



Introduction

Welcome to The Purple Challenge 2022!

Every October in honor of Domestic Violence Awareness Month (DVAM), HopeWorks kicks off a virtual fundraising campaign to raise awareness and support for those affected by intimate partner violence in our community.

DVAM is an opportunity for individuals, organizations, and communities to raise public awareness of intimate partner violence and engage in efforts to prevent it. HopeWorks invites advocates, family members, neighbors, supporters, and community members to stand together in solidarity and uplift survivors. This year's theme, #WeHealTogether, reminds us that it takes the love and support of an entire community to heal, and it will take all of us to unify as a community to end violence.

Together, we can make a real difference in the lives of so many people in our community. Together, we can end domestic violence and create peace. Change begins today!

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About The Purple Challenge

The Purple Challenge is a virtual, peer-to-peer fundraising campaign that begins on October 1 and lasts the entire month of October. Individuals and teams create personal fundraising pages to collect donations from their friends, family, coworkers, and neighbors. 100% of the funds raised during The Purple Challenge go to HopeWorks' comprehensive intervention services, outreach and prevention education for survivors and our community.

This year our fundraising goal is \$20,000. We hope that as many people as possible will participate in The Purple Challenge! This can look like donating to the campaign, starting an individual or team fundraising page, attending an event, volunteering with HopeWorks, or sharing HopeWorks' mission and message with your friends and family.

How To Get Involved

- Donate to the Purple Challenge campaign. [Click here to make a donation.](#)
- Create your own fundraising page. [Click here to sign up.](#) Just fill out your information and you're ready to go!
- Attend a HopeWorks event this month. [Click here to view our October events calendar.](#)
- Donate to our Emergency Pantry. [Click here to view our current needs list.](#)
- Use this toolkit or share our posts on [Facebook](#) and [Instagram](#) to spread awareness of intimate partner violence and encourage your network to support HopeWorks.

Fundraising Tips

- Donate to your own fundraiser. It's easier to ask others to donate if you can say you are also a donor!
- Set a goal that is meaningful to you. Choose a goal that is achievable and fun.
- Personalize your fundraising page. Please take this opportunity to individualize your page, update your story, and add a photo. People are more likely to donate if they have a good understanding of HopeWorks and your reasons for supporting this organization.
- Share your page with family and friends. Tell them why you support HopeWorks and ask them to help you reach your goal and promote your campaign link.
- Use your personal social media outlets to gain support. Remember to post once a week or more to remind people of what you're doing and celebrate your progress. You can use the sample posts and images found in this toolkit or create your own.
- Make your message personal. Sharing why this cause matters to you will be more impactful than sharing a general message.
- Finally, take a few moments to thank your donors for their contributions. Who doesn't love to be thanked?

Sample Fundraising Email

Hi friends and family,

Did you know that October is Domestic Violence Awareness Month? DVAM is an opportunity for all of us to stand together in solidarity and uplift survivors. This year I am participating in HopeWorks' Purple Challenge to raise awareness and funds for their crisis intervention and prevention education programs. This cause is very meaningful to me, so I hope you will join me in supporting an amazing organization!

If you're not familiar with HopeWorks, they are a local nonprofit that provides vital services to people impacted by sexual and intimate partner violence. HopeWorks has been part of the Howard County community for almost 45 years, helping survivors move from crisis to recovery. For the past _____ years/months, I've been involved with/a supporter of HopeWorks, and I truly believe in the work that they do. Last year, they provided free, comprehensive intervention services to over 3,600 survivors. They also reached almost 2,000 individuals through prevention education programs.

Even during the worst of the COVID-19 pandemic, HopeWorks never closed their doors. Sadly, many survivors are still feeling the impact of the pandemic and need additional support and resources to break free and stay free from abuse. The good news is, with your support, HopeWorks can continue to meet the short and long-term needs of each and every survivor who enters their program!

Your donation goes directly to support the following services:

- Sexual and Intimate Partner Violence 24-Hour Helpline
- Confidential emergency shelter and extended housing for survivors and their children
- Hospital Accompaniment Program providing comfort and advocacy to survivors at Howard County General Hospital
- Emergency financial assistance for survivors
- Crisis and ongoing counseling for adults and children
- Support groups & long-term wellness programs for survivors
- Legal representation enabling clients to obtain Civil Orders of Protection
- Awareness, prevention, and wellness programs addressing the root causes of violence

Please join me in helping HopeWorks create a world free from violence and abuse! It's a cliché but it's true: no donation is too small to make a difference. Any amount you can give helps HopeWorks continue to provide life-changing services to people seeking safety, and prevention programs that benefit our whole community.

Click here to donate: [Insert link to personal fundraiser page]

I appreciate your support. Thank you for supporting survivors!

[Your Name]

Sample Social Media Posts

October is Domestic Violence Awareness Month. Please join me in making a difference in the lives of survivors and their families! All this month I am participating in HopeWorks' Purple Challenge to raise funds for their free, comprehensive crisis intervention and prevention education programs. Together we can raise awareness and support for those affected by intimate partner violence in our community. Will you donate to help survivors move from crisis to recover? Please help me reach my goal of \$____. Thank you! [Insert link to personal fundraising page] #DVAM #PurpleChallenge #WeHealTogether

Be Sure to Use...

- #DVAM
- #PurpleChallenge
- #WeHealTogether
- and tag @HopeWorksofHC

I believe that domestic violence is not inevitable! Thanks to organizations like @HopeWorksofHC, we are working every day to create a society where everyone is safe, valued, and reaches their full potential. With your help, we can make this vision a reality! Help me change lives today by making a donation that directly supports HopeWorks' comprehensive intervention services for people seeking safety, and prevention programs that benefit our whole community. Please help me reach my goal of \$____. I'm already ____% of the way there. Thank you! [Insert link to personal fundraiser page] #DVAM #PurpleChallenge #WeHealTogether

We all have the power to create peace in our communities. This October in honor of Domestic Violence Awareness Month, I'm using my voice to raise awareness and support for @HopeWorksofHC! HopeWorks offers life-changing services to survivors seeking safety and support. This includes emergency housing for survivors and their children, counseling, financial assistance, advocacy and case management, legal services, support groups and survivor wellness programs. They also do the long-term work of preventing violence in our community! It takes all of us working together to make change happen. Will you join me in helping create a world free from violence and abuse? I'm already ____% of the way to my \$____ goal! Thank you! [Insert link to personal fundraiser page] #DVAM #PurpleChallenge #WeHealTogether

[Click Here to Download Social Media Images](#)



Other Resources

Songs

[“\(I Can’t Keep\) Quiet”](#) (6:15) – Written by musician and activist MILCK, this song is about finding your voice after experiencing trauma. It went viral during the 2017 Women’s March and was performed and amplified by groups around the world. MILCK considers music “her way of processing the world around her, while also imagining a better one that lies ahead.”

[“Break the Chain”](#) (4:28) – Created by the ONE BILLION RISING campaign, this song is a call to action for everyone to rise up and demand an end to gender-based violence. “Dancing insists we take up space, and though it has no set direction, we go there together. Dance is dangerous, joyous, sexual, holy, disruptive, and contagious and it breaks the rules. It can happen anywhere, at anytime, with anyone and everyone, and it's free. Dance joins us and pushes us to go further...” - Artistic Director Eve Ensler

Poems

[“Mine”](#) (4:42) – In this short film, a spoken word artist reflects on an abusive romantic relationship. Created by Shannon Morrall and others at Fordham University as part of Campus Movie Fest, the world's largest student film festival.

[“Poetic Epiphany Performs a Powerful Poem on Domestic Violence”](#) (3:41) – The spoken word artist Epiphany shares her experience witnessing domestic violence as a child, and the impact it has on her. Her message to everyone: “If you are in danger, tell.”

[“Imagining a World Without Exploitation”](#) (7:18) – A crowdsourced poem by survivors of gender-based violence and commercial sexual exploitation about a world where no one is exploited. Created as part of the Louder Together project, the poem began with a national poetry “all-call” to activists, writers, and survivors; lines from their submitted poetry were then woven into a final, collective piece.

DVAM Events Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<h1>October 2022</h1>						1 Teen Step One Training
2 Community Step One Training	3	4 Fundraiser Night @ Red Bird Bar & Grille	5	6	7	8 Preservation Circle
9	10	11 OASIS: A Survivor Support & Self-Care Group	12	13	14	15 Our Voice Advisory Board Quarterly Meeting
16 Our Earth Volunteer Day	17 Volunteer Open House	18	19	20 Candlelight Vigil - Purple Thursday	21	22 LOVED: A Survivor Self-Care Circle for Black Women
23 Open House & Donation Drive	24	25	26	27	28	29
30	31					

Important Dates

SATURDAY, OCTOBER 1 from 10am – 2pm

Teen Step One Training

A one-day interactive training for teens ages 13-18 who want to learn to be active bystanders, advocates for healthy relationships, and prevent sexual assault and dating violence in their schools & communities. [Click here to learn more.](#)

SUNDAY, OCTOBER 2 from 10am – 4pm

Community Step One Training

Join us for this interactive virtual training focused on understanding the root causes of sexual & intimate partner violence. [Click here to learn more.](#)

TUESDAY, OCTOBER 4 from 4pm – 9pm

Fundraiser Night @ Red Bird Bar and Grille

Join us for a restaurant fundraiser in honor of DVAM! Ten percent of dine-in and carryout sales from 4-9 PM will be donated to HopeWorks. [Click here to learn more.](#)

SATURDAY, OCTOBER 8 from 10am – Noon

Preservation Circle

Through engaging and creative activities, survivors of sexual and intimate partner violence gather to cultivate continued courage, self-compassion, connection, wellness and self-directed advocacy. [Click here to learn more.](#)

TUESDAY, OCTOBER 11 from 3pm – 5pm

OASIS: A Survivor Support & Self-Care Group

Survivors are invited to attend OASIS, a support and self-care group. This monthly in-person gathering will provide opportunities for connection, healing, and shared learning. [Click here to learn more.](#)

SATURDAY, OCTOBER 15 from 10am – Noon

Our Voice Advisory Board Quarterly Meeting

The Our Voice Advisory Council is HopeWorks' organizing mechanism for survivors to build community, share insights and provide feedback on issues such as current events, agency services, or programs. [Click here to learn more.](#)

SUNDAY, OCTOBER 16 from 10am – Noon

Our Earth Volunteer Day

Please join HopeWorks Volunteers and Staff for a morning of outdoor fun in the HopeWorks Healing Garden, where we will prepare the garden for winter. [Click here to learn more.](#)

MONDAY, OCTOBER 17 from 11am – Noon

Volunteer Open House

Make a difference in the lives of survivors of sexual and intimate partner violence. Attend the HopeWorks Volunteer Open House and meet our committed Volunteers and Staff, learn about current volunteer opportunities, and complete a Volunteer Application. [Click here to learn more.](#)

THURSDAY, OCTOBER 20 | All Day

Purple Thursday

On this national day of action, we wear purple to show our support for survivors and our commitment to ending violence. Take a photo of yourself wearing purple and post it on social media to start a conversation about domestic violence. Be sure to use #PurpleThursday and tag @hopeworksofhc!

THURSDAY, OCTOBER 20 from 7pm – 8pm

HopeWorks' Annual Candlelight Vigil

Please join HopeWorks as we remember those lost to domestic violence and envision new ways to create a world without gender-based violence. [Click here to learn more.](#)

SATURDAY, OCTOBER 22 from 10am – 1pm

LOVED: A Survivor Self-Care Circle for Black Women

Through engaging & creative activities, we cultivate self-love, sustained acceptance & affirmation, beloved community, & strategies to address the root causes of violence. [Click here to learn more.](#)

SUNDAY, OCTOBER 23 from 2pm – 4pm

Open House & Donation Drive

Please join us to learn about our services, meet staff, learn about volunteering, make a donation, register for free community wellness programs, and maybe win a door prize! [Click here to learn more.](#)

Domestic Violence Statistics

- In 2020, 56 Marylanders lost their lives to domestic violence, the highest number of fatalities since 2007.¹
- In Maryland, 34.4% of women and 28.8% of men experience physical violence, rape, and/or stalking by an intimate partner.²
- Nationwide, 1 in 3 women and 1 in 4 men have experienced some form of physical violence by an intimate partner.³
- On a typical day in the United States, local domestic violence hotlines receive approximately 19,159 calls, or 13 calls every minute.⁴

About HopeWorks

At HopeWorks our mission is to support and advocate for people in Howard County affected by sexual and intimate partner violence and to engage the community in creating the change required for violence prevention. We are a community of interconnected people actively working towards a society where everyone is safe, valued and reaches their full potential.

Donations to HopeWorks go toward supporting our services for survivors and their families:

- 24-Hour Helpline for connection to services, resources, and information
- Hospital Accompaniment Program providing comfort and advocacy to survivors at Howard County General Hospital
- Individual case management for all clients
- Emergency financial assistance
- Confidential emergency shelter and extended housing for survivors and their children
- Crisis, individual, and group counseling for survivors and their families
- Support groups & long-term wellness programs for survivors
- Legal advice, consultation, and/or representation in peace & protective orders, family law proceedings
- Community outreach, education, and wellness programs that promote violence prevention and address the root causes of violence

Every donation has a big impact and helps us achieve our mission:

- \$25 staffs our 24-Hour Crisis Hotline for one hour.
- \$50 reaches a child in need through our prevention education programs.
- \$150 covers one in-person hospital advocate response.
- \$500 supports a 4-night stay in a hotel when our emergency shelter is full.

Last Year We...

- provided services to 3,633 clients
- responded to 1,979 hotline calls
- provided 3,208 nights in shelter
- engaged 1,969 people through community events

¹ [Maryland Network Against Domestic Violence 2020 Homicide Prevention Report](#)

² [National Center for Injury Prevention and Control \(2019\)](#)

³ [The national intimate partner and sexual violence survey: 2010 summary report](#)

⁴ [National Network to End Domestic Violence 2020 14th Annual Domestic Violence Counts Report](#)

Thank you for participating in the 2022 Purple Challenge!

Your support makes our mission possible.

Questions? Contact Us!

Purple Challenge Questions

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