

MARY KAY ASH FOUNDATION® THIRD-PARTY EVENT GUIDELINES

These **guidelines** provide a framework for individuals or groups hosting third-party fundraising events where at least 50% of the net proceeds benefit the *Mary Kay Ash Foundation®* (MKAF).

By following these guidelines, you can ensure that your event is aligned with our mission and compliant with charitable giving laws.

GENERAL GUIDELINES2

MARKETING GUIDELINES3

FINANCIAL GUIDELINES4

CHARITABLE GIVING GUIDELINES5

HOW WE CAN HELP6

MARY KAY ASH FOUNDATION MISSION

Guided by Mary Kay Ash’s dream to enrich the lives of women everywhere, the *Mary Kay Ash Foundation®* raises and distributes funds to invest in breakthrough cancer research and clinical trials to find a cure for women-related cancers and ending domestic violence.



SCAN TO REGISTER YOUR EVENT TODAY
 For more information about TUFW, visit
www.marykayashfoundation.org/fundraise.

THIRD-PARTY EVENT GUIDELINES

GENERAL GUIDELINES

1 EVENT SUBMISSION & APPROVAL:

- * All third-party event organizers must submit registration through MKAF's Host Your Own Event campaign before promoting or hosting the event. MKAF reserves the right to revoke approval based on information provided during registration.
- * Only registered third-party fundraisers are eligible for Team Up For Women recognition, including the annual Top Fundraisers list announced at Mary Kay Seminar.

2 EVENT RESPONSIBILITY:

- * Third-party event organizers are fully responsible for all aspects of the event, including costs, staffing, and logistics. MKAF is not responsible for any expenses incurred.
- * MKAF, any of its Board Members, or staff reserve the right to cancel involvement in the event at any time. MKAF will incur no liability for any such cancellation.

3 BRAND REPRESENTATION:

- * Fundraisers should complement the mission and image of MKAF and may NOT be used by Mary Kay Independent Beauty Consultants to promote their Mary Kay business, the Mary Kay opportunity, or the marketing plan. If you're interested in including charitable giving efforts in your Mary Kay business activities, see the Charitable Giving Guidelines on Mary Kay InTouch or contact the Mary Kay Legal Support Team at (972) 687-5777 or legalsupport@mkcorp.com.
- * MKAF reserves the right to revoke approval for any fundraisers that are not in line with our mission.

4 COMPLIANCE:

- * The event must comply with all federal, state, and local laws governing charitable fundraising, gift reporting and special events, including obtaining the necessary permits, licenses, and insurance.

THIRD-PARTY EVENT GUIDELINES

MARKETING & PROMOTIONAL GUIDELINES

1 USE OF MKAF NAME & LOGO:

- * Registered third-party fundraisers are authorized to use the *Mary Kay Ash Foundation*® logo available for download [here](#).
- * MKAF's logo should not be altered or manipulated and 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.

2 COLLATERAL MATERIALS:

- * Digital versions of MKAF collateral materials are available for download on our [website](#).
- * Based on availability, MKAF staff may be able to provide a small quantity of printed materials for you to distribute. Requests can be emailed to info@marykayashfoundation.org.

3 LANGUAGE REQUIREMENTS:

- * MKAF is not a sponsor of third-party fundraising events and should be listed as a “beneficiary” on all promotional materials.
- * All marketing materials must clearly state: “Proceeds from this event will benefit the Mary Kay Ash Foundation” and specify the percentage of proceeds being donated.

4 MEDIA & PUBLICITY:

- * Event organizers are responsible for coordinating all event promotions, including media outreach and public relations.
- * MKAF cannot guarantee promotion of the event but may share approved events through its communication channels if appropriate.

5 SOCIAL MEDIA:

- * When promoting the event on social media, please tag MKAF and use appropriate hashtags (#MaryKayAshFoundation, etc.). All content must be consistent with MKAF's values and mission.

THIRD-PARTY EVENT GUIDELINES

FINANCIAL GUIDELINES

1 NET PROCEEDS:

- * At least 50% of the net proceeds (gross income minus direct event expenses) must be donated to the *Mary Kay Ash Foundation*®. Clear records must be kept to show income and expenses.
- * Third-party fundraisers must fully and truthfully state the portion of the proceeds which will be donated to MKAF in all advertising, promotions, and in all contact with donors, sponsors, and participants.

2 RECEIPTS & FINANCIAL REPORTING:

- * The event organizer is responsible for keeping accurate financial records, including documenting expenses and income, to share with MKAF if needed. Donations made directly to a third-party event can be used to cover the event's expenses but are not tax-deductible.
- * Sponsors, underwriters, attendees and participants must make their payment of the event fee directly to you, as the individual or organization conducting the event. You cannot offer sponsors, underwriters, participants or attendees the option of writing their checks for the event fee directly to MKAF for tax receipt.
- * MKAF can provide tax receipts for individual donations upon request. The third-party organizer must provide detailed information, including donor names, addresses, and donation amounts, to ensure proper acknowledgment.

3 BANK ACCOUNTS:

- * If you open a separate bank account for the event's expenses and proceeds, the bank account should be opened in the name and tax identification number of your event or key organizers (hosts/sponsors, co-hosts/co-sponsors). The key organizers should be the designated signatories, not the *Mary Kay Ash Foundation*® or Mary Kay Inc.

4 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.

THIRD-PARTY EVENT GUIDELINES

- * 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.

5 NO EVENT FUNDING:

- * MKAF does not provide funding or reimbursements for third-party events. All event expenses must be covered by the organizers.

CHARITABLE GIVING GUIDELINES

1 DONATION COLLECTION:

- * All donations collected must be clearly designated for the *Mary Kay Ash Foundation*® and kept separate from personal or other organizational funds. Donations must be sent to MKAF within 30 days after the event concludes.

2 TAX DEDUCTIBILITY:

- * Unless your organization is a registered non-profit entity, donations made to it are not tax deductible. It is important to communicate to donors whether their contributions are tax-deductible.
- * Event fees are not tax deductible and will not be receipted by the Foundation. The event organizer may not make any statement or take any action which would imply that event fees or sponsorship payments are tax-deductible.
- * Only donations made directly and entirely to MKAF are fully tax-deductible. Donors wishing to receive a tax acknowledgment letter should provide their donation via check or online through your event fundraising page. For IRS tax purposes, funds can only be credited to the person whose name is on the check submitted for their individual funds. Tax receipts cannot be issued for a group check.

3 TAX ID NUMBER:

- * Because MKAF is not hosting your event, you will not be able to use the Foundation's IRS 501(c)(3) charitable classification, federal tax ID number or tax-exempt certificate.

THIRD-PARTY EVENT GUIDELINES

HOW WE CAN HELP

The *Mary Kay Ash Foundation*® is grateful for your interest in supporting our mission. While we cannot directly manage or host third-party events, we can provide assistance in the certain areas:

WE CAN:

- ✦ Offer advice and expertise on event planning and accepting donations
- ✦ Guide use of *Mary Kay Ash Foundation*® name and/or logo
- ✦ 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
- ✦ Share event information on the Foundation website’s “Upcoming Events” page, upon request
- ✦ 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

Thank you for choosing to support the *Mary Kay Ash Foundation*®.

Your efforts help us continue our mission of funding cancer research and supporting survivors of domestic violence. We look forward to partnering with you!

Still have questions? Send an email to fundraisers@marykayashfoundation.org with your question, details (if applicable) and contact information, and one of our fundraising specialists will be in touch.