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## **Shelter House to Participate in Purple Purse Challenge to Raise Funds for Domestic and Financial Abuse Survivors**

**RESTON, VA** – Shelter House is one of more than 220 non-profit organizations urging the public to support survivors of domestic violence and financial abuse during The Allstate Foundation Purple Purse® Challenge, which takes place October 2 – 31. The annual campaign coincides with National Domestic Violence Awareness Month, which is also held in October.

Domestic violence affects all communities. In fact, one in four women will experience domestic violence in her lifetime, regardless of socio-economic background or ethnicity. That is more women than those with breast cancer, ovarian cancer and lung cancer combined.

In 99 percent of domestic violence cases, victims will experience financial abuse, which means their abusers will deny them access to money and financial resources they need to break free. Financial abuse is one of the primary reasons domestic violence victims stay in or return to abusive relationships. Without resources of their own, victims are often unable to care for themselves and their families, find employment, housing or save for the future. 100 percent of the funds Shelter House receives during the Purple Purse Challenge will go toward providing life-changing services to domestic violence survivors and their families the organization serves, so they can remain free from abuse.

“Shelter House is excited to participate in the Purple Purse Challenge for the fourth consecutive year,” said Shelter House Division Director of Domestic Violence and Permanent Housing Programs, Dani Colón. The Purple Purse Challenge is designed to highlight the prevalence of financial abuse in domestic violence relationships, and the barriers it can create for victims trying to flee. Many people do not realize that financial abuse happens in 99% of domestic violence relationships and is, unfortunately, an effective tactic used by abusers to keep victims trapped in the relationships. By participating in the Challenge, we hope to raise awareness of the financial challenges facing victims of domestic violence, and to raise funds that will help support the victims of domestic violence that we serve at Shelter House.”

The Purple Purse Challenge provides several opportunities for organizations to exceed their fundraising goals. The organization in each division that raises the most money will also receive a \$100,000 grant. Additional grants range from \$50,000 for second place to \$5,000 for seventh place. Now in its 13<sup>th</sup> year, Allstate Foundation Purple Purse has propelled more than 1 million survivors on the path to safety and security, and invested more than \$55 million to empower women to break free from abuse through life-changing, financial education, job training and readiness and small business programs for survivors.

To donate to Shelter House’s cause for the Purple Purse Challenge to support victims of domestic and financial abuse, visit: [www.crowdrise.com/shelter-house-purplepurse2017](http://www.crowdrise.com/shelter-house-purplepurse2017).

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### **About Shelter House, Inc.**

Shelter House, Inc. is a community-based, non-profit organization that provides crisis intervention, safe housing and supportive services to homeless families and victims of domestic violence in our community. Our organization was formed in 1981, when several ecumenical groups came together to better serve Fairfax County's low-income population. Shelter House's administrative office is located in Reston, Virginia while operating three shelters in Fairfax County. Shelter House has been operating the Patrick Henry Family Shelter in Falls Church since 1985. In 2007, Shelter House was awarded Fairfax County's contract to operate the Katherine K. Hanley Family Shelter in Fairfax. In 2010, Shelter House became the first non-profit to operate Artemis House, Fairfax County's only 24-hour Domestic Violence Shelter. For more information about Shelter House and how you can get involved, visit [www.shelterhouse.org](http://www.shelterhouse.org).

### **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 non-profit organizations across the country, The Allstate Foundation brings 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).