



# 2019

ANNUAL IMPACT REPORT

Advancing Our Industry by  
Strengthening Our Community



# HOPE.

That simple word has never been more relevant in defining the purpose of the core group of professionals, corporations, destinations, and affiliated organizations who volunteer their efforts to raise funds.

Throughout 2019, our Foundation chair, Carole McKellar of HelmsBriscoe, set a wonderful example and carried the legacy of previous chairs in making “doing good” a rallying cry for our community. To Carole and all the members of our Board of Trustees, thank you for your unified support.

The generosity displayed throughout 2019 is making an important impact in 2020. Those funds are benefitting hundreds of MPI members, chapters, and industry initiatives during one of the most tragic and humbling viral occurrences of our lifetime. We’re giving HOPE.

While we’re proud, there is still so much work to achieve. Every day, we’re actively seeking funds to continue to support diverse and strategic efforts.

Care to help? That’s easy! In your chapters, destinations, or companies, PARTICIPATE in MPIF events, auctions, or legacy of giving programs. If you’ve ever benefited from an MPI Foundation award, please tell us your story.

Give if you can. **IT’S THE SECRET RECIPE IN HOPE!**



A stylized, handwritten signature in black ink, appearing to read 'Kevin G. Kirby'.

**KEVIN G. KIRBY**

Executive Director | The MPI Foundation  
kkirby@mpi.org



# 2019 Financials

TOTAL DISTRIBUTIONS: \$394,746

206

TOTAL SCHOLARSHIPS AWARDED  
\$246,229

106

Scholarships Awarded to Attend Conferences

90 MPI World Education  
Congress (WEC)

8 IMEX Frankfurt  
and IMEX America

6 EMEC  
2019

2 EMEC  
2020

53

Membership Scholarships

32 New memberships  
(planners and suppliers)

21 Renewals for current  
members

47

Professional Development Scholarships

22 Certificates in  
Meeting Management  
(CMM)

9 Other Academy Programs  
(Women in Leadership,  
Venue Sales Certificate,  
Crisis Communications,  
Basics Bootcamp, HMCC)

6 Certified Meeting  
Professionals (CMP)

5 Experiential  
Events

3 Event Design  
Certificate Courses

2 Master's Degrees-Hospitality  
& Tourism Mgmt. at San  
Diego State University



“The MPI Foundation is actively inspiring me to live as if I will not fail.”

Zoe Moore, MPI Northern California Chapter

# Grants

13

TOTAL GRANTS AWARDED  
\$47,200

3

Chapter-Developed Grants

MPI  
**WESTFIELD**  
Chapter

MPI  
**UK & IRELAND**  
Chapter

MPI  
**MEXICO**  
Chapter

3

Freeman ECOS Grants

MPI  
**MONTREAL-  
QUEBEC**  
Chapter

MPI  
**ATLANTIC  
CANADA**  
Chapter

MPI  
**TORONTO**  
Chapter

7

American Airlines Women in Leadership Grants

MPI  
**CONNECTICUT  
RIVER VALLEY**  
Chapter

MPI  
**GULF  
STATES**  
Chapter

MPI  
**DALLAS-  
FORT WORTH**  
Chapter

MPI  
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AREA**  
Chapter

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Chapter

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**OREGON**  
Chapter



“

**This was one of my favourite  
MPI Toronto events to date.**

When we meet, we change the world and at the MPI Toronto Chapter Shoreline Clean up, we did just that. I am so grateful to the MPI Foundation Grant provided by Freeman Audio Visual Canada that allowed us to offer this important impact opportunity to attendees at zero cost to them.

Everyone left feeling happy and interested in helping again if the event was provided next year.

”

**Sandra Moniz, CMP, CMM** Tourism Calgary



# Major Grants

2

TOTAL MAJOR GRANTS AWARDED  
\$57,500

\$30,000

MPI ACADEMY EVENT CANVAS PRODUCTION  
AT THOUGHT LEADERSHIP SUMMIT

\$27,500

EMEA CHAPTER LEADERS ATTENDANCE  
AT WEC 19



“

Thanks to a grant from the MPI Foundation, the Academy was able to host an extraordinary Event Design Canvas challenge for VIP invitees who utilized social and application-based learning models to design prototype fundraisers for meeting industry scholarships and grants while also discovering ways to revolutionize their own events.

”

**Jessie States, CMP, CMM**  
Director, MPI Academy

# Fundraising

## EVENTS & PROGRAMS

### Rendezvous

January  
Go West | Edmonton  
February  
EMEC | The Hague  
May  
IBTM Americas | Mexico City  
June  
WEC19 | Toronto  
August  
CMEE | Toronto  
October  
IMEX America | Las Vegas

### Silent Auctions

January  
Go West | Edmonton  
May  
IMEX | Frankfurt  
June  
WEC19 | Toronto  
August  
CMEE | Toronto  
October  
IMEX America | Las Vegas  
October  
Red, White & You | Las Vegas

### Other Events & Campaigns

April  
Rally on The Rail | Montreal Quebec  
June  
Cocktails for Charity | London  
October  
Thought Leaders Summit | Pasadena  
October/December  
Plant a Tree | EAC and Denver





# MPI Chapter Donors

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QUÉBEC**  
Chapter

MPI  
**GREATER  
EDMONTON**  
Chapter



# Sponsors

## Legend



## Education





# Sponsors

## Corporate



## Annual Education

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IMEX



# 2019 MPI Foundation

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## Mission

The MPI Foundation funds education and pan-industry research that drives the success of meeting professionals.

## Purpose

The MPI Foundation is a not-for-profit organization that shall fund grants, scholarships and pan-industry research in support of the global meeting and event industry.