



The ARF Announces Dollar-for-Dollar Donation Matching Benefiting ARF Workforce Initiative for Diversity and Excellence Program

ARF president and CEO to personally match any dollar raised until September 6, 2021 up to \$125,000

New York, NY (July 26, 2021) – The ARF (Advertising Research Foundation) today announced its newest matching donation grant for the ARF Workforce Initiative for Diversity and Excellence (WIDE) program from ARF President and CEO, Scott McDonald, PhD.

For the second year, McDonald will personally match dollar-for-dollar all donations raised by companies, foundations and individuals – up to \$125,000 – through September 6, 2021.

Established in 2020, the ARF WIDE program seeks to improve the quality and diversity of the future workforce of the advertising, media and research/analytics industries, awarding scholarships to underrepresented student populations (community college transfers, first-generation undergraduates or students whose families have been heavily impacted by COVID-19) who can benefit from access and exposure to the fields of market research and data-analytics.

“We are incredibly thankful for our donors’ support, and I am pleased to offer matching as a way to double down on our commitment to the next generation of scholars,” said Scott McDonald, PhD., president and CEO at the ARF. “Without these contributions, ARF WIDE wouldn’t be able to invest in the future of these talented individuals who have worked tirelessly towards their goals.”

WIDE Scholars are currently participating in summer internships across industry organizations, have been paired and meet with executive mentors and young professional coaches, and have access to ARF resources and professional programming – such as conferences, seminars, networking events and more. The program also familiarizes scholars to the marketing and media research ecosystem and provides technical skill-building through Learning Labs.

The inaugural class of ARF WIDE Scholars include students from University of California, Berkeley (College of Letters & Science), The Ohio State University (The Max M. Fisher College of Business), John Jay College of Criminal Justice at City University of New York (CUNY) and University of Wisconsin Madison (A.C. Nielsen Center for Marketing Analytics and Insights).

Approved by the IRS as a 501(c)3 subsidiary of the ARF in 2019, ARF WIDE is a fully tax-deductible charity. For more information or to learn more about how you can participate, contact: WIDE@thearf.org.

About The ARF

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit www.thearf.org.