



# COMMUNITY

**CREATING GROWTH THAT STRENGTHENS OUR COMMUNITIES.**



**MarketStar**  
FOUNDATION

**IMPACT REPORT**

**2020**



ACTION. GROW. SHARE.  
**COMMUNITY.**  
BUILD. EMPOWER. CARE.

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## THE MARKETSTAR FOUNDATION

We believe that creating growth extends to all areas of our lives. In 2014 MarketStar made a strategic decision to infuse the culture of the company with the value of caring through purposeful programs to impact our community.

The MarketStar Cares program was born as a corporate initiative to channel our desire to create growth and give to others in need. MarketStar Cares created the opportunity for us to take our corporate social responsibility and commitment to our community to the next level. Over the years our programs grew, became more robust, and impacted more lives in our communities. In 2019, the MarketStar executive committee applied for official 501(c)(3) nonprofit status as the MarketStar Foundation.

The MarketStar Foundation represents our commitment to create growth that strengthens our communities. Built on our MarketStar tradition of doing good, the big-hearted work of the foundation connects the hearts and hands of our people with company resources to expand educational opportunities, empower self-reliance, and build better communities where we live and work.

As a company, MarketStar accelerates sales through innovative sales solutions. Founded in 1988, MarketStar pioneered the sales outsourcing industry and today has over 1,200 employees worldwide with the global headquarters in Ogden, Utah.



## WE CARE

We Care is one of MarketStar's core values that is woven deep into the fabric of who we are as people and as a company. The programs of the MarketStar Foundation are built to activate this value of caring.



# create growth

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Build a better version of ourselves,  
our clients, and our communities.





Dear MarketStar Community,

Throughout MarketStar's history, our employees have come together to serve and give back to our communities, in large and small ways. Seven years ago, a passionate group of employees formed the MarketStar Cares program to bring our people and company resources together to give back to our communities in a more consistent and meaningful way. This group became the catalyst for the formation of the MarketStar Foundation.

For over 30 years MarketStar has worked to create growth for our employees, our clients, and our community. In 2020, we launched the MarketStar Foundation, a nonprofit organization, which was funded by a generous \$1M endowment from our Wasatch Group partners. As a company, MarketStar is joining in that partnership with an ongoing contribution from MarketStar of 1% of our annual profit.

We are committed to strengthening our communities and creating growth all around us, today and tomorrow. We invite our employees, clients, and community partners to unite with us to build better communities through cooperation and collaboration.

I am inspired by the significant accomplishments and progress we've made in our first year. I am personally touched by the stories I hear about how our work is making a difference in the lives of children, families, and our neighbors in our community every day. I look forward to continuing to make real and lasting impact together in the future.

**KEITH TITUS**

President and CEO of MarketStar

# MISSION

We connect our people and resources to expand educational opportunities, empower self-reliance, and build better communities where we live and work.



MarketStar commits **1%** of company profits commitment to support community growth and promote social impact with the MarketStar Foundation.





The 2020 inaugural MarketStar Foundation Impact Report celebrates our first year as a 501(c)3 nonprofit organization that has been built on over 30 years of our corporate legacy of caring for community.

This report demonstrates the significant social impact we made together by focusing on strategic collaborative programs to expand educational opportunities, empower self-reliance and build better communities. The pages that follow highlight our 1% profit contribution at work for good, our bighearted employees' personal contributions to our collective cause, and many community partners working together to create growth that strengthens our community.

We have big things planned for the future. We will continue to cultivate our impact network with clients, community leaders and organizations that believe in something greater, and are willing to align around mutual initiatives we are passionate about.

Together we can drive impact previously unachievable for shared causes that translates into measurable outcomes for the communities we serve. Together we can create growth that strengthens our communities.

**DANETTE PULLEY**

Executive Director, MarketStar Foundation

## BOARD OF DIRECTORS



**JUSTIN NALDER**  
MarketStar  
Executive VP,  
Corporate Operations



**KERI HALE**  
Dell Loy Hansen  
Family Foundation



**RYAN LINDSEY**  
Wasatch  
Group



**BEN KAUFMANN**  
MarketStar  
CFO



**ANGELA TOWNS**  
MarketStar  
Chief Of Staff



**DANETTE PULLEY**  
Executive  
Director

## FOUNDATION STAFF

A young woman with long dark hair is sitting cross-legged on a light-colored tiled floor. She is wearing a dark top and light-colored pants, and is holding a smartphone in her hands. She is looking directly at the camera with a slight smile. The background is a blurred crowd of people, suggesting a public space or event. The entire image has a warm, orange-toned overlay.

# EDUCATION

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## **EXPANDING EDUCATIONAL OPPORTUNITIES**

We aim to inspire and expand pathways for growth through education at all levels.



## TOOLS FOR SCHOOLS

We view education as the catalyst for personal growth. In our view, teachers hold the keys to unlock learning. Teachers need tools to construct experiences that inspire and ignite student potential. With our Tools for Schools program, we aim to inspire growth as learners and teachers of learners by funding creative classroom supplies for teachers to enrich their students.

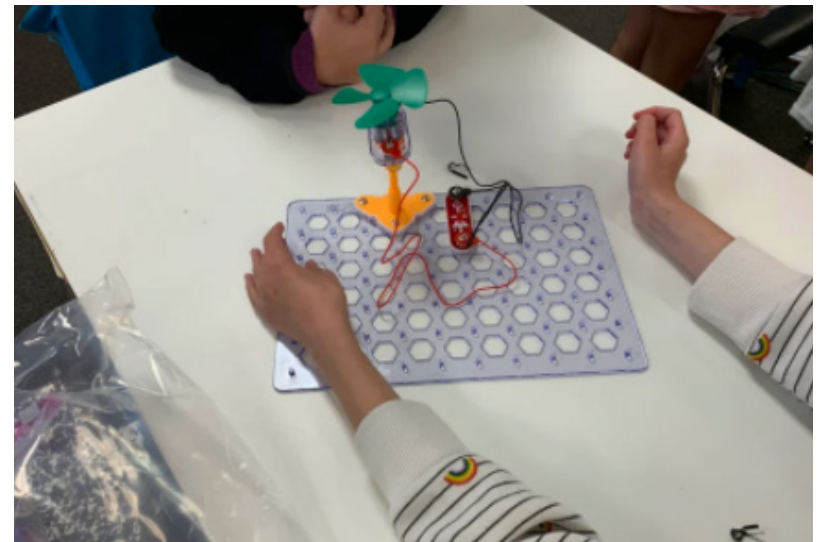
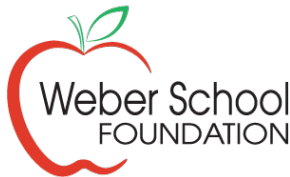


## PARTNERS



OGDEN SCHOOL  
FOUNDATION

**DONORS  
CHOOSE**



*"Considering all that is going on in the world right now, having a bright new lesson to return to after school closure was a gigantic ray of sunshine for my art students. Thank you for truly making a major impact on their lives - learning sun prints were on every artists' wish list - from K-6 grade. I have some very grateful classes. (Their teacher is already grateful.)"*

**MRS. "O" ORY-HERNANDEZ**

Art Specialist, Horace Mann Elementary







*“Building our new garden has been an incredibly rewarding experience in a time of uncertainty and rethinking what a classroom will look like in the midst of a pandemic. To adapt, we continued to grow plants by sharing the gardening and growing process by broadcasting the mini botany lab in our classrooms while having students begin their own outdoor gardens at home. The result, hundreds of plants that were sent home with to students and teachers alike during the last week of the school year.*”

*Student faces lit up when we introduced them to this new lab and it was incredibly rewarding to watch students plan their own gardens while simultaneously learning about maximizing resources and energy transfer. This will be a major, ongoing component to our science, reading, math, and engineering instruction.”*

**MR. DOCKSEY**

New Bridge Elementary School



## IN 2020, THE MARKETSTAR FOUNDATION CREATED GROWTH IN CLASSROOMS FOR STUDENT EXPERIENCES



### PROJECTS BY SUBJECT

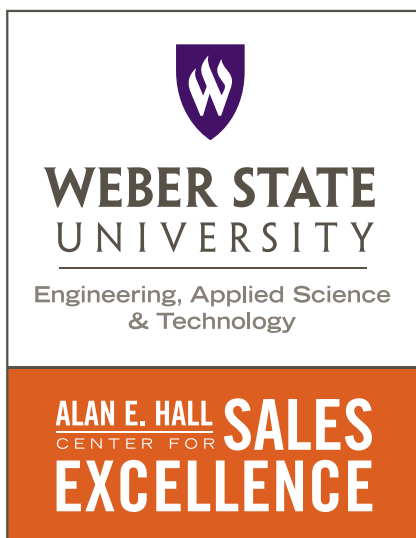


## BUILDING FOR THE FUTURE

We recognize that an educated mind will never cease to create value. The MarketStar Foundation worked with our University partners to support sales education enrichment for students. We utilize the expertise of MarketStar professionals to enhance classroom education experience with coaching and application of principles through sales challenges and practical business problem solving that focuses on the disciplines of sales, marketing, and data analytics.

## PARTNERS

JON M.  
**HUNTSMAN**  
SCHOOL OF BUSINESS  
**UtahStateUniversity®**



*"Our partnership with MarketStar has greatly influenced how we deliver relevant, real-world instruction and experiences to our students. The knowledge and skills that MarketStar leadership and employees share so graciously is having a real impact in transforming the lives of our students. As we develop new curriculum and training for our students, MarketStar is contributing and shaping the future of our students through their openness to share and willingness to invest in this university partnership."*

**DR. STERLING BONE**  
Professor of Marketing  
Huntsman ProSales Director





# EMPOWER

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## **EMPOWERING SELF-RELIANCE**

We aim to grow an individual's capacity for wellness and becoming self-reliant.



# PACK THE PANTRY

## HISTORY OF PACK THE PANTRY

In 2014, Garrett, a MarketStar employee, came to the Executive Team and advocated for high-risk students at a local school where his wife Hannah worked as a teacher. Hannah witnessed children going home at night and on the weekends without food, something no child should have to experience. Because of Garrett and Hannah's passion and deep love of community, Garrett suggested the very first corporate MarketStar Cares initiative, Pack the Pantry. The program encouraged employees to donate non-perishable food items to stock the food pantry at the local inner-city junior high. The donations coming from MarketStar delivered overwhelming support for the school and its students, exceeding expectations in giving students what they need to succeed – food to help them feel safe and secure while they learn. What Garrett probably didn't realize at the time, however, is how big his push to do more in our communities would become. What began as a team initiative quickly grew into something the whole company rallied around.



SCAN CODE TO WATCH  
AND LEARN MORE



## BY THE NUMBERS



**\$60,000**

TOTAL  
RAISED



**595**

TOTAL  
DONORS



**4,260**

PANTRY  
PACKS



**1,948**

CANS/BOXES  
OF FOOD



**780**

FAMILY  
DINNERS



**300,000**

MEALS  
IN CASH

**PACK THE PANTRY** began as a grassroots initiative by one of our very own employees 6 years ago to help one school's issues with their students' food insecurity. Each passing year since our pantry drive began, it has expanded to more schools and helped more children in need. With the resources of the MarketStar Foundation behind it, Pack the Pantry was transformed in 2020 to be a centralized Growth Pantry to serve as an ongoing resource to support thousands of students and families in Ogden.

This year almost 1,000 employees worked with the Foundation to raise \$60,000 to keep school pantries stocked to fuel student success all year. The Growth Pantry is housed in the Community School Student & Family Resource Center and serve as the centralized pantry along with additional resources to support students and families with the tools they need to learn and grow.

## PARTNERS



United Way  
of Northern Utah





## COVID-19 EMPLOYEE EMERGENCY RELIEF FUND (EERF)

# \$14,000

**GRANTED TO 28 EMPLOYEES**  
For unexpected COVID-19 hardship

We took quick action in March of 2020 to respond to MarketStar employees who were impacted by the economic and health impact of COVID-19 by creating the Employee Emergency Relief Fund to provide short-term grants to employees that experienced severe financial need due to the unexpected and unavoidable hardships related to COVID-19.

## DOMESTIC VIOLENCE SHELTER

# \$10,000

**DONATED TO CAPSA**



We support organizations that support individuals' journey to selfreliance. In 2020, the MarketStar Foundation made a \$10,000 donation to CAPSA (Community Abuse Prevention Services Agency) a non-profit domestic violence, sexual abuse and rape recovery center in Northern, Utah to expand a housing community for domestic violence survivors and their families.

*"The power of collaborative impact to care for our communities is realized when we all put a hand in to lift another. The MarketStar Foundation is here to create growth that strengthens our communities. Caring and community is at our core. We want to work together to build programs that empower the individual and thereby better our communities."*

**DANETTE PULLEY**

Executive Director, MarketStar Foundation

## MARKETSTAR MENTORS

20  
WOMEN

10  
WEEK COACHING  
PROGRAM



We connected our MarketStar Women in Business with People Helping People to become mentors to help low-income women develop the tools, knowledge and self-confidence they need to reach their full potential in the workplace and empower self-reliance for women. In December, 20 women graduated from the 10-week employment program that taught them one-on-one how to get a good job, perform well in a job, and continue to seek advancement. The MarketStar Foundation awarded the graduates with a personal HP Chromebook to empower continued growth through technology enablement and training.

Successful employment is a game-changer for women and families in our communities. Connecting MarketStar Mentors with technology enablement will empower women to prepare for in-demand jobs and continue their personal growth journey.

### PARTNERS





A group of people, including men and women, are participating in a community cleanup activity. They are outdoors, surrounded by trees and foliage. The image is overlaid with a large orange filter. The word "BUILD" is written in large, white, bold, sans-serif capital letters across the center of the image. Below the word "BUILD" is a horizontal white line.

# BUILD

## **BUILDING BETTER COMMUNITIES**

We aim to make meaningful impact that is fueled by the passion of our people who go all-in to build better communities.





## SHARE HOW YOU CARE

2020 has taught all of us something in very personal ways. Unique challenges have presented themselves to us, and the value of caring was called on in our teams, homes, neighborhoods, classrooms, and communities.

The MarketStar Foundation worked with MarketStar employees to activate the value of caring with our communities with simple acts of gratitude, kindness, and giving to causes that matter the most to our people.

### TOGETHER WE SHARED

391 acts of gratitude, kindness, and bighearted giving. We cared for teammates, teachers, healthcare workers, family, friends, and neighbors. Each act of caring represents an individual life that was impacted for good.

### IMPACT

MarketStar employees made donations to 38 different community causes that matter most to them. Employee giving was 2X'd with a donation from the MarketStar Foundation.

We impacted charitable causes in Utah, Dublin, and across the US that support mental health and suicide prevention, victims of domestic violence, homelessness, community Christmas needs, and teachers and classrooms across the country with Donors Choose.

## AREAS WE GAVE



American  
Foundation  
for Suicide  
Prevention



encircle



JON M.  
HUNTSMAN  
SCHOOL OF BUSINESS  
UtahStateUniversity.





## SMALL BUSINESS ECONOMIC SUPPORT

### OGDEN CITY EMERGENCY LOAN FUND

When COVID closed the doors for small businesses, the MarketStar Foundation partnered with Ogden City and other businesses to create a small business economic support fund that was able to keep 35 small and primarily minority owned business going during the first phase of COVID. We recognize the importance of helping our neighbors and want our downtown to be vibrant business districts.



## PARTNER

## FEEDING OUR FRONTLINE

The MarketStar Foundation partnered with the RSL Foundation to develop a community fund for frontline relief that generated \$156,000 that was distributed to the four major hospital systems in the state of Utah. The program funding was adapted to each hospital's needs and provided meals to caregivers by supporting take-home and/or takeout from local restaurants.



## PARTNER

*“MarketStar is built on a culture of doing good and giving back. We are fortunate as a company to grow many of the world’s largest brands through our revenue acceleration service offerings, and we are committed to sharing that growth by connecting our values, our people, and our resources to create growth that also strengthens our communities.”*

**KEITH TITUS**

President and CEO of MarketStar





*“When we connect the passion, energy, and enthusiasm of our people, with the resources of this company, the resources of our community partners, and the resources of our clients we create growth for our communities.”*

## JUSTIN NALDER

Executive VP Corporate Operations



**MarketStar**  
FOUNDATION

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