



## **Purple Laces... Safer Places!**

Pledge Walk to Support the Victims of Domestic Abuse  
in Somerset County



**October 4, 2008  
Pleasant Valley Park  
Valley Road  
Basking Ridge, NJ**

Dear Friends and Community Partners,

It happens almost every time a woman enters our safehouse. Her eyes swell with tears of gratitude for the safety and concern she receives after fleeing an abusive relationship. She senses the weight of the expectation of suffering that is being lifted from her shoulders. She feels empowered to make changes in her life. Within a few days her spirit is strong enough to begin the process of becoming whole again and not being someone else's target for abuse.

The Resource Center for Women and Their Families has been providing safe shelter, legal advocacy, counseling and other services for victims of domestic and family abuse to residents in Somerset County since 1979. We work throughout the community of Somerset County. We support our confidential safehouse in a centrally located neighborhood. We have outreach offices in Hillsborough and a satellite office in Somerville. We have transitional housing units in the eastern and western parts of the county. We conduct community education programs for schools, community service organizations, service agencies such as social workers and law enforcement agencies, and business organizations that are interested in bettering their understanding of the problems that face so many in our society.

We are a private, non-profit agency that depends on the dedicated service of countless volunteers and the generosity of a concerned community of citizens and businesses alike. Special events fundraising and donations account for approximately 60% of our annual budgetary needs. Your help and support are so very important to our ability to deliver crucial services to our client/victims.

**Purple Laces... Safer Places!** is a program that will provide much needed support to victims of domestic abuse through the generosity of communities throughout Somerset County.

Purple is the color used to signify our awareness of domestic abuse. To show support for prevention of abuse, we are offering the opportunity to wear purple shoelaces in sneakers and purple t-shirts to work and at our pledge walk.

October is Domestic Abuse Awareness Month and we are holding a day of recognition, awareness and celebration of success for those who have survived the trauma of abuse in family relationships.

The **Purple Laces... Safer Places!** pledge walk will bring people together to learn more about preventing domestic abuse and what they can do to help those who are suffering in abusive relationships. They will also help raise much needed funds to support our program efforts.

**Your business can be a prominent community event sponsor of  
Purple Laces... Safer Places! with a modest underwriting contribution  
starting at just \$250.**

Other sponsorships are available at \$500, \$1000, \$2500 and \$5000. We are happy to work with you to find an underwriting contribution that fits your philanthropic budget.

**The Resource Center for Women and Their Families is a private non-profit agency serving victims of domestic abuse in Somerset County.**

- Emergency Shelter • Transitional Housing • Legal Advocacy • Domestic Violence Response Teams
- Outreach Counseling & Community Education • Culturally Sensitive Programs • Services for Adults & Children

UNITED WAY MEMBER AGENCY



The **Purple Laces... Safer Places!** Pledge Walk will be held at Pleasant View Park in Basking Ridge on Saturday, October 4, 2008. On site check-in and registration begins at 3:00 PM and there will be music, refreshments, entertainment, contests and prizes for our participating walkers and families. At dusk, the walk begins through the walking trails in the park, highlighted by luminaries from our **Communities of Light** awareness program.

Pledge walkers can register on line at <http://rcwtf.org> or <http://www.active.com/donate/purplelaces> and then solicit additional pledges from friends and supporters. **This is a chance for you and members of your company or organization to make a difference in the life of someone who truly needs help.** We wholeheartedly encourage participants to set their personal pledge goal at \$100 or more.

On line registration is available at  
<http://www.active.com/donate/purplelaces>

or

Visit our website at [www.rcwtf.org](http://www.rcwtf.org)

Pledge walkers will receive a purple t-shirt and purple shoelaces for their sneakers or shoes to wear during the walk. They will also receive a lanyard and purple glowstick to wear as they take to the trails at dusk. Our program will feature live music, fun contests and prizes, and information and brochures about domestic abuse and how to help prevent it from happening.

**With your generous underwriting support for  
Purple Laces... Safer Places!, 100% of the registration fees and pledges  
will go directly toward client services.**

Each underwriting sponsor will be prominently acknowledged at the event for their support. Your banner (supplied by you) will be displayed in and around our staging area, the amphitheater, or refreshment area. You may also distribute giveaway and advertising materials in our "goodie bags."

**Purple Laces... Safer Places!** underwriting opportunities are affordable and convenient. Please contact me and I discuss with you our opportunities listings. The RCWTF staff and more importantly our clients are most appreciative of your support and generosity toward ending violence in our homes. Every day of safety and freedom from violence is a day of gratitude and thanks.

**This is an excellent opportunity for your business to demonstrate you support for  
the important work being done in the community for victims of abuse.**

If you have any questions about our program or the work we do, please call me and I will be happy to address your concerns.

Respectfully,

Lt. Anthony J. Winchatz (Retired, Bridgewater Police Department)  
Associate Director of Community Outreach

(908) 359-0003 ext. 223

e-mail: [awinchatz@rcwtf.org](mailto:awinchatz@rcwtf.org)

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# Purple Laces... Safer Places! Day

## *Promoting Prevention and Showing Support at your Workplace*

For those businesses that cannot attend our pledge walk, we have added one additional opportunity for your business to participate in our program. You can encourage your staff and employees to support the Resource Center for Women and Their Families by joining us for **Purple Laces... Safer Places! Day** at your workplace.

You can register for the program and we will supply each participant with a pair of purple laces and a t-shirt which they can wear at work all day on the day you designate as **Purple Laces... Safer Places! Day**. We are recommending Friday, October 3, 2008 but you can designate an alternate date to suit the needs of your business.

It's a great opportunity, especially for customer service businesses such as retail stores, banks, real estate offices, hair salons, corporate offices and anyone who works closely with customers to show your support for improving the lives of victims of domestic abuse and to support a very important service here in Somerset County.

Registration for **Purple Laces... Safer Places! Day** is done at your business location and not on line. The cost for each employee is \$15 to register. The deadline for registration is Friday September 12. This allows us time to deliver your laces and t-shirts in time for **Purple Laces... Safer Places! Day**.

Please contact me to bring this part of our program to your business location.

Lt. Anthony J. Winchatz (Retired, Bridgewater Police Department)  
Associate Director of Community Outreach

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### Corporate Sponsorships Are a Good Way of Being Part of the RCWTF Community

Many companies and corporations view the importance of being a good citizen as an integral part of their core business values. Helping to improve the quality of life for others makes a company socially responsible and connected to its community.

#### **Responsibility**

You can demonstrate that your company is a good corporate citizen. A corporation's charitable endeavor can also help boost employee morale.

#### **Investment**

**RCWTF** is a private, non-profit 501(c) (3) organization working on behalf of domestic abuse victims and their children in Somerset County. Our agency has been providing services to our clients free of charge for nearly 30 years. You can make a meaningful investment for the betterment of the local community where you work, right here in Somerset County.

#### **Make a difference**

**RCWTF** programs are results oriented. We provide accountability and reporting on how your funds are used. Established in 1978, we are now working with over 700 victim/clients annually.

#### **Employee Programs**

Keeping your staff aware of the company's charitable endeavors is a great way to boost morale and set a positive example. Offer your staff the opportunity to become **RCWTF** sponsors and recognize them for it. It's important to acknowledge the charitable efforts of those working for you. We can work with you to establish individual or group sponsorships. Many companies also match the donation of its employees.

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