October is DOMESTIC VIOLENCE AWARENESS MONTH

Paint the Town Purple

Community Action Guide

Ideas, resources, and tools to support survivors in our community



violence prevention center
SOUTHWESTERN ILLINOIS

proud partner of UNITED WAY Greater St. Louis

24-hr crisis hotline: 618-235-0892

vpcswi.org

October is
MORE THAN AWARENESS

Domestic violence impacts your employees, customers, members, students, and neighbors. Domestic Violence Awareness Month is your opportunity to raise awareness, support survivors, and help connect people to local resources.

1 in 3 WOMEN & 1 in 5 MEN

experience intimate partner violence in their lifetime.

WHY YOUR PARTICIPATION MATTERS

Domestic violence often thrives in silence and isolation.
When employers, educators, faith leaders, business leaders, and community members know how to recognize warning signs and share resources, survivors are more likely to find support and safety.

Chances are, someone you know has been impacted by domestic violence.

LOCAL HELP IS AVAILABLE

In St. Clair, Monroe, and Randolph Counties, the Violence Prevention Center provides free and confidential services for individuals and families impacted by domestic violence, including:

- ✓ Emergency Shelter
- ✓ Counseling
- ✓ Advocacy
- ✓ Prevention Education
- ✓ Safety Planning
- ✓ Support Groups



6,000 calls per year are answered by the VPC hotline.

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

October is
HOW YOU SHOW UP

WHY SHOULD YOUR ORGANIZATION PARTICIPATE?

Domestic violence affects the people who work for you, learn from you, worship with you, and walk through your doors. Participating in Domestic Violence Awareness Month helps ensure survivors know they are not alone and that help is available. Most importantly, it shows how much you care!

USE THIS TOOLKIT TO:

Paint the Town Purple (p. 4)

Light it purple, display it purple, feature it purple, and wear it purple to spark conversation throughout your community.

Share Your Impact (p. 5)

Use social media to spread awareness and inspire others to join the movement.

Learn Together (p. 6)

Bring awareness, resources, and practical tools to your organization.

Stand with Survivors (p. 7)

Support local survivors through volunteering, donations, shopping, advocacy, and community partnerships.

Be Involved (p. 8)

Participate throughout the month with our calendar of events.

Offer Resources (p. 9)

Hang the included tear-off resource poster in a restroom, break room, waiting area, or community space so people can access local support.

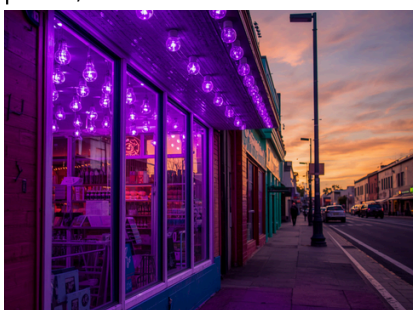
Whether you choose one activity or build a month-long campaign, your action helps create a community where survivors are seen, supported, and connected to help.

October is
PAINT THE TOWN PURPLE

Visible acts of support spark conversations. Whether it's a purple storefront, a themed product, or employees wearing purple, your participation helps raise awareness, shows your community where you stand, and inspires others to join the movement.

Light It Purple

Illuminate your building, office, porch, or storefront.



Feature It Purple

Offer a purple-themed product or promotion.



Wear It Purple

Encourage your team to join in.



Display It Purple

Create a visible reminder of support.





Share your participation, tag VPC on social media, and help inspire other organizations to join the movement. Throughout October, we'll highlight participating organizations on our social media channels.



Planning to participate? We'd love to hear from you! Email Megan at meganh@vpcswi.org so we can celebrate your organization throughout October.

October is
EVERYONE'S STORY TO SHARE

SHARE YOUR IMPACT

Your post could help someone realize they are not alone.

When you participate in Paint the Town Purple, take a photo, share it on social media, and tag @VPCSWI on Facebook and @VPCSWIL on Instagram.



SAMPLE CAPTIONS

We're proud to join organizations across Southwestern Illinois in Paint the Town Purple this October. Together, we can raise awareness, support survivors, and help create a safer community for everyone.
#PaintTheTownPurple #DVAM2026 #VPCSWI

Small actions can make a big impact. We're wearing purple and helping raise awareness during Domestic Violence Awareness Month because everyone deserves to feel safe, supported, and connected to help.
#PaintTheTownPurple #DVAM2026 #VPCSWI

This October, our team is wearing purple to help raise awareness about domestic violence. Together, we can help ensure survivors know they are not alone and that help is available.
#PaintTheTownPurple #DVAM2026 #VPCSWI

We've joined Paint the Town Purple for Domestic Violence Awareness Month, and we'd love to see other local organizations join us! Every conversation, every display, and every act of support helps raise awareness.
#PaintTheTownPurple #DVAM2026 #VPCSWI

Use these hashtags:
#PaintTheTownPurple
#DVAM2026
#VPCSWI

October is
LEARNING TOGETHER

Domestic violence affects every workplace, school, congregation, and community. Bringing awareness to your organization helps create a culture of support, equips people to respond with confidence, and connects individuals to local resources.

BRING THE CONVERSATION TO YOUR TEAM

Whether it's a 10-minute staff meeting, a lunch-and-learn, or our 4-hour PurpleOne training, VPC can help your organization raise awareness and connect people to resources.

We can provide:

- ✓ Brief team meeting presentations
- ✓ Lunch-and-learn discussions
- ✓ Community group presentations
- ✓ Resource tables and awareness displays

Looking for something deeper?

- ✓ PurpleOne community awareness training
- ✓ Continuing education opportunities for select professionals



DANA L.
LIVE LAUGH ILLINOIS REAL ESTATE GROUP

★★★★★

The more people we educate on how to recognize domestic violence, respond safely, and connect survivors to help, the stronger and safer our communities become.

Great for:

- ✓ Businesses
- ✓ Libraries
- ✓ Schools
- ✓ Faith Organizations
- ✓ Civic Organizations
- ✓ Community Groups
- ✓ Professional Associations

BRING THE CONVERSATION TO YOUR ORGANIZATION

Request a presentation or training:
vpcswi.org/request-training or
email Megan: meganh@vpcswi.org

October is
STANDING WITH SURVIVORS

There are many ways to make a difference beyond Domestic Violence Awareness Month. Whether you give your time, resources, voice, or financial support, every action helps create safer communities and stronger futures for survivors.

Hang Ribbons



Each fall, volunteers help tie thousands of purple ribbons in communities across the region. Gather your coworkers, family, or community group and join us as we Paint the Town Purple.

Email:
meganh@vpcswi.org

Make a Gift



Your gift helps provide shelter, advocacy, and life-saving support for survivors.

Give online:
vpcswi.org/donate-now

Volunteer



Use your time and talents to support survivors and prevention efforts in our community.

Learn more:
vpcswi.org/volunteer

Shop and Donate



Shop or donate gently used clothing and household items to support survivor services.

Visit:
19 Bellevue Park Plaza
Belleville, IL

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

violence prevention center
SOUTHWESTERN ILLINOIS

DVAM 2026

EVENT SCHEDULE

THURSDAYS	WEAR PURPLE IN SUPPORT OF SURVIVORS; POST A PIC ON SOCIAL MEDIA!
OCT 3	VPC TABLE AT METRO-EAST PRIDE
OCT 10	RUN TOWARD PEACE 5K AT ROCK SPRINGS PARK, 8AM
OCT 15	NATIONAL DAY OF ACTION WEAR YOUR PURPLE!
OCT 17	VPC TABLE AT THE MASCOUTAH FALL FEST
OCT 20	PURPLEONE TRAINING AT BELLEVILLE CHAMBER
OCT 24	VPC TABLE AT ROCK SPRINGS PARK, HEALTHY HABITS TRAIL CHALLENGE
OCT 28	PURPLEONE TRAINING AT HELPING STRAYS, COLUMBIA

proud partner of UNITED WAY Greater St. Louis

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vpcswi.org



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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?

IT'S TIME YOU FEEL SAFE

October is
A SAFE PLACE TO START

FREE & CONFIDENTIAL HELP IS AVAILABLE

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