



P.O. Box 142, Daytona Beach, Florida 32115 ❖ 386.257.2297 ❖ Fax: 386.248.1985

www.domesticabusecouncil.com

October 7, 2014

For Immediate Release:

For more information contact:

Lynn Kaiser Conrad

lynn@domesticabusecouncil.com

386-333-6822

Domestic Abuse Council, Inc. Raised \$1,600 for Domestic Violence in Allstate Foundation's Purple Purse Challenge

Earns additional \$5,000 in funds from The Allstate Foundation

Daytona Beach, FL 10/6/14 – Florida based Domestic Abuse Council, Inc. nonprofit organization participated in Allstate Foundation's Purple Purse Challenge, which aims to raise money for domestic violence and financial empowerment services. Domestic Abuse Council, Inc. raised \$1,600 in the Challenge and received an additional \$5,000 in incentive funds directly from The Allstate Foundation.

The Purple Purse Challenge launched on Sept. 2, 2014 and ended on Oct. 3, 2014. In total, the Challenge raised \$2.5 million and The Allstate Foundation contributed nearly \$650,000 to participating organizations through incentive funding and direct grants.

“The funds raised through the Allstate Foundation Purple Purse Challenge will help make sure survivors in our area get the financial education services they need to break free from violence,” said Cheryl Fuller, CEO of Domestic Abuse Council, Inc. “Thanks to the more than 40 donations received from the Challenge, our organization can provide even more resources to families keeping them safe from abuse.”

The Allstate Foundation also offers the following tips to start a conversation with someone you suspect is in an abusive relationship:

Offer support without judgment or criticism.

There are a lot of reasons why a victim may stay in an abusive relationship, and many reasons why she may also leave and return to the relationship multiple times. Let her know it's not her fault and that she's not alone.

Don't be afraid to tell her that you're concerned for her safety.

Help your friend or family member recognize the abuse while acknowledging that she is in a very difficult and dangerous situation.

Avoid confrontations.

There are many reasons why individuals experiencing abuse don't reach out to family and friends. It's important to recognize when she is ready to talk about her experiences while still offering support.

Encourage her to get help.

Suggest ways she can get additional support. Help her look into available resources, such as the National Domestic Violence Hotline number (800-799-SAFE) or a local domestic violence agency with specially trained advocates to help her out of the situation.

For more information about the program visit, www.purplepurse.com.

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 teen safe driving and building financial independence for domestic violence survivors, The Allstate Foundation also promotes safe and vital communities; tolerance, inclusion, and diversity; and economic empowerment. For more information, visit www.AllstateFoundation.org.

#.
END



In the photo: Cheryl Fuller, CEO of the Domestic Abuse Council Inc. modeling one of the 4 Coach purple purses that high donors will receive.

Services

- ❖ Emergency Shelter ❖ Transitional Housing ❖ School Based Prevention Programs ❖
- ❖ Court/Legal Advocacy ❖ Community Education and Professional Training ❖