



What is the Purple Leash Project?

The Purple Leash Project was created as a partnership between Purina and nonprofit RedRover, with a combined mission to keep domestic abuse survivors and their pets together and bring animals and their people from crisis to care. The goal is to create more dedicated safe spaces across the country, making domestic violence shelters more accessible so survivors and their pets can escape and heal together.

So much accomplished, so much more to do.

Through Purina's partnership with RedRover, we've effectively doubled the number of pet-friendly shelters in the U.S. We've given grants of over \$2 million in more than 30 states. And Purina associates have given more than 2,500 volunteer hours to help create more safe spaces. Still, only 20% of shelters accept pets, so our job is far from finished.

Survivors and their pets need us. Here's how you can help.

There are lots of ways to get involved and lend a hand to survivors and pets in need. Even the smallest actions can help make a big difference.

Make a donation.

Donate to the Purple Leash Project at [RedRover.org/PurpleLeashProject](https://www.RedRover.org/PurpleLeashProject). Every donation can make a difference.

Donate your time.

Visit [SafeHavensForPets.org](https://www.SafeHavensForPets.org) to support a domestic violence shelter with a pet program near you. You can also become a RedRover Responders volunteer to help animals and people in crisis by visiting [RedRover.org/Responders](https://www.RedRover.org/Responders).

Share your voice.

Follow [@Purina](https://twitter.com/Purina) and [@RedRoverOrg](https://twitter.com/RedRoverOrg) on social media, and be sure to like and share posts you find interesting. Help spread the word by downloading and printing our info card. [Find it here.](#)

Show your support.

October is Domestic Violence Awareness Month. Stand with survivors by wearing purple, especially on Purple Thursday, the third Thursday in October. You can also visit [Shop.PurpleLeashProject.com](https://www.Shop.PurpleLeashProject.com) for exclusive items and apparel that support survivors and pets. 100% of your purchase is a donation.



Join us in helping abuse survivors and their pets. Because no one should ever have to choose between their own safety and leaving a loved one behind.

[PurpleLeashProject.com](https://www.PurpleLeashProject.com)

Want to host a fundraiser?

As you plan your event, please remember that it is an independent fundraiser and is not sponsored, endorsed, or hosted by the Purple Leash Project, Purina, or RedRover. We ask that you do not use Purple Leash Project or partner logos, branded assets, or other materials without prior permission. To help avoid any confusion about your event's affiliation, please use the disclaimer below in your event communications and promotional materials:

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