



# NEWS

## FOR IMMEDIATE RELEASE

Contact: Jen Topolewski, The Allstate Foundation  
(847) 402-5600/jtopa@allstate.com

### **The Allstate Foundation Launches SAFE HANDS Domestic Violence Program**

Partners with National Network to End Domestic Violence (NNEDV) Fund to Address  
Economic Challenges Faced by Millions of Survivors

NORTHBROOK, Ill., Sept. 29, 2005 -- The Allstate Foundation today announced it is taking a stand against domestic violence -- a destructive barrier to the safety and well-being of women and their families -- with a new program called SAFE HANDS: The Allstate Network for Empowering Women. In anticipation of National Domestic Violence Awareness Month in October, The Allstate Foundation unveiled plans for a multi-year, multi-million dollar commitment at its 2005 Economic Empowerment Conference held in Chicago on Sept. 28-29.

In alliance with the National Network to End Domestic Violence (NNEDV) Fund and its network of domestic violence coalitions, The Allstate Foundation is launching an initiative that addresses the financial challenges survivors of domestic violence face. To ensure a heightened long-term commitment, The Allstate Foundation intends to spin-off the program into its own independent 501(c)3.

"This decision by The Allstate Foundation is a watershed moment in our work to address domestic violence. Working with survivors to gain economic empowerment is the missing link in our efforts and The Allstate Foundation is stepping up to meet this tremendous need," said Lynn Rosenthal, president, NNEDV.

SAFE HANDS is unique with a grassroots approach that is based upon a close working relationship with domestic violence survivors and advocates. Created to help survivors transition into safe and secure lives by addressing their unique economic challenges, the program delivers the know-how and means necessary to achieve both short- and long-term economic stability. SAFE HANDS features a complementary network of services meant for survivors and advocates, including:

- The Allstate Foundation creating a financial empowerment curriculum and training materials to be delivered to service providers via Allstate employee and agent volunteers and domestic violence advocates across the country;
- Funding support through a grant program to help existing service providers manage the complex range of survivors' financial needs;
- Sharing of best practices through conferences and research for the domestic violence advocacy community; and
- Public awareness strategies to further elevate the domestic violence issue.

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“At Allstate, we believe in the importance of protecting a person’s financial future. Many domestic violence victims struggle with life’s basic needs, such as shelter, transportation and medical care,” said Thomas J. Wilson, president and chief operating officer, The Allstate Corporation. “SAFE HANDS is about addressing and having a positive impact on the financial independence of survivors, so that they can prepare for futures of economic autonomy and opportunity.”

The path to a survivor’s economic well-being often includes searching for a job, participating in job-readiness programs, continuing educational goals, finding affordable housing and childcare, repairing credit damaged by an abusive partner, and all the while trying to keep herself and her family safe from harm. With more than 1.35 million American women accessing domestic violence support services each year, SAFE HANDS will provide knowledge and skills -- particularly those related to financial security and economic independence -- to help survivors connect to resources that can lead to safe and secure lives.

## **About the National Network to End Domestic Violence Fund**

The National Network to End Domestic Violence Fund (NNEDV) Fund is a 501(c)(3) tax-exempt organization that is focused on public education, training, and technical assistance to maintain and develop the professional expertise of domestic violence advocates. The NNEDV Fund strives to strengthen advocates as organizers and activists in the tradition of social change movements.

## **About The Allstate Foundation**

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation. Allstate and The Allstate Foundation sponsor community initiatives to promote “safe and vital communities”; “tolerance, inclusion, and diversity”; and “economic empowerment”. The Allstate Foundation believes in the financial potential of every individual and in helping America’s families achieve *their* American dream.

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