



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 from the World Health Organization show that 1 in 3 women and 1 in 4 men will be the victim of severe 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 30 years, Samaritan House has been a 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 this year we're inviting local businesses in Hampton Roads to participate in a unique way.

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

HOW IT WORKS

Participation is free and open to any business. Participating businesses can get involved in a number 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 their 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 (or for your pup) and accent nails, the way you **Paint 757 Purple** is up to you!
- Engage your employees in crowdfunding during the month of October as a great team-building activity (who doesn't love a little friendly competition?) Companies can always 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, we 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 professional 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.

At the end of October, each participating business will write a tax-deductible check to Samaritan House and will be invited to our donor recognition celebration on November 9th at Top Golf in Virginia Beach. This is an opportunity to thank local businesses and individuals for their support of our mission, share success stories of our clients, and have discussions about how to work together to end violence.

EDUCATION: VIOLENCE AWARENESS 101

We would love to offer your staff educational training and materials to better equip your team with knowledge and tools to recognize violence in their lives and around the community. Our trained staff can come to your business to offer this free training at your convenience.

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.

