



PAINT 757 PURPLE

JOIN SAMARITAN HOUSE IN TAKING A STAND
AGAINST DOMESTIC VIOLENCE THIS OCTOBER



Join **Samaritan House** to take a stand against Domestic Violence and help **#Paint757Purple!**

Domestic violence is an issue that is so difficult to talk about but so important to bring to light. The latest statistics show that 1 in 3 women and 1 in 4 men will be the victim of physical violence by an intimate partner in their lifetime. 41% of homicides that occur right here in Virginia are related to intimate partner violence.

For the last 35 years, Samaritan House has been the leader in the movement to end domestic and sexual violence across Hampton Roads. We offer comprehensive support services and housing to men, women and children in need of safety and support. Last year, Samaritan House served over 4,000 individuals with housing, case management, children's services and education resources.

October is nationally recognized as Domestic Violence Awareness Month, and last year, businesses across Hampton Roads stood with us to PAINT 757 PURPLE and made a pledge to fight domestic violence. This year, we're back with an even bigger vision, inviting more local businesses in Hampton Roads to participate!

Help PAINT 757 PURPLE by partnering with Samaritan House and take a stand against domestic violence with other local businesses in Hampton Roads!

VISIT WWW.PAINT757PURPLE.COM TO SEE HOW OTHER BUSINESSES ARE GETTING INVOLVED!

HOW IT WORKS

Participation is free and open to any business. Participating businesses can get involved in a variety of ways:

- Any business can invite customers/patrons to make a small donation and sign a purple donation card to post around your establishment and show your support.
- Businesses can offer a signature purple item, where sales from a specific product or service will be donated to Samaritan House. The sky is the limit here: purple donuts, cocktails, streaks in hair, smoothies, cupcakes and accent nails, themed workout events for gyms, the way you **Paint 757 Purple** is up to you!

- Engage your employees in an internal fundraiser during the month of October as a great team-building activity (who doesn't love a little friendly competition?) Challenge your entire office to **Wear Purple for Domestic Violence Awareness Day on Thursday, October 25th**. Companies can match gifts, too!
- Want to paint outside the box? That's great! We're here to help you come up with fun ideas to get your business and customers involved.

Throughout the month, Samaritan House will be featuring all participating local businesses on our website, social media and newsletters. We will do regular business spotlight features throughout the month and provide each business with photos to be shared on social media – both ours and yours! There will even be opportunities for appearances and mentions on various local news and entertainment outlets.

Our team is happy to work with you to determine the best method of involvement in **Paint 757 Purple** for your particular business. Whether that means a percentage of sales for a particular service or product on a set day, week or throughout the entire month, your support is vital to helping us get the word out and give a voice to those who have suffered violence.



EDUCATION: VIOLENCE AWARENESS 101

Participation in the Paint 757 Purple program includes educational training and materials to better equip your team with knowledge and tools to recognize violence in their lives and around the community and tips for how to make this a successful campaign for your business!

For questions regarding the #Paint757Purple campaign, please contact Eva Fuze at evaf@samaritanhouseva.org or 757-323-6164

**BY TAKING PART IN #PAINT757PURPLE YOU ARE TELLING THE COMMUNITY
TWO THINGS: YOUR BUSINESS WILL NOT STAND FOR DOMESTIC VIOLENCE AND YOU ARE
COMMITTED TO SUPPORTING THE SAFETY OF FAMILIES THROUGHOUT HAMPTON ROADS.**

STOP THE VIOLENCE. START THE HEALING.

**SAMARITAN
HOUSE** 