



*Inspiring Beauty*  
Through Caring™

### *Legacy of Love*

Throughout her life, Mary Kay Ash showed others how to live – and how to give. She gave hope to women who lacked opportunity and self-esteem, and financial support to the causes she believed in. And although she is no longer with us, her legacy of love continues through the Mary Kay Ash Charitable Foundation (MKACF), which was established in Canada in 2001.

### *Our Mission*

The mission of the foundation in Canada is to support women living with cancer through the *Look Good Feel Better*® program and to help end violence against women by providing grants to women's shelters and community outreach programs. The MKACF raises funds to support these programs through the sale of fundraising items and events, as well as donations made by the independent sales force, corporate staff and consumers.

### *Making Every Gift Count*

The Canadian Income Tax Act requires that all charities spend at least 80 percent of the receipted donations on charitable activities. More than 96% of all MKACF donations benefit the Look Good Feel Better® program and programs to eliminate violence against women. Less than 4% goes to administrative expenses.

Charitable Registration Number:  
863841995 RR0001

### *Quest For The Cure*

*Look Good Feel Better*® is supported primarily by the member companies of the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA) and is Canada's only cancer charity dedicated to empowering women to manage the effects that cancer and its treatment have on their appearance. The MKACF is proud to support *Look Good Feel Better*® and women living with cancer.

Since its inception in 1992, it is estimated that *Look Good Feel Better* has helped hundreds of thousands of women across the country through workshops and signature services, including a toll-free information line at 1-800-914-5665, an annual publication and website [www.lookgoodfeelbetter.ca](http://www.lookgoodfeelbetter.ca).

The workshops – offered in over 100 hospital and cancer care facilities across Canada – are led by over 1,800 industry trained volunteers, 50% of which are Mary Kay Independent Beauty Consultants.

### *Turning Belief Into Action*

Mary Kay Ash believed that motivation, recognition and unlimited opportunity could transform women and empower them to achieve a better life for themselves and their families. Sadly, one in three women in Canada today will be the victim of violence during her lifetime. Domestic violence, rape, stalking and murder threaten and destroy women's dreams, their families and – too often – their lives.

Since 2004, the MKACF has awarded over \$1.4 million through its annual Shelter Grant program, benefitting over 130 women's shelters and community outreach programs nationwide that aid the victims of domestic violence. Thanks to the generous contributions to the Foundation in 2018, 7 women's shelters and community outreach programs across Canada each received a \$8,500 grant to contribute to their operating budget.

The MKACF invites you to join the effort to reach out to women affected by violence. We encourage you to educate yourself about the issue; to be an informed listener; to seek help when there is a need. Most of all, we encourage you to break the silence. Only when the silence is broken can help be found and lives changed.



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To find out more about the Mary Kay Ash Charitable Foundation and its efforts to help women affected by cancer or violence, visit our website at [www.marykay.ca](http://www.marykay.ca) or call 1-866-455-5454

### *Who's At Risk?*

It could be your sister, your mother, your friend. It could even be you. It's alarming to know that in a lifetime, one in two women will develop some form of cancer, and one in three women will be a victim of violence. By helping one another, women can make a difference in these statistics.

### *How You Can Help*

The Mary Kay Ash Charitable Foundation (MKACF) is committed to helping women change their lives for the better. Your involvement can truly make a difference. There are several ways in which you can support the MKACF and help carry out Mary Kay's mission to enrich the lives of women everywhere.

#### ***Make a donation.***

Every donation and contribution to the MKACF makes a difference in the lives of women living with cancer and/or women who are victims of violence. You can mail a donation to the address shown on the right, or simply click on the Donate Now button on the Foundation home page on [www.marykay.ca](http://www.marykay.ca). For ideas on holding or participating in a fundraiser to support the MKACF, visit [www.marykay.ca](http://www.marykay.ca).

#### ***Volunteer in your community.***

Many communities offer assistance to battered women or those living with cancer. A donation of your time can be as rewarding for you as it is for the women seeking shelter or emotional support for their illness.

#### ***Be a personal advocate for change.***

Education is our best defence against violence and cancer detection and prevention.

#### ***Cancer information***

For more information about the *Look Good Feel Better*® program call 1-800-914-5665. Feel free to pass this number along to women in need.

### *Donations May Be Made Online At:*

[www.canadahelps.org](http://www.canadahelps.org)

### *Or Donations May Be Sent To:*

Mary Kay Ash Charitable Foundation  
2020 Meadowvale Blvd.  
Mississauga, ON  
L5N 6Y2

Cheques and money orders should be made out to the Mary Kay Ash Charitable Foundation. You may designate the specific mission that you wish to support: women living with cancer or ending violence against women – the MKACF is required to honour wishes of the donor. At the direction of the board, undesignated funds are used for both stated causes.

Please note that donations of \$10 or more made to the Foundation will receive a tax receipt.

***Thank you for your support!***

