th Sustainable Development Goal (SDG) – the call for private sector partnerships to help the UN achieve the Sustainable Development Goals (SDG’s) by 2030. The ESOMAR Foundation supports the Paragon Partnership - ensuring that this very important MR Industry initiative provides powerful data and insights to Governments, the UN, NGO’s and other non-profit agencies to enable them to deliver the UN’s 2030 Sustainable Development Goals.

#### **RESEARCHERS IN NEED**

Market, social, and opinion researchers have been killed or injured in the line of duty whilst attempting to capture the views of ordinary citizens. Unfortunately, tragic events events can always happen. For their surviving family, the loss (be it temporary or permanent) of the breadwinner can be catastrophic. This was the case when 37 Research Now SSI employees were lost in the fire that struck the NCCC mall in Davao City, Philippines. ESOMAR Foundation was one of the first institutions which have contributed to a fund dedicated to the families of those who perished. Our donation of €10,000 contributed towards the emergency financial support and counseling the families of the researchers lost in this terrible tragedy.

John Kearon, President of the ESOMAR Foundation, was saying at that time, “Together with ESOMAR President Niels Schillewaert and our entire ESOMAR team, we offer our deep condolences to the families affected by this tragedy, as well as to all of Research Now SSI around the world. Each and every member of our organisation was eager to show our sympathies and support in a way that would directly benefit the families of those who perished.”

## Charitable actions

**A Lasting, Living Relationship.** It's been over two years since ESOMAR Foundation's project in Rwanda, where Foundation volunteers joined with those from SURF Survivors Fund charity to train Rwandan genocide survivors in business skills. Since our visit to Rwanda in 2016 we have joined our efforts with SURF to help the Iwacu widows' cooperative who make beautiful handmade jewellery. We made a commitment to help this enterprise which provides livelihoods and a respite from trauma for women who continue to suffer horrendous effects from the 1994 genocide. This year at ESOMAR Congress in Berlin the widows' handmade jewellery sale raised 949 euros!!! Will Goodhand, SURF trustee and long term ESOMAR Foundation supporter: "It's a great privilege to help in meeting this necessity, enabling progress - and being able to keep doing this through selling the widows' jewellery at Congress."

**A feel-good story.** At the end of 2018, ESOMAR Foundation and the ESOMAR staff were involved in one memorable charitable activity. Throughout the month of December, we have managed to collect at our office in Amsterdam clothes, accessories, toys and other goods for adults and children in need.

Joining hands with the local organisation Surf the Earth Project – STEP, we reached several remote rural communities in Bacau county, Moldova region of Romania. Together, we managed to offer a Christmas present to individuals from disadvantaged backgrounds (social, economic, geographic). 330 kilos of goods, accessories, and clothes traveled from Amsterdam to Romania and were added to the collection of the local campaign.

A total of 700 bags and backpacks equipped with school supplies were offered to school children in 8 villages from 2 counties of Nord-East Romania (Bacau, Vaslui). The campaign exceeded the initial expectations with the help received from the ESOMAR Foundation and the generous donations of the ESOMAR staff.

## BOARD OF DIRECTORS

During 2018, the Board conducted eight regular meetings. These meetings focused on the foundation programs and strategy, financial and activity reports, and the budget for 2019. Members of the Board were regularly consulted by the Programme Coordinator on issues related to their individual areas of expertise.

2018 was the first year of the President mandate for System1's CEO, John Kearon. He has been the driving force of the board. Using his creative mindset he implemented a set of reforms and proposals and offered a new direction to the Foundation and its activities.

2018 marked the resignation of Angela Canin from the ESOMAR Foundation Board. The signatory rights for the Foundation bank account were handed to Marcel Dekkers, Manager Finance, ESOMAR. In her role of Senior Member Relations Manager at ESOMAR, Angela will continue to provide support and expertise to the Foundation. We wish to thank Angela for the time and effort she has dedicated to the Foundation.

The Supervisory Board has seen the departure of Pervin Olgun. The ESOMAR Foundation wishes to warmly thank Pervin for her dedication and for her belief that through the Foundation the wealth of knowledge and experience that is represented in the market research industry could be applied to every aspect of society to ensure a more transparent, reliable and sustainable world.



## **LOOKING BEYOND 2018**

### **Making a Difference to Not-for-Profits**

ESOMAR Foundation is a charitable Foundation representing the Market, Social and Opinion Research industry. Our 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. The ESOMAR Foundation functions as a facilitator. We identify organisations and match their needs with the appropriate resources and competencies within our industry. Our goal is to help all non-profit organisations as well as other stakeholders to use the market research industry's expertise to make their work more effective.

2018 has been a remarkable year for the Foundation, together with your help we have achieved so much. Our "Coalition of the willing" supporters is growing fast with members from all corners of the world. In 2018 we have received support from 1441 patrons from over 40 countries. In 2019 and beyond we will continue the annual 'Making a Difference' Competition and the educational webinar series dedicated to Not-for-Profits. We are looking to implement other educational face to face events dedicated to NGO representatives and a global initiative wherein young researchers have the opportunity to implement a project to address issues encountered by Non-Governmental Organisations (NGOs). The Foundation aims to increase the involvement of ESOMAR members and coalition of the willing supporters in its activities. The Board wishes ESOMAR Foundation to be completely self-funded by the end of 2019.

For all our initiatives we work with partners and sponsors. Partners are usually companies with an interest in providing their expertise and support. Partners support our activities financially, get involved in projects, dedicate their time to speak or write an article in order to help NGOs develop their skills and expertise.

Together we can build and extend the impact of the Foundation's tremendous work to date, in building a better world.

**A SPECIAL THANK YOU!**

It goes without saying that we could not survive without the generous help and support of the many donors, volunteers, sponsors, friends, ambassadors and partners that demonstrate how much they care for us! So, we'd like to take this opportunity to warmly and sincerely THANK YOU ALL for ensuring that together we can pursue our mission of contributing to a better world.

Results so far are encouraging! With the help of our wonderful industry, we look forward to continuing to grow and achieve even better results in the years to come!

Amsterdam, 01.07.2019

The Board of Directors,

John Kearon



Phyllis MacFarlane

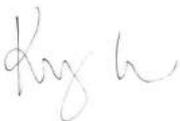


Anna Alu



On behalf of the Supervisory Board,

Kristin Luck



## **ESOMAR FOUNDATION VISION**

ESOMAR Foundation believes that a fair, just and peaceful society is deserved by all and recognises 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 help and support charities and NGO's to achieve their aims.

ESOMAR Foundation is managed by an experienced Board of directors. The Board of Directors reports to the ESOMAR Council and Supervisory Board. When selecting charities for financial support, the ESOMAR Foundation calls upon independent juries of experts

## **GOVERNANCE**

The ESOMAR Foundation has a two-tier board structure: the Board of Directors and the Supervisory Board. The Board of Directors is responsible for setting and achieving the objectives and policies of the ESOMAR Foundation, including managing its assets and determining the causes eligible for funding. It meets regularly to discuss the projects submitted for funding as well as other strategic decisions.

The Board of Directors is accountable to the Supervisory Board. The Supervisory Board supervises and advises the Board of Management and safeguards the original objectives of the Foundation.

The members of the Board of Directors and the Supervisory Board do not receive compensation from ESOMAR Foundation.

The ESOMAR Foundation has ANBI ('Algemeen Nut Beogende Instelling') status, meaning that the Foundation is recognised by its objective to improve the well-being of the general public.

**Date of launch** = 23 September 2013

## **THE BOARD**

### **John Kearon**

#### **President**

John's role in conceiving and leading BrainJuicer Group PLC, now System1 Group PLC, made him Ernst & Young's 'Entrepreneur of the Year', the ARF's Gold Award for Research Innovator and four times winner of 'Most Innovative Market Research Company'. As one client commented, "John's a mix of Richard Branson and Colin Firth, with a healthy dose of Monty Python thrown in". A popular speaker at industry events and winner of many awards, including two ESOMAR prizes. John believes that Understanding the human condition, to better the human condition is essential for making the world a better place.

### **Phyllis Macfarlane**

#### **Treasurer**

A lifelong Market Researcher – International, Quantitative, B2B – currently working on GfK's CSR Project to improve the quality of education in MR in Africa – always involved in helping people in the MR business develop to their full potential.

### **Anna Alu**

#### **Day to Day Management**

Anna is Senior Consultant – Developments at ESOMAR. Born in Italy, Anna applies to the ESOMAR Foundation her knowledge and skills built over many years of playing a pivotal role in broadening and enhancing the worldwide events calendar and leading several key projects at ESOMAR.

### **Kristin Luck**

#### **Representative of the Supervisory Board**

Kristin Luck is a serial entrepreneur and a globetrotting internationally recognised keynote speaker on technology and innovation.

In 2007 Kristin founded Women In Research, a not-for-profit organisation with over 3,000 members globally. WIRe facilitates education, entrepreneurship and other career development goals for women.

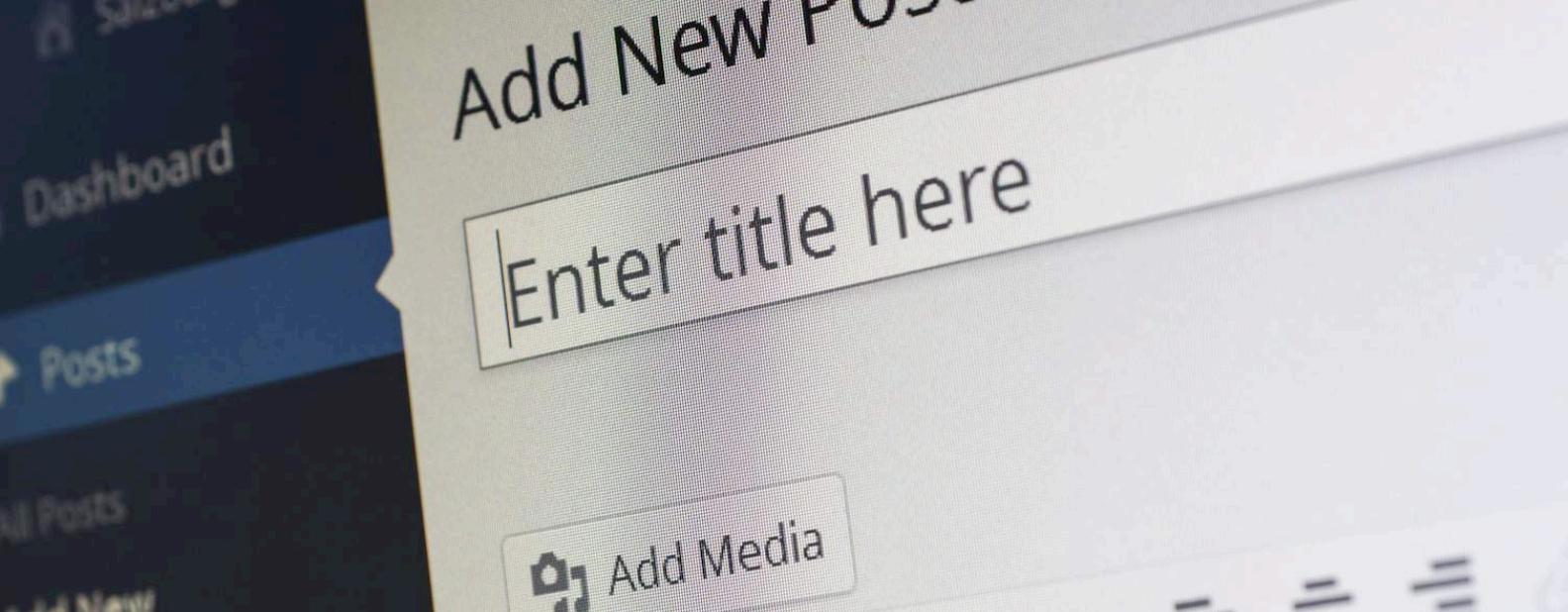
## **Personnel**

### **Razvan Bondalici**

#### **Programme Coordinator**

Razvan has extensive experience in designing and organizing various events and projects in business and not-for-profit environments in a collection of countries from 4 different continents. While his sports background combined with the event management experience taught him to be an excellent team player, the project writing and trainer work developed him as a self-motivated independent worker.

The ESOMAR Foundation welcomes Razvan and wishes him all the best in this role. Receiving support from the EF board, Razvan takes over responsibilities for setting and achieving the objectives of the ESOMAR Foundation.



## **Communications**

Through our communications outreach, we strive to be accessible to a wide audience, reaching diverse groups in society, and including those who would otherwise not be addressed by a particular content. Engaging in dialogue is a must in order to tackle cooperation between the market research and non profit sectors. Our press and marketing work is focused on industry awareness and reaching a wider audience.

### **Social media**

Social media is an increasingly important tool for sharing the mission and vision of our Foundation, creating a greater impact for our activities as well as engaging wider audiences. We have increased our responsiveness towards the online community and created more interaction with our audiences. Our website is hosting a collection of research testimonials and continues to be a popular way of showcasing valuable work done towards solving societal issues to a wider audience.

The Foundation's Facebook page is focused on promoting our participatory programmes and events. Since this approach was implemented, we have seen a big increase in followers and engagements (likes, shares, comments etc.). Our Facebook page currently has the biggest amount of followers from all our social networks. <https://www.facebook.com/esomarfoundation>

Since the initiation of the ESOMAR Foundation, Twitter was designed as a portal focused on sharing all our latest news, including interesting articles, announcements but also sharing opportunities from around our network. Partners in our research networks actively approach us to help them share and disseminate content. The platform is also used as an instant method of communication when offering live updates from events. <https://twitter.com/ESOFfound>

We are posting news catered towards an audience of business professionals via LinkedIn on the ESOMAR Foundation page and the ESOMAR – official group . <https://www.linkedin.com/company/esomar-foundation>

We have also recently started actively posting on Instagram and we have quickly realised that it is the fastest growing social network in terms of engagement and followers, been proven to attract the younger generation. <https://www.instagram.com/esofound/>

## Statement of financial position

As at 31 December 2018

In thousands of euro

	Note	2018	2017
<b>Current assets</b>			
Cash and cash equivalents	1	82	22
<b>Total current assets</b>		<b>82</b>	<b>22</b>
<b>Total assets</b>		<b>82</b>	<b>22</b>
<b>Current liabilities</b>			
Payables and accrued expenses	2	-	-
<b>Total current liabilities</b>		<b>-</b>	<b>-</b>
<b>Total assets less current liabilities</b>		<b>82</b>	<b>22</b>

## Statement of income and expenses

For the period ended 31 December 2018

In thousands of euro

	Note	2018	2017
<b>Foundation Donations</b>			
Esomar Endowment	3	50	-
Corporate Giving		69	19
Individual Giving		5	3
		<b>124</b>	<b>22</b>
<b>Programme expenditure</b>	4	<b>(16)</b>	<b>(9)</b>
<b>Subtotal</b>		<b>108</b>	<b>13</b>
<b>Foundation expenditure</b>			
Salaries	5	(25)	-
Sickness benefits		-	-
Social security charges		(5)	-
Travel allowance		(2)	-
Communications		(8)	-
Legal and Consultancy fees		(6)	(3)
Other expenses		-	(3)

<b>Total general expenditure</b>	<b>(46)</b>	<b>(6)</b>
<b>Net result</b>	<b>62</b>	<b>7</b>

## Notes to the financial statements 2018

### 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 are in need of 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 Atlas Arena, Hoogoorddreef 5, 1101 BA Amsterdam, The Netherlands.

### 2. Basis of reporting

#### Statement of compliance

The accompanying financial statements have been prepared on the basis of 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 June 2018.

### **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 at 31 December 2018

### Current assets

#### 1. Cash and cash equivalents

Cash and equivalents can be specified as follows:

In thousands of euro

	2018	2017
Bank accounts	82	22
<b>Total</b>	<b>82</b>	<b>22</b>

### Current liabilities

#### 2. Payables and accrued expenses

The payables and accrued expenses can be specified as follows:

In thousands of euro

	2018	2017
Creditors	-	-
<b>Total</b>	<b>-</b>	<b>-</b>

## Statement of comprehensive income for the period ended 2018

#### 3. Foundation donations

The donations can be specified as follows:

In thousands of euro

	2018	2017
Esomar BV Endowment	50	-
Corporate Giving	69	19
Individual Giving	5	3
<b>Total</b>	<b>124</b>	<b>22</b>

#### 4. Programme expenditure

The programme expenses can be specified as follows:

In thousands of euro

	<b>2018</b>	<b>2017</b>
Local initiatives programme	-	-
Education programme	(6)	(9)
Research programme	-	-
Philanthropy programme	(10)	-
<b>Total</b>	<b>(16)</b>	<b>(9)</b>

The programme expenditure relates to charity grants.

#### 5. Foundation expenditure

The Foundation expenses can be specified as follows:

In thousands of euro

<b>Overhead costs, salaries and social charges</b>	<b>2018</b>	<b>2017</b>
Salaries	(25)	-
Sickness benefit	-	-
Social security charges	(5)	-
Travel allowance	(2)	-
<b><i>Salaries and sickness benefits</i></b>	<b>(32)</b>	<b>-</b>
<b>Other costs</b>	<b>2018</b>	<b>2017</b>
Communications	(8)	-
Legal and Consultancy fees	(6)	(3)
Other expenses	-	(3)
<b><i>Other costs</i></b>	<b>(14)</b>	<b>(6)</b>
<b>Total</b>	<b>(14)</b>	<b>(6)</b>



## DETAILS ON DONATIONS

The ESOMAR Foundation saw a fantastic financial boost thanks to the contribution of the coalition of the willing represented by donations from ESOMAR members. Individual spontaneous initiatives and donations have also contributed towards supporting all the initiatives which have been implemented by the Foundation in 2018.

In 2018, the ESOMAR Foundation has benefited from an endowment of EUR 50,000 from the ESOMAR Society which assured the addition of the Programme Coordinator. Donations received from the coalition of the willing supporters sustained the growth of the Foundation and ensured the stable implementation of the activities.

Any surplus as a result of lower expenditure than income is temporarily added to our reserve and is then used for purpose-related activities in the following year(s). In pursuing our ambition and commitment to be self-funded, we are working on a new opportunities to achieve mixed income streams, ready to grow over the coming years.

The Foundation Board wishes to thank the following people and companies for their support. Please visit [www.esomarfoundation.org](http://www.esomarfoundation.org) for a full list of our Coalition of the Willing' supporters.

Without your generous help and support, the ESOMAR Foundation could not survive! So, we would like to take this opportunity to warmly and sincerely send you our appreciation for ensuring that together we can pursue our mission of contributing to a better world.

Last, but not least, the ESOMAR Foundation wishes to thank warmly



**for so generously supporting its activities through their donations.**



Financial statements  
for the year ended 31 December 2018