

GUIDELINES FOR CONDUCTING A SPECIAL EVENT BENEFITING THE MARY KAY FOUNDATION

Thank you for your interest in planning an event to benefit The Mary Kay Foundation. We deeply appreciate your efforts to further the dual missions of the Foundation – to eliminate cancers affecting women and to end domestic violence. As you develop your event plan, we request that you adhere to the following guidelines. We ask that you provide as much information to us as possible prior to your fundraising event to maximize your success and to maintain the integrity of the Foundation and Mary Kay Ash's personal legacy.

Important: The number assigned to this event is **Fundraising Event #(*).** Please include this reference number in **all** correspondence with the The Mary Kay Foundation.

- A. Review and Approval of Fundraising Plans.** Plans for your fundraising event must be reviewed by the Board and staff of The Mary Kay Foundation. To gain approval for your planned fundraiser, please submit for review the following information **12 weeks prior** to the first unit meeting announcements or distribution of promotional materials. Your fundraiser request should include the following:
1. A signed copy of this form, and a completed Fundraiser Information Form (attached).
 2. A written description and rationale for the event, including reasons for the type of event selected, sales force leadership, organizational structure, specific elements/activities and exact date(s) and time(s). (Fill in space provided on Fundraiser Information Form, and attach additional pages if necessary.)
 3. A comprehensive budget for the event to accompany your proposal, including printed materials, publicity, organizational costs, speakers and materials purchased through the Consultant Order Form, and related costs. (See logo usage guidelines below.)
 4. An event calendar to benchmark key completion dates for tasks, such as mailing invitations, contacting press, selling tickets – also including planned timeline for submitting proceeds, flier/materials samples and photos. **All photos need to be 300 kilobytes or more.**
 5. A specific method for record keeping and tracking of donors, sponsors, contributors, ticket-buyers, or auction bidders – indicating to us how you plan to account for the proceeds. (See discussion below regarding record keeping for gifts.)
 6. A list of prospective businesses, corporations or individuals that you or your committee is planning to solicit for underwriting or in-kind contributions for approval from the Foundation prior to solicitation.
 7. If you desire to use the Foundation's name and logo in connection with your fundraiser, please review the section discussing the use of the Foundation's name or logo below. In addition, prior to using the name or logo of the Foundation, you will need to provide the following information:
 - Check the logo request box above your signature on this form and indicate the format you would prefer – electronic (jpeg, GIF or TIF) or hard copy.
 - **Provide the Foundation with a sample of the promotional item(s) which feature the Foundation's name, trademark and logo.**
 - **At the completion of the event, submit to the Foundation at least two samples of the materials for your event where the Foundation logo appeared.**

The Foundation will attempt to review your request to conduct a fundraiser and use the name and logo of the Foundation as quickly as possible. We will contact you when we have completed our review. Please allow at least **ten business days** after submitting your completed forms to the Foundation to complete its review process.

Please note that fundraising events that are identical or similar to an event previously approved must still submit information required by these guidelines each time the event is held.

- B. Sponsor of Event and Bank Accounts.** You or your unit is the sponsor of the fundraiser. The fundraiser is not sponsored by the Foundation or by Mary Kay Inc. No representation should be made indicating the Foundation or Mary Kay Inc. is a sponsor.

Similarly, 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 – with key organizers as signatories (e.g. “Beyond Pink”), **not** The Mary Kay Foundation or Mary Kay Inc.

- C. **Record Keeping in Connection with Gifts.** Various Internal Revenue Service rules govern the making of gifts for charitable purposes. In order to comply with these rules, it is important that adequate information be maintained concerning each donor and his or her gift. If the fundraising event is for the benefit of the Foundation alone, it is simplest if donors make checks payable to “The Mary Kay Foundation” with an accounting for each donor of what they received in consideration of the gift, including (but not limited to):
- Auction
 - Ticket
 - Advertising
 - Meal
 - Any tangible item or access to an event

When you submit proceeds from the event, make certain you have provided full information on the donors and participants so that the Foundation can comply with reporting requirements and add these donors to the Foundation's database. Please include name, address, telephone and e-mail address (where available) and contribution details for each donor, as well as Mary Kay affiliation – Independent Beauty Consultant (Consultant number, unit number, career level), employee, retired employee, customer, or friend.

If the Foundation is not the sole beneficiary of the fundraiser, please call the Development Office to discuss steps to be taken. **Please note: Gifts made to the event name are not tax deductible. Only checks made directly to “The Mary Kay Foundation” are tax-deductible.**

- D. **Use of Foundation's Logo or Name.** You must first obtain authorization from the Foundation to use its name, trademarks and/or logo for items developed to promote the fundraiser. Promotional items include, but are not limited to, t-shirts, pens, bags, print advertising, tickets, fliers, brochures, and other informational materials. You may **not** use The Mary Kay Foundation name, trademarks, and/or logo **unless** you receive prior approval as outlined above and contribute a minimum 25 percent of the net proceeds (after expenses) to the Foundation.
- E. **Designation.** Please note that funds contributed to the The Mary Kay Foundation may be designated to “End domestic violence” or “Eliminate cancers affecting women” or “Both.” Should you seek to raise a substantial amount (\$50,000+) or add to your proceeds on a continuing basis, the Foundation can establish a specially designated fund for your area or unit. Please contact the Development Office for details.
- F. **Foundation Donor List.** The Foundation donor list will not be shared or distributed externally.
- G. **Foundation Staff.** Staff of the Foundation will not participate in the sale of any tickets to events or solicit event sponsorships.
- H. **Raffles or Drawings.** Raffle sales or prior drawings for events are strongly discouraged due to varying laws prohibiting such activity in many states. If you do decide to hold a raffle, you will want to obtain legal advice from an attorney or legal clinic in your community to determine if the laws in your own state allow for this type of activity. In addition, the Internal Revenue Code requires withholding which may be required on various types of prizes. You should consult an attorney concerning the withholding requirements before undertaking this type of activity.
- I. **Disclaimer.** The Foundation will not be held legally responsible for any act incurred by the organizers of an event including but not restricted to, personal injury or death; damage to, theft of, or loss of personal, private, or community property; or for provision of trophies, monetary prizes, or other gift items promoted by event organizers.
- J. **The Golden Rule Philosophy.** The Foundation will approve only fundraisers that demonstrate the Golden Rule Philosophy. A fundraiser should be just that – a fundraiser benefiting a specific charity or organization. A fundraiser should not be used as a device to market the Mary Kay opportunity or share the marketing plan. You will want to keep The Golden Rule philosophy in mind when planning and conducting your fundraiser.

Fundraising Event # (for internal use only) _____

(See reverse side **The Mary Kay Foundation**
Fundraiser Information Form

(Please include your Consultant Number on all information you submit.)

Phone: 1-877-MKCares (877-652-2737) MKCares@marykayfoundation.org FAX: (972) 687-1698

Name: _____ **Consultant #:** _____ **Unit #:** _____
(Primary Contact)

Address:

Phone number(s): _____

E-Mail: _____

Name(s): _____ **Consultant #:** _____ **Unit #** _____

Name(s): _____ **Consultant #:** _____ **Unit #** _____

Name(s): _____ **Consultant #:** _____ **Unit #** _____

(Attach additional pages, if necessary.)

Title of Event: _____

Description of Event: _____

(Attach additional page if necessary.)

Proposed Date of Event: _____ **Location (facility):** _____

City, State _____

Indoor/Outdoor (circle one) **Rain Date:** _____

Hours of Event: _____

For Publication Purposes, who should receive credit for hosting the event? _____

If there will be a guest National Sales Director at this event please provide the name. _____

Anticipated attendance: _____ **Anticipated revenue: (gross)** _____

(Attach detailed budget) **Anticipated expenses:** _____

Anticipated Revenue: (net) _____

Other event beneficiaries: (Note: In order to receive authorization to use The Mary Kay Foundation name, trademarks and/or logo, the Foundation requires a minimum contribution of 25 percent of the net proceeds.)

Organization: _____ **Contact Name/Number:** _____ **% of proceeds** _____

Organization: _____ **Contact Name/Number:** _____ **% of proceeds** _____

Method(s) of fundraising (e.g. ticket sales, underwriting, auction, etc.)

(See Reverse Side for additional information)

Method of record keeping:

By what date will the Foundation receive proceeds? (And in what form?)

Date: _____

Projected Amount: \$ _____

Cash: \$ _____

Check(s): \$ _____

Money order(s): \$ _____

Credit card: \$ _____ (marykayfoundation.org)

Other: _____

**If you are consolidating cash from a fundraiser, we request you do so using a money order. Please attach detailed gift information listing the donor, the amount and the type of gift to assist in our record keeping and "thank you" process.*

Method(s) of promotion and advertising. Describe materials and media.

Please attach draft versions of all copy, fliers, posters and promotional materials that will include The Mary Kay Foundation name and/or logo for official approval.

How do you wish your funds to be distributed? (circle one)

Domestic Violence

Cancers Affecting Women

Both

All fundraising events must be consistent with the fundraising guidelines established by Mary Kay Inc.

(Please return this signed document together with your completed Fundraiser Information Form and attachments to the Development Office for approval no later than six (6) weeks prior to distribution of your invitations or promotional items.)

All events must be approved annually.

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- I request permission to use The Mary Kay Foundation Logo.
 - Proposed samples are attached.
 - I would prefer: ___jpeg; ___GIF; ___TIF; ___hard copy
Resolution: ___high ___low ___doesn't matter

Please return this to: The Mary Kay Foundation
P. O. Box 799044
Dallas, TX 75379-9044
FAX: 972-687-1613

_____	_____	
Name (Type or print clearly)	Consultant Number	
_____	_____	_____
Signature	Event Title	Date
_____	_____	_____
Signature of witness	Witness name	Date

We recommend you contact your personal tax or legal advisor for details on regulations governing charities.

For further information regarding general fundraiser guidelines, please contact Global Legal Resources at (972) 687-5777 or legalsupport@mkcorp.com.

For further information regarding fundraising benefiting The Mary Kay Foundation, please contact Nancy Thomason at (972) 687-4515 or nancy.thomason@marykayfoundation.org; contact (877) 652-2737 or MKCares@marykayfoundation.org.

DEVELOPMENT OFFICE USE ONLY

Date approved: _____

Signature of Foundation official: _____

Reasons for not receiving approval:

Status/date: _____