

Mary Kay Ash
FOUNDATION®



Celebrating 30 Years of Impact
1996–2026

EMPOWERING WOMEN. ADVANCING CANCER RESEARCH.
ENDING DOMESTIC VIOLENCE.

A large, abstract pink brushstroke graphic on the left side of the page, extending from the top left towards the bottom left, creating a sense of movement and energy.

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Letter From the Board of Directors

As we reflect on 30 years of impact and celebrate this milestone anniversary of the Mary Kay Ash Foundation®, we reflect on a legacy built on compassion, empowerment and unwavering commitment to women’s health and safety.

Guided by Mary Kay Ash’s vision, our Foundation has grown from a bold idea into a global force for good — funding groundbreaking cancer research and supporting lifesaving domestic violence programs. This milestone is not just a celebration of the past; it is a call to action for the future.

Thank you for your unwavering support and for being an essential part of all we’ve achieved together and all we will accomplish in the next 30 years to advance women’s health and well-being.



Mission and Vision

MISSION:

Our mission is to **create a safer, healthier world for women.**

VISION:

Founded in 1996, the Mary Kay Ash Foundation® is a U.S.-based 501(c)(3) nonprofit, public foundation established to honor Mary Kay Ash's dream of enriching women's lives everywhere.

Today, the Foundation champions two critical missions: funding research to eliminate cancers affecting women and ending domestic violence. With more than \$100 million contributed to these causes, the Foundation's work spans innovative cancer research, clinical trials, patient care programs, domestic violence shelter grants, support programs and services, advocacy and education initiatives across the United States.

Impact Through the Years

1996



Mary Kay Ash Foundation® is established to invest in groundbreaking cancer research to combat cancers affecting women.

1997

First Cancer Research Grants are awarded to innovative researchers at NCI-designated cancer institutes across the country.



2000

The mission expands to include ending domestic violence.

Touching Hearts Program is founded in partnership with CancerCare to provide financial aid to women undergoing cancer treatment.



2003

Grants \$500,000 in support of the National Network to End Domestic Violence's (NNEDV) Safety Net Project to help survivors use technology safely.

2005

Funds PBS's "Breaking the Silence: Children's Stories," which aired in 82% of U.S. markets.

The first MK5K® is held at Mary Kay's global headquarters in Addison, Texas, to raise funds for the mission and community support.



2006

Serves as Presenting Sponsor of the 2nd Annual Conference on Crimes Against Women. Mary Kay Ash Foundation® has served as Presenting Sponsor for 20 out of 21 years in CCAW's history.



2007

Grants \$200,000 each to the NNEDV Safety Net Program and the National Domestic Violence Hotline's Love Is Respect Program to combat teen dating violence and the text-for-help line.

2008

Beauty That Counts campaign is created, naming Mary Kay Ash Foundation® as the U.S. beneficiary. This campaign became the Pink Changing Lives® campaign in 2014.

Suits for Shelters Program is launched to collect business attire for job-readiness programs at local domestic violence shelters.

Impact Through the Years

2016

Grants \$200,000 each to the NNEDV Safety Net Program and the National Domestic Violence Hotline's Love Is Respect program to combat teen dating violence and the text-for-help line.



2019

First clinical trial is funded in partnership with Baylor Scott & White Dallas Foundation, addressing triple-negative breast cancer.

International Postdoctoral Scholars in Cancer Research Fellowship is launched in partnership with UT Southwestern Medical Center.



2020

Emergency relief grants are issued to domestic violence shelters across the U.S. in response to COVID-19.

2024

Partners with National Domestic Violence Hotline to create tailored resources to educate, advocate to end and build awareness around domestic violence.



2025

Invests \$500,000 in the future of cancer detection and early interception through the Texas Cancer Interception Institute at Baylor Scott & White Health and received Circle of Care Award recognition for being a decades-long advocate for women's cancer care.



2026

Mary Kay Ash Foundation celebrates its 30th anniversary and \$100 million donation to cancer research and domestic violence support programs and services.



30 Years of Impact

BY THE NUMBERS



\$100
MILLION DONATED

300+
Cancer researchers
funded

5 Clinical trials
funded

13 International cancer
research fellows
sponsored



750,000
Hours of cancer research conducted




3,000
Domestic violence
shelter grants
awarded

\$41
MILLION
Invested in cures
for women's
cancers



\$60
MILLION
Invested in ending
domestic violence



4+ MILLION
Women and
children's lives
changed

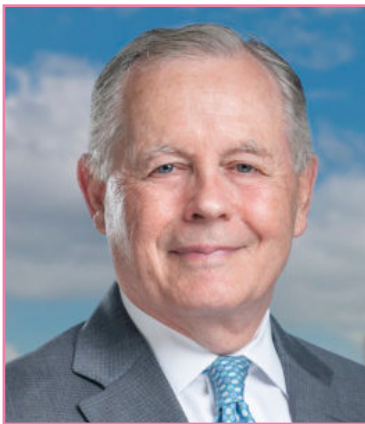


22 Years of MK5K®
celebrated

2,486
MKAF Ambassadors engaged

Meet the Board of Directors

The leadership of the Mary Kay Ash Foundation® is the driving force behind its ability to enrich women's lives. Meet the current members of the Foundation's Board of Directors.



MICHAEL LUNCEFORD
President



RYAN ROGERS
Vice President



CHERYL MONROE
Treasurer



ALLISON LEVY
Secretary



ANNE CREWS



JESSICA BAIR WILLIAMS



Celebrating Our Mission

Creating a Safer, Healthier World for Women

From pioneering cancer research to funding domestic violence shelters for survivors, the Foundation's work is rooted in Mary Kay Ash's belief that we are doing something far more important than just selling cosmetics; we are changing lives. For three decades, the Foundation has worked tirelessly in partnership with cancer research and domestic violence experts to empower women with the ability to rise stronger and more resilient after a cancer diagnosis or in the aftermath of domestic violence.



Cancers Affecting Women

According to the American Cancer Society, a woman's lifetime risk of developing cancer is about 39%, or roughly 1 in 3 women, based on the latest cancer statistics in the United States. We envision a world where a woman's cancer journey isn't the end of her story, but rather the beginning of a support-filled chapter on her way to thriving survivor. Our impact is amplified through decades-long partnerships with renowned local and national organizations that provide critical research, patient care and support to women and their families. These collaborations reflect our shared commitment to funding innovative cancer research and support programs for better treatment, prognosis, detection and patient care.



FUNDING RESEARCH-CHALLENGING CANCER PARADIGMS

Ovarian cancer cells were historically thought to originate on the surface of the ovary. However, research by 2010 grant recipient **Dr. Ronny Drapkin**, Professor at the University of Pennsylvania, revealed that most ovarian cancers actually begin in the fallopian tube — fundamentally shifting the direction of research across the field.

In 1998, grant recipient **Dr. Doris Benbrook**, Professor at the University of Oklahoma, discovered the ability of a heteroarotinoid drug to inhibit ovarian cancer, leading to a first-in-human clinical trial.

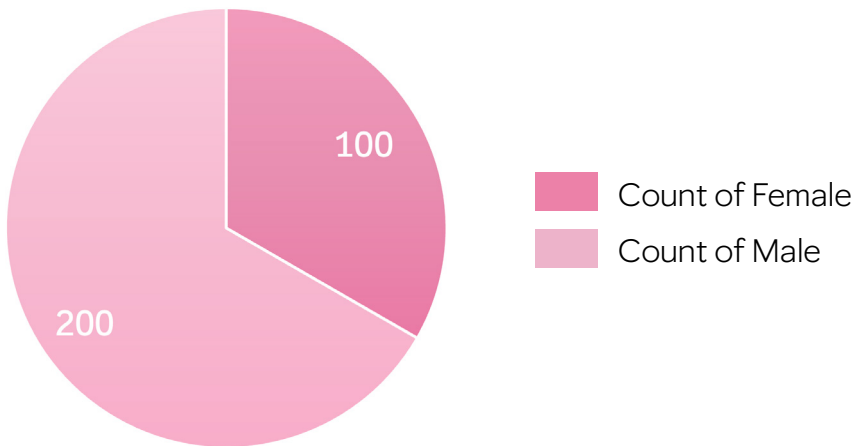
Minimally invasive breast surgery became a reality, thanks to 1997 grant recipient, **Dr. Kambiz Dowlatshahi**, Professor at Rush University Medical Center and Founder of Novian Health. His research established the basis for Novilase, a minimally invasive alternative to breast lumpectomy that is FDA-cleared in the U.S. and the first approved thermal ablation device for breast cancer in Europe. We are saddened by the passing of Dr. Kambiz Dowlatshahi in March 2022.

CANCER GRANTS

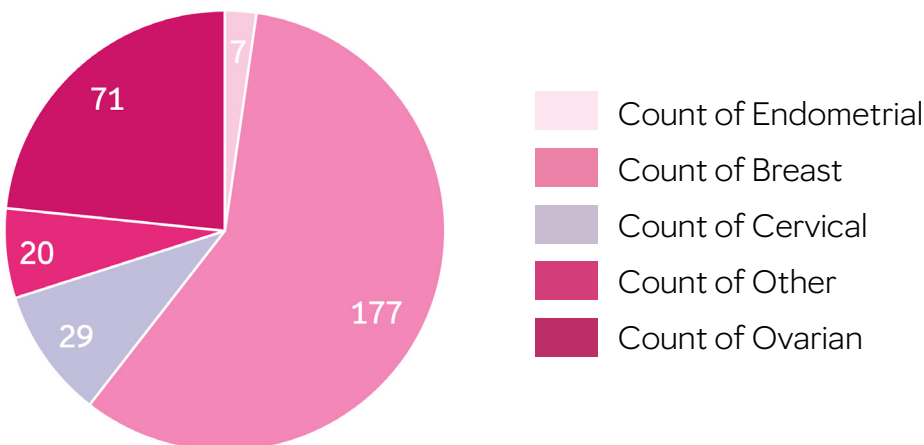
The Mary Kay Ash Foundation® focuses on funding research for innovative grants for translational research of cancers affecting women, including ovarian, uterine, breast, endometrial and cervical cancer, among others. Translational research is broadly defined as research that will provide a scientific link between laboratory research and clinical trials. Ultimately, such research would lead to improvement in the diagnosis, prognosis, prevention or treatment of women’s cancer. Each year, the Foundation extends invitations to NCI-designated cancer institutes and accredited medical schools, accepting one application per institution.

Grant proposals are reviewed by a Scientific Research Review Committee comprised of notable members of the American medical and scientific community. Awardees receive a two-year \$100,000 grant to further their research efforts in women-related cancers.

300 Researchers Received Funding



304 Proposals Funded Across These Focus Areas



Notable Contributions to Cancer Research Resulting From the Foundation’s Funded Research:

80%

of grant recipients reported having a significant impact on women’s cancer research by shifting paradigms.

72%

of grant recipients developed new techniques, technologies or approaches that shape the course of research in the field.

71%

of grant recipients reported their findings were directly or indirectly translated into the clinic.

CANCER SUPPORT PARTNERS

Throughout the 30-year history of the Mary Kay Ash Foundation® supporting cancer research and patient programs, many nonprofit partners and recipients have joined us on this journey to create a healthier world for women. Thank you to all who have walked alongside our mission, including some of our longest-standing partners highlighted here.



This year marks the Foundation's 25th anniversary partnering with [CancerCare](#) — the leading national organization dedicated to providing free, professional support services for those facing a cancer diagnosis. For 25 years, the Mary Kay Ash Foundation® has funded the CancerCare Touching Hearts Program, providing financial assistance to economically disadvantaged women navigating a cancer diagnosis and treatment plan. This partnership has delivered more than 50,000 grants totaling more than \$5.6 million across the U.S.



Over the past two decades, the Mary Kay Ash Foundation® has contributed more than \$1.3 million to cancer research programs at Baylor Scott & White. Most recently, our support has fueled the TRIM-EBC Clinical Trial, an innovative study led by Dr. O'Shaughnessy that investigates the impact of weight-loss drugs on breast cancer recurrence.

In 2025, the Foundation awarded a \$400,000 multiyear grant in support of the newly established [Texas Cancer Interception Institute](#), a first-of-its-kind program that uses cutting-edge biomarker technology and large-scale blood-based circulating tumor DNA (ctDNA) assays to improve cancer care, with an emphasis on early detection.



By easing the burden of transportation, childcare and homecare costs, this program reduces financial toxicity and ensures clients can continue lifesaving treatments. We are deeply grateful for the mission-driven commitment of the Mary Kay Ash Foundation® to improving our clients' quality of life. Thank you, MKAF, for your values-driven mission that truly enriches the lives of women with cancer everywhere!



— Jennifer LaPietra,
**Patient Assistance Program
Manager**



For more than 20 years, the Mary Kay Ash Foundation® has supported the local nonprofit Cancer Support Community North Texas with nearly \$500,000 in funding, helping provide no-cost programs and services to people undergoing cancer treatment and their caregivers. Participants benefit from counseling, health and wellness classes, yoga, crafts and other activities designed to promote healing and hope.

UT Southwestern Medical Center

For nearly 30 years, the Mary Kay Ash Foundation® has partnered with Dr. Jerry Shay, Professor of Cell Biology at UT Southwestern Medical Center to voluntarily develop and chair the Cancer Research Grant review process each year. In 2019, an endowed professorship was established at UT Southwestern Medical Center in recognition and appreciation of his service, celebrating his 20th anniversary as Research Review Committee Chair.

In 2019, the Foundation, in partnership with UT Southwestern Medical Center, established a multiyear International Postdoctoral Scholars in Cancer Research Fellowship Program. The program successfully recruited and hosted 13 renowned international researchers from seven countries for a two-year fellowship. All participants furthered their research and made substantial contributions to cancer research publications.



In addition to my own research and teaching at UT Southwestern, I have been volunteering to help the Mary Kay Ash Foundation® since 2003, when Michael Lunceford from Mary Kay asked for my advice about ideas to support cancer that affects women. About 6 years ago, I was approached by the Mary Kay Ash Foundation® to provide ideas about a mechanism to support international cancer research. I suggested that a critical need was to support the best postdoctoral trainees from abroad. These would be recent PhD graduates interested in a career in cancer. While this postdoctoral program ended in 2025, there were many trainees who published high-profile manuscripts who have the potential to find new treatments for cancer. Trainees came from multiple countries, including Brazil, Germany, Mexico, Portugal, Spain and Singapore. The Mary Kay senior leadership funded a Distinguished Professorship in my honor to UT Southwestern a few years ago for which I am extremely grateful. In summary, it has been an honor to work with the staff at MKAF.



— **Dr. Jerry Shay, Professor of Cell Biology at UT Southwestern Medical Center**

Ending Domestic Violence

According to the National Domestic Violence Hotline, 1 in 4 women and 1 in 7 men will experience severe physical violence from an intimate partner in their lifetime. Love should never hurt — physically, mentally, emotionally, financially or spiritually. Unfortunately, each year, millions of women and children in all corners of the country continue to face domestic violence. The Mary Kay Ash Foundation® is committed to stopping the violence, breaking the silence and restoring strength for these women to thrive after abuse.



Since 2000, the Foundation has granted more than \$60 million to nearly 3,000 organizations dedicated to ending domestic violence and providing critical, lifesaving resources to survivors. Due to this ongoing commitment, the Foundation has supported more than four million women and girls seeking shelter and services on their journey to a life free from abuse.

DOMESTIC VIOLENCE PARTNERSHIPS

The Family Place

Founded in 1978, The Family Place is one of the largest family violence service providers in Texas and a statewide leader in survivor-centered care. Thanks to their comprehensive services, survivors receive support from crisis through long-term stability, including emergency shelter, counseling, case management and housing support.

The Foundation supports The Family Place in its efforts to serve thousands of individuals facing abuse each year through three emergency shelters, an on-site animal shelter, two medical clinics and a dental clinic. As the only family violence service provider in North Texas offering comprehensive services in both English and Spanish, The Family Place ensures culturally responsive access for the communities most impacted by domestic violence.



The Mary Kay Ash Foundation® proudly supports The Family Place, contributing \$593,000 since 1983.

Genesis Women's Shelter & Support

Founded in 1985, Genesis Women's Shelter & Support offers comprehensive services to assist women in abusive situations to find safety, regain control of their lives and thrive.

The support of the Mary Kay Ash Foundation® empowers Genesis to deliver lifesaving interventions and specialized support to thousands of survivors each year, providing immediate safety planning, secure shelter and access to individualized domestic violence services, especially for those at highest risk. The partnership also enables Genesis to expand critical medical collaborations, connecting survivors to urgent care and long-term healing resources. Together, these efforts dramatically increase survivor safety and reduce fatalities, achieving transformative outcomes for the most vulnerable members of our community.



The Mary Kay Ash Foundation® has been a long-standing partner with Genesis Women's Shelter & Support. Together, we have raised lifesaving awareness and support for thousands of women and children in the DFW area and beyond, providing hope, healing and safety for those who need it the most. With 1 in 3 women in Texas experiencing abuse, we applaud the Mary Kay Ash Foundation® for their steadfast support and unwavering desire to create a safer world for women everywhere.



— **Amy Norton, Chief Development Officer, Genesis Women's Shelter & Support**

The Mary Kay Ash Foundation® proudly supports Genesis Women's Shelter & Support, contributing \$320,000 since 2006.



The Mary Kay Ash Foundation® proudly supports Hope's Door New Beginning Center, contributing \$255,000 since 2005.

Hope's Door New Beginning Center

Hope's Door New Beginning Center (HDNBC) is a not-for-profit community organization serving North Texas with locations in Plano and Garland. The organization provides 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.

HDNBC 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.

Hope's Door was established in Plano, Texas, in 1985, 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.



National Domestic Violence Hotline

The National Domestic Violence Hotline (The Hotline) — the nation's only 24/7/365 resource providing safety planning and critical support to those

impacted by domestic violence — launched in 1996. Since then, The Hotline has responded to more than 7 million calls, with approximately 85% of callers identifying as women. Demand for services grows each year exponentially.

Building on a well-established partnership and a shared, decades-long commitment to ending domestic violence, the Mary Kay Ash Foundation® and The Hotline unveiled a nationwide initiative in 2025 focused on trauma-informed education, community engagement and lifesaving tools that empower individuals to recognize and respond to abuse.

Downloadable resources and training videos are available on [our website](#).



This collaboration comes at a time when survivors need connection more than ever. The unwavering support of the Mary Kay Ash Foundation® allows friends, family members, even co-workers to meet people where they are — with empathy, resources and lifesaving information. Together, we're helping individuals and communities lean into difficult conversations with compassion and strength.

— **Katie Ray-Jones, CEO of The National Domestic Violence Hotline.**



Denton County Friends of the Family

Since 1980, Denton County Friends of the Family has been the sole provider of free, comprehensive services for victims of domestic violence and sexual assault in Denton County. While its physical location is in Denton, services are available to all individuals in need, regardless of geographic location.

The Mary Kay Ash Foundation® proudly supports Denton County Friends of the Family, contributing \$225,000 since 2018.

Conference on Crimes Against Women

The Conference on Crimes Against Women (CCAW) — the largest convening of its kind — has attracted more than 25,000 domestic and global attendees since its inception. CCAW represents law enforcement, advocates, prosecutors and more, and is the only national conference that addresses crimes against women from a multidisciplinary, multisectoral collaborative approach.

For 20 years, the Mary Kay Ash Foundation® has partnered with CCAW to provide critical training on the identification, investigation and prosecution of all types of violent crimes against women, encouraging a coordinated community response from cross-sectoral frontline responders.

In 2025, the Conference on Crimes Against Women continued its role as a leading multidisciplinary event dedicated to advancing best practices in the prevention, investigation and prosecution of crimes against women. The conference continues to grow, drawing approximately 3,000 professionals annually from across the U.S. and around the world, including law enforcement, advocates, prosecutors, medical and forensic specialists and community responders. It offers more than 250 workshops, case studies and hands-on sessions presented by national experts, covering the full spectrum of violent crimes against women and strategies for coordinated community response.



The Mary Kay Ash Foundation® proudly supports the Conference on Crimes Against Women, contributing \$1.2 million since 2006.



Fundraising

Each year, the Mary Kay Ash Foundation® hosts several major fundraising events, in addition to individually hosted community fundraisers across the country, in support of its two-fold mission.

The Mary Kay Ash Foundation® sponsored fundraisers include:

- ♥ Leadership Conference, Career Conference and Seminar
- ♥ MK5K® (in person / virtual)
- ♥ Giving Tuesday
- ♥ Mary Kay Charity Golf Classic (in conjunction with employee support)
- ♥ Team Up for Women!®

Spotlight: More Than 20 Years Lacing Up for Her at MK5K®

In 2025, the Foundation celebrated its 21st annual MK5K® with a successful in-person event hosted at the Company's global headquarters in Addison, Texas, alongside thousands of virtual participants across the country.

2025 MK5K® BY THE NUMBERS

\$258,700
raised

2,656
participants

7,942
total miles logged

378
fundraising teams

147
miles from 1-mile fun run

7,795
miles from 5K

2,149
generous donors

16
corporate sponsors

To support the Mary Kay Ash Foundation® year-round, consider a general online donation, mailed donation, planned giving, honor/memorial giving, Facebook donations or Independent Beauty Consultant and employee donations.



Ambassadors

Mary Kay Ash Foundation® Ambassadors are vital champions of the Foundation's mission, helping to spread awareness, raise critical funds, host events and build supportive communities around the Foundation's lifesaving work. Through their efforts, Ambassadors advance the Foundation's two-fold mission: to eliminate cancers affecting women and to end domestic violence.

Ambassadors engage in a variety of meaningful activities, including volunteering, fundraising, hosting and attending events, amplifying the Foundation's message on social media and sharing its mission with family, friends and their broader communities.

To learn more or become an Ambassador, visit [our website](#).



Looking Ahead

As the Foundation celebrates 30 years of impact, it is with deep gratitude for the partners, donors, advocates and survivors who have shaped every milestone along the way. But even more powerful than what has been accomplished is what still lies ahead.

Looking toward the future, the Mary Kay Ash Foundation® is committed to accelerating lifesaving cancer research, creating lifelines to greater access to prevention and support services and empowering the next generation to create safer, healthier futures for women and their families.

Guided by Mary Kay Ash's belief in the power of one — one voice, one action, one life changed — the Foundation will continue to innovate, collaborate and lead with compassion to help end cancers affecting women and domestic violence. Together, we are committed to creating a safer, healthier world for our mothers, daughters, sisters, friends and loved ones. The years ahead will be the most impactful yet.