

# DONATION FAQs

## TO WHAT ORGANIZATIONS WILL BEAUTYCOUNTER DONATE?

We are proud to announce a commitment of \$100,000, while continuing to invest more resources into organizations and internal staffing over the next several years. We chose two organizations that embody our company's pillars – education, safer products, advocacy, and empowerment – while focusing on addressing needs of the Black community:

- [Black Women for Wellness](#)
- [The Visible Men Academy](#)

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## WHAT IS BLACK WOMEN FOR WELLNESS?

Black Women for Wellness (BWW) is a Los Angeles-based organization that promotes the health and well-being of Black women and girls through research, education, advocacy, and access to affordable health services. The nationally-recognized environmental justice organization is particularly focused on reducing harmful ingredients often used in hair care products marketed to Black women through advocacy work and changes in the law.

For years, Beautycounter has worked with BWW on advocacy initiatives to remove harmful ingredients from personal care products, particularly in California. We achieved victories in both the California Cleaning Products Right to Know Act, as well as the California Safer Salon Bill. This year, we're joining BWW again to support the California Toxic Free Cosmetics Act, which would permanently ban harmful ingredients, like formaldehyde and parabens (often found in hair products marketed to the Black community) from personal care products sold in the state. Throughout our partnership, we have also held joint educational events and webinars about topics such as the harmful impacts of personal care products for Black women.

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## WHAT IS VISIBLE MEN ACADEMY?

Visible Men Academy (VMA) is a tuition-free school for boys, kindergarten through fifth grade, that currently serves more than 100 students in Bradenton, FL. The mission of VMA is to provide boys from low-income family backgrounds with outstanding academic, character, and social education in a nurturing school environment. The Beautycounter contribution will go toward supporting VMA's vibrant parent programming which serves overwhelmingly single BIPOC women.

Neil Phillips, the Founder of Visible Men and the Co-Founder and CEO of Visible Men Academy, is regarded as a national thought leader and renowned speaker on Black male achievement, race in America, character development, and youth empowerment. He has been a member of an external expert advisory group focused on Community Expansion for Beautycounter. Neil has spoken to Beautycounter, including our Leadership Summit in 2018. In case you haven't seen it, we encourage you to watch [Neil's keynote](#) from Leadership Summit 2018.

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## WHY IS BEAUTYCOUNTER CHOOSING TO DONATE TO THESE ORGANIZATIONS RATHER THAN NATIONAL ONES?

We believe that fighting for racial and environmental justice means supporting the organizations that are directly impacting and improving the lives of Black individuals in the communities where they live. We also know that our donation could have a large impact on smaller organizations that have been working for years on issues that are mission-aligned with ours.

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## DOES BEAUTYCOUNTER ENDORSE ALL POLICY POSITIONS OF THESE ORGANIZATIONS?

By choosing to donate to these organizations, Beautycounter recognizes the important work they do, but does not necessarily endorse the organizations' past or present policy positions. Beautycounter always aims to work in partnership with non-profit allies, but also reserves the right to take our own formal policy positions.