



**2018 Allstate Foundation Purple Purse Challenge  
Nonprofit Partner Application**

**Apply online here:** [https://www.cybergrants.com/allstate/pp\\_challenge\\_quiz](https://www.cybergrants.com/allstate/pp_challenge_quiz)

**Official Rules here:** [https://cdncustom.crowdrise.com/promo/OfficialRules-2018PurplePurseChallenge\\_CR.pdf](https://cdncustom.crowdrise.com/promo/OfficialRules-2018PurplePurseChallenge_CR.pdf)

Applications accepted on a rolling basis from May 1 - August 1, 2018.

Help ignite public awareness and fundraising for your organization by joining The Allstate Foundation's Purple Purse Challenge. The Purple Purse Challenge is a friendly fundraising competition that has raised nearly \$10 million for hundreds of national, state and local nonprofits and the survivors they serve since its inaugural year in 2014. Generous contributions from donors across the country have provided funds for life-changing services, helping survivors get the financial knowledge, skills and resources they need to break free from abuse and rebuild their lives.

Purple Purse Challenge Partners will tap into resources that can help them expand their donor base and increase funding through contests with nearly \$800,000 in total prize funding provided by The Allstate Foundation (the Foundation). All Partners will receive promotional materials, technical assistance, access to competitions for prize funding and the support of a powerful national public campaign driving donors to participate in the Challenge.

This year, the Foundation will partner with more than 250 national, state and local nonprofit organizations that provide financial empowerment services to domestic violence survivors to raise even more funding and change even more lives. If your organization shares our commitment to ending domestic violence through financial empowerment, we encourage you to apply to be a 2018 Purple Purse Challenge Partner! Applications will be accepted from May 1 – August 1. Applying early allows Partners more time to prepare as well as early access to helpful resources and potential prizes.

**ABOUT ALLSTATE FOUNDATION PURPLE PURSE**

The primary reason domestic violence survivors remain in or return to an abusive relationship is because they don't have the financial resources to break free and stay free. That's why Allstate Foundation Purple Purse was created. We work to raise awareness about domestic violence and financial abuse, get people talking about the issue, and raise financial resources to help end it. The purple purse is symbolic because purple is the national color of domestic violence and a purse represents a woman's financial domain. Based on the past success of Allstate Foundation Purple Purse, we are growing the program to include even more communities and organizations in our campaign to end domestic violence through financial safety and security.

**2018 PURPLE PURSE CHALLENGE OVERVIEW**

This year, Allstate Foundation Purple Purse will again feature an extensive national public engagement campaign and local, grassroots fundraising opportunities to benefit financial empowerment services for survivors through the Purple Purse Challenge. Each approved Challenge Partner will receive a limited-edition purple purse designed by celebrity ambassador and tennis champion, Serena Williams, to be used for fundraising. To help more people share the message and join the Purple Purse movement, we are providing Partners with Purple Purse charms featuring a removable, real-life story of a survivor who used financial independence to escape abuse. Anyone can hang the charm on their briefcase, backpack or bag to show support for ending domestic violence and financial abuse. Both digital and physical toolkits will assist Partners with marketing and fundraising outreach to your stakeholders.

Our national media campaign will direct people to [PurplePurse.com](http://PurplePurse.com) to learn more about the issue and donate to the Purple Purse Challenge where more than 250 nonprofits will engage in friendly fundraising contests to earn access to \$790,500 in prize funding from the Foundation.

The Purple Purse Challenge will be administered by CrowdRise, a crowdfunding technology platform that features an innovative and efficient way to raise funds online. Because CrowdRise is committed to full transparency and compliance, the Foundation is excited to join some of the biggest national and international charities who work with [CrowdRise.com](http://CrowdRise.com) to tap into the power of personal networks in a fun and engaging way. [Learn more](#) about how CrowdRise works with nonprofits.

As in previous years, the Foundation is sponsoring the CrowdRise platform fees on behalf of our Partners – helping even more donations get directly in the hands of our Partners and the survivors they serve. Credit card fees of 2.9% + \$.30 will apply to all transactions and donors have the option to pay those fees on behalf of participating organizations.

Here's how the Purple Purse Challenge will work:

- The Purple Purse Challenge homepage on [PurplePurse.com](http://PurplePurse.com) and on [CrowdRise.com](http://CrowdRise.com) gives visitors a variety of ways to find a Purple Purse Partner to support. Individuals can donate to a Partner organization by: searching to find a nearby Partner; clicking through to any of the Partners listed on the leaderboard section of the three Divisions' homepages; or by following a direct link to a Partner's Challenge page.
- Each Purple Purse Partner will have its own "Team Page" where it can raise funds from **October 2 through October 31, 2018**, through the Challenge. The Team Page is customizable by the Partner and should include the organization's logo, mission statement, survivor stories, videos, and photos. Total amount raised in nearly "real" time will be posted through the CrowdRise platform on each "Team Page."
- **Partners will be divided into three Divisions based on organizational budget.** The Foundation will determine the budget range for the Divisions when all Partners have been selected after the application period ends. Based on the 2017 Partner information, the estimated budget range for Division 1 to be above \$5 million, for Division 2 to be between \$1-\$5 million, and Division 3 to be below \$1 million. These details are not guaranteed and are subject to change, in the Foundation's sole discretion, its decisions final and binding.
- In addition, each **Partner is encouraged (but not required) to recruit "Fundraisers" or team members** – board members, community advocates, volunteers, donors, supporters and friends – who use their personal networks to raise funds for the Partner and share messages about domestic violence and the Challenge. Each team member will have his/her own unique page to share with their own network. Partners that focus on recruiting and supporting team members have been the most successful in previous Purple Purse Challenges.

## **2018 PROGRAM PRIZES AND CONTESTS**

To help capture and sustain donor interest and help Partners reach their own fundraising goals, the Foundation will sponsor contests for each Division throughout the four-week Challenge. Partners compete within their Division in a variety of weekly contests. Contests and prizes will be the same for each Division, with Partners competing only against organizations within their own Division. There are multiple ways to win a prize from the Foundation, greatly increasing the chance that Partners will supplement the funds they raise with prizes up to \$5,000. Partners can earn more than one prize throughout the Challenge. Full Challenge details and official rules will be shared with selected Partners. Past Challenges included the following contests and sweepstakes:

- Secure 5 donations and get entered to win a prize
- The next 200 donations of \$50 or more will earn a match
- Engage 3 team members as fundraisers to join your team and be entered to win a prize
- The 3 Partners that raise the most in a week will win a prize

At the end of the Challenge, the Foundation will award grand prizes to the top five organizations in each Division that raised the most funding on [CrowdRise.com](http://CrowdRise.com). Here's the Grand Prize structure:

	<b>Division 1</b>	<b>Division 2</b>	<b>Division 3</b>
<b>1<sup>st</sup> Place</b>	\$100,000	\$100,000	\$100,000
<b>2<sup>nd</sup> Place</b>	\$50,000	\$50,000	\$50,000
<b>3<sup>rd</sup> Place</b>	\$25,000	\$25,000	\$25,000
<b>4<sup>th</sup> Place</b>	\$10,000	\$10,000	\$10,000
<b>5<sup>th</sup> Place</b>	\$5,000	\$5,000	\$5,000

**PURPLE PURSE CHALLENGE RESPONSIBILITIES**

Here's a breakdown of Purple Purse Challenge responsibilities for the Foundation, CrowdRise and Partners.

**The Allstate Foundation will:**

- Provide nearly \$800,000 in prize funding to Partners through the Challenge. Prize funding is unrestricted and will be provided to Partners before December 30, 2018.
- Sponsor the CrowdRise platform fees on behalf of Partners.
- Host an “Introductory Conference Call” (with CrowdRise) to further explain the program and answer questions on June 14 and July 19. Interested applicants are highly encouraged to participate in one of the calls. Call details are on page 7 in the “Key Dates” section.
- Provide an online application for organizations to apply for the chance to be one of the Partners that participate in the Purple Purse Challenge. Applications are accepted on a rolling basis from May 1 through August 1, 2018. Applicants can expect to hear if they have been selected to participate within 21 days of submitting their application. Nonprofits are encouraged to apply early to have as much time to prepare for the Challenge as possible.
- Thoughtfully review all applications. This is a competitive application process and priority consideration will be given to organizations that have:
  - A history of providing financial empowerment services to domestic violence survivors.
  - Existing social media pages including (but not limited to) Facebook, Twitter and Instagram.
  - Developed plans to promote Purple Purse in their local community. Promoting Purple Purse locally can be as simple as:
    - Finding a creative way to use the celebrity-designed purple purse and purple purse charms as fundraising and promotional items to help increase the success of the local program.
    - Integrating Purple Purse into the organization’s annual fundraising event(s) to educate attendees about domestic violence and financial abuse and raise more funding through the Challenge.
    - Getting a local elected official to demonstrate support for the Challenge by participating in it.
    - Involving local media in the program.
    - Engaging schools, civic groups, clubs, or other local organizations to help promote the program.
- Host two Gear-up Webinars (with CrowdRise) to help selected Partners get started setting up their Team Page and answer questions. Webinar dates and details will be provided to Partners when they have been accepted to participate in the Challenge.
- Provide each Partner with a Purple Purse Challenge toolkit including: one limited edition, celebrity-designed purple purse and 100 purple purse charms to use as promotions or rewards during the Challenge; as well as a suite of digital and printed promotional materials (posters, flyers, etc.) if they:
  - Accept the Participation Agreement when applying for the Challenge online.
  - Customize a fully functioning Team Page that includes the organization’s logo (required) and mission statement, video, photos (optional) on CrowdRise by September 1, 2018.

- Generate extensive national media attention leading up to and continuing through the Challenge period to educate the public about financial abuse and financial empowerment as its solution, as well as drive the public to donate to Partners through the Purple Purse Challenge.
- Distribute all national media materials announcing the program, results and prize winners. Provide template media materials to Partners for local media outreach.
- Host an optional Program De-Brief Conference Call to capture Partners' program feedback after the Challenge has ended.
- Invite Partners that raise \$500 or more during the 2018 Challenge, to the elevated status of Purple Purse Premier Partners and provide Premier Partners with exclusive fundraising and promotional opportunities through August 1, 2019. Premier Partners receive an equal percentage of donations made to the general "donate all" feature via [PurplePurse.com](http://PurplePurse.com) on CrowdRise, as well as general donations from Allstate employees, and proceeds from the Purple Purse retail site (about \$1,200 per Partner in 2017).

#### **CrowdRise will:**

- Co-host webinars and provide training materials to help Partners maximize their fundraising through the Challenge.
- Develop and maintain the Purple Purse Challenge website, that features: the total amount of funds raised through the Challenge; a leaderboard that shows fundraising ranking of Partners; easy ways for supporters to find their favorite Partner's Team Page; and other helpful information.
- Provide fun, easy-to-use templates and toolkits to make participation in the Challenge as easy as possible, including:
  - A Team Page template that helps Partners create a compelling page in less than five minutes without programmers, IT staff or graphic designers.
  - Sample social media messages and email templates for Partners to consider using throughout the campaign.
- Conduct all contests during the Challenge, including determining Partner eligibility for contests, as well as identifying and reporting contest winners on the platform.
- Process all donations either through PayPal Giving Fund or [WePay.com](http://WePay.com). PayPal Giving Fund and WePay are both accredited by the Better Business Bureau and validated as level 1 PCI compliant service providers using best-in-class and industry-leading technology.
- Provide customer service representatives to answer questions from Partners and individuals throughout the Challenge.
- Participate in Program De-Brief Conference Call after the Challenge has ended.
- If chosen as donation processor, PayPal Giving Fund will:
  - Collect and process all credit card donations.
  - Provide each donor with an email receipt for their donation immediately after contribution is made.
  - Electronically forward donations to each enrolled Partner around October 25 and November 25 for donations collected in October, minus credit card fees of 2.9% plus \$0.30 per transaction. Any prizes awarded will go in whole to the Partner. All CrowdRise platform fees are covered by the Foundation for the 2018 Challenge. Donors and Partners will not be responsible for any platform fees.
  - Provide all donation data to enrolled Partners in real-time including donation amount, date and time of donation, donor name, email and address. Partners can download information to reports or import it into databases.
  - When donors checkout through CrowdRise, they will agree to the [CrowdRise Terms of Use](#), [CrowdRise Privacy Policy](#), [PayPal Giving Fund Privacy Policy](#), and [PayPal Giving Fund User Agreement](#).
- If chosen as donation processor, WePay will:
  - Collect and process all credit card donations.
  - Provide each donor with an email receipt for their donation immediately after contribution is made.
  - Forward donations to each Partner at the time of their choosing, daily, weekly or monthly, minus credit card fees of 2.9% plus \$0.30 per transaction. Any prizes awarded will go in whole to the Partner. All CrowdRise platform fees are covered by the Foundation for the 2018 Challenge. Donors and Partners will not be responsible for any platform fees.

- Provide all donation data to Partners in real-time including donation amount, date and time of donation, donor name, email and address. Partners can download information to reports or import it into databases.
- When donors checkout through CrowdRise, they will agree to the [CrowdRise Terms of Use](#), [CrowdRise Privacy Policy](#) and the [WePay Terms of Service](#).

#### **Purple Purse Partners will:**

- Apply online before August 1, 2018, to be considered for participation as a 2018 Partner.
- Participate in one of the monthly Q&As and Gear-Up Webinars (pending date of acceptance into the Challenge) to learn about the program and how to use templates and messages throughout the program.
- Accept the terms of the Participation Agreement with the Foundation during the online application process that commits the organization to:
  - Participate in the 2018 Challenge.
  - Allow the Foundation to use the Partner's name and logo in promotional activities, if any.
  - Participate in any public announcement activities to promote any contest prizes.
  - Sign up or log in to CrowdRise and personalize a Team Page using the template provided by CrowdRise before September 1, 2018.
- Launch a fully functioning Team Page that includes the organization's logo (required) and mission statement, video, photos (optional) on CrowdRise by September 1, 2018. Personalization of the Team Page is required before the Foundation will ship resources to the Partner, including the celebrity-designed purple purse and purple purse charms.
- If in receipt of the celebrity-designed purple purse, use it in its fundraising activities during the Challenge.
- Promote the Challenge as described in organization's application.
- Complete an online Foundation Grant Agreement if the Partner earns more than \$10,000 in prizes during the Challenge; prizes will not be released until the Grant Agreement is completed and the Grant Agreement must be completed by Nov. 15.
- Complete/sign an Affidavit from CrowdRise for any grant awards of \$600 or greater.
- Participate in an optional Program De-Brief Conference Call after the Challenge has ended.

#### **APPLICATION PROCESS**

All applications must be submitted through the [online application](#). All applications will be reviewed by the Foundation based on the criteria outlined above. By clicking the REQUIRED button indicating "I have read and agree to the Participation Agreement," the authorized representative of the Organization confirms to have read, understood and agrees to the terms of the [Purple Purse Challenge Participation Agreement](#) on behalf of Organization. Completion of the Application and acceptance of the Participation Agreement by the organization does NOT guarantee that the Organization will be accepted for participation in the Purple Purse Challenge. A determination of acceptance or denial will be communicated to the Organization within 14 days of the Application submission. Key dates are listed on page 7.

#### **QUESTIONS**

- For questions related to Purple Purse, Partner selection process, media outreach and prizes, please contact The Allstate Foundation: [Grants@allstate.com](mailto:Grants@allstate.com).
- For questions related to CrowdRise, fees, Team Pages, Team Member Pages and Contests, please contact CrowdRise: [PurplePurse@GoFundMe.com](mailto:PurplePurse@GoFundMe.com).

## **BACKGROUND INFORMATION**

### **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](http://www.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, the Foundation uses the same skills and resources its agents use every day to help survivors better understand their personal finances and build assets.

### **About Allstate Foundation Purple Purse**

Allstate Foundation Purple Purse is 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. The program name illustrates purple as the national color of domestic violence and a purse which is a symbol of a woman's financial domain.

Since 2005, Allstate Foundation Purple Purse has propelled more than 3 million survivors on the path to safety and security, and invested more than \$60 million to empower women to break free from abuse through life-changing financial education, job training and readiness, and small-business programs for survivors. For more information, visit [PurplePurse.com](http://PurplePurse.com). 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 CrowdRise**

CrowdRise is the world's largest crowdfunding platform dedicated exclusively to charitable fundraising. Used by millions of individuals, tens of thousands of charities, hundreds of companies and many of the most famous artists and athletes in the world, CrowdRise enables people to creatively leverage their resources and networks to unlock the power of the crowd to support positive social missions and create massive impact.

Founded by actor Edward Norton, film producer Shauna Robertson and Robert and Jeffrey Wolfe, CrowdRise has conceived, implemented and powered campaigns that have raised hundreds of millions of dollars to date. For more information visit [www.CrowdRise.com](http://www.CrowdRise.com). In January 2017, CrowdRise merged with GoFundMe to offer both people and organizations the best fundraising tools for any cause they care passionately about.

## About PayPal Giving Fund

PayPal Giving Fund is an IRS-registered 501(c)(3) public charity (Federal Tax ID: 45-0931286). In 2017 PayPal Giving Fund received more than \$100m in donations from over 1 million donors, and made grants to more than 45,000 charities.

<https://www.paypal.com/givingfund/>

## About WePay

WePay helps software platforms provide integrated payments processing. The company has uniquely enabled more than 1,000 platforms including Constant Contact, GoFundMe, and Meetup to incorporate payments so their users can start getting paid in minutes, all without compromising on their user experience or taking on risk and regulatory exposure. WePay was acquired by JPMorgan Chase & Co. in December 2017 and now operates within Chase Merchant Services, the firm's global payment acceptance and merchant acquiring business and a leading provider of payment, fraud management, and data security solutions, capable of authorizing transactions in more than 130 currencies. For more information, visit [wepay.com](http://wepay.com).

KEY DATES	
<b>June 14 or July 19</b>	Introduction Q&A <b>Conference Call</b> (optional, choose the date that works best) <ul style="list-style-type: none"><li>● <b>June 14:</b> <a href="https://attendee.gotowebinar.com/register/6186461937647961347">https://attendee.gotowebinar.com/register/6186461937647961347</a> 3 p.m. EST; 2 p.m. CST; 1 p.m. MST; 12 p.m. PST</li><li>● <b>July 19:</b> <a href="https://attendee.gotowebinar.com/register/6781776015832942851">https://attendee.gotowebinar.com/register/6781776015832942851</a> 3 p.m. EST; 2 p.m. CST; 1 p.m. MST; 12 p.m. PST</li></ul>
<b>August 1</b>	Final day to submit Partner applications, which includes acceptance of the Participation Agreement. The link will close at 6 p.m. EST
<b>August 22 or September 13</b>	Gear-Up <b>Webinars</b> (required for all Purple Purse Partners). Partners participate in <b>one</b> of the monthly webinars on August 22 at 2:00 CST or September 13 at 2:00 CST. Full details and call-in number will be shared with participating organizations.
<b>Aug. 22-Sept. 1</b>	<b>Team Pages Sent to All Partners</b>
<b>Oct. 2-9</b>	Week One <b>Bonus Contest</b>
<b>Oct. 9-16</b>	Week Two <b>Bonus Contest</b>
<b>Oct. 16-23</b>	Week Three <b>Bonus Contest</b>
<b>Oct. 23-31</b>	Week Four <b>Bonus Contest</b>
<b>Oct. 25 (approx.)</b>	October donations sent to enrolled Partners from PayPal Giving Fund
<b>Oct. 31</b>	2018 Purple Purse <b>Challenge ends</b>
<b>Nov. 8-Dec. 30</b>	Allstate Foundation <b>prizes awarded</b>
<b>Nov. 25 (approx)</b>	<b>Remaining October donations sent</b> to enrolled Partners from PayPal Giving Fund
<b>Nov. TBD</b>	Program De-Brief <b>Conference Call</b> (optional) time and call-in number to be shared with participating organizations