



**Purple  
Purse.**

**Allstate Foundation**

## **2018 OPPORTUNITIES**

NNEDV Economic Justice Summit – 3/7/18





### HISTORY

- 2005: The Allstate Foundation began commitment to helping end domestic violence
- Focus on proven solution: financial empowerment (we're a financial services company!)
- By 2017: Invested \$60+ million, helped 1.3+ million survivors, 11,000 advocates





### MOVING AHEAD GRANTS

- 2007: Began Moving Ahead Grant program
- Competitive process by invitation only to NNEDV State Coalitions who regrant to nonprofits
- 2017: Funded 24 Coalitions
- 2018: Invitations in May  
\$1 million+ funds





### MOVING AHEAD CURRICULUM

- 2007: Comprehensive tools to financially empower survivors
- Five modules available in English and Spanish
- Rutgers University study demonstrates success in financial understanding and management
- Printable workbooks and presentations to be presented to survivors by trained advocate
- Online version so survivors can self-learn tablet or through iTunes





### **PURPLE PURSE PROGRAM**

- 2011: Launched Purple Purse public awareness and fundraising program
- Purple = color of domestic violence awareness; purse = symbol of woman's financial domain





### PURPLE PURSE CHALLENGE

- 2014: Launched friendly fundraising competition for nonprofits around the country
- Held in October during Domestic Violence Awareness Month
- 2017: \$3,452,796 raised by 220+ participating nonprofits; also \$700,000 in prizes
- 2018: Applications open in May
- Premier Partners: Raise \$500 in Challenge; exclusive opportunities





### HELPING HANDS GRANTS

- Through Allstate agency owners; must volunteer minimum of 4 hours
- 2017: 73 earned individual grants; plus 818 participated in 52 group projects
- 2018: each agency owner allotted 1 individual grant and 2 group grants
- Best way to tap this resource: participate in Purple Purse Challenge



## 2018 Purple Purse Opportunities



**Purple Purse**<sup>®</sup>

**Allstate Foundation**

Thanks for your support!

Questions: [Laura.Glaza@Allstate.com](mailto:Laura.Glaza@Allstate.com)



Welcome!  
Exploring What's New:

FINANCIAL EMPOWERMENT CURRICULUM

# Moving Ahead Through Financial Management



# What We Know

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- 1/3 of all women will experience DV in their adult lives
  - VS
- 60% of women living in poverty
  - Of those, 8% - 33% report recent or current violence
  - High prevalence of childhood physical & sexual abuse

# Why?

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- Having limited financial resources is a big risk factor for Domestic Violence
  - Few resources = fewer good choices for getting and/or staying safe
  - An abuser is able to gain more control due to increased vulnerability
  - Abuse is likely to last longer and result in more severe injuries

# However...

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- This **Does Not** mean that those living poverty are more violent
- Also **Does Not** mean those with plenty of financial resources are not experiencing or at risk of experiencing abuse

# Tactics

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- An abuser's actions can plummet a survivor into poverty
- Often use economics and finances as ways to control their partners
  - Harassing at workplace
  - ID theft/ruining credit
  - Causing an eviction
  - Forcing illegal activity - decreasing chances for jobs, housing
  - Sabotaging success at getting more education or looking professional for work or interviews

# Leaving Does Not = Safety

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- Leaving an abusive relationship can leave a survivor in an impossible financial situation.
  - Leaving is one of the most dangerous times
  - If not already living in poverty – leaving may result in it
- Often an impossible choice

# And Yet...

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- How does Economic Justice and Financial Empowerment work measure up?
- Do people have the information and skills they need to be successful?
- Are services reflective of the need?
- Why?

# Barriers

- Advocates don't feel confident
- Struggling themselves
- Can't find the time





# Finding The Sweet Spot

- Learn how to incorporate EJ work into their everyday advocacy work
- Create a safe environment to have dialog
- Celebrate success



# What We're Doing

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- Since 2005, The Allstate Foundation and NNEDV have partnered to end violence against women through financial empowerment
  - TAF invested over \$XX million
  - Trained nearly 11,000 advocates
  - Helped more than 1 million survivors

# How We're Doing It

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- Innovative Programs and Grant-Making
  - Traditional IDA & Non-Traditional Match Savings Programs
  - Education and Job Training
    - Compassionate assistance
    - Moving Ahead Career Empowerment Curriculum
  - Credit Repair & Micro-Loans
  - Financial Literacy
    - Moving Ahead Through Financial Management

# Curriculum

- Five Part Module
  - Safety Planning
  - Budgeting
  - Credit
  - Loans
  - Long-Term Planning



## ACCESS

- purplepurse.com
- itunes or iBooks
  - Search 'Moving Ahead Financial'
- nnedv.org

## LOOK

- Overall 'look'
- Imagery
- Functionality

## CONTENT

- Readability & Language
- ACA/Student Loans
- Broken Links Repaired



FINANCIAL EMPOWERMENT CURRICULUM

## Moving Ahead Through Financial Management

MODULE 1

# Understanding Financial Abuse

Keeping Safe and Starting Over





# Financial Empowerment Curriculum

## MODULE 1

# Financially Abusive Relationships



# Financial Empowerment Curriculum

## MODULE 1

# Financial Safety Planning





# Financial Empowerment Curriculum

## MODULE 1

# Divorce and Child Support



# Financial Empowerment Curriculum

## MODULE 1

# Disclosing Abuse



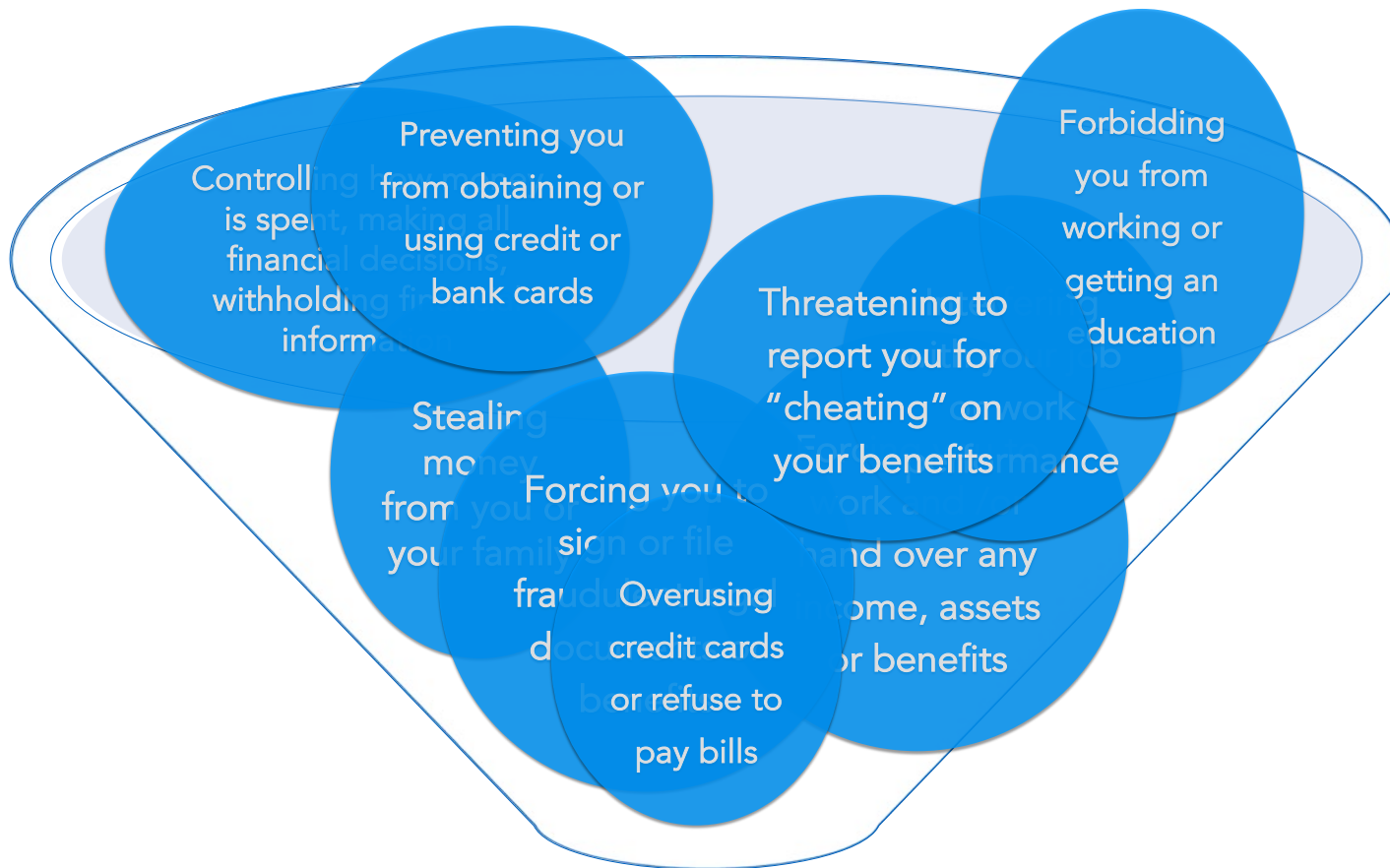


# Financial Empowerment Curriculum

## MODULE 1

# Privacy Protection





## Financial Abuse Tactics

## Module 1: Financial Safety Planning

### Strategies If Leaving

*Don't get overwhelmed – take it one step at a time*

**Take small steps**

*Don't get overwhelmed – take it one step at a time*

**Begin saving money right away**

- Save change from grocery receipts
- Put money aside from bonuses or increases
- Earn extra income from selling assets, crafts, etc.
- Consider putting any new funds in a new, separate bank account, safe deposit box or with a trusted family member or friend

*Don't get overwhelmed – take it one step at a time*

**Take stock of your current assets and liabilities**

- Keep track of how jointly held funds are spent, as you may be asked to account for them later
- If you have jointly held bank accounts, consider taking at least half

## Module 4: Loan Options

### Example of Interest vs. Term

Loan Amount	Term (Months)	Interest Rate	Monthly Payment	Total Interest Paid
\$15,000	36	3.24%	\$437.81	\$761
	48	3.39%	\$334.61	\$1,061
	60	3.49%	\$272.81	\$1,369
	72	3.74%	\$232.90	\$1,769

Typically, the shorter the terms, the lower the interest rate.

## Module 5: Savings Strategies

# Making Compound Interest Work For You

- The secret to saving money is the miracle of compound interest and growth.
- By saving and investing just \$40 a month at 8% growth.
- Would result in over \$13,000 growth and \$23,000 balance.

Year	Deposit	8% Growth	Total Deposit	Total Growth	Balance
1	\$480.00	\$21.17	\$480.00	\$21.17	\$501.17
2	\$480.00	\$62.49	\$960.00	\$83.66	\$1,043.66
3	\$480.00	\$107.20	\$1,440.00	\$190.86	\$1,630.86
4	\$480.00	\$155.61	\$1,920.00	\$346.47	\$2,266.47
5	\$480.00	\$208.00	\$2,400.00	\$554.47	\$2,954.47
10	\$480.00	\$542.34	\$4,800.00	\$2,544.67	\$7,344.67
15	\$480.00	\$1,039.14	\$7,200.00	\$6,668.27	\$13,868.27
20	\$480.00	\$1,777.36	\$9,600.00	\$13,961.99	\$23,561.99



## Home Options

Financial  
Paperwork

Loan  
Options

Home  
Options

Home  
Ownership

Mortgage  
Application Process

- Evaluate how the management responds to “after hours” emergencies.
- Talk with prospective neighbors about the competency and reputation of the landlord and/or management company.
- Visit the neighborhood at night and/or during the weekend to see what the community is like.
- Be aware that although you may be legally entitled to have your deposit returned, it may be difficult to recover.

### How to Handle Evictions for Non-payment of Rent

There are three steps to eviction:

#### Notice from Landlord:

The landlord is required to give **written notice** before he or she files a lawsuit against you. The notice may state “Pay the rent or vacate in three days.” If you fail to do either during the designated time, the landlord may file an eviction lawsuit in court.

#### How to handle this notice:

Talk to a lawyer if you believe that you do not owe the rent that is being demanded of you. If you agree that you owe the money, you can meet the terms of this notice by paying the overdue rent within the time stated in the notice. Be sure to pay with a check or money order. This will prove that you paid the money. Write the months you are paying for on the check/money order. If you have to pay in cash, be sure to ask for a receipt that specifically states that you have paid those months in full. Be sure to keep the receipt. If you do not have enough money to pay the rent, contact a local domestic violence program or other community organization to learn about possible grants or loans.

#### Notice from Court:

If you do not pay the rent that is demanded of you, you may receive a petition for eviction and a summons/notice to appear in court. If you receive these court papers, it means that the landlord has filed an eviction lawsuit against you. Being sued for eviction can have consequences that reach far beyond the court case. Even if you eventually settle the lawsuit, future landlords may be able to view these court records and may not want to rent to you. In other words, you may be “blacklisted” from future rentals.

#### How to handle this notice:

Step 1: Talk to a lawyer as soon as possible to see if you have any legal defenses to the rent being demanded. For example, if the landlord created an environment that was dangerous to live in, s/he may have breached the “warranty of habitability.”

Step 2: Begin thinking of how you may be able to pay the rent owed. Perhaps you can ask your landlord to set up a payment plan. You may be able to apply for a grant to prevent homelessness from public assistance. Or you may be able to get help from a private charity, etc. Even if you do not have a lawyer, show up to the court date. If you do not show up, a judgment of eviction and a warrant for possession of your rental unit will likely be issued. If you do not have a lawyer, contact a non-profit organization such as The Legal Aid Society ([www.legal-aid.org](http://www.legal-aid.org)). You can find listings of non-profit legal organizations for every state on [WomensLaw.org](http://WomensLaw.org)

#### Notice from Sheriff:

If the landlord wins the eviction lawsuit against you, s/he can get a judgment of possession of the rental unit and an **order to vacate** (warrant). The order will indicate when you must vacate (move out). It will likely be enforced against you by the sheriff, marshal or other law enforcement officer.

## Home Options

Financial  
Paperwork

Loan  
Options

Home  
Options

Home  
Ownership

Mortgage  
Application Process

#### How to handle this notice:

Comply with this notice and move your family and your belongings as soon as possible. If you leave any items behind, you may have to pay storage fees to get them back. Or the landlord may consider the items abandoned and discard them. If you did not receive a summons/petition before you received the order to vacate or if you believe that you are being wrongfully evicted for any other reason, see a lawyer immediately. The lawyer may be able to get the order/warrant set aside, on grounds that you did not have a chance to defend yourself in court. However, you may also have to prove that you had a “meritorious defense” to the initial court case. Even if you cannot get a lawyer to help you, you can go to court yourself to see if you can file an order to show (or other legal papers). This would ask the judge to set aside the warrant of eviction and to give you more time to pay the rent owed.

### Illegal Evictions

An illegal eviction can take place when you are forced to leave your home by someone who does not have a legal right to evict you or when your landlord does not follow proper legal procedures in evicting you. Your landlord only has the legal right to exclude you from your home in certain circumstances. In addition, there will be very specific steps that must be followed in order for you to be evicted legally. Talk to a lawyer if you believe that you are being wrongfully or illegally evicted. For example, you may be illegally evicted if your landlord:

- Changes the locks while you’re out or stops you from getting into your home
- Makes life so uncomfortable for you that you’re forced to leave your home (for example, turning off the heat, gas, hot water, electric, etc.); this is known as a “constructive eviction”
- Physically removes you from the property or has anyone who is not authorized to do so by law remove you



Illegal eviction can be both a civil and criminal offense. The courts may force your landlord to allow you back into your home, impose fines, award compensation, and even arrest the landlord.

If your landlord has illegally evicted you, you can call the police. Depending on your state’s law, the police may tell the landlord to allow you back into the home or face arrest. If you believe that your landlord is planning to attempt to evict you illegally or if the police will not get involved, talk to a lawyer immediately. A lawyer (or you on your own) can file a petition in court to ask the judge to order the landlord to allow you back into the home. If you prefer not to go to court, you may want to inform the landlord in writing that his/her actions are illegal. Demand that your landlord:

- Allow you back into the property immediately
- Stop trying to evict you illegally
- Stop harassing you
- Return your belongings

Be sure to keep copies of any letters, emails or texts that you send to your landlord. Also keep any documents that you receive from your landlord regarding the illegal eviction attempts.

If you have been evicted, you will need to find another place to live. Contact your local domestic violence program to learn about housing resources in your community or call the National Domestic Violence Hotline 1-800-799-7233 if you are a victim of domestic violence and in need of shelter.



## Education Finances

Savings Strategies

Investment Options

Insurance Overview

Education Opportunities

Education Finances

Thanks to Heather Jarvis, NNEDV Student Loan Expert, for her contributions to this section.

Another factor to consider when continuing your education is how you are going to pay for it. **Financial aid**, including grants, scholarships and loans, can help you afford higher education. Grants and scholarships have a big advantage—they do not have to be repaid. Student loans are also a type of financial aid, but loans must be repaid, with interest.

Financial aid comes from several main sources:

- the federal government
- the state where you live
- the college you attend
- private organizations

### Grants and Scholarships

The first types of financial aid to consider are grants and scholarships. The following steps will help you get started:

#### Everyone Should Submit the FAFSA

The *Free Application for Federal Student Aid (FAFSA)* is used to determine who is eligible for all federal student aid programs, including programs that are not based on financial need. In fact, most states, schools and private organizations require you to complete the FAFSA. Some schools and programs will require additional submissions, such as the CSS/Financial Aid Profile. Deadlines tend to be early so visit [FAFSA.ed.gov](http://FAFSA.ed.gov) right away.

### Research and Apply for Available Grants and Scholarships

Your FAFSA application will serve as your application for the main federal grant program, the **Pell Grant**. Colleges and universities often offer students grants and scholarships using their own funds. Check with your school's financial aid office for application requirements and deadlines.

You can use these search tools to locate grants and scholarships, both public and private:

- U.S. Department of Labor scholarship search tool: *CareerOneStop* <http://careerinfonet.org/scholarshipsearch/ScholarshipCategory.asp?searchtype=category&nodeid=22>
- College Board search tool: *Big Future Scholarship Search* <https://bigfuture.collegeboard.org/scholarship-search>
- *FastWeb!* Scholarship Search <http://www.fastweb.com/>

*Consider the Women's Independence Scholarship Program.* It is a powerful tool that breaks down barriers and opens doors of opportunity. The objective of the Women's Independence Scholarship Program is to help survivors of domestic abuse obtain an education. Such education will in turn offer them the chance to secure employment, personal independence and self-sufficiency. Support is available for full or part-time students applying to accredited programs at educational institutions. For more information on the fund, go to <http://www.wispinc.org/Programs/WISP/tabid/62/Default.aspx>.

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### Student Loans

#### Choose Federal Student Loans over Private Student Loans

Private student loans can be risky and are typically more expensive than federal loans. Interest rates for private student loans are usually variable and will almost certainly increase over time. Private loans lack the advantages of federal student loans, such as flexible repayment options and forgiveness provisions.

Most federal student loans don't require a credit check or a cosigner. (But you do need to fill out the FAFSA!). Federal student loans do not require payments until after you leave college or drop below half-time. If you demonstrate financial need, you can qualify to have the government pay your interest while you are in school. Federal student loans usually have grace periods of six months. A grace period is a set time after leaving school before you have to start making payments.

If you're having trouble making payments, federal student loans offer flexible repayment plans and options to postpone your loan payments. If you work in certain jobs, you may be eligible to have a portion of your federal student loans forgiven, if you meet certain conditions.

#### Types of Available Federal Student Loans

*Direct Subsidized Loans* are loans given to eligible undergraduate students who demonstrate financial need. They help cover the costs of higher education at a college or career school.

*Direct Unsubsidized Loans* are loans made to eligible undergraduate, graduate and professional students. For these, the student does not have to demonstrate financial need to be eligible for the loan.

*Direct PLUS Loans* are loans made to graduate or professional students and parents of dependent undergraduate students. They help pay for education expenses not covered by other financial aid.



*Direct Consolidation Loans* allow you to combine all of your eligible federal student loans into a single loan with a single loan servicer.

*Federal Stafford Loans* are awarded on the basis of financial need and are regulated by the federal government.

*Federal Perkins Loans* is a school-based loan program for undergraduates and graduate students with exceptional financial need. Under this program, the school is the lender.

### Understand Your Repayment Options

Before taking on a student loan, evaluate how much you can afford to borrow and learn what it will take to repay it.

In general, the longer it takes to repay loans the more they cost over time. If you need low monthly payments, the income-driven repayment plans for federal student loans can help. If your student debt is relatively high as compared to your income, these repayment plans provide significant advantages. Monthly payments are established as a percentage of income so when you don't earn a lot, your payments are low. But income-driven options have the disadvantage of requiring annual income verification and other paperwork. Because monthly payments are low, interest charges will be correspondingly high.

Once you estimate how much you will owe when you graduate, the Department of Education's calculators

# Safety Planning

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- What is Financial Abuse
  - Like all acts and tactics of DV
    - Gain & maintain Power & Control
      - Controlling how money is spent
      - Over-using credit
      - Forcing or not allowing to work
- Explore how to set money aside safely
- Pros/Cons to disclosure
- Housing Search

# Budgeting Basics

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- Needs vs. Wants
  - Self-defined
- Saving must be Budgeted
  - Pay yourself first!
  - Be consistent
  - Emergency savings (3 months of living expenses)
- Make interest work for you
- Assets vs. Liabilities
  - Know what you owe

# Mastering Credit

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- Your credit score is YOUR credit score
- The lower your score – the more expensive money is
  - Those who can least afford it pay more
- Demystifying credit
  - What counts and what doesn't
    - Checking your own score
    - 'Soft hits'
    - Taking out a new line of credit

# Improving Credit Score

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- Pay credit accounts on time
- Keep balances low
  - 30% Rule
    - Card A: \$500 balance - \$1,000 limit
    - Card B: \$100 balance - \$1,000 limit
    - Total \$600 balance - \$2,000 limit
    - 30% debt/limit ratio
- Apply for and open new accounts only as needed or as part of a plan

# Loans

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- Unsecured vs. Secured
  - Credit card vs. mortgage
- Auto loans
  - New vs. used
- Home loans
  - Fixed
  - A.R.M.
  - Sub-Prime

# Saving

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- Making saving a habit
  - Start early
  - Be consistent
  - Be patient
- Ways to save
  - Interest-earning savings account
  - CD
  - Money market
  - Individual Development Account (IDA)

# Long-Term Planning

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- Saving Vehicles
  - Individual Retirement Accounts (IRA)
    - Tax advantages
    - Traditional vs Roth
- Pensions
  - Employer provide & guaranteed
- 401 (k) Plans
  - Defer income taxes until withdrawn



# What We've Learned

- Everybody has a learning curve
  - We aren't born knowing this
  - We aren't always taught it
  - Many come with baggage
- We must go slow
  - Cannot 'budget' on the 1<sup>st</sup> visit; must establish trust and credibility
  - Talking about money is hard
    - Triggers



# What's Working


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- Thoughtful programming
  - Barrier Reduction Fund
  - Non-traditional Match Saving Programs
  - Make participation accessible
    - Food
    - Childcare
    - Transportation
    - Incentives
  - Celebrate Success

# Independence Project

## Credit-Building Through Micro-Lending

- \$100 loans
- Paid back \$10 per month for 10 months
- Funded by Verizon Foundation & Thirty-One Gifts
- Currently lending in all but 5 states
  - Remaining states end April 2018
  - US Territories by end of 2018



**THE INDEPENDENCE PROJECT**  
*Credit-Building through Micro-Lending*

*Turning pocket change into social change*

**WHY IS CREDIT REPAIR IMPORTANT TO DOMESTIC VIOLENCE SURVIVORS?**

**Economic abuse is present in 99% of domestic violence cases.\***

Because of this, NNEDV is launching The Independence Project—a micro-loan credit-building program that places survivors of domestic violence on the path to credit repair and economic independence.

NNEDV  
NATIONAL NETWORK  
TO END DOMESTIC  
VIOLENCE

\*Adams, Adrienne E. "Measuring the Effects of Domestic Violence on Women's Financial Well-being." CFS Research Brief 2011-5.6.

# www.NNEDV.org

Click on 'Projects' tab

- Economic Justice Project
  - Moving Ahead Through Financial Management Curriculum
    - Full curriculum and Trainer download
- Census
- Housing
- Safety Net
- WomensLaw.org





# Questions