

## HOW GIFTS ARE CREDITED

### TAX-DEDUCTIBLE GIFTS

Gifts made **directly to MKAF** are recorded and receipted under the name of the individual or organization making the donation. You'll always receive full credit for:

#### **ONLINE DONATIONS** *under YOUR name*

Make a one-time or recurring gift, support a fundraising page, or donate in honor or memory.

#### **PERSONAL CHECKS** *signed by YOU*

To submit by mail, make checks payable to the **Mary Kay Ash Foundation** and send to:  
P.O. Box 799044 Dallas, TX 75379-9044

#### **DONATION BOOTH GIFTS** *under YOUR name*

Donate on-site at Mary Kay Seminar and Leadership.

#### **SALES FORCE GIVING** *under YOUR name*

Add a donation when placing your Mary Kay orders.

#### **EVENT REGISTRATION FEES** *paid by YOU*

Participate in MKAF-sponsored events, like the MK5K.

*This is not a complete list of tax-deductible gift types. Always consult a tax advisor for specific guidance.*

### SOFT CREDITED GIFTS<sup>1</sup>

**Soft credit** is a recognition MKAF gives you for inspiring others to give — even if the tax deduction goes to the donor. Soft credits **count toward Ambassador recognition** but are **not tax-deductible to you**.

#### **PEER-TO-PEER (P2P) FUNDRAISING**<sup>2</sup>

This is when individuals or teams fundraise by inviting others to give directly to MKAF — typically through a personalized online fundraising page.

Donation Type	Tax-Deductible	Soft-Credit
Online gift via your P2P page	Donor	Individual Fundraiser
Checks payable to MKAF submitted in support of your P2P page	Donor	Individual Fundraiser

Eligible campaigns:

- **MK5K®**
- **Team Up For Women**

#### **THIRD-PARTY (FUNDRAISING) EVENTS**<sup>3</sup>

These are fundraising events like raffles, auctions, or other gatherings where funds are raised through ticket sales, auctions, sponsorships, and more.

Donation Type	Tax-Deductible	Soft-Credit
Net proceeds from event (after expenses)	Remitter	Event Host(s)
Direct donations from event attendees (payable to MKAF)	Donor	Primary Host <i>(credited as P2P gift)</i>

Eligible campaigns:

- **Team Up For Women**

<sup>1</sup> Only direct donations to MKAF are tax-deductible. No goods or services may be exchanged.

<sup>2</sup> P2P gifts can only be soft credited to one person.

<sup>3</sup> Ticket sales, raffles, sponsorships, and purchases must be paid directly to the event organizer. Net proceeds should be submitted as cashier's check or money order.

### Tracking Your Contributions

Donors are responsible for tracking their own contributions. While we appreciate every gift, MKAF is unable to provide individual giving summaries upon request, as doing so diverts resources from our mission.

- **Tax Receipts:** Online donations will generate an automatic receipt upon checkout. Mailed donations of \$10 or more will receive a receipt via email or USPS (based on the return address provided) within 4–6 weeks of receipt.
- **Year-End Summaries:** Each January, MKAF will issue year-end giving summaries to all donors for tax purposes.

Tips to ensure your contributions are properly credited:

- **Be Consistent:** Use the same name and email address for all MKAF and Mary Kay matters to avoid duplicate profiles.
- **Share Information:** Notify us of any changes to your contact information, including your Mary Kay consultant number.
- **Plan Ahead:** Inform us if you plan to make contributions through a donor-advised fund or employer matching program.