



 THE KEUNE
FOUNDATION
Caring for others

L30015 SALES BROCHURE TKF



9 341730 000108



 THE KEUNE
FOUNDATION
Caring for others



Contents

ABOUT OUR FOUNDATION	04
HOW CAN YOU DONATE?	06
HOW WE RAISE MONEY	08
HOW TO GET ASSISTANCE	10



About us

THE KEUNE FOUNDATION

Many Australian families face increased emotional and financial strain when one of their children is diagnosed with a life threatening illness. Medical treatments and the road to recovery are often a long & stressful process. Many families have no choice but to take lengthy leave without pay, in attempt to provide the much-needed support & care to their child during this difficult time. The families have to make financial sacrifices that effect not only their quality of life but at times they can even struggle to make ends meet.

Hans & Theresa van der Velden, owners of Keune Australia wanted to find a lasting way to give something back to our community.

With this goal in mind In 2005, The Keune Foundation was established with the aim to provide financial assistance to Australian families who experience financial & emotional stress when one of their children is diagnosed with a life threatening illness.

TKF believes that each family situation varies and therefore, does not dictate how families should use their financial support as it will benefit each of them positively in different ways.

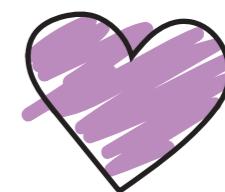
The Keune Foundation's mission is to provide support to Australia's families without question, cost or prejudice.



THE KEUNE
FOUNDATION
Est.2005



*Supporting
families*



Providing financial
support for children
diagnosed with a life
threatening illness.



*Caring
for others*

Fundraising

HOW WE RAISE MONEY

The Keune Company run a number of different campaigns, events and initiatives throughout the year to raise money for the Foundation. The goal is to provide ongoing support and funding to TKF to ensure support for many years to come. The Keune Company bear the costs of the Foundation to make sure all money raised goes to the families in need.

- **10 cents from every tube** of Tinta Color and So Pure Color is donated to TKF
- **Annual contributions** from Keune Holland, Keune ANZIS, staff, suppliers and clients
- **Every ticket sold** to The Annual Keune Foundation ball, which is themed with over 1,500 generous supporters attending, gets donated to the foundation
- **\$1 is donated** from every product gift pack campaign sold (Mother's Day, Christmas)
- **TKF Ball** also raises funds for the Foundation through silent auctions, raffles and activations throughout the evening





Donations

HOW CAN YOU DONATE?

The Keune Foundation is a registered charity; therefore, all donations are tax deductible.



01.
MAKE A
DONATION



02.
MAKE A DONATION TO TKF
DONATION BOX AT YOUR
NEAREST KEUNE SALON

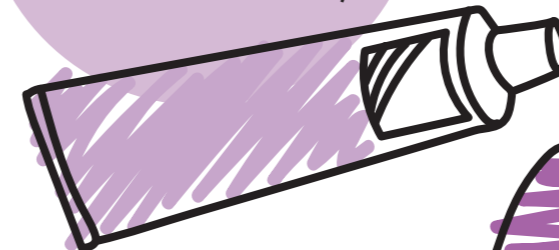
KEUNE
HAIRCOSMETICS



04.
BECOME A
CORPORATE
SPONSOR WITH A
MONETARY OR
AUCTION ITEM

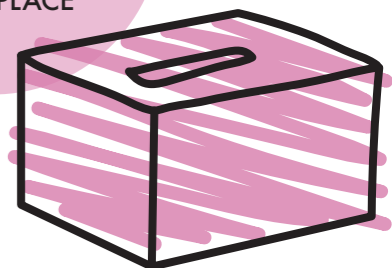
03.

VISIT ANY KEUNE
PROFESSIONAL HAIR
SALON AND HAVE A
TINTA/SO PURE COLOUR
SERVICE (10 CENTS FROM
EVERY TUBE DONATED)



05.

PLACE A
DONATION BOX
IN YOUR
WORKPLACE



06.
SPREAD
THE WORD



07.

HOST YOUR OWN
FUNDRAISING EVENT
IN SALON OR
BUSINESS



08.

PARTICIPATE IN LOCAL
COMMUNITY
FUNDRAISING EVENT
AND NAME TKF AS
YOUR CHARITY OF
CHOICE





Assistance

HOW TO GET HELP

Getting help from The Keune Foundation a simple easy and confidential experience. Application forms are available on our website or please email us for assistance.

If you would like more information about this worthwhile cause, contact us today!



Getting help from The Keune Foundation is simple...

(02) 8886 4600 | tkf@keune.com.au

www.keune.com/anz/the-keune-foundation