

OSINT Investigative Report: Fenety Marketing Services (Atlantic) Ltd.

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July 17, 2025
AI-Assisted / OSINT-Sourced

Abstract

This OSINT report uncovers Fenety Marketing Services (Atlantic) Ltd., a Moncton-based tele-fundraising firm. Based solely on publicly available URLs and resources, it addresses company structure, culture, fundraising transparency, and regulatory context. Conclusions are paired with strategic recommendations.

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1 Company Profile & Operations

Fenety Marketing Services (Atlantic) Ltd. was founded in 1994 by Mark T. Fenety, who began his career in tele-fundraising in 1978. Located in Moncton, New Brunswick, the company operates from a call center that has grown significantly from its initial 12 agents to a facility with a capacity for 72 agents and 23 support staff. Fenety Marketing manages approximately 30 to 35 campaigns annually for a variety of non-profit organizations, with a focus on provincial police associations and the Royal Canadian Legion. The company's website emphasizes its use of analytics-based strategies for donor outreach and claims to provide the "best net monetary finance returns" in the industry [2, 1]. Beyond tele-fundraising, their services also include event marketing and the production of printed materials like awareness guides.

2 Employee Experience & Workplace Culture

Employee reviews for Fenety Marketing present a mixed picture of the workplace.

2.1 Indeed

On the main Indeed review page, the company holds a 3.3 out of 5-star rating based on 16 reviews. Some former employees express ethical concerns, with comments such as, "the charities we funded only got about 10 percent or so of what we raised," and labeling the work as "professional scammers . . . maybe 10–25% goes to the cause" [3]. These reviews often mention feelings of guilt associated with aggressive fundraising tactics targeting vulnerable donors, leading to low morale.

2.2 Glassdoor / Indeed Regional

In contrast, the Indeed page for their Moncton location shows a much higher rating of 4.7 out of 5 stars from three reviews, which praise the company's bonus structure, scheduling flexibility, and positive team morale [4]. Glassdoor reviews offer a 3.7 out of 5 rating, echoing the mixed sentiment by describing both a supportive environment and the high stress of meeting script-based quotas [5, 3].

2.3 Other Review Sites

MPLRS.com provides a 4.0 out of 5 rating, categorizing the company as a privately held firm with an estimated 50–200 employees and annual revenue between \$5 million and \$10 million CAD. This profile suggests that employee satisfaction is generally positive [6].

3 Fundraising Model & Transparency

Fenety Marketing's fundraising model relies heavily on scripted telephone calls that often target older individuals or those on a fixed income. Publicly available information and media reports suggest that the charities they represent often receive a small fraction of the funds raised, typically estimated between 10% and 25%. A notable example is a campaign for Nova Scotia Crime Stoppers, which raised approximately \$380,000, but the charity's net retention was only about \$79,000, or 21% of the total [7].

4 Financial Data & Revenue Estimates

As a privately held company, Fenety Marketing's financial details are not publicly disclosed. However, industry data aggregators like Dun & Bradstreet (D&B) and MPLRS.com provide revenue estimates that place the company's annual earnings between \$5 million and \$10 million CAD [6]. Glassdoor offers a

lower estimate of \$1 million to \$5 million, derived from corporate size inferences [5]. D&B data also positions Fenety Marketing among the larger administrative-support firms in the Moncton area.

5 Legal & Regulatory Context

In Canada, tele-fundraising activities are regulated under Section 52.1 of the Competition Act, which mandates that fundraisers must clearly disclose their identity and the purpose of their call. To date, no public records of regulatory infractions filed against Fenety Marketing have been found [7].

6 Public & Media Perception

Fenety Marketing is listed in several local business directories, including MapQuest and YellowPages. Public awareness of the company is largely tied to discussions around the efficiency of its fund allocation. The firm has carved out a unique niche in Atlantic Canada by combining traditional tele-fundraising with event marketing and the production of printed materials [1, 8].

7 Organizational & Historical Background

The company has experienced significant growth since its inception, expanding from managing just six campaigns per year to its current portfolio of approximately 35. This growth has been primarily driven by client referrals. It remains a privately owned entity under the leadership of its founder, Mark T. Fenety [2].

8 Canadian Focus & International Reach

Fenety Marketing's operations appear to be confined strictly to Canada. While its founder, Mark T. Fenety, has professional experience in the United States, there is no public evidence to suggest that the company engages in international fundraising activities [2, 8].

9 Conclusions & Strategic Insights

- **Strengths:** The company benefits from an established infrastructure, long-term client relationships, and a diversified approach to fundraising that goes beyond simple tele-marketing.
- **Ethical & Reputation Risks:** There are significant ethical and reputational risks associated with the persistently low retention rates for the charities they represent (10–25%). Aggressive donor outreach tactics may also damage public trust.
- **Employee Challenges:** The high-stress environment created by sales quotas and the ethical discomfort expressed by some staff members pose challenges to employee morale and retention.
- **Compliance:** While no formal regulatory actions have been taken against the company, its script and consent practices should be proactively verified to ensure ongoing compliance.

10 Recommendations

1. **Transparency:** Publish audited outcomes for all fundraising campaigns, providing clear and accessible information on charity retention rates.
2. **Script & Ethics Review:** Engage third-party evaluators to review fundraising scripts and practices to ensure they are respectful, particularly when interacting with vulnerable demographics.

3. **Staff Welfare:** Reduce the reliance on strict quotas and introduce comprehensive ethics training. Establish clear grievance options and anonymous reporting channels for staff.
4. **Regulatory Preparedness:** Maintain thorough and documented evidence of compliance with Competition Bureau standards, including call scripts, opt-out logs, and records of donor consent.
5. **Diversification & Benchmarking:** Explore hybrid fundraising models that incorporate digital campaigns. Benchmark efficiency and retention rates against peer firms and conduct regular satisfaction surveys with non-profit clients.
6. **Donor/Client Reporting:** Encourage non-profit clients to publish detailed impact statements that correlate the funds raised with specific community outcomes.

Source References

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