



 THE KEUNE
FOUNDATION
Caring for others

L30015 SALES BROCHURE TKF



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 THE KEUNE
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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.

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01.
MAKE A DONATION
- 

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

KEUNE
HAIRCOSMETICS
- 

03.
VISIT ANY KEUNE PROFESSIONAL HAIR SALON AND HAVE A TINTA/SO PURE COLOUR SERVICE (10 CENTS FROM EVERY TUBE DONATED)
- 

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

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

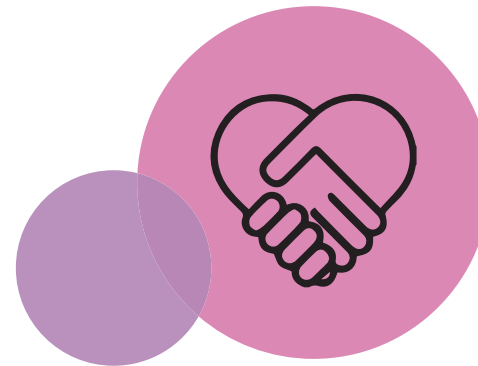


Assistance

HOW TO GET HELP

Getting help from The Keune Foundation is 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