



P.O. Box 208
Union City, PA 16438
814.616.2330
purpleone.org

PurpleOne Standards of Excellence

PurpleOne is designed to create Communities United Against Domestic Violence. When you become a PurpleOne Partner, our expectation is that you uphold the standards of excellence and maintain the integrity of the PurpleOne Program.

1. Victims are Our Number One Priority.

Period.

Our priority is to serve victims of domestic violence and provide training, materials, services and outreach at a level of quality that they deserve. We're not trying to prescribe action that a victim should take, but rather building a community that meets victims where they are, empowers victims toward their goals, and recommends services for the needs they identify.

Putting all victims and their diverse rights and needs first will always take priority.

2. Excellence in Training and Outreach

PurpleOne, the PurpleOne Training, and PurpleOne outreach materials are trademarked, copyrighted and should not be adjusted. The expectation is that Partners fully implement all aspects of the program professionally and to the level of quality established by PurpleOne. Training content and marketing materials have been researched and tested to provide the highest quality and most effective outcomes. Therefore, only authorized PurpleOne products may be used to implement and advertise this program. Examples of unauthorized use would be organization-made or handwritten signs or significant deviations from training materials.

Trainers are the lifeline of this program and whom the community starts to trust. We want to ensure the PurpleOne Training is presented consistently and completely to maintain its integrity and quality. Presenters are expected to understand the material and present themselves and the material professionally, with authority and with passion.

3. Victim-Focused Connection to Comprehensive Services

The overall goal of this program is to ensure victims are provided quality, timely and accurate information about state-recognized domestic violence agencies and services that can help and support their needs. Each PurpleOne Partner must have a clearly defined, victim-focused process to ensure each referral is to comprehensive, quality services. The expectation is that PurpleOne Partners will identify and establish relationships with the highest quality provider(s) in the geographic area. Typically, these services would be provided or coordinated by state-recognized domestic violence agencies with years of expertise working with victims of domestic violence.



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4. Create a Community United Against Domestic Violence

The PurpleOne Program is designed for organizations to easily implement a coordinated community response. This is achieved by educating the community about domestic violence, responding to victims, establishing Safe Places for Domestic Violence Victims to receive information and referrals to state-recognized domestic violence agencies. In many cases, this CCR includes a task force composed of community members representing a variety of fields, positions and interests focused on reaching victims of domestic violence. PurpleOne encourages its Partners to seriously consider implementing such a task force.

5. Committed to Effectiveness

To ensure the quality and effectiveness of the PurpleOne Program, data relating to the Program outcomes, training effectiveness and overall sentiment of the PurpleOne Program are essential. Partners play a crucial role in the data collection process and are expected to provide timely, accurate and ethical collection and reporting of data. Partners should complete annual reports about program outcomes, assist PurpleOne in evaluating potential Safe Places within their footprint, and insist trainees complete knowledge and training evaluations.