

Allstate Foundation Purple Purse Challenge® Raises \$4.18 million for Domestic Violence Programs
Monday, November 13, 2017 10:30:00 AM (GMT)

NORTHBROOK, Ill., Nov. 13, 2017 /PRNewswire/ -- Recent headlines about harassment and violence offer a reminder of the everyday reality faced by a larger group of U.S. women: those trapped in abusive domestic relationships. Without financial resources, these women can't escape, care for themselves and their families, find housing or save for the future.

Last month, Allstate Foundation Purple Purse and 221 nonprofits that support domestic violence survivors raised \$4.18 million through a combination of fundraising and \$700,000 in incentive and prize money provided by The Allstate Foundation. In addition to the prize money, The Foundation also provided promotional support and fundraising materials, including Purple Purse charms and a purple purse designed by program ambassador, tennis champion and philanthropist Serena Williams.

The YWCA Evanston/North Shore based in Evanston, Ill., topped the leader board in Division I for organizations with budgets of more than \$1.5 million and FreeFrom in Venice, Calif., topped the leader board in Division II for organizations with budgets of less than \$1.5 million. Each walked away with the Foundation's \$100,000 grand prizes.

The Purple Purse Challenge coincided with National Domestic Violence Awareness Month in October, a key fundraising time for domestic violence programs. A 2016 census survey found that on a single day last year, nearly 12,000 requests from survivors of domestic violence for emergency shelter, child care, financial aid and other services went unanswered because programs lacked funding.

"One in four women will experience domestic violence in her lifetime. There are women experiencing abuse right now, and we need to let them know that there is hope and help," said Vicky Dinges, Allstate's senior vice president of corporate responsibility. "The outpouring of public support is incredibly humbling because we know funding matters. This is about saving women's lives and breaking the cycle of violence for future generations. And it's going to take all of us – men and women – supporting survivors and working together to end the silence around abuse."

Following are the top seven winners from each division in this year's Purple Purse Challenge:

DIVISION I

Finishing Place	Organization Name	Location	Money raised	Prize money
First place	YWCA Evanston/North Shore	Evanston, Ill.	\$556,403	\$100,000
Second place	WINGS Program	Palatine, Ill.	\$534,656	\$50,000
Third place	YWCA Greenwich	Greenwich, Conn.	\$268,154	\$35,000
Fourth place	YWCA of Metropolitan Chicago	Chicago	\$160,880	\$20,000
Fifth place	liveSAFE Resources	Marietta, Ga.	\$133,026	\$15,000
Sixth place	Between Friends	Chicago	\$100,811	\$10,000
Seventh place	House of Ruth	Pomona, Calif.	\$93,309	\$5,000

DIVISION II

Finishing Place	Organization Name	Location	Money raised	Prize money
First place	FreeFrom	Venice, Calif.	\$179,576	\$100,000
Second place	Partners for Women and Justice	Montclair, N.J.	\$178,785	\$50,000
Third place	Wellspring		\$79,903	\$35,000
Fourth place	Artemis Center for Alternatives to Domestic Violence	Dayton, Ohio	\$56,790	\$20,000
Fifth place	New Hampshire Coalition Against Domestic and Sexual Violence	Concord, N.H.	\$32,185	\$15,000

Sixth place	Haven	Portsmouth, N.H.	\$30,932	\$10,000
Seventh place	Beyond Violence	Berwick, Penn.	\$20,350	\$5,000

The Allstate Foundation Purple Purse Challenge was administered by CrowdRise. It is part of Allstate Foundation Purple Purse, a public education and fundraising program aimed at raising awareness of the prevalence of domestic violence and financial abuse and the need for resources to help survivors. In 99 percent of domestic violence cases, victims experience financial abuse, which means their abusers deny them access to money and financial resources they need to break free. Financial abuse is one of the leading reasons women stay in or return to abusive relationships.

Now in its 13th year, Allstate Foundation Purple Purse has propelled more than 1 million survivors on the path to safety and security, and invested more than \$55 million to empower women to break free from abuse through life-changing financial education, job training and readiness, and small-business programs for survivors.

If you or someone you know is in a domestic violence situation, call the National Domestic Violence Hotline at 1-800-799-SAFE (7233) or TTY 1-800-787-3224.

About The Allstate Foundation:

Established in 1952, The Allstate Foundation is an independent charitable organization made possible by subsidiaries of The Allstate Corporation (NYSE: ALL). Through partnerships with nonprofit organizations across the country, The Allstate Foundation brings the relationships, reputation and resources of Allstate to support innovative and lasting solutions that enhance people's well-being and prosperity. With a focus on building financial independence for domestic violence survivors, empowering youth and celebrating the charitable community involvement of Allstate agency owners and employees, The Allstate Foundation works to bring out the good in people's lives. For more information, visit www.AllstateFoundation.org.

View original content with multimedia: <http://www.prnewswire.com/news-releases/allstate-foundation-purple-purse-challenge-raises-418-million-for-domestic-violence-programs-300554369.html>

SOURCE The Allstate Foundation

Contacts: Pam Morris, 847-402-8565, Pamela.Morris@allstate.com

Countries: United States

Industries: Banking & Financial Services, Insurance

Languages: English

Primary Identifiers: ALL-US

Related Identifiers: ALL-US

Subjects: Corporate Social Responsibility