



## Introduction

Welcome to The Purple Challenge 2023!

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, #TogetherWeShine, reminds us that we all have a role to play in creating peace in our community and emphasizes our collective commitment to ending domestic 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 \$15,000. 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 commemorated its 45th anniversary this year – that's over four decades of 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 3,400 survivors. They also reached almost 1,800 individuals through prevention education programs.

Even one person experiencing domestic violence is one too many. Sadly, many people in our community experience this type of abuse every day and need our support. The good news is, with your gift, 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 Johns Hopkins Howard County Medical Center
- 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 @HopeWorksofHC's Purple Challenge to raise funds for their free, comprehensive crisis intervention and prevention education programs. #TogetherWeShine a light on the issue of intimate partner violence in our community. Will you donate to help survivors move from crisis to recovery? Please help me reach my goal of \$\_\_\_\_. Thank you! [Insert link to personal fundraising page] #DVAM #PurpleChallenge #TogetherWeShine

### Be Sure to Use...

- #DVAM
- #PurpleChallenge
- #TogetherWeShine
- 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 us 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 #TogetherWeShine

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, including emergency housing for survivors and their children, counseling, financial assistance, advocacy and case management, legal services, support groups and survivor wellness programs. They even do the long-term work of preventing violence in our community! 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 #TogetherWeShine

## [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 any time, 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

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
October 2023						1
2	3	4	5	6	7 <a href="#">Step 1: Exploring the Dynamics of Sexual &amp; Intimate Partner Violence</a>	8
9	10	11	12 <a href="#">Community Candlelight Vigil for DVAM</a>	13	14 <a href="#">Thriving Together: Survivors' Mental Health Awareness &amp; Well-Being Group</a>	15
16 <a href="#">Inspiration &amp; Social Justice Book Discussion Group</a>	17	18	19 Purple Thursday (see below)	20	21	22
23	24	25	26	27	28 <a href="#">LOVED: A Survivor Self-Care Circle for Black Women</a>	29 <a href="#">Together: Revitalizing the Importance of Connection</a>
30	31	<p>On <b>Purple Thursday</b> we wear purple to show our support for survivors and our commitment to ending domestic violence. You can participate in this national day of action by taking a photo of yourself wearing purple and posting it on social media. Be sure to use #PurpleThursday and tag @hopeworksofhc!</p>				

## Domestic Violence Statistics

- In 2021, a staggering 58 Marylanders lost their lives due to intimate partner violence.<sup>1</sup>
- In Maryland, 34.4% of women and 28.8% of men experience physical violence, rape, and/or stalking by an intimate partner.<sup>2</sup>
- Nationwide, 47.3% (or 59 million) of women and 44.2% (or 52.1 million) men have reported any contact sexual violence, physical violence, and/or stalking victimization by an intimate partner at some point in their lifetime.<sup>3</sup>
- On a typical day in the United States, local domestic violence hotlines receive approximately 23,332 calls, or 16 calls every minute.<sup>4</sup>

## 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 Johns Hopkins Howard County Medical Center
- 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 over 3,400 clients
- responded to over 1,600 hotline calls
- provided more than 4,000 nights in shelter
- engaged over 1,700 people through community events

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<sup>1</sup> [Maryland Domestic Violence Fatality Review State Implementation Team \(MD-DVFRSIT\) 2021-2022 First Annual Report](#)

<sup>2</sup> [National Center for Injury Prevention and Control \(2019\)](#)

<sup>3</sup> [The National Intimate Partner and Sexual Violence Survey 2016/2017 Report on Intimate Partner Violence](#)

<sup>4</sup> [National Network to End Domestic Violence 2022 17th Annual Domestic Violence Counts Report](#)

# Thank you for participating in the 2023 Purple Challenge!

Your support makes our mission possible.

## Questions? Contact Us!

### Purple Challenge Questions

Development Manager

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443-518-7743

### General Inquiries

HopeWorks Main Office

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410-997-0304

## 24-Hour Helpline

**410-997-2272**

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@HopeWorksofHC

### Visit Our Website

[www.HopeWorksofHC.org](http://www.HopeWorksofHC.org)