

The Allstate Foundation's Commitment

We're taking action to end domestic violence

Most people think only of physical abuse when they consider domestic violence. Yet the No. 1 reason victims stay in or return to an abusive relationship is they don't have the financial resources to break free.

Because Allstate is an insurance and financial services company, our agency owners are experts in helping people save for a child's college tuition and plan for a comfortable retirement. Those same skills that help customers earn a secure future can help domestic violence victims break free from abuse and rebuild their lives.

In fact, research shows that survivors who use our financial literacy materials report having a higher quality of life and exhibit more positive financial behaviors than those who never used the materials.

Join the Purple Purse Movement



Purple Purse

Allstate Foundation

You can help ensure domestic violence survivors right here in our own community aren't financially trapped in an abusive relationship.

Allstate Foundation Purple Purse is the longest-running national campaign focused on ending domestic violence through a proven solution: financial empowerment services for survivors.

Purple is the national color for domestic violence awareness, and a purse represents the center of a woman's financial domain, leading to the symbol of the program: a purple purse.

Join the conversation



Facebook.com/PurplePurse



@PurplePurse

www.PurplePurse.com

It's easy to miss what we don't want to see

In your community—likely even on the quiet streets of your own neighborhood—there are women living behind closed doors in fear for their safety, scared for their children and unsure of how to get help. As much as you might not want to admit it, you know them. They're our mothers, sisters, daughters, coworkers, neighbors and friends. For every three women who start their day in a happy home, there is one woman terrified her abuser will be set off by a misplaced shirt, a child's request for lunch money or even nothing at all.

Domestic violence affects 1 in every 4 women—touching the lives of more women than breast cancer, ovarian cancer and lung cancer combined.

In the United States, 2 million injuries and 1,300 deaths are caused every year by domestic violence. It doesn't discriminate by race, religion, area code or income. It affects us all. Still, few of us have ever spoken about it with friends or family. It's time for that to change. The Allstate Foundation gives victims the tools they need to break free from abuse and helps all of us to start talking about the issue to bring it out from behind closed doors.

Domestic violence partners



NEDV

National Network to End Domestic Violence

and The Allstate Foundation partner to bring life-changing financial education and asset-building programs to domestic violence survivors. NEDV is a leading voice for domestic violence victims and their advocates.

www.nnedv.org



YWCA is the largest provider of battered women's shelters and domestic violence services in the country. For more than 150 years, the YWCA has spoken out and taken action on behalf of women and girls. The Allstate Foundation and YWCA are longtime partners that have come together on many domestic violence initiatives.

www.ywca.org



NO MORE is a unifying symbol designed to galvanize greater awareness and action to end domestic violence and sexual assault. Supported by virtually every major organization working to address these urgent issues, NO MORE is gaining support from Americans nationwide, sparking new conversations about these subjects and moving the cause higher on the public agenda.

www.nomore.org



Established in 1952, **The Allstate Foundation**

is an independent charitable organization made possible by subsidiaries of The Allstate Corp. 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.

www.AllstateFoundation.org



Domestic Violence



Domestic violence quietly strikes 1 in every 4 women, likely someone you know.

Are you ready to help break the silence?



BY BECOMING MORE AWARE, YOU CAN

Help end domestic violence

How to recognize domestic violence

While you might not get to see how your friends interact with their partners behind closed doors, there are warning signs to look out for if you suspect someone you care about might be in an abusive relationship.

People who are being abused may:

- Check in often with their partner to report where they are and what they're doing.
- Receive frequent, harassing phone calls from their partner.
- Talk about their partner's temper, jealousy or possessiveness.
- Dress in clothing designed to hide bruises or scars like long sleeves in the summer or sunglasses indoors.
- Be restricted from seeing family and friends.
- Have their spending tightly monitored and restricted by their partner.
- Show major personality changes, such as an outgoing person becoming withdrawn.



What to say if you suspect someone is being abused

It can be hard to find the right words to say if you suspect a friend or family member may be in an abusive relationship. The most important thing you can do is to let her know that she has support and a path to safety.*

Offer support without judgment or criticism.

Show her you're there for her. Respect her decisions without criticizing or judging, even when you don't agree. She needs you to be helpful, not hurtful.

"You are not alone. I care about you and am here for you, no matter what."

"No matter what you did, you do not deserve this."

"I'm here to help and I'm always available, even if you don't want to talk about it now."

"If you need to talk to police/judge/lawyer, I can go with you."

Tell her that you're concerned for her safety.

Help her recognize the abuse while acknowledging that she is in a very difficult and dangerous situation.

"I see what is going on and I want to help."

"I'm worried about your safety and am afraid he'll really hurt you next time."

"If you need to talk, always know you can come to me."

"Here is the number of our local domestic violence agency. They can help you make a safety plan and provide shelter, counseling and legal assistance."

What to say if you suspect someone is using abusive behavior

Talking about domestic violence with someone who is exhibiting abusive behavior can be difficult. He might not listen.* He may get angry or even laugh it off. Still, you need to speak up. Your silence says you approve and a simple conversation could change everything. Here are some easy ways to start the conversation:

Draw attention to it.

Start by simply pointing out the behavior. He might not be aware of what he's doing or realize that others see it too.

"Do you see the effect your hurtful words have on her?"

"Did you mean to be so rough?"

"How would you feel if someone did this to your daughter?"

"I'm afraid you'll really hurt her badly or kill her next time."

Tell him what you think.

Let him know that his actions are detrimental to his relationship with her—and with others, including you. Let him know that there are ways to help curb his abusive behavior.

"I'm surprised to see you act that way. You're better than that."

"I care about you, but I won't tolerate your abusing her."

"I am losing respect for you."

"Call me if you feel like you're losing control."

"There are programs in our area that can help."

*We are using gender-specific pronouns to keep the writing simple and clear, but we recognize that this issue is not a simple one. While national statistics show that most domestic violence victims are women and most perpetrators are men, domestic violence can happen to anyone regardless of gender.

Understanding financial abuse

It can be hard to comprehend why domestic violence victims don't just walk away from abusive relationships. The reasons are complicated, involving seemingly insurmountable emotional, social and financial obstacles for victims.

Finances are a weapon of choice in 99% of abusive relationships. Financial abuse includes tactics like limiting access to cash and credit cards, drowning victims in debt or preventing them from keeping a job.

Allstate Against Abuse Team

Thousands of Allstate agency owners, financial specialists and employees have joined the growing Allstate Against Abuse Team—men and women who volunteer to play a leadership role as advocates for domestic violence survivors. They use their professional expertise, along with materials provided by The Allstate Foundation, to help survivors in their communities build the financial skills and resources needed to get safe, stay safe and thrive. Team members are a force for good in their hometowns. They are the Good Hands® people.



With the help of Allstate Against Abuse Team members and nonprofit partners across the country, more than 800,000 survivors have received financial empowerment services from The Allstate Foundation.

Need help now? If you are concerned about the safety of someone you care about or want to learn about services in your area, contact the National Domestic Violence Hotline at 1-800-799-SAFE (7233).