

August 3, 2021

Daniel Buchholtz
City Administrator
City of Spring Lake Park
1301 81st Ave NE
Spring Lake Park, MN 55432

Dear City Administrator Daniel Buchholtz,

Every year throughout the nation, October is recognized as Domestic Violence Awareness Month (DVAM). Counties and cities all over the United States take the opportunity to honor this month through an official proclamation. In choosing to proclaim October as DVAM locally, Anoka County recognizes the gravity of the problem and the importance of the ongoing work to create a violence-free community. Spring Lake Park's proclamation will add to the chorus of voices insisting that women, men, and children all have a right to seek peace and safety in their lives.

Alexandra House is proud of its partnerships with all the communities throughout Anoka County. In this spirit, we will post all proclamations on our social media sites, tagging each respective city throughout October. The proclamations will be one component of the many initiatives we have planned for Domestic Violence Awareness Month.

As you may be aware, Alexandra House hosts its annual HopeFest event the last weekend of September, as our lead into **October, Domestic Violence Awareness Month**. The core principles of the event are to raise awareness about domestic and sexual violence, remember those we have lost, and honor the many survivors. HopeFest will be held in Anoka, at City Hall Plaza, on September 25th. We have several initiatives that our community can participate in throughout October, Domestic Violence Awareness Month; such as:

- **Proclamation**
 - Declare October is Domestic Violence Awareness Month and invite an Alexandra House representative to speak at a City Council meeting (in person or virtually) during September or October. (*Sample proclamation is attached*)
- **[#PurpleThursday](#)** (Thursday, October 21st)
 - Join Alexandra House in observing [#PurpleThursday](#) by wearing purple to show support and awareness of domestic violence. Take a photograph of those wearing purple and post it to your social media platforms with the hashtags [#PurpleThursday](#) and [#DVAM](#) and tag us [@AlexHouseMN](#).
- **[Ask Me Why I Wear Purple Initiative](#)**
 - We challenge our community to join us in wearing purple and sharing with those who ask, WHY they wear purple. Alexandra House will have our 'Ask Me Why I Wear PURPLE' buttons available.
 - We also have our printable signage '[I/We Wear Purple](#)' available for download and printing on our website.
- **Domestic Violence Awareness Month displays**
 - Place a display table with DVAM information and resources in common, high-traffic public spaces (courthouses, city halls, lobbies, community centers, etc.)
 - Place our '[Are You Safe](#)' posters in your employee break rooms, informational boards, and public/private restrooms.

- **Yard Sign Campaign**
 - Place our Domestic Violence Awareness yard signs in and around courthouses, city halls, community centers, libraries, police departments, etc.)
 - Would Spring Lake Park consider being a yard sign pickup site? If yes, please reach out to communications@alexandrahouse.org or 763-795-5471, to make arrangements.
- **Purple Lights Campaign**
 - During October, change or mask the color of your porch lights, building's exterior lights, and/or public spaces to the color purple, recognizing domestic violence awareness while creating striking imagery.
 - Put out a social media posting, press release, and/or newsletter article about WHY you are illuminating your space in purple.
- **Social Media**
 - Share Alexandra House's social media posts about Domestic Violence and Domestic Violence Awareness Month on your social media platforms. We are on [Facebook](#), [Twitter](#), and [Instagram](#).

More information on these initiatives is available on our website at <https://www.alexandrahouse.org/get-involved/events/domestic-violence-awareness-month/>. Please contact Tina Bronson, Director of Mission Advancement, at 763-656-1363 or tbronson@alexandrahouse.org if you have any questions regarding our proclamation request.

Thank you for your consideration and support of this vital cause.

Sincerely,

A handwritten signature in blue ink that reads "Connie Moore". The signature is written in a cursive, flowing style.

Connie Moore
Executive Director

Enclosure

Proclamation Resolution
No. _____

October of 2021 is proclaimed as

Domestic Violence Awareness Month

WHEREAS, the community problem of domestic violence has become a critical public health and welfare concern in Anoka County; and

WHEREAS, domestic violence is a crime, the commission of which will not be tolerated in Anoka County and perpetrators of said crime are subject to prosecution and conviction in accordance with the law; and

WHEREAS, over thousands of women, men, and children have and will continue to access assistance from Alexandra House, Inc., a domestic violence service provider; and

WHEREAS, domestic violence will be eliminated through community partnerships of concerned individuals and organizations working together to prevent abuse while at the same time effecting social and legal change; and

WHEREAS, October is *National Domestic Violence Awareness Month*; and

WHEREAS, during *National Domestic Violence Awareness Month*, Anoka County organizations will inform area residents about domestic violence, its prevalence, consequences and what we, as a concerned community can do to eliminate its existence.

NOW, THEREFORE, BE IT RESOLVED AND KNOWN TO ALL that

_____ proclaims October to be

Domestic Violence Awareness Month on _____.

OCTOBER IS NATIONAL DOMESTIC VIOLENCE AWARENESS MONTH



Light up our community with purple lights to raise awareness about domestic violence.

Purple lights and awareness signs available for purchase here. Proceeds support victims/survivors at Alexandra House, Inc.

DVAM SUPPLIES



STRING LIGHTS



LIGHT BULB



YARD SIGN