

## CONDUCTING A SPECIAL EVENT BENEFITING MARY KAY ASH FOUNDATION<sup>SM</sup> GUIDELINES & FUNDRAISER INFORMATION FORM

*Thank you for your interest in planning a fundraiser event to benefit the Mary Kay Ash Foundation<sup>SM</sup> ("Foundation").*

*We deeply appreciate your efforts to further the dual missions of the Foundation:  
**to eliminate cancers affecting women and to end domestic violence.***

As you develop your event plans, please review all of the attached materials. Adhering to the event guidelines and providing the requested information will help to maximize your event's success as well as maintain the integrity of the Foundation and Mary Kay Ash's personal legacy. The [Guidelines For Conducting a Special Even Benefiting the Mary Kay Ash Foundation<sup>SM</sup> \("Guidelines"\)](#) contains complete details for planning and holding an event benefiting the Foundation. Following are some [quick tips to help you get started](#).

1. Develop a basic plan for your event and review the [Guidelines](#).
2. Complete and submit the [Fundraiser Information Form \("Form"\)](#) at least **12 weeks prior** to publicizing the event.
  - o Required for all events, even if previously approved.
  - o **Foundation contacts you** once review is complete. Approval is at the sole discretion of the Foundation. Allow at least **10 business days**.
  - o If [using Foundation's name/logo](#) on any promotional items (t-shirts, fliers, announcements, etc.) approval is required prior to use. Submit samples of all items in draft form before the event and final form after the event.
3. Foundation assigns an Event Number. Include this number in all correspondence with the Foundation.
4. Gifts or donations made to the event name or sponsor's name are **not tax deductible**. Only checks made directly to "The Mary Kay Foundation", or endorsed as such, are tax-deductible. See Guidelines
5. Submit **funds** no more than 30 days after the event.
6. A fundraiser event is **not an event to promote your business or share the Mary Kay opportunity**.
7. [Raffles, drawings](#), and other such activities which require consumers to "pay to play" (give something for a chance to win a prize) can be considered [illegal lotteries](#). We strongly recommend that you consult with a legal advisor in your area prior to engaging in such activities.
8. **You (and your co-hosts, if applicable) are the event sponsor(s), not the Foundation or Mary Kay Inc.** Employees of the Foundation and Mary Kay Inc. will not participate in the sale of any tickets to events or solicit event sponsorships.
9. If you're interested in including charitable giving efforts in your Mary Kay business activities, see Charitable giving guidelines on Mary Kay InTouch® or contact the Legal Support Team at (972) 687-5777 or [legalsupport@mkcorp.com](mailto:legalsupport@mkcorp.com).
10. Still have questions? Contact The Foundation team and an events specialist can assist you by email at [mkcares@marykayfoundation.org](mailto:mkcares@marykayfoundation.org). We are also happy to schedule a phone call, if you require additional help.

# Fundraiser Information Form

Mary Kay Ash Foundation<sup>SM</sup>

[MKCares@marykayfoundation.org](mailto:MKCares@marykayfoundation.org)

voice: (877) MKCares (652-2737)

P. O. Box 799044  
Dallas, Texas 75379-9044

| SPONSOR INFORMATION |                     |             |
|---------------------|---------------------|-------------|
| Name                | Beauty Consultant # | Unit #      |
| Address             |                     | Apartment # |
| City                | State               | Zip Code    |
| Phone ( ) -         | E-mail              |             |

| HOST / SPONSOR / SPECIAL GUEST   |                     |        |
|--|---------------------|--------|
| Host / Sponsor   |                     |        |
| Co-Hosts and/or Co-Sponsors (if applicable):   |                     |        |
| Name   | Beauty Consultant # | Unit # |
| Name   | Beauty Consultant # | Unit # |
| Name   | Beauty Consultant # | Unit # |
| Special Guest – for example, an Independent National Sales Director (if applicable): |                     |        |
| Name   |                     |        |

| DETAILS           |                                 |                                  |
|-------------------|---------------------------------|----------------------------------|
| Event Name        |                                 |                                  |
| Date              | Start & End Times               |                                  |
| Rain Date         | Indoor <input type="checkbox"/> | Outdoor <input type="checkbox"/> |
| Location          | Phone ( ) -                     |                                  |
| Address           |                                 |                                  |
| City              | State                           | Zip Code                         |
| Event Description |                                 |                                  |
|                   |                                 |                                  |
|                   |                                 |                                  |

| BENEFICIARIES   |               |
|---|---------------|
| <i>If the Foundation is not the sole beneficiary of the event, please complete the following.</i> |               |
| Organization  | % of proceeds |
| Contact Name  | Phone ( ) -   |
| Organization  | % of proceeds |
| Contact Name  | Phone ( ) -   |

| PERMISSIONS  |
|--|
| <i>Use of the Foundation name, trademark and/or logo requires the Foundation's approval.<br/>The Foundation requires a minimum contribution of 25% of the net proceeds. (See <a href="#">Guidelines Section E</a>, for complete details.)</i>                        |
| I _____ request permission to use the Foundation name and/or logo.<br>To this Form, I attach a copy of all promotional materials (such as fliers, posters, t-shirts, etc.) which I intend to use to promote this event.  |
| Desired logo format .png <input type="checkbox"/> .jpg <input type="checkbox"/> .eps <input type="checkbox"/> .gif <input type="checkbox"/> .tif <input type="checkbox"/> hard copy <input type="checkbox"/> other <input type="checkbox"/> If other, please explain |

# Fundraiser Information Form

| FINANCIAL DETAILS   |  |
|---|--|
| Method of Fundraising<br><i>(select all that apply)</i>         | ticket sales <input type="checkbox"/> underwriting <input type="checkbox"/> auction <input type="checkbox"/> other <input type="checkbox"/><br>If other, please explain  |
| Anticipated Attendance  |  |
| Budget<br><i>(Attach detailed estimate of revenue/expenses)</i> | Anticipated Revenue (gross)  |
| Anticipated Expenses  |  |
| Anticipated Revenue (net)                                       |  |
| Forwarding Funds  | <i>Helpful Tips:</i><br>1) Funds must be submitted within 30 days of the event accompanied by the Budget Form and Event ID number.<br>2) If consolidating donations, please use a money order.<br>3) Gifts or donations made to event name or sponsor's name are not tax deductible. (see <a href="#">Guidelines Section D</a> )<br>4) Attach detailed donation list identifying donor, amount and the type of gift (ex. cash, in-kind, etc.). |
| Date Foundation will receive proceeds                           | Form of proceed submission money order <input type="checkbox"/> check <input type="checkbox"/> Other <input type="checkbox"/><br>If other, please explain  |
| Funds to be distributed to selected cause (select one or both)  | ending domestic violence <input type="checkbox"/> eliminating cancers affecting women <input type="checkbox"/>   |
| Describe method(s) of promoting and/or advertising the event:   |  |
|   |  |

| ACKNOWLEDGEMENT AND SIGNATURE  |                     |
|--|---------------------|
| <input type="checkbox"/> By entering and/or signing my name below, I acknowledge that I have read the <a href="#">Guidelines For Conducting a Special Event Benefiting the Mary Kay Ash Foundation<sup>SM</sup></a> ("Guidelines"). I agree to adhere to the terms set forth in the Guidelines and to conduct my event in a manner that upholds the legacy of Mary Kay Ash. I hereby authorize the Mary Kay Ash Foundation <sup>SM</sup> to use any event related information and/or materials I submit, for publication purposes. |                     |
| Sponsor Name   | Beauty Consultant # |
| Sponsor Signature  | Date                |
|  |                     |
| Co- Sponsor Name   | Beauty Consultant # |
| Co-Sponsor Signature   | Date                |
|  |                     |
| Co- Sponsor Name   | Beauty Consultant # |
| Co-Sponsor Signature   | Date                |

| FOR FOUNDATION USE ONLY       |  |               |
|-------------------------------|--|---------------|
| Status/Date                   | Approved Yes <input type="checkbox"/> No <input type="checkbox"/> Event# | Decision Date |
| Foundation Approval Issued By | Signature  |               |
| Comments                      |  |               |
|                               |  |               |

## **CONDUCTING A SPECIAL EVENT BENEFITING the MARY KAY ASH FOUNDATION<sup>SM</sup> GUIDELINES**

- A. **Review and Approval of Fundraising Event ("Event").** Plans for each Event must be reviewed and approved by the Mary Kay Ash Foundation<sup>SM</sup> ("**Foundation**"), even if the Event was approved in previous years.
1. Prepare a request to the Foundation **at least 12 weeks prior** to publicizing the Event in any manner, including at unit meetings, distribution of promotional materials, etc. The request should include the following:
    - i. A completed and signed Fundraiser Information Form ("**Request Form**").
    - ii. A comprehensive budget for the Event. Click here for [budget template](#).
    - iii. A copy of any and all materials to be used to promote the Event, such as fliers, invitations, announcements, samples of promotional items, photos, etc. Photos must be 300 kilobytes or more.
  2. Send the Request Form and supporting materials to the Foundation:
    - i. Email to [MKCares@marykayfoundation.org](mailto:MKCares@marykayfoundation.org);
    - ii. Mail to Mary Kay Ash Foundation (Please email [mkcares@marykayfoundation.org](mailto:mkcares@marykayfoundation.org) to notify The Foundation team that your application is being sent via mail.) P.O. Box 799044, Dallas, TX 75379-9044.
  3. The **review of your Request Form requires at least 10 business days** and the **Foundation will contact you once the review is complete**.
  4. Each approved Event is assigned an Event Number. Please include the Event Number in all correspondence with the Foundation.
  5. If planning an Event **less than 12 weeks in advance**, consider using a [pre-approved template](#) to lessen the time required for your Event planning and for Foundation review/approval.
- B. **Sponsor of Event.** You or your unit is the sponsor of the Event. The Event is not sponsored by the Foundation or by Mary Kay Inc. and no such representation should be made.
- C. **Bank Accounts.** If you open a separate bank account for the Event's expenses and proceeds, the bank account should be opened in the name and tax identification number of your Event or key organizers (hosts/sponsors, co-hosts/co-sponsors). The key organizers should be the designated signatories, not the Mary Kay Ash Foundation<sup>SM</sup> or Mary Kay Inc.
- D. **Record Keeping in Connection with Gifts.** Various Internal Revenue Service rules govern the making of gifts, donations, contributions, etc. for charitable purposes ("**Gift**"), therefore we **strongly recommend that you consult your tax advisor** to ensure you understand, and are in full compliance with, all rules that govern such activities. It is our understanding, that, at minimum, you will want to maintain adequate information concerning each donor and the Gift. For example:
1. **Gifts are not tax deductible if made to anyone other than the non-profit organization.** Checks made or endorsed directly to "The Mary Kay Foundation" may be tax-deductible and the writer of the check may be entitled to claim the charitable donation.
  2. **Keep an accounting of each donor and Gift**, for example donor's name, Gift, and what they received in consideration of the Gift. "Consideration" may include, but not be limited to, items purchased, such as a ticket, advertisement, meal, gift basket or any other tangible item or access to the Event.

3. When submitting proceeds from the Event to the Foundation, it is important to **provide complete information regarding the donors and participants**. This information allows the Foundation to comply with reporting requirements and to add the donors to the Foundation's database. Please include as much of the following details as possible:
  - i. Donor's name;
  - ii. Business name (if applicable);
  - iii. Address;
  - iv. Telephone number;
  - v. E-mail address;
  - vi. Date and amount of Gift or retail value of item donated;
  - vii. If an independent sales force member, include title and Beauty Consultant number; and
  - viii. If a Mary Kay Inc. employee (current or retired), identify status.
- E. **Use of the Foundation Name, Trademark and/or Logo.** Use of the Foundation name, trademark and/or logo requires the Foundation's approval, which will only be granted **if the Foundation 1) approves your Event details; and 2) receives a minimum contribution of 25% of the net proceeds (after expenses)**. To request approval, please complete the Permissions section of the Form and include a sample of any and all promotional item(s) which will bear the name/trademark/logo.
- F. **Designation of Fund Recipient.** You can designate which Foundation effort(s) your proceeds will benefit: "End domestic violence" and/or "Eliminate cancers affecting women". Should you seek to raise a substantial amount (\$50,000+) or add to your proceeds on a continuing basis, the Foundation can establish a specially designated fund for your Event. Please contact the Executive Project Specialist for details.
- G. **Foundation Donor List.** The Foundation does not sell, share or distribute donor lists.
- H. **Foundation Staff.** Foundation staff will not participate in the sale or solicitation of any Event tickets or sponsorships.
- I. **Raffles or Drawings.** Raffles, drawings, and other such activities which require consumers to "pay to play" (give something for a chance to win a prize) **can be considered illegal lotteries** in some states. It is also our understanding that the Internal Revenue Code may require withholding on various types of prizes. Given the varying state laws regarding (and possibly prohibiting) such activities, we recommend avoiding its inclusion. However, if you decide to include such activities in your Event, we strongly recommend that you **consult a legal advisor** in your area, prior to the Event, to understand your responsibilities in this regard.
- J. **Disclaimer.** The Foundation will not be held legally responsible for any act incurred by the Event hosts, sponsors, co-hosts, co-sponsors, etc. ("**Event Organizers**"), including but not limited to, personal injury or death; damage to, theft of, or loss of personal, private, or community property; or for provision of trophies, monetary prizes, or other gift items promoted by Event Organizers.
- K. **The Golden Rule Philosophy.** The Foundation will only approve Events that demonstrate the Golden Rule Philosophy. Please keep the Golden Rule Philosophy in mind when planning and conducting your Event. An Event should be just that – a fundraising event that benefits a specific charity(ies) or organization(s). An Event should not be used to promote a Mary Kay business, the Mary Kay opportunity or the marketing plan.
- L. **Communication with Foundation Staff.** You can reach a Foundation staff member by mail at Mary Kay Ash Foundation<sup>SM</sup>, P.O. Box 799044, Dallas, Texas 75379-9044, by email at [MKCares@marykayfoundation.org](mailto:MKCares@marykayfoundation.org), by phone at (877) MKCares (652-2737). (Fax is no longer Available)