PURINA

PURPLE LEASH PROJECT

RedRover



Domestic Abuse Survivors & Their Pets *Need Us*

Join Purina & RedRover in creating more safe spaces for abuse survivors and their pets, with the goal of providing one million safe nights by the end of 2030.

Your donation helps fund grants that will allow more domestic violence shelters to create pet-friendly housing programs for survivors.

DONATE TO REDROVER

PURPLELEASHPROJECT.COM

PURINA Your Pet, Our Passion.®



No One Should Have to Choose Between Their Own *Safety* and Leaving a Loved One Behind.



The Problem Persists

More than 12 million people a year—1 in 3 women, 1 in 4 men—experience domestic abuse.



Improving Resources

Only 20% of domestic violence shelters in the U.S. accept pets. We're working diligently to change that.



A Costly Delay

48% of survivors delay leaving an abuser because they can't take their pets with them.



A Means of Control

More than 70% of women in shelters report an abuser threatened, harmed, or killed a pet as a means of control.

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