The Allstate Foundation Purple Purse Moving Ahead Grant Program is a unique, competitive grant program focused on the development and implementation of financial empowerment services for survivors.

The grants, ranging from $25,000-$75,000, will support innovative financial empowerment programs that include financial education services to survivors and asset-building activities in at least one of the following categories: job readiness and job training; survivor matched savings programs (including but not limited to IDAs); micro-loans; credit building and/or repair and micro-enterprise. The Allstate Foundation recognizes asset-building activities as those that benefit or add strength, value or resources to the lives of survivors, helping them move from short-term safety to long-term security. The Foundation hopes to build the capacity of communities to better respond to the complex financial needs of domestic violence survivors by supporting collaborative financial empowerment efforts between state domestic violence coalitions, local programs and other community partners. Our goal is to reach 30,000 survivors with services provided as part of this grant program. If your organization shares our commitment to ending domestic violence through financial empowerment, we encourage you to apply for a Purple Purse Moving Ahead grant.

KEY INFORMATION

Program Criteria
Funds for the Purple Purse Moving Ahead Grant Program are provided by Allstate Foundation Purple Purse (formerly known as The Allstate Foundation Domestic Violence Program). Priority will be given to proposals that:

- Represent a collaborative effort between the state coalition and at least two local domestic violence programs and/or community partner sub-grantees. Sub-grantee partnerships should be based on formal collaborations that recognize the distinct roles and responsibilities of each participating agency or entity.
- Demonstrate the ability to have a sustainable regional or statewide impact.
• Reflect an understanding of the systemic, social, economic, and cultural changes that are needed to end violence against women.
• Incorporate or reflect the experiences of survivors and victim advocates as well as best practices in financial empowerment services.
• Are designed to help reach the Foundation’s goal of serving a total of 30,000 domestic violence survivors with this grant program.
• Outline plans to engage Allstate agency owners, personal financial representatives and/or employees as volunteers.
• Demonstrate understanding of and capacity to collect and report program outcomes.
• Include plans to communicate about the project to the media.
• If a returning grantee, describe how this proposal will build on or enhance your current project as well as identify any lessons learned.
• Allocate increased funding for asset-building activities.

Program Focus Areas
All applications must include the following focus area:

• Financial Education: Providing education and support to survivors in areas of budgeting, investing, retirement planning, debt reduction, etc.
• Use of The Allstate Foundation Purple Purse Moving Ahead Through Financial Management Curriculum: All applicants must use some or all of the curriculum. Applicants may supplement this resource with other financial education materials as necessary to meet the needs of their clients.

All applications must include one or more of the following asset-building purpose areas:

• Job Readiness and Job Training: Helping survivors get or maintain training and meaningful employment; i.e. resume writing, developing interviewing skills and/or providing job training to gain meaningful employment. Matched Savings Program including IDAs: Helping survivors establish Matched Savings Accounts and/or assisting survivors in utilizing Matched Savings Accounts for asset-building. Allstate Foundation funds may only be used as a 1:1 match; any additional match must be from another source.
• Micro-Loans: Providing small loans at low or no interest with flexible and survivor-informed re-payment rules and options. Loans may be used as a means to improve or establish credit. Include how re-payment funds will be used to build program sustainability.
• Credit Building and Repair: Assisting survivors in pulling and understanding their credit score and creating a plan for improvement. Establishing new lines of credit as part of a long-term plan for credit-repair.
• Micro-Enterprise: Assisting survivors in establishing small businesses through micro-enterprise. Include how re-payment funds will be used to build program sustainability.

Activities that meet more than one purpose area are encouraged; i.e. micro-loans for the sole purpose of credit repair or match-saving account used as collateral for a micro-loan.
**Award Amounts**
Grant awards will range from $25,000 to $75,000. This is a competitive grant program with no guarantee that funding will continue in the future. There is no guarantee that returning grantees will receive comparable funding to past awards.

On the grant application, organizations will be asked to report whether they are an existing or past partner or a first-time applicant. For both ongoing and new partners the application criteria, process and requirements are the same.

First-time grant recipients will be required to attend the Purple Purse Advocate Training which will be held in September 2017. Each grantee will have three (3) participant slots (one slot for the state coalition and 2 slots for local partners). Training, hotel, travel (airfare or mileage) and some meals provided during the training will be paid or reimbursed; all other expenses may be paid for out of this grant source.

The grant period is July 1, 2017 through June 30, 2018. **NOTE: this is a different grant period from previous years and will be the grant period moving forward.** See ‘Reporting Requirements’ below regarding how awards and year-end reports will be handled due to this shift in grant period.

**Grant Administration**
State coalitions will serve as grant administrators that work with and sub-grant to local programs and/or community partners to incorporate best-in-class financial empowerment services. To help the Foundation reach its goal of serving 30,000 domestic violence survivors with this grant program, smaller states should consider coordinating a state-wide program while larger states may opt to focus on a smaller group of sub-grantees. Coalition grantees will also provide technical assistance to their sub-grantees to support the proposed project. NNEDV will provide technical assistance to the coalitions to assist in the continued development of high-quality programming.

**Budget and Allocations**
The budget must include computations for all project-related costs. There must be a direct link between the proposed activities and the budget line items. The budget should include only activities, products and resources necessary for the implementation of the financial empowerment project. The budget request should reflect an allocation of no more than 15% to the state coalition for administrative costs. The allocation to the coalition should be designated to provide technical assistance and training to the sub-grantees. We encourage you to use the attached budget as a template.

Due to the shift in the grant cycle, returning grantees should submit budgets reflecting a nine (9) month period, beginning October 1, 2017, ending June 30, 2018. See ‘Reporting Requirements and Deadlines’ for more information.

**Allowable Costs**
No more than 50% of the total funding may be allocated for personnel costs for both the state coalition and sub-grantees. If requesting funding to support salaries, it must be for staff working directly on this grant project.

**Eligibility**
Applications are invited from state domestic violence coalitions only. Coalitions must be non-profit tax-exempt organizations with 501(c) (3) status under the Internal Revenue Code. By law, The Allstate
Foundation cannot provide funding to programs that have a religious base or exclude participation based on religion.

**Application Process**

All applications must be submitted through the grant link [here](#). All applications will be reviewed by The Allstate Foundation and NNEDV and will be evaluated according to the criteria set forth in this solicitation. All awardees must sign a grant agreement that outlines roles and responsibilities before receiving grant funds.

**GRANT REPORTING REQUIREMENTS**

All grantees will be required to collect standard outcomes related to each of the focus areas included in the approved grant. Coalitions are encouraged to develop additional outcomes as needed to demonstrate the impact of new or innovative programming. The Allstate Foundation and NNEDV understand that some financial empowerment programs can more easily serve large numbers of survivors. Often, financial literacy workshops will have a higher number of participants than more intensive programs like micro-loans. But we expect all our grantees to be able to contribute substantially to reaching our goal of serving 30,000 survivors with this grant.

**Reporting Requirements and Deadlines**

Returning grantees will not receive their 2017/2018 award funds until their current 2016/2017 Year-End Grant Report have been submitted.

Grant reports will be required mid-year and at year end. Mid-year reports are due January 30, 2018, and year-end reports are due July 30, 2018.

Grantees are required to report the following in both mid-year and year-end reports:

- Total number of survivors served with financial empowerment services (including Purple Purse Moving Ahead curriculum, matched savings and other financial empowerment services).
- Number of survivors using some or all of the Purple Purse *Moving Ahead through Financial Management* curriculum.
- Total number of advocates trained in financial empowerment services with this grant, if applicable.
- An updated budget detailing how funds have been spent and indicating any changes from the initial budget proposal.
- Media reports listing print, broadcast and digital media coverage of the project.
- Number of Allstate agency owners, personal financial representatives and/or 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 project. You may choose to use only the survivor’s first name or change it to protect her safety, if necessary.

- Financial Education/Financial Literacy program measurements (required):
  - Number of survivors who created a financial plan.
  - Number of survivors who opened a bank account.
  - Number of survivors who met a personal financial goal.
Grantees are required to report as applicable:

For grants with Matched Savings programs (including IDAs):
- Number of survivors who consistently contributed to matched savings programs.
- Number of survivors who met matched savings program goals.

For grants with Job Readiness/Job Training programs:
- Number of survivors who gained new or better employment.
- Number of survivors who completed educational courses, job training programs, or certificate programs.

For grants with Credit Building/Repair:
- Number of survivors who pulled their credit report/score.
- Number of survivors who engaged in activities to improve their score.
- Number of survivors who improved their scores by:
  - 1-25 points
  - 25-50 points
  - 50+ points

For grants with Micro-loan and Micro-enterprise programs:
- Number of survivors who participated in micro-loan programs.
- Number of survivors who participated in micro-enterprise programs.

If appropriate, safe and voluntary, submit names (or aliases) of three (3) survivors and advocate contact information for participants who have successfully completed the program and may wish to share their story with a larger audience. Sharing survivor stories helps educate the public about domestic violence and financial abuse, as well as provide inspiration to other victims.

MENTOR GRANTS

In an effort to broaden the scope and reach of this work and funding, The Allstate Foundation will transition long-term grantees from the Purple Purse Moving Ahead grant program to supplemental support called mentor grants up to $5,000. NNEDV will notify state coalitions in advance of plans to sunset funding through this program. While mentor grantees may not be able to continue all previous purpose area efforts, the grantee will submit data (as applicable) through year-end reporting. The report will be due June 30, 2018.

- States that have received a Purple Purse Moving Ahead grant for ten (10) years will be transitioned from the grant program.
- Grant awards will not exceed $5,000. Grantees will be allowed to disperse the funds to their member/participating programs at their discretion.
- This is a competitive grant program with no guarantee that funding will continue in the future.
- Grantees agree to continue to provide TAF with the following data:
  - Total number of survivors served with financial empowerment services
- Survivors using some or all of the Purple Purse Moving Ahead curriculum (required).
- Number of advocates trained on the Purple Purse Moving Ahead curriculum (required).

- Grantees will identify which of the purpose areas they believe will continue during the grant period (must report on at least 5 outcomes):
  - Survivors creating a financial plan
  - Survivors opening a bank account
  - Survivors working on credit
  - Survivors who pulled credit report/score
  - Survivors who engaged in an act to improve their score
  - Score improved 1-25 points
    - Score improved 25-50 points
    - Score improved 50+ points
  - Survivors meeting financial goals, plans, budgets
  - Survivor meeting match savings goals
  - Survivors completing education, job training or certification programs
  - Survivors gained new or better employment
  - Survivors participating in a micro-loan program
  - Survivors participating in micro-enterprise

All long-term grantees should anticipate this transition and consider how to grow existing financial empowerment programs through new funding sources or incorporate the work in core service offerings. If you have been notified by NNEDV that your state is being transitioned from the Purple Purse Moving Ahead grant program, please apply here. The Deadline to apply is May 31, 2017.
## KEY DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>May 11, 2017</td>
<td>Pre-bid Conference Call (optional)</td>
</tr>
<tr>
<td></td>
<td>1-888-447-7153; participant code: 346-714#</td>
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<tr>
<td></td>
<td>2pm EST, 1pm CST, 12pm MST, 11am PST</td>
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<tr>
<td>May 31, 2017</td>
<td>Grant Applications Due, 6pm EST</td>
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<tr>
<td>June 15, 2017</td>
<td>Award Notification</td>
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<tr>
<td>June 30, 2017</td>
<td>Signed Grant Agreements Due</td>
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<tr>
<td>July 1, 2017</td>
<td>Award Year Begins</td>
</tr>
<tr>
<td>July 1, 2017</td>
<td>Grantee Orientation Conference Call (required)</td>
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<tr>
<td></td>
<td>1-888-447-7153; participant code: 346-714#</td>
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<tr>
<td></td>
<td>2pm EST, 1pm CST, 12pm MST, 11am PST</td>
</tr>
<tr>
<td>January 30, 2018</td>
<td>Mid-Year Reports Due</td>
</tr>
<tr>
<td>June 30, 2018</td>
<td>Grant Year Ends</td>
</tr>
<tr>
<td>July 30, 2018</td>
<td>End-of-Year Reports Due</td>
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### Questions should be directed to:

- Qadira Harris  
The Allstate Foundation  
qharr@allstate.com  
(847) 402-0255

- Kim Pentico  
NNEDV  
kpentico@nnedv.org  
(202) 251-0774
BACKGROUND INFORMATION

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

The National Network to End Domestic Violence
The National Network to End Domestic Violence (NNEDV) is a 501(c)(3) tax-exempt social change organization. NNEDV is dedicated to creating a social, political, and economic environment in which violence against women no longer exists. NNEDV accomplishes these goals through capacity building for state domestic violence coalitions, public education, training, and technical assistance to maintain and develop the professional expertise of advocates. NNEDV strives to strengthen advocates as organizers and activists in the tradition of social change movements.