

Charity registration number 274190 (England and Wales)

**MARKET RESEARCH BENEVOLENT ASSOCIATION
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025**



MARKET RESEARCH BENEVOLENT ASSOCIATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Ms E Francis Ms G Welch Ms J Frost Mrs L R Henshall Mr M L Wooderson Ms V E Monk Mr D R Hannay Ms D Whittick	(Appointed 19 September 2024)
----------	---	-------------------------------

Charity number (England and Wales)	274190
------------------------------------	--------

Independent examiner	Hazel Day Xeinadin Nightingale House 46-48 East Street Epsom Surrey KT17 1HQ
----------------------	--

MARKET RESEARCH BENEVOLENT ASSOCIATION

CONTENTS

	Page
Trustees' report	1 - 5
Independent examiner's report	6
Statement of financial activities	7
Balance sheet	8
Notes to the financial statements	9 - 15

MARKET RESEARCH BENEVOLENT ASSOCIATION

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2025

The trustees present their annual report and financial statements for the year ended 31 March 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

Objectives and activities

The Market Research Benevolent Association was established by a Declaration of Trust dated 1 August 1977.

The objectives of the Association are the relief and assistance of necessitous persons who are or have been engaged in market research or related activities, and of the dependents of such persons. This constitutes a public benefit as defined in The Charities Act, being for the relief of those in need. Relief is mostly given in the form of grants and loans, although advice and counselling are also provided. This meets the requirements of Principle 1, being an identifiable benefit.

Relief is available to a section of the public, being those people and their dependents who work in or have worked in market research in the United Kingdom. Membership of The Market Research Society is not a necessary condition for assistance to be given. This meets Principle 2, being a benefit to the public.

Applications are invited by email, through the website or by telephone. Applicants are contacted by the MRBA Cases manager by telephone or by using online visual media or by meeting in person. The MRBA Cases Manager assesses the applicant's needs and makes a recommendation to the Management Committee regarding the assistance that may be provided.

Public benefit

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Achievements and performance

Significant activities and achievements against objectives

Background to the year

In the 2024/25 financial year, the UK economy was shaped by a mix of global and domestic pressures. A key external shock came from sweeping tariffs imposed by the United States on most imported goods, which disrupted trade flows and added uncertainty to global markets. Plus, in the UK specifically, UK consumers faced (and continue to face) a mixed economic environment that influenced their spending habits and financial confidence. Although inflation eased and wages rose modestly, many households still felt squeezed due to the lingering effects of high prices, high energy costs and increased tax burdens introduced in the Autumn Budget.

As a consequence, and on the back of a significantly high number of people for whom we provided financial help in the previous financial year, we anticipated 2024/25 yielding a similar demand for support. In truth, whilst the number of initial enquiries we received in 2024/25 was higher than the previous year, the number of people we eventually provided financial support to was lower than the previous year (20 cases in 2024/25 compared to 25 in 2023/24).

In total, we helped 20 cases with grants of £27,575 and loans of £3,278. Compared to the previous year, this equates to a 20% decrease in the number of cases (25 cases in FY 2023/24), and a 46% decrease in the amount of financial support provided (£52,078 in grants and £5,000 in loans in 2023/24).

During 2024/25 we also identified 5 fraudulent applications. This prompted us to put in place tighter processes and controls to identify fraudulent activity earlier in the application assessment process. As a result, none of the fraudulent claims received any monies.

MARKET RESEARCH BENEVOLENT ASSOCIATION

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Financial review

Investments

On the balance sheet, investments are quoted at £303,779 at the end of 2024/25, down from £351,296 for the previous year. For the year 2024/25 there was a net loss of £7,577 on investments. In 2024/25 £40,000 was converted into cash to help fund cases.

Investments are managed by CCLA and ESJ Financial Planning.

Reserves policy

Since we anticipate an uplift in demand in financial year 2025/26, we plan to hold at least 2 years operating costs as reserves. This will be reviewed on a periodic basis, and against our fundraising performance. We anticipate our outgoings to increase in the coming financial year, with an increase in applications for support and with an increase in applications for the Skills bursary scheme.

Total Funds

Overall, the total funds carried forward on 1st April 2025 were £340,813, down from £387,064 as of 1st April 2024. As reported previously, we spend more on outgoings than we receive in income. This year that was even more so the case, with a deficit, prior to the movement in value of investments, of £38,674 (2024 deficit of £64,984). In addition, in 2024/25 our investments decreased in value by £7,577 compared to an increase in value in 2024 of £38,238. Therefore, we finished the year with a total deficit of £46,251 compared to £26,746 in the prior year.

Outgoings

Overall expenditure in the year was £75,201, of which £43,626 was on charitable expenditure: that is grants, bursaries, the management of those and marketing, compared to £98,496 and £69,606 respectively the previous year. In addition, we gave loans of £3,277 (2024 £5,000) during the 2024/25 financial year.

Direct assistance to hardship cases was lower in 2024/25 than in the previous year. The total assistance given this year in grants was £27,575 and £3,277 in loans, down from £52,078 in grants and £5,000 in loans in the previous year. There were no loan write offs this year, with all existing loans being repaid as agreed. MRBA Skills also saw a decrease in the amount given in bursaries, down from £10,872 in 2023/24 to £7,744 in 2024/25. Therefore, the total amount given in direct assistance, that is grants, loans and bursaries in 2023/24 was £38,596 compared to £67,950 in the previous year.

Loans outstanding as of 1st April 2024 amounted to £6,956, up from £5,230 a year previously. A total of £1,650 was received in loan repayments during the year.

MRBA Skills

MRBA Skills is our initiative to provide bursaries to people who wish to further their market and social research knowledge. Since 2018 we have provided bursaries for people wishing to study for the MRS Advanced Certificate but who cannot financially afford to do so. As we indicated at last year's AGM, in February 2025 we broadened our Skills bursary programme to support UK market and social researchers at the start of their careers, through the launch of the MRS Foundation Course and the MRS Certificate in Market Research bursary.

In total, in 2024-25, we provided £7,744 in bursaries, helping 4 people. This was significantly down on the previous financial year (£10,872).

We continue to explore how the MRBA Bursary scheme might be expanded, as well how best to promote the current Skills bursary programme to increase the levels of applicants.

MARKET RESEARCH BENEVOLENT ASSOCIATION

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Income

Income in 2024/25 increased to £36,527 up from £33,512 last year.

Income from membership and corporate patrons was up slightly to £13,672 from £13,001 in the previous year. Donations were significantly lower in 2024/25 at £1,174 compared to £7,049 in 2023/24.

Income from fundraising activities rose significantly in 2024/25 to £21,621 compared to £12,839 in the previous year. The annual MRBA auction in March 2024 raised £7,164, once again boosted by one specific auction item donated by Rigour Research.

A further £10,408 was raised through the inaugural Winter Quiz that was held in December and, separately, the December fundraising appeal.

Once again, we are indebted to Rigour Research for their generosity in matching what the MRBA raised at the December fundraising appeal, as well as their support of the MRBA Auction. Other events raised £4,049.

Plans for future periods

At last year's AGM, we referenced how we were increasing our activities to raise awareness of the MRBA, especially to a younger audience. This, in part, led to the development of the MRS Foundation course and MRS Certificate in Market Research bursary in 2024/25.

However, this is only one part of our bigger strategy to increase and broaden our awareness, as well as increase our income. There is a need to secure the future of the MRBA, so we can continue to provide meaningful support to those in the market and social research community in severe need.

We recognise the importance of marketing and have increased this significantly in 2024/25 compared to the previous year. On social media, we have a more visible presence, and posts with high engagement rates. This has led to a sizeable increase in LinkedIn social media followers year-on-year, enabling us to reach a broader audience.

We are now more proactive in promoting the MRBA at industry conferences and events, and directly to research organisations and teams and we have had success in winning new corporate patrons as a result. We continue to seek further marketing opportunities within the industry.

We have held a committee brainstorming session to identify future income and fundraising activities, which led to the launch of the MRBA Quiz. And we anticipate further events being announced in the coming months.

At the time of writing (June 2025), we are also planning to host an initial small Corporate Patron event to involve them and their teams in our work, whether in income generation ideas or in raising awareness and increasing reach. From this, we will seek to establish an ambassador network amongst our Corporate Patrons.

And lastly, given the societal rise in the number of people requiring mental health services, and our expectation of there being an increasing need for this form of financial support amongst our applicants, we are currently developing a framework for how to handle such enquires and requests in an appropriate and supportive way.

MARKET RESEARCH BENEVOLENT ASSOCIATION

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Structure, governance and management

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

The trustees who served during the year and up to the date of signature of the financial statements were:

Ms C R Harris	(Resigned 17 September 2024)
Ms E Francis	
Ms G Welch	
Ms J Frost	
Mrs L R Henshall	
Mr M L Wooderson	
Ms V E Monk	
Mr D R Hannay	
Ms D Whittick	(Appointed 19 September 2024)

Recruitment and appointment of trustees

The Trustees are the members of the Management Committee. Each Trustee holds office for as long as they are a member of the Management Committee. Trustees are expected to keep up to date with appropriate legislation and practice.

Management Committee

The Management Committee consists of not more than six elected members who must be and have been a member of the MRBA for at least two consecutive years or agree to be a member for at least the next three years; up to three further members may be co-opted to the Committee. Elected members hold office for three years from the AGM at which they are elected, but are eligible for re-election. Members of the Management Committee give their time freely and no Trustee remuneration was paid in the year. Details of trustee expenses are given in Notes to the Financial Statements.

The Chair is elected annually by the Management Committee from amongst its members, but is eligible for re-election.

The day-to-day management of the charity is the responsibility of the Treasurer (D. Scott), in consultation with the Chair, and within staff job descriptions agreed by the Trustee Board.

MARKET RESEARCH BENEVOLENT ASSOCIATION

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Other matters

TRUSTEES' THANKS

Each of the trustees fulfils an important role in the operation of the MRBA, but we also recognise that there are people other than trustees who support the charity and without whom it would not be possible for the charity to run as effectively as it does. We are extremely grateful to all Corporate Patrons, Corporate Friends and Individual Members who continue to support the MRBA and enable us to help those in our industry in financial need. A list of our Corporate Patrons and Friends is provided in Appendix A.

Special thanks go to our management committee members who give their time voluntarily to ensure the continued success of the MRBA:

Linda Henshall - for all her hard work with our ever-increasing fundraising activities, particularly the annual auction. Plus, her management of our newsletter, MRBA Matters.

Gill Welch – for her expert opinion and advice on all matters related to applicant benefits and their rights.

Mike Wooderson – who manages the Skills bursary programme as well as Governance, IT and Data security.

Jane Frost - who provides a very important link with the MRS. We are grateful for the support, publicity and communication opportunities that Jane and her team at the MRS provides.

Elaine Francis – for managing our Corporate Patrons and Friends programme and for seeking creative ways to engage with, and recruit, Patrons and supporters.

Dave Hannay – for managing our marketing and communications activities and increasing our visibility and presence within the industry.

Debbie Whittick - who has provided significant support to Dave on all things Marcomms, including maintaining our website. Also, for producing MRBA Matters and other marketing materials.

As ever, we are indebted to the various industry organisations - MRS, IQCS, AQR and ICG - for their support in raising awareness of MRBA and for distributing our materials and our message.

And a very special thank you goes to Danielle Scott our Administrator and National Cases Manager, who works tirelessly in her support of both the committee and applicants.

The trustees' report was approved by the Board of Trustees.



Ms V E Monk
Trustee

Date: 6th August 2025

MARKET RESEARCH BENEVOLENT ASSOCIATION

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF MARKET RESEARCH BENEVOLENT ASSOCIATION

I report to the trustees on my examination of the financial statements of Market Research Benevolent Association (the charity) for the year ended 31 March 2025.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011.

I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

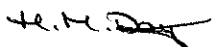
Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared the financial statements in accordance with the relevant version of the Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn. I understand that this has been done in order for the financial statements to provide a true and fair view in accordance with UK Generally Accepted Accounting Practice.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the Charities Act 2011.
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Hazel Day

BSc (Hons) FCA DChA

Xeinadin

Nightingale House

46-48 East Street

Epsom

Surrey

KT17 1HQ

Date: 7th August 2025

MARKET RESEARCH BENEVOLENT ASSOCIATION

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2025

	Notes	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Income from:			
Donations and legacies	3	1,174	7,049
Charitable activities	4	13,672	13,001
Other trading activities	5	21,621	12,839
Investments	6	60	623
Total income		<u>36,527</u>	<u>33,512</u>
Expenditure on:			
Raising funds	7	2,636	2,215
Charitable activities	8	72,565	96,281
Total expenditure		<u>75,201</u>	<u>98,496</u>
Net gains/(losses) on investments	13	<u>(7,577)</u>	<u>38,238</u>
Net expenditure and movement in funds		<u>(46,251)</u>	<u>(26,746)</u>
Reconciliation of funds:			
Fund balances at 1 April 2024		<u>387,064</u>	<u>413,810</u>
Fund balances at 31 March 2025		<u>340,813</u>	<u>387,064</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

MARKET RESEARCH BENEVOLENT ASSOCIATION

BALANCE SHEET

AS AT 31 MARCH 2025

	Notes	2025 £	£	2024 £	£
Fixed assets					
Investments	15		303,779		351,296
Current assets					
Debtors	16	6,958		5,230	
Cash at bank and in hand		34,352		34,436	
		<u>41,310</u>		<u>39,666</u>	
Creditors: amounts falling due within one year	17	<u>(4,276)</u>		<u>(3,898)</u>	
Net current assets			<u>37,034</u>		<u>35,768</u>
Total assets less current liabilities			<u>340,813</u>		<u>387,064</u>
The funds of the charity					
Unrestricted funds	18		<u>340,813</u>		<u>387,064</u>
			<u>340,813</u>		<u>387,064</u>

The financial statements were approved by the trustees on 6th August 2025



.....
Ms V E Monk
Trustee

MARKET RESEARCH BENEVOLENT ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

Charity information

Market Research Benevolent Association is a unincorporated charitable trust, established by a Declaration of Trust dated 1 August 1977, governed under that deed and operating as a grant making charity to relieve and assist persons who are or have been engaged in market research..

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a statement of cash flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

MARKET RESEARCH BENEVOLENT ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

(Continued)

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.8 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

MARKET RESEARCH BENEVOLENT ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Donations and gifts	1,174	7,049

MARKET RESEARCH BENEVOLENT ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

4 Income from charitable activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Charitable activity		
Other income	13,672	13,001

5 Income from other trading activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Fundraising events	21,621	12,839

6 Income from investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Dividends and investment income	60	623

7 Expenditure on raising funds

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Fundraising and publicity		
Fundraising event costs	2,636	2,215

MARKET RESEARCH BENEVOLENT ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

8 Expenditure on charitable activities

	Charitable activity 2025 £	Charitable activity 2024 £
Direct costs		
Staff costs	2,750	2,075
Sundries	1,384	2,510
Marketing consultant fees	302	389
Website expenditure	3,871	1,682
MRBA Skills	7,744	10,872
	<u>16,051</u>	<u>17,528</u>
Grant funding of activities	27,575	52,078
Share of support and governance costs (see note 9)		
Governance	28,939	26,675
	<u>72,565</u>	<u>96,281</u>
Analysis by fund		
Unrestricted funds	<u>72,565</u>	<u>96,281</u>

9 Support costs allocated to activities

	2025 £	2024 £
Governance costs	<u>28,939</u>	<u>26,675</u>
Analysed between:		
Charitable activity	<u>28,939</u>	<u>26,675</u>

10 Net movement in funds

	2025 £	2024 £
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	<u>1,764</u>	<u>1,500</u>

11 Trustees

In the year ended 31st March 2025, £320 in expenses were reimbursed to trustees (2024: £307).

MARKET RESEARCH BENEVOLENT ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

12 Employees

The average monthly number of employees during the year was:

	2025 Number	2024 Number
	1	1

Employment costs

	2025 £	2024 £
Wages and salaries	28,113	24,883

There were no employees whose annual remuneration was more than £60,000.

13 Gains and losses on investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Gains/(losses) arising on:		
Revaluation of investments	(7,577)	38,238

14 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

15 Fixed asset investments

	Listed investments £	Cash and settlements pending £	Total £
Cost or valuation			
At 1 April 2024	346,901	4,395	351,296
Additions	-	60	60
Valuation changes	(7,577)	-	(7,577)
Disposals	(40,000)	-	(40,000)
At 31 March 2025	299,324	4,455	303,779
Carrying amount			
At 31 March 2025	299,324	4,455	303,779
At 31 March 2024	346,901	4,395	351,296

MARKET RESEARCH BENEVOLENT ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

16 Debtors

	2025 £	2024 £
Amounts falling due within one year:		
Other debtors	6,958	5,230

17 Creditors: amounts falling due within one year

	2025 £	2024 £
Other taxation and social security	726	699
Other creditors	1,786	1,699
Accruals and deferred income	1,764	1,500
	4,276	3,898

18 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 April 2024 £	Incoming resources £	Resources expended £	Gains and losses £	At 31 March 2025 £
General fund	354,744	36,527	(75,201)	(7,577)	308,493
Convalescent	32,320	-	-	-	32,320
	387,064	36,527	(75,201)	(7,577)	340,813

Previous year:	At 1 April 2023 £	Incoming resources £	Resources expended £	Gains and losses £	At 31 March 2024 £
General fund	381,490	33,512	(98,496)	38,238	354,744
Convalescent	32,320	-	-	-	32,320
	413,810	33,512	(98,496)	38,238	387,064

19 Related party transactions

There were no disclosable related party transactions during the year (2024 - none).

Appendix A

MRBA Corporate Patrons 2024-2025:

- AQR
- ASE
- B2B International
- Criteria Fieldwork
- Discovery
- DJS Research
- Dynata
- Empower
- ESOMAR
- GFK
- ICG
- IFF Research
- Ipsos
- IQCS
- Kantar
- Kudos Research
- MEL Research
- MRS
- New Fieldwork Company
- Opinium
- Ovation
- Perspective Research Services
- Prevision Research
- QRi Consulting
- Quirks Media
- Research Club
- Research Network
- Rigour Research
- Sample Answers
- Savanta
- Spectrum
- Verian
- Walnut Unlimited
- Watermelon
- You Gov

Corporate Friends 2024-2025:

- Quadrangle
- Simpson Carpenter