



Community Fundraiser Guidelines

GO-GIVE! and have some FUN with a fundraiser.

Community fundraisers are the heartbeat of our Foundation. When you fundraise for the Mary Kay Ash Foundation, you're supporting innovative research for cancers affecting women and programs that work to eliminate violence against women and children.

In these guidelines, you will find everything you need to hold a successful community fundraiser to benefit the Mary Kay Ash Foundation.

Rest assured, we're always just an email away – for Fundraiser-related questions, please email fundraisers@marykayashfoundation.org to connect with a Mary Kay Ash Foundation events specialist.

Our Mission

Guided by Mary Kay Ash's dream to enrich the lives of women everywhere, the Mary Kay Ash FoundationSM raises and distributes funds to end domestic violence and invest in breakthrough cancer research to find cures for women-related cancers.

Since 1996, the Mary Kay Ash Foundation has contributed more than \$96 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. Together, we can make the world better for women. To learn more about how to educate, advocate, volunteer, donate, and join life-saving work to support and empower women, visit marykayashfoundation.org, find us on Facebook and Instagram, or follow us on Twitter.

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How to Fundraise in 5 Easy Steps

Step 1: What fundraiser is right for you? Decide how you can fundraise for the Mary Kay Ash Foundation and what type of fundraiser or event makes the most sense for you.

Step 2: Planning is the key to success! Begin planning your fundraiser or event as early as possible. Determine when it will be, who will help you plan and who will participate. Once you have these details you are ready to complete the online [Community Fundraiser Request Form](#). If you are not hosting an event, we still want to hear about it! Reach out to us via email at fundraisers@marykayashfoundation.org.

Step 3: Promote your fundraiser. This is the most important part of the planning process. Share about your fundraiser with your unit, friends and family, online community, local community and other Foundation supporters.

Step 4: Time to Fundraise! Once you have done all the prep work its time to host your event. Be sure to be prepared to talk about the Foundation and the work we support. We have a flier and other resources to help you do this. If you are hosting an event, be sure to plan several different opportunities for participants to donate to the Foundation.

Step 5: Share your results! Once your event is complete, we want to hear from you. In addition to submitting any funds raised at your event, make sure to send us your photos too!

Fundraising Ideas

What is a community fundraiser/third-party event?

A community fundraiser, also known as a third-party event, is an event hosted by an individual or group from which all (or a minimum 50%) of the net proceeds benefit the Mary Kay Ash Foundation. Fundraisers should complement the mission and image of Mary Kay Ash Foundation and are a great way to engage your friends and family to support a cause that you are passionate about! Opportunities are endless, below are a few examples to get your ideas flowing.

Unit Events

- Unit Meetings
- Spring Event
- Fall Advance / Fall Retreat

Ticketed Events

- 5K/Fun Run
- Fashion Show
- Sports Event
- Golf Tournament
- Game Night

Athletic Events

- Bike-a-thon
- Walk-a-thon

Sales and Give-Back Events

- Community Yard Sale
- Bake Sale
- Lemonade Stand
- Craft Sales
- Car Wash
- Local Business Profit Share (*i.e.*, \$/% of the business' sales benefit MKAF)

Hosting an event in support of a memorial fund?

Each individual event needs its own request form to generate an event number.

Event Organizer Responsibilities

- ❑ **Event Expenses.** All expenses incurred at the fundraising event are the responsibility of the event organizer.
- ❑ **Event Planning & Logistics.** You are responsible for obtaining any necessary permits and clearances required by the government.
- ❑ **Fundraiser Approval.** Only official MKAF fundraisers will be eligible for the annual “Top Fundraisers” recognition announced at Seminar. In order to be an official fundraiser, you must seek approval from the Foundation to hold the event, including permission to use the Foundation’s name and logo. Approval also needed to repeat the fundraiser in each succeeding year.
 - **Submit Request.** Complete the online [Community Fundraiser Request Form](#) at least 8 weeks prior to publicizing the event in any manner. Once approved, you will receive an approval letter that an official event number that should be used on ALL communications. Please allow 8-10 business days for approval.
 - **Provide Event Details.** Depending on the scale of your event, the Foundation may require additional details. You must notify the Foundation of any changes with your event.
 - **Promotional Materials.** For public events, the Foundation must review and approve all marketing and promotional materials that include the Mary Kay Ash Foundation logo or name prior to production and distribution.
 - **The Golden Rule Philosophy.** Your event should be just that – a fundraising event that benefits a specific organization(s). Events may not be used to promote a Mary Kay business, the Mary Kay opportunity or the marketing plan.
- ❑ **Record Keeping in Connection with Gifts.** Fundraisers must comply with all federal, state, and local laws governing charitable fundraising, gift reporting and special events.
 - **Track Donors & Gifts.** Keep an accounting of each donor and gift, for example donor’s name, gift, and what they received in consideration of the gift. “Consideration” may include, but not be limited to, items purchased, such as a ticket, advertisement, meal, gift basket or any other tangible item or access to the event.
 - **Share Information.** When submitting proceeds from the event to the Foundation, you will need to provide complete information regarding the donors and participants. This information allows the Foundation to comply with reporting requirements and to add the donors to the Foundation’s database.
- ❑ **Submit Proceeds.** Funds must be submitted within 30 days of the event accompanied by a completed Organizer Donation Submission Form . If consolidating donations, please use a money order.

How We Can Help

We Can...

- Offer advice and expertise on event planning and accepting donations
- Guide use of Mary Kay Ash Foundation name and/or logo, upon approval
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide tax letters to donors who make checks payable to “Mary Kay Ash Foundation”
- Provide information and promotional materials on Mary Kay Ash Foundation, as available
- Promote the event through Foundation and Mary Kay Inc. channels, when feasible
- Provide support for celebratory check presentations, when feasible

We Cannot...

- Extend our tax exemption to you
- Provide funding or reimbursement for any expenses
- Participate in the sale or solicitation of any event tickets or sponsorships
- Provide staff or volunteers to run the event
- Provide applications for permits, licenses, or insurances required
- Provide prizes, auction, or raffle items
- Guarantee media coverage or promotion of the event on your behalf
- Guarantee attendance at the event

Financial Guidelines

Submission of a comprehensive budget may be required depending on the scale of your event. As a general guideline, event expenses should not exceed 30 percent of the total amount raised, excluding in-kind donations.

- **Bank Accounts.** If you open a separate bank account for the event’s expenses and proceeds, the bank account should be opened in the name and tax identification number of your event or key organizers (hosts/sponsors, co-hosts/co-sponsors). The key organizers should be the designated signatories, not the Mary Kay Ash FoundationSM or Mary Kay Inc.
- **Raffles or Drawings.** Raffles, drawings, and other such activities which require consumers to “pay to play” (give something for a chance to win a prize) can be considered illegal lotteries in some states. It is also our understanding that the Internal Revenue Code may require withholding on various types of prizes. Given the varying state laws regarding (and possibly prohibiting) such activities, we recommend avoiding its inclusion. However, if you decide to include such activities in your event, we strongly recommend that you consult a legal advisor in your area, prior to the event, to understand your responsibilities in this regard.
- **Tax ID Number.** Because Mary Kay Ash Foundation is not hosting your event, it is considered a community fundraiser/ third-party event. For this reason, you will not be able to use the Foundation’s IRS 501(c)(3) charitable classification, federal tax ID number or tax-exempt certificate. However, you may use the tax ID number if sponsors and donors are making donations directly to the Mary Kay Ash Foundation.

Event Promotion Guidelines

- **Event Host.** You may not state or imply that the event is hosted or co-hosted by Mary Kay Ash Foundation or that our organization is involved as anything other than the beneficiary.
- **Promotional Efforts.** The Foundation is not responsible for marketing, publicity or advertising efforts related to your event. Potential donors must be informed whenever less than 100% of the net proceeds will be donated to Mary Kay Ash Foundation.
- **Event Invitations.** We respect the privacy of our employees, donors and community partners and therefore do not share our mailing lists or email addresses.
- **Collateral Materials.** The Foundation can provide digital versions of our collateral materials upon request. Based on availability, we may be able to provide a small quantity of printed materials for you to distribute. Requests can be emailed to fundraisers@marykayashfoundation.org.

Foundation Name, Trademark and/or Logo Guidelines

Use of the Foundation name, trademark and/or logo requires the Foundation’s approval and a commitment of a minimum contribution of 50% of the net event proceeds.

The logos on this page are available for use by approved third-party events. Each logo should be used as-is and cannot be altered in any way. All materials using the Mary Kay Ash Foundation logo must be reviewed and approved prior to use.

Logo #1 | Full Color (preferred)



Logo #2 | Black Color (also available in white)



The logo should always be placed in a visible and legible position. The logo should have a clear visual separation from all other visual elements.

The clearance space around the logo should be at least 3/4 the height of the logo on all sides.

