MARY KAY ASH CHARITABLE FOUNDATION

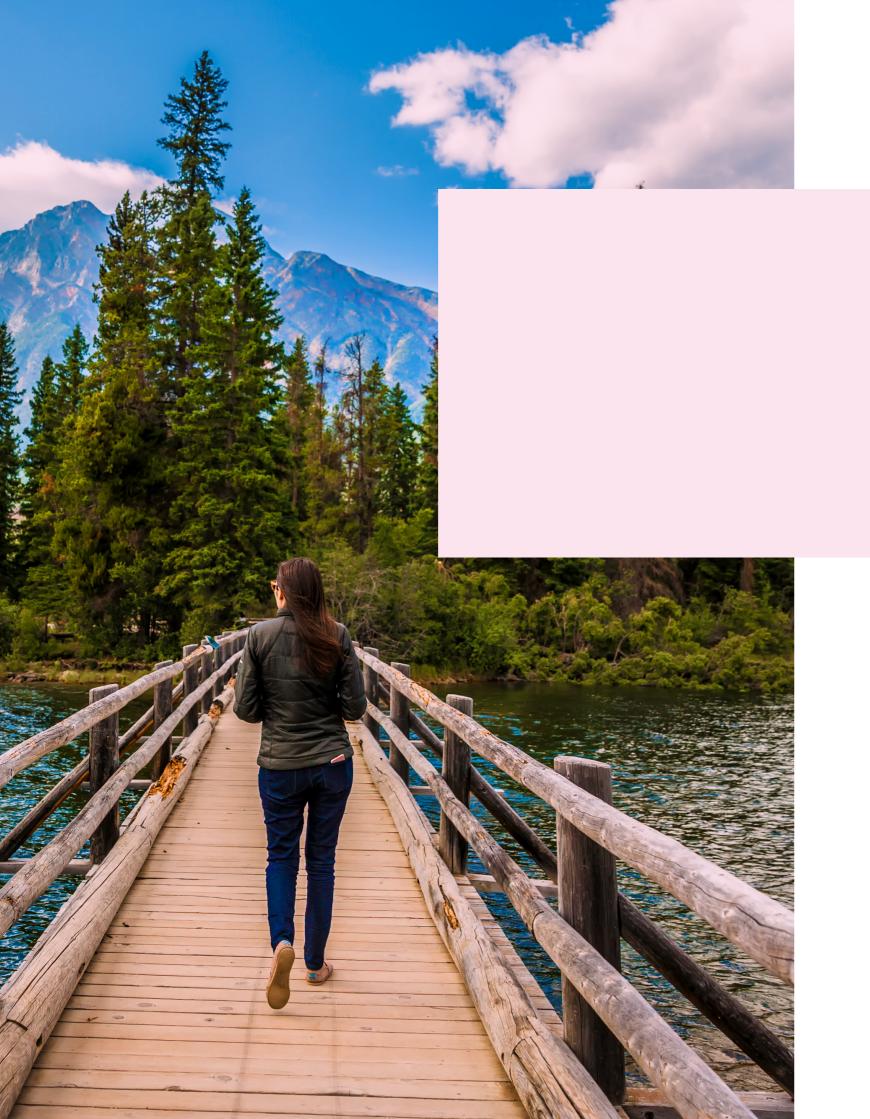


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Supporting Women and Children Decade of Action



SUPPORTING WOMEN AND CHILDREN

The Mary Kay Ash Charitable Foundation is committed 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 Foundation provides a grant to a domestic violence shelter in each of the ten provinces in Canada to support women and their families trying to flee domestic violence situations annually. Since 2001, the Foundation has awarded nearly \$3.4 million.

Founded: 2001

Mission: The Mary Kay Ash Charitable Foundation's mission is to support women living with cancer and help end violence against women by providing grants to women's shelters and community outreach programs.

Learn more: www.marykay.ca



Decade of Action Our Beginning: 2020

- The Mary Kay Ash Charitable Foundation issued \$98,000 in domestic violence grants to 49 domestic violence shelters and supplied the shelters with hand sanitizer.
- Mary Kay Canada donated more than 40,000 hand sanitizers to various organizations violence shelters, essential workers, schools and charities.
- Mary Kay Canada and the Mary Kay Ash Charitable Foundation matched individual total donation of \$25,000 as a result.
- Proceeds from the sale of limited-edition clothing and accessory items throughout 2020 raised nearly \$175,000 with proceeds benefitting the Mary Kay Ash Charitable Foundation.
- The Mary Kay Ash Charitable Foundation donated \$100,000 to Look Good Feel Better for the eighth consecutive year.
- Mary Kay Canada launched annual Power of One Fundraising Challenge for

including local police and hospitals, Federal, provincial and city governments, domestic

donations made to Look Good Feel Better[®] from November 23 to December 31, with a

independent sales force members to drive donations to the Foundation, raising \$47,372.



THE MARY KAY **ASH CHARITABLE** FOUNDATION (CANADA)

The Mary Kay Ash Charitable Foundation was established in Canada in 2001, and one of its missions is to support survivors of domestic violence by providing grants to women's shelters and community outreach programs. Since 2001, it has awarded more than \$1.4 million to shelters and programs addressing domestic violence. For every dollar raised, 96 cents goes directly to its impact programs. To learn more about The Mary Kay Ash Charitable Foundation, visit www.marykay.ca.

The Mary Kay Ash Charitable Foundation **Efforts in Response to COVID-19**

In 2020, the Mary Kay Ash Charitable Foundation issued \$98,000 in domestic violence grants to 49 domestic violence shelters and supplied the shelters with hand sanitizer as part of their COVID-19 relief efforts.

Domestic Violence Shelters in Canada

ALBERTA

Discovery House, Calgary Crossroads Resource Centre & Women's Shelter, Fairview Haven's Way, Calgary Win House, Edmonton Rowan House Emergency Shelter, High River Capella Centre, St. Paul Big Hill Haven, Cochrane

BRITISH COLUMBIA

VWTH Emergency Shelter, Victoria Transition House, Vernon Dixon Transition House, Burnaby Monarch Place (1st Stage) / Chrysalis Place (2nd Stage), New Westminster Genesis Program, Vancouver Forsythe House, Revelstoke

MANITOBA

Alpha House Project, Winnipeg Parkland Crisis Centre and Women's Shelter, Dauphin Auberge Shalom pour femmes, Montreal

NEW BRUNSWICK

Women in Transition, Fredericton Fundy Region Transition House, Inc. (FRTH), St. Stephen Coverdale Women's Emergency Shelter & Transition Apt., Saint John Liberty Lane Inc., Fredericton Maison Notre Dame House, Campbellton

NEWFOUNDLAND Grace Sparks House, Marystow The Libra House, Happy Valley Goose Bay

NOVA SCOTIA Alice Housing, Dartmouth

Tamar House, Truro

ONTARIO

Yellow Brick House, Richmond Hill Ernestine's Women's Shelter, Etobicoke Anselma House & Haven House Lanark County Interval House, Carleton Place Crossroads Shelter, Peterborough Haldimand & Norfolk Women's Services, Simcoe Juliette's Place, Scarborough Gillian's Place, St. Catherines Maison d'amitie, Ottawa

QUEBEC YWCA Quebec

Maison Simonne-Monet-Chartrand, Chambly Maison d'aide et hebergement L'Emergence, Maria Passer Elle, Montreal Mirepi, maison d'hebergement Inc, St-Raymond Maison Alice-Desmarais, Granby La Maison Dalauze Inc., Montreal Auberge Madeleine, Montreal Horizon pour Elle, Cowansville L'Arret-Source, Montreal Maison d'Hebergement Pour Elles Des Deux Vallees, Gatineau Maison Libere-Elles, Chelsea

PRINCE EDWARD ISLAND

Anderson House, Charlottetown

SASKATCHEWAN Shelwin House, Yorkton Moose Jaw Transition House, Moose Jaw



Our Future: 2022

- lence and to support women with cancer.
- shelters and programs addressing domestic violence.
- of \$30,000 as part of the annual match campaign.
- Kay Ash Charitable Foundation.
- ing \$30,951.
- raising nearly \$70,000 for MKACF.
- lence shelters across Canada totaling \$160,000.

Our Journey: 2021

In 2021, the Mary Kay Ash Charitable Foundation donated \$100,000 to Look Good Feel Better marking the ninth consecutive year of donating this amount.

In addition, the Foundation granted \$9,000 each to 14 domestic violence shelters across Canada, totaling \$126,000.



• Since 2001, the Mary Kay Ash Charitable Foundation (MKACF) has donated nearly \$3.4 million to help women and children suffering from domestic vio-

• Mary Kay Canada celebrated its 10th consecutive year partnering with Look Good Feel Better by donating \$100,000, for a total of \$1.5 million.

• Since it began in 2001, the foundation has awarded a total of \$1.8 million to

• From November to December, Mary Kay Ash Charitable Foundation matched individual donations made to Look Good Feel Better® for a maximum donation

• Proceeds from the sale of limited-edition clothing and accessory items sold throughout 2022 raised nearly \$76,000 with proceeds benefiting the Mary

• Mary Kay Canada launched annual Power of One Fundraising Challenge for independent sales force members to drive donations to the Foundation, rais-

Mary Kay Canada finished its 2nd Annual Virtual MK5K walk/run in September

• MKACF Shelter Grant Program awarded \$10,000 each to 16 domestic vio-



Our Beyond: 2023-2030

Mary Kay Canada and the Mary Kay Ash Charitable Foundation, through community support programs including Look Good Feel Better and domestic violence shelter grants, are committed to continue philanthropic efforts to span across the urgent needs of women and children across all provinces during the Decade of Action.

MARY KAY ASH CHARITABLE FOUNDATION

16251 Dallas Parkway Addison, Texas 75001

For general inquiries, please contact: +1972-687-5300

For media inquiries, please contact: +1972-687-5332 media@mkcorp.com

For more information, please visit: www.marykayglobal.com

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