

CUSTOMER SPOTLIGHT

Awarding Impactful Grants to Domestic Violence Shelters



“ GrantsConnect has been a huge help in streamlining both our review process and the applicant submission experience”

—Julia Santosuosso , Manager, Social Impact Programs, Mary Kay



Mary Kay Inc. demonstrates its commitment to women empowerment and social responsibility through the Mary Kay Ash Foundation, founded in 1996, working towards a two-fold mission of curing women-related cancers and ending domestic violence.

Domestic Violence Shelter Grants Program

Mary Kay Ash Foundation introduced domestic violence as one of its two causes in 2000. The program typically distributes 50 grants of \$20,000 to one domestic violence shelter in every US state each year.

These unrestricted dollars help fund life-saving work through programs, services, facility upgrades, coverage of rising operating costs, legal aid, counseling, and more. Access to vital resources like these have supported over six million women and girls seeking shelter and services on their journey to a life free from abuse.

Celebrating 60th Anniversary With Extra Impact

To celebrate Mary Kay Inc.'s 60th anniversary in a fun and unique way, the Mary Kay Ash Foundation chose to award 60 grants of \$20,000 rather than the usual 50, increasing their reach in high-population states and bringing the total value of the domestic violence grants to \$1.2 million in 2023.

Mary Kay Ash Foundation
is powered by:

YourCause GrantsConnect™



\$1.2M

awarded to domestic
violence shelters in 2023
through 60 grants of \$20,000

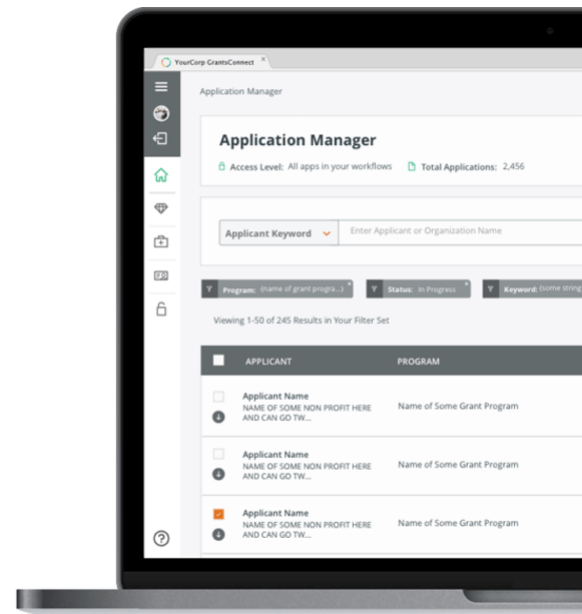
Streamlining the Application and Review Process

Through GrantsConnect™, the Mary Kay Ash Foundation was able to build out grant application forms that enabled domestic violence shelters to convey their stories in a meaningful way without it being cumbersome. By working backwards from the relevant information needed for scoring applications during reviews, the Mary Kay team was able to tailor the application questions so that shelters could easily share the key impact data, such as the number of women served, geographical coverage, years in existence, financial condition, and details around any innovative services.

These pertinent details were then highlighted through the platform for the reviewers, allowing them to make informed decisions more effectively on where the grant money will have the most impact.

Supportive functionality in GrantsConnect™ that contributed to streamlining the grant review process were:

- Automatic routing of each application to the relevant reviewers and to the Foundation board for final approval
- A side-by-side view that saved time spent going back and forth between the review scoresheet and application
- Previews of the attachments within the application without having to download them in their entirety



Engaging Employee Volunteers in Grant Reviews

The Foundation's mission resonates strongly with Mary Kay employees. To get them involved, Mary Kay called upon employees to review grant applications and offer their recommendations to the Foundation board. Despite this being a voluntary activity on top of their regular duties, employees found reading the stories and impact of the domestic violence shelters exceptionally rewarding. In fact, many had been unaware of the breadth of the services provided by the shelters beyond on-site support, such as legal aid, counseling, childcare, transportation, and even animal shelter.

“Our YourCause customer success manager deserves a medal and was absolutely pivotal in making our process more efficient and user-friendly”

— Julia Santosuosso, Manager, Social Impact Programs, Mary Kay

A Powerful Customer Success Partnership

For Mary Kay Ash Foundation, a valuable part of building this grant management flow was working with their dedicated YourCause Customer Success Manager (CSM). Through a consultative and collaborative partnership, they were able to leverage the CSM's strategic insight when designing and implementing the domestic violence shelter grants program. Access to such platform expertise also enabled Mary Kay to benefit from new updates and untapped features on GrantsConnect.

Find out more about how YourCause can help you streamline grantmaking, boost engagement, and drive social impact.

[Learn more](#)

About Blackbaud

Blackbaud unleashes the potential of the people and organizations who change the world. As the leading software provider exclusively dedicated to powering social impact, Blackbaud expands what is possible across the nonprofit and education sectors, at companies committed to social responsibility, and for individual change makers. Built specifically for fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management, Blackbaud's essential software accelerates impact through unmatched expertise and powerful data intelligence. Millions of people across more than 100 countries connect, give, learn, and engage through Blackbaud platforms.