



Help us help colleagues in need

With your help we can do more

The Market Research Benevolent Association (MRBA) is the industry's independent, registered charity. We offer financial assistance to people who are working or have worked in our industry regardless of their title, role or level. For the past 30 years our grants and interest-free loans have been a lifeline to hundreds of families experiencing financial hardship due to illness, injury, bereavement, carer responsibility, or other personal problem.

Like all charities, we depend on gifts and donations to continue our work. With the current economic climate, the number of people seeking our help has almost doubled.

How you can help

1. Spread the word

There are still people in the industry who do not know what we do. You, your team and your company can help spread the word by:

- Inviting us to present to your staff or mentioning our services at all new staff inductions
- Adding a link from our website to yours
- Downloading our information sheet from our website and arranging a staff mailing
- Running our advertisement in your publication or on your website
- Promoting what we do and our fund raising events in your internal publications/intranet
- Recommending a colleague with financial difficulties to contact us

2. Become a 'Friend' for just over £2 per month

We also raise funds through our 'MRBA Friends' campaign. Please consider becoming a friend by giving us a donation by direct debit of £25 per

year - that's just over £2 a month. Alternatively, become a 'lifetime' friend with a donation of £250 or more. Please ring 0845 652 0303, download a copy of our form from www.mrba.org.uk, or send us an email at marketresearchba@yahoo.co.uk.

3. Become a 'Corporate Patron'

Our Corporate Patrons give generously by fund raising, providing 'gifts in kind', and making regular donations. But we are always looking for new supporters from agencies, corporate clients and industry bodies. For more information on how your organisation can help, please contact Rossanne Lee-Bertram at rossanne.lee@bertramenterprises.co.uk.

4. Leave a legacy

Over the years colleagues have also left us money in their wills which we have invested. Please ring 0845 652 0303 or email us at marketresearchba@yahoo.co.uk.

5. Use Card Aid

When you are looking for cards for Christmas, or other special occasions for yourself or your company, please consider using cards in support of the MRBA with Card Aid. Simply click on 'Customised cards' on their website www.cardaid.co.uk, and follow the instructions, or contact them directly on 020 7433 3636.

6. Volunteer or fund raise

We organise activities throughout the year. So if you want to get involved, help increase our profile and generate more funds, we would like to hear from you. Or, if you would like to organise your own raffle or sponsored activity on our behalf, that will also be most appreciated. To pledge your support, please ring Linda Henshall on 01932 841036 or email her at linda.henshall@newfieldwork.co.uk.

The Market Research Benevolent Association

Registered office: 15 Northburgh Street, London EC1V 0JR

Helpline: 0845 652 0303 Website: www.mrba.org.uk Email: marketresearchba@yahoo.co.uk Charity No. 274190