Allstate Foundation Purple Purse
2018-19 Moving Ahead Financial Empowerment Grant

Applications accepted: April 18 – May 15, 2018
Grant Cycle: July 1, 2018 – June 30, 2019
Online application: https://www.cybergrants.com/allstate/pp_financial_empowerment

The Allstate Foundation Purple Purse Moving Ahead Grant Program is an innovative, competitive grant program focused on providing resources for the development and implementation of financial empowerment services for domestic violence survivors. Applicants are limited to the 50 National Network to End Domestic Violence State Coalitions and Washington, DC (hereafter referred to as Coalitions). For the 2018-19 Grant Cycle, U.S. territories are not eligible.

More than $1 million in grants will support innovative financial empowerment programs that include financial education services to survivors and asset-building activities in at least one of the following categories: job readiness and job training; survivor matched savings programs (including but not limited to Individual Development Accounts); micro-loans; credit building and/or repair; and micro-enterprise. The Allstate Foundation recognizes asset-building activities as those that benefit or add strength, value or resources to the lives of survivors, helping them move from short-term safety to long-term security.

The Foundation hopes to build the capacity of communities to better respond to the complex financial needs of domestic violence survivors by supporting collaborative financial empowerment efforts between State domestic violence Coalitions, local programs and other community partners. Our goal is to reach more than 20,000 survivors with services provided as part of this grant program and train a minimum of 1,000 domestic violence advocates. It is the responsibility of the Coalition grantee to select local nonprofit organizations (sub-grantees) serving survivors to whom a portion of this grant will be sub-granted. To that end, no more than 15 percent of the grant may be retained by the Coalition grantee; the remainder should be sub-granted to a minimum of two local domestic violence programs.

If your Coalition shares our commitment to ending domestic violence through financial empowerment, we encourage you to apply for a Purple Purse Moving Ahead grant.
KEY INFORMATION

Program Criteria
Funds for the Purple Purse Moving Ahead Grant Program are provided by The Allstate Foundation. Priority will be given to Coalitions that submit proposals that:

• Represent a collaborative effort between the Coalition and at least two local domestic violence programs and/or community partner sub-grantees. Sub-grantee partnerships should be based on formal collaborations that recognize the distinct roles and responsibilities of each participating agency or entity.
• Demonstrate the ability to have a sustainable regional or statewide impact.
• Reflect an understanding of the systemic, social, economic, and cultural changes that are needed to end domestic violence and the role financial empowerment plays in solving the problem.
• Incorporate or reflect the experiences of survivors and victim advocates as well as best practices in financial empowerment services.
• Are designed to help reach the Foundation’s goal of serving a total of 20,000 domestic violence survivors with this grant program based on projected number of survivors served through sub-grantees.
• Feature goals to train domestic violence advocates and reach survivors through the trained advocates.
• Feature some or all of the Allstate Foundation Purple Purse Moving Ahead Curriculum in educational programs for victims and survivors.
• Include opportunities to engage Allstate agency owners, Allstate personal financial representatives and/or Allstate employees as volunteers, pending their interest/availability.
• Demonstrate an understanding of and capacity to collect and report program outcomes.
• If a returning grantee, describe how this proposal will build on or enhance your current project as well as identify any lessons learned.
• Allocate funding for asset-building activities designed to expand the reach to more survivors.
• Strive to achieve an effective per-survivor-served and advocate-trained per grant dollars provided; the more survivors reached and advocates trained per grant dollar is desirable.

The grant period is July 1, 2018 through June 30, 2019. See ‘Reporting Requirements’ below regarding how awards and year-end reports will be handled due to this shift in grant period.

Program Focus Areas
All applications must include the following focus area for the Coalition and the sub-grantee nonprofits:

• Use of The Allstate Foundation Purple Purse Moving Ahead Through Financial Management Curriculum: All applicants must use some or all of the curriculum. Applicants may supplement this resource with other financial education materials as necessary to meet the needs of their clients.

All applications must provide education and support to survivors in areas of budgeting, investing, retirement planning, debt reduction, etc. Applicants should include one or more of the following asset-building purpose areas, provided to survivors by the Coalition and/or by the local nonprofit organizations (sub-grantees):
• Job Readiness and Job Training:
  o Helping survivors get or maintain training and meaningful employment; i.e. resume writing, developing interviewing skills and/or providing job training to gain meaningful employment.
• Matched Savings Program including Individual Development Accounts: Helping survivors establish Matched Savings Accounts and/or assisting survivors in utilizing Matched Savings Accounts for asset-building. NOTE: Allstate Foundation funds may only be used as a 1:1 match; any additional match must be from another source.
• Micro-Loans: Providing small loans at low or no interest with flexible and survivor-informed repayment rules and options. Loans may be used to improve or establish credit. May include how re-payment funds will be used to build program sustainability.
• Credit Building and Repair: Assisting survivors in pulling and understanding their credit score and creating a plan for improvement. May include establishing new lines of credit as part of a long-term plan for credit-repair.
• Micro-Enterprise: Assisting survivors in establishing a small business through micro-enterprise.

Activities that meet more than one purpose area are encouraged; i.e. micro-loans for credit repair or match-saving accounts used as collateral for a micro-loan.

**Award Amounts**
This is a competitive grant program with no guarantee that funding will continue in the future. There is no guarantee that returning grantees will receive comparable funding to past awards. On the grant application, Coalitions will be asked to report whether they are an existing or past partner or a first-time applicant. For both ongoing and new partners, the application criteria, process and requirements are the same.

• The maximum awards for Continuation Grants (Coalitions funded in the 2017-18 Grant Cycle) will be $75,000; approximately 15 continuation Grants will be awarded.
• The maximum grant for an applicant not previously funded by the Foundation or those not funded in the 2017-18 Grant Cycle is $50,000. Quantities for these grants will be determined, in part, by the quantity and dollar amount for the Continuation Grants (above), but will not exceed two grants.
• Coalitions that have received Moving Ahead Grants for ten years or more will be invited to participate as a Mentor which entitles them to a $5,000 grant and the expectation that they will mentor at least one new and/or inexperienced grantee including one site visit to the mentee with travel costs paid for by the Foundation. Coalitions in this category are Florida, Kentucky, Vermont and Wisconsin. (see page 7)

Overall, the quantity and amount of grants awarded in each category will vary and will be determined by the total quantity of applicants and available funds. If you are uncertain as to your potential award level, please email Grants@Allstate.com for assistance.

**Training and Resources**
A pre-bid conference call will be held on May 3. This is optional. All applicants are encouraged to attend. See key dates section for call-in details.

To advance success of programming associated with the Moving Ahead grants, The Allstate Foundation provides training and resources:
• All Coalition grantees are required to attend an informational conference call the week of July 9, 2018.
• All first-time grant recipients will be required to attend the Purple Purse Advocate Training which will be held in the Chicagoland area August 2018. Each first-time grantee will have three (3)
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participant slots (one slot for the Coalition and 2 slots for local nonprofit partner re-grantees). Training may be available for representatives of previously funded Coalitions, if the representatives have not been previously trained or if training was provided prior to 2012. Training, hotel, travel (airfare or mileage) and some meals provided during the training will be paid for by the Foundation; all other expenses may be paid for out of this grant source.

- Funded Coalitions will be provided a maximum of 25 spiral-bound copies of the Purple Purse Moving Ahead Curriculum in English and/or Spanish for use in training survivors. Additional copies can be printed using the funds from the Moving Ahead Grant.

Grant Administration
Coalitions will serve as grant administrators that work with and sub-grant to local programs and/or community partners to incorporate best-in-class financial empowerment services. To help the Foundation reach its goal of serving 20,000 domestic violence survivors with this grant program, Coalitions in smaller states should consider coordinating a state-wide program while larger states may opt to focus on a smaller group of sub-grantees. Coalition grantees will also provide technical assistance to their sub-grantees to support the proposed project. NNEDV will provide technical assistance to the Coalitions to assist in the continued development of high-quality programming.

Budget and Allocations
The budget must include computations for all project-related costs. There must be a direct link between the proposed activities and the budget line items. The budget should include only activities, products and resources necessary for the implementation of the financial empowerment project. The budget request should reflect an allocation of no more than 15 percent to the State Coalition for administrative and other costs. The allocation to the Coalition should be designated to provide technical assistance and training to the sub-grantees. See ‘Reporting Requirements and Deadlines’ for more information. A budget template is available upon request.

Allowable Costs
No more than 50 percent of the total funding may be allocated for personnel costs for both the State Coalition and sub-grantees. If requesting funding to support salaries, it must be for staff working directly on this grant project.

Eligibility
Applications are invited from the 50 National Network to End Domestic Violence State Coalitions and Washington, DC, only. U.S. territories are not eligible for these grants at this time. Coalitions must be nonprofit tax-exempt organizations with 501(c)(3) status under the Internal Revenue Code. By law, The Allstate Foundation cannot provide funding to programs that have a religious base or exclude participation based on religion.

Application Process
All applications must be submitted through the Cybergrants link: https://www.cybergrants.com/allstate/pp_financial_empowerment
- Effective 2018, The Allstate Foundation grant applications will be processed through Cybergrants. Any user information from before this time will no longer be valid and new credentials, including a password, will need to be established. All organizations must register when submitting an application for the first time.
- Use Invitation Code: NAT_FNDTN
- Answer “yes” to question asking, “Is this a Moving Ahead initiative?”

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All applications will be reviewed by The Allstate Foundation and NNEDV and will be evaluated according to the criteria set forth in this solicitation. All awardees must sign a grant agreement that outlines roles and responsibilities before receiving grant funds.

NEW IN 2018:
Coalitions that received Moving Ahead grants during the 2017-18 Grant Cycle are encouraged to complete a preliminary Impact Report in the Impact Genome Report (see separate section on the IGR) at the time the 2018-19 grant application is completed to assist the Foundation in the decision-making process. Coalitions will be required to enter final metrics into the Impact Genome Report at the conclusion of the Grant Cycle by July 30, 2018. Coalitions that entered preliminary results at the time they applied for the Moving Ahead grant will need to email sbrummitt@missionmeasurement.com to re-access their report at the end of the Grant Cycle.

Allstate Foundation Purple Purse Challenge
If appropriate, Allstate Foundation Purple Purse Moving Ahead State Coalition grantees are encouraged to consider applying to participate in the 2018 Purple Purse Challenge, a friendly fundraising competition from Oct. 2-31 and hosted on the Crowdrise platform. Grantees are also required to share the application information for the Purple Purse Challenge with sub-grantee nonprofit organizations and encouraged to share the opportunity with all nonprofits in their purview. Challenge applications are accepted from May 1 – August 1, 2018, with a link to apply on PurplePurse.com.

GRANT REPORTING REQUIREMENTS

NEW IN 2018:
The Allstate Foundation transitioned its online grants applications to a platform on Cybergrants. Previous grantees will need to use the new Cybergrants process in order to apply. Final Reports will now be entered via a new platform called the Impact Genome Report (IGR). Final Reports will be entered into the IGR within 30 days after the end of the Grant Cycle. Mid-Year Reports are NO LONGER REQUIRED.

All Coalition grantees will be required to report standard outcomes related to each of the focus areas included in the approved grant for the Coalition and their sub-grantees. Coalitions are encouraged to develop additional outcomes to demonstrate the impact of new or innovative programming. The Allstate Foundation and NNEDV understand that some financial empowerment programs can more easily serve large numbers of survivors. Often, financial literacy workshops will have a higher number of participants than more intensive programs like micro-loans. But we expect all our grantees to be able to contribute substantially to reaching our goal of serving more than 20,000 survivors with this grant.

Grant Agreements
Coalitions approved to receive a 2018-19 Purple Purse Moving Ahead Grant will be required to complete a Grant Agreement via the Cybergrants platform by June 15 in order for their grant to be considered approved.

Reporting Requirements and Deadlines
Returning grantees will not receive their 2018/2019 award funds until their current 2017/2018 Year-End Grant Report via the Impact Genome reporting process has been submitted. Final grant reports will be required via the Impact Genome Report at the end of the Grant Cycle on or before July 30, 2018.

Instructions for submitting a Final Report are below. The due date for your final report is listed within your grant agreement, and the final report can be submitted any time after the grant cycle ends and
before the due date. The Allstate Foundation will send another reminder email 3-4 weeks before the due date.

Access the Impact Genome Program Survey here: [https://www.impactgenome.org/registration](https://www.impactgenome.org/registration).

Please use the following information to create a login and access your unique survey link (please note all fields are required for registration and access to survey):

- **Email**: please use the email you would prefer for us to contact you at
- **Organization**: please enter your organization name
- **Password**: create your own password
- **Confirm Password**: confirm password previously entered
- **Group Code**: AST0118

**Coalitions will be required to enter results in the Final Report from their outcomes during the Grant Cycle which should include the outcomes of their sub-grantee:**

- Total number of survivors served with financial empowerment services (including Purple Purse Moving Ahead curriculum, matched savings and other financial empowerment services).
- Number of survivors using some or all of the Purple Purse Moving Ahead curriculum.
- Total number of advocates trained in financial empowerment services with this grant, if applicable.
- An updated budget detailing how funds were spent and indicating any changes from the initial budget proposal.
- Media reports listing print, broadcast and digital media coverage of the project, and, if possible circulation or numbers reached through the media coverage.
- Number of Allstate agency owners, personal financial representatives and/or employees involved in the project (including the name, city and state of each Allstate volunteer).
- A brief story about how an individual survivor was impacted by your project. You may choose to use only the survivor’s first name or change it to protect her safety, if necessary.
- **Financial Education/Financial Literacy program measurements (required):**
  - Number of survivors who created a financial plan.
  - Number of survivors who opened a bank account.
  - Number of survivors who met a personal financial goal.
- For grants with Matched Savings programs (including Individual Development Accounts):
  - Number of survivors who consistently contributed to matched savings programs.
  - Number of survivors who met matched savings program goals.
- For grants with Job Readiness/Job Training programs:
  - Number of survivors who gained new or better employment.
  - Number of survivors who completed educational courses, job training or certificate programs.
- For grants with Credit Building/Repair:
  - Number of survivors who pulled their credit report/score.
  - Number of survivors who engaged in activities to improve their score.
- For grants with Micro-loan and Micro-enterprise programs:
  - Number of survivors who participated in micro-loan programs.
  - Number of survivors who participated in micro-enterprise programs.

**Survivor Network**

If appropriate, safe and voluntary, Coalitions should submit names (or aliases) of survivor/s and advocate contact information for participants who have successfully completed the program (especially those who have completed some or all of the Purple Purse Moving Ahead curriculum) and may wish to share their story with a larger audience. NNEDV or TAF may contact the advocate listed to inquire about
possible inclusion in the Purple Purse Survivor Network. The Survivor Network works to share survivor stories that help educate the public about domestic violence and financial abuse, as well as provide inspiration to other victims.

MENTOR GRANTS

In an effort to broaden the scope and reach of this work and funding, The Allstate Foundation will transition long-term grantees from the Purple Purse Moving Ahead Grant Program to supplemental support called Mentor Grants. As previously stated, Coalitions in this category include Florida, Kentucky, Vermont and Wisconsin. While Mentor grantees may not be able to continue all programming accommodated through the previous full-funding, the Coalition will submit data (as applicable) through year-end reporting. The report for the 2018-19 Grant Cycle will be due July 30, 2019.

- Coalitions that have received a Purple Purse Moving Ahead grant for ten (10) years will be transitioned to a Mentor Grant.
- Grant awards for Mentors will not exceed $5,000. Grantees will be allowed to disperse the funds to their member/participating programs at their discretion.
- This is a competitive grant program with no guarantee that funding will continue in the future.
- Grantees agree to continue to provide the Foundation with the following data:
  - Total number of survivors served with financial empowerment services (required).
  - Survivors using some or all of the Purple Purse Moving Ahead curriculum (required).
  - Number of advocates trained on the Purple Purse Moving Ahead curriculum (required).
- Grantees will identify which of the purpose areas they believe will continue during the grant period in their programming and the programming of their nonprofit grantees (must report on at least 5 outcomes):
  - Survivors creating a financial plan
  - Survivors opening a bank account
  - Survivors working on credit
  - Survivors who pulled credit report/score
  - Survivors who engaged in an act to improve their score
  - Survivors meeting financial goals, plans, budgets
  - Survivors meeting match savings goals
  - Survivors completing education, job training or certification programs
  - Survivors gained new or better employment
  - Survivors participating in a micro-loan program
  - Survivors participating in micro-enterprise
  - Survivors who completed some or all of the Allstate Foundation Purple Purse Moving Ahead Curriculum

All long-term grantees should anticipate this transition and consider how to grow existing financial empowerment programs through new funding sources or incorporate the work in core service offerings. If you have been notified by NNEDV that your Coalition is being transitioned from the Purple Purse Moving Ahead Grant Program, please apply via the general Purple Purse Moving Ahead grant applications, indicating the Mentor grantee status and requesting no more than $5,000 for the grant. The deadline to apply is May 15, 2018.
KEY DATES

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<tr>
<th>Date</th>
<th>Event</th>
<th>Description</th>
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<tbody>
<tr>
<td>April 18*</td>
<td>Pre-Bid Conference Call</td>
<td>All current Grantees invited</td>
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<tr>
<td>April 18*</td>
<td>RFP released</td>
<td>Application available through a link to Cybergrants</td>
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<tr>
<td>May 3</td>
<td>Pre-Bid Conference Call</td>
<td>All current Grantees invited</td>
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<td>1pm ET / 12pm CT / 11am MT / 10am PT</td>
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<td>1-888-447-7153; Code 346-714#</td>
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<tr>
<td>May 15</td>
<td>Application due, 6 p.m. EST</td>
<td>Impact Genome Final Report optional for Application review*</td>
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<tr>
<td>June 1</td>
<td>Award notification</td>
<td>Grantees notified by email with link to Grant Agreement</td>
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<tr>
<td>June 15</td>
<td>Grant Agreements due</td>
<td>Available via Cybergrants</td>
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<tr>
<td>June 30</td>
<td>Grant checks issued</td>
<td>Applies to grantees approved on June 1</td>
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<td>July 1</td>
<td>Grant Cycle starts</td>
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<tr>
<td>Week of July 9</td>
<td>Grantee Conference Call</td>
<td>Required for all Grantees</td>
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<tr>
<td>July 30, 2018</td>
<td>Final Report due</td>
<td>For 2017-8 Grantees in Impact Genome Report</td>
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<tr>
<td>August 14-16</td>
<td>Advocate Training</td>
<td>By invitation for Grantees, nonprofits not previously trained</td>
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* The Final Report through Impact Genome Report is not technically due for 2017-8 Grants until July 30, 2018. However, we request that all 2017-18 Grantee applicants enter preliminary numbers/outcomes to assist the Foundation in grant decisions.

ALLSTATE FOUNDATION PURPLE PURSE CHALLENGE KEY DATES

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<th>Date</th>
<th>Event</th>
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<tr>
<td>May 1</td>
<td>Applications open</td>
<td>Nonprofits that provide financial empowerment services</td>
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<td>August 1</td>
<td>Application deadline</td>
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<tr>
<td>Oct. 2 – 31</td>
<td>Purple Purse Challenge</td>
<td>Impact Genome Final Report required for Application review*</td>
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Questions: Grants@Allstate.com

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847-402-7554

Kim Pentico
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ADDENDUM: BACKGROUND INFORMATION

The Allstate Foundation and Allstate Foundation Purple Purse
Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation. 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 AllstateFoundation.org.

Since 2005, The Allstate Foundation has partnered with the National Network to End Domestic Violence and other leading national and local nonprofits to create innovative programs designed to reach survivors with financial empowerment services. Survivors of domestic violence need specialized tools and strategies to address financial challenges and plan for safe, secure futures. However, few resources exist to assist survivors with the economic challenges they face. That's why The Allstate Foundation is taking action. As the corporate foundation of a financial services company, we are using the same skills and resources our agents use every day to help survivors better understand their personal finances and build assets. For more information about the program, visit PurplePurse.com

The National Network to End Domestic Violence
The National Network to End Domestic Violence (NNEDV) is a 501(c)(3) tax-exempt social change organization. NNEDV is dedicated to creating a social, political, and economic environment in which violence against women no longer exists. NNEDV accomplishes these goals through capacity building for State domestic violence Coalitions, public education, training, and technical assistance to maintain and develop the professional expertise of advocates. NNEDV strives to strengthen advocates as organizers and activists in the tradition of social change movements.
ADDENDUM: ABOUT THE IMPACT GENOME PROJECT

The Impact Genome Project (IGP) can help streamline your final report processing and help improve your program effectiveness. The IGP is a new platform that simplifies nonprofit reporting and standardizes data evaluation across funders. Beginning in 2018, Allstate and The Allstate Foundation will use the IGP platform to track, measure and report the outcomes of our nonprofit grants over $10,000.

However, we encourage all nonprofits to use the IGP platform because of the many benefits it offers. For nonprofits, it will reduce the burden of filing unique outcomes reports for each funder. The IGP platform survey collects key data points in less than an hour and ultimately helps nonprofits and funders evaluate programs. Last year, GuideStar added an IGP badge to the profiles of 400 nonprofits that completed an IGP survey.

Filling Out the Survey

• **How long will the survey take me to complete?** This varies by organization. If the person completing this survey has strong knowledge of your program and easy access to impact data/reports, this survey should take no more than one to two hours to complete. In some cases, locating information or data may make the process take a little longer. Please note that there is a progress bar within the survey that indicates the proportion of the survey that is remaining as you move through the questions.

• **Can I start and return to the survey and/or adjust my survey responses while taking the survey?** Yes, you can begin the survey, close your browser, and return to the survey at a later time using the same link through your impactgenome.org profile page. Your survey responses will be automatically saved when you close out of the survey in your browser. You can also edit your survey responses up until you submit the survey by using the back button in the survey.

• **Can I adjust my responses after I submit my survey?** No, you will not have access to the survey once you submit it. However, if you need to clarify your responses, please reach out to Mission Measurement and provide information about how and why you need to adjust your response. For the Moving Ahead grants, this would apply to Coalitions that completed a Final Report as part of the application for the following year, and need to go back to enter final numbers at the end of the Grant Cycle.

• **What if another member of my team is better suited to fill this out?** Please identify the individual best positioned to answer the survey questions internally and share the survey with him/her, or work collaboratively on the survey.

• **What documents will be most helpful to reference during the survey?** Most of the survey can be answered given your familiarity with your program and data provided in past final reports. However, any impact data/reports you have will be most helpful to reference throughout the survey.

• **Can I preview the survey content before taking it?** Please see below for a preview of the types of questions that will be asked in the survey.
The following provides a high-level overview of the content for each section of the survey:

I. Organization / Program Overview
   a. Organization name and year your organization was founded
   b. Description of your program funded by Allstate or The Allstate Foundation (e.g. key activities, objectives, type of engagement)
   c. Operating budget for your program

II. Beneficiary / Geographic Overview: Description of the beneficiaries served by your program such as gender, age, ethnicity and geographic location(s) where your program is delivered

III. Impact
   a. Alignment of your program to its primary outcome
   b. Reach of your program and positive outcomes it produced in the last year
   c. Evidence/data of the positive outcomes your program produced (e.g., the type of data collected, how it was collected, etc.)

Sample Response
1. Market Need: There are about 500 youth in the 15-block zone where our program targets our STEM programming to students.
2. Reach: 125 unique youth engaged in our STEM programming during the last school year.
3. Outcome: 45 of these youth achieved the outcome of STEM Interest based on the fact that 36% of youth in a pre-post test were more interested in taking elective and/or accelerated STEM classes in the next school year after participating in our STEM program.

IV. Program Design: Identification of the key program design elements / critical program activities of your program that generate positive outcomes.

V. Please contact Sangeeta Brummitt, sbrummit@missionmeasurement.com, with any questions.