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FOR IMMEDIATE RELEASE

**Texas Advocacy Project Announces
2025 Handbags & Backpacks for Hope Campaign in June**

***Annual Program Lines Handbags with TAP's Legal Line Number
Providing Resources to Survivors of Abuse Across Texas***

(Austin, TX – May 27, 2025) – [Texas Advocacy Project](https://www.texasadvocacyproject.org) (TAP), a leading statewide non-profit organization dedicated to ending dating and domestic violence, sexual assault, child abuse, stalking, and human trafficking through free legal and social services, announces the return of its annual **Handbags & Backpacks for Hope Campaign**. This community initiative will take place **June 2 to June 28, 2025**, with the goal of collecting essential items and putting life-saving information in the hands of survivors across Texas.

In 2024, TAP helped nearly 12,000 clients and their children across the state through their free legal and social services. Handbags & Backpacks for Hope addresses the immediate and ongoing needs of individuals and families affected by power-based abuse by collecting new purses, tote bags, diaper bags and backpacks. Importantly, TAP then inserts a discreet tag into each collected item. The tag features TAP's confidential Legal Line, **800-374-HOPE**, which connects survivors to resources and information about TAP's free legal and social work services.

Recognizing the significant impact of violence on children, the campaign also focuses on collecting new backpacks filled with school supplies, providing a fresh start as children prepare for the upcoming school year. This initiative underscores TAP's commitment to supporting the entire family unit affected by violence.

“When someone donates a bag, they’re not just giving something to carry belongings in—they’re giving hope, safety, and a lifeline to free legal services. Every purse or backpack we deliver helps us reach someone who might not know there’s help available. This campaign reminds survivors

they're not alone—and that their community truly cares.” – Heather Bellino, CEO, Texas Advocacy Project

Call to Action:

TAP invites individuals, businesses, and community groups to join this powerful campaign.

- Host a public or private collection drive in your workplace or neighborhood.
- Shop the campaign's [Amazon Wishlist](#) to send school supplies directly to TAP.
- Volunteer to prepare and package items for shipment.
- Make a monetary donation to help cover shipping and outreach costs.

To date, donations of new purses, tote bags, backpacks, and new school supplies can be dropped at more than 20 designated [collection points](#) in the Austin, San Antonio and Dallas areas. To get involved, visit <https://www.texasadvocacyproject.org/handbags-backpacks-hope>

All donated handbags, tote bags, and backpacks are sorted and distributed to a network of shelters, clinics, and crisis centers across the state such as Hope Alliance and Hill Country Crisis Council in Austin and The Family Place and New Friends New Life Dallas. The distribution network maximizes the campaign's reach and impact, touching the lives of countless Texans in need.

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About Texas Advocacy Project:

Established in 1982 as a legal hotline, Texas Advocacy Project (TAP) has evolved into an expert on legal and social issues affecting survivors of power-based abuse. TAP works to end dating and domestic violence, sexual assault, child abuse, stalking, and human trafficking in Texas. TAP empowers survivors through free legal and social services, as well as access to the justice system, and raises awareness through public outreach and education. Our attorneys, staff, volunteers, and Board of Directors are dedicated to our vision of a future where all Texans live free from abuse. In 2024, TAP helped 11,705 clients and their children through our free legal and social services. If you or someone you know needs help, call 800-374-HOPE or visit [TexasAdvocacyProject.org](https://www.TexasAdvocacyProject.org).