

Vision & **ACTION**



Allstate[®]
Foundation

Serving Communities
for 60 Years

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

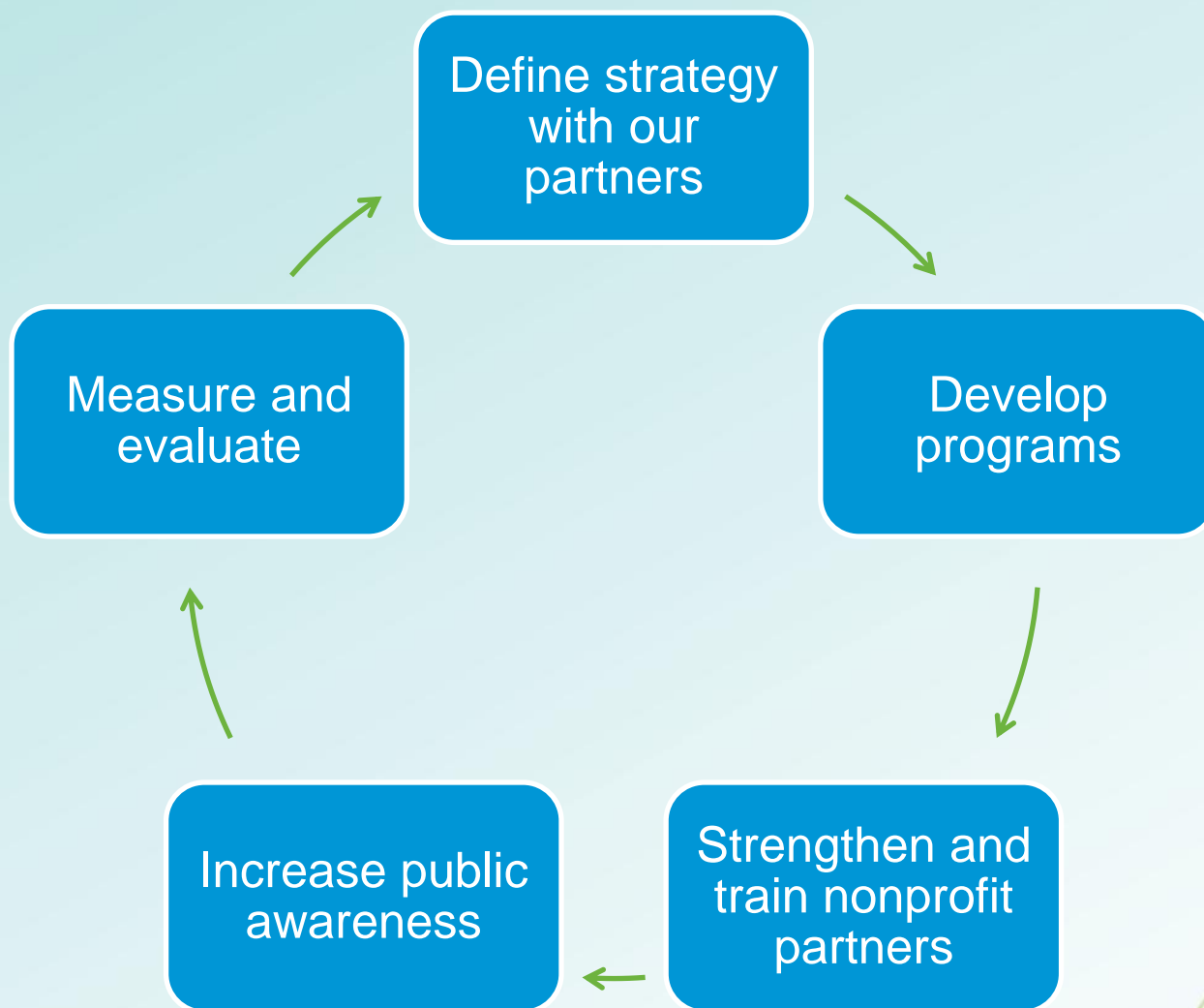
Why Domestic Violence and Why Allstate?

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.**

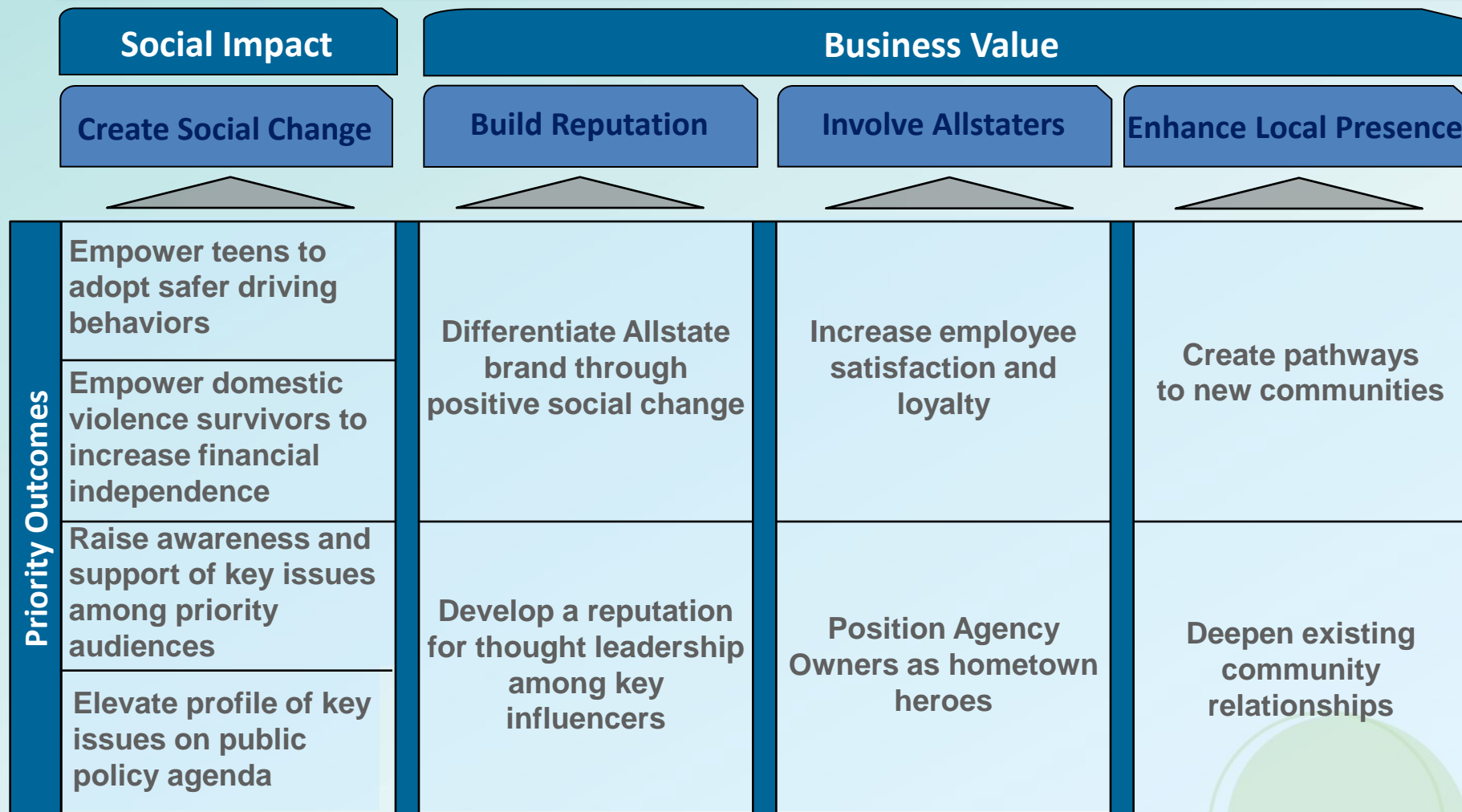
We have invested our financial expertise, volunteer hours and over \$30 million toward serving **500,000 survivors with financial empowerment programs.**

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.



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.