



**GLOBAL RESPONSE
COVID-19 RELIEF
EFFORTS**

MARY KAY®

“WE MUST REMEMBER THE
PRINCIPLES UPON WHICH
OUR COMPANY WAS
FOUNDED AND BELIEVE IN
OURSELVES AND OUR
ABILITY TO DO ANYTHING IN
THE WORLD.”

Many Kay



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DAVID HOLL

CHAIRMAN &
CHIEF EXECUTIVE
OFFICER

The start of March 2020 is a time we as a Company and world will never forget – uncertainty, more questions than answers, and new challenges were at every turn. But now, we can look ahead to the future, we can mindfully reflect on how far we have come.

In the early stages of COVID-19, we mobilized relief efforts, implemented safety measures and ensured we as a Company took an active approach to aiding the public, our people, and communities where we operate and beyond. We embraced the largest global relief effort in Mary Kay history and for that I am proud.

The wide-ranging impact of this pandemic on our economies, populace and the world at large may not be truly known for some time. But there's one thing we know for sure: an unprecedented crisis requires everyone's support. It was our responsibility to help those who were affected by this virus—either directly, like our frontline workers and first responders, or indirectly, like women and children impacted by the alarming uptick in domestic violence cases.

As we enter a new “normal,” we reflect back on how we as a Company, community, and world came together to combat this crisis with a united effort.

A handwritten signature in black ink that reads "David B. Holl". The signature is written in a cursive, flowing style.

David Holl
Chairman and Chief Executive Officer

COVID-19 RELIEF IMPACT METRICS AT-A-GLANCE

Mary Kay Inc., along with its four company-sponsored foundations implemented a wide range of initiatives to tackle the COVID-19 crisis including monetary donations, hand sanitizer and other hygiene product donations, and distribution support totaling nearly \$10 million.

GLOBAL COVID-19 RELIEF IMPACT

2,213



2,213 Organizations directly supported

\$10M

In monetary donations, product donations, and distribution support

93

Countries supported through COVID-19 relief efforts



Donated hand sanitizer to CARE in Guatemala and Honduras, affected by the pandemic, and most recently devastated by hurricanes Iota and Eta.

280



International organizations supported



77.6M

Direct and indirect people supported through COVID-19 relief support



Only company in the U.S. to donate hand sanitizer to GOARN & PAHO/WHO for donation in Latin America.

10

Supported Top 10 most impacted cities by COVID-19 with hand sanitizer donation to healthcare systems and hospitals in the U.S.



90 tons

Mary Kay's global manufacturing facility produced over 90 tons of hand sanitizer per month.



Only company in the U.S. to donate hand sanitizer to the ENTIRE Navajo Nation Indian Health Service Network.

20 

HEALTH CARE SYSTEMS

+1,000 

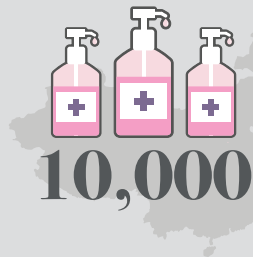
HOSPITALS

1.5M 

FRONTLINE RESPONDERS

Donated hand sanitizer to nearly 20 healthcare systems, 1,000 hospitals, and 1.5 million frontline responders around the world.

AP REGION



Mary Kay China donated 10,000 hand sanitizers to schools in Hangzhou to support reopening.

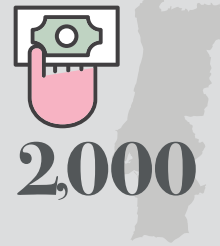


Mary Kay Malaysia donated RM 100,000 to the COVID-19 Relief Fund to support local healthcare workers and those affected by the pandemic.

EUROPE



Mary Kay Germany donated 21,000 euros among the city of Munich, Caritas, Charity Clinic of Berlin and Rottweil Hospital.



Mary Kay Portugal donated 2000 euros to INEM, the agency of the Portuguese Ministry of Health responsible for coordinating the Integrated Medical Emergency System.



Mary Kay Spain donated more than 2,000 hygiene and skincare products to the IFEMA field hospital in Madrid.



Mary Kay Ukraine donated 50,000 UAH to patients of the Ukraine Charity Fund.

LATAM

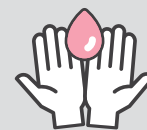


Emergency grant for FIOCRUZ – Oswaldo Cruz Foundation to help produce 5,000 modern COVID-19 tests for public hospitals in Brazil.



50,000

Mary Kay Mexico donated nearly 50,000 hand sanitizers to Bancos de Alimentos de Mexico (Mexico's Foodbank Network) supporting lower economic communities.



78,000

Mary Kay Brazil donated a total of nearly 78,000 hand sanitizers to the Municipalist Association of Pernambuco and city of Sao Paulo.

LOCAL COVID-19 RELIEF IMPACT



Supported **595** organizations in Texas with in-kind and monetary donations

GENDER-BASED VIOLENCE COVID-19 RELIEF IMPACT



\$100,000

Mary Kay Inc. & The Mary Kay Foundation (U.S.) donated \$100,000 to CARE.



\$100,000

Mary Kay Inc. & The Mary Kay Foundation (U.S.) donated \$100,000 to UN Trust Fund to End Violence Against Women.



599

Around the world, Mary Kay Inc. supported 599 domestic violence shelters.

\$75,000



The Mary Kay Foundation (U.S.) donated \$75,000 to Genesis Women's Shelter & Support for the Conference on Crimes Against Women in collaboration with Dallas Police Department.

\$25,000



The Mary Kay Foundation (U.S.) issued \$25,000 grants to three local domestic violence shelters in Dallas (Denton County Friends of the Family, The Family Place, and Hope's Door New Beginning Center).

\$1M



The Mary Kay Foundation (U.S.) announced and awarded \$1 million in COVID-19 unrestricted relief grants for domestic violence shelters in the U.S.

\$98,000



The Mary Kay Ash Charitable Foundation (Mary Kay Canada) issued more than \$98,000 in domestic violence grants to nearly 50 shelters.



EMPLOYEES

OUR TOP PRIORITY: EMPLOYEE SAFETY



The values on which Mary Kay was founded include a steadfast commitment to take care of its people and are reflected in our culture every day. That never wavers. Not even in a crisis.

Mary Kay vehemently protects the welfare, health and safety of its employees and took swift action early in the crisis to implement changes as necessary.

During this challenging time, we took precautionary measures to ensure the health and safety of our employees, especially those deemed essential who continued to work on-site in our facilities daily. We adhered to increased safety measures suggested by health guidelines and adjusted protocols accordingly.

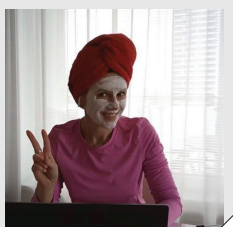
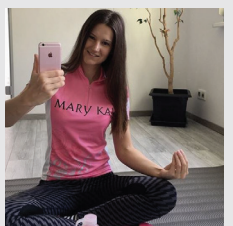
Learn More About Our Efforts to Support Our Employees:

Employee Safety

Mary Kay is committed to providing a safe work environment and continued to monitor the situation, implementing additional safety measures as needed. Mary Kay was deemed an essential business and remained open to meet critical production of hygiene needs.

Safety actions included:

- Maintaining a 6-foot working distance
- Staying home if feeling ill
- Frequently washing hands
- Frequently disinfecting touchable surfaces
- Using disposable gloves and face masks when necessary
- Minimizing outside personnel interaction for product pickup or delivery
- Ensuring local teams have supplies and resources needed



Change in Working Environment

Mary Kay supported the transition for employees to work from home and implemented increased safety precautions for essential employees, ensuring minimal disruption to the business.



- The global headquarters and many Mary Kay markets around the world worked from home for safety precautions or government requirements.
- In early February 2020, per government mandate, Mary Kay closed its manufacturing facility located in Hangzhou and its headquarters located in Shanghai. By late February, the manufacturing plant and headquarters reopened, and employees returned to work with increased safety measures in place.
- The global manufacturing headquarters, R3, was deemed an essential business due to production of hygiene products and remained open.
- Increased safety precautions were implemented.
- Where needed in working environments, an A/B shift working system and other preventive measures were adopted to split the office floor ratio and maximize workplace safety.

Compensation & Supporting Resources

The COVID-19 pandemic created heightened levels of uncertainty for our employees. As updated information became available, compensation and resources were created to ensure employees and their families felt supported and to help foster a healthy state of mind during this fearful time.

- Human Resources developed two key resources for employees: The Toolkit for Working Remotely, and The Toolkit for Managing Stress and Anxiety.
- Offered employees, contractors, dependents (18 years and older), and other household members (18 years and older) onsite COVID-19 vaccinations and Booster shots. The Moderna or Pfizer COVID-19 vaccine from InHouse Physicians (“IHP”) was available in the CORE Health Center at R3 and The Mary Kay Building. The regular flu shot was also offered to employees, spouses, and dependents (9 years and older).
- Throughout the year, encouraged employees to take time for their own mental well-being through “Emotional Health Resources” campaign. Reminding employees to take advantage of available—and confidential—resources, including: Tips for Taking Time for Yourself, Dealing with Anger and Frustration, and Adapting After Trauma and Stress, and webinars covering topics like, “Techniques to Restore Well-Being and Improve Health.” The effort also included digital tools like MyStrength App, which offered help with common concerns from managing stress, anxiety, and depression to improving sleep and mindfulness. And counseling services through BetterHelp, the world’s largest online counseling service that offers virtual therapy options via text, online chat, phone and/or video. Employees and their family members (13 years and older) may access professional, convenient, and confidential help.



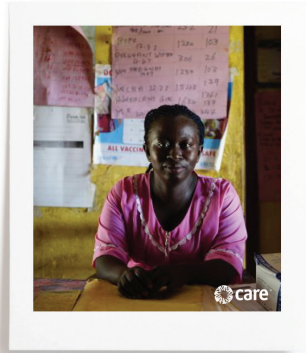
Additional Efforts

We are constantly evaluating all aspects of our business and operations to ensure we keep our employees safe.

- Mary Kay suspended all travel.
- The Mary Kay Museum closed temporarily.
- Mary Kay Beauty Centers around the world closed temporarily.
- Mary Kay Regions announced cancellations or postponement of in-person Career Conferences (if possible, transitioned to virtual), incentive trips, and other large gatherings.



**FRONTLINE
SUPPORT**



HAND SANITIZER DISTRIBUTED AROUND THE WORLD

As the world mobilized to flatten the curve of the COVID-19 pandemic, Mary Kay aggressively adapted its manufacturing and supply chain to support relief efforts. Pivoting quickly to manufacture hand sanitizer for the first time, going from concept to execution in a week – the fastest development time, ever. Mary Kay worked across borders to collaborate with NGOs, government officials and healthcare facilities to expedite necessary supplies to support those on the frontline and first responders around the world.

GLOBAL PARTNERS

Mary Kay selected global partners who have extensive reach to ensure the distribution of critical supplies to hard-hit locations around the world. Our global partners included:

- **Global Outbreak Alert and Response Network (GOARN)** to coordinate the donation of hand sanitizer to be distributed globally through the **Pan American Health Organization (PAHO/WHO)**. The donation supported “the 35 countries of the Americas in saving lives, protecting health workers, slowing the virus’ spread, and ensuring that policies are based on available data and evidence.” (Message from Regina Campa, Advisor in Partnerships for PAHO/WHO)
- Joined the **World Economic Forum COVID Action Platform**, created with the support of the World Health Organization. The global platform, the first of its kind, aimed to convene the business community for collective action, protect people’s livelihoods, facilitate business continuity, and mobilize support for the COVID-19 response. The platform supported mechanisms for donation of hand sanitizer to the public health response in regions throughout the world where much-needed essential supplies were not readily accessible.
- Mary Kay Inc. and the Mary Kay Ash Foundation provided financial support to **CARE**, a humanitarian global leader, to continue its critically needed COVID-19 response efforts in 69 countries combating the crisis with scarce resources.

Support Highlight Caring for Global Healthcare Workers

In May 2020, Mary Kay donated 25,000 bottles of hand sanitizer to the Pan American Health Organization (PAHO), as part of a project to support frontline health workers in the Americas responding to the COVID-19 pandemic.

PAHO supplied the hand sanitizer to countries in the Americas, focused on health workers in hospitals and clinics dealing directly with people who may have been infected with COVID-19.

The donation of 25,000 units of Mary Kay hand sanitizer was part of Mary Kay’s contribution of nearly \$10 million in monetary donations, product donations, and distribution support in the countries where it operates and communities in critical need around the world. In Latin America, the company has a presence in Argentina, Brazil, Uruguay, Colombia, Mexico, Peru, El Salvador, and Guatemala.

GOARN

Global Outbreak Alert and Response Network

“The mission of the Global Outbreak Alert and Response Network (GOARN), acting in collaboration with WHO, is to provide international public health resources to control outbreaks and public health emergencies across the globe. The network is connecting partner institutions for better health outcomes and networking international public health resources to support communities, and save lives in times of major outbreaks and public health emergencies. As we celebrate our 20th anniversary in the midst of the COVID-19 pandemic, our mission resonates now, more than ever. On behalf of those who will benefit most from this generosity, we are thankful to Mary Kay for its donation.”

Pat Drury,
WHO Manager, Global Outbreak Alert
and Response Network (GOARN)



“We are thankful for Mary Kay’s generous donation of hand sanitizer to the Pan American Health Organization, Regional Office for the Americas of the World Health Organization (PAHO/WHO). This donation will support the Organization’s response to the COVID-19 pandemic, helping the countries of the Americas in slowing the virus’ spread in healthcare settings and protecting health workers who are at the forefront of the response to this pandemic.”

Dr. Ciro Ugarte,
Director of PAHO Health Emergencies



“The World Economic Forum, in partnership with the World Health Organization, is mobilizing all stakeholders to protect lives and livelihoods through its COVID-19 Action Platform. The spread of this disease demands global cooperation among governments, international organizations and the business community. Consumer Industries companies, such as Mary Kay, and their donations of life-saving sanitation products are playing a vital role in protecting the health and wellbeing of workers, healthcare professionals and consumers.”

Zara Ingilizian, Head of Consumer
Industries and the Future of
Consumption Platform, World
Economic Forum

Learn More About Our Global Partners

Global Outbreak Alert and Response Network (GOARN)

The World Health Organization (WHO) coordinates international rapid disease outbreak detection and response using resources from GOARN ensuring the right technical expertise and skills are on the ground where and when they are needed most. A global partnership of more than 220 institutions from 75 countries, GOARN focuses technical and operational resources from scientific institutions in Member States, medical initiatives, United Nations organizations, the Red Cross and international humanitarian NGOs.

Pan American Health Organization (PAHO/WHO)

The Pan American Health Organization (PAHO) is an international public health agency working to improve health and living standards of the people of the Americas. It is part of the United Nations system, serving as the Regional Office for the Americas of the World Health Organization and as the health organization of the Inter-American System. PAHO Member States include all 35 countries in the Americas; Puerto Rico is an Associate Member. France, the Kingdom of the Netherlands, and the United Kingdom of Great Britain and Northern Ireland are Participating States, and Portugal and Spain are Observer States.

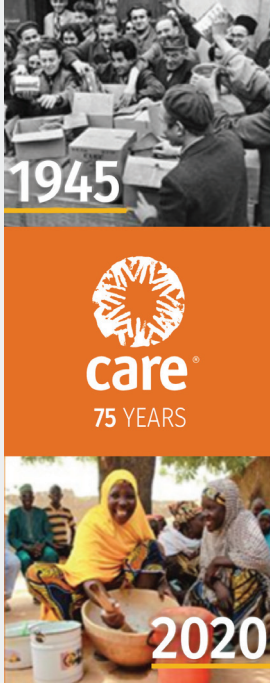
PAHO COUNTRIES SERVED

Antigua and Barbuda	Ecuador	St. Vincent and the Grenadines	PARTICIPATING STATES
Argentina	El Salvador	St. Kitts and Nevis	France
Bahamas	Grenada	Suriname	The Netherlands
Barbados	Guatemala	Trinidad and Tobago	United Kingdom
Belize	Guyana	United States of America	
Bolivia	Haiti	Uruguay	ASSOCIATE MEMBERS
Brazil	Honduras	Venezuela	Aruba
Canada	Jamaica		Curaçao
Chile	Mexico		Puerto Rico
Colombia	Nicaragua		Sint Maarten
Costa Rica	Panama		
Cuba	Paraguay		OBSERVER STATES
Dominica	Peru		Spain
Dominican Republic	Saint Lucia		Portugal

World Economic Forum COVID Action Platform

World Economic Forum and its COVID Action Platform distribute hand sanitizer to the Europe and Asia-Pacific regions. This multi-stakeholder cooperation is at the center of the World Economic Forum’s mission as the International Organization for Public-Private Cooperation. In this context, the World Economic Forum COVID Action Platform focuses on three priorities:

- Galvanize the global business community for collective action
- Protect people’s livelihoods and facilitate business continuity
- Mobilize cooperation and business support for the COVID-19 response



CARE

For 75 years, CARE has led the way to a better life for the world’s most vulnerable people. A humanitarian agency, CARE delivers emergency relief and long-term international development projects addressing a broad range of topics including emergency response, food security, water and sanitation, economic development, climate change, agriculture, education, and health. Within each of these areas, CARE focuses on empowering and meeting the needs of women and girls and promoting gender equality. In 2020, CARE worked in over 100 countries, reaching more than 90 million people through 1,300 projects.

CARE responded to COVID-19 in 69 countries.

Asia	East & Central Africa	Latin America & the Caribbean	Middle East & North Africa	West Africa
Afghanistan	Burundi	Colombia	Balkans	Benin/Togo
Bangladesh	DRC	Cuba	Caucasus	Burkina Faso
Cambodia	Ethiopia	Ecuador	Iraq	Cameroon
India	Kenya	Guatemala	Jordan	Chad
Indonesia	Madagascar	Haiti	Lebanon	Côte d'Ivoire
Lao PDR	Malawi	Honduras	Palestine (OPT)	Ghana
Myanmar	Mozambique	Peru	Syria	Mali
Nepal	Somalia	Venezuela region (via Ecuador and Colombia)	Turkey	Niger
Pakistan	South Sudan		Yemen	Nigeria
Philippines	Sudan			Sierra Leone
Sri Lanka	Tanzania			
Thailand	Uganda			
Timor-Leste	Zambia			
Tonga	Zimbabwe			
Vanuatu				

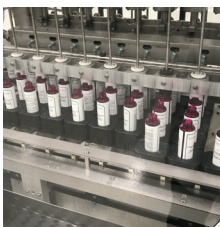
GLOBAL HEADQUARTERS MARKET PARTNERS

Mary Kay focused on the hardest hit cities in the United States, home to its global headquarters. Mary Kay directly shipped hand sanitizer to health care systems, hospitals, and other at-risk organizations. Our global headquarters market partners include:

- Hand sanitizer was donated within the U.S. to 20 healthcare systems and 1,000 hospitals, with a combined over 1.5 million staff, physicians, and frontline responders.
- In the top ten hardest hit cities in the U.S., Mary Kay shipped hand sanitizer to a minimum of one healthcare system and hospital for each city.
- Emergency relief effort between the Personal Care Products Council (PCPC) and Feeding America (FA) is a strategic collaboration to help address the COVID-19 crisis facing our country and encourage its members to support FA’s Emergency Relief Fund via direct donations of essential personal care products.

“CARE is working every day in vulnerable communities across the globe where healthcare systems are the most fragile. In times of pandemics, life becomes even more perilous in these communities. Hand sanitizers are an important resource in stopping the spread of COVID-19, particularly in places with limited access to water and sanitation, and where social distancing is a challenge to survival. That’s why we are grateful for Mary Kay’s generous donation to help keep communities safe.”

Michelle Nunn,
CARE President and CEO



**Support Highlight:
Supporting Vulnerable Communities
in a Worldwide Pandemic: Indian
Health Services (IHS)**

Mary Kay donates hand sanitizer to support the COVID-19 relief effort in the American Indian and Alaska Native populations.

As the world battled COVID-19, Mary Kay expanded its support of organizations focused on populations disproportionately affected by the virus. According to an August 2020 report by the Centers for Disease Control and Prevention (CDC), the incidence of COVID-19 cases among American Indians and Alaska Natives was 3.5 times that among non-Hispanic white persons.

In support of these vulnerable communities, Mary Kay donated nearly 75,000 units of hand sanitizer to Indian Health Service (IHS), an agency within the U.S. Department of Health and Human Services and the federal health program for approximately 2.6 million American Indians and Alaska Natives who belong to 574 federally recognized tribes in 37 states.

The company also supplied hand sanitizer to Gallup Indian Medical Center (GIMC), a hospital on the border of the Navajo Reservation in Gallup, New Mexico, to support efforts to create home hygiene care kits and promote health through educational materials – both in English and Navajo.

“The Indian Health Service, along with our tribal and urban Indian organization partners, are delivering crucial services under extraordinary circumstances,” said IHS Director Rear Adm. Michael D. Weahkee. “Hand sanitizer is an important resource for stopping the spread of COVID-19. We are grateful for this donation and for all the donations that we are receiving from different sources. They make a real difference in our ability to better serve our communities and fulfill the IHS mission of raising the physical, mental, social and spiritual health of American Indians and Alaska Natives during this pandemic.”

As a global COVID-19 response partner, we made it our responsibility to help where we could amid this unparalleled health crisis. We will continue to stand united in our efforts to combat the pandemic and support frontline responders in our most fragile communities.



- Nearly 75,000 units of hand sanitizer were donated to the Indian Health Service (IHS), an operating division within the US Department of Health and Human Services. IHS is responsible for providing direct medical and public health services to members of federally recognized Native American tribes and Alaska Native people. The company also supplied hand sanitizer units to the Gallup Indian Medical Center (GIMC) to help support their efforts to create home hygiene care kits and promote health through educational materials.
- In Georgia, Mary Kay donated more than 20,000 hand sanitizer units to The African American Association of Georgia.

Learn More About Our Global Headquarters Market Partners

Top-10 Hardest Hit U.S. Cities

CITY	HEALTHCARE SYSTEM(S)	HOSPITAL(S)
#1 New York City	Northwell Health Center Montefiore Health System	Montefiore Hospital
		NYU Langone Tisch Hospital
		North Shore University Hospital
		Hackensack University Medical Center
		New York-Presbyterian/Columbia
		University Irving Medical Center
#2 Seattle	Providence St. Joseph Health	Swedish Medical Center
		Beaumont Hospital
		Overlake Medical Center Foundation
#3 Detroit	Trinity Health	Henry Ford Hospital
#4 Chicago	CommonSpirit Health (Health at Home) CommonSpirit Health (Senior Living)	Northwestern Memorial Hospital
#5 Boston	Partners HealthCare	Massachusetts General Hospital Brigham and Women's Hospital
#6 New Orleans	Ochsner Health	Ochsner Medical Center
#7 Philadelphia	Universal Health Services	Thomas Jefferson University Hospital
#8 Los Angeles	Prime Healthcare	Cedars-Sinai Medical Center
#9 Miami	Baptist Health South Florida	Jackson Memorial Hospital
#10 Atlanta	Wellstar	Grady Memorial Hospital

Personal Care Products Council (PCPC) and Feeding America (FA)

Personal Care Products Council (PCPC) and Feeding America (FA) have initiated a joint relief effort to help address the COVID-19 crisis facing the United States. PCPC has designated Feeding America as its emergency relief partner and encourages its members to support FA's Emergency Relief Fund via direct donations of essential personal care products. As the second largest nonprofit in the United States, Feeding America puts 99 percent of all donations directly back into programs and services. During a disaster, the Feeding America network of food banks works closely with other disaster relief partners including FEMA, the American Red Cross, state emergency management agencies, The Salvation Army and other National Voluntary Organizations Active in Disaster (VOAD) members.

MARY KAY MARKET-SPECIFIC EFFORTS

Mary Kay markets around the world mobilized local efforts to support the frontline.

Learn More About Our Market-Specific Relief Efforts



Mary Kay Argentina

- Mary Kay Argentina launched the book “Mary Kay, On People Management” and donate a portion of the proceeds each month to Cruz Roja Argentina. From May to September, they donated more than \$7,500.

Mary Kay Brazil and Instituto Mary Kay

- Instituto Mary Kay donated to the NGO Fala Mulher so the organization could buy the necessary prevention equipment (such as hand sanitizer, gloves and masks) to ensure the continuity of care for survivors of domestic violence.
- Mary Kay Brazil and Instituto Mary Kay donated to the FIOCRUZ – Oswaldo Cruz Foundation to help produce 5,000 modern COVID-19 tests for public hospitals; donated to São Paulo State Fund to support efforts to purchase ventilators; and donated to the State Health Department to support special protection aprons for ICU workers in public hospitals.
- Mary Kay Brazil donated nearly 22,000 hand sanitizers to the Municipalist Association of Pernambuco.
- Mary Kay Brazil donated 56,000 units of hand sanitizer to the city of Sao Paulo in response to the COVID-19 pandemic.



Mary Kay Canada and The Mary Kay Ash Charitable Foundation

- The Mary Kay Ash Charitable Foundation issued \$100,000 in domestic violence grants to ten domestic violence shelters. To continue relief efforts, the Charitable Foundation issued smaller donations to nearly 40 more shelters and supply the almost 50 shelters in total with hand sanitizer.
- Mary Kay also donated directly to the City of Toronto to help frontline workers.



Mary Kay China and The Mary Kay China Charity Fund

- One of the first beauty companies to support COVID-19 relief efforts, The Mary Kay China Charity Fund of the Shanghai Soong Ching Ling Foundation donated to the Amity Foundation (an independent Chinese social organization dedicated to public health, social welfare, disaster relief and other philanthropic undertakings), and made early contributions to COVID-19 relief efforts in Wuhan, China.
- Mary Kay China also donated nutrition, skincare and hand care products to frontline female health workers and volunteers.
- Mary Kay China donated 10,000 units of hand sanitizers to schools in Hangzhou to support their reopening.





Mary Kay Colombia

- Mary Kay Colombia donated 10,000 units of hand sanitizer to four different foundations: Luzca Bien Siéntase Mejor Colombia, Proyecto Guajira, Fundación Casa en El Árbol and Fundación Mujeres Del Mundo Anna Perena.
- Mary Kay Colombia donated 4,000 units of hand sanitizer and 1,000 mask units to the Archipelago San Andres y Providencia, in response to the Natural Disaster of Hurricane Iota to support the initiative of the Banco de Alimentos.

Mary Kay Czech Republic/Slovakia

- Mary Kay Czech Republic donated 1,000 euros to a local organization serving economically vulnerable communities being affected by COVID-19.
- Mary Kay Slovakia donated 1,000 euros to the organization Clovek v ohrození and their Covid-19-related campaign I ch zdravotie je aj naše zdravotie to support the families and communities living in deep generation poverty.

Mary Kay Germany

- Mary Kay Germany donated 5,000 euros to the city of Munich, 5,000 euros to Caritas, 10,000 euros to the Charity Clinic of Berlin, and 1,000 mini Satin Hands sets plus 1,000 euros each to Rottweil Hospital and #WenotME.



Mary Kay Hong Kong

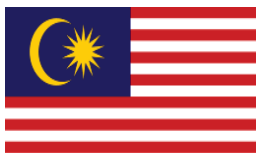
- Mary Kay Hong Kong donated 400 hand sanitizers to the elderly through a local charity organization.

Mary Kay Kazakhstan

- Mary Kay Kazakhstan donated 500 units of Satin Hands and 500 units of TimeWise Miracle 3D to local hospitals.

Mary Kay Malaysia

- Mary Kay Malaysia donated RM 2 per order to the COVID-19 Relief Fund. To date, Mary Kay Malaysia's 'We Care, We Love' initiative to donate to the COVID-19 Relief Fund has collected RM 200,000 to support local healthcare workers and those affected by the pandemic.
- Mary Kay Malaysia donated a portion of 10,000 hand sanitizers to Beauty Centers and Sales Directors to be distributed among healthcare workers.



Mary Kay Mexico

- Mary Kay Mexico donated nearly 50,000 hand sanitizer units to support lower economic communities: Bancos de Alimentos de Mexico (Mexico's Foodbank Network), Unidos Contigo Monterrey (breast cancer awareness) and Fondo Semillas Mexico (domestic violence prevention).

Mary Kay Moldova

- Mary Kay Moldova donated Satin Hand lotions to two largest hospitals in Moldova.

Mary Kay Philippines

- Mary Kay Philippines donated thousands of Mary Kay At Play product units to hospital frontline workers through the #BeautyBehindtheMask initiative..

Mary Kay Poland

- Mary Kay Poland donated 700 units of Extra Emollient Night Cream to a local hospital.

**Mary Kay Portugal**

- Mary Kay Portugal donated 2,000 euros to Banco Alimentar Contra a Fome, a network of food banks delivering grocery baskets to families in need due to rising unemployment caused by COVID-19.

**Mary Kay Russia**

- Mary Kay Russia donated hygiene products to the frontline workers at The N.V. Sklifosovsky Scientific Research Institute of First Aid and the A.S.Puchkov ER of the Moscow Health Department.
- Mary Kay Russia launched the "I help with Mary Kay" skincare set, which independent beauty consultants were encouraged to purchase and donate to local doctors and nurses on the frontline of COVID-19.

Mary Kay Singapore

- Mary Kay Singapore donated a portion of 10,000 hand sanitizers to Sales Directors to be distributed among healthcare workers.

Mary Kay Spain

- Mary Kay Spain donated more than 2,000 hygiene and skincare products to support the frontline battling the COVID-19 pandemic at the IFEMA field hospital in Madrid.

Mary Kay Ukraine

- Mary Kay Ukraine donated 500 mini Satin Hands sets and 50,000 UAH to patients of the Ukraine Charity Fund.

Mary Kay United States

- Mary Kay U.S. teamed up with ABC's Jimmy Kimmel Live to recognize and donate \$20,000 to a mother-daughter nursing duo who tirelessly worked the frontline in NYC.





**DOMESTIC
VIOLENCE**

PROTECTING WOMEN AND CHILDREN

Violence against women and girls, in particular domestic violence, saw a dramatic increase worldwide as the COVID-19 pandemic swept the globe.

UN Women issued a statement in March 2020 followed by a policy brief in May 2020 to ensure women were not sacrificed during the pandemic crisis, citing, "All of us engaged in this effort, whether public or private sector, need to take a coordinated, people-centered approach (...) making a conscious effort to put women front and center." Source: Statement by Phumzile Mlambo-Ngcuka, UN Under-Secretary-General and UN Women Executive Director Friday, March 20, 2020.

Mary Kay and its three company-sponsored Foundations in Canada, Brazil, and the United States announced over \$2.5 million in available grants and donated funds to domestic violence shelters. They also announced donations of much-needed hygiene supplies to ensure a healthy and safe environment for women and children seeking refuge from shelter-in-place orders that trapped them in abusive situations. We will continue to engage and support efforts focused on protecting women and children against violence.



Learn More About Our Domestic Violence Partners & Foundations

UN Trust Fund to End Violence Against Women

Mary Kay Inc. and the Mary Kay Ash Foundation jointly donated to the UN Trust Fund to End Violence Against Women. Managed by UN Women on behalf of the UN system, the UN Trust Fund is the only global grant-making mechanism dedicated to eradicating all forms of violence against women and girls. UN Women is working with its partners to ensure that measures to address violence against women and girls are included in the COVID-19 response and recovery at country, regional and global levels.

CARE

Mary Kay Inc. and the Mary Kay Ash Foundation jointly donated to CARE. In March 2020, the World Health Organization (WHO) classified COVID-19 as a pandemic. In response, CARE launched a global Rapid Gender Analysis (RGA) on COVID-19, in consultation with the International Rescue Committee (IRC), to highlight gender and intersectional impacts of the crisis. This analysis explores the current and potential gendered dimensions of COVID-19 and the ways in which women, girls, and other marginalized people are likely to be impacted from the pandemic. The RGA has been deployed in 67 countries to date.

“When combined in countries experiencing war, poverty, and instability, COVID-19 creates a perfect storm of factors that will exacerbate existing challenges many women and girls in these settings experience, including gender-based violence (GBV). We need to ensure that the emergency response to COVID-19 doesn't forget society's most marginalized and vulnerable people. The Mary Kay Foundation's generous donation will help to keep women and girls safe from GBV and other threats during this time of crisis.”

Michelle Nunn,
CARE President and CEO

**Support Highlight:
The Pandemic Within a Pandemic:
Organizations Provide Life-Saving
Services Amid Increase of Domestic
Violence During COVID-19**

In the midst of the COVID-19 pandemic, a devastating increase in domestic violence surged across the United States. This pandemic within a pandemic stretched domestic violence shelters to the limits with women and children experiencing unspeakable abuse. In an effort to prevent and end domestic violence exacerbated by COVID-19—and to recognize National Sexual Assault Prevention and Awareness Month—the Mary Kay Ash FoundationSM awarded \$25,000 to four North Texas domestic violence shelters: Hope's Door New Beginning Center, Genesis Women's Shelter & Support, Denton County Friends of the Family and The Family Place.

As a longtime partner of North Texas domestic violence organizations, the Foundation awarded the grants totaling \$100,000 to support domestic violence frontline workers – the first responders for women and children. While each shelter experienced different rates of increased need for services, the National Commission on COVID-19 and Criminal Justice reported that domestic violence incidents increased by 8.1% overall across the U.S. after pandemic lockdown orders.

“A pandemic within a pandemic – that is the only way to describe the devastating and staggering increase in domestic violence this past year. Referrals to our shelter increased by 60% in 2020 and our legal services saw an increase of 109%. It is difficult to put into words the truly desperate and heartbreaking crisis our clients are in when they walk through our doors. For so many, they have sacrificed everything to make it here and may have literally put their lives on the line to get help for themselves and their children.”

**Toni Johnson-Simpson,
Executive Director for Denton County
Friends of the Family**



Local Domestic Violence Shelters in Dallas, Texas

Three local domestic violence shelters in Dallas, Denton County Friends of the Family, The Family Place and Hope's Door New Beginning Center, received \$25,000 each to support their emergency shelter services and impact programs.

Genesis Women's Shelter and the Dallas Police Department

The Mary Kay Ash Foundation donated \$75,000 to Genesis Women's Shelter & Support and its Conference on Crimes Against Women Efforts (CCAW) initiative in collaboration with the Dallas Police Department supporting the mission of ending all violence against women.

INSTITUTO MARY KAY (BRAZIL)

Instituto Mary Kay was founded in 2014, with the mission to promote wellness for women at all stages of life, through education and empowerment with actions focused on health, family, professional and social development.

Instituto Mary Kay made a donation to the NGO Fala Mulher, so the organization could buy the necessary prevention equipment (such as hand sanitizer, gloves and masks) to ensure the continuity of care for survivors of domestic violence.

MARY KAY ASH FOUNDATION (UNITED STATES)

Mary Kay Inc. and the Mary Kay Ash Foundation are committed to stopping the violence, breaking the silence, and making a difference for women and children. Since 2000, over 2,700 domestic violence shelter partners have received grants totaling over \$57 million and supporting more than six million women and children seeking shelter and services to be free from abuse. Efforts include supporting awareness initiatives, community outreach programs, shelter opportunities, legal support, counseling for women and children, and advocating for legislation to ensure women are healthy and safe.

- The Mary Kay Ash Foundation COVID Relief Grants for Domestic Violence Shelters
- Mary Kay Ash Foundation announced COVID-19 relief grants. The Foundation awarded 50 domestic violence shelters an unrestricted \$20,000 donation totaling \$1 million in relief.

HAND SANITIZER TO NEARLY 500 DOMESTIC VIOLENCE SHELTERS IN THE UNITED STATES

The Mary Kay Ash Foundation, on behalf of National Sales Directors and National Sales Directors *Emeriti*, donated hand sanitizer to nearly 500 domestic violence shelters across the United States to ensure a healthy and safe environment for women and children seeking refuge from shelter-in-place orders that trap them in abusive situations. The nearly 500 domestic violence shelters support over 1.5 million women and children in the United States.

Domestic Violence Shelters Receiving Hand Sanitizer in the United States

ALABAMA

2nd Chance Inc.
Crisis Center of Russell County Inc.
Penelope House, Inc.
The Safehouse of Shelby Inc.
SAN, Inc. dba Turning Point Domestic

ALASKA

South Peninsula Haven House

ARIZONA

Against Abuse Inc.
Alice's Place Inc.
Catholic Community Services Safe House
Chicano's Por La Causa, Inc.
Chrysalis Shelter for Victims of Domestic Violence, Inc.
Community Alliance Against Family Abuse
A New Leaf
Northland Family Help Center
Sojourner Center
Time Out, Inc.
Tucson Centers for Women & Children (DBA: Emergel Center Against Domestic Abuse)
Verde Valley Sanctuary

ARKANSAS

Margie's Haven House, Inc.
Serenity Inc.

CALIFORNIA

A Safe Place
Alliance Against Family Violence & Sexual Assault
Alternatives to Domestic Violence
Center for Community Solutions
Central California Family Crisis Center, Inc.
Community Resource Center
Family Assistance Program
Family Services of Tulare County
Haven Hills, Inc.
House of Ruth, Inc.
Human Options
Interface Children & Family Services
Interval House
La Casa de las Madres

Laura's House
Lassen Family Services Inc.
Marjaree Mason Center
Morongo Basin Unity Home Inc.
My Sister's House
Next Door Solutions to Domestic Violence
Rainbow Services
RISE San Luis Obispo County
Rural Human Services Harrington House
Shasta Women's Refuge dba One SAFE Place
Stand Up Placer, Inc.
STAND! For Families Free of Violence
SU CASA – ENDING DOMESTIC VIOLENCE
The People Concern
Woman Haven, Inc. dba Center for Family Solutions
Women's Shelter Program of San Luis Obispo County
Women of Worth
Women's Transitional Living Center, Inc.
Women Shelter of Long Beach
YWCA of San Diego County

COLORADO

Advocates Against Domestic Assault
Bright Future Foundation for Eagle County
Crossroads Safehouse
Family Tree, Inc.
Peaceworks Inc.
Prudence Crandall Center, Inc.
SafeHouse Denver, Inc.
Safehouse Progressive Alliance for Nonviolence
TESSA
Women's Crisis and Family Outreach Center

CONNECTICUT

Safehouse Progressive Alliance for Nonviolence
YWCA of Pueblo

DELAWARE

CHILD Inc.
People's Place II, Inc.

DISTRICT OF COLUMBIA

District Alliance for Safe Housing (DASH)
My Sister's Place, Inc.

FLORIDA

Abuse Counseling and Treatment, Inc.
Alpha & Omega Freedom Ministries, Inc.
Alpha House of Pinellas County Inc.
Another Way, Inc.
Citrus County Abuse Shelter Association, Inc.
Community Action Stops Abuse
Domestic Abuse Shelter, Inc.
FavoriHouse of Northwest Florida, Inc.
Flager Ecumenical Social Service Center, Inc./ Family Life Center
Florida Resource Center for Women & Children, Inc.
Harbor House, OCCADV
Haven of Lake & Sumter Counties, Inc.
Help Now of Osceola, Inc.
HOPE Family Services (HOPE)
Lee Conlee House
Lotus Supporting Foundation Inc
Martha's House, Inc.
Miami Rescue Mission Clinic Inc
Micah's Place, Inc.
Ocala Domestic Violence/Sexual Assault Center
Panama City Rescue Mission Inc
Peace River Center Victim Services a Division of Peace River Center for Personal Development, Inc. Peaceful Paths, Inc.
Project Help Inc.
Quigley House, Inc.
Refuge House, Inc.
Religious Community Services, Inc.
Safe Place and Rape Crisis Center, Inc. (SPARCC)
Safespace Inc
Safety Shelter of St Johns County dba Betty Griffin House
Salvare, Inc.
Seminole County Victims' Rights Coalition, Inc. dba SafeHouse of Seminole
Serene Harbor, Inc.
Shelter House, Inc.
South Brevard Women's Center, Inc.
Sunrise of Pasco County, Inc.
The Salvation Army
The Salvation Army Brevard County Domestic Violence Program

The Shelter for Abused Women & Children, Inc.
The Women's Fund Miami-Dade
Victim Response, Inc.
Vivid Visions, Inc.
Women in Distress of Broward County, Inc.
YWCA of Greater Miami Dade Inc.
YWCA of Palm Beach County, Inc.

GEORGIA

Center for Pan Asian Community Services, Inc. CPACS
Circle of Hope
Crisis Line and Safe House of Central Georgia
F.A.I.T.H. in Rabun County, Inc.
Flint Circuit Council on Family Violence, Inc.
Forsyth County Family Haven, Inc. / Family Haven
Gateway House
Halcyon Home for Battered Women, Inc.
Hope Harbour
Hospitality House for Women, Inc.
Liberty House of Albany
Noa's Ark, Inc.
North Georgia Mountain Crisis Network, Inc.
Northwest Georgia Family Crisis Ctr.
Partnership Against Domestic Violence
Polk County Women's Shelter
Project Safe
Promise Place
S.H.A.R.E. House, Inc.
SAFE Shelter Center for Domestic Violence Services
SafeHomes of Augusta, Inc.
Support in Abusive Family Emergencies, Inc. (SAFE)
The Refuge Domestic Violence Shelter, Inc.

HAWAII

Parents and Children Together
Women Helping Women

IDAHO

YWCA Lewiston, ID-Clarkston, WA

ILLINOIS

A Safe Place/ Lake County Crisis Center
ADV & SAS
Apna Ghar, Inc. (Our Home)
Courage Connection (DBA: The Center for Women in Transition)
Crisis Center for South Suburbia
Dove, Inc.
Freedom House
Guardian Angel Community Services
Kankakee County Coalition Against Domestic Violence/Harbor House
Mid Central Community Action (MCCA)
Mutual Ground, Inc.
Neapolitan Lighthouse
Remedies Renewing Lives
Safe Passage
Sojourner Shelter & Services, Inc.
South Suburban Family Shelter
The Women's Center, Inc.
Turning Point, Inc.

Violence Prevention Center of Southwestern Illinois
YWCA Evanston/North Shore

INDIANA

Columbus Regional Shelter for Victims of Domestic Violence, Inc.
Family Service Society, Inc.
Safe Passage, Inc.
St. Jude House, Inc.

IOWA

Catholic Charities Domestic Violence and Sexual Assault Program
Children & Families of Iowa (CFI)
Domestic Violence Intervention Program

KANSAS

BrightHouse, Inc.
Family Crisis Center, Inc.
Family Life Center of Butler County
Liberal Area Rape Crisis and Domestic Violence Services, Inc.
Options, Inc.
SafeHome, Inc.
St. Jude House, Inc.
The Willow Domestic Violence Shelter
YMCA Center for Safety and Empowerment

KENTUCKY

GreenHouse17
Hope's Wings Domestic Violence Program
Merryman House Domestic Crisis Center
Turning Point Domestic Violence Services, Inc.
Women's Crisis Center

LOUISIANA

Alpha Daughters of Zion Organization
Capital Area Family Violence Intervention Center
Faith House, Inc.
Metropolitan Center for Women and Children
Project Celebration/ Taylor House
Safe Harbor

MAINE

Safe Voices

MARYLAND

CASA Citizens Assisting and Sheltering the Abused, Inc.
Family Crisis Center of Baltimore County, Inc.
Family Crisis Resource Center
Heartly House, Inc.
HopeWorks of Howard County, Inc.
House of Ruth Maryland
Life Crisis Center, Inc.
Mid-Shore Council on Family Violence
The Sexual Assault Spouse Abuse Resource Center

MASSACHUSETTS

Elizabeth Freeman Center, Inc.
New Hope, Inc.
South Middlesex Opportunity Council
The Second Step
Woman Shelter/Campaneros

MICHIGAN

Bay Area Women's Center
Domestic Violence Project, Inc.
EVE, Inc.
First Step - Western Wayne County Project on Domestic Assault
Hillsdale County Task Force of Family Violence
Domestic Harmony
Resilience: Advocates for Ending Violence Shelter, Inc.
Underground Railroad, Inc
WISE
Women's Aid Service, Inc.
Women's Resource Center for the Grand Traverse Area
YMCA of Metropolitan Detroit - YMCA
Interim House (Shelter)
YWCA of Kalamazoo

MINNESOTA

Committee Against Domestic Abuse, Inc.
Cornerstone Advocacy Service
Family Pathways
Ruth's House of Hope, Inc.
Tubman
Women of Nations

MISSISSIPPI

Domestic Abuse Family Shelter, Inc.
Gulf Coast Women's Center for Nonviolence
The Center for Violence Prevention, Inc. / Resource Center Network

MISSOURI

Citizens Against Domestic Violence
COPE Inc. (DBA: Council to Prevent Domestic Violence Inc.)
Family Violence Center Inc
Hope House, Inc.
Newhouse
Rose Brooks Center
St. Martha's Hall
The Crisis Center of Taney County

MONTANA

Libby Community Interagencies, Inc.
YWCA Missoula

NEBRASKA

Center for Sexual Assault and Domestic Violence Survivors
Friendship Home of Lincoln
Haven House Family Services
Hope Crisis Center
Rape Domestic Abuse Program of North Platte
SandHills Crisis Intervention Program
The S.A.F.E. Center

NEVADA

Center Against Domestic Violence
Domestic Violence Resource Center
Grace Smith House
Safe Nest: Temporary Assistance for Domestic Crisis
S.A.F.E. House Inc
The Safe Center LI
The Shade Tree, Inc.
Willow Domestic Violence Center

NEW HAMPSHIRE

WISE

NEW JERSEY

180 Turning Lives Around
Center for Family Services
Center for Hope and Safety
DASI - Domestic Abuse & Sexual Assault Intervention Services
Jersey Battered Women's Service, Inc.
SAFE AND SOUND, SOMERSET
Salem County Women's Services
Strengthen Our Sisters, Inc.
Women Rising, Inc.
Womenspace Inc.
YMCA Eastern Union County
YWCA of Manchester

NEW MEXICO

Community Against Violence

NEW YORK

Advocacy Center of Tompkins County
Brighter Tomorrows Inc.
Child & Family Services Haven House
Garden of Hope
LI Against Domestic Violence
New Destiny Housing Corporation
Oswego County Opportunities Inc. - SAF (Services to Aid Families) House
St. Lawrence Valley Renewal House
The Retreat Inc.
Victims Information Bureau of Suffolk, Inc. (VIBS)
Wellspring (Incorporated as: Domestic Violence and Rape Crisis Services of Saratoga Springs)
YWCA of Cortland
YWCA Mohawk Valley
YWCA NorthEastern New York

NORTH CAROLINA

Albermarle Hopeline, Inc.
Carteret County Domestic Violence Program, Inc.
Center for Family Violence Prevention
Coastal Women's Shelter
Domestic Violence & Rape Crisis Center of Scotland County
Domestic Violence Shelter & Services, Inc.
Durham Crisis Response Center
Families First, Inc.
Family Crisis Council of Rowan, Inc.
Family Service of the Piedmont, Inc.
Friend to Friend
Gaston County / The Shelter of Gaston County
Haven in Lee County, Inc.
Helpmate
Hope Harbor Home
Hyde County Hotline, Inc.
Lincoln County Coalition Against Domestic Violence
Onslow Women's Center, Inc.
Randolph County Family Crisis Center
Reach of Cherokee County, Inc
REACH of Haywood County, Inc.
Robeson County Committee on Domestic Violence
Ruth's House Inc.
Safe Alliance
Safelight, Inc
Shelter Available for Family Emergency (SAFE) Inc, of Transylvania County
Sheltered Aid to Families in Emergencies (SAFE, Inc.)
The Family Violence Prevention Center Inc.
The Greater Mount Airy Ministry of Hospitality
The Rape, Child and Family Abuse Crisis Council of Salisbury-Rowan, Inc.
Turning Point, Inc

NORTH DAKOTA

Abused Adult Resource Center
YWCA Cass Clay

OHIO

First Step, Family Violence Intervention Services
Franciscan Shelters
Haven of Rest Ministries, Inc.
Lorain County Safe Harbor (DBA: Genesis House)
Project Woman
New Choices, Inc.
The Woodlands Serving Central Ohio, Inc.
Tri-County Center
Turning Point
WomenSafe Inc.
YWCA of Dayton

OKLAHOMA

Community Crisis Center
Family Shelter of Southern Oklahoma
Help-In-Crisis, Inc.
Marie Detty Youth and Family Services
Women's Resource Center

OREGON

Klamath Crisis Center

PENNSYLVANIA

Blackburn Center Against Domestic and Sexual Violence
Citizens Against Physical, Sexual, and Emotional Abuse, Inc. (CAPSEA, Inc.)
Domestic Abuse Project of Delaware County
Domestic Violence Center of Chester County
Domestic Violence Service Center, Inc.
Domestic Violence Services of Southwestern PA
Family Service & Children's Aid Society/PPC Violence Free Network/Shelter
Safe Haven, Inc.
Transitions of PA
Women Against Abuse
Women's Resources of Monroe County, Inc.
Women's Services, Inc.

PUERTO RICO

Hogar Nueva Mujer Santa Maria de la Merced, Inc.
Women Against Abuse

RHODE ISLAND

Domestic Violence Resource Center of South County

SOUTH CAROLINA

Safe Harbor, Inc.
Family Justice Center of Georgetown and Horry Counties
Hopeful Horizons
Laurens County SAFE Homes Network
Mary's House
My Sister's House, Inc
Pee Dee Coalition
Sistercare, Inc.
The YWCA of the Upper Lowlands, Inc.

SOUTH DAKOTA

Beacon Center
Brookings Domestic Abuse Shelter
Mitchell Area Safehouse

TENNESSEE

Avalon Center: Domestic Violence and Sexual Assault Program
Bridges of Williamson County dba Bridges Domestic Violence Center
Fayette Cares, Inc.
Haven of Hope, Inc.
Iva's Place, Inc. (dba Crisis Center for Women- IVAS)
SafeSpace Inc.
Scott County Shelter Society
The Domestic Violence Program, INC
Wo/Men's Resource and Rape Assistance Program

TEXAS

Abigail's Arms Cooke County Family Crisis Center
 Bastrop County Women's Shelter (DBA: Family Crisis Center)
 Battered Women's Foundation
 Bay Area Turning Point, Inc.
 Casa de Misericordia
 Center Against Family Violence
 Crisis Center of Anderson & Cherokee County
 Crisis Center of West Texas
 Denton County Friends of the Family
 Domestic Violence Prevention, Inc.
 Dove Project, Inc.
 East Texas Crisis Center
 Emily's Place
 Families in Crisis, Inc.
 Family Abuse Center
 Family Crisis Center of the Big Bend, Inc.
 Family Crisis Center, Inc.
 Family Services of Southeast Texas, Inc.
 Family Shelter of McCulloch County, Inc.
 Family Violence Prevention Services, Inc.
 Family Time Crisis and Counseling Center
 Focusing Families
 Fort Bend County Women's Center, Inc.
 Freedom House
 Friendship of Women, Inc.
 Genesis Women's Shelter & Support
 Guadalupe Valley Family Violence Shelter, Inc.
 Hays Caldwell Women's Center
 Highland Lakes Family Crisis Center
 Hill Country Crisis Council
 Hope's Door New Beginning Center
 Houston Area Women's Center
 ICD Family Shelter (domestic violence)
 Janelle Grum Family Crisis Center of East Texas
 Kendall County Women's Shelter
 Matagorda County Women's Crisis Center
 Mission Granbury Inc.
 Mosaic Family Services
 Noah Project, Inc.
 North Channel Coalition
 Panhandle Crisis Center
 Resource and Crisis Center of Galveston County
 SAFE House
 Safe Place of the Permian Basin
 Safe Place, Inc.
 Safer Path Family Violence Shelter, Inc. (Formerly Atascosa Family Crisis Center)
 Safe-T (Shelter Agencies for Families in East Texas, Inc.)
 Southwest Family Life Centers, Inc.
 Texas Muslim Women's Foundation, Inc.
 The Ark Domestic Violence Shelter
 The Bridge Over Troubled Waters, Inc.
 The Family Place
 The Family Peace Project, Inc.
 The Family Violence Center of Comal County (DBA: Crisis Center of Comal County)
 The SAFE Alliance
 The Salvation Army DFW Metroplex Command for Carr P. Collins Social Services Center Domestic

Violence Shelter
 Tralee Crisis Center for Women, Inc.
 Twin City Mission - Domestic Violence Shelter
 Williamson County Crisis Center (DBA: Hope Alliance)
 Wintergarden Women's Shelter, Inc.
 Wise County Domestic Violence Task Force (DBA: Wise Hope Shelter & Crisis Center)
 Women in Need Inc.
 Women's Protective Services
 Women Together Foundation
 Women's Center of Brazoria Co., Inc.
 Women's Shelter of South Texas

UTAH

Center for Women and Children in Crisis (CWCIC)
 Citizens Against Physical and Sexual Abuse, Inc.
 Peace House, Inc.
 YCC Family Crisis Center

VERMONT

CVOEO

VIRGIN ISLANDS

Family Resource Center Inc.

VIRGINIA

Avalon Center
 Bethany House of Northern Virginia, Inc.
 Empowerhouse
 Help and Emergency Shelter Inc. (HER)
 Menchville House
 The Laurel Center Intervention for Domestic and Sexual Violence
 The Rescue Mission of Roanoke
 The Women's Resource Center of the New River Valley, Inc.
 YWCA of Central Virginia
 YWCA of Richmond

WASHINGTON

Abused Deaf Women's Advocacy Services (ADWAS)
 Emergency Support Shelter
 Domestic Violence Services of Snohomish County
 Family Renewal Shelter
 LifeWire
 SafePlace
 Solid Ground Washington
 YWCA of Kitsap County
 YWCA of Spokane

WEST VIRGINIA

Family Refuge Center

WISCONSIN

Advocates of Ozaukee
 Christine Ann
 Harbor House Domestic Abuse Programs
 HAVEN, INC.
 The Bridge to Hope
 Turningpoint For Victims of Domestic and Sexual Violence, Inc.

WYOMING

Community Safety Network

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.

Learn More About Mary Kay Ash Charitable Foundation Efforts

Earlier this year, Mary Kay Ash Charitable Foundation issued \$100,000 in domestic violence grants to ten domestic violence shelters. To continue to support relief efforts, the Charitable Foundation will issue smaller donations to nearly 40 more shelters and supply the almost 50 shelters in total with hand sanitizer.

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

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. Catharines
Maison d'amitie, Ottawa

QUEBEC

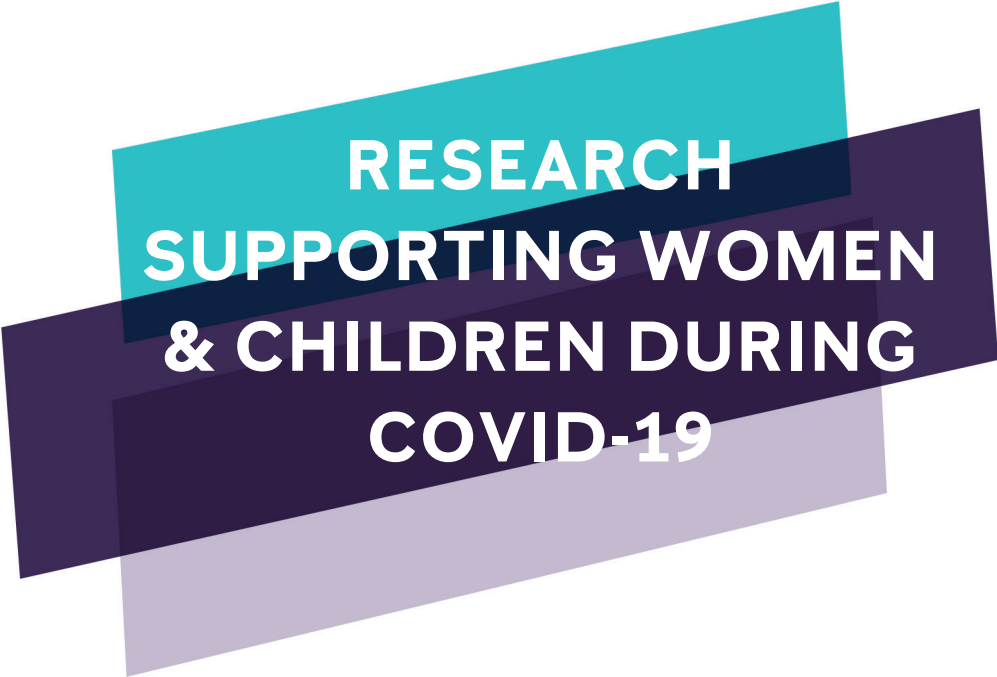
YWCA Quebec
Auberge Shalom pour femmes, Montreal
Maison Simonne-Monet-Chartrand, Chambly
Maison d'aide et hebergement L'Emergence, Maria
Passer Elle, Montreal
Mirepi, maison d'hebergement Inc, St-Raymond
Maison Alice-Desmarais, Granby
La Maison Dalauze Inc., Montreal
Auberge Madeleine, Montreal
Horizon 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



**RESEARCH
SUPPORTING WOMEN
& CHILDREN DURING
COVID-19**

EXAMINING COVID-19'S ECONOMIC AND SOCIAL IMPACT ON WOMEN

UN Women issued a statement to ensure women are not sacrificed during the pandemic crisis. According to UN Women, while everyone is facing unprecedented challenges, women are bearing the brunt of the economic and social fallout of COVID-19.

For countless women in economies of every size, along with losing income, unpaid care and domestic work burden has exploded. These women are most affected by the economic impact of COVID-19, and unless policies intentionally enable economic relief measures and deliberately target women, support women-led businesses and their income security, their situation will only worsen.

Lack of education and economic insecurity also increase the risk of gender-based violence. Without sufficient economic resources, women are unable to escape abusive partners and face a greater threat of sexual exploitation and trafficking.

Impacts on education, employment and economic development have long lasting consequences that, if unaddressed, will reverse hard-won gains in gender equality. The negative impacts of COVID-19 have exacerbated existing inequalities that prevent women of diverse backgrounds from participating equally in the workforce. It is important to apply an intersectional lens in the development of strategies to support the economic needs of all women in recovery efforts.

The research work with partners featured in this section are designed to address the significant decrease of women's participation in the economy, society and community as a direct result of the COVID-19 crisis as well as an opportunity to build back better by creating a post pandemic world that works for women.

WOMEN'S ECONOMIC EMPOWERMENT ANALYSIS & RESPONSE TO COVID-19

WOMEN'S ENTREPRENEURSHIP ACCELERATOR

**WOMEN'S
ENTREPRENEURSHIP
ACCELERATOR** EMPOWERED BY
MARY KAY

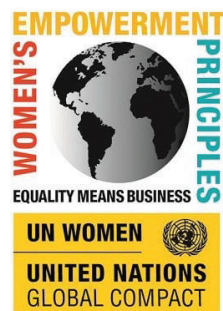
In 2019, Mary Kay, in partnership with six UN agencies launched the Women's In 2019, Mary Kay, in partnership with six UN agencies launched the Women's Entrepreneurship Accelerator, which helps create the ecosystem ensuring economic empowerment for women entrepreneurs. Mary Kay and its partners are committed to educating and empowering ten million women entrepreneurs over the next ten years through the Women's Entrepreneurship Accelerator. Together with our UN partners we began to lay the groundwork for a systemic transformation to break down the barriers keeping women from achieving financial independence and contributing to a better future for themselves and their communities.

The pandemic has made the need to support women entrepreneurs an absolute priority. In a One-Year anniversary statement, the Accelerator leadership urged stakeholders from public and private sectors as well as civil society organizations to take action in support of women entrepreneurs:

"It is our collective responsibility to create an enabling environment where women-led businesses act as agents of transformation. (...) It is important to apply an intersectional lens in the development of strategies to support the economic needs of all women in recovery efforts. (...) Our collective response must combat inequalities and build sustainable economies that center women. Investing in women entrepreneurs is key to emerging from the pandemic with stronger, more inclusive and resilient societies."

UN WOMEN

Women's Empowerment Principles Toolkit for small- and medium-size enterprises (SMEs)



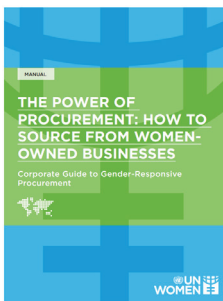
In 2021, UN Women, with input from the UN Global Compact, developed a toolkit to help SME leaders and women entrepreneurs to advance gender equality and women's empowerment in a pandemic and post-pandemic world. The toolkit includes checklists, guidance and case studies on topics such as inclusive recruitment, equal pay, inclusive and gender-sensitive culture women's leadership, and communication/advertising without stereotypes. Mary Kay's financial contribution supported the development of the toolkit.

The toolkit is accessible through weps.org and was disseminated to the Women's Empowerment Principles global community (4,400 company members) as well as the UN Global Compact channels making it directly available to the 6,300+ SMEs Global Compact participants.

Mary Kay also contributed to the Advocacy Tool “Supporting Women-Owned Businesses in COVID-19 Recovery” in support of women entrepreneurs during COVID-19 released in September 2020 by UN Women and ILO.

UN GLOBAL COMPACT

“Building the Business Case for Gender Responsive Procurement (GRP)”



Globally, more than one-third of all firms have women owners, yet they receive only 1 percent of corporate procurement spend. This amasses to billions of dollars in each country, and women receiving far less than their fair share.

Studies show up to 90 percent of women-owned businesses reinvest their earnings in family and community, linking inclusive economic growth directly to development. Stakeholders at all levels must help empower women to better access the rich potential of corporate and public procurement.

In 2021, UN Women and the UN Global Compact (partners of the Women’s Entrepreneurship Accelerator), proposed the development of a business case to advance GRP: While it is widely known and accepted that public procurement is an engine for growth of SMEs, the practice of gender responsive procurement is far from widespread. Creating a convincing, objective business case for GRP is required for companies to fully embrace and act on the notion.

Building the Business Case:

- UN Women, with support from the UN Global Compact convened companies in a community of practice who have committed to buying from women-owned enterprises to document and persuasively articulate a systematic argument for companies to source from women-owned companies.
- These arguments were key in developing an analytical, compelling advocacy to push for wider practice of this lever in targeted markets for the economic empowerment of women entrepreneurs.
- Examples from Mary Kay are highlighted within the report, circulated within the GRP community of practices, and UN Women advocacy, training, and programming.
- Mary Kay’s financial contributions is recognized within business case development meetings and the final report. The WEA partnership is highlighted.
- UN Global Compact helped promote uptake of the materials produced through its communications and online learning platform - Global Compact Academy.
- Further, based on the learnings, UN Global Compact raised the bar for corporate target setting for procurement spend on women-owned businesses, including through its Target Gender Equality Global Impact Initiative.³



¹ <https://weconnectinternational.org/en/corporate-membership/why-buy-from-women>

² <http://www.intracen.org/uploadedFiles/intracenorg/Content/Publications/Women%20procurement%20guide-final-web.pdf>

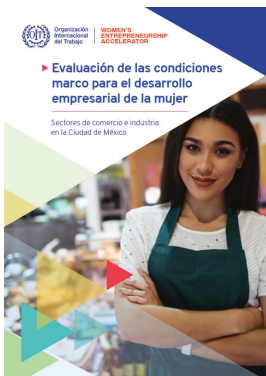
³ Target Gender Equality is a UN Global Compact accelerator programme that encourages and supports companies to set and meet ambitious targets for women’s representation and leadership in business. <https://www.unglobalcompact.org/take-action/target-gender-equality>

INTERNATIONAL LABOUR ORGANIZATION

Women entrepreneurship development assessments (WED) Conducted in Brazil and Mexico

Concept: Adapting the ILO's WED assessment methodology to measure the extent to which women's businesses have been impacted by COVID-19 and what learnings to draw moving forward.

The current one-year research and advocacy pilot focuses on Brazil and Mexico to identify key, locally adapted and strategic recommendations to unleash the potential of women entrepreneurs contribution to more and better jobs for all. The overall objective of the intervention is to set the foundation for strong entrepreneurship ecosystems that reinforce and scale up existing country initiatives in favour of women's entrepreneurship development and economic empowerment during and post pandemic.



COLLECTING GENDER DATA FOR AN INFORMED RESPONSE TO COVID-19

CARE

Global Rapid Gender Analysis (RGA) on COVID-19

69 Countries to date

We risk leaving millions of women behind and losing decades of progress on gender equality if we do not focus on women's needs in the long-term pandemic response. This includes ensuring the safety and security of every woman.

In March 2020, the World Health Organization (WHO) classified COVID-19 as a pandemic. In response, CARE launched a Global Rapid Gender Analysis (RGA) on COVID-19, in consultation with the International Rescue Committee (IRC), to highlight gender and intersectional impacts of the crisis.

To achieve this, CARE first developed a policy brief to review lessons learned from previous public health emergencies; then adapted its **Rapid Gender Analysis toolkit** to the COVID pandemic.

This report is for humanitarians working in vulnerable contexts likely to be affected by the COVID-19 crisis. It is organized around broad themes and focus areas of particular importance to those whose programming advances gender equality and reduces gender inequalities. It seeks to deepen the current gender analysis available by encompassing learning from global gender data available for the COVID-19 public health emergency. To date, the RGA has been deployed in 69 countries reaching 12 million people.



UN TRUST FUND

UN Trust Fund Global Assessments and Brief on the Impact of COVID-19 on Women's Organizations

Even before COVID-19 hit, violence against women and girls had reached pandemic proportions. Globally, 243 million women and girls were abused by an intimate partner in the past year. The COVID-19 pandemic revealed the systemic unpreparedness to prevent and respond to the silent pandemic of violence against women and girls. UN Trust Fund grantees across the world saw first-hand a dramatic rise in violence against women and girls reported through 2 global assessments.

- **March 2020:** Baseline assessment of 122 Civil Society Organizations (CSOs) grantees on the impact of COVID-19 confirmed a rapid rise in VAW/G, and reported challenges and uncertainty around how to respond.
- **Sept. 2020:** 6-month assessment and Brief. Information has been collected through reports received from 144 civil society organizations (CSOs) funded by the UN Trust Fund to End Violence against Women (UN Trust Fund) in 69 countries and territories. Data show that due to an increase in VAW/G in the past six months, all surveyed CSOs have been resiliently adapting existing operations and programmes to meet escalating demand and sustain vital services.
- **Brief “COVID-19 and the impact on civil society organizations working to end violence against women and girls:** through the lens of CSOs funded by the UN Trust Fund to End Violence against Women six months after the global pandemic was declared”, New York: UN Trust Fund to End Violence against Women. The Brief is intended to inform United Nations Member States, United Nations organizations, policymakers, donors and all other partners working on preventing and ending violence against women and girls (VAW/G) about the urgent need to address surging rates of violence in the context of COVID-19.
- **Summary of findings:** The latest information from UN Trust Fund grantees shows a continued and significant increase in rates of VAW/G with a subsequent impact on the ability of CSOs to prevent and respond to this crisis. The overall impact is strongly localized and complex, but overwhelmingly, the most significant drivers of VAW/G remain the lethal combination of economic insecurity and physical mobility restrictions due to lockdowns, which make it more difficult for women to escape violence or seek support and justice.



**AWARDS &
RECOGNITION**

MARY KAY INC. & MARY KAY ASH FOUNDATION AWARDS FOR COVID-19 RESPONSE

Mary Kay continued its decades-long commitment to enriching the lives of women around the globe, manufacturing irresistible products and building healthier, more sustainable communities even in response to COVID-19. In recognition of Mary Kay's achievements during the pandemic, the brand has taken home several coveted awards in the business, corporate citizenship, and leadership categories from various prestigious organizations.

The awards, which recognize the brand's COVID-19 response, highlight the company's unwavering business values and its dedication to the principles defined by the brand's legendary founder, Mary Kay Ash.

2021 Mary Kay Inc.



COVID-19 Response Awards (Mary Kay Inc. Hand Sanitizer)

- Bronze Stevie Award Winner – 2021 International Business Awards
- Silver Globe® Winner – 13th Annual 2021 Golden Bridge Business and Innovation Awards
- Silver Globe® Winner – 6th Annual 2021 American Best in Business Awards
- Gold Globe® Winner - 11th Annual 2021 Communications Excellence Awards
- Bronze Globe® Winner – 8th Annual 2021 International Best in Business Awards
- Silver Globe® Winner - 14th Annual 2021 Women in Business and the Professions World Awards

COVID-19 Response Awards (Hand Sanitizer Distribution Team)

- Silver Globe® Winner – 13th Annual 2021 Golden Bridge Business and Innovation Awards
- Silver Globe® Winner – 6th Annual 2021 American Best in Business Awards
- Gold Globe® Winner - 11th Annual 2021 Communications Excellence Awards
- Gold Globe® Winner – 8th Annual 2021 International Best in Business Awards
- Gold Globe® Winner - 14th Annual 2021 Women in Business and the Professions World Awards



COVID-19 Response Awards (Mary Kay Inc. COVID-19 Relief Efforts)

- Silver Globe® Winner – 13th Annual 2021 Golden Bridge Business and Innovation Awards
- Silver Globe® Winner – 6th Annual 2021 American Best in Business Awards
- Silver Globe® Winner - 11th Annual 2021 Communications Excellence Awards
- Silver Globe® Winner – 8th Annual 2021 International Best in Business Awards
- Silver Globe® Winner - 6th Annual 2021 Business Excellence Awards
- Silver Globe® Winner - 14th Annual 2021 Women in Business and the Professions World Awards

2021 Mary Kay Ash Foundation



COVID-19 Response Awards (Mary Kay Ash Foundation COVID-19 Relief Efforts)

- Gold Globee® Winner – 13th Annual 2021 Golden Bridge Business and Innovation Awards
- Gold Globee® Winner – 6th Annual 2021 American Best in Business Awards
- Gold Globee® Winner - 11th Annual 2021 Communications Excellence Awards
- Silver Globee® Winner – 8th Annual 2021 International Best in Business Awards
- Bronze Globee® Winner - 14th Annual 2021 Women in Business and the Professions World Awards

2022 Mary Kay Inc.



COVID-19 Response Awards (Mary Kay Inc. Hand Sanitizer)

- Bronze Stevie Award Winner at the 2022 American Business Awards (Most Valuable Product – Mary Kay Hand Sanitizer) (April 2022)

2022 Mary Kay Ash Foundation

COVID-19 Response Awards (Mary Kay Ash Foundation COVID-19 Relief Efforts)

- Gold Stevie Award Winner at the 2022 American Business Awards (Most Valuable Non-Profit Response – Mary Kay Ash Foundation's COVID-19 Relief Efforts) (April 2022)

“DON'T LET THE NEGATIVES
OF LIFE CONTROL YOU.
RISE ABOVE THEM. USE
THEM AS YOUR STEPPING
STONES TO GO HIGHER
THAN YOU EVER DREAMED
POSSIBLE.”

Many Kay

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