Vision & ACTION



Bringing the relationships, reputation and resources of Allstate to support innovative and lasting solutions that enhance people's well-being and prosperity

Why Domestic Violence and Why Allstate?

1 in 4 women will experience domestic violence in her lifetime.

Victims are more likely to stay in or return to abusive relationships if they lack the financial resources to live safe, independent lives. We have invested our financial expertise, volunteer hours and over \$30 million toward serving 500,000 survivors with financial empowerment programs.

How our Domestic Violence Program Runs



Building a Measurement Framework to tell the story

Corporate Goal: We will grow the value of our company for our customers, our associates, our shareholders, our communities and society.

	our snarenoiders, our communities and society.				
	Social Impact	Business Value			
	Create Social Change	Build Reputation	Involve Allstaters	Enhance Local Presence	
Priority Outcomes	Empower teens to adopt safer driving behaviors	Differentiate Allstate brand through positive social change	Increase employee satisfaction and loyalty	Create pathways to new communities	
	Empower domestic violence survivors to increase financial independence				
	Raise awareness and support of key issues among priority audiences	Develop a reputation for thought leadership among key influencers	Position Agency Owners as hometown heroes	Deepen existing community relationships	
	Elevate profile of key issues on public policy agenda				
	Vision & ACTION				

Broad Spectrum of Measurements and Evaluations

Social Impact Grantee reported outcomes

Academic Evaluation

Rutgers University evaluation of our Moving Ahead curriculum

Business Value Reputation Institute research

External Recognition

 Civic 50, Committee Encouraging Corporate Philanthropy, Boston College Center on Corporate Citizenship, and more.