



MPI

FOUNDATION

SECURING TOMORROW BY
STRENGTHENING TODAY



Welcome
Christine Roberts
Executive Director





Thank You for Your Service!



Key Foundation Volunteer Leaders:

Kevin Kirby, GBOT Chapter Liaison

Marti Winer, Chair, Foundation US Council

What is the Foundation??

THE MPI FOUNDATION fuels the growth and advancement of MPI Members by providing them professional development and career opportunities through grants and scholarships. The MPI Foundation also propels the meetings and events industry by funding innovative research and pan industry initiatives that support the strategic plan of MPI.

When you give to the MPI Foundation, you are actively growing the knowledge base of the MPI global community. By creating bedrock of smart and talented MPI members, you are nurturing the people that move your industry forward. It's an investment in the strength of the MPI global community, and in securing the future success of the industry. Proceeds from the event will go directly back into the meeting and events industry to help fund the MPI Foundation.



**MISSION.
VALUE.
PURPOSE.**

The Meeting Professional International (MPI) Foundation supports and propels the global meeting and event industry. By providing professional development and career opportunities through its grants and scholarships program, it fuels the growth and advancement of MPI members. And by funding innovative research, it affords critical support to MPI's strategic plan.

WHY IS THE MPI FOUNDATION IMPORTANT?

- It helps MPI members when they need it most with professional development.
- It shapes and supports tomorrow's leaders.
- It fosters a position of influence through its partnership with the industry.

Chapter – Foundation Ambassador Role

Role

- An existing Chapter Board member
- Share Foundation initiatives and opportunities with the BOD
- Determine ways to create a Foundation fundraiser over the course of the year – see best practices

Responsibilities

- Advocate for the Foundation within the Chapter
- Communicate Foundation scholarship or grant opportunities to member and BOD – review monthly Chapter newsletter
- Attend 4 30-minute calls over the year

MPI Foundation – US Council Goals

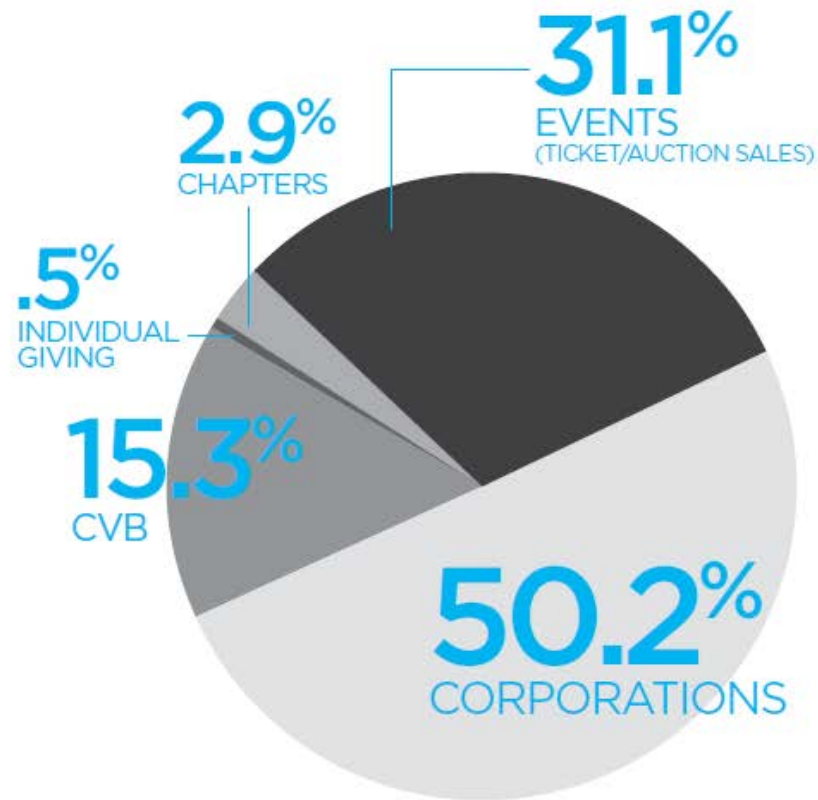
- Create Awareness about the MPI Foundation through US, South & Central America Chapters
- Work with Chapter leaders on communicating opportunities for their members
- Work with Foundation US Council members to create opportunities for chapter scholarships and grants
- Work with Foundation US Council members to identify key supportive organizations within US to help fund US chapter programs and funding

DOING GREAT THINGS GLOBALLY

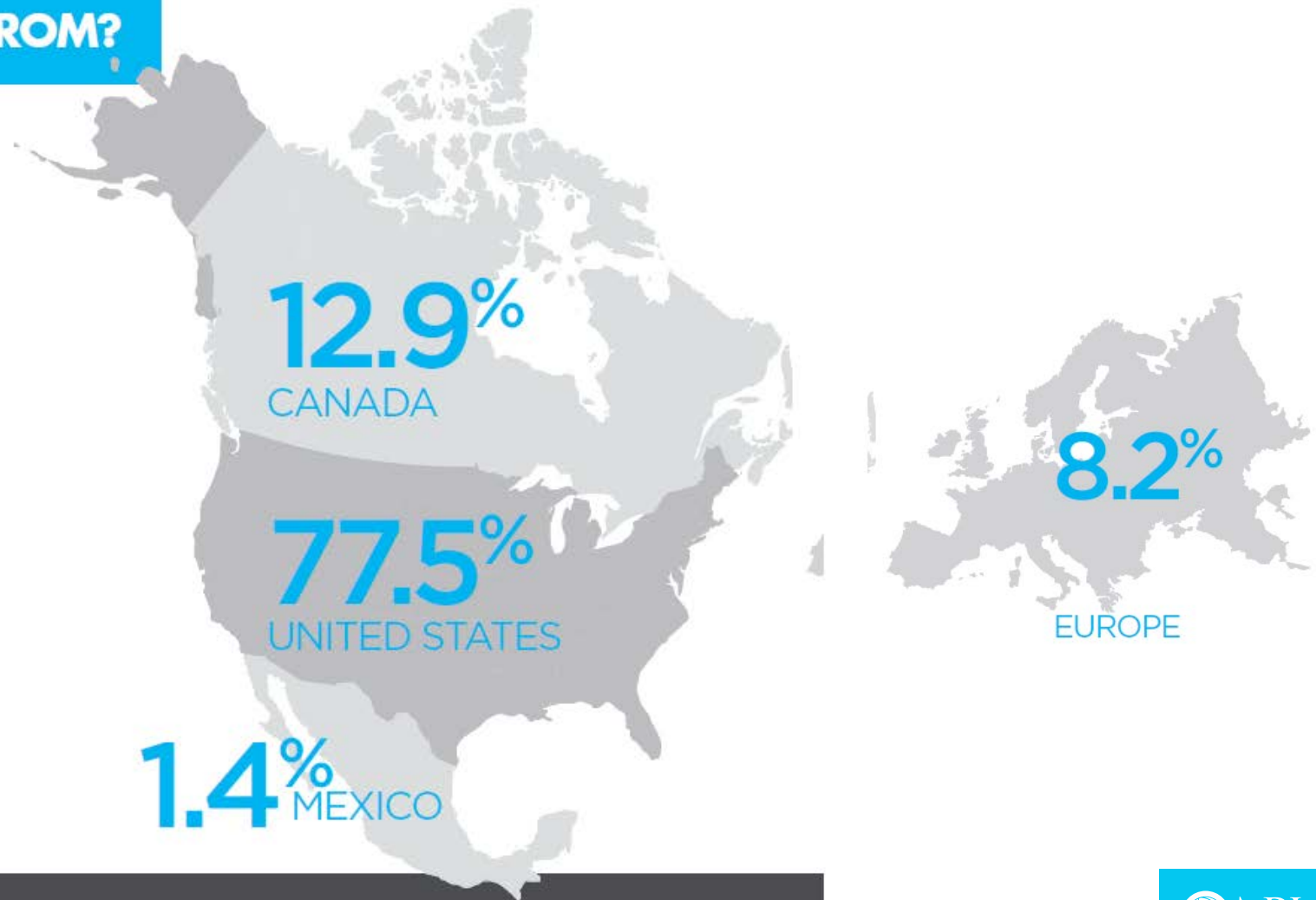


MPI FOUNDATION 2017 FINANCIALS

WHERE DID THE MONEY COME FROM?



Based on unaudited financials



HOW WE RAISED THE MONEY

2017 FUNDRAISING EVENTS & PROGRAMS

Rendezvous

RENDEZVOUS EVENTS:

EMEC Rendezvous
Granada – February

WEC Rendezvous
Las Vegas – June

The Meetings Show Rendezvous
London – June

Rendezvous at IncentiveWorks
Toronto – August

IMEX America Rendezvous
Las Vegas – October

IBTM World Rendezvous
Barcelona – November



SILENT AUCTIONS:

IMEX
Frankfurt – April

WEC
Las Vegas – June

IncentiveWorks
Toronto – August

IMEX America
Las Vegas – October

2017 CONTRIBUTORS



FREEMAN



OTHER EVENT & PROGRAMS:

MPI Foundation/HB Cares Autism Work Experience Project
London – February

The Big Deal at WEC
Las Vegas – June

Thought Leaders Summit
Orlando – October

Chapter Chairman's Challenge
Throughout 2017



Upcoming Events for Foundation

- Rendezvous@ IncentiveWorks Toronto – August 13
- Rendezvous @ibtm Americas, Mexico City – September 5
- Rendezvous @IMEX America, Las Vegas – October 17
- Thought Leaders Summit November 4 – 8 – UNICO, Riviera Maya, Cancun

Early 2019

- EMEC – The Hague – Rendezvous – February 10
- CIM Clubbing benefitting Foundation @ IMEX Frankfurt
- Other EMEA – still tentative for 2019

HOW THE MONEY WAS SPENT

2017 CHAPTER GRANTS

MPI Foundation Chapter Grants assist chapters with the costs associated with providing high quality educational programming to its members as part of their professional development.

RESULTS INCLUDE:

18

MPI CHAPTER
GRANTS AWARDED

\$435k

IN GRANTS AND SCHOLARSHIPS

\$141k

GRANTS AWARDED
- CHAPTER AND MAJOR



MPI CHAPTERS WHO WERE AWARDED GRANTS IN 2017

MPI Edmonton

MPI Carolina

MPI Tennessee

MPI Toronto

MPI Rocky Mountain

MPI Dallas

MPI Montreal/ Quebec

MPI Westfield

MPI Eastern Great Lakes

MPI New Jersey

MPI New England



2017 MAJOR GRANTS

- EU Chapter Leaders to WEC
- The Event - Canadian Conference
- Meetings Mean Business Canada
- US Economic Significance Study - Events Industry Council
- American Unity Fund
- National Autistic Society

BRANDED CHAPTER GRANTS

AMERICAN AIRLINES



WOMEN IN LEADERSHIP
EXECUTIVE LEADERSHIP SKILLS

FMAV CHAPTER GRANTS

Funded 90-minute and full-day sessions on event design using the #EventCanvas, delivered by FMAV to British Columbia, Greater Calgary, Greater Edmonton, Montreal & Quebec, Ottawa, and Toronto Chapters.

BRANDED SCHOLARSHIPS

- Conference**
- Encore Productions
 - Freeman
 - Marriott
 - Wyndham Worldwide
 - Omni Hotels & Resorts
 - Orange County Convention Center
 - Mexico Tourism Board
 - The International Centre
 - TopGolf

- Academic**
- International Centre
 - Rosen Hotels & Resorts

- Professional Development**
- InterContinental Hotels Group
 - International Centre

- MPI Membership**
- Quest Drape
 - Wynn LasVegas and Encore



Total \$732K
GRANTS, SCHOLARSHIPS AND THE ENDOWMENT



WHERE THE MONEY WENT IN 2017.

2017 SCHOLARSHIPS

The MPI Foundation's mission to give back to the meetings industry through scholarships is a testament to MPI's belief in fueling the growth and advancement of its members and to our recipients.

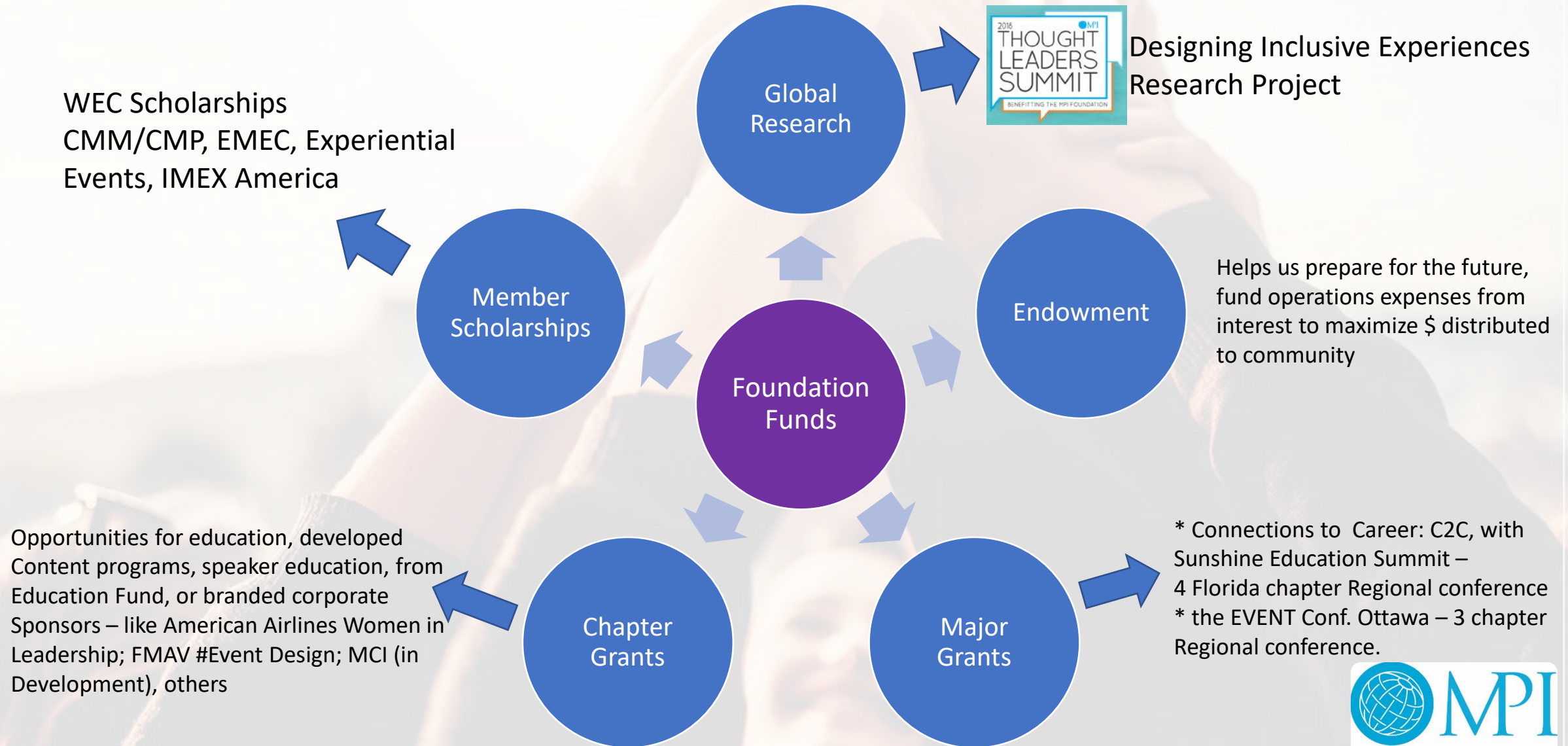
RESULTS INCLUDE:



SCHOLARSHIP BREAKDOWN



Foundation Distribution



HOW CAN YOU HELP?

Raise Funds

Communicate Opportunities to Chapter Members

Congratulations

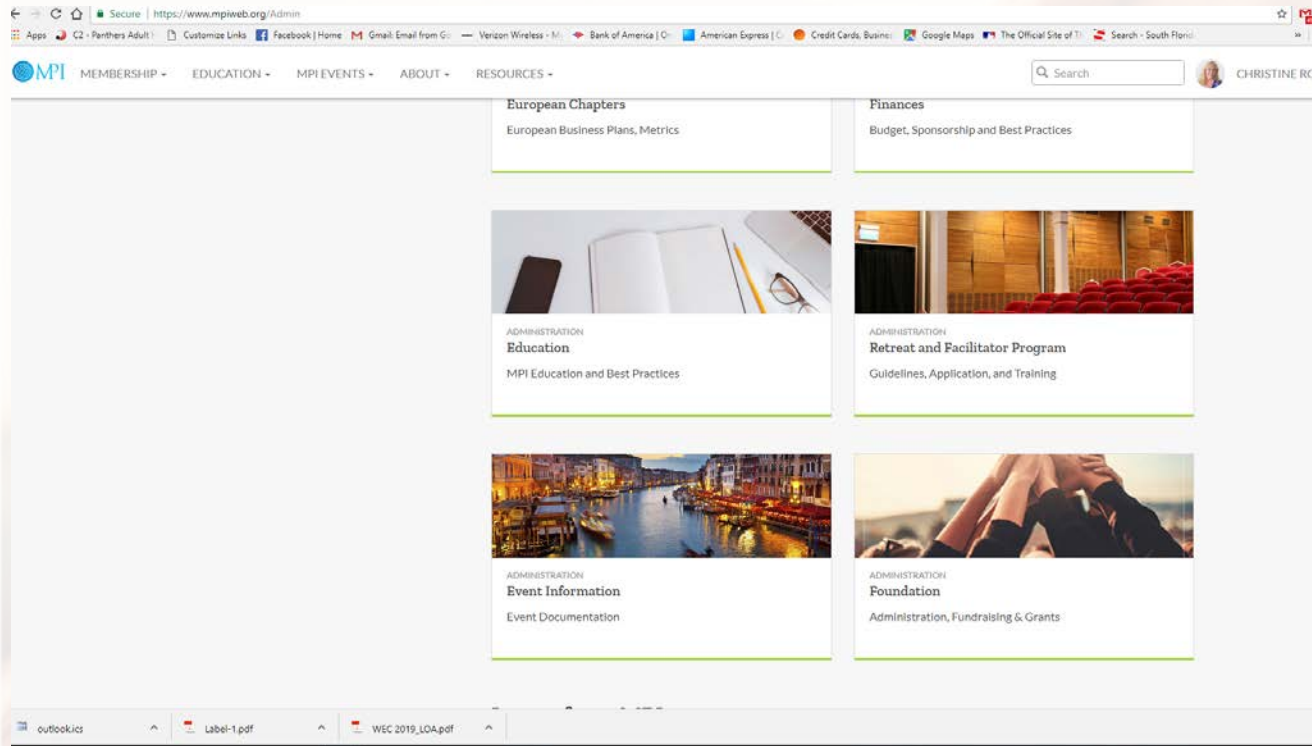
- New program 2018 – 2019 adopted by Board
- Every program that takes place in 2018 – 2019, \$2 cdn has been added to registration cost, and will be donated to the Foundation each quarter.
- Advocate at each meeting to review scholarship opportunities, help the Foundation raise funds to give away more scholarships and grants



Best Practices for Fundraising

- Host a Wellness Event – charge a donation amount for a session preceding another educational session or conference
- Host a Cocktails for Charity – Mix n’ Mingle where cash donations, raffle sales or tickets go to the Foundation from the Chapter
- Use the Web or Text 2 Give campaigns during a chapter event
- Partner with the Foundation on a Rendezvous locally – and share proceeds towards a local Grant
- Allow the Foundation to provide donated prizes to a Chapter Auction and have the funds go to the Foundation.
- Establish a pledge amount with your board – and campaign to raise funds towards that amount
- Do an annual Raffle
- Send one email to members with a contest to raise funds
- Establish a small percentage from an annual event (auction) to donate 10% to the Foundation
- Ask for voluntary donations from registrations for events - \$1/\$2
- Add a small amount to your event prices for the year, and donate that to the Foundation – advising your members

New Foundation Area – Chapter Leaders Resource Page



- Grant Details – Overview and timeline
- Links to Grant applications to be completed by Chapter leaders
- Resources – video, information about the Foundation, powerpoint
- Chapter Programs (ideas for your chapter / best practices)

Communications

- Help us tell your members how to apply and how to give back
- Monthly info – distributed through new Chapter Leaders Newsletter
“Cut and Paste” info about Grants, Scholarships and info for community
- 30 minute Quarterly Calls for Ambassadors – requirement that information be distributed and reviewed with BOD. Please help pass this information along. Need participation.
 - New this year – separate calls for EU; Canada, and US / Central/ Latin America Regions



Thank You!