

July 5th, 2004

Municipal Education and Research Foundation (MERF) officially launched at AMCTO's 66th Annual Conference in Brantford.



In a presentation by newly appointed AMCTO president Jack Watson, at the recent 66th Annual General Meeting and Professional Development Institute, the Municipal Education and Research Foundation (MERF) was officially introduced to the AMCTO members in attendance.

MERF is a non-profit charitable corporation, established with a mandate to accomplish the following:

- ***Conduct research and publish documentation related to municipal government issues;***
- ***Design, develop and deliver training programs related to the management, administration and operation of municipal government;***
- ***Advocate for and establish post-secondary program(s) on issues related to municipal administration and operation;***
- ***Provide scholarships to assist individuals undertaking the study of local government and related curriculum.***

AMCTO is a founding sponsor of MERF and has committed start up resources in support of MERF and its endeavors over the next two years, which include funding support, staff resources, and overhead.

MERF's logo (shown above) has been designed to capture the spirit of the organization's mandate and represents "a person on the road to knowledge."

The following initiatives will be taking place during the 2004 calendar year:

- ***Developing & implementing a strategic fundraising and marketing plan;***
- ***Design, development & distribution of impactful MERF communication materials;***
- ***Research and planning to develop specific projects***
- ***Communication to AMCTO membership***
- ***AMCTO Member focused donor campaign***

MERF will work to establish a strong fundraising base in order to establish a firm foundation, and will then focus on undertaking research projects and issuing scholarships in support of Municipal focused education programs.

Future MERF announcements will occur in the AMCTO Express, through postings on the AMCTO web site and in membership mailings.

Watch for upcoming announcements regarding MERF fundraising initiatives and the launch of MERF's programs.

Your support means success!

For questions regarding MERF and its initiatives, please contact the AMCTO office by phone at (905) 602-4294 or send e-mail inquiries to merf@amcto.com.