



2015 Allstate Foundation Purple Purse Challenge Community Partner Request for Proposals

Apply online here: www.GrantRequest.com/SID_1010?SA=SNA&FID=35271

Deadline extended - Due date: April 22, 2015

Join The Allstate Foundation this fall to ignite public awareness and fundraising for your organization's financial empowerment services benefiting domestic violence survivors. National, state and local organizations that provide financial empowerment services to domestic violence survivors are invited to apply to be a 2015 Purple Purse Community Partner. Partners will tap into resources that can help them expand their donor base and increase funding through contests featuring \$500,000 in total prize funding provided by The Allstate Foundation. All Community Partners will receive promotional materials, technical assistance, access to competitions for grant funding and the support of a national public awareness campaign driving donors to participate in the Challenge.

For the last four years, as part of Domestic Violence Awareness Month, The Allstate Foundation has conducted its award-winning Purple Purse campaign to help more people understand domestic violence, the prevalence of financial abuse and the promise of financial empowerment services to help end abuse. In 2014, we hosted the first Purple Purse Challenge. More than 135 organizations raised nearly \$2.5 million for their organizations and the survivors they serve. In 2015, we will partner with up to 200 national, state and local nonprofit organizations throughout the U.S. 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 2015 Purple Purse Community Partner.

ABOUT 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 and get people talking about the issue. The purple purse is symbolic because purple is the color of domestic violence awareness 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.

2015 PROGRAM OVERVIEW

This year, Allstate Foundation Purple Purse will feature an extensive national public awareness campaign and local, grassroots fundraising opportunities to benefit financial empowerment services for domestic violence survivors. With the help of Purple Purse Ambassador Kerry Washington, the campaign will make it fashionable to talk about domestic violence and financial abuse. For the second year, Kerry Washington will design a limited-edition purple purse to carry our message on a national stage. To help more people carry the message and show their support, we are widely distributing Purple Purse charms that carry a removable, real-life story of a survivor who has used financial independence to end abuse. Anyone can hang the charm on their bag to make every purse a Purple Purse and show their support for ending domestic violence and financial abuse.

The 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 200 nonprofits will be engaged in friendly fundraising contests, powered by CrowdRise, to earn access to \$500,000 in prize funding from The Allstate Foundation.

CrowdRise, a crowdfunding hub that will host 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 home page on PurplePurse.com and on CrowdRise 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 the home page; 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 1, 2015 through October 27, 2015** 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.
- 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 throughout the four-week Challenge. Sometimes the contests reward Partners that have raised the most funding or attracted the most individual donors (regardless of how much they contributed). To help give Community Partners of all sizes equal access to prizes, many of the contests in this year's Challenge are based on luck with easy qualifiers that earn a Partner entry into a random prize drawing with many winners. Each week, 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. Challenges will include:

- 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 charities 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 five organizations that raised the most funding. Here's the Grand Prize structure:

- 1st Place wins \$100,000
- 2nd Place wins \$75,000
- 3rd Place wins \$50,000
- 4th Place wins \$25,000
- 5th Place wins \$20,000

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 \$500,000 in prize funding to Community Partners that win contests through the Challenge. Prize funding is un-restricted and will be provided to Community Partners the week of November 17, 2015.
- Host an “Introductory Conference Call” (with CrowdRise) to further explain the program and answer questions on March 24 from 1:00-2:00 pm (CST) and April 2 from 2:00-3:00 pm (CST). Organizations are highly encouraged to participate in one of the calls. Call details on page 6 in the “Key Dates” section. Recordings of the calls, a copy of this RFP and FAQ documents will be housed at <http://bit.ly/ppapplication>.
- Provide a simple, online application for organizations to apply for the chance to be one of up to 200 Community Partners that participate in the Purple Purse Challenge. **The application is due April 22, 2015.**
- Select and announce the participating nonprofit organizations based on a competitive process by May 6, 2015. Priority consideration will be given to organizations that have:
 - A history of providing financial empowerment services to domestic violence survivors.
 - Existing social media assets like (but not limited to) Facebook and Twitter.
 - Ability and willingness to share personal survivors’ stories that demonstrate how financial empowerment services helped that survivor break free and stay free from abuse.
 - Stories will be used to help educate the public about financial abuse and may be shared on each organization’s Team Page or in other Purple Purse activities. Stories must be real, but names and other characteristics can be changed to keep the survivor safe. Survivors must have given your organization approval to use their story in this educational program.
 - 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 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 a required Gear-up Webinar (with CrowdRise) to help selected Community Partners get started setting up their Team Page and answer questions on May 20 from 2:00-3:30 pm (CST) and May 21 from 2:00-3:30pm (CST).
- Provide each Community Partner with a Purple Purse Challenge toolkit including: one limited-edition purple purse designed by Purple Purse Ambassador Kerry Washington and 200 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 May 13, 2015.
 - Launch a fully functioning Team Page on CrowdRise by September 1, 2015.
- 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:

- Help 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 through Network for Good's Donor Advised Fund, which is accredited by the Better Business Bureau. Network for Good is also validated as a level 1 PCI compliant service provider using best-in class and industry-leading Secure Sockets Layer (SSL) technology. 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 made in October, minus fees collected for the program. CrowdRise will not take any fees on the \$500,000 in prize funding offered by The Allstate Foundation. Any prizes awarded will go in whole to the Community Partner. Fees are paid in one of two ways:
 - Donors cover the fees:

For all donations under \$1,000, donors are presented the option to cover all fees (5.9% processing fee plus credit card fees of 2.9% plus \$0.30 per transaction) so 100% of their donation can go to the Community Partner. To opt out of covering the fees, donors simply click "edit" on the transaction page and remove the fees.

For donations more than \$1,000, the donor is not automatically presented the option to cover fees, but they are given the option to click "edit" and choose to cover the fees.
 - Fees deducted from donations: If donor has not opted to cover the fees on top of their donation, fees will be deducted from the donation directly. CrowdRise guarantees that fees deducted from donations will average 3% or less (including credit card fees). If, at the end of the Challenge, these fees average more than 3%, CrowdRise will refund the difference.
 - 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](#).
- 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.

Purple Purse Community Partners will:

- Apply online by April 22, 2015 to be considered for participation as a Purple Purse Community Partner.
- Participate in a required Gear-Up Webinar on either May 20 from 2:00-3:30 pm (CST) or May 21 from 2:00-3:30pm (CST) 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 May 13, 2015 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.
 - For organizations receiving more than \$10,000 in prize funding, provide a Final Report to the Foundation by June 1, 2016, including:

- Total number of survivors who received financial empowerment services from your organization during the grant period.
- Number of Allstate agency owners, personal financial representatives and employees involved in the project (including the name, city and state of each Allstate volunteer).
- A brief story about how an individual survivor was impacted by your work to provide financial empowerment programming. You may choose to use only the survivor's first name or change for safety reasons, if necessary.
- Register with CrowdRise and establish a Team Page using template provided by CrowdRise before September 1, 2015.
- 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 200 Community Partners will be selected to participate in the Purple Purse Challenge. Key dates are listed on page 6.

QUESTIONS

- For questions related to Purple Purse, Community Partner selection process, media outreach and prizes, please contact The Allstate Foundation: FoundationDV@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

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. Since 2005, The Allstate Foundation has invested more than \$43 million to help break the cycle of domestic violence through financial empowerment. Since then, the Foundation has trained more than 8,000 advocates from 1,800 nonprofit organizations throughout the country to provide financial empowerment services and more than 580,000 survivors have taken steps toward financial independence as the result of our funding. For more information, visit www.AllstateFoundation.org.

About CrowdRise

CrowdRise is about giving back, raising lots of money for great causes and having the most fun in the world while doing it. CrowdRise is a unique blend of crowdfunding, social networking, contests, and other nice stuff. If you don't understand how easy it is to raise lots of money for your cause on CrowdRise, please check out the [How It Works page](#) or [contact us](#). The CrowdRise community was named a "Top 25 Best Global Philanthropist" by Barron's And, Mashable named CrowdRise something like "the best place to raise money online for your favorite causes." CrowdRise is one of the fastest growing online fundraising websites. For more information, visit www.crowdrise.com/about/fag.

About Network for Good

Network for Good is a donor advised fund, and a Better Business Bureau Wise Giving Alliance accredited charity that meets all of the BBB standards for charity accountability. They have processed more than \$400 million in donations for 50,000 charities through their giving system. For more information, visit www.networkforgood.org.

KEY DATES

- **March 24 or April 2:** Introduction **Conference Call** (optional, choose the date that works best). If you cannot attend either of these calls, recordings will be available at <http://bit.ly/ppapplication>
March 24: (855) 801-9344, Conference ID: 8405482
2 p.m. EST; 1 p.m. CST; 12 p.m. MST; 11 a.m. PST
April 2: (855) 801-9344, Conference ID: 8405750
3 p.m. EST; 2 p.m. CST; 1 p.m. MST; 12 p.m. PST
- **April 22:** Community Partner **Applications Due**, 6 p.m. EST
Apply Online: https://www.GrantRequest.com/SID_1010?SA=SNA&FID=35271
- **May 6:** Selected Community **Partners Notified** by The Allstate Foundation
- **Week of May 18:** Gear-Up **Webinar** (required for all Purple Purse Community Partners). Partners participate in the webinar on May 20 from 2:00-3:30 pm (CST) or May 21 from 2:00-3:30pm (CST). Full details and call-in number will be shared with participating organizations
- **May 13:** **Signed Grant Agreements Due**
- **Sept. 1:** **Team Pages Due** from all Partners
- **Sept. 1 – 22** **Gear-Up Contest** period
- **Oct. 1 – 6** Week One **Bonus Contest**
- **Oct. 6 – 13** Week Two **Bonus Contest**
- **Oct. 13 – 20** Week Three **Bonus Contest**
- **Oct. 20 – 27** Week Four **Bonus Contest**
- **Oct. 27** Purple Purse **Challenge Ends**
- **Nov. 2 - 20** Allstate Foundation **Prizes Awarded**
- **Nov. 15** **October Donations mailed** to Community Partners
- **Nov. TBD** Program De-Brief **Conference Call** (optional) time and call-in number to be shared with participating organizations
- **June 1, 2016** **Final Reports Due** (for organizations receiving more than \$10,000 in prize funding)