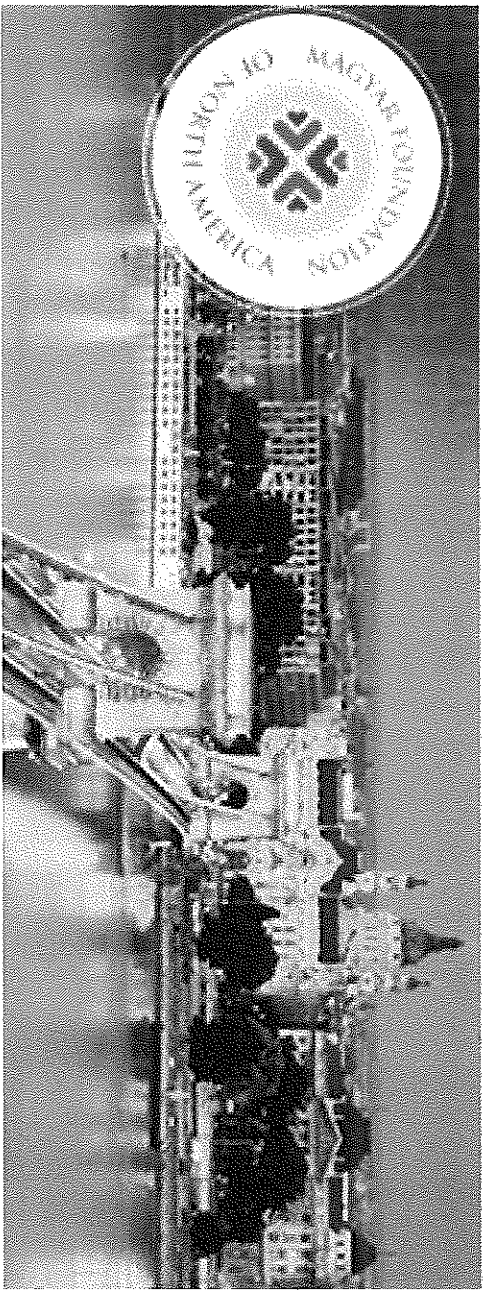


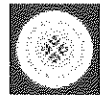
**The Magyar Foundation of North America**  
Sponsored

Remember Magyar. Join our organization dedicated to Hungarian culture and pride.



**The Magyar Foundation of North America**  
Non-Profit Organization  
12,100 people like this.

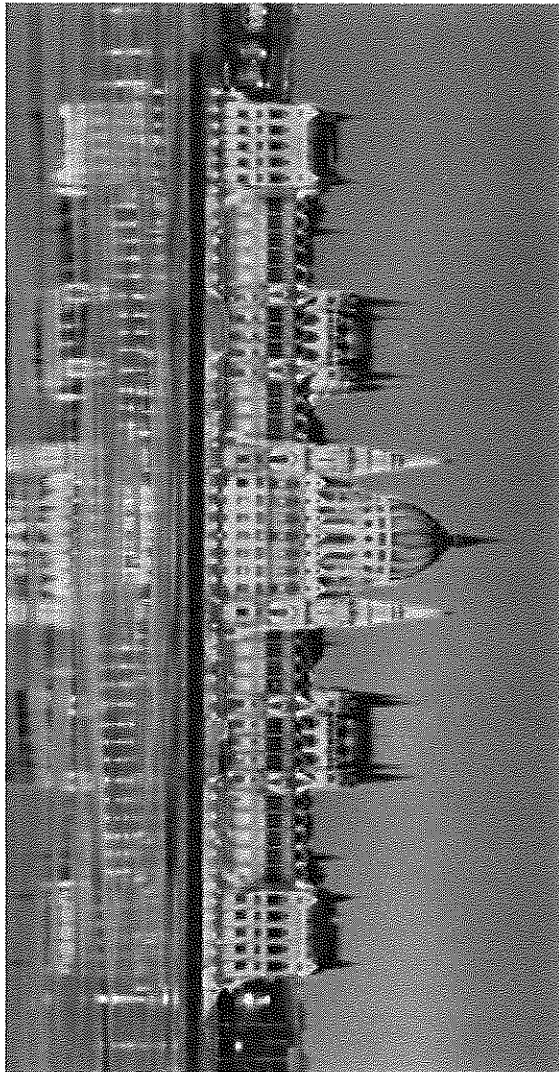
 Like Page



The Magyar Foundation of North America  
Sponsored - @

Like Page

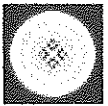
Have you heard? We're giving away a trip for two to Budapest! Enter to win today.



Trip To Hungary!

WWW.MAGYARFOUNDATION.COM

Sign Up



The Magyar Foundation of North America  
Sponsored by

Like Page

Congratulations to the Hungarian team behind the brilliant film "Son of Saul" -  
2016 Golden Globe winner for Best Foreign Language Film!

Click the video link below to watch writer/director, László Nemes, accept the first  
Golden Globe awarded to a film from Hungary.



### Golden Globe 2016 - Son Of Saul "Hungary" Win Best Foreign Language Movie

2016 Golden Globe Awards Full Show 1-10-16 The  
Hollywood Foreign Press Association stages its...

YOUTUBE.COM

759 Likes 47 Comments 287 Shares



Like

Comment

Share



The Magyar Foundation of North America  
Sponsored · 12

Like Page

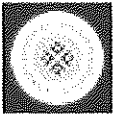
Congratulations to Magyar Labdarúgó Szövetség and the brilliant foot of Tamás Priskin! Best of luck in the 2016 UEFA Euro Championships.



535 Likes 22 Comments 31 Shares

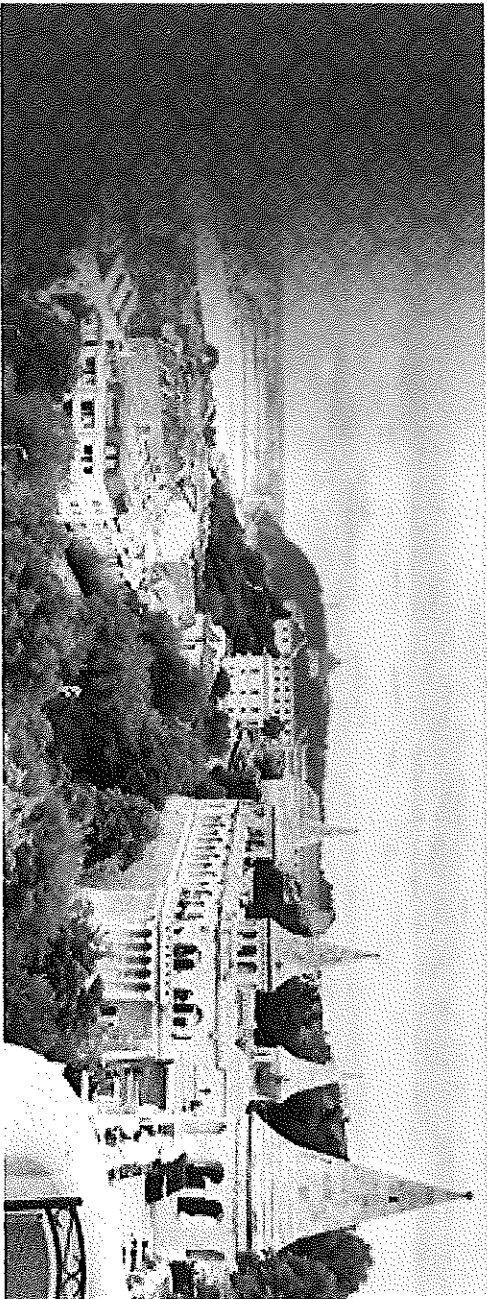
Like Comment Share





**The Magyar Foundation of North America**  
Sponsored

The Magyar Foundation announces its Public Policy Scholarship program. Learn more here!



**The Magyar Foundation of North America**  
Non-Profit Organization  
12,100 people like this.

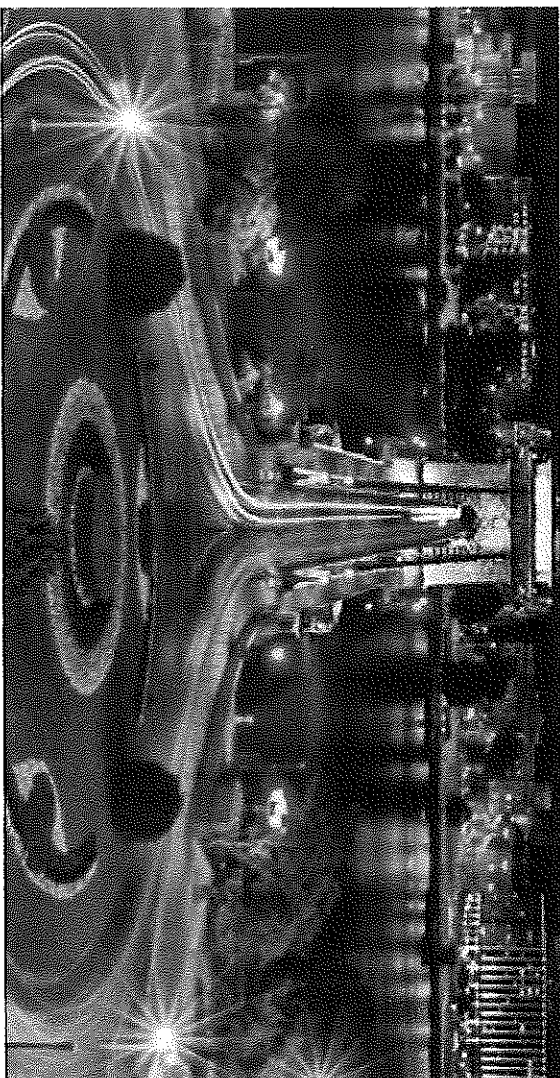
 Like Page



**The Magyar Foundation of North America**  
posted an offer  
Sponsored · 🌐

 Like Page

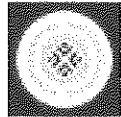
Enter To Win A Free Trip To Budapest!



**Win A Trip To Hungary!**

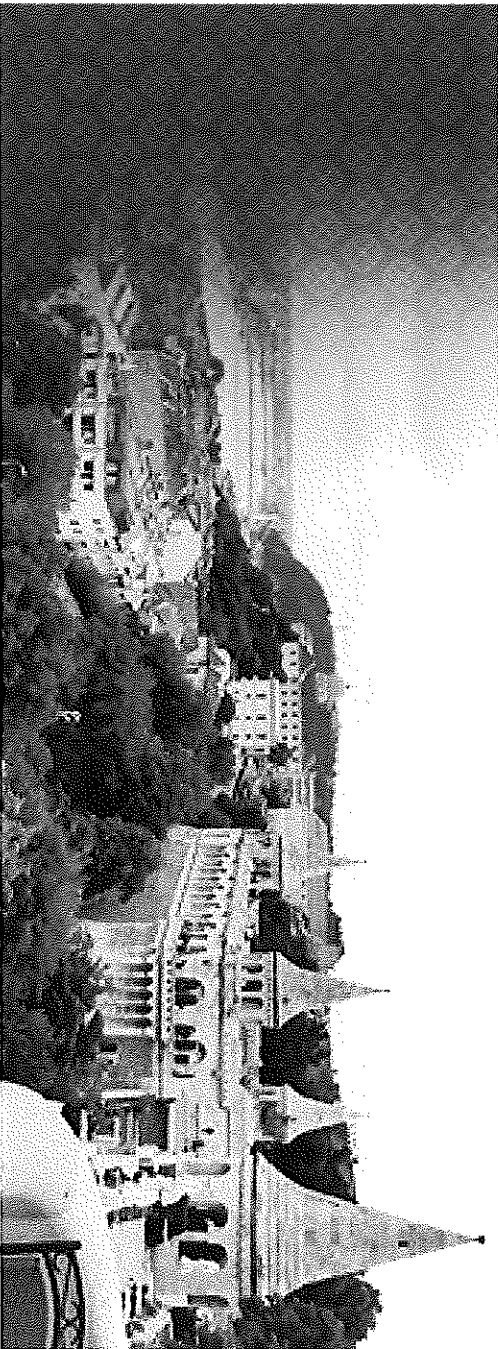
Expired

4,156 people claimed this offer



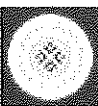
**The Magyar Foundation of North America**  
Sponsored

Remember Magyar. Like our page and learn more.



**The Magyar Foundation of North America**  
Non-Profit Organization  
12,100 people like this.

[Like Page](#)



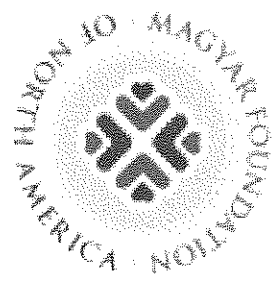
The Magyar Foundation of North America  
Sponsored by

Like Page

Magyar friends, this is a big deal!

We are giving away a trip for two to Hungary this spring. Please follow the link below for more details and to enter today.

Sok szerencsét kívánunk!



### Trip to Hungary

The Magyar Foundation is giving away a trip for two to Hungary this spring. This once-in-a-lifetime opportunity will take the lucky winner to Budapest, Hungary for a 5 night trip filled with the history, culture, and sights of one of Europe's most beautiful

MAGYARFOUNDATION.COM

154 Reactions 18 Comments 57 Shares



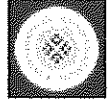
Like

Comment

Share

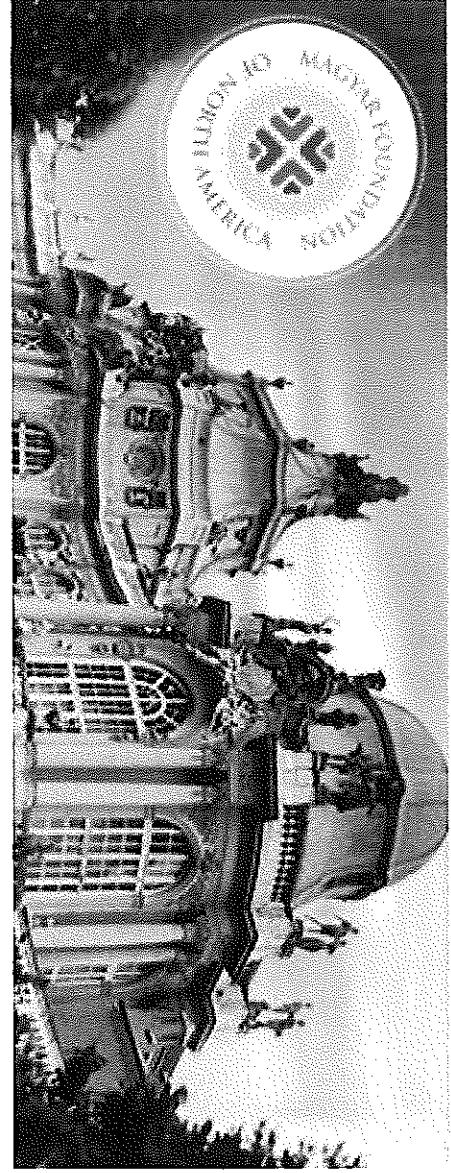


Suggested Page



The Magyar Foundation of North America  
Sponsored

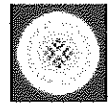
Remember Magyar. Like our page and join thousands of fellow Hungarian-Americans.



The Magyar Foundation of North America  
Non-Profit Organization  
12,100 people like this.

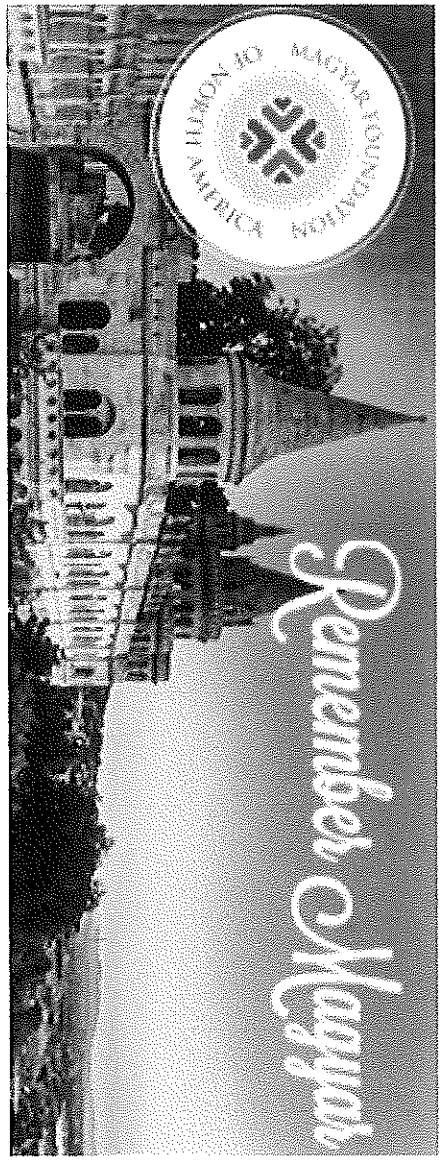
 Like Page

Suggested Page



The Magyar Foundation of North America  
Sponsored

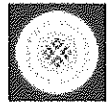
Remember Magyar. Like our page and join thousands of fellow Hungarian-Americans.



The Magyar Foundation of North America  
Non-Profit Organization  
12,100 people like this.

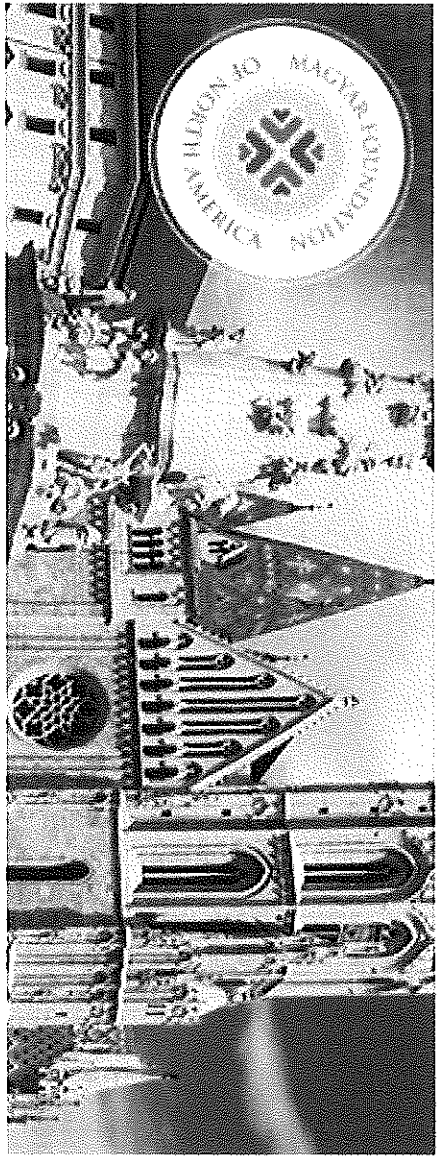
Like Page

Suggested Page



The Magyar Foundation of North America  
Sponsored

Remember Magyar. Join our organization dedicated to Hungarian culture and pride.



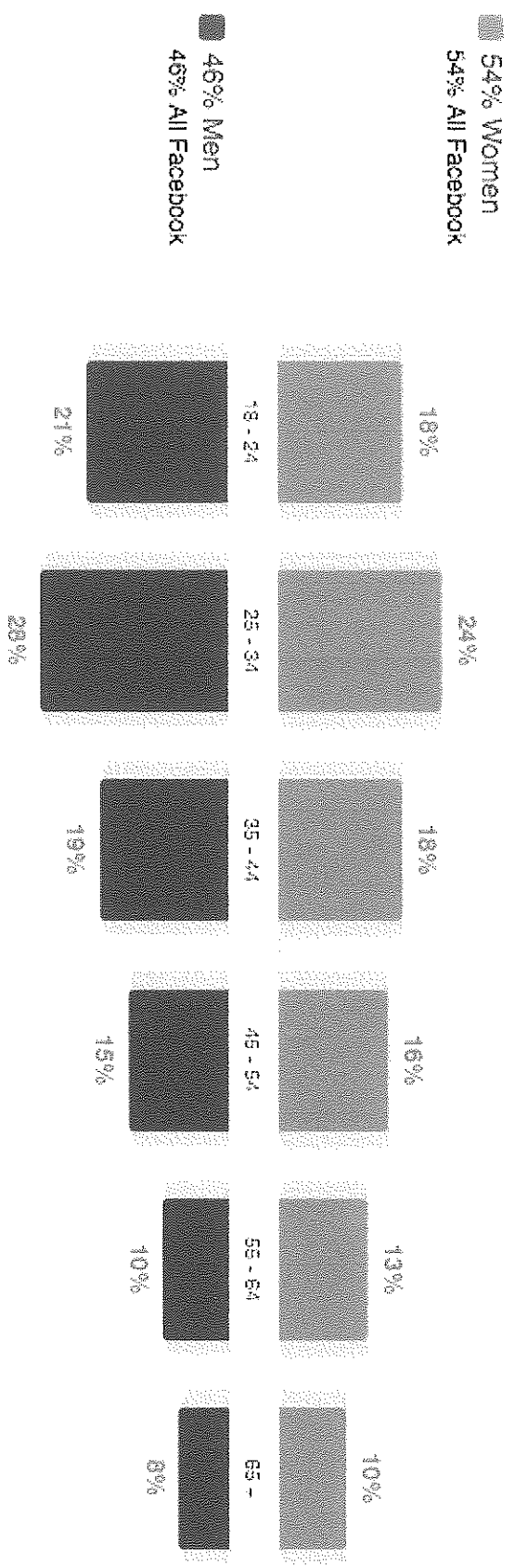
The Magyar Foundation of North America  
Non-Profit Organization  
12,100 people like this.

Like Page

# Facebook Demographic Information

## Age and Gender

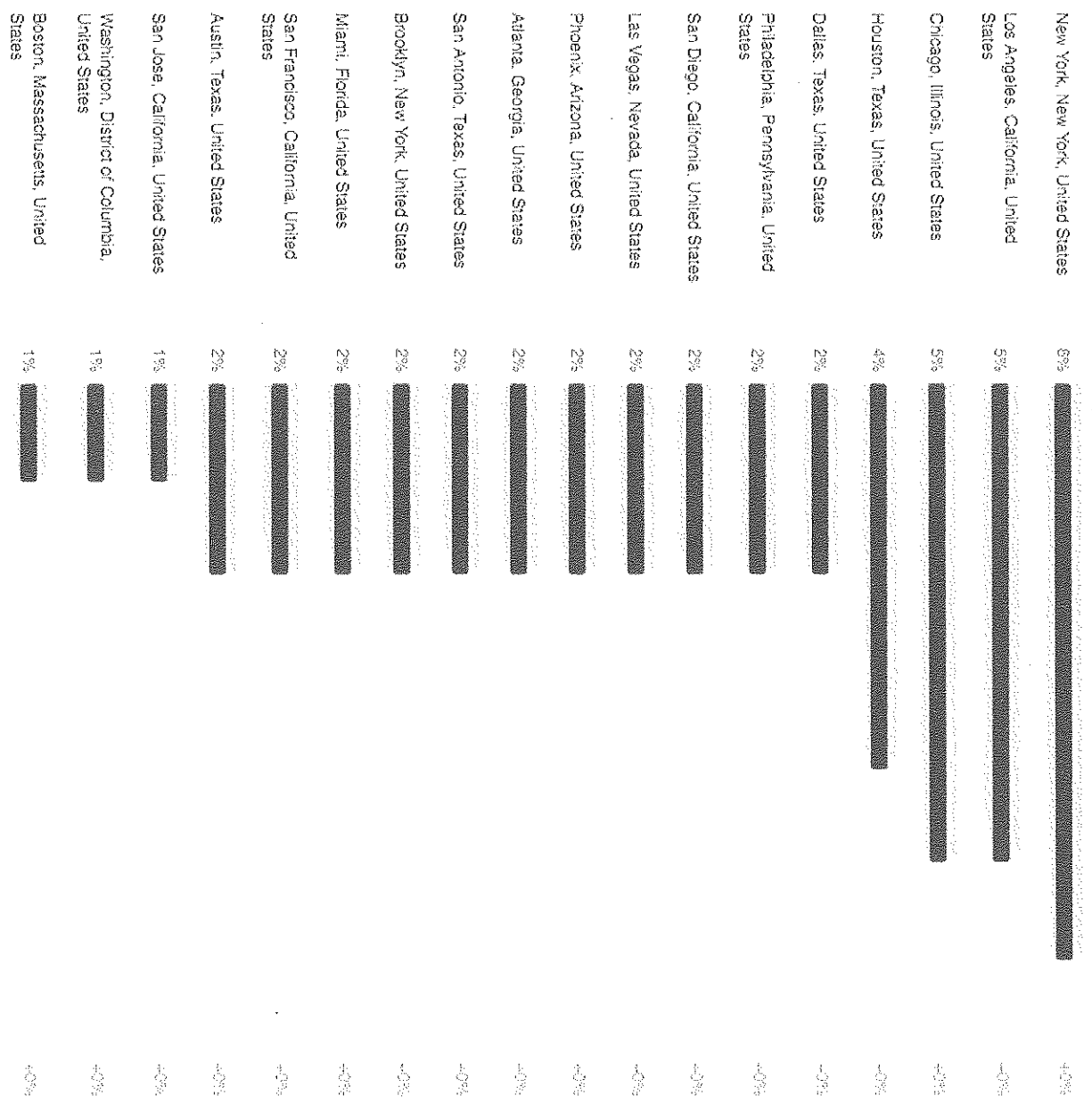
Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.



Top Cities Top Countries Top Languages

Cities Selected Audience

Compare



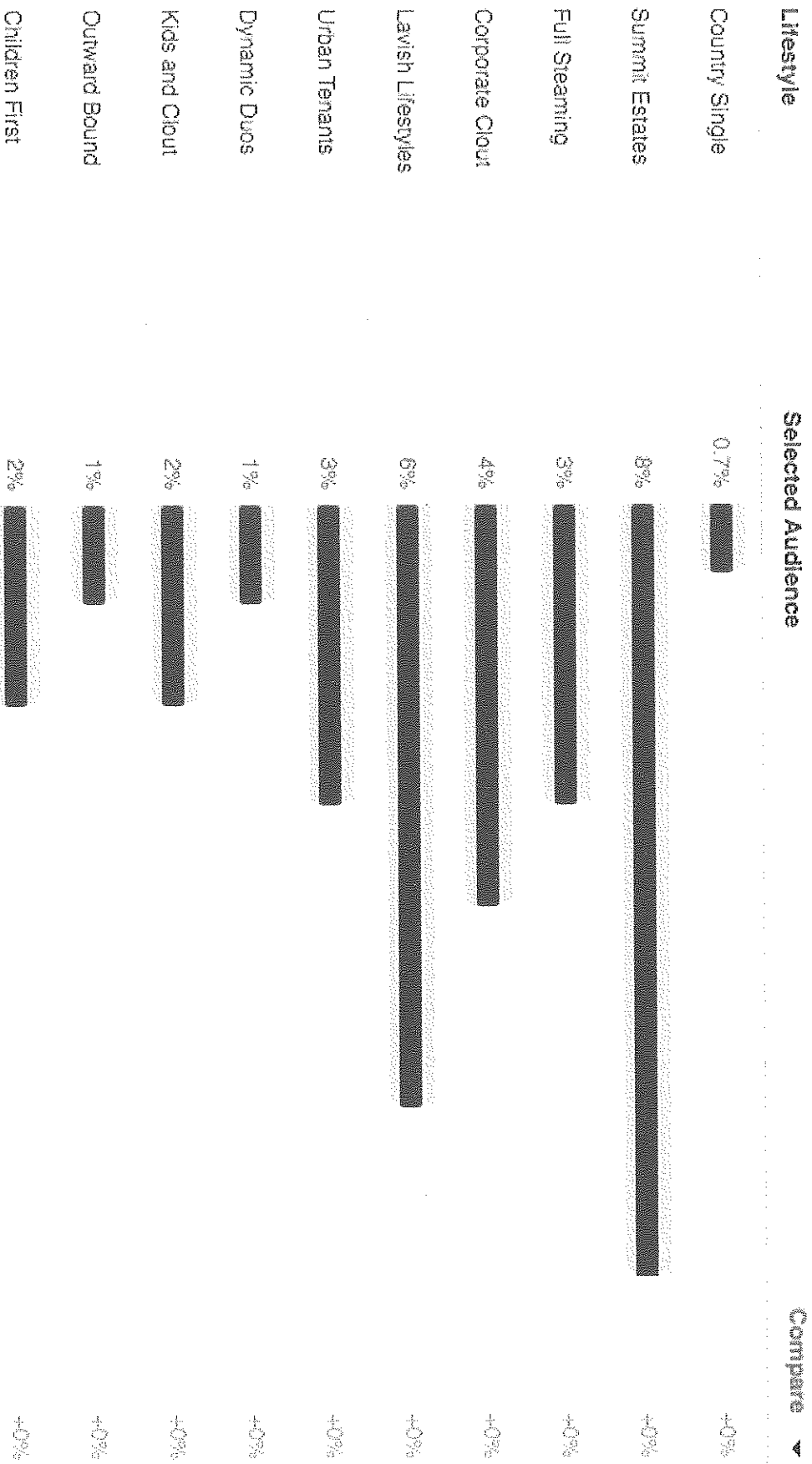
### Job Title

Likely industries where people work based on self-reported data on Facebook



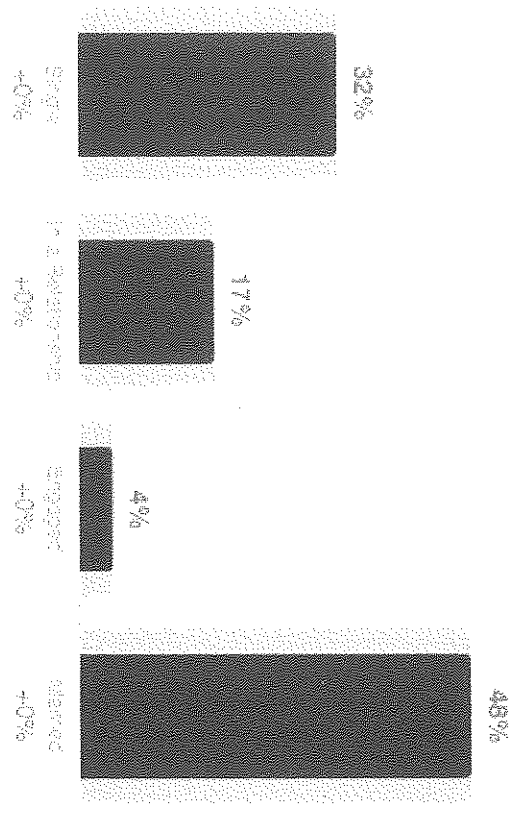
# Lifestyle

US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix  
Request audiences here from Axiom Data Guru.



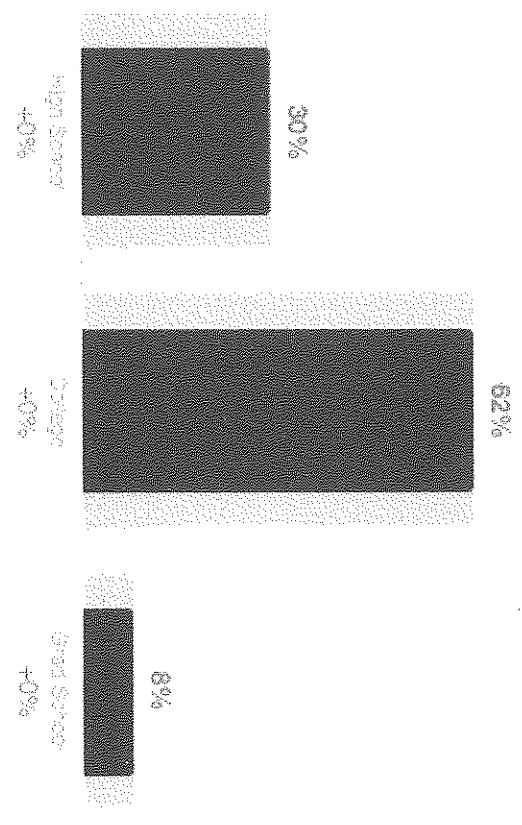
### Relationship Status

Self-reported data from people who list a relationship status on Fac...



### Education Level

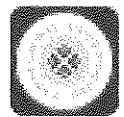
The highest level of education reached based on self-reported data...



Social Media Advertising Budget: \$17,500 (USD)



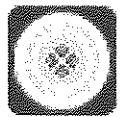
# Promoted Tweets



**Magyar Foundation** @magyarusa

17 Feb 2016

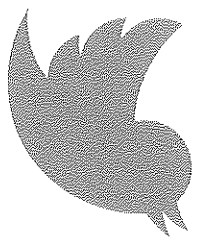
With #Oscars2016 fast approaching, Hungary's "Son of Saul" stands above its peers: [bit.ly/1LtBD3o](http://bit.ly/1LtBD3o) @sonofsaulfilm



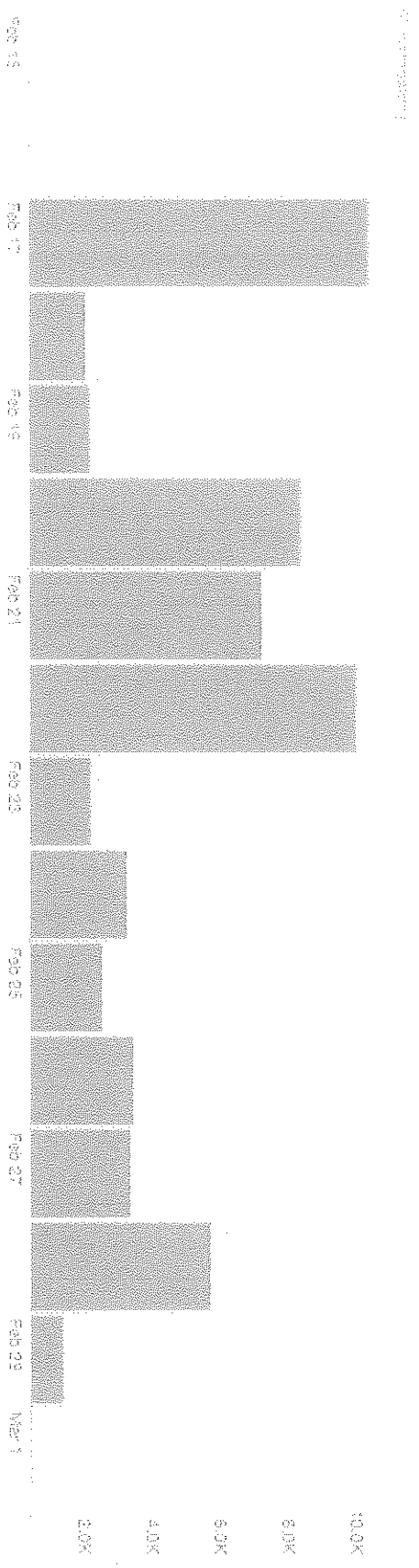
**Magyar Foundation** @magyarusa

22 Feb 2016

Twitter friends, we're giving away a trip to Budapest! Enter today! [magyarfoundation.com/tripohungary/](http://magyarfoundation.com/tripohungary/)



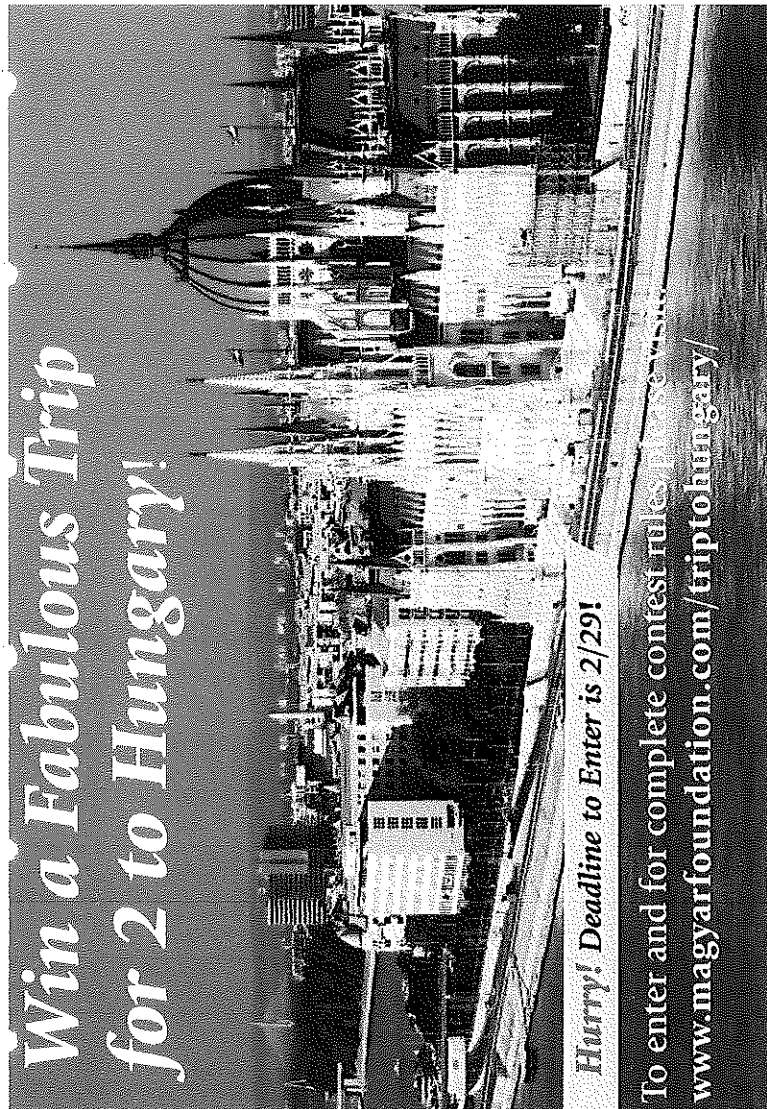
# Twitter Activity



Total Social Media Advertising Budget: \$17,500 (USD)

**Annex G**

# Win a Fabulous Trip for 2 to Hungary!



**Hurry! Deadline to Enter is 2/29!**

To enter and for complete contest rules, please visit  
[www.magyarfoundation.com/triptohungary/](http://www.magyarfoundation.com/triptohungary/)



MAGYAR ALV. ALGALUJ UTIV. AMERICA  
3033 Wilson Blvd, Suite 700, Arlington, VA 22201

The Magyar Foundation seeks to create a strong sense of community for the Hungarian-American population.

*Enter to win a trip for 2 to Budapest this spring!*  
To enter and for complete contest rules, visit:  
[www.magyarfoundation.com/triptohungary/](http://www.magyarfoundation.com/triptohungary/)

NO PURCHASE NECESSARY. Void outside the 48 contiguous U.S. states and D.C. Subject to official rules and all applicable federal, state and local laws. Must be legal resident and physically located in 48 contiguous states or D.C.; age 21+; have valid U.S. passport; and SS# or valid personal tax ID#. Competition ends at 11:59 p.m. ET on 2/29/16. One grand prize winner will receive 6-day, 7-night trip to Budapest, Hungary. Total ARV, \$10,000. Odds of winning depend on number of entries received and skill of the entrants. Governed by the laws of Virginia. Sponsor: Magyar Foundation of North America, 3033 Wilson Blvd, Suite 700, Arlington, VA 22202. Other terms and conditions apply. Visit <http://www.magyarfoundation.com/> for details.



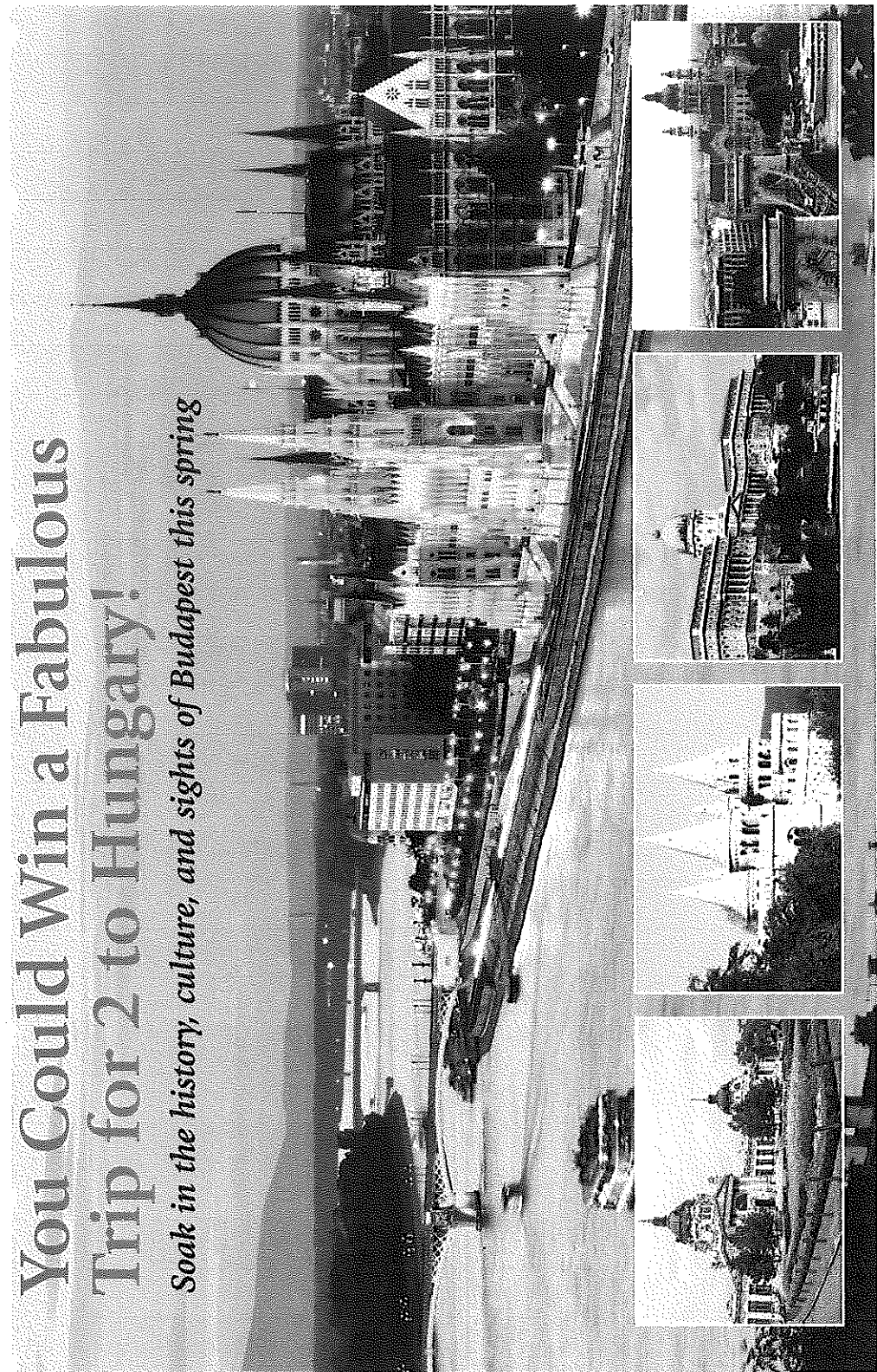
# You Could Win a Fabulous Trip for 2 to Hungary!

*Soak in the history, culture, and sights of Budapest this spring*

The Magyar Foundation of North America is giving away a 5-night trip for 2 to Budapest, Hungary. One lucky winner and their guest will enjoy an amazing once-in-a-lifetime trip to one of Europe's most beautiful cities.

To enter and for complete contest rules, please visit:  
[www.magyarfoundation.com/triptohungary/](http://www.magyarfoundation.com/triptohungary/)

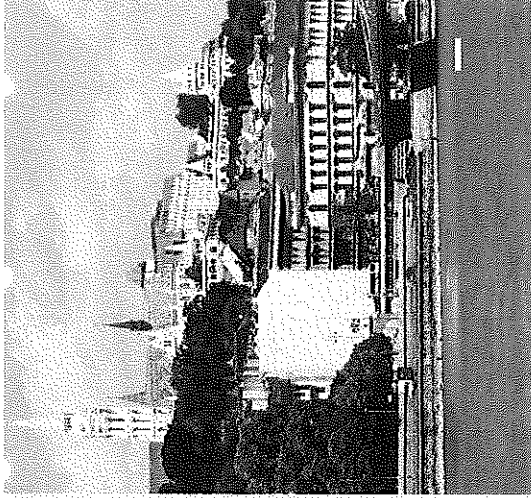
**Please Rush!**  
Deadline to enter is 2/29!



*YOU could be here this spring!*

**Win a Fabulous Trip  
for 2 to Hungary!**

To enter and for complete  
contest rules, please visit:  
[www.magyarfoundation.com](http://www.magyarfoundation.com)  
[/triptohungary/](https://triptohungary/)



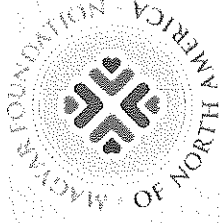
**To Enter by Mail:** Please send your name, e-mail address, phone number,  
and short answers to these questions:

- What do you expect to gain from a trip to Hungary?
- Why is Hungary important to you?

To: Magyar Foundation of North America  
3033 Wilson Blvd, Suite 700  
Arlington, VA 22201

**The Magyar Foundation of North America Trip to Hungary Contest**

**NO PURCHASE NECESSARY.** Void outside the 48 contiguous U.S. states and D.C. Subject to official rules and all applicable federal, state and local laws. To enter, must be legal resident and physically located in 48 contiguous states or D.C.; age 21+; have valid U.S. passport; and SS number or valid personal tax ID number. Employees, representatives, officers, and directors of Sponsor, its affiliates, subsidiaries, agents, judges and advertising and promotion agencies, as well as immediate family (spouse, parents, siblings, and children) and household members are not eligible. Competition starts at 12:00 a.m. ET on 1/25/16 and ends at 11:59 p.m. ET on 2/29/16. Participants may enter at <http://www.magyarfoundation.com/> or by sending postcard to Sponsor with answers to the following 2 questions: (i) "What do you expect to gain from a trip to Hungary?" and (ii) "Why is Hungary important to you?" Judge chosen by Sponsor will select one (1) grand prize winner to receive a 6-day, 7-night trip to Budapest, Hungary, total ARV: \$10,000. Odds of winning depend on number of entries received and skill of the entrants. By participating and/or accepting prize, entrants agree to be bound by Official Rules. The Competition is governed by the laws of Virginia. Sponsor: Magyar Foundation of North America, 3033 Wilson Blvd, Suite 700, Arlington, VA 22202. See [www.magyarfoundation.com](http://www.magyarfoundation.com) for full rules.



Founded in 2014, The Magyar Foundation of North America is dedicated to promoting Magyar heritage, history, and pride through educational, social, and cultural programs. Our goal is to create a strong sense of community for the Hungarian-American population of North America.

Magyar Foundation of North America  
3033 Wilson Blvd, Suite 700, Arlington, VA 22201



**Annex H**



## Executive Summary

### 1) Goal

The “**Hungary is Amazing**” tourism campaign aims to increase awareness about the travel opportunities that Hungary has to offer, while raising the profile and public goodwill of the country here in America. We plan on reaching out to a number of potential stakeholders with targeted messaging to make the case that Hungary is a country with a lot to offer.

### 2) Research

Before we launch our campaign, it will be important to devote time to researching key elements of what we are trying to accomplish:

- Identify who travels to Hungary
- Obtain statistics on travel in Hungary (number of Americans per year, length of stay, as part of a European tour or standalone trip, etc.)
- Possibly survey to test out different messaging/themes
- Identify existing Hungarian tourism resources:
  - <https://www.youtube.com/user/hungary>
  - <http://visit-hungary.com/>
  - <http://gotohungary.com/>
  - <http://www.hungary-tourist-guide.com/>

### 3) Audiences

**General Public** – We will create media that will enhance and help develop a positive public image for Hungary, highlighting the many activities that Hungary has to offer.

**Americans of Hungarian Descent (3<sup>rd</sup> generation)** – There are many Americans of Hungarian descent who are approaching the age where their children are grown and they are able to travel more freely and easily. This is a group we can reach out to and engage to help them discover their family history in Hungary.

**Business & Investors** – We will reach out to this group and make the case that Hungary’s booming economy, skilled labor force, and friendly policies make it an ideal place for American businesses and entrepreneurs to invest in.

**Opinion Leaders** – As part of our campaign, we will be engaged in a full-throttle public relations effort, working to ensure that our “**Hungary is Amazing**” campaign is on the radar of influential politicians, writers, and media personalities. We will accomplish this through disseminating all “**Hungary is Amazing**” media to and hosting events for these groups i.e. “Taste of Hungary” night.

**Students** – Because of its history, culture, nightlife, and affordability compared to many western European nations, Hungary is an ideal destination for students travelling to Europe. Reaching out to this demographic would involve a lot of social media advertising and direct marketing to universities and departments such as European Studies, Art History, Music, etc.

4) **Marketing**

To promote the “Hungary is Amazing” tourism campaign, we will be reaching out to the above-referenced audiences through a variety of mediums. The first step in doing this is preparing compelling informational and promotional materials – a strong and informative web presence with the resources people need to explore and get excited about travelling to Hungary. We will also develop brochures and print advertisement highlighting the best that Hungary has to offer. We will take those resources and place them in the hands of our target audiences while keeping on the lookout to identify opportunities to reach unconventional people who may be able to and interested in visiting Hungary.

5) **Advertising**

We plan on pursuing an aggressive advertising campaign that incorporates television spots, direct mail, e-mail, and online advertising.

6) **Themes**

A successful tourism campaign is not a one-size-fits-all deal. To execute this in a meaningful way that maximizes the goals we have identified, we have to separate all of the wonderful things that Hungary has to offer and sell those qualities to the people who will be most interested in them. To that end, we have identified 5 potential themes and the audiences that we can speak about those themes to.

***Business/Invest*** – these advertisements would appear on TV, in direct mail and online advertising, in publications such as “The Economist,” the WSJ - places where business-minded people will see them. They will promote the economic growth in Hungary, the skilled labor force, and business-friendly policies.

***History*** – create a television spot and supplemental media promoting Hungary’s rich history. We would highlight the fact that Hungary is home to a number of attractions and sites that were spared the carnage of the world wars of the early 20<sup>th</sup> century, and place these ads in places where people who are interested in history will see them, i.e. the History Channel, the Discovery Channel, etc.

***Culture & the Arts*** – this campaign would utilize the beauty and culture of Hungary, emphasizing the beautiful architecture of its cities, the world-class music and art its people have produced, and its contributions to literature.

***Education/Academia/Students*** – this campaign will fuse elements from the history campaign with the culture & arts campaign to appeal to university students. Additionally, we will highlight the vibrant nightlife of Hungarian cities and how affordable it is to visit Hungary compared to western European nations.

***General Interest*** – these ads will feature highlights from each of the targeted campaigns, promoting everything that Hungary has to offer. They will be placed in more

mainstream and popular places as a way to cast a wide net and develop the positive image we intend to build for Hungary.

# Report of Activities and Accomplishments

## Magyar Foundation of North America 1 April 2015 – 29 February 2016

The Grant Agreement (GA) was signed on 28 August 2015  
File no: GF/JSZF/656/2015  
Annex: GF/JSZF/656/8/2015

According to the terms of the GA, any funds received in the Advance Installment for the period 1 April 2015 - 31 August 2015 must be expended within 30 days of the signing of the grant agreement (28 August 2015). Funds were received on 4 September 2015, providing only 24 days to expend the funds. Nevertheless, MFNA was able to properly obligate the funds necessary to fulfill the goals of the GA through a series of preliminary agreements, early planning meetings and because many professionals allowed deferred payment for their services for five months in anticipation of the GA being signed and funded.

The second Installment funds were received on December 11 providing only 20 days to spend the funds before December 31. The grant agreement states that the funds received may be used to fund activities through February 29, 2016.

The following is a report on the Activities and Accomplishments of all MFNA operations, projects, planning and expenditures developed to accompany the Financial Documentation. We are very proud of the work we have done, and the number of professionals that have joined our Foundation's mission. As you can see from our Report of Accomplishments, there is tremendous interest in the United States to assist – and to fulfill the specific goals of the GA. Details on expenditures including copies of all signed contracts and agreements, the Invoice Summary grid, and copies of invoices are included in Annex 1.

To facilitate review of this report, the detailed description of MFNA Activities and Accomplishments that follows is organized according to the categories presented in the Financial Plan submitted as part of the grant application.

### **ACTIVITIES & ACCOMPLISHMENTS**

#### **BOARD OF DIRECTORS:**

MFNA has established a Board of Directors. The members of the MFNA Board of Directors are:

#### **The Hon. Jo Anne B. Barnhart**

Ms. Barnhart is an Adjunct Lecturer in Public Policy at the Kennedy School of Government, Harvard University, and has previously been appointed by three U.S. Presidents and confirmed by the United States Senate to serve in senior level executive positions for the White House. Her experience includes: Commissioner of Social Security for the United States; Assistant Secretary for Children & Families, U.S. Department of Health & Human Services (DHHS); and Associate Commissioner for Family Assistance, DHHS. Ms. Barnhart also served in the United States Senate as Staff Director for the U.S. Senate Committee on Governmental Affairs. Ms. Barnhart serves as Executive Director of MFNA with responsibility for the budget, grant reporting, day-to-day management of operations, staff, consultants,

and projects, and working with legal counsel to ensure all MFNA activities and projects comply with legal requirements.

Craig Engle, Esq.

Mr. Engle is a partner at the Arent Fox law and government relations firm in Washington, D.C. He has more than 30 years of experience in campaign, non-profit, and political law, government relations and the management of organizations. Before joining Arent Fox, Mr. Engle served as legal counsel for the National Republican Senatorial Committee and as an attorney for one of President Reagan's first appointees at the U.S. Federal Election Committee. Mr. Engle is MFNA liaison for select Members of Congress and Congressional staff, the Washington, D.C. business and trade association community, and U.S. organizations, colleges, foundations, cities and states across the United States, and universities where his pre-existing professional relationships are helping MFNA accomplish its goals. Mr. Engle also serves as legal counsel to MFNA.

Chris Larson

Mr. Larson is the founding principal of Wolf Point Global (WPG), a consulting firm that advises clients on complex opportunities in boardrooms and elections. WPG and its diverse network of international advisers provide strategic planning and execution to mitigate international governmental and corporate risks and maximize results. Prior to joining WPG, Mr. Larson served as Managing Director for Pataki-Cahill Group, the consulting firm started by former New York Governor, and prominent Hungarian-American, George Pataki. Mr. Larson is MFNA's liaison to the business community including Hungarian American businessmen in the U.S. Mr. Larson serves as MFNA's major donor fundraiser and liaison to the primary education industry.

Laszlo Baan

Mr. Baan is a Hungarian economist and museum curator. Mr. Baan is Director General of Hungary's Museum of Fine Arts. Director Baan plays an important role in connecting MFNA with the Fine Arts Community both in Hungary and the U.S. Director Baan will serve as advisor for MFNA activities and projects involving the fine arts and as MFNA's liaison in Hungary.

**OPERATIONS:**

Administrative

*1. Total payments to personnel*

Payments to Personnel

Contracts were signed with Jo Anne Barnhart and Candice Greaux to serve from 1 April, 2015 through the end of the grant period as Executive Director and Communications Director, respectively. (Descriptions of their backgrounds were provided to your office during the Grant Application Process.) Working as contractors allows the MFNA to pay these professionals a fixed monthly fee: MFNA is not responsible for any year-end payments of Social Security, Medicare, or Federal Unemployment taxes.

4,027,294HF was transferred from Budget Line 3 - Total Material Expenditure

*3.1 Total inventory procurements*

Inventory Procurements

A laptop computer was purchased for office use.

**Office Space**

*3.2 Total service expenditures*

**Rental and Leasing Fees**

As we stated in our Grant Application, MFNA operations are conducted from its office located at 3033 Wilson Boulevard, Suite 700, Arlington, VA, 22201, USA. An industry-standard, market-rate lease agreement was signed through 31 December 2015. The lease includes office space, conference room use, internet, telephone, receptionist, and use of printing, faxing and copying equipment. The array of equipment and services provided by the landlord replaces the need for MFNA to purchase printers, fax and scanning equipment and to hire a receptionist which is an estimated savings of \$13,000 through the grant period.

**Business Travel**

*3.3 Business travel, advertising*

Business travel included the following:

- MFNA was invited by The Ronald Reagan Foundation and Library (RRFL) in Simi Valley, California to tour its facility for consideration as a venue for an MFNA sponsored event. The RRFL is the official United States Government facility housing all the papers of President Reagan’s Presidency, and includes a large paid staff of professional archivists who assist Foundations, the Press, and Scholars who want to research the legacy of President Reagan’s work. The Foundation and Library also hosts domestic and international leaders and provides a platform for speeches by world leaders and political debates. ([www.reaganfoundation.org](http://www.reaganfoundation.org)) Discussions were conducted with the Executive Director regarding policy forums and research presentations.

The RRFL has an extensive library containing files on his Administration’s work with the Government of Hungary. Arrangements were made with a Library archivist prior to arrival to identify and request documents for review pertaining to American-Hungarian relations. On-site research at the library was conducted and copies of documents were provided to MFNA for analysis at our next organizational meeting in New York City on 28 September 2015.

- Pepperdine University in Malibu, California invited MFNA to meet with the Dean of the School of Public Policy to tour the facility and review the faculty and curriculum for consideration as a venue for an MFNA sponsored event. Discussions with the Dean included the possibility of working with professors specializing in Eastern European policy to publish papers and presentations on Hungarian-American issues. Pepperdine has a close working relationship with the Ronald Reagan Foundation and Library, so a working relationship among the parties is quite likely. The eventual outcome of these discussions was the establishment of our Hungarian Scholar program with Pepperdine program described later in this report.
- Travel expenses for our Hungarian Scholar Program were provided as were expenses for the Professors from Pepperdine University to come to Washington, D.C. and New York City to present their findings and meet with local leaders.
- The Executive Director and other team members met with Hungary’s Consul General to NYC to discuss our planned activities and future events of importance to Hungary and the United States

including the Foundation's plans for activities to celebrate the 60<sup>th</sup> Anniversary of the 1956 Revolution.

- MFNA also deposited funds in a separate account at BB&T (Branch Banking & Trust Company) to secure a credit card to be used for MFNA staff travel within the U.S. and for travel by delegations of Congressmen and former Congressmen, Congressional Staff, and other invitees to Hungary. All U.S. based commercial vendors require payments and deposits by credit card, and often require foundations to show their credit facilities to ensure payment of future work.
- Financial documentation for all travel associated with MFNA events and activities is included at Annex 1.

**TV, Radio & Internet Advertising, Website, Outreach & Social Media**

The Foundation researched the cost of television and print advertising rates and developed a draft Time-Buy plan for potential use for advertising projects such as the Tourism Plan.

**Website**

A contract was signed with a Hungarian based design firm to develop corporate logo, design, host, and provide on-going services for the website, [www.magyarfoundation.com](http://www.magyarfoundation.com). Logo and Website development was completed including a dedicated section to Lajos Kossuth (see details on Lajos Kossuth event in the Special Projects section below). \$30,000 was allocated from the first installment of the grant for additional future Website design needs.

**Digital Outreach Strategy & Advertising**

A contract was signed with Timothy Kelly to provide services including digital strategy and social media promotion. The following social media accounts have been established:

- Twitter: <https://twitter.com/magyarusa>
- Facebook: <https://www.facebook.com/magyarusa>
- YouTube: <https://www.youtube.com/watch?v=D1KrpWNIXVE&feature=youtu.be>
- Instagram: [www.instagram.com/magyarusa/](http://www.instagram.com/magyarusa/)

Mr. Kelly conducted a 90 day Hungarian Audience-targeted Facebook Advertising campaign. Based on these initial results, an ambitious Facebook campaign was developed and implemented. As of February 28, 2016, the Facebook page has over 12,000 followers.

A contract was signed with Audience Partners to provide high impact display, media placement, re-targeting, and video-in stream (data) advertising on the Internet. This advertising has resulted in hundreds of visits to our website with visitors signing up and providing contact information to hear about future MFNA events and activities.

**Media & Press Communications**

Press releases, media advisories, and outreach letters to announce the launch, mission, and activities of MFNA were prepared.

MFNA also established a process for media monitoring utilizing free-of-charge media monitoring services to keep up-to-date on news about Hungary reported in the American, Hungarian, and international press. The Communications Director created a data system for maintaining all news relevant to Hungary to provide easy access for reporters and researchers to positive news stories about the contributions of Hungarians and the special relationship between the U.S. and Hungary to communicate to Hungarians in North America.

The Foundation hired Capitol Media Partners, an international communications and public affairs firm to liaison to the foreign press to promote our events in Washington, D.C.

The Foundation continues to research and identify Hungarian media outlets in America to engage with and to promote Hungarian-American relations.

Direct Mail

A contract was signed with SCM & Associates to provide all MFNA direct mail services to direct Hungarian-Americans to the MFNA website and engage them in MFNA activities, events, and issues.

MFNA conducted a targeted direct mail effort to Hungarian Americans to direct them to the website and engage them in MFNA activities and issues of interest. Mail recipients who went to the MFNA website to sign up for information on future activities and events were also able to enter a contest to a trip to Hungary.

A mailer targeted to lists of Hungarian Americans and households with Hungarian surnames was produced and mailed. The mailer promoted MFNA 's contest to award two people a one-week trip to Hungary. Contest entrants could enter the contest on our website or by mailing in an entry. Entrants were required to submit a short essay describing why Hungary is important to them and why they wanted to visit Hungary.

Legal & Accounting

Legal

A contract was signed with Arent Fox to provide legal services including review of all contracts and printed materials, and review and approval of all activities to ensure compliance with U.S. Internal Revenue Service requirements for 501(c)(4) non-profit organizations. In addition to providing legal counsel and advice, as mentioned in our grant application, Craig Engle at Arent Fox also provided the Foundation with a unique blend of managerial and political assistance, and supplementing the design of various events for MFNA across the United States. For example, Craig worked on developing the Pepperdine and Cincinnati initiatives described below. The Arent Fox consulting staff has supplemented the Magyar Executive staff as needed with assistance in its general operations as assigned by its Executive Director, Jo Anne Barnhart. Mr. Engle served as MFNA liaison for select Members of Congress and Congressional staff, the Washington, D.C. business and trade association community, and U.S. organizations, colleges, foundations and universities where his pre-existing professional relationships can facilitate MFNA accomplishing its goals. Mr. Engle also headed our Board recruitment effort. It is envisioned that this work will continue through the remainder of the contract, especially in the design of the Pepperdine program and new initiatives in early 2016 consistent with the Grant Agreement and the Foundation's mission.



CT was engaged to provide domestic representation to the District of Columbia. DC law requires a registered agent for entities established in the District of Columbia.

Accounting

A contract was signed with Huckaby Davis Lisker (HDL) to provide non-profit accounting and compliance services. This contract also includes tax preparation services to meet U.S. Internal Revenue Service requirements.

- MFNA and HDL have established accounting, record-keeping, and internal financial control systems to ensure compliance with grant requirements.

Special Projects

United States Capitol

Lajos Kossuth Reception

The Foundation developed and planned its inaugural Capitol Hill event, *The Spirit of Our Age is Democracy: Celebrating the Father of Hungarian Democracy* to honor Lajos Kossuth.

- The Foundation has reserved one of the most ornate and historic reception rooms in the United States Capitol to host an evening reception to honor the legacy of Lajos Kossuth. The event was scheduled for February 2016 and included a short video and lecture about Kossuth’s experiences during his historic trip in 1852. The reception room is immediately adjacent to the U.S. Senate Chamber and close to the historic bronze sculpture of Kossuth housed by the Rotunda of the United States Capitol. This special room arrangement could only have been made possible by our direct relationship with senior U.S. Senate officials.
- Invitees to this event included Members of Congress and the United States Senate with special emphasis on the Hungarian-American Caucus, the House and Senate Foreign Affairs Committees, government affairs representatives in Washington, D.C., members of the Hungarian-American business community, former senior officials in the United States Department of State, and Hungarian Embassy personnel.
- MFNA purchased several items of memorabilia for the evening including 3 x 5 foot Hungarian and American flags and lapel pins with linked Hungarian and American flags for use at the Kossuth and future MFNA events.
- A contract was signed with FMB to design and produce all printed materials for MFNA events including Kossuth event invitations (electronic and print), placards, signs, and a brochure highlighting the life and accomplishments of Lajos Kossuth.
- The Foundation engaged Jamestown Associates to design and produce a tribute video honoring Lajos Kossuth for presentation at the event and for posting on the website and YouTube. This video will also be edited for re-use at other press, educational, and cultural events throughout the year.

**National Press Club, Washington, D.C.****Policy Forum on Hungarian American Relations 1980 - Present**

As noted above, MFNA representatives met and held discussions with the Executive Director of the Ronald Reagan Foundation and Library and the Dean of the Pepperdine University School of Public Policy to create several academic policy forums and public events.

One of the most exciting and visionary projects the Foundation undertook involved the prestigious Pepperdine University and the U.S. Government's staff of professional archivists at the Reagan Foundation to create historic and forward-looking policy papers for international publication. The papers were published in English and have been translated to Hungarian and will be published in Hungarian. Publication in both languages will record and link the legacy of Ronald Reagan and his fight for the freedom of Eastern Europe with the current political and social welfare initiatives the Governments of Hungary and the United States are undertaking. To ensure continuity and content, the Executive Director of MFNA worked with the Library and catalogued numerous papers of the Reagan Administration that are key, first-source materials that served as the basis for Pepperdine's work.

The papers were presented by their authors, both of whom are Senior Professors of Public Policy, at a luncheon on February 25 at the internationally recognized National Press Club in Washington, D.C. This event attracted international experts, U.S. and foreign press, and Members of Congress and the Administration. The ultimate goal was to have this event filmed by the local press and have these papers published in a journal of international affairs so it can become part of the permanent record of the history of Hungarian-American relations. The papers and professors' lectures have been made possible by a Grant of \$50,000 the Foundation gave the University and which the University matched with resources to accomplish for this important work.

Additionally, the Foundation worked with Tom Stiponowich, another Professor of History at Pepperdine University who is authoring a book on U.S. President Abraham Lincoln, which will highlight the President's famous meeting with Lajos Kossuth in 1952 in Springfield, Illinois and Kossuth's views on democracy which were reflected in President Lincoln's famous Gettysburg Address during the American Civil War. We were excited to develop a presentation of these papers at The National Press Club in Washington, D.C. where it received the attention of international experts, U.S. and foreign press, and Members of Congress and the Administration. The ultimate goal is to have these papers and the presentation filmed and published in a journal of international affairs so it can become part of the permanent record of the history of Hungarian-American relations.

**Hungarian Scholar Program****Budapest, Los Angeles and Washington, D.C.**

We worked with our Hungarian Partners to add a scholastic feature to these projects. As part of our Pepperdine University Research and Policy Paper project, MFNA competitively selected a Hungarian graduate scholar to travel to the U.S. and assist in the research and writing of the academic papers and be recognized at the National Press Club event in Washington, D.C. This bi-lateral effort ensured the work truly included the archives and views of both nations and facilitate that the final products are written in both English and Hungarian. MFNA interviewed candidates for this position in Budapest in November, 2015. The Hungarian student undertook his initial work in Budapest and travelled to the U.S. in mid-January 2016 to complete the work in person, and attend the public presentation. The scholar

was also invited to the MFNA Kossuth event in the U.S. Capitol where more direct interaction with Congressmen was possible.

**Yale Club, New York City**

**Luncheon on Jewish Life in Hungary**

The former Governor of the State of New York, George Pataki – who is also of Hungarian descent – hosted a luncheon for MFNA at the prestigious Yale Club in New York City. The keynote speaker was Ferenc Kumin, Hungary’s Consul General to New York. The topic was Jewish Life in Hungary. Invited guests included prominent Jewish American and Hungarian business people and local political figures of interest.

**Online Educational Program**

MFNA initiated discussions with Istation, a global leader in education technology with nearly 3 million students enrolled in 38 states and six countries. Istation is impacting teachers and students globally through groundbreaking education technology that blends online instruction with animation, game-like interactions, and real-time reporting of student data. (See [www.istation.com](http://www.istation.com) for more information.)

Senior Istation executives reviewed the story of Lajos Kossuth to develop a way to include him as one of their active characters. This would place Lajos Kossuth in the curriculum they offer to educational institutions. The Kossuth story would most likely be extremely comprehensive and would be in every package they offer. This development and injection of the Kossuth story into the curriculum would be provided at no cost to MFNA. In addition, Istation requested that MFNA submit a full curriculum lesson plan and a marketing plan for same. MFNA has engaged FMB, a long-time educational marketing agency to develop the plan. Two educational curriculum developers have been identified and meetings will be held with them to move ahead on developing the Kossuth lesson plan for submission to Istation.

**Fundraising**

A contract was signed with WolfPoint Global to provide major donor/major event fundraising services including identifying and soliciting potential large donors and arranging meetings with potential large donors to describe MFNA's mission and activities.

**Surveys, Research & Strategic Consultation**

Grant funds were not used for these activities.

**Research**

MFNA has researched the Hungarian-American population in the U.S. to identify states and cities with large concentrations of Hungarian Americans to facilitate planning and decision making for messaging and future event locations.

MFNA has begun the process of mapping decision makers in the federal government to develop a list of potential special guests for fundraising events and Hungarian cultural and policy events.

- Congressional districts and states with substantial populations of Hungarian-Americans have been identified and dossiers on these representatives have been developed.
- Members of Congressional Committees and Caucuses (for example, the Hungarian Caucus) with an interest in Hungary have been identified.

- Dossiers on these decision-makers have been developed. All dossiers include biographical information, political history, committee information, and notable issues, bills introduced, and legislation.

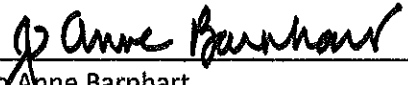
MFNA has mined through lists of Hungarian Organizations in America and identified viable groups with large membership and strong organizational infrastructures to collect information on groups that have the membership and reach to help carry messages we need into local communities.

**Summary**

As detailed above, MFNA was actively engaged in conducting publicly attended events and projects to receive extensive and positive coverage through the United States. The mix of academic and cultural events we conducted -- all within the budget and terms of the grant agreement -- serve as an excellent foundation for our future work with Hungary and key constituencies in the United States. An important aspect of our mission was to create materials and events that will have a lasting impression here and with those in the international community. One challenge we were able to overcome was the short time-frame during which we were able to obligate the grant funds for our projects. We are proud of the major events that were quickly expedited and the internationally recognized scholars and advisors who have generously changed their schedules to participate in these programs.

MFNA has also secured the preliminary interest of several additional scholars, media advisors, and experts in international relations who can continue our work in 2016. Key staff of the Foundation has also signaled their interest to renew their contracts for 2016 which will ensure the timely continuity of our programs. Several future events are already in the planning stages and will continue the goals and purpose of the current grant agreement. Importantly, the Foundation will need several months of lead time to begin these events as they will entail longer and larger programs that we have already completed. We look forward to discussing these ideas with you in the very near future.

Dated April 27, 2016

  
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 Jo Anne Barnhart  
 President and Executive Director