

October is

DOMESTIC VIOLENCE AWARENESS MONTH



WHAT IS DVAM?

Domestic Violence Awareness Month (DVAM) happens every October to bring attention to the issue of domestic violence and to support survivors. The purple ribbons, QR codes, and shared messages remind our community that **help is available**, no one has to face abuse alone, and we all play a part in creating a safer, more supportive community.

WHY IT MATTERS

Domestic violence affects 1 in 4 women and 1 in 7 men in the U.S., yet it often stays hidden behind closed doors. By raising awareness during Domestic Violence Awareness Month, we help break the silence, remind survivors they're not alone, and show that **our community cares** enough to stand up for safety, support, and hope.

WHAT IS THE VPC?

The Violence Prevention Center (VPC) is a nonprofit organization dedicated to ending domestic violence and supporting survivors in St. Clair, Randolph, and Monroe counties. We provide **free, confidential services** — including emergency shelter, advocacy, counseling, and education — to help individuals and families find safety, healing, and hope.

Learn more: vpcswi.org/paintthetown
24/7 Crisis hotline: 618.235.0892



TAKE ACTION



Domestic Violence Awareness Month is a time to stand with survivors and show our community that abuse will not be tolerated. Here are simple, meaningful ways **you can make a difference** this October:

Paint the Town Purple

Show your support by displaying purple ribbons, lights, clothing, and other support materials in your community, workplace, or home. Use these visible reminders to help keep the conversation alive all month long.

We've included a **tear-strip poster and a DVAM awareness flyer** on pages 7 & 8. Please feel free to print and hang these in your lobby or restrooms!

Share on Social Media

Use your voice to spread hope and information. Share facts, survivor stories, and photos of your purple bows using **hashtags like #VPCSWI, #DVAM2025, and #PaintTheTownPurple.**

Host a PurpleOne Training

Deepen understanding by organizing a **PurpleOne half-day workshop** focused on domestic violence awareness and prevention. Learn how to Recognize, Respond to, and Refer victims of domestic violence.

Support Survivors Through Giving

Your **donations help provide critical services** and resources to survivors. Every contribution, big or small, makes a difference in helping individuals and families find safety and healing. Visit vpcswi.org to learn how to contribute.

Spread Awareness

Talk openly with family, friends, and coworkers about domestic violence to help **break the silence** and create a safer community. Your conversations can inspire others to learn, support survivors, and get involved.

Learn more: vpcswi.org/paintthetown
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PAINT THE TOWN PURPLE



“Paint the Town” is our community-wide campaign to raise awareness during Domestic Violence Awareness Month by creating visible reminders of support for survivors. Here’s how you can help make it happen:



Light It Up Purple

Illuminate your home or workplace with purple lights to show survivors their community stands with them. Purple light bulbs can be found on [Amazon](#).



Display it Purple

Create a purple-themed display in your business or storefront. Highlight purple merchandise and **share our agency’s information** to connect survivors with life-saving resources. Email meganh@vpcswi.org to receive VPC materials for your display.



Make it Purple

Got a product or service you can tint purple for the month? Whether it’s drinks, baked goods, or even purple hair, let us know – we’ll help you spread the word and amplify your support.



Wear Purple

Join others in wearing purple on one or all Thursdays in October. You can participate solo, with friends, or at your workplace. Consider offering discounts or incentives for those who wear purple. Share your plans with meganh@vpcswi.org, and we’ll help promote them!

Learn more: vpcswi.org/paintthetown
24/7 Crisis hotline: 618.235.0892



SPREAD THE WORD ONLINE



Your voice online is powerful. This October, help raise awareness and show survivors they are not alone by sharing messages, images, and resources on social media. Here's how you can get involved:



Use the Hashtag

Include [#PaintTheTownPurple](#), [#DVAM2025](#), and [#VPCSWI](#) in your posts to join the local and national conversation. Tag the Violence Prevention Center so we can see and share your posts, too!



Share Why You Care

Post a photo of your purple lights, ribbons, display, or your team wearing purple. Add a caption about why you stand with survivors or how your business or group is helping.



Sample Captions

- October is Domestic Violence Awareness Month. We're proud to help [#PaintTheTownPurple](#) and stand with survivors. Learn more at [vpcswi.org](#).
- 1 in 4 women and 1 in 7 men experience domestic violence. Everyone deserves to feel safe and supported. [#EveryIKnowsSome1](#)
- Purple is more than a color — it's a promise that survivors are seen, supported, and never alone. [#PaintTheTownPurple](#) [#DVAM2025](#)
- One purple light, one purple ribbon, one purple shirt — together, we shine a light on domestic violence. [#DVAM2025](#) [#PaintTheTownPurple](#)
- We're proud to stand with the Violence Prevention Center and survivors in St. Clair, Randolph, and Monroe counties. [#DVAM2025](#) [#VPCSWI](#)



Keep It Going

Invite your friends, followers, and coworkers to get involved. Share our posts, repost from our pages, and keep the conversation visible all month.

Learn more: vpcswi.org/paintthetown
24/7 Crisis hotline: 618.235.0892



BOOK A SPEAKER



Raising awareness is powerful — but giving people tools to understand, respond, and prevent domestic violence goes even further. The Violence Prevention Center offers presentations, community talks, and PurpleOne half-day trainings to help build a safer, more informed community.

Bring Us to Your Group

Invite us to speak at your **civic group, workplace, faith community, or club**. We tailor presentations to fit your audience — whether you want an overview of domestic violence, practical ways to help survivors, or guidance on creating safer spaces.

Host a PurpleOne Half-Day Training

A PurpleOne training equips participants to Recognize the signs of domestic violence, Respond safely and effectively, and Refer individuals to local resources and support. **Host a half-day training** for your staff, volunteers, or community group and help build a network of people ready to stand with survivors.

Attend a Training

Don't have a group to host? You can **join an upcoming PurpleOne training** or awareness event instead. Visit vpcswi.org/purpleone for a calendar of opportunities and sign-ups.

Ready to Get Started?

If you'd like to book a speaker or host a training, contact us at **meganh@vpcswi.org** for more information. We'll help you find the best fit for your group's needs and schedule.

Together, we can create a safer, more informed community — one conversation, training, or gathering at a time. Whether you're ready to host, learn, or share, we're here to help you take the next step.

Learn more: vpcswi.org/paintthetown
24/7 Crisis hotline: 618.235.0892



SUPPORT SURVIVORS



Your support makes our work possible — every donation helps us provide safety, resources, and hope to survivors and their families in St. Clair, Randolph, and Monroe counties. There are many ways you can help:



Make a Financial Gift

Every dollar helps fund shelter, counseling, and advocacy for those impacted by domestic violence. **Consider becoming a Peace Keeper**, our community of monthly donors whose steady support helps survivors all year long.

Give or become a Peace Keeper: vpcswi.org/donations



Donate Items Survivors Need

Help meet everyday needs for individuals and families by donating new, unused items like toiletries, household supplies, and personal care essentials.

Check our up-to-date wish list and drop-off instructions here:

vpcswi.org/wish-list



Shop or Donate to the Shelter Shop

Our Shelter Shop accepts gently used clothing and household items, which directly support survivors rebuilding their lives. When you shop or donate, you help provide critical resources for families moving toward safety and stability.

Learn more: vpcswi.org/sheltershop



Volunteer

The Shelter Shop welcomes volunteers to help sort donations, assist customers, and support operations. Visit the website to learn how to get involved.



Other Ways to Give

Want to host a supply drive, sponsor an event, or plan a legacy gift? Explore more ways to stand with survivors here: vpcswi.org/other-ways-to-give

Learn more: vpcswi.org/paintthetown

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Does your partner or someone you know:

- Make you feel scared or unsafe?
- Try to control where you go or who you see?
- Insult, humiliate, or put you down?
- Physically hurt or threaten to hurt you?
- Pressure you to do things you don't want to do?
- Prevent you from working or accessing money?
- Constantly check up on you or invade your privacy?

IT'S TIME YOU FEEL SAFE

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FREE & CONFIDENTIAL HELP IS AVAILABLE

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**WEAR PURPLE ON
THURSDAYS!**

Show us your purple:
Tag us on your social post
@vpcswi &
use #paintthetownpurple
& #DVAM2025



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