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| **Frequently Asked Questions**  |

**What is Purple Purse?**

As part of Domestic Violence Awareness Month, The Allstate Foundation created the Purple Purse campaign to urge people to openly talk about domestic violence. PurplePurse.com appears to be an online fashion magazine, but when the user looks deeper, she will find a safe place with life-changing information and resources to make it easier to talk about domestic violence and financial empowerment.

**Why a Purple Purse?**

The Purple Purse was created because a purse represents the center of a woman’s financial domain and purple is the national color of domestic violence awareness. Purple Purse, now in its third year, helps people carry on conversations and pass along information about domestic violence and financial abuse by placing the power directly into people’s hands with a purple purse.

**Where can I get a Purple Purse to pass along?**

There are two ways to receive a purple purse and pass it on. You can pass a virtual purple purse to family and friends at Purple Purse.com or Facebook.com/PurplePurse. And, you can keep an eye out for one of more than 1,000 real purple purses The Allstate Foundation sent all over the country to champions for the cause, including government officials, celebrities, media, bloggers, domestic violence organization leaders, local YWCAs, and Allstate employees and agency owners. Look for one of these purses being passed along in your community!

**What’s the donation about?**

As part of Domestic Violence Awareness Month, The Allstate Foundation has pledged to donate up to $350,000 to YWCA. We sent more than 1,000 purple purses to communities all across the country and each time one of these purses is passed and checked in at PurplePurse.com, The Allstate Foundation will donate $5 to YWCA USA and 30 local YWCA chapters. Everyone can get involved by sharing a virtual purse on Facebook.com/PurplePurse where The Allstate Foundation will donate $5 for each virtual purple purse shared or re-shared to YWCA.

**How many Purple Purses are being passed?**

There are 1,300 purple purses that are being passed across the country to spark important conversations about domestic violence and empower people to start talking about the issue. We hope thousands will pass virtual purple purses online via Facebook.com/PurplePurse.

**How long will this campaign last?**

The donation period will last through the end of October or until we reach the goal of $350,000.

**What will happen to the purple purses once the goal is reached?**

We hope the purses continue to travel around the country to educate people on the issue and start meaningful conversations to assist those impacted by domestic violence.

**Why is The Allstate Foundation working to end domestic violence?**

Since 2005, The Allstate Foundation has devoted more than $30 million and the expertise that comes from being the corporate foundation for a financial services company to helping survivors gain the financial skills and resources they need to get sa*f*e, stay safe and thrive.

**Why was the YWCA selected as a partner for this program?**

The Allstate Foundation has been a long-standing partner with YWCA for many domestic violence initiatives over the years. The YWCA is a natural partner because it is the nation’s largest domestic violence service provider and is committed to breaking the cycle of abuse.

**What will the money raised be used for?**

The Allstate Foundation is donating the money to select local YWCAs to support victims of domestic violence and to strengthen financial empowerment programs.

**How common is domestic violence?**

Domestic violence happens more than 145 times each hour in the U.S. On average, three women die every day as a result. Domestic violence affects one in four women in their lifetime – and affects more women than breast cancer, lung cancer and ovarian cancer combined. But it’s still hard to talk about. Fewer than half of Americans say they would know what to do to help a victim of domestic violence.

**What’s financial abuse?**

Lacking financial knowledge and resources is the number one indicator of whether a domestic violence victim will stay, leave or return to an abusive relationship. Physical abuse is the type of domestic violence most commonly discussed. But what many people don’t realize is that women who are victims of domestic violence are usually subject to financial abuse as well. They often face financial restrictions and are given limited access, if any, to bank accounts, important documents, and information regarding shared assets. Finances become a tool used by an abuser to control the victim.

**What can I do to get involved in helping survivors and stop the cycle of abuse?**

One of the easiest ways to get involved is to talk about the issue of domestic violence openly with your friends and family. It’s a tough issue to discuss and the Purple Purse program aims to make those conversations a little easier. You can also visit our partners’ websites, [www.ywca.org](http://www.ywca.org) and [www.nnedv.org](../../../../E025846/Desktop/Purple%20Purse/2012%20Media%20Materials/FINAL/FINAL%20Key%20Messages/www.nnedv.org), for more information on how to support the cause.

**Can I make a monetary donation to the program?**

The Allstate Foundation cannot accept monetary donations from the public, but those who are interested in donating money to help survivors of domestic violence and other women in need can donate online to the following national domestic violence organizations:

* + YWCA, [www.YWCA.org](http://www.YWCA.org)
	+ National Network to End Domestic Violence, [www.nnedv.org](http://www.nnedv.org)

**If someone is in an abusive relationship, where can they go to find help?**

Call the National Domestic Violence Hotline at 1-800-799-SAFE (7233) or TTY 1-800-787-3224 for safety planning, assistance and resources in your area.

**What resources are available for those in an abusive relationship?**

[PurplePurse.com](http://www.purplepurse.com/) provides a multitude of resources including conversation starters, tips for how to spot signs of abuse, steps to gain financial independence and so much more.