

Open-Source Intelligence (OSINT) Analysis of Fenety Marketing Services (Atlantic) Ltd.

March 10, 2025

Abstract

This report provides an in-depth OSINT analysis of Fenety Marketing Services (Atlantic) Ltd., a Moncton, New Brunswick-based tele-fundraising company. Established in 1994, the firm specializes in fundraising for high-profile non-profit and charitable organizations across Canada. While the company emphasizes professional and ethical practices, public feedback raises concerns regarding its telemarketing strategies and fund allocation. This analysis reviews publicly available data and user-generated content to offer insights into the company's reputation, operational practices, and community perceptions.

Contents

1	Executive Summary	3
2	Introduction	3
3	Company Overview	3
4	Public Feedback and Reviews	3
4.1	Employee Perspective	3
4.2	Online Discussions	3
5	Conclusion	4
6	Recommendations	4
7	Appendices	4

1. Executive Summary

Fenety Marketing Services (Atlantic) Ltd., founded in 1994 and headquartered in Moncton, New Brunswick, has built a reputation as a key player in tele-fundraising for non-profit and charitable organizations across Canada. Despite the company’s commitment to ethical practices, there are notable public concerns regarding its telemarketing methods and the proportion of funds that reach the intended causes. This report consolidates open-source intelligence, including employee reviews and online discussions, to provide a balanced view of the company’s operations, public perceptions, and recommendations for improving transparency and ethical standards.

2. Introduction

The purpose of this report is to analyze Fenety Marketing Services (Atlantic) Ltd. using open-source intelligence (OSINT). By reviewing publicly available documents, online user feedback, and employee reviews, this analysis aims to:

- Assess the company’s operational practices.
- Evaluate its reputation within the tele-fundraising sector.
- Identify key areas of concern and opportunities for improvement.

3. Company Overview

Fenety Marketing Services (Atlantic) Ltd. was founded by President Mark Fenety, whose career in tele-fundraising began in 1978. Over the years, the company has expanded from a small call center to a modern facility spanning 6,000 square feet, currently operating with a 72-agent capacity and supported by 23 additional staff members. The company not only engages in tele-fundraising but also produces awareness and crime prevention guides, military service recognition books, and organizes community-focused events such as benefit hockey games.

4. Public Feedback and Reviews

Public sentiment and online reviews provide critical insights into the company’s practices:

4.1. Employee Perspective

An employee review (dated August 2023) highlights that the telemarketing role involves cold calling primarily to elderly individuals. The review alleges that approximately 70% of the funds raised are retained by the company, raising concerns about the alignment between donor intentions and fund allocation.

4.2. Online Discussions

While direct Reddit discussions were not identified in the available data, online forums frequently debate the ethics and transparency of telemarketing practices in the fundraising industry. Common topics include:

- The ethical implications of targeting vulnerable populations.
- The proportion of donations allocated to administrative fees versus the intended charitable causes.

5. Conclusion

Fenety Marketing Services (Atlantic) Ltd. is a significant entity in Canadian fundraising, with a longstanding history and broad operational capacity. Nonetheless, public and employee feedback raises issues regarding the company's telemarketing strategies and fund allocation practices. Addressing these concerns is essential to maintain public trust and ensure that donor contributions are maximally effective.

6. Recommendations

To improve transparency and strengthen its reputation, the following recommendations are proposed:

1. **Transparency:** Clearly disclose the percentage breakdown of funds that are directed to charitable causes versus administrative fees.
2. **Ethical Practices:** Review and update telemarketing scripts and strategies to prevent exploitation of vulnerable populations, particularly the elderly.
3. **Public Engagement:** Actively engage with online communities to address concerns and provide clarifications regarding operational practices.
4. **Third-Party Audits:** Implement independent audits of fundraising practices and fund allocation to build trust with donors and stakeholders.

7. Appendices

Company Details

- **Address:** 295 English Dr, Moncton, NB E1E 0J3
- **Phone:** +1 (506) 858-7807
- **Website:** [Website URL Not Provided]
- **Key Personnel:** President Mark Fenety

Sources of Feedback

- Employee reviews (August 2023)
- Public online discussions and forums (e.g., Reddit)