

## Get Involved

Help end domestic violence and financial abuse.

### Help a Victim

- Learn the signs of domestic violence
- Start a conversation
- Know how to connect them to the right place for help

### Donate

Visit PurplePurse.com to make a contribution to support nonprofit organizations serving domestic violence victims around the country.

### Support

Show victims they're not alone by wearing Purple Purse socks or attaching the purple charm to your bag. Socks and charms are available at PurplePurse.com.

### Nonprofit Allies

We're proud to work with these organizations to help end domestic violence.

eliminating racism  
empowering women  
**ywca**



## Allstate Foundation Purple Purse

From supporting nonprofits in fundraising for life-changing domestic violence services to creating resources for teachers and survivors alike, here's how Purple Purse is taking action around the country:



**Awareness** — 66% of Americans are not familiar with financial abuse as a form of domestic violence. Purple Purse is committed to informing the public about the prevalence of this issue through public awareness campaigns.



**Education** — We empower domestic violence survivors by giving them the tools to become financially self-sufficient, succeed in the workforce and build healthy relationships.



**Funding** — We fuel the work of domestic violence coalitions and nonprofits to fund financial literacy and job training programs.



**Research** — We conduct extensive research to better understand domestic violence so we can provide appropriate support to those affected.

Since 2005, Allstate Foundation Purple Purse has **invested more than \$60 million** and trained nearly 11,000 advocates to **help over 1.3 million survivors** take steps toward financial independence.



### Connect with Us:

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**Purple Purse**  
Allstate Foundation

Creating long-term safety and security for survivors of domestic violence through financial empowerment

## The Signs of Abuse

**Domestic violence** is a pattern of coercive, controlling behavior that can include physical abuse, emotional or psychological abuse, sexual abuse or financial abuse. Many of the signs of domestic violence can be difficult to recognize.

### People who are being abused may:

- Regularly check in with their partner to report where they are and what they are doing
- Receive frequent, harassing phone calls from their partner
- Talk about their partner's temper, jealousy or possessiveness
- Wear clothing designed to hide bruises or scars, like long sleeves in the summer or sunglasses indoors
- Be kept from seeing family and friends
- Have their spending tightly monitored or restricted by their partner

**Financial abuse** is one of the least known but one of the most powerful tactics to keep a victim from leaving a relationship.

### A victim of financial abuse may:

- Have their spending tightly monitored or restricted by their partner, like giving them an unreasonable allowance or not letting them have their own money
- Have their job jeopardized or their credit ruined by their partner
- Be excluded from major budget decisions

## Start a Conversation

Speaking up can make a difference. But it can be hard to find the right words when you're talking to a friend, family member or colleague about abuse. Given the heightened emotions involved, it's important to protect both yourself and the person you care about. Be cautious, but don't be silent.

### If you suspect someone is being abused:

Offer support without judgment or criticism. Respect their decision even when you don't agree. They need you to be helpful, not hurtful.

Tell them you're concerned for their safety. Help them recognize the abuse while acknowledging that they are in a very difficult and dangerous situation.

### Talking points to help guide the conversation:

- “ You are not alone. I care about you and I'm here for you no matter what.”
- “ 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 the police, a judge or a lawyer, I can go with you.”
- “ Here is the number of your local domestic violence agency. They can help you make a safety plan and provide you with shelter, counseling and legal assistance.”

### If you suspect someone is being abusive:

Draw attention to it — start by pointing out the behavior you've noticed. They might not be aware of what they're doing or realize that others see it too.

Tell them what you think — let them know they are hurting their partner and their actions could be detrimental to their relationships with others, including you.

### Statements to help guide the conversation:

- “ Do you see the effect your hurtful words/actions have on your partner?”
- “ I care about you but I will not tolerate your abuse.”
- “ How would you feel if someone did this to your daughter, mother or sister?”
- “ I'm surprised to see you act that way. You're better than that.”
- “ There are programs in our area that can help you change your behavior.”



1 in 4 women will

experience domestic

violence in her lifetime

**In 99% of these cases, victims report financial abuse as one of the main reasons they stay in or return to an abusive relationship.**

As an industry leader in financial services, Allstate is helping to make a difference. The Allstate Foundation provides educational tools and resources to help domestic violence victims break free from abuse and rebuild their lives.

Since 2005, Allstate Foundation Purple Purse has been dedicated to ending domestic violence through a proven solution: financial empowerment services for survivors.

### For More Help:

Visit [PurplePurse.com](https://PurplePurse.com) to find your state domestic violence coalition and get a referral to an organization in your own community.

### Get Help Now:

If you are concerned about your safety or the safety of someone you care about, contact the National Domestic Violence Hotline at

**1-800-799-SAFE (7233).**