



The Make Sense  
Foundation

## MAKING A DIFFERENCE: THE MAKE SENSE FOUNDATION

FOOTHILL RANCH, Calif. – (June 10, 2020) In response to the violent events targeting African Americans - the most recent being the horrendous killing of George Floyd, **SeneGence CEO & Founder Joni Rogers-Kante** and the **Make Sense Foundation** announced charitable contributions of \$75,000 to support three organizations to support the movement focused on making progress in our society to eliminate systemic racial discrimination and toward true equality and inclusion for all people.



**BLACK FEM / New York** (\$25K) – A nonprofit organization that focuses on girls of color in underserved communities.

**BLACK GIRLS CODE / San Francisco** (\$25K) – Provides support and skills to African-American youth to secure computing jobs.

**DRESS FOR SUCCESS / Oklahoma City** (\$25K) – Empowers women through support, professional attire and development tools to help them thrive in work and in life.

During its 21 year history of empowering women, SeneGence has worked to make strides to support women of all races, colors, ethnicities and backgrounds. The Make Sense Foundation® offers \$10,000 scholarship award opportunities for outstanding female youth who are college-bound. “Supporting the educational goals of deserving young women allows us to continue to give back to our communities and support future success,” explains Rogers-Kante.



2020 Scholarship recipient **Lawren Caldwell** is from Adams Run, South Carolina and graduated from high school as valedictorian and has already earned two associates degrees. Lawren plans to major in Environmental Studies at North Carolina AT&T State University and plans to create a mentoring program that promotes excellence and self-love for women in male-dominated career fields.

2020 Scholarship recipient **Maryam Dar** is from Cambridge, Massachusetts and plans to study education and sociology at Williams College to become an education policymaker and advocate for educational reforms. Maryam is committed to racial justice and believes that all students, regardless of income or background, deserve the opportunity to learn.



### **Make Sense Foundation Activity in 2020 (Partial List)**

- Orange County Ronald McDonald House: donation to help increase the number of families who can stay near their sick children
- North Texas Rehab Hospital, Wichita Falls, TX: provided cosmetics bags to front-line workers at a not-for-profit hospital caring for patients during the COVID-19 pandemic; bags were filled with hand sanitizer and other essentials
- Muscogee Creek Nation (Okla): donation of overnight bags, portfolios, and zippered cases for emergencies, training, and gifting of personal hygiene items
- Laura's House, Ladera Ranch, CA: Funding for domestic violence programs
- Oklahoma Project Woman, Tulsa, OK: funds for programs to promote breast health for uninsured women, from exams and diagnostics through treatment and recovery
- Project Concern International: funding for well-baby clinic and immunizations for children in Tijuana, Mexico; This first-ever project in Mexico was originally scheduled for May, but has been postponed until we're post-COVID-19; SeneGence distributors in Tijuana will volunteer at the Clinic
- Meals on Wheels of Metro Tulsa: Helped accelerate expansion into Sapulpa to provide meals for seniors isolated during the COVID-19 pandemic; approximately 75% of the clients are women

**About The Make Sense Foundation (MSF)** – Created in 2002 by SeneGence Founder & CEO Joni Rogers-Kante. Dedicated to empowering women, Joni's mission was to donate funds and support to non-profit organizations across the country that are also committed to making a difference in the lives of women and children - [www.MakeSenseFoundation.org](http://www.MakeSenseFoundation.org)

**About SeneGence** - Founded in 1999 by Joni Rogers-Kante, SeneGence exploded into the marketplace with the launch of LipSense® color technology, and quickly rose in popularity as the creator of The Original Long-Lasting Liquid Lip Color®. Along with its premier product, SeneGence enabled a way for women to be independent and successful in business, regardless of age, background, or education. More than 20 years later, SeneGence has expanded its line of products that really work to include anti-aging skin care, long-lasting cosmetics, new men's line, and has thousands of Distributors in 17 countries across the globe. Even still, the commitment to empowering women has remained the same. SeneGence's nonprofit organization, The Make Sense Foundation®, regularly raises and contributes funds for women and children in need as part of the overall plan to give back to the global community. To find a Distributor near you or to get more information about SeneGence products and business opportunities, please visit [www.SeneGence.com](http://www.SeneGence.com).

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