

## How You Can Help

The Mary Kay Ash Charitable Foundation (MKACF) is committed to helping women change their lives for the better and with your involvement, we 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 contribution to the MKACF makes a difference in the lives of women living with cancer and women who are victims of domestic violence. Simply visit [www.marykay.ca](http://www.marykay.ca) > Mary Kay Cares > Mary Kay Ash Charitable Foundation or you can mail a donation to the address shown below. On this page, you can also find resources to host your own fundraiser!

### Volunteer in your community.

Many communities offer assistance to victims of domestic abuse 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 or to help a woman you know register for a workshop, or to become a volunteer - visit [www.lgfb.ca](http://www.lgfb.ca)

#### Online donations are accepted at:

[www.canadahelps.org](http://www.canadahelps.org) Simply search "Mary Kay Ash Charitable Foundation" to find us.

#### Or e-transfer your donation:

by using our email address:

[MaryKaycares\\_canada@mkecorp.com](mailto:MaryKaycares_canada@mkecorp.com)

**IMPORTANT!** In the message box, please include your email address to receive a charitable tax receipt for donations of \$10 and more.

If you are a Mary Kay Independent Beauty Consultant, add your Consultant number to the message box.

#### Or cheque and money order sent to:

Mary Kay Ash Charitable Foundation  
29 Brownridge Road, Halton Hills, ON  
L7G 0C6

Cheques and money orders should be made out to the Mary Kay Ash Charitable Foundation.

The MKACF is required to honour the wishes of the donor - you may designate the specific mission that you wish to support: women living with cancer or ending violence against women. 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.*

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**

*Thank you  
for your support!*

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Mary Kay Cosmetics Ltd. 1/25

Mary Kay Ash  
CHARITABLE FOUNDATION™



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 women who experience domestic violence by providing grants to women's shelters and community outreach programs. We raise 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

**99%** of donations directly support Look Good Feel Better® and programs to eliminate violence against women.

That means just 1% of your donation goes to administrative expenses.

## Making Women Feel More Like Themselves Again

Look Good Feel Better® is Canada's only national charitable program dedicated to helping women manage the appearance-related effects of cancer and its treatment.

At the heart of the program is a complimentary, two-hour workshop which provides advice on managing dry and sensitive skin, the loss of brows and lashes, uneven skin tone and makeup hygiene. The program also provides demonstrations on hair alternatives such as wigs and scarves and in select workshops, breast care options for women post-surgery.

Even more, Look Good Feel Better® provides psycho-social support, offering women a welcoming environment, where they can spend some much-needed time on themselves and connect with other women going through a similar experience.

Look Good Feel Better® reaches more than 10,000 women each year. Since COVID-19, they have incorporated virtual workshops into their programming, in addition to hosting workshops in 110 hospitals and cancer centres across Canada, delivered by 1300 industry-trained volunteers – many of them Mary Kay Independent Beauty Consultants.

Visit [www.lgfb.ca](http://www.lgfb.ca) to learn more.

The MKACF is proud to be a supporter of Look Good Feel Better® and has awarded over \$1.3 million to Look Good Feel Better® through its annual support program. Together, we are helping women facing cancer feel like themselves again.

**Charitable  
Registration  
Number:**

863841995 RR0001

## 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 \$2 million through its annual Shelter Grant program, supporting over 140 women's shelters and community outreach programs nationwide that aid victims of domestic violence.

The MKACF invites you to join the effort to reach out to women affected by domestic 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.

## 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, we can make a difference in these statistics.

Since its inception, the Foundation has raised MORE THAN \$3.63 million to support women impacted by domestic violence and cancer. This year, our goal is to support Look Good Feel Better® with a donation of \$130,000, and to support shelters across Canada with \$140,000 in donations through our annual Shelter Grant program.