



25 ANNIVERSARY

Mary Kay Ash
FOUNDATION

P.O. Box 799044
Dallas, Texas 75379-9044
MKCares@MaryKayFoundation.org

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Mary Kay Ash
FOUNDATION

Annual Report | Fiscal Year 2020

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OUR STORY

Mary Kay Ash
FOUNDATION

M

ary Kay Ash was a visionary and entrepreneur who wanted to make the world a better place by creating a foundation to support charitable causes close to her heart.

Guided by her dream to enrich the lives of women everywhere, the Mary Kay Ash FoundationSM was established in 1996 to raise and grant funds to invest in breakthrough cancer research and clinical trials to find a cure for women-related cancers, and in 2000, a second mission was added to end domestic violence and gender-based violence against women and girls.

Since 1996, the Mary Kay Ash Foundation has contributed more than \$85 million to organizations aligned with its two-fold mission. In addition, the Foundation supports awareness initiatives, community outreach programs, and advocates for legislation to ensure women are healthy and safe. Through our global charitable foundations in Brazil, Canada, China, and the United States, we are collectively making a deeper impact on the lives of women around the world.

Since 1996, donated more than
\$85 MILLION

to women's shelters and domestic violence service providers, as well as cancer research programs and related causes throughout the United States.

"I've often said that we are doing something far more important than just selling cosmetics; we are changing lives."

Mary Kay



HISTORY

On the surface, the two-pronged focus of the Mary Kay Ash Foundation is easy to understand. After all, finding a cure for cancers affecting women and bringing an end to gender-based violence against women and girls are important causes.

Mary Kay Ash, however, knew the goals couldn't be reached simply by wishing for a world free from disease and violence. That's why the Foundation's approach is multifaceted both in the United States and across the world.

Since its 1996 inception, the Foundation has utilized many avenues to help turn Ash's vision into a reality. From the efforts of the Foundation's Board of Directors, to the fundraising work done by the Independent Beauty Consultants, it's clear that everyone who partners with the Foundation plays a role.

Initially focusing on grants to cancer researchers, and then domestic violence shelters, the Foundation worked to increase awareness about domes-



tic violence in 2000 by underwriting the production of a manual on domestic violence that was distributed by the Association of Junior Leagues to its chapters throughout the United States.

A year later, *Breaking the Silence: Journeys of Hope* debuted on PBS. The Foundation, along with Mary Kay Inc., underwrote the documentary to provide awareness of the prevalence of violence against women.

In addition to funds supporting women undergoing cancer treatments, the Foundation has found many avenues toward reaching its goal of eradicating cancer, including a \$250,000 endowment to the UT Southwestern Medical Center at Dallas to establish the Endowed Distinguished Professorship in Women's Cancer Research in honor of Jerry Shay, Ph.D.

In 2019, the Foundation awarded its first clinical trial cancer research grant to Baylor Scott & White Dallas Foundation. The Mary Kay Ash Foundation is the lead corporate funder for the third and final trial, in a series of clinical trials, for metastatic triple negative breast cancer.

In addition to supporting established researchers and their projects, the Foundation established its first ever international cancer grant research program in collaboration with UT Southwestern Medical Center, the Mary Kay Ash International Postdoctoral Scholars in Cancer Research Grant Award in 2019. The grant supports cancer research for international postdoctoral candidates to conduct two years of research at UT Southwestern Medical Center.

FOUNDER

Following her dream, Mary Kay Ash not only transformed the cosmetics industry, she made her impact felt across the world by her efforts to empower women.

When Beauty by Mary Kay opened for business on Sept. 13, 1963, Ash ushered in a new approach for skin care—something evident from the outset.

What many didn't realize was that her focus wasn't just on improving women's lives via the products they'd come to use daily. Her grander vision began coming into focus for others in 1964, when she launched Seminar, which became her annual tradition of recognizing women's accomplishments in entrepreneurship while providing inspiration and business education for the coming year.

While empowering women to take charge of their careers was important, Mary Kay Ash's focus on helping women didn't stop at the end of the workday—she cared just as much about their health and welfare.

Having lost her husband, Mel Ash, to lung cancer in 1980, finding a cure for cancer became her passion. In 1987, Mary Kay Ash asked employees of Mary Kay Inc. and the independent sales force for their help in raising funds for cancer research—leading to the 1996 creation of what's now known as the Mary Kay Ash Foundation.

Mary Kay Ash also cared about the safety of women, and knew domestic violence was a problem that impacted members of the independent sales force across the nation. In July 2000, the Foundation embraced a second mission: to prevent violence against women.

"We must have a theme, a goal, a purpose in our lives," Ash once said. "If you don't know where you're aiming, you don't have a goal."

Mary Kay Ash never lacked for goals, and the Foundation she founded won't stop working until they're attained.

1995

Mary Kay China establishes the Mary Kay China Charity Fund providing support for young girls in need of Cleft palate surgeries.

1996

Mary Kay Ash establishes the **Mary Kay Ash Charitable Foundation**™ to provide funding for cancer research for cancers affecting women.

1997

Mary Kay Ash Charitable Foundation awards inaugural grants totaling \$500,000 to noted cancer researchers. The grants are to help advance prevention and treatment of cancers affecting women.


1998

St. Paul Medical Center in Dallas, TX dedicates its Mary Kay Ash Institute for Cancer Research in honor of her support.

2000

In July, the Foundation expands its mission to support efforts to both prevent violence against women and help women who have been victims of abuse.

2000

The Foundation underwrites production of a manual about domestic violence for distribution by the Association of Junior Leagues to chapters throughout the United States. 

2001

The Foundation expands and establishes the Mary Kay Ash Charitable Foundation in **Canada** and announces its support for the Look Good Feel Better program, a nonprofit service for female cancer patients.

2001

Sponsors a PBS documentary surrounding the issue of domestic violence: *Breaking the Silence*.

2001

On November 22, Thanksgiving Day, her favorite holiday, Mary Kay Ash passes away. She leaves a generous bequest of **\$15 million** (\$1 million per year for 15 years) to The Foundation.



2002

The Family Violence Prevention Fund presents the Foundation and Mary Kay Inc. with the first community service award named for Mary Kay Ash.

Receives the Circle of Care Award from the Baylor Health Care System Foundation.

The award recognizes organizations that advocate breast cancer awareness, education and research.

2003

2003

Receives the Ron J. Anderson, M.D., Healthcare Servant Leadership Award, for its work on domestic violence and cancers affecting women.

2002

Receives the Humanitarian of the Year Award from the Los Angeles County Commission on Assaults Against Women (LACAAW).

2003 San Fernando Valley Child Abuse Council honors The Foundation with the **Distinguished Organization Award,** which recognizes organizations that go above and beyond to eliminate domestic violence and child abuse.

2003 Makes an initial grant of \$500,000 to the Safety Net Project of the National Network to End Domestic Violence, a project that teaches domestic violence victims to safely and strategically use technology to protect themselves and their families.

2004

Lifetime Television's Times Square Project honors The Foundation for its work to stop violence against women.

2004

Los Angeles' Good Shepard Shelter Guild recognizes the Mary Kay Foundation with its Community Service Award for its dedicated efforts to end domestic violence.



2004 Mary Kay Ash receives the Humanitarian Rose Award at Kensington Palace in London for the work she inspired through the Foundation.

2005

Acknowledged for work to prevent domestic violence in Victor Rivers' book, *A Private Family Matter*.

2005 Mary Kay Ash is honored as a **Texas Legend by Belo Corporation and Cadillac** for her foresight in establishing the Foundation.

2005 The Mary Kay Foundation sponsors a PBS documentary surrounding the issue of domestic violence: *Breaking the Silence: Children's Stories*.

2005 Dallas' Genesis Women's Shelter presents the **Jane Doe Award** to Mary Kay Inc. and The Mary Kay Foundation "on behalf of the battered women and children who must remain nameless and faceless."

2005
Receives award from the National Network to End Domestic Violence for its contribution to special assistance fund which provides one-time emergency funding to domestic violence survivors.

¡No Más Silencio!
2006
Underwrites the ¡No Más Silencio! campaign to help prevent domestic violence in the Hispanic population nationwide.

2007
Gail Lebovic, M.D. founds the School of Oncoplastic Surgery with a grant from the Foundation.

2007
Grants the Safety Net Program of the National Network to End Domestic Violence \$200,000 to produce and distribute the training CD Survivors Technology: A Safety Planning Tool.

2007
Awards \$200,000 to the National Domestic Violence Hotline for its Love Is Respect program to raise awareness and champion zero tolerance of dating violence among teens.

2008
The State of Nevada proclaims April 10 as Mary Kay Ash Charitable Foundation Day.

2008 Underwrites the Conference on Crimes Against Women founded to eliminate violence against women and children in every community by arming police officers, prosecutors and victim advocates with the information needed to identify, investigate and prosecute difficult cases successfully.

2008
The American Society of Breast Disease announces the Mary Kay Ash Advanced Training program in Oncoplastic Breast Surgery.

2008
Launches the Suits for Shelters program. Beauty Consultants can donate their suits to be donated to domestic violence shelters for women as they start support programs and apply for jobs.

2008
YWCA honors Mary Kay Ash at its

2009
The Mary Kay Ash Charitable Foundation changes its name to The Mary Kay Foundation.

2010 Contributes \$200,000 to National Network to End Domestic Violence to support Amy's Courage Fund, which aided victims of domestic violence and their children.

**100 WOMEN,
100 YEARS**
Centennial Gala.

2016
Awards a \$250,000 endowment to the UT Southwestern Medical Center at Dallas in honor of Dr. Jerry Shay and his support to The Mary Kay Foundation.

2018
Receives Best of Addison Award – Charities.

2021 The Mary Kay FoundationSM celebrates its 25-year anniversary and changes its name to the Mary Kay Ash Foundation.

2014
The Foundation expands and establishes Instituto Mary Kay in Brazil.



2019
Awards its first clinical cancer research grant to Baylor Scott & White.

2019
Announces its first ever international cancer research program in collaboration with UT Southwestern, The Mary Kay Ash International Postdoctoral Scholars in Cancer Research Grants.

2019
Receives Best of Addison Award – Charities.

2020
The Mary Kay Foundation enters into its first global partnerships with two stewards of women's rights, UN Trust Fund and CARE.

Mary Kay Ash
FOUNDATION

We envision a world where women are
empowered, healthy and safe.

MISSION

We dedicate our resources to supporting cancer research to find a cure for cancers affecting women, and efforts to end domestic violence against women.

VALUES STATEMENT

We are dedicated to promoting our core values in everything we do. We are committed to prevent and cure cancers affecting women through funding innovative interdisciplinary research, to translate new knowledge into better prognosis, prevention and treatment; and every woman has the right to be safe, empowered, and free from violence and the fear of violence.

OUR PRINCIPLES

The following operating principles form the fabric of our culture and are informed by our founder, Mary Kay Ash, past, present and future. These operating principles are stable across time and support all our work.

Integrity

Be open and transparent

We value and understand the importance of transparency, being authentic and holding ourselves accountable.

Collaboration

Respect and engage all partners

We are committed to consistently seeking outcomes that will be beneficial to all our partners and stakeholders.

Commitment

Be accountable and persistent

We value quality over quantity. We set realistic goals and create relative benchmarks to meet them.

Leadership

Each of us play a vital role

The Foundation, our Ambassadors, and Independent Beauty Consultants, play a critical role to support finding a cure for cancers affecting women and violence against women.

Adaptability

We are flexible to ensure success

We are a nimble and flexible Foundation, able and willing to adapt to the evolving needs and shifting landscape of our two priority areas.

Innovation

We look for solutions

We know a solution takes time, and there will be challenges in our pursuits. We won't rest until we exhaust every creative solution to support efforts to find a cure for cancer and end domestic violence against women.

Diversity, Equity & Inclusion

Equality for women

In order to fulfill our vision of a world where women are healthy and safe, we're committed to practicing representation, acceptance, belonging and fairness, for all women.

Executive Summary



Love changes lives.
Let Your Heart Be Heard

2020 was unlike any of the previous 24 years the Mary Kay Ash FoundationSM has been working to improve the lives of women.

While the approaches utilized by the Foundation have evolved over the years, working to eradicate cancer has been the goal since day one. And that was one of the few things that didn't change due to the COVID-19 pandemic.

The Foundation continued working with its cancer partners, awarding grants totaling \$1,825,000 to causes close to home and those that will make a difference throughout the world via the International Postdoctoral Fellowship Cancer Research Program.

When it comes to achieving Mary Kay Ash's goal of preventing gender-based violence against women, that's where the Foundation's adaptability was on display in 2020. With worldwide lockdowns leaving women in often precarious situations, shelters needed to evolve, and the Foundation worked to support those needs.

Staying close to the company's roots, the Foundation provided funding to four organizations in North Texas that were working to keep women and their children safe during the pandemic.

On a national scale, the Foundation awarded 50 emergency shelter grants of \$20,000 each to help shelters adapt to new, often costly, procedures implemented to keep women and children safe from COVID-19 in addition to keeping them safe from domestic violence.

Engaging globally for the first time, the Foundation entered dedicated partnerships with the United Nations Trust Fund to Eliminate Violence against Women and CARE.

While it was an unprecedented year, like its founder, Mary Kay Ash, the Foundation still managed to persevere and make the world a better place for women.



BY THE NUMBERS

Since 1996, guided by Mary Kay Ash’s dream to enrich the lives of women everywhere, the Mary Kay Ash Foundation has invested millions of dollars in breakthrough cancer research and clinical trials to find a cure for cancers affecting women, and programs and services helping to end gender-based violence and violence against women.

MARY KAY ASH FOUNDATION BY THE NUMBERS

In **1996**, Mary Kay Ash establishes the Mary Kay Ash Charitable FoundationSM to provide funding for cancer research for cancers affecting women.

In **2000**, the Foundation expands its mission to support efforts to both prevent violence against women and help women who are survivors of abuse.

Since **1996**: Donated more than **\$85 million** to women’s shelters and domestic violence service providers, as well as cancer research programs and related causes throughout the United States.

In 2020:

3,879 Ambassadors are spreading the word about the Mary Kay Ash Foundation.

Raised nearly

\$1.5 million,

one of its most successful fundraising years in its 25-year history.



Expanded Foundation support globally for the **first time ever** for cancer research and gender-based violence and domestic violence.

CANCER RESEARCH BY THE NUMBERS

Since 1996:

Foundation has awarded more than **\$24 million** in innovative cancer research and clinical trial grants for nearly **250 unique projects** led by cancer researchers from top medical schools and institutions.

More than **665,000** research hours have been invested to find a cure for cancers affecting women since the inception of the grant program.



In total, the Foundation grants supported the generation of **571 scientific publications.**

In 2020:

Nearly 40 innovative cancer research and clinical trials **projects in the pipeline.**

Awarded \$1,825,000 to cancer partners for research, programs and services.

42% of the innovative cancer research projects are **led by women**, while **100%** of the clinical trials are **women-led.**

Awarded five researchers grants for its first-ever International Postdoctoral Scholars in Cancer Research program.

GENDER-BASED VIOLENCE (GBV) & DOMESTIC VIOLENCE (DV) BY THE NUMBERS



Since 2000:

Donated nearly \$54 million in grants to **3,300 organizations** advocating for eradicating gender-based violence (GBV) and domestic violence (DV), providing support to over **six million** women and girls seeking shelter and services to be free from abuse.

In 2020:

Supported **667 organizations** committed to the life-saving work of organizations advocating for eradicating gender-based violence and funding women’s shelters providing critical support services.

Reached over **2 million women and girls** through **786 unique projects** in over **138 different countries.**

Supported **four** local (Dallas/DFW Area) DV shelters providing critical life-saving support services to **18,461 clients** and providing **133,406 hours of services.**

The Foundation and Mary Kay Inc. supported UN Trust Fund’s awarding of **\$15 million** to **37 organizations** in **27 countries** and territories across five regions in 2020.

Contributed to CARE’s support services providing over **2.8 million** people impacted by COVID-19 with information about GBV services.

Supported CARE’s strategic commitment to the needs and rights of women and girls in **100 countries**, reaching more than **90 million people** through **1,300 poverty-fighting development and humanitarian aid programs.**

Awarded **\$1,275,000** through GBV and DV partnership grants.

Supported CARE’s COVID-19 Crisis response - deployed in **69 countries**—focused on the needs and rights of women and girls providing over **30 million people** with clean water, hygiene kits, access to food, shelter, cash and protection from GBV.

GOVERNANCE

BOARD OF DIRECTORS

The Mary Kay Ash Foundation's Board of Directors are the driving force behind its ability to dedicate our resources supporting cancer research to find a cure for cancers affecting women, and efforts to end domestic violence against women.



Jessica Bair



Anne Crews



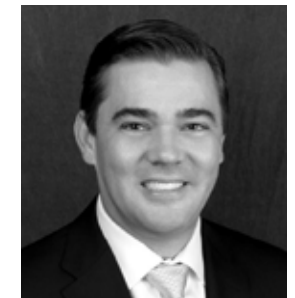
Kris Johnson



Michael Lunceford



Nathan Moore



Ryan Rogers



Donors

Thanks to the generous support of corporate and individual donors, planned giving and honor/memorial gifts and other donations, the Mary Kay Ash Foundation exceeded all 2020 fundraising goals and celebrated one of the most successful fundraising years in its 25-year history, raising nearly \$1.5 million to support its two-fold mission of finding cures for cancers affecting women and ending gender-based violence against women and girls.

The Mary Kay Ash Foundation exceeded all 2020 fundraising goals and celebrated one of its most successful fundraising years in its 25-year history, raising nearly \$1.5 million to support its two-fold mission.

Thank you to our Top Corporate Donors



SUPPORTERS



Fundraising

In 2020, the Mary Kay Ash Foundation hosted five major fundraising events, in addition to individually hosted fundraisers across the country, contributing to its most successful fundraising year to-date.

Mary Kay Ash Foundation Fundraisers include:

- Leadership Conference
- Seminar 2020 (virtual)
- MK5K (virtual)
- Giving Tuesday
- Individual Fundraisers
- Career Conference**
- MK Golf Tournament*
- Team Up For Women*

** Canceled for 2020, will resume in 2021*

Other Giving Channels



Mail Donations



General Online Donations



Planned Giving



Honor/Memorial Gifts



Facebook Donations



Mobile Cause



Employee Donations



Mary Kay Inc. Product Form Donations

It's an honor to have Mary Kay Ash Foundation Ambassadors join our mission. We are committed to continuing Mary Kay Ash's legacy of the original Go-Give spirit.

Ambassadors

Mary Kay Ash is proof that one voice can change the world.

After launching her business in 1963, personal testimonies from one customer after another created a base of customers, fans and supporters. That's how she built Mary Kay Inc. and the Mary Kay Ash Foundation.

Still striving to learn from her example today, it became clear that if one voice could change the world, multiple voices could continue building upon Mary Kay Ash's legacy.

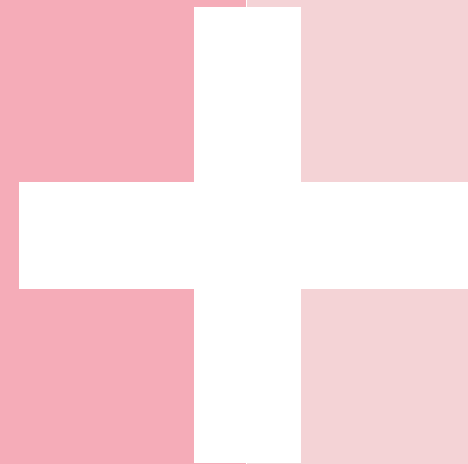
In 2013, those voices were united as Foundation Ambassadors—with the goal of getting women to tell others about the work being done by the Mary Kay Ash Foundation.

After starting with 189 Ambassadors in 2013, there are now 3,879 Ambassadors spreading the word about the Mary Kay Ash Foundation in 2020.

Each Ambassador is asked to advocate on behalf of the Foundation, raise awareness of the Foundation, donate/participate in Foundation hosted events, and support Foundation fundraising efforts.

Each new Ambassador receives a pin along with a welcome letter.

PLATFORMS



CANCER RESEARCH

One in three women are diagnosed with some form of cancer during their lifetime, which is why the Mary Kay Ash Foundation is dedicated to eliminating cancers affecting women.

Mary Kay Ash lost her husband, Mel Ash, to lung cancer in 1980. In 1987, she decided to put her money where her heart was and asked employees at Mary Kay Inc. and Independent Beauty Consultants to do the same. Together, they began raising funds for cancer research, and in 1996 she established the Foundation to distribute research funds for cancers affecting women.

Research enhances our understanding of cancer and helps us find and develop better, more effective treatments, earlier detection and better outcomes for women facing a cancer diagnosis. Currently, there are 39 cancer research projects in the Foundation's pipeline.

ERADICATING DOMESTIC VIOLENCE & GENDER-BASED VIOLENCE

In July 2000, the Mary Kay Ash Foundation embraced a second mission: to prevent and eliminate violence against women. That mission took on added urgency in 2020 with the outbreak of the COVID-19 pandemic.

According to World Health Organization, 1 in 3 women worldwide have been subjected to violence in their lifetime.

These challenging times highlighted the crucial role of domestic violence shelters and women's organizations as first responders, providing a lifeline for many women and girls survivors who may have been left behind otherwise.

During 2020, the Mary Kay Ash Foundation committed to bring relief and support domestically and, globally for the first time, through specific shelter grant programs helping safeguard shelters organizational resilience and in some instances, ensure their survival—and through dedicated partnerships with the United Nations Trust Fund to End Violence against Women and CARE.



CANCER RESEARCH

25
YEARS
of CANCER RESEARCH

FUNDING RESEARCH FOR CANCERS AFFECTING WOMEN

At the Mary Kay Ash Foundation, we take a holistic approach to our grant giving efforts to ensure we are supporting research programs that are innovative and help spark additional research throughout the world.

Since 1996, the Mary Kay Ash Foundation has supported innovative cancer research and clinical trials to find a cure for cancers affecting women awarding nearly \$25,000,000, for nearly 250 unique projects led by researchers from leading medical schools and research institutions.

The grants have been for breast (144), cervical (26), ovarian (60), endometrial (7), or other (14) types of cancers. More than 940,000 research hours have been invested to find a cure for cancers affecting women since the inception of the grant program.

In total, these grants have supported the publication of 571 scientific original research articles, review articles, books, book chapters, letters and commentaries, editorials, and video articles, according to an analysis of the scientific impact of the cancer grants awarded by the foundation that was conducted by Joseph M. Unger, Ph.D., MS from the Fred Hutchinson Cancer Research Center at the University of Washington.

The scientific articles have been published in the most well-known and highest impact scientific journals including *Science*, *Nature*, and *Cell*. Impressively, through 2018, the scientific publications supported by the Mary Kay Ash Foundation have been cited 42,426 times according to Google Scholar.

Unger concluded that researchers funded by the Mary Kay Ash Foundation have been exceptionally productive and their work has been cited by other researchers tens of thousands of times. Moreover, nearly all the 571 scientific publications cited the support of the Mary Kay Ash Foundation, explicitly showing to the research community the Foundation's impact on scientific research in cancer.

The Mary Kay Ash Foundation, in partnership with the American Institute of Biological Sciences (AIBS), conducted a survey among the 25 years of cancer research grant recipients to determine the research field related and career trajectory impact of the grants. Preliminary findings show significant correlation between innovative advancements in the cancer research field, new methodologies, treatments, immunotherapies and more, career advancements, and impactful contributions to cancer research in general.

The findings of the funded projects were reported to have a significant impact on the field of women's cancer research in terms of shifting/challenging paradigms (80% of respondents), developing new approaches/techniques/technologies (72% of respondents), shaping the course of research in the field (71% of respondents), and findings being translated directly or indirectly into the clinic (71% of respondents).

In terms of whether the findings of their Mary Kay Ash Foundation funded research project(s) led to further research funding, 72% of the respondents indicated that they did.

Research Funding Remains Vital in Fight to Eradicate Cancers Affecting Women

Female breast cancer has now surpassed lung cancer as the leading cause of global cancer incidence in 2020, with an estimated 2.3 million new cases, representing 11.7% diagnoses of all cancer cases according to the GLOBOCAN 2020 estimates of cancer incidence and mortality produced by the International Agency for Research on Cancer.

These jarring figures are an example of why the research grants provided by the Mary Kay Ash Foundation play a pivotal role in the fight to eradicate the disease.

Breast cancer is the fifth leading cause of cancer mortality worldwide, with 685,000 deaths. Among women, breast cancer accounts for 1 in 4 cancer cases and for 1 in 6 cancer deaths, ranking first for incidence in the vast majority of countries (159 of 185 countries) and for mortality in 110 countries. There are exceptions, most notably in terms of deaths, with the disease preceded by lung cancer in Australia/New Zealand, Northern Europe, Northern America, and China (part of Eastern Asia) and by cervical cancer in many countries in sub-Saharan Africa.

Mary Kay Ash Foundation remains determined in its efforts to support prevention, treatment and prognosis of cancers affecting women.

Mary Kay Ash Foundation's Cancer Research Funding Spans the Globe

Cancer knows no boundaries, nor does the funding provided by the Mary Kay Ash Foundation.

In 2020, the Mary Kay Ash Foundation awarded grants totaling \$1,825,000 to causes close to home and those that will make a difference throughout the world via the International Postdoctoral Fellowship Cancer Research Program.

Staying close to home, the Mary Kay Ash Foundation awarded grants to the Baylor Scott & White Dallas Foundation and Cancer Support Community North Texas, in addition to funding the Distinguished Professorship in Women's Cancer Research in Honor of Jerry Shay, Ph.D. at UT Southwestern Medical Center.

On a national scale, the Mary Kay Ash Foundation awarded grants to CancerCare and awarded 10 grants via the Mary Kay Ash Foundation Innovative/Translational Cancer Research Grants for domestic universities.

Financial grants aren't the only way the Foundation fights to eradicate cancer, as it also works to educate lawmakers about ways they can help in the fight against cancer. Mary Kay Ash said she launched her company with only one objective: to give women the chance to succeed. The company took its founder's passion one step further by leveraging its reputation among women and its relationships with government officials to increase funding for women's issues. Mary Kay Inc. has also fought breast cancer by lobbying Texas and federal lawmakers to provide insurance coverage for mammograms, to require physicians to explain treatment options to patients, to open rural screening programs, and to increase research on breast cancer.

Significant Cancer Research Scientific Citations

From 1996 to 2020, in total, the Mary Kay Ash Foundation grants supported the generation of 571 scientific publications, including 504 scientific journal articles (425 original articles and 79 review articles), 28 abstracts or proceedings, 14 commentaries or editorials, 10 letters or perspectives, nine book chapters, four books, and two video articles.

Researchers with the highest number of scientific publications supported by the Mary Kay Ash Foundation's grants:

- Dr. Binhua Zhou** (30)
- Dr. Aydogan Ozcan** (24)
- Dr. Paloma Giangrande** (23)

Grantees with the greatest number of total citations based on support of the Mary Kay Ash Foundation:

- Dr. David Lyden** (4,595 citations)
- Dr. Binhua Zhou** (3,131 citations)
- Dr. Lin Zhang** (2,758 citations)

Grantees with the most citations per year of grant support:

- Dr. Binhua Zhou** (783 citations per year)
- Dr. David Lyden** (656 citations per year)
- Dr. Lin Zhang** (251 citations per year)

Grantees with the highest cumulative impact factor for the journals in which their scientific articles were published:

- Dr. David Lyden**
- Dr. Aydogan Ozcan**
- Dr. Paloma Giangrande**



CANCER RESEARCH GRANTEE
BAYLOR SCOTT & WHITE DALLAS FOUNDATION

Partner Since: 2019

Partner Background: As the largest not-for-profit health system in the state of Texas, Baylor Scott & White promotes the health and well-being of every individual, family and community it serves. It is committed to making quality care more accessible, convenient and affordable through its integrated delivery network, which includes the Scott and White Health Plan, Baylor Scott & White Research Institute, the Baylor Scott & White Quality Alliance and its leading digital health platform – MyBSWHealth. Through 51 hospitals and more than 1,100 access points, including flagship academic medical centers in Dallas, Fort Worth and Temple, the system offers the full continuum of care, from primary to award-winning specialty care. Founded as a Christian ministry of healing more than a century ago, Baylor Scott & White today serves more than three million Texans.

Research Funding: In 2020, the Mary Kay Ash Foundation contributed \$100,000, following up on its initial \$100,000 contribution to the clinical trial of Dr. Joyce O’Shaughnessy in 2019.

Research Overview: The Mary Kay Ash Foundation is the lead funder for the third and final trial, in a series of clinical trials, for metastatic triple-negative breast cancer (metTNBC). The research will include:

- Clinical trial for 20 metastatic TNBC patients that will test whether the administration of Bortezomib increases sensitivity of cancer cells and effectiveness of the chemotherapy that follows.
- These trials will serve women with metastatic TNBC. If these strategies are successful, then the regimen will be tested on newly diagnosed patients with TNBC, with the goal of preventing metastasis and achieving a higher cure rate in this setting. This clinical trial is open to those who have previously received treatment.



Leadership in Service

Since 2019, Dr. Lucy Gildea, Chief Scientific Officer, currently serves on the Baylor Scott & White Dallas Foundation Board and the Baylor Scott & White Charles A. Sammons Cancer Center Board of Advisors.

“*Metastatic triple-negative breast cancer (metTNBC) usually affects younger women, African American women, and women with a BRCA1 genetic mutation.*”

From Concept to Trial—Finding a Cure

Dr. Joyce O’Shaughnessy, a medical oncologist who focuses on breast cancer prevention and treatment, was looking for funding for the third and final trial in a series of clinical trials for metastatic triple-negative breast cancer (metTNBC) when the Mary Kay Ash Foundation became the lead funder with a \$100,000 donation to the Baylor Scott & White Dallas Foundation in 2019.

TNBC is a high-risk breast cancer with few effective treatment options for patients. It usually affects younger women, African American women, and women with a BRCA1 genetic mutation. Compared with other breast cancer subtypes, TNBC is associated with a worse prognosis, including a shorter time to recurrence in early-stage disease (within 3 years), and a shorter time between recurrence and death in the metastatic setting (between 9-12 months).

The initial donation helped launch the first phase of the clinical trial for 20 metastatic TNBC patients. The Mary Kay Ash Foundation donated \$100,000 again in 2020, allowing Dr. O’Shaughnessy to launch a second phase of the study, which looks to determine whether the administration of bortezomib increases sensitivity of cancer cells and effectiveness of the chemotherapy and immunotherapy that follows.

The additional grant allows Dr. O’Shaughnessy the option to modify the clinical trial to give all three drugs simultaneously to the second cohort of 10 patients. If outcomes are good, this funding will help to provide this treatment to additional patients beyond the original 20 in the study.

RESEARCHER HIGHLIGHT

Joyce A. O’Shaughnessy, M.D., focuses on breast cancer prevention and treatment. She is Co-Chair of Breast Cancer Research at US Oncology and Chair of Breast Cancer Research at Baylor Charles A. Sammons Cancer Center and is a member of the Scientific Advisory Board for US Oncology Research Network.

Dr. O’Shaughnessy received her M.D. from Yale University Medical School. Her internship and residency in internal medicine were completed at Massachusetts General Hospital in 1985. She concluded a fellowship in medical oncology at the National Cancer Institute in 1987 where she worked as a Senior Investigator until 1995.

Dr. O’Shaughnessy is a nationally regarded breast cancer researcher and clinician, and her career highlights include:

- Helped bring capecitabine and gemcitabine to the market
- Founded The School of Breast Oncology
- Examined clinical trial concepts and protocols during her two years at the NCI’s Cancer Therapy Evaluation Program (CTEP)
- Delineated new cancer drug approval endpoints with NCI and CTEP while Special Assistant to the NCI Director
- Helped establish the NCI-U.S. Food and Drug Administration Fellowship Training Program
- Chaired the American Association for Cancer Research Task Force on Treatment of Intraepithelial Neoplasia, which published clinical trial strategies to accelerate development of new agents for this lesion

State and future of oncology: “I began treating women with breast cancer in 1985, and we were terribly frustrated with the lack of therapeutic options. We now have a large array of therapeutic tools for our patients, but for the most part we have seen only modest benefits. That said, there have been exceptions such as trastuzumab (Herceptin) and a few other agents. However, the biggest leap forward, in my opinion, has been the explosion of incredibly precise diagnostic technologies, at the tissue, blood, and host levels. To move treatments ahead, you need to know everything about the diseases you’re treating. And on that front, we’re seeing great promise.”





**CANCER RESEARCH GRANTEE
CANCER SUPPORT
COMMUNITY
NORTH TEXAS**

Partner Since: 2006

Partner Background: A preeminent cancer support provider, CSCNT offers innovative programs available to women diagnosed with cancer. In March, CSCNT closed its three metroplex clubhouses to in-person visits because of the COVID-19 pandemic and immediately transitioned its full program of support to a digital platform. This pivot to virtual services enabled CSCNT to fill a real gap in available cancer support services and increased reach to more underserved patients and those living in more geographically remote areas in North Texas (and beyond).

Program Funding: In 2020, the Mary Kay Ash Foundation provided a \$25,000 grant to Cancer Support Community North Texas. With grants in 2006, 2008, 2010-2020, the Mary Kay Ash Foundation has granted \$320,000 to CSCNT.

Program Overview: Evidence-based programs developed by the Cancer Support Community Research and Training Institute provided by CSCNT include:

- Open to Options™ provides professional counselors who work with patients to formulate a list of personalized questions and concerns to be taken into their oncologist’s office. By communicating more clearly with their physicians, patients gain confidence in making treatment decisions that best meet their needs and are better able to communicate with their physicians.
- Cancer Transitions® is an evidence-based program for cancer survivors who have completed treatment that empowers them to reach a higher quality of life with improved lifestyle skills and habits in exercise, nutrition, emotional and social issues and medical management.
- CSCNT utilizes the Cancer Support Source™ distress screening tool. Women newly diagnosed with breast or gynecological cancer participate in this state-of-the-art, nationally recognized distress screening program that quickly and efficiently identifies patients who require services and immediately generates recommendations for educational and supportive experiences to address the individual patient’s needs. Identifying and addressing issues causing distress helps to reduce stress, improve quality of life, enhance treatment adherence and hasten recovery times for patients.

Cancer Support Community North Texas will honor the Mary Kay Ash Foundation with its 2021 Community Partner Award on April 29, 2022, at its annual Red Tie Gala.”



**Care Can’t Stop –
Even During a Pandemic**

Cancer Support Community North Texas (CSCNT) demonstrated a global pandemic in 2020 wouldn’t keep it from working to improve the lives of women diagnosed with a gender-based cancer. Forced to shut down its three metroplex clubhouses to in-person visits in March, CSCNT knew it had to continue its mission in three of North Texas’ most heavily populated counties: Dallas, Collin and Tarrant.

CSCNT immediately transitioned its full program of support online, leading to 68,337 virtual views in 2020 compared to 11,182 in 2019– more than 500% increase. In 2020, CSCNT hosted 616 support groups, held 477 health and wellness workshops and 138 educational presentations, in addition to 45 social events, and 49 children’s programs.

Health and wellness activities were designed to boost energy, reduce stress, reduce the impact of treatment side effects, and improve day-to-day functioning and quality of life, with the presentations archived on the CSCNT website for easy access. Yoga, Pilates and weekly meditation classes were just some of the options available.

Support groups facilitated by licensed mental health professionals helped reduce the three most significant stressors associated with cancer: feelings of isolation, loss of control, and loss of hope.

In addition, CSCNT significantly expanded its Spanish language program offerings in 2020.



Leadership in Service

Dr. Lucy Gildea, Chief Scientific Officer, currently serves on the Cancer Support Community North Texas Board of Directors.

“CSCNT immediately transitioned its full program of support online, leading to 68,337 virtual views in 2020 compared to 11,182 in 2019 – more than 500% increase.”



**CANCER RESEARCH GRANTEE
CANCERCARE**

Partner Since: 2000



Partner Background: The Touching Hearts Program has made it possible for CancerCare to provide crucial financial assistance, psychosocial support, and practical assistance to address the distinct needs of medically underserved, vulnerable women faced with cancer.

Program Funding: The Mary Kay Ash Foundation donated \$200,000 to CancerCare to fund the Touching Hearts Program in 2020. Since 2000, the Mary Kay Ash Foundation has donated \$6,558,486 to CancerCare.

Program Overview: While anyone can be diagnosed with cancer, the disease does not affect everyone equally. Many cancer patients—especially underserved women—face overwhelming barriers to care and needed resources due to structural and societal inequities. The Touching Hearts Program helps to alleviate these factors, which have a significant impact on a cancer patient’s health and well-being, affecting their access to even basic needs such as food, housing, healthcare, transportation, utilities, childcare and other general day-to-day needs. The persistent high costs of cancer treatment and related expenses often place an overwhelming financial strain on women affected by cancer and their families. Oftentimes, their capacity to obtain the best possible treatment outcomes can also be hampered by limited health literacy, a lack of financial resources, and inadequate support networks. Consequently, CancerCare continues to experience a strong and steady demand for its services, particularly financial assistance. In recent months, the demand has been especially high, due to the pandemic and the challenging economic environment. Among the many requests for financial assistance that it receives, the most common and frequent need identified by patients continues to be addressing the costs of transportation to and from treatment. Unlike most other cancer support programs aimed at women, it provides much-needed assistance and support to women with all types of cancer.



**Leadership
in Service**

Kris Johnson,
Mary Kay Inc.,
sits on the
CancerCare
board of
directors.



Among the many requests for financial assistance that it receives, the most common and frequent need identified by patients continues to be addressing the costs of transportation to and from treatment.”



Touching Hearts One Patient at a Time

While every cancer patient faces their own unique battle with the disease, many facets of their journey are similar, and that’s where The Touching Hearts Program lends a hand.

Whether on the East Coast, West Coast or somewhere in between, cancer takes a financial toll, along with the physical challenges of undergoing treatment. For many, one of the major challenges is simply finding the money required to get to and from the facility providing the treatment.

Yolanda S., 62, lives in San Diego and recently contacted CancerCare to inquire about financial assistance. After being diagnosed with Stage III colorectal cancer, her treatment plan includes surgery, radiation and chemotherapy.

Yolanda told the social worker assessing her needs that while she has family members able to provide support, affording transportation to her radiation and chemotherapy treatments was difficult. Her CancerCare social worker promptly helped Yolanda apply for transportation assistance, and she was quickly approved for a grant made possible by the Mary Kay Ash Foundation’s Touching Hearts Program.

The social worker also provided Yolanda with information about other psychosocial support services, as she expressed an interest in participating in an online support group for women. Yolanda later joined an online group at CancerCare and expressed her appreciation for all the assistance that she received.

Tammy M., 59, and her husband live in Olive Hill, Kentucky. After Tammy experienced side effects of her chemotherapy and immunotherapy treatments, they found it hard to manage all the costs associated with her treatment with a monthly income of \$2,136.

After assessing both Tammy and her husband’s needs, the social worker provided information about applying for financial assistance, as well as how to access CancerCare’s many educational and support services that are geared toward patients and caregivers. Tammy’s application for transportation assistance was promptly approved.

The Touching Hearts Program was also able to quickly approve a transportation grant and provide helpful materials for managing treatment side effects for Tracy P., 81, who lives in Pennsylvania, and was diagnosed with follicular lymphoma. With a monthly Social Security benefit totaling \$1,066, transportation costs to her chemotherapy treatment center were problematic, especially with very few friends or family members able to help with her transportation needs.



CANCER RESEARCH GRANTEE
UT SOUTHWESTERN MEDICAL CENTER
ENDOWED DISTINGUISHED PROFESSORSHIP

Partner Since: 2016

Partner Background: UT Southwestern Medical Center uses an innovative curriculum and early clinical experiences in one of the nation’s most dynamic health care facilities to train the physicians of tomorrow. Its program ranks among the best in the country, according to U.S. News & World Report.

Endowment Funding: The Mary Kay Ash Foundation donated \$125,000 to establish the Mary Kay Foundation Distinguished Professorship in Women’s Cancer Research, in Honor of Jerry Shay, Ph.D. The Mary Kay Family Foundation pledged \$125,000 and with the Foundation’s donation, the endowed professorship in Dr. Shay’s honor totaled \$250,000. The Mary Kay Ash Foundation committed \$25,000 annually from 2016-2020. With the position fully funded, UT Southwestern Medical Center is actively considering opportunities for recruitment and retention of deserving faculty to hold the position.

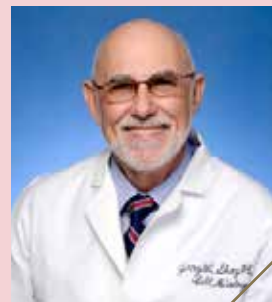
RESEARCHER HIGHLIGHT

Dr. Jerry Shay, Ph.D., is the Professor and Vice Chairman of Cell Biology, Chair of the Cancer Biology Graduate Program, an Associate Director of the Harold Simmons NCI Designated Comprehensive Cancer Center, and holds The Southland Financial Corporation Distinguished Chair in Geriatrics Research at UT Southwestern Medical Center.

Dr. Shay earned his bachelor’s degree from The University of Texas at Austin, his master’s degree at University of Kansas and his Ph.D. from University of Colorado Boulder.

Along with his collaborator, the late Dr. Woodring Wright, Professor of Cell Biology and Internal Medicine, Dr. Shay’s seminal work on the relationships of telomeres and telomerase to aging and cancer is well recognized. Dr. Shay was named by the Institute for Scientific Research as one of the most highly cited scientists in the field of molecular biology and genetics. *Thomson Reuters ScienceWatch* included Dr. Shay on its “Doctors of the Decade” list and ranked him as one the most cited authors in the area of general biomedicine.

Dr. Shay holds numerous U.S. patents and is the recipient of multiple prestigious awards through the years that include: the UT System Regents’ Outstanding Teaching Award in 2012; designation as a Piper Professor by the Minnie Stevens Piper Foundation in 2013; the Distinguished Basic Science Educator Award at UT Southwestern in 2015 and the Eunice Kennedy Shriver NIH Alliance for Regenerative Rehabilitation Research and Training Pioneer Award in 2017.



Dr. Shay has served as Chair of the Research Review Committee for the Mary Kay Ash Foundation Innovative/Translational Cancer Research Grant Program in the U.S. for the last 25 years, and most recently as principal investigator over the Mary Kay Ash International Postdoctoral Scholars in Cancer Research Grant Awards established in 2019.

CANCER RESEARCH GRANTEE
MARY KAY ASH FOUNDATION DOMESTIC CANCER
RESEARCH GRANT PROGRAM

Established: 1997

Program Background: The Mary Kay Ash Foundation is committed to eliminating cancers affecting women by supporting top medical scientists who are searching for a cure for breast, uterine, cervical and ovarian cancers. Since 1997, the Foundation has awarded more than \$23,477,270 to support the work of 246 top ovarian, uterine, breast, and cervical cancer researchers across the U.S.

Applicant Process: Accredited medical schools and research facilities are invited to apply for funding for translational research in ovarian, uterine, breast or cervical cancer.

Research Grants: In 2020, the Mary Kay Ash Foundation awarded 10 research grants of \$100,000 each, requiring a research progress report and a final evaluation report.

Selection Process: The 2020 Research Review Committee (RRC) was led by Dr. Jerry Shay, Ph.D., UT Southwestern Medical Center. The committee was comprised of 10 former grant winners from the Mary Kay Ash Foundation.

The grants were reviewed in a two-step process using the newly developed Foundation Grants Connect YourCause portal. Step one of the evaluation process asked the Research Review Committee members to review and score all submissions using a 9-point scale (1-strongest to 9-weakest) similar to a commonly used National Institute of Health scale. Scores from step one were averaged to determine the top 20 applications. Step two asked the RRC to review again the top 20 applications and rank them from strongest (1) to weakest (20). On May 6, the RRC discussed via Zoom the top 20 applications to determine the final funding slate for review by the Mary Kay Ash Foundation Board.

2020 Cancer Research Grant Recipients

Dr. Alberto Ciccia Associate Professor of Genetics & Development Columbia University Irving Medical Center	Dr. Paul Lambert Howard M. Temin Professor and Chair of Oncology University of Wisconsin School of Medicine and Public Health	Dr. Zhijie (Jason) Liu Assistant Professor, Molecular Medicine The University of Texas Health Science Center at San Antonio	Dr. Liza Makowski Professor, Department of Medicine The University of Tennessee Health Science Center	Dr. Benjamin Neel Professor, NYU Grossman School of Medicine/Director, Perlmutter Cancer Center NYU Grossman School of Medicine
Dr. Mark Pegram Susy Yuan-Huey Hung Professor of Medical Oncology Stanford University School of Medicine	Dr. Richard Wang Associate Professor, Dermatology UT Southwestern Medical Center	Dr. Karl Willert Professor, Cellular & Molecular Medicine University of California San Diego	Dr. Hua Yu Associate Chair and Professor, Department of Immuno-Oncology Beckman Research Institute of City of Hope	Dr. Hui Zong Associate Professor, Microbiology, Immunology, & Cancer Biology University of Virginia



CANCER RESEARCH GRANTEE
MARY KAY ASH FOUNDATION INTERNATIONAL
POSTDOCTORAL SCHOLARS IN CANCER RESEARCH PROGRAM

Established: 2019

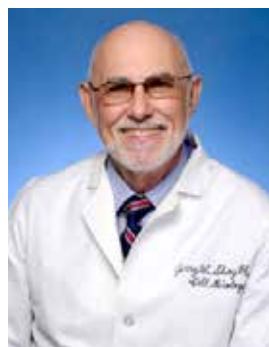
Partner Background: UT Southwestern Medical Center uses an innovative curriculum and early clinical experiences in one of the nation’s most dynamic health care facilities to train the physicians of tomorrow. Its programs rank among the best in the country, according to U.S. News & World Report.

Impact Programs: Attract and recruit the best international postdoctoral scholars for a one-year fellowship with the opportunity for a second year extension at UT Southwestern Medical Center. Applicants must be completing their Ph.D. or be in the first postdoctoral year of training to be eligible.

Graduate students completing their Ph.D. by June of that year or currently in their first year of postdoctoral training are eligible.

The grants are awarded to candidates interested in the following areas of research: lung, colon, breast, uterine, ovarian, and cervical cancers.

Funding Breakdown: The Mary Kay Ash Foundation donated \$500,000 to fund the program in 2020. The stipend level is the same as National Institutes of Health standards at \$48,500 plus fringe medical and dental benefits; \$15,000 plus \$10,000 in supplies for research (to be provided to the lab principal investigator). Each awardee will receive \$73,500, and depending on progress during the first year, can be extended to a second year with a guaranteed \$10,000 return grant to continue their research efforts in their home country.

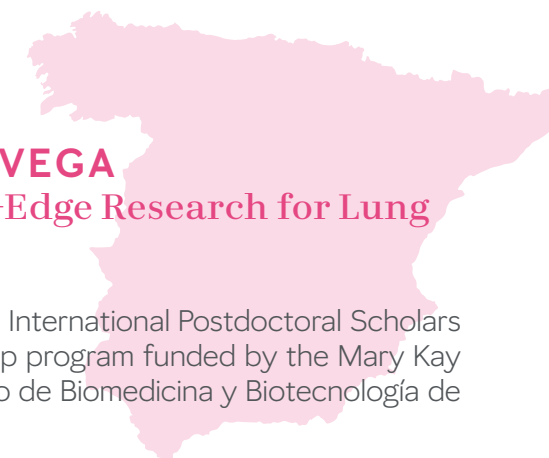


Expanding the program internationally will allow us to focus on cancers that affect women the most,” Dr. Shay said. “We plan to identify a group of dedicated postdoctoral candidates from around the globe, invite them to Dallas, and equip them with all the tools and resources they need to continue their groundbreaking research in our outstanding cancer labs. Their work could have a tremendous impact on how we understand and treat cancers around the world.”



CANCER RESEARCH
GRANT PROGRAM

Scholars



DR. ANA MARTIN VEGA
Focusing On Cutting-Edge Research for Lung Cancer (Spain)



Dr. Ana Martin Vega, joins the International Postdoctoral Scholars in Cancer Research Fellowship program funded by the Mary Kay Ash Foundation from Instituto de Biomedicina y Biotecnología de Cantabria, Spain.

The global postdoctoral grant allows Martin Vega to conduct cutting-edge cancer research at both UT Southwestern Simmons Cancer Center in Dallas, and in Spain with a return grant. Her research is focused on discovering associations among different scaffold proteins adding a further degree of regulation for an already tightly regulated cascade, providing a novel means for manipulating ERK signals even with therapeutic purposes. Her primary focus will be on lung cancer. She will be mentored by Dr. Melanie Cobb, Ph.D., in the Department of Pharmacology at UT Southwestern Medical Center.



As a medical scientist, grant funding is critical to advance cancer research and I’m honored to be the first recipient in Spain of this international program,” said Dr. Martin Vega. “...The fellowship will allow me to take advantage of the world-renowned cancer laboratory at the UT Southwestern Simmons Cancer Center and in turn, bring that knowledge to my research work in Spain.”



DR. LILIANA TEIXEIRA
Focusing on Biophysical
Techniques (Portugal)

Dr. Liliana Patrícia Reis Teixeira, a radiation biologist and biophysicist from Portugal, is focused on an academic career and says the one-year postdoctoral fellowship at UT Southwestern Medical Center is another building block on her path.

The global postdoctoral grant funded by the Mary Kay Ash Foundation allows Dr. Teixeira the opportunity to conduct groundbreaking cancer research at both UT Southwestern Simmons Cancer Center and in Portugal with a return grant. Her work focuses on biophysical techniques, including crystallography, to study signaling molecules involved in cancer metastasis. She will be mentored by Dr. Elizabeth Goldsmith in the Department of Biophysics at UT Southwestern Medical Center.



I am highly interested in the commitment of the Mary Kay Ash Foundation to eradicate women-related cancers. The dedication on the study of triple-negative breast cancer is of great importance for women affected by this disease, and I want to be part of the mission to find the best prognosis, treatment, and cure," Dr. Teixeira said. "Furthermore, I have always dreamt about conducting scientific research in the United States of America, especially in such a highly regarded laboratory."



DR. NATÁLIA BERNARDES
Focusing on Molecules Involved
in DNA Packaging (Brazil)

Dr. Natália Bernardes, a biotechnological engineer with a doctorate degree in general and applied biology from São Paulo State University in Brazil, will focus on studying the molecules in charge of maintaining the DNA organized inside the cells and identifying any problems with the DNA sequence that could lead to anomalous cell growth, such as cancer, during her year-long fellowship at UT Southwestern Medical Center.

She'll also continue her research activity in Brazil with a return grant. During her year-long fellowship, she will be mentored by Yuh Min Chook, Ph.D., Professor in the Departments of Pharmacology and Biophysics Department at UT Southwestern Medical Center.



The support of grant funding is critical at every stage of research, particularly for the prevention and early detection of cancer" Dr. Bernardes said. "With the support of the Mary Kay Ash Foundation, I will be able to learn and practice cutting-edge techniques, transfer this knowledge to current research projects and help identify drug targets for the most common types of cancers that affect the Brazilian population."



DR. SEBASTIAN DIEGELER
Focusing on Radiation, Immunity,
Cancer Biology (Germany)

Radiation biologist and immunologist Dr. Sebastian Diegeler is the first German to receive funding for a postdoctoral fellowship at UT Southwestern Medical Center thanks to a grant from the Mary Kay Ash Foundation.

Dr. Diegeler joins an interdisciplinary collaborating team with other researchers and focuses on immune radiation and cancer biology. Dr. Diegeler has extensive professional experience in the fields of space radiation, radiation-induced cell-cell interactions, NF-kB signaling, heavy ion and photon irradiation, DNA repair, molecular biology, cell biology, flow cytometry and fluorescence microscopy.

The global postdoctoral fellowship offers Dr. Diegeler the opportunity to conduct pioneering cancer research at the UT Southwestern Simmons Cancer Center as well as in Germany with a return fellowship.



My research will focus on understanding the interaction of the tumor with immune cells in the microenvironment in order to provide additional treatment options for radiation therapy," Dr. Diegeler said. "Thanks to the support of The Mary Kay Ash Foundation, I can deepen my research, acquire new professional skills and contribute to the expansion of academic knowledge in this area."



DR. SHENGYAN GAO
Focusing on Colon Cancer Cell
Proliferation and Metastasis
(China)

Shengyan Gao, Ph.D., a postdoctoral research scientist who received her Ph.D. in microbiology from the CAS Key Laboratory of Pathogenic Microbiology and Immunology of the Chinese Academy of Sciences in Beijing, China, has received a postdoctoral grant to conduct innovative cancer research at both UT Southwestern Simmons Cancer Center and in China with a return grant.

During her one-year fellowship, Dr. Gao will focus her studies on providing a new avenue or strategy for the development of treatment for colon and liver cancers and plans to test the approach for other cancer types as well.



With support from the Mary Kay Ash Foundation, this new fellowship will allow me to take advantage of the world-renowned cancer laboratory at the UT Southwestern Simmons Cancer Center and in turn, bring that knowledge to my research work in China," Dr. Gao said. "It's an exciting collaboration, and I'm honored to be the first recipient in China of this international program."

DOMESTIC VIOLENCE

ELIMINATING DOMESTIC VIOLENCE & GENDER-BASED VIOLENCE



Home should be a safe haven. Unfortunately, the homes of millions of women and children are plagued by domestic violence. The Mary Kay Ash Foundation is committed to stopping the violence, breaking the silence, and making a difference for these women and children.

Since 2000, **3,300 organizations** advocating for eradicating gender-based violence (GBV) have received grants from the Mary Kay Ash Foundation, **totaling over \$58 million**. The Foundation has supported over **six million women** and girls seeking shelter and services to be free from abuse.

The COVID-19 pandemic further increased women and girls' exposure to violence with lock downs and disruptions to critical services.

In 2020, **for the first time ever**, the Foundation expanded its support globally by joining forces with the **United Nations Trust Fund to End Violence against Women** (UN Trust Fund) and **CARE**, two committed stewards of women's rights on a global scale to eliminate gender-based violence.

The Mary Kay Ash Foundation COVID-19 Relief Response

The COVID-19 pandemic created a wide-ranging host of challenges for domestic violence shelters in the U.S. and around the world. It forced organizations to pivot services while navigating the rapidly changing situation from country to country. For all shelters, regardless of location, it required diligently working to devise organization-wide protocols to stay open and ready to serve women and children in need.

To help ensure women and girls are not forgotten during this unprecedented global health crisis, the Mary Kay Ash Foundation mobilized resources and coordinated **relief response in its home state of Texas, across the United States, and globally**. The Foundation provided grants and donated funds to ensure organizational resilience of the domestic violence shelters. The Foundation 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, trapping them in abusive situations.

These initiatives manifest Mary Kay Ash Foundation's overall commitment to the United Nations Sustainable Development Goals (SDGs) including SDG5 (Gender Equality) and SDG17 (Partnerships).

GBV: a Pandemic Before the Pandemic*

It is estimated that of the **87,000 women** who were intentionally killed in 2017 globally, more than half (**58%**) were killed by **intimate partners or family members**.

Therefore, every day, **137 women** across the world are killed by a member of their own family.

Intimate partner violence—physical and/or sexual—is the most common type of violence against women, **affecting 30 per cent of women worldwide**.

Source: UN Trust Fund to End Violence against Women, Annual Report 2019.



DOMESTIC VIOLENCE GRANTEE
THE FAMILY PLACE

Partner Since: 1983

Partner Background: In 1978, a group of community volunteers organized The Family Place as one of the first family violence shelters in the state. Today, The Family Place is the largest family violence shelter in the state of Texas leading the way with collaborative, creative, comprehensive programming including three emergency shelters providing 177 shelter beds each night, one with an animal shelter, two medical clinics and a dental clinic, counseling for adults and children, and extensive community education. All services are provided in Spanish and English.

The Family Place transitional housing program provides long-term housing, job training and childcare to give victims the time and resources they need to become strong survivors.

Program Funding: The Mary Kay Ash Foundation donated \$25,000 to The Family Place in 2020.

Program Objectives: To eliminate family violence through intervention and proactive prevention, extensive community education, advocacy and assistance for victims and their families.

2020 Impact Metrics:

- Served 11,933 clients
- Provided 62,118 days of emergency shelter
- Provided 36,015 days of transitional housing
- 241 children enrolled at the Child Development Center, 85 mentored through the After School Program, 23 attended The Learning Center
- 38,136 hours of childcare provided
- 35 animals stayed united with their families
- 18,526 hours of counseling provided to 1,671 women, 83 men and 504 children (non-residential clients)
- 12,573 hours of counseling to batterers

COVID-19 Impact on Services Provided

In 2020, The Family Place provided a holistic continuum of services for victims of family violence.

The **24-Hour Hotline** became the primary point of entry for victims needing services: 9,595 total hotline calls were answered.

During the pandemic, The Family Place used medical screening questions, increased cleaning services, required wearing of PPE for all clients and staff, social distancing and virtual phone/computer services to continue to help victims of domestic violence uninterrupted.

More clients were put in hotel rooms to provide safety when lethality warranted, and the shelters were full—**54 victims in 2020 compared to 36 in 2019.**

From March 18-June 1, all counseling/case management services were provided virtually, and face-to-face or virtual services started at that time based on client choice. Faith and Liberty’s Place continued face-to-face supervision as usual, and Batterer’s Intervention Services remained virtual as did Be Project—The Family Place youth violence prevention program that is delivered in schools.

Counseling Services

The Family Place brings services to marginalized communities oppressed by systemic racism and poverty including programs that reach out specifically to Hispanic and African American populations. They operate three counseling offices in Dallas and Collin Counties providing individual therapy and support groups for adult and child victims of domestic violence and incest.

Battering Intervention & Prevention Program: 396 Men, 81 Women.

Job Training: The “**Dignity at Work**” job training program is a career assessment, job skills training, professional mentoring, and economic empowerment program, moving victims out of poverty by providing job readiness classes and participation in formal work training programs. 243 clients served.

Expansion Providing Greater Service Opportunities in South Dallas

On June 25, 2020, The Family Place opened its newly expanded **Southern Dallas Counseling Center** bringing counseling and support to victims living there who have transportation and other barriers to accessing services since 1997.

The Southern Dallas Counseling Center is also the home to The Family Place’s new **African American Domestic Violence Council (AADVC)**. The AADVC was established to address the high rate of domestic violence homicides among African American women in Dallas County.

“*At The Family Place we understand that victims of domestic violence need programs that are designed specifically for their cultural and community needs. Being able to expand our offices to meet the growing demand for help in an area that to date has been a ‘social services desert’ makes this an exciting milestone!*”

PAIGE FLINK
CEO OF THE FAMILY PLACE



DOMESTIC VIOLENCE GRANTEE
DENTON COUNTY FRIENDS OF THE FAMILY

Partner Since: 2018

Partner Background: Denton County Friends of the Family provides compassionate, comprehensive services to those impacted by rape, sexual abuse, and domestic violence, while partnering with its community to promote safety, hope, healing, justice, and prevention.

Program Funding: The Mary Kay Ash Foundation donated \$25,000 to Denton County Friends of the Family in 2020. This donation ensured 312 shelter days with an average cost per shelter night of \$79.91.

Program Objectives: Ensure safety and restoration for victims through a comprehensive service approach that includes shelter, advocacy and legal services, counseling resources, and guidance on their path toward independence and autonomy.

2020 Impact Metrics:

- 2,255 Victim Service Intakes
- 14,156 Advocacy Services (3,898 hours) to 1,553 clients
- 6,375 Adult Individual Counseling Services (5,119 hours) to 636 clients
- 1,841 Play/Activity Therapy Services (1,285 hours) to 206 clients
- 365 Children received 2,204 Onsite Childcare Services
- 11,748 Services provided by the Legal Services Team (6,192 hours) to 1,063 clients
- 189 New & Continuing Household received 1,734 Services through the Transitional Housing Program (571 hours)
- 57 Households received Financial Assistance through the Transitional Housing Program in the year
- 99 Adults and 80 Children stayed a total of 7,435 Nights at the Shelter
- 41.5 was the average for Shelter Nights per client
- 2,932 Crisis Calls and 157 Crisis texts Answered on the 24-hour Hotline
- 681 Community Presentations with 23,921 Attendees
- 267 Volunteers donate 14,713 hours

Guiding Philosophies:

- All persons have the right to live without fear, abuse, or oppression.
- Working together, shelters, affiliated programs, and concerned individuals can change social attitudes about, and the response to, relationship violence and sexual assault.
- Abusive individuals must legally and morally be held accountable for their actions.
- Belief in the empowerment of all people and promotion of respect for one’s self and others.

“*There is no reason for me to believe that I deserve abuse anymore, thanks to the effort you all put into this place I call ‘Lost & Found.’*”

ANONYMOUS



DOMESTIC VIOLENCE GRANTEE
HOPE’S DOOR NEW BEGINNING CENTER

Partner Since: 2007

Partner Background: Hope’s Door New Beginning Center (HDNBC) is a not-for-profit community organization serving North Texas with locations in Plano and Garland. They provide free trauma-informed services to individuals and families affected by domestic abuse, dating abuse or family violence and free educational programs that enhance the community’s capacity to recognize and respond to abuse. HDNB also provides fee-based programs (BIPP) to help individuals who have exhibited controlling or abusive behaviors in the past achieve healthy and non-violent conflict resolution skills.

In 1985, Hope’s Door was established in Plano, Texas, and New Beginning Center was established in Garland, Texas in 1983. In 2016, the organizations merged to form Hope’s Door New Beginning Center and continue to provide services in Dallas, Garland, Plano, and the surrounding cities in North Texas.

Program Funding: The Mary Kay Ash Foundation donated \$25,000 to Hope’s Door New Beginning Center in 2020.

Program Mission: The mission of Hope’s Door New Beginning Center is to offer intervention and prevention services to individuals and families affected by intimate partner and family violence and to provide education programs that enhance the community’s capacity to respond.

2020 Impact Metrics:

- Answered 5,855 hotline calls
- Sheltered 573 adults and children
- Counseled 1,499 adults and 963 children
- Assisted 589 survivors through the legal process
- Provided 167 families with transitional housing
- Educated 31,653 community members
- Provided 546 clients with BIPP services
- Created over 8000 hours of safe spaces for trauma counseling

Family violence calls to Texas law enforcement **increased by 8.8%** during the pandemic

The use of firearms at a family violence incident **increased by 41.7%**

21% increase in service hours to ensure clients’ stability emotionally, financially and legally

Hope’s Door New Beginning Center Strives to Empower Clients

Domestic abuse is a human rights issue that affects thousands of people regardless of gender, age, ethnicity, socioeconomic level, religious affiliation or culture.

Hope’s Door New Beginning Center strives to empower its clients to be fully independent and self-sufficient. Moving beyond simply providing safety for its clients, it helps them break the cycle of abuse, own their own circumstances, and foster confidence so that they can survive and be a positive role model for themselves and others.



DOMESTIC VIOLENCE GRANTEE
GENESIS WOMEN'S SHELTER & SUPPORT

Partner Since: 2006

Partner Background: Genesis Women's Shelter & Support was founded in 1985 to give women in abusive situations a way out. Genesis has formulated its services to address the issue holistically and give each woman the same message: there is help and there is hope. The women who come to Genesis are in a fight for their life. Genesis aims to walk alongside each woman and tell her she is not alone, and she deserves to feel safe and happy.

Program Funding: The Mary Kay Ash Foundation donated \$25,000 to Genesis Women's Shelter & Support in 2020.

Program Objectives: To provide safety, shelter and support for women who have experienced domestic violence, and to raise awareness regarding its cause, prevalence, and impact. Genesis is looking to create a societal shift on how people think about domestic violence.

2020 Impact Metrics:

- 3,700 women and children sought help from Genesis' emergency shelter, transitional housing apartments, and non-residential counseling office.
- Provided on-site legal assistance at no cost to over 130 women and their families
- Provided nearly 11,000 hours of clinical counseling to women and children
- Offered 795 group counseling sessions
- Served 36 children at their on-site Simmons School and Preschool

Pivoting During COVID-19 Crisis

While schools remained closed, the children living in **Genesis Emergency Shelter and Transitional Housing Facility** were able to continue their education online through the use of tablets and laptops generously donated by community partners.

Genesis provided remote therapy options, supplemented by socially distanced, in-person sessions.

Counseling and advocacy sessions pivoted to telephone, Zoom, and Doxy.me, a HIPAA-compliant video software. Live webinars focused on parenting skills were offered in English and Spanish. Past webinars and advocacy videos were uploaded to the new Client Services YouTube channel to enable clients' access to this critical information. Counselors and advocates also incorporated individualized safety-planning into sessions as a means to further support clients and their children in staying safe while in isolation with their abusers.

The Legal team also pivoted services to ensure continued access to legal representation throughout the pandemic. Genesis' three attorneys held successful hearings over Zoom, and client intakes and meetings have been conducted via Doxy.me or phone until the Dallas courts re-opened for emergency hearings. The purchase of Docusign software allowed clients to sign documents electronically.

LEADERSHIP HIGHLIGHT
2020 In their Words



"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
 DENTON COUNTY FRIENDS OF THE FAMILY



"Victims report experiencing escalating violence; theft of stimulus money; slowed court proceedings that keep victims and their children exposed to abusers and delay financial support making it harder to get or stay safe. Over 30% of clients in each of our program areas in the agency have shared a direct risk or need as result of COVID-19. We have seen clients with more advocacy and case management needs than ever before."

CHRISTINA COULTAS, MSSW
 CHIEF EXECUTIVE OFFICER
 HOPE'S DOOR NEW BEGINNING CENTER



"More than ever, the women and children in our community will be counting on us to support them in the aftermath of this grim and traumatic time. It is imperative that our doors stay open, and lights stay on to welcome these families in the wake of this pandemic so that they may be reminded that there is help and hope for freedom from fear and violence."

JAN LANGBEIN
 CHIEF EXECUTIVE OFFICER
 GENESIS WOMEN'S SHELTER & SUPPORT



"The Family Place served nearly 12,000 clients and was the only domestic violence service provider in North Texas to remain fully open during the pandemic. We never stopped accepting new clients into our three emergency shelters, and our counselors quickly pivoted to provide virtual services via phone and computer."

PAIGE FLINK
 CHIEF EXECUTIVE OFFICER
 THE FAMILY PLACE (RETIRED SEPTEMBER 2021)



DOMESTIC VIOLENCE GRANTEE
CONFERENCE ON CRIMES AGAINST WOMEN

Partner Since: 2006

Partner Background: Created as a partnership between the Dallas Police Department, the Federal Bureau of Investigation and Genesis Women’s Shelter & Support, Conference on Crimes Against Women (CCAW) offers over 140 workshops, case studies, and hands-on computer labs taught by local and national experts who explore the various facets of these crimes and provide the most cutting-edge, relevant, and creative tools that attendees can implement in their professions. Drawing 3,000 attendees annually, **CCAW is the only conference that addresses all crimes against women with a multi-disciplinary focus that encourages a coordinated community response.**

Program Funding: The Mary Kay Ash Foundation donated \$75,000 to the Conference on Crimes Against Women in 2020.

Program Overview: The mission of the Conference on Crimes Against Women is to provide a national forum to disseminate the highest level of training, information, and strategies to professionals who are responders and advocates to victims of the many and varied forms of crimes against women including domestic violence, human trafficking, sexual assault, and strangulation.

In 2020, CCAW pivoted to a virtual approach due to the pandemic. The conference shifted gears and programming to provide its vital messages and learning opportunities in a virtual format including web series sessions and podcasts.

CCAW is the national clearinghouse of best practices for law enforcement, prosecuting attorneys, advocates, medical personnel, emergency telecommunicators, probation and parole officers and others who work in the area of crimes against women. Recognizing that these crimes are unique in nature, CCAW provides the most up-to-date, relevant, and effective training and techniques that exist to battle this epidemic.

“*The Conference on Crimes Against Women (CCAW) convenes the leading experts from across the country to educate and train those who work with victims on best practices regarding the identification, investigation, and prosecution of crimes against women. Because of the Mary Kay Ash Foundation’s continued support, not only will survivors receive the help they deserve, but impactful systemic change is being made across the globe. We applaud and thank the Mary Kay Ash Foundation for making a lasting difference in the lives of women!*”

—Jan Langbein, CEO of CCAW and Genesis Women’s Shelter & Support

DOMESTIC VIOLENCE NATIONAL PROGRAM
MARY KAY ASH FOUNDATION DOMESTIC VIOLENCE
ANNUAL SHELTER GRANT PROGRAM

Since: 2000

Background: The Mary Kay Ash Foundation is committed to eliminating violence against women by providing grants to women shelters and supporting community outreach programs. Since 2000, The Foundation has donated more than \$58 Million to ending gender-based violence and supported over six million women and girls seeking shelter and services free from abuse.

Program Funding: In 2020, 50 domestic violence shelters across the country have been awarded unrestricted grants in an amount of \$20,000 each, totaling \$1 million. In addition, four Dallas shelters were rewarded emergency COVID-19 grants in an amount of \$25,000 each.

Program Overview: The Foundation is committed to funding the life-saving work of women’s shelters, and the annual shelter grant program has helped finance critical needs including emergency shelter, transitional housing, counseling, and legal aid. All these resources support women and children as they seek refuge and relief on their journey to an abuse-free life.

Timeline: Domestic violence shelter grant applications are available on the Foundation’s website from January 1 to April 30 each year. The announcement of grants recipients takes place in October during National Domestic Violence Awareness Month. Applications are reviewed and recommended by the Domestic Violence Shelter Grant Committee. After reviewing these recommendations, the Foundation Board of Directors selects final grant recipients.

2020 Domestic Violence Shelter Grant Award Winners

ALABAMA	Kings Home	NEVADA	Winnemucca Domestic Violence Services Inc.
ALASKA	Advocates for Victims of Violence Inc.	NEW JERSEY	Women Aware
ARIZONA	Emerge Center Against Domestic Abuse		Domestic Abuse and Sexual Assault Crisis
ARKANSAS	Northwest Arkansas Women’s Shelter		Center of Warren County
CALIFORNIA	Jenesse Center Inc.	NEW YORK	Vera House
COLORADO	SafeHouse Denver, Inc.	NORTH CAROLINA	Turning Point, Inc.
CONNECTICUT	Safe Futures, Inc.	NORTH DAKOTA	Community Violence Intervention Center, Inc.
FLORIDA	Harbor House of Central Florida	OHIO	Concerned Citizens Against Violence
	Women in Distress of Broward County, Inc.		Against Women, Inc.
	Harmony House Domestic Violence Shelter, Inc.	OKLAHOMA	Family Shelter of SO Oklahoma Serv for
GEORGIA	Women Helping Women		Victims of Domestic Violence
HAWAII	Women’s & Children’s Alliance	OREGON	Saving Grace
IDAHO	TURNING POINT INC	PENNSYLVANIA	Victim Outreach Intervention Center
ILLINOIS	A Better Way Services, Inc.	RHODE ISLAND	Sojourner House
INDIANA	Domestic - Sexual Assault Outreach Center	SOUTH CAROLINA	Pee Dee Coalition Against Domestic and
IOWA	Alliance Against Family Violence Inc.		Sexual Assault
KANSAS	Merryman House Domestic Crisis Center	SOUTH DAKOTA	Victims OF Violence Intervention
KENTUCKY	Metro Centers for Community Advocacy, Inc.		Program Inc.
LOUISIANA	Next Step Domestic Violence Project	TENNESSEE	Center of Hope
MAINE	Domestic Violence Sexual Assault	TEXAS	Hays-Caldwell Women’s Center
MARYLAND	Resource Center	UTAH	Peace House Inc
	Respond, Inc.	VERMONT	Steps to End Domestic Violence
MASSACHUSETTS	Safe Haven Ministries, Inc.	VIRGINIA	Bethany House of Northern Virginia
MICHIGAN	Cornerstone Advocacy Service	WASHINGTON	YWCA Pierce County
MINNESOTA	Catholic Charities Inc	WASHINGTON, D.C.	My Sister’s Place, Inc
MISSISSIPPI	Family Violence Center, Inc.	WEST VIRGINIA	YWCA Wheeling
MISSOURI	S A F E Harbour Inc	WISCONSIN	Shirley’s House of Hope
MONTANA	Haven House Family Services Center	WYOMING	Crisis Intervention Service
NEBRASKA			

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: Emerge! 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.
FavorHouse 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
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
SocialServices 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



GENDER-BASED VIOLENCE GLOBAL GRANTEE
CARE

Partner Since: 2020

Partner Background: Established in 1945, CARE is an international humanitarian organization working around the globe to save lives, defeat poverty, achieve social justice and fight for women and girls. Women and girls are a core focus of CARE because evidence shows that addressing gender inequalities is key to effectively responding to crises, overcoming poverty, and ensuring all people live with dignity and security.

For 75 years, CARE has led the way to a better life for the world’s most vulnerable people.

In 2020, CARE worked in **over 100 countries**, reaching more than 90 million people through 1,300 poverty-fighting development and humanitarian aid programs.

Focus Areas: Disaster relief, women’s empowerment including the fight against gender-based violence (GBV), food security, health, education and economic development.

Program Funding: The Mary Kay Ash Foundation donated \$50,000 to CARE in 2020.

Program Overview: In 2020, The Mary Kay Ash Foundation entered a global partnership with CARE to support the organization’s **Crisis Response Campaign** and commitment to eradicate GBV against women and girls in humanitarian settings. In 2020, The Mary Kay Ash Foundation specifically supported CARE’s work to prevent GBV and provide care for survivors in Guatemala, Philippines, Ecuador, and South Sudan. This work included the provision of community-based awareness-raising through radio, print materials, wall paintings, socially-distanced group education; medical care; psychological support; emergency shelter, and court accompaniment for hearings.

- It also included the development of a **GBV Risk Mitigation Toolkit** that will help CARE programs focusing on food security and nutrition; water, sanitation, and hygiene; climate; economic justice; agriculture and health to reduce and respond to GBV

2020 Impact Metrics:

- CARE’s COVID-19 response helped over **30 million people in 69 countries** where CARE works with clean water, hygiene kits, access to food, shelter and cash and protection from GBV
- Over 2.8 million people impacted by COVID received information about GBV services.
- Across all of CARE’s GBV initiatives in 2020, CARE implemented 329 GBV projects in 66 countries, reaching over 12.5 million people with GBV information and services



CARE Guatemala worked with the local organization **Guatemalan Women’s Group** to ensure GBV survivors were cared for in the **Centers for Integral Support for Female Survivors of Violence (CAIMUS)** in three locations. CARE provided personal protective equipment (PPE) to protect service providers and GBV survivors from COVID-19, including thermometers, disinfectant, masks, gloves, and hand sanitizer, and provided more than 800 women with cash to purchase food, hygiene supplies and medicine.



CARE Philippines conducted GBV information sessions, trainings for providers on how to care for GBV survivors both in person (socially-distanced) and remotely; strengthened referral pathways of services for GBV survivors such as shelter, mental health, etc.; and enhanced emergency response teams and GBV community watchdog groups with the motto **“My Neighbor, My Responsibility.”** CARE Philippines also provided cash-assistance to 860 vulnerable families, prioritizing GBV survivors and female-headed households.



Photos: CARE Guatemala



CARE's Crisis Response Campaign.
Photo credit: Bithun Sarkar/CARE

In 2020, the Mary Kay Ash Foundation supported the phase 1 of development of the CARE's **GBV Risk Mitigation Toolkit**. The aim of the toolkit is to ensure that projects take steps to reduce the risk of GBV and establish appropriate systems to respond if cases are brought forward. This means being deliberate about reducing risks, raising awareness, and responding appropriately to survivors, creating reporting mechanisms and client feedback loops, and how to connect survivors to critical services such as shelter, mental health, legal aid, and child protection.



“

We know that when emergencies hit, women and girls often come last. COVID is no exception.”

—CARE's Humanitarian Policy Director, Susannah Friedman



Together for Her International Gender-Based Relief Effort

In 2020, the donation from the Mary Kay Ash Foundation also supported **Together for Her**. The global COVID-19 crisis put millions of women & children in danger, sheltering in homes where violence occurs. **Led by the Charlize Theron Africa Outreach Project (CTAOP), CARE and the Entertainment Industry Foundation (EIF), Together for Her** engaged more than 60 influencers to stand in solidarity with women and girls around the world, and deployed funds to support the global response against domestic violence during COVID-19. The initiative assisted victims and survivors of violence; providing PPE for staff who accompany survivors of violence to court hearings and delivering food, hygiene and cleaning items to women victims who are receiving psychological, medical, and temporary shelter services (care.org/togetherforher).

A COVID-19 Response Focused on Gender

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. It seeks to deepen the current gender analysis available by encompassing learning from global gender data available for the COVID-19 public health emergency. The RGA has been deployed in 67 countries to date.



GENDER-BASED VIOLENCE GLOBAL GRANTEE THE UNITED NATIONS TRUST FUND TO END VIOLENCE AGAINST WOMEN

Partner Since: 2020

Partner Background: The United Nations Trust Fund to End Violence against Women (UN Trust Fund) is the first and only global, multilateral grant-giving mechanism exclusively dedicated to eradicating all forms of violence against women and girls.

In its 25 years of existence, the UN Trust Fund has partnered with and supported critical actors in pursuing the, “ending violence against women agenda,” such as women’s rights and women-led organizations, disability people organizations, youth groups, indigenous communities, religious and traditional leaders, human rights organizations and others. **Since 1996, the UN Trust Fund has supported 609 organizations for a total value of \$198 million in 140 countries and territories**, investing in innovative and evidence-based civil society-led solutions and life-changing initiatives at the national and local levels.¹

Program Funding: The Mary Kay Ash Foundation donated \$50,000 to the UN Trust Fund in 2020.

Program Overview: The UN Trust Fund, which was established in 1996 by the General Assembly in its resolution 50/166, is administered by the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women) on behalf of the United Nations system. The UN Trust Fund supports Civil Society Organizations (CSOs), particularly small, women-led and Women’s Rights Organizations (WROs) implementing demand-driven initiatives **to deliver services and activities that transform the lives of the women and girls in their communities.**

UN Trust Fund-supported projects aim to:

- Prevent violence against women and girls by empowering groups especially at risk of violence, including adolescent girls and indigenous or ethnic minority women, and engaging strategically with boys and men as well as traditional and faith-based leaders to prevent violence;
- Improve access to multisectoral services, such as legal assistance, psychosocial counseling and health care, by increasing the capacity of service providers to respond effectively to the needs of women and girls affected by violence; and
- Strengthen the implementation of laws, policies and action plans on violence against women and girls through data collection and analysis, and by ensuring that institutions are more effective, transparent and accountable in addressing violence against women.

¹ UN Trust Fund to End Violence against Women, Strategic Plan 2021-2025.



Image: courtesy of the UN Trust Fund. Distribution of masks in Barabanko (Uttar Pradesh state) by SAHAYOG, a non-profit voluntary organization working directly with rural communities in India.



Image: courtesy of the UN Trust Fund. The Women’s Justice Initiative is reaching out to rural indigenous women in Guatemala with the support of the UN Trust Fund.

2020 Impact Metrics:

- UN Trust Fund managed **150 projects across 71 countries and territories across five regions for a total portfolio of \$72.8 million**. Thanks to the support of the Mary Kay Ash Foundation, Mary Kay Inc. and other contributors such as the governments of 16 countries, the UN Trust Fund awarded \$15 million to 37 organizations in 27 countries and territories across five regions in 2021. Grant recipients are primarily civil society organizations (CSOs); the majority (58 per cent) are women’s rights organizations (WROs).
- UN Trust Fund grantees reached over 31 million people, mostly women and girls, through initiatives such as awareness raising campaigns to prevent and end violence against women and girls.
- Over **242,569 women and girls** directly benefited from support that led to transformative changes in their lives, including through services or changes in social norms, attitudes, and behaviors, of which **26,519 were women/girls** survivors of violence.



2020: Mary Kay Ash Foundation Partners with UN Trust Fund to End Violence against Women

In the first six months of the pandemic, and in the context of the series of lockdowns and other drastic measures taken to curb the spread of the COVID-19 pandemic, UN Trust Fund grantees from 69 countries and territories reported increases in the severity and frequency of violence against women and girls, a human rights violation that was already prevalent and highly concerning prior the COVID-19 pandemic.

1 in 3 women worldwide have been subjected to physical or sexual intimate partner violence or non-partner sexual violence in their lifetime².

CSOs and WROs reported a global increase in violence: in some cases, calls increased by 770%³.

The COVID-19 pandemic highlighted the essential role played by CSOs/WROs in preventing and addressing violence against women and girls (VAW/G), acting both as an early warning system and as first responders to the needs of those most at risk of violence, including women and girls experiencing intersecting forms of discrimination and marginalization and thus are at most risk of being “left behind.” On the other hand, measures implemented to slow and stop the spread of the virus, compounded by the shrinking space for civil society in times of crisis, have made it difficult for CSOs and WROs to continue their essential work, with many expressing concern about survival⁴ of the women and girls they serve, while ensuring their organizational existence.

During these times revealing the lack of support for women and girls disproportionately impacted by the pandemic, the Mary Kay Ash Foundation knew it **needed to expand its reach and impact by partnering with a global organization such as the UN Trust Fund**; committed to supporting the essential work of CSOs/WROs rapidly adapting to fill the gaps and working on the front-line reaching women and girl survivors and at risk of violence.

² World Health Organization, “Violence against women: Key facts”, 9 March 2021, op. cit.

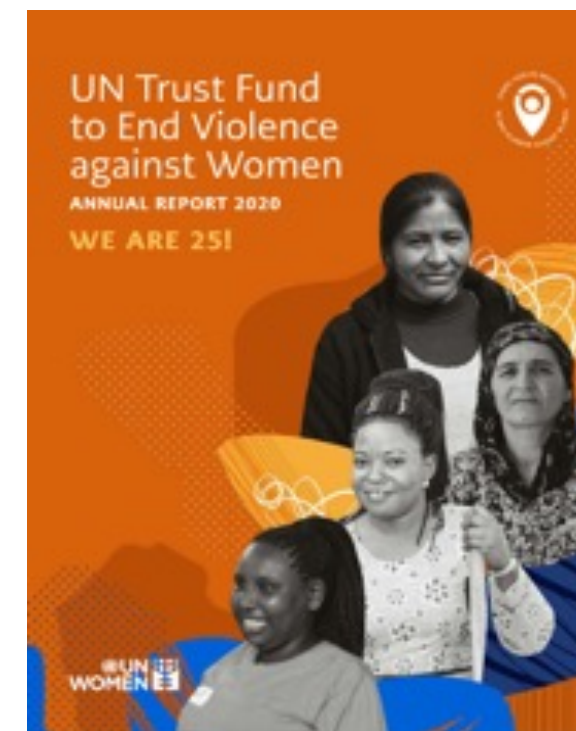
³ United Nations, United Nations Comprehensive Response to COVID-19: Saving Lives, Protecting Societies, Recovering Better, available at: <https://www.un.org/sites/un2.un.org/files/un-comprehensive-response-to-covid-19.pdf>

⁴ G. Wood and S. Majumdar, 2020, 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, September 2020.

The UN Trust Fund’s Reports Highlight the Time Sensitive Support from the Mary Kay Ash Foundation & Mary Kay Inc.

- **In March 2021**, The UN Trust Fund recognized The Mary Kay Ash Foundation and Mary Kay Inc. in its **annual report to the Commission on the Status of Women (CSW65) and Human Rights Council**—alongside the governments of 16 countries, and nine UN Women National Committees for supporting the joint effort of eliminating the violence against women and girls.

“As of December 2020, the Governments of Australia, Austria, Canada, Germany, Hungary, Ireland, Israel, Kazakhstan, Liechtenstein, the Netherlands, Norway, Sweden, Trinidad and Tobago, the United Kingdom of Great Britain and Northern Ireland, and the United States of America had contributed to the trust fund during the year, as had the Spotlight Initiative, the joint effort of the European Union and the United Nations to eliminate violence against women and girls. Support was also received from the UN-Women national committees of Australia, Austria, Germany, Iceland, Japan, the Netherlands, Sweden, the United Kingdom and the United States, as well as from private sector partners, including the Mary Kay Ash Foundation, Mary Kay Inc. and the Wellspring Philanthropic Fund.”



- **In June 2021**, The UN Trust Fund released its **2020 Annual Report**—marking its 25th anniversary. Foundations and private sector partners having contributed to the UN Trust Fund and its annual grant-giving in 2020 included: Mary Kay Inc., Mary Kay Foundation, the United Nations Women for Peace Association, Conscious Step, Mahendi Projects, SOKO Inc., and the Wellspring Philanthropic Fund.

UN Trust Fund 2020 Annual Report
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TEAM WORK



MARY KAY SPONSORED FOUNDATIONS AROUND THE WORLD

While the Mary Kay Ash Foundation bases its roots in Texas, much like the company itself, the work of the Foundation knows no borders.

The Mary Kay Ash Charitable Foundation was established in Canada in 2001, Instituto Mary Kay was established in Brazil in 2014, and the company has been funding charitable causes in China since 1995, the company's first year in the country.



TEAM WORK

MARY KAY ASH CHARITABLE FOUNDATION (CANADA)

Year Founded: 2001

Foundation Background: Established in Canada, the mission of the Mary Kay Ash Charitable Foundation is to support women living with cancer through the Look Good Feel Better program and to help end violence against women by providing grants to women’s shelters and community outreach programs. The 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 more than \$2.986 million. To learn more about The Mary Kay Ash Charitable Foundation, visit marykay.ca.

Mission: The mission of the Mary Kay Ash Charitable Foundation is to support women living with cancer through the Look Good Feel Better program and to help end violence against women by providing grants to women’s shelters and community outreach programs.

Mary Kay Ash Charitable Foundation Helps Women Stay Safe; Cancer Patients Stay Positive



Since its inception, the Mary Kay Ash Charitable Foundation has awarded more than \$3 million to help women going through cancer treatment through Look Good Feel Better organization and women who are seeking safety and services from domestic violence shelters throughout Canada. Offering a unique sense of community, Look Good Feel Better Workshops help women with cancer learn how to manage the appearance-related impact of the disease and its treatment. Thanks to support from MKACF and other benefactors, more than 200,000 women have attended a Look Good Feel Better Workshop since the program began in 1992.

As explained on its website, “Look Good Feel Better offers a complimentary beauty workshop that gives Canadian women the tools and techniques to feel beautiful and vital. In so doing, we help restore a sense of self and renew a feeling of womanhood, however these women choose to define it.” 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 keeping with the two pillars of Mary Kay Ash’s charitable efforts, since 2004 the MKACF has awarded more than \$1.4 Million to shelters and community outreach programs addressing domestic violence.

This year, the Mary Kay Ash Charitable Foundation will award grants of \$9000 to 16 shelters across the country for total of \$144,000.

Mary Kay Ash Charitable Foundation Helps Women Stay Safe; Cancer Patients Stay Positive.

TEAM WORK

INSTITUTO MARY KAY (BRAZIL)

Year Founded: 2014

Instituto Mary Kay Helps Brazilian Women Facing Domestic Violence

Instituto Mary Kay focuses on the health, education, families and professional and social development of women. Focal points have been keeping women safe from domestic violence and funding cancer research.

In 2020, Instituto Mary Kay added another component to its mission as it pivoted to also provide relief from the COVID-19 pandemic.

Over the years, more than \$500,000 has been donated by Instituto Mary Kay.

A pillar of Instituto Mary Kay’s support of domestic violence causes is Associação Fala Mulher, which works to empower women and their children while ensuring their rights are guaranteed. Associação Fala Mulher works with lawyers, psychologists, social workers and educators to help those in need, while also providing housing in two shelters offering food, transportation, social assistance, psychological support and socio-educational activities.



Each shelter holds 20 people and women can stay for a period of six months or until they can restore their lives, breaking the cycle of violence.

On its website, Associação Fala Mulher reports that Brazil ranks fifth in the world for the number of women murdered annually. A study by the Brazilian Public Safety forum said the female homicide rate increased to about 13 murders per day in 2017 and that records of female homicides increased by 22.2% in 2020 due to the COVID-19 pandemic.

Instituto Mary Kay partnered with CNJ (National Justice Council) and AMB (Brazilian Judges Association) on the national program in which a woman victimized by domestic violence can draw a red X in the palm of her hand and show it to a drug store employee at more than 10,000 partner pharmacies across the country.



The employee can then activate a protocol which involves calling police, keeping the woman safe inside the drugstore or getting her contact information to follow-up.

Beauty Against Cancer

Instituto Mary Kay is among of the sponsors of the De Bem com Você—Beauty against Cancer program, in association with the Look Good Feel Better foundation.

The program aims to offer humanized care to women over 18 who are undergoing cancer treatment, in order to provide increased self-esteem and quality of life during and after treatment, through self-beauty workshops.



MARY KAY CHINA-SPONSORED PROGRAMS & FUNDS

When Mary Kay Cosmetics entered the Chinese marketplace in 1995, it also began a legacy of philanthropic giving that reached its 25th year in 2020.

Mary Kay China has invested nearly 180 million yuan in various social welfare projects since 1995 and the cumulative time of voluntary work has reached more than 400,000 hours.

Mary Kay's giving in China kicked into high gear in 2001 when the Mary Kay Women's Entrepreneurship Program and the Mary Kay Spring Bud Fund were launched.

The Pink Changing Lives Community Fund began in 2012 and The Mary Kay China Charity Fund was launched in 2014 in association with the Shanghai Soong Ching Ling Foundation. In 2017, Mary Kay and Adream Foundation jointly launched a special public welfare fund named the "Young Women's Future Fund."

In 2001, Mary Kay made a donation to the China Women's Development Foundation to establish the "Mary Kay Entrepreneurial Fund" to support four projects, including "Mother Item," Sichuan Women's Entrepreneurial and Employment Training Plan and MARY Home Green Action and Disaster Relief in Yushu, Qinghai, where 500,000 yuan (U.S. \$76,700) was used to rebuild Yushu's Third Kindergarten.

In 2012, focusing on strengthening the impact of the projects being supported, the Mary Kay established the "Promoting Women to Join the Cultural Industry Development" project in conjunction with the China Women's Development Foundation and the UNDP. This led to a professional training opportunity for impoverished ethnic minorities.

Mary Kay Women's Entrepreneurship Program



In 2001, Mary Kay and the China Women's Development Foundation founded the Mary Kay Women's Entrepreneurship Fund, which provided small, interest-free revolving loans to women needing financial assistance in 20 provinces. The Mary Kay Women's Entrepreneurship Fund has invested 10 million yuan to support female entrepreneurship, which has helped more than 82,000 women escape poverty.

Since 2011, the Mary Kay Women's Entrepreneurship Fund has further cooperated with the United Nations Development Program, enabling the fund to provide small, revolving loans as well as capacity building and community organization mechanism building.

In 2012, the Mary Kay Women's Entrepreneurship Fund took the lead in Chuxiong, Yunnan Province, enabling the development of a traditional Yunnan Embroider, helping 2,385 local women increase their income by 73%. At the same time, 558 mothers who had left their children behind to work elsewhere were attracted to return home, improving the economic status of women in the province and protecting the culture of the industry.

Mary Kay China Charity Fund

The Mary Kay China Charity Fund was launched in 2014 in association with the Shanghai Soong Ching Ling Foundation in 2014 and the parties now jointly operate and supervise the fund.

Following the example of Mary Kay Ash's Go-Give spirit, the fund works to bring positive changes to individuals and communities across the country by encouraging an active involvement from employees and the independent salesforce through donations to support charitable events.

By the end of 2020, nearly 350,000 Mary Kay employees and sales force representatives have donated to the Mary Kay Charity Fund.

Projects supported by the Mary Kay China Charity Fund include "100% Smile" Saving Girls with Cleft Lips: From 2014-2020, the fund has provided 809 free surgeries for girls with cleft lip and palate in poor areas. Since 2015, VIVA Care for Children with Cancer has received continuous support for a research project on the treatment of childhood leukemia in China.

By the end of 2019, the Mary Kay China Charity Fund had donated 2.5 million yuan, benefitting 7,569 children in conjunction with Shanghai Children's Medical Center.

The Mary Kay China Charity Fund donated water purification equipment to 16 schools in arid areas, providing access to purified water for more than 6,700 children. In addition, employees and sales force members visited a school in Yunnan to bring educational courses on water and sanitation to students. Continuing the support of schools, the fund has donated 4,825 sets of desks and chairs to 19 schools in seven provinces including Hunan, Gansu, Xinjiang and Guizhou.

In 2019, 35 individuals facing developmental issues were able to undergo skills training, with 14 of them receiving jobs afterwards. Funding for the skills training came after Mary Kay's headquarters in the United States provided the Amity Foundation's social enterprise — Amity's Bakery — with Mary Kay Ash's exclusive cookie recipe.

Those supported by the foundation baked the cookies and they were then sold to Mary Kay's employees in China and members of the sales force.

Mary Kay Spring Bud Fund

Since its launch in 2001 in conjunction with the Children and Teenagers' Fund, the "Mary Kay Spring Bud Project" saw Mary Kay employees and members of the sales force combining to donate 27.537 million yuan to provide educational opportunities to women. Projects were spread across 28 provinces and benefitted millions of children and their families.

Young Women's Future Fund

In 2017, Mary Kay and the Adream Foundation jointly launched the Young Women's Future Fund, backing a literacy course launched on Adreambox, the online course platform of the Adream Foundation.

The Adreambox is open to 65,881 teachers from 826 junior high schools in 31 provinces across China. As of 2019, the project had been carried out in 265 high schools, providing gender education for more than 44,000 female students.

Pink Changing Lives Community Fund

Mary Kay China set up the "Pink Changing Lives Volunteer Club" in 2012 to serve its communities by working with charitable causes. In 2014, in conjunction with the Jing'an Branch of Shanghai Charity Foundation, the Pink Changing Lives Community Fund was established. Volunteers actively carry out activities to care for vulnerable groups in the community and total volunteer time has reached approximately 400,000 hours.

MARY KAY CHINA
25 Years
(1995 - 2020)

Mary Kay China benchmarks its philanthropic and sustainability actions in reference to the 17 Sustainable Development Goals and the Chinese government's "China National Plan on Implementation of 2030 Agenda for Sustainable Development" to support impact and change.



COMMITMENT

Our Commitment

When your founder is a pioneer who revolutionized the cosmetics business, you can't help but learn a lot of lessons simply by spending time with her.

The most memorable lessons, however, aren't about cosmetics or how to build a company, they're much simpler — and much more valuable — than that.

What Mary Kay Ash taught the world is how a company shouldn't be measured only by its sales, but by how it works to empower not just its employees, but members of the community who may never buy a single product.

That's why she formed the Mary Kay Ash Foundation in 1996, and why the Foundation remains at the heart of Mary Kay Inc. today, and for years to come. The mission of the Foundation has grown over the years, as has the commitment of the company's leadership, its employees, and the independent sales force who strive to continue her legacy.

Helping to find cures for cancers affecting women and ensuring that women were able to live life free from abuse, were two causes Mary Kay was extremely passionate about, and still remain dear to our hearts.

While this Foundation isn't going anywhere, the hope is that someday — hopefully sooner than later — its goals will change. If so, it will mean we were able to help fulfill the dreams of Mary Kay Ash, and everyone involved with the company, and the Foundation, she founded.