MARY KAY



Mary Kay Inc. and The Mary Kay FoundationSM are committed to changing the lives of women and children by helping to prevent and end domestic violence. In 1995 our company founder, Mary Kay Ash, after meeting too many Mary Kay independent sales force members, customers and friends affected by domestic violence, deployed members of her company's government relations team to lobby on Capitol Hill for the Violence Against Women Act. Since that time preventing and ending domestic violence and promoting healthy relationships has become our number one philanthropic mission in the United States. Since 2000, The Mary Kay FoundationSM has awarded nearly \$35 million in grants to shelters for women and children in all 50 states. Whether through Mary Kay's cause marketing program, Beauty that Counts®, our continued government advocacy efforts Lobbying for Good, or as the lead sponsor of the loveisrespect text for help service focused on providing healthy relationship advice to the next generation, we are honored to continue Mary Kay Ash's legacy of making a difference and changing lives.

To learn more about The Mary Kay FoundationSM, visit **marykayfoundation.org.**

For more information, visit **marykay.com/dontlookaway.**

Mary Kay **Truth About Abuse** Survey



2013

Mary Kay Inc. conducted an anonymous survey among domestic violence shelters across the United States. **More than 800 domestic violence shelters** shared their impressions and experiences on the front lines of this important issue.

Major findings

Here is what shelter leaders shared:

Abuse is up and funding is down.

"The reason for the abuse is to exert power and control, not social issues such as substance abuse, children, etc. Those factors are what the abuser cites as excuses. Funding continues to decline, limiting much-needed services for clients."

The cycle of abuse has hit the next generation.

"Our data shows that we are **now housing the women who were in the shelters as children.** The cycle of violence goes from one generation to the next."

The need exceeds the services available.

"Our shelter was at capacity last year, yet we still turned away over **700 requests for shelter.**"

2013 Survey Results

