



VIVA GLAM

2024

IMPACT

REPORT



M·A·C VIVA GLAM WAS CREATED IN 1994 BY M·A·C FOUNDERS FRANK TOSKAN AND THE LATE FRANK ANGELO IN RESPONSE TO THE HIV/AIDS EPIDEMIC DIRECTLY AFFECTING THEIR COMMUNITY.

30 YEARS LATER, M·A·C VIVA GLAM HAS RAISED \$534+ MILLION USD — SIMPLY BY SELLING LIPSTICK.



Back when M·A·C was ten years old and beginning to take off, Frank and Frank saw an opportunity to use their platform to help those in need. To raise money, they created the first M·A·C VIVA GLAM Lipstick, which gave back 100% of the selling price to organizations supporting those living with or affected

by HIV/AIDS. In the early days, those funds mainly served local soup kitchens and homeless shelters that welcomed this community with open arms and zero judgment. Frank and Frank aptly named the cause, VIVA GLAM, combining VIVA for “life” with GLAM for doing good via Makeup Artistry. Each year,

a celebrity spokesperson, who embodied the M·A·C VIVA GLAM mission, was selected to champion and celebrate this bold and disruptive initiative – a tradition still upheld today through our expanded effort to support healthy futures and equal rights for all.

60+ MILLION

PEOPLE SERVED SINCE 2013

**\$534+
MILLION**

RAISED GLOBALLY
SINCE 1994

**1+
MILLION**

PEOPLE HELPED
GLOBALLY EACH YEAR



**92+
COUNTRIES**

IMPACTED AROUND
THE WORLD

**150+
NGOS**

SUPPORTED ACROSS RACIAL,
SEXUAL, GENDER AND
ENVIRONMENTAL EQUALITY

In celebration of M•A•C VIVA GLAM's 30th anniversary, the iconic Lipstick that gives back 100% has expanded its mission to support equality and healthy futures for all; to better address some of the world's most pressing challenges. In addition to continuing its three decades-long support for people impacted by HIV/AIDS, VIVA GLAM is now dedicated to driving equality across the following four philanthropic pillars:

SEXUAL EQUALITY

M•A•C VIVA GLAM partners with local organizations to eliminate stigmas and provide resources that promote healthy and happy futures for all.

RACIAL EQUALITY

M•A•C VIVA GLAM builds on our long-standing conviction of representation, inclusion and equity for All Ages, All Races, All Genders by advocating for change and providing resources that advance racial justice.

GENDER EQUALITY

M•A•C VIVA GLAM advocates for the rights of all people to have autonomy over their own bodies so they can live fully as their most authentic selves.

ENVIRONMENTAL EQUALITY

M•A•C VIVA GLAM pledges to do good for the planet through its support for organizations advancing environmental sustainability.

**THE NEW M•A•C VIVA GLAM MISSION EXPANDS
ON THE ORIGINAL M•A•C FOUNDING CREDO
OF ALL AGES, ALL RACES, ALL GENDERS.**

NEW M•A•C XIMAL SILKY MATTE VIVA GLAM LIPSTICK LINEUP

MORE COLOURS. MORE CAUSES.*

Alongside the revamped M•A•C VIVA GLAM platform, the iconic Lipstick that gives back 100% has been maxed out to give lips MORE; with a new silky matte finish, new impactful names and new luxe look.

VIVA EQUALITY

NEW

To celebrate 30 years of M•A•C VIVA GLAM, this warm, mid-toned beige complements all skin tones and creates a new fundraising opportunity.

VIVA PLANET

FORMERLY VIVA GLAM II

Introduced in 1997, this muted pink-beige with shimmer provides a more subtle shade for those who want to support the VIVA GLAM cause.

VIVA HEART

FORMERLY VIVA GLAM I

This intense blue-red was created for the M•A•C VIVA GLAM launch in 1994; to make a bold statement of support for members of our community impacted by the AIDS crisis.

VIVA EMPOWERED

FORMERLY VIVA GLAM III

The darkest and most dramatic VIVA GLAM shade, this bold brown-plum debuted in 2000.



GLAM

*Shade selection does not impact donations allocated among the pillars.



PILLAR: SEXUAL EQUALITY

THE TREVOR PROJECT UNITED STATES

The Trevor Project is the leading suicide prevention and crisis intervention organization for LGBTQ+ young people. The organization’s mission is to end suicide among LGBTQ+ young people. Through the VIVA GLAM partnership, we support transgender and nonbinary young people by continuing to build programs, resources and lifelines that enable them to survive and thrive.

FACTS AND STATS

3,000+

LGBTQ+ YOUNG PEOPLE IN CRISIS WERE SUPPORTED VIA FREE, SECURE 24/7 COUNSELING

6,000+

MINUTES OF LIFE-SAVING SUPPORT HAVE BEEN PROVIDED TO LGBTQ+ YOUNG PEOPLE IN CRISIS

105

U.S. M·A·C MANAGERS WERE TRAINED TO PROVIDE REVAMPED GRWM MAKEUP SERVICES TAILORED TO CELEBRATE EVERY IDENTITY WITH GENDER-FLUID COMMUNICATION THROUGH LEARNINGS AND INPUT FROM THE TREVOR PROJECT AND THEIR GENDER EUPHORIA RESEARCH





PILLAR: SEXUAL EQUALITY

GOD'S LOVE WE DELIVER UNITED STATES

God's Love We Deliver, a legacy M•A•C VIVA GLAM grantee, was founded in 1985 in response to the AIDS pandemic. This non-profit organization cooks, packages and home-delivers medically tailored meals to New Yorkers living with severe and chronic illness.

FACTS AND STATS

300+

MEMBERS PARTICIPATED IN NATIONAL SYMPOSIUM NETWORKING OPPORTUNITIES FOR FOOD AND NUTRITION SERVICE PROVIDERS TO ENABLE THE "FOOD IS MEDICINE" MOVEMENT

13,000+

MEALS FOR CLIENTS PROVIDED BY M•A•C VIVA GLAM

12+

SESSIONS AT THE FIMC NATIONAL SYMPOSIUM FOCUSING ON RESEARCH, CLINICAL CARE, HEALTHCARE PARTNERSHIPS, POLICY AND PHILANTHROPY



PILLAR: GENDER EQUALITY

COMMITTED COMMUNITIES DEVELOPMENT TRUST INDIA

This organization works with India's most marginalized and vulnerable communities, with a key focus on maternal and children's health. The team facilitates community action, enabling self-reliance among children and their families along the principles of children's rights, equity and justice.

SPOTLIGHT STORY

"I am Iffat Khan from Mumbai, India. I didn't gain much knowledge about feminine care or reproductive health until I was around 14 years old. The SRHR program provided me with comprehensive insights into healthy hygiene routines, which significantly improved my self-esteem as a girl and young woman. I was eager to share my newfound knowledge with my family and the broader community, working to break the silence surrounding this sensitive topic. Through this experience, I acquired valuable information about health and reproductive rights, empowering me with confidence and control over my own body. I am committed to teaching and sharing my knowledge with other girls in my community, aiming to enhance our overall quality of life." - IFFAT KHAN



PILLAR: ENVIRONMENTAL EQUALITY

PLASTICS FOR CHANGE FOUNDATION INDIA

This social enterprise platform collects plastic waste from the coastal areas of India and has created a fair-trade system for recycling waste that advances socioeconomic opportunities for plastic collectors and their communities.

FACTS AND STATS

1,917,000 KG+

TONS OF PLASTIC WASTE COLLECTED

100%+

BOOSTED INCOME THROUGH THE WOMEN ENTREPREURSHIP PROGRAM

86%+

PLASTIC COLLECTION INCREASE DUE TO AN E-TRICYCLE PROGRAM



PILLAR: RACIAL EQUALITY

INDSPIRE CANADA

Indspire is a Canada-based Indigenous national charity that invests in the education of First Nations, Inuit and Métis people, their families and communities. They serve First Nations, Inuit and Métis students in remote communities, rural areas and urban centers; and with the support of funding partners, they disburse financial awards, deliver programs and share resources with the goal of increasing graduation rates for Indigenous students.

FACTS AND STATS

"THIS BURSARY HAS NOT ONLY SUPPORTED MY EDUCATIONAL JOURNEY BUT HAS ALSO EMPOWERED ME TO SET AN EXAMPLE FOR MY DAUGHTER, WHO IS NOW IN HER FIRST YEAR OF UNIVERSITY. TOGETHER, WE SUPPORT EACH OTHER AS WE PURSUE OUR DREAMS."

– MEGAN GILLIS

22+

M·A·C FUNDED THE EDUCATION OF 22 INDIGENOUS STUDENTS THROUGH THE BUILDING BRIGHTER FUTURES PROGRAM

VIVA

"I WAS HONORED TO REPRESENT NUNAVUT AT THE NATIONAL SKILLS COMPETITION IN WINNIPEG, AS THE FIRST PARTICIPANT FROM MY REGION IN HEAVY EQUIPMENT TECHNOLOGIES, AND I LOOK FORWARD TO RETURNING THIS MAY TO CONTINUE SHOWCASING MY SKILLS."

– BRANDON KOWNIRK DONOVAN

GLAM



The tight-knit M•A•C team works together, plays together and supports M•A•C VIVA GLAM together. Because giving back to the community plays a pivotal role in our corporate culture, M•A•C hosts a variety of volunteer-based events each year for employees around the world. Here are a few of the highlights:

WORLD AIDS DAY

On World AIDS Day, M•A•C demonstrated its unwavering commitment to the **GLOBAL** fight against HIV/AIDS through a series of impactful initiatives spanning multiple continents.

In **NEW YORK CITY**, M•A•C partnered with Community Healthcare Network to offer free and confidential rapid HIV testing outside its SoHo store, encouraging individuals to prioritize their health and know their status. Simultaneously, the brand’s annual World AIDS Day Global Volunteer Initiative celebrated its 15th year, as M•A•C employees worldwide dedicated their time to volunteer with local M•A•C VIVA GLAM grantee organizations. Employees also notably volunteered with God’s Love We Deliver, providing medically tailored meals and support to those living with HIV/AIDS and other chronic illnesses. Every day is World AIDS Day at M•A•C.

In **BRAZIL**, employees rallied together in an extraordinary mobilization, donning M•A•C VIVA GLAM T-shirts and creating informative content to raise awareness on social media. Their efforts extended to volunteering at Grupo de Incentivo à Vida, where they shared makeup techniques and distributed Lipstick as symbols of solidarity. The initiative resulted in a remarkable 225% increase in philanthropic M•A•C VIVA GLAM Lipstick sold and a 260% increase in revenue compared to the previous year, highlighting both our brand’s dedication to the cause and our ability to drive meaningful change through Makeup Artistry.

AIDS WALK

The M•A•C Cosmetics team recently participated in the 38th annual walk, which raises funds for primary beneficiary Gay Men’s Health Crisis (GMHC). In 2023, the M•A•C Cosmetics team members raised \$44,000+, which was matched by M•A•C VIVA GLAM for a total donation of \$88,000 to the organization. The dedication from our employees earned M•A•C the title of #1 Corporate Fundraiser for the second consecutive year and #4 fundraising team overall.

TEEN’S KEY & SOCIETY FOR AIDS CARE

Last holiday season, M•A•C partnered with Teen’s Key, a local NGO in **HONG KONG**, focused on supporting teenage mothers, to provide makeup services and help promote self-confidence and empowerment. Additionally, the team collaborated with The Society For AIDS Care to host an AIDS care-related sharing session, educating internal employees and raising awareness. On this poignant day, over 30 employee volunteers assembled food packs and crafted holiday gifts for communities in need, exemplifying M•A•C VIVA GLAM’s ongoing commitment to making a positive impact in the lives of those living with or affected by HIV/AIDS.

RED RUN

M•A•C Cosmetics **UK** and **IRELAND** was a proud Platinum Sponsor of the 2023 Red Run in London, helping to raise over £230K+! The Red Run is an annual 5k or 10k charity run/walk that has been uniting the HIV sector to raise awareness and vital funds for HIV support and prevention projects for 14 years. This event raises funds for 30 HIV charities, including the organization, Positive East, a M•A•C VIVA GLAM grantee that has been awarded over £1.2M since 2007 via our charitable initiative in the UK.

Our global network of 13,000+ M•A•C Artists (and counting) is a driving force in raising M•A•C VIVA GLAM awareness – both in-store and out.

CELEBRATING PRIDE IN TAIWAN + THAILAND

Across the **ASIA-PACIFIC** region, M•A•C Cosmetics celebrated Pride Month with vibrant and impactful events across Taiwan and Thailand, showcasing unwavering support for the LGBTQIA+ community around the world.

In **TAIWAN**, M•A•C proudly sponsored the 21st LGBTQIA+ Pride parade, where over 170,000 attendees embraced the theme of “Spread the Love.” M•A•C employees and supporters donned T-shirts as they marched alongside the parade route, symbolizing their commitment to inclusivity and equality.

M•A•C Cosmetics **THAILAND** took a bold stance for VIVA GLAM during the Bangkok Pride 2024 celebration by creating original social media content in collaboration with the retailer Icon Siam. The “Pride Out Loud Moment” communications supported makeup services at counters for hundreds of guests, with an aim to celebrate diversity and promote the values of equality.

These initiatives underscore our dedication to fostering a culture of acceptance and empowerment, where diversity is celebrated and all individuals are encouraged to express their true selves with pride.

VIVA GLAM FRIDAYS

VIVA GLAM makes Friday even better each and every week. To kickstart the weekend, Artists spread the VIVA GLAM GOOD NEWS on social by sharing their favourite looks, Lipstick facts and meaningful stories. To celebrate in-store, Artists wear M•A•C VIVA GLAM merch with pride and ring the VIVA GLAM bell every time a person purchases the Lipstick that gives back 100%.

VIVA GLAM ARTIST AMBASSADOR PROGRAM

To drive excitement around our 30th anniversary, M•A•C kicked off a VIVA GLAM Artist Ambassador challenge on TikTok and Instagram in January. The prize? An all-expenses-paid trip to **INDIA** to visit our partner Plastics for Change Foundation, where Artist ambassadors learned more about sustainability and the M•A•C VIVA GLAM mission.



VIVA

GLAM



M·A·C VIVA GLAM wouldn't have been able to make the tremendous global impact it has without the support of the entire M·A·C community. From our dedicated employees and Artists, to valued partners and loyal customers, this collective commitment to making a difference in the lives of millions of people around the world is a living legacy.

Although raising \$534 million+ over the past 30 years is an incredible accomplishment, we need you to keep the M·A·C VIVA GLAM momentum going so we can reach our goal of raising the next half-billion dollars to support sexual, racial, gender and environmental equality for all.

So, let's keep **GLAMMING** and let's keep **GIVING!**





VIVA GLAM

**PUT YOUR MONEY WHERE
YOUR MOUTH IS**

**HELP US RAISE THE NEXT HALF-BILLION DOLLARS TO CARE FOR, PROTECT OR FEED
THOSE IN NEED - ONE LIPSTICK AT A TIME!**