



2017 Allstate Foundation Purple Purse Challenge Community Partner Application

Apply online here: https://www.grantrequest.com/SID_1010/?SA=SNA&FID=35413

Applications accepted on a rolling basis until August 1.

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 \$5.5 million for nearly 200 national, state and local nonprofits and the survivors they serve since 2014. Generous contributions from donors across the country have helped provide life-changing services to survivors, helping them get the financial knowledge, skills and resources they need to break free from abuse and rebuild their lives.

Purple Purse Challenge Community Partners will tap into resources that can help them expand their donor base and increase funding through contests featuring \$700,000 in total prize funding provided by The Allstate Foundation. All Community 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 Allstate Foundation will partner with up to 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 2017 Purple Purse Community Partner!

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 color of domestic violence and a purse represents a woman's financial domain. Based on the success of Allstate Foundation Purple Purse, we are growing the program to include even more communities and organizations in this campaign to end domestic violence through financial safety and security.

2017 PROGRAM 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. A celebrity ambassador will design a limited-edition purple purse to help people see the power of financial empowerment as a solution to end domestic violence and financial abuse. To help more people share the message and join the Purple Purse movement, we are distributing 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 bag to show support for ending domestic violence and financial abuse.

Our national media campaign will direct people to PurplePurse.com to learn more about the issue and donate to the Purple Purse Challenge where up to 250 nonprofits will engage in friendly fundraising contests, powered by CrowdRise, to earn access to \$700,000 in prize funding from The Allstate Foundation. **Again this year, The Allstate Foundation is sponsoring the CrowdRise platform fees on behalf of our Community Partners – helping even more donations get directly in the hands of our Community Partners and the survivors they serve.**

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

- The Purple Purse Challenge homepage on PurplePurse.com and on CrowdRise.com gives visitors a variety of ways to find a Purple Purse Community 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 either Division's homepage; or by following a direct link to a Partner's Challenge page.
- Each Community Partner will have its own "Team Page" where it can raise funds from **October 2 through October 31, 2017** through the Challenge. The Team Page is customizable and will include the organization's logo, mission statement, survivor stories, videos, photos and total amount raised.
- **Community Partners will be divided into two Divisions of roughly equal size based on organizational budget.** We will determine the budget range for the two Divisions when all Partners have been selected after the application period ends. Based on the 2016 Partner information, we estimate the budget range for Division 1 to be above \$2 million and Division 2 to be below \$2 million. These details are not guaranteed and are subject to change, in The Allstate Foundation's sole discretion, its decisions final and binding.
- In addition, each Community Partner is encouraged (but not required) to recruit "Fundraisers" – board members, community advocates, supporters and friends – who use their personal networks to raise funds for the Community Partner and share messages about domestic violence and the Challenge. Partners that focus on recruiting and supporting Fundraisers are often the most successful in CrowdRise Challenges.

To help capture and sustain donor interest and help Community Partners reach their own fundraising goals, The Allstate 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 Allstate Foundation, greatly increasing the chance that your organization will supplement the funds you raise with a prize ranging from \$500 to \$100,000. Partners can earn more than one prize throughout the Challenge. Full Challenge details and official rules will be shared with selected Community Partners. Past Challenges included the following contests and sweepstakes:

- Get 5 donations and get entered to win a grant
- The next 200 donations of \$50 or more will get a match
- Get 3 fundraisers to join your team and get entered to win a grant
- The 3 Partners that raise the most this week will win a grant

At the end of the Challenge, The Allstate Foundation will award grand prize grants to the top seven organizations in each Division that raised the most funding on CrowdRise.com to their Challenge fundraiser. Here's the Grand Prize structure:

	Division 1	Division 2
1st Place	\$100,000	\$100,000
2nd Place	\$50,000	\$50,000
3rd Place	\$35,000	\$35,000
4th Place	\$20,000	\$20,000
5th Place	\$15,000	\$15,000
6th Place	\$10,000	\$10,000
7th Place	\$5,000	\$5,000

PURPLE PURSE CHALLENGE RESPONSIBILITIES

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

The Allstate Foundation will:

- Offer \$700,000 in prize funding to Community Partners through the Challenge. Prize funding is unrestricted and will be provided to Community Partners before December 8, 2017.
- Host an “Introductory Conference Call” (with CrowdRise) to further explain the program and answer questions on May 24 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 a simple, online application for organizations to apply for the chance to be one of up to 250 Community Partners that participate in the Purple Purse Challenge. Applications are accepted on a rolling basis through August 1, 2017. Applicants can expect to hear if they have been selected to participate within 10 days of submitting their application. We encourage you 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 purse and charms as 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 Community Partners get started setting up their Team Page and answer questions. Webinar dates and details will be provided to Community Partners when they have been accepted to participate in the Challenge.

- Provide each Community Partner with a Purple Purse Challenge toolkit including: one limited edition 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:
 - Return a signed Grant Agreement to The Allstate Foundation by August 15, 2017.
 - Launch a fully functioning Team Page on CrowdRise by September 1, 2017.
- 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 Community Partners through the Purple Purse Challenge.
- Distribute all national media materials announcing the program, results and prize winners. Provide template media materials to Community Partners for local media outreach.
- Host an optional Program De-Brief Conference Call to capture Partners' program feedback after the Challenge has ended.

CrowdRise will:

- Co-host webinars and provide training materials to help Community Partners maximize their fundraising through the Challenge.
- Develop and maintain the Purple Purse Challenge website, including: the total amount of funds raised through the Challenge; a leaderboard that shows fundraising ranking of Community Partners; easy ways for supporters to find their favorite Community Partner's Team Page; and other helpful information.
- Provide fun, easy-to-use templates and toolkits to make participation as easy as possible, including:
 - A Team Page template that helps Community Partners create a compelling page in about five minutes without programmers, IT staff or graphic designers.
 - Sample social media messages and email templates for Community Partners to consider using throughout the campaign.
- Conduct all contests during the Challenge, including determining Community Partner eligibility for contests, as well as identifying and reporting contest winners on the platform.
- Process all donations either through Network for Good's Donor Advised Fund or WePay.com. Network for Good 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 Community Partners and individuals throughout the Challenge.
- Participate in Program De-Brief Conference Call after the Challenge has ended.
- If chosen as donation processor, Network for Good 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 Community Partner on or about November 15 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 Community Partner. All CrowdRise platform fees are covered by The Allstate Foundation for the 2017 Challenge. Donors and Community Partners will not be responsible for any platform fees.
 - Provide all donation data to Community 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. All donor information belongs to the Community Partner and will not be kept, used, sold or transferred at any time by CrowdRise, Network for Good or The Allstate Foundation.
 - When donors checkout through CrowdRise, they will agree to the [CrowdRise Terms of Use](#), [CrowdRise Privacy Policy](#), the [Network for Good Privacy Notice](#) and [Network for Good 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 Community 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 Community Partner. All CrowdRise platform fees are covered by The Allstate Foundation for the 2017 Challenge. Donors and Community Partners will not be responsible for any platform fees.

- Provide all donation data to Community 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. All donor information belongs to the Community Partner and will not be kept, used, sold or transferred at any time by CrowdRise, WePay or The Allstate Foundation.
- 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 Community Partners will:

- Apply online before August 1, 2017 to be considered for participation as a Purple Purse Community Partner.
- Participate in one of the monthly Q&As and Gear-Up Webinars after being accepted into the Challenge to learn about the program and how to use templates and messages throughout the program.
- Return a signed Grant Agreement to The Allstate Foundation by August 15, 2017 that commits the organization to:
 - Participate in the Challenge.
 - Allow The Allstate Foundation to use the Community Partner's name and logo in promotional activities, if any.
 - Participate in any public announcement activities to promote any contest prizes.
 - Register with CrowdRise and establish a Team Page using template provided by CrowdRise before September 1, 2017.
- Promote the Challenge as described in your organization's application.
- 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 here](#). All applications will be reviewed by The Allstate Foundation based on the criteria outlined above. Up to 250 Community Partners will be selected to participate in the Purple Purse Challenge. Key dates are listed on page 7.

QUESTIONS

- For questions related to Purple Purse, Community Partner selection process, media outreach and prizes, please contact The Allstate Foundation: Foundation@allstate.com.
- For questions related to CrowdRise, fees, Team Pages, Fundraiser Pages and Contests, please contact CrowdRise: PurplePurse@crowdrise.com.

BACKGROUND INFORMATION

About The Allstate Foundation

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

About CrowdRise

CrowdRise is the world's largest and fastest growing online platform dedicated exclusively to charitable fundraising. CrowdRise is 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 to creatively leverage their resources and networks to unlock the power of the crowd and raise hundreds of millions of dollars to support positive social missions.

Founded by actor Edward Norton, film producer Shauna Robertson and Robert and Jeffrey Wolfe, CrowdRise has conceived, implemented and powered campaigns that have raised over \$300 million to date. For more information visit www.CrowdRise.com.

About Network for Good

Network for Good serves tens of thousands of charities across the United States with fundraising software and services, including donor management, donation pages and peer-to-peer fundraising tools. Headquartered in Washington, DC, the organization employs over 72 people with additional locations in Baltimore, Chicago, Indianapolis and San Francisco. In the last 15 years, Network for Good has helped over 125,000 small nonprofits raise more than \$1 billion with its online giving training and tools. Network for Good makes high-impact fundraising accessible to every organization, regardless of budget. Visit www.networkforgood.com

About WePay

WePay is the payments partner to the platform economy. It processes billions annually for platforms including Constant Contact, FreshBooks, GoFundMe, Meetup, and Zoho. The company protects partners from risk and regulatory exposure while supporting seamless payments experiences for their millions of end users. The company was named to the Inc. 500 list in 2015 and 2016 as one of the fastest-growing private companies in the US. For more information, visit wepay.com.

KEY DATES	
May 24 or July 19	<p>Introduction Conference Call (optional, choose the date that works best)</p> <ul style="list-style-type: none"> • May 24: (855)-262-8000 , conference ID 8474023497 2 p.m. EST; 1 p.m. CST; 12 p.m. MST; 11 a.m. PST • July 19: (855)-262-8000 , conference ID 8474023497 2 p.m. EST; 1 p.m. CST; 12 p.m. MST; 11 a.m. PST
August 1:	Final day to submit Community Partner applications. The link will close at 6 p.m. EST
September 1 or September 14	Gear-Up Webinars (required for all Purple Purse Community Partners). Partners participate in one of the monthly webinars on September 1 at 1:00 CST or September 14 at 1:00 CST. Full details and call-in number will be shared with participating organizations
Aug. 15:	Signed Grant Agreements Due
Aug. 22-Sept. 1:	Team Pages Sent to All Partners
Oct. 2-10:	Week One Bonus Contest
Oct. 10-17:	Week Two Bonus Contest
Oct. 17-24:	Week Three Bonus Contest
Oct. 24-31:	Week Four Bonus Contest
Oct. 31	Purple Purse Challenge Ends
Nov. 8-Dec. 8	Allstate Foundation Prizes Awarded
Nov. 15:	September and October Donations mailed to Community Partners from Network for Good
Nov. TBD:	Program De-Brief Conference Call (optional) time and call-in number to be shared with participating organizations