



# HopeWorks' Purple Challenge Toolkit

## October 2024



## Introduction

### Welcome to The Purple Challenge 2024!

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.

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.

**We're challenging you – a supporter of HopeWorks – to bring your community into the conversation on domestic violence!** 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?

## New Ways to Engage

To support your efforts to raise money and awareness, this year, we're launching campaign badges and an optional BINGO board!

### Campaign Badges

As the Challenge progresses, we'll celebrate your campaign milestones with badges that you can share with your network. You must register for a fundraising page to unlock badges!



### Purple Challenge Bingo

Looking for a new way to connect with your supporters? Check out our Purple Challenge Bingo! As you and your community fill out the bingo board, you'll raise funds while generating conversation around healthy relationships, activism, community norms, and more.

1. Download our bingo board.
2. Share it with your community via email, social media, text, etc. Tell them you're joining this Challenge.
3. Encourage your friends and family to pick a bingo square and donate the corresponding amount to your fundraiser page!
4. Share yourself completing the activity or responding to the prompt!

Feel free to tag us @HopeWorksOfHC and use the hashtag #HopeWorksPurpleChallenge.

[Click Here to Download Purple Challenge Bingo](#)

**2024 PURPLE CHALLENGE BINGO!**  
 This Domestic Violence Awareness Month, I'm joining the #HopeWorksPurpleChallenge to help raise \$20,000!  
 To help HopeWorks reach its goal, I aim to raise \_\_\_\_\_ with this bingo board!  
 Help me fill out my board:  
 1) Tell me which square you picked!  
 2) You donate that amount to my fundraising page.  
 3) I will share myself completing the corresponding activity!  
 Please note that any views I share are not inherently endorsed by HopeWorks of Howard County.

<b>\$5</b> I will post a purple album cover or a song with "purple" in its name or lyrics.	<b>\$5</b> I will find ONE person to match (or go over) your \$5!	<b>\$5</b> I will take a picture of a purple item in my neighborhood or community.	<b>\$5</b> I will share one of my favorite books with a purple cover.	<b>\$5</b> I will share an object that represents a trait about myself.
<b>\$5</b> I will recommend a piece of media showcasing healthy relationships or critically deconstructing unhealthy relationships.	<b>\$7</b> I will share my favorite self-care activity.	<b>\$7</b> I will read out a favorite poem or passage.	<b>\$7</b> I will share a favorite memory I've had with you!	<b>\$10</b> I will talk about a youth or adult activist I admire, and why.
<b>\$10</b> I will talk about a social justice movement I support, and why.	<b>\$12</b> I will write an acrostic poem for the word PURPLE.	<b>\$46</b> Free space! In honor of HopeWorks' 46 years of service.	<b>\$12</b> I will answer ONE question of your choosing! (Please make sure your question is appropriate.)	<b>\$12</b> I will tag and celebrate a organization that contributes to healthy community norms.
<b>\$15</b> If you donate \$15 for this square, I will donate \$15 as well! (Please check with me before selecting this square.)	<b>\$15</b> I will share how I or a friend embody a HopeWorks value: dignity, safety, engagement, self-determination, social change & social justice.	<b>\$15</b> I will share my vision for healthy relationships.	<b>\$15</b> I will share a work that embodies the dragonfly symbol: the transformation from crisis to self-realization.	<b>\$15</b> I will post a picture of me wearing a purple-inspired look (e.g., makeup, clothes).
<b>\$20</b> I will tag ONE person to join the #PurpleChallenge.	<b>\$20</b> I will answer TWO questions of your choosing! (Please make sure your questions are appropriate.)	<b>\$20</b> I will dress up like a purple-themed character! (e.g., Waluigi, Ursula, Barney)	<b>\$20</b> I will make a video on the importance of Domestic Violence Awareness Month.	<b>\$25</b> I will find ONE person to match (or go over) your \$25!

## 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 over 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 2,700 survivors. They also reached almost 1,300 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 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 #HopeWorksPurpleChallenge

### Be Sure to Use...

- #DVAM
- #HopeWorksPurpleChallenge
- 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 #HopeWorksPurpleChallenge

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 #HopeWorksPurpleChallenge

## [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
October 2024		1 <a href="#">AND WE THRIVE! Survivor Storytelling Using Playback Theatre</a>	2	3	4	5 <a href="#">Step 1 Training: Exploring the Dynamics of Sexual &amp; Intimate Partner Violence</a>
		6 <a href="#">Comm(YOU)nity: Group for Survivors Living w/ Chronic Health Conditions</a>	7	8	9	10
13	14	15	16 <a href="#">HopeWorks Book Club: Cultivating Imagination for Social Justice</a>	17 Purple Thursday	18	19 <a href="#">Reclamation Support Group</a>
20	21	22	23	24 <a href="#">Domestic Violence Awareness Month Candlelight Vigil</a>	25	26 <a href="#">LOVED Info Session: Voices of Survival Chorus</a>
27 <a href="#">Domestic Violence Awareness Month Pantry Drive</a>	28	29	30	31	Yoga for Survivors – Virtual Sessions! <a href="#">Every Tuesday @ 4pm</a>	

## Important Dates

**TUESDAY, OCTOBER 1 from 7pm – 8:30pm (IP)**

**AND WE THRIVE! Survivor Storytelling Using Playback Theatre**

Playback Theatre is a unique, improvisational artform that invites audience members to share stories from their lives and watch them enacted on the spot. Chances are, you will laugh, cry, and experience fresh insights into your life. [Click Here to Learn More](#)

**SATURDAY, OCTOBER 5 from 10am – 4pm (IP)**

**Step 1 Training: Exploring Dynamics of Sexual & Intimate Partner Violence**

Are you passionate about creating positive change in our community? This interactive training will be an eye-opening experience for volunteer candidates and community members. [Click here to learn more.](#)

**SUNDAY, OCTOBER 6 from 3pm – 5pm (V)**

**Comm(YOU)nity: Support & Education Group for Survivors Living with Chronic Health Conditions**

Join us for an interactive discussion about health literacy, self-advocacy, and effective patient-provider communication! [Click here to learn more.](#)

**SATURDAY, OCTOBER 12 from Noon – 2pm (IP)**

**Preservation: Peer-Led Self-Care & Support Circle**

Music as Medicine: Musician Pamela Henry will lead this survivor-centered group in exploring music's connection to the brain, the instrument of our voice, a ukelele medication, and more. [Click here to learn more.](#)

**WEDNESDAY, OCTOBER 16 from 7pm – 8:30pm (V)**

**HopeWorks Book Club: Cultivating Imagination for Social Justice**

By reading across genres and diving into social justice-inspired discussions, we aim to imagine—and thus, create—better futures. Join us as we speculate, critique, draw connections, and reimagine. [Click here to learn](#)

**THURSDAY, OCTOBER 17 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!

**SATURDAY, OCTOBER 19 from 10am – Noon (V)**

**Reclamation: Support for Adult Survivors of Child Sexual Abuse**

Through poetry, connection, conversation, and the power of words we provide opportunities to reflect, be heard, validated, and to walk the healing path together. [Click here to learn more.](#)

**THURSDAY, OCTOBER 24 from 7pm – 8pm (IP)**

**Domestic Violence Awareness Month Candlelight Vigil**

Join us as we acknowledge survivors, honor the memory of domestic violence victims, and envision a world free from violence. Featured community speakers include will share their experiences, observations, and/or reflections on domestic violence. [Click here to learn more.](#)

**SATURDAY, OCTOBER 26 from 10am – Noon (V)**

**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.](#)

**SATURDAY, OCTOBER 26 from 1pm – 2pm (V)**

**Information Session – The Voices of Survival: A Chorus of Hope**

A new arts-based program, the Voices of Survival Chorus integrates healing with raising awareness about sexual and intimate partner violence. The Chorus will perform intersectional stories of thriving, joy, oppression, and revolution. [Click here to learn more.](#)

**SUNDAY, OCTOBER 27 from 2pm – 4pm (IP)**

**Domestic Violence Awareness Month Pantry Drive**

In honor of Domestic Violence Awareness Month, we invite you to contribute items to the HopeWorks pantry, which is available to clients who need assistance acquiring nonperishable food, personal, and household items. [Click here to learn more.](#)

**Virtual Event (V) In-Person Event (IP)**

[Click here to view our October events calendar!](#)



## Domestic Violence Statistics

- In 2022, 56 Marylanders lost their lives to domestic 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, 1 in 3 women and 1 in 4 men have experienced some form of physical violence by an intimate partner.<sup>3</sup>
- On a typical day in the United States, local domestic violence hotlines receive approximately 19,159 calls, or 13 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 week-long stay in our Safe House emergency shelter.

### Last Year We...

- provided services to over 2,700 clients
- responded to over 2,100 hotline calls
- provided over 3,300 nights in shelter
- engaged 1,300 people through community events

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<sup>1</sup> [Maryland Network Against Domestic Violence Fatality Review State Implementation Team: 2023-2024 Yearly Report](#)

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

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

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

# Thank you for participating in the 2024 Purple Challenge!

Your support makes our mission possible.

## Questions? Contact Us!

### Purple Challenge Questions

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### General Inquiries

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## 24-Hour Helpline

**410-997-2272**

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