

JOIN THE MOVEMENT TO END  
RELATIONSHIP ABUSE



one1ove

# WHY ONE LOVE



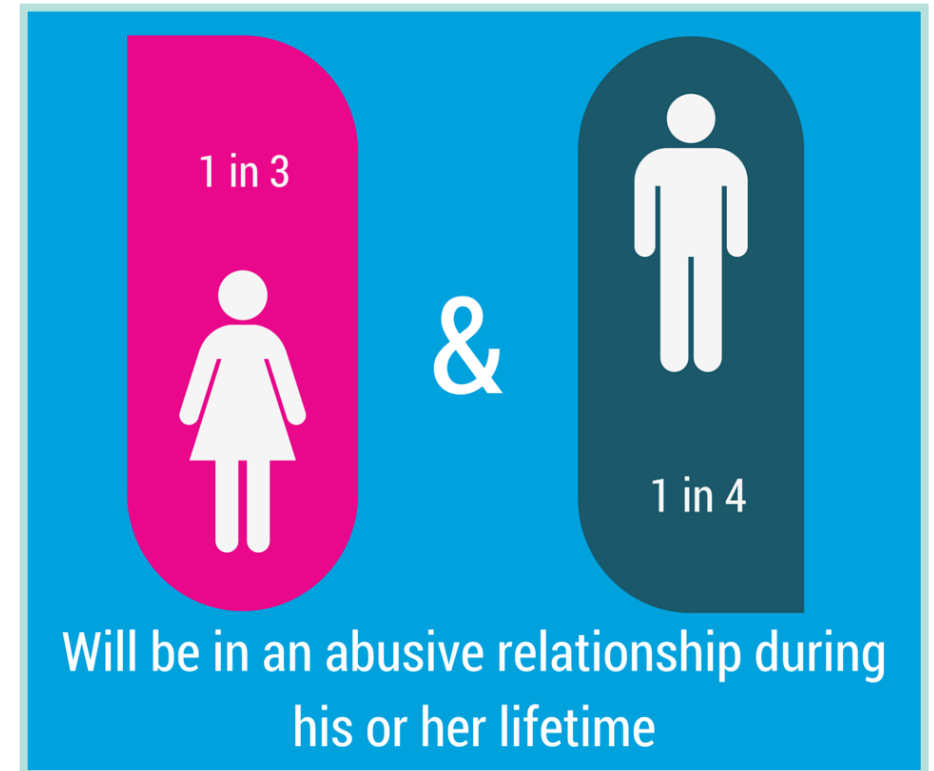
- **Yeadley Love** was a senior at the University of Virginia when she **was beaten to death by her ex-boyfriend**.
- While many knew of “drama” in their relationship, **no one** in Yeadley’s life had any idea that she was at real risk.
- After her death, Yeadley’s family learned that **relationship violence** is an unspoken epidemic in the U.S.
- **Women ages 16-24 are at 3X greater risk** of being in an abusive relationship than any other demographic

# UNSPOKEN EPIDEMIC

One Love exists because

*Yeadley was killed and her death was avoidable*

if anyone in her life had understood the signs of an unhealthy and increasingly dangerous relationship.



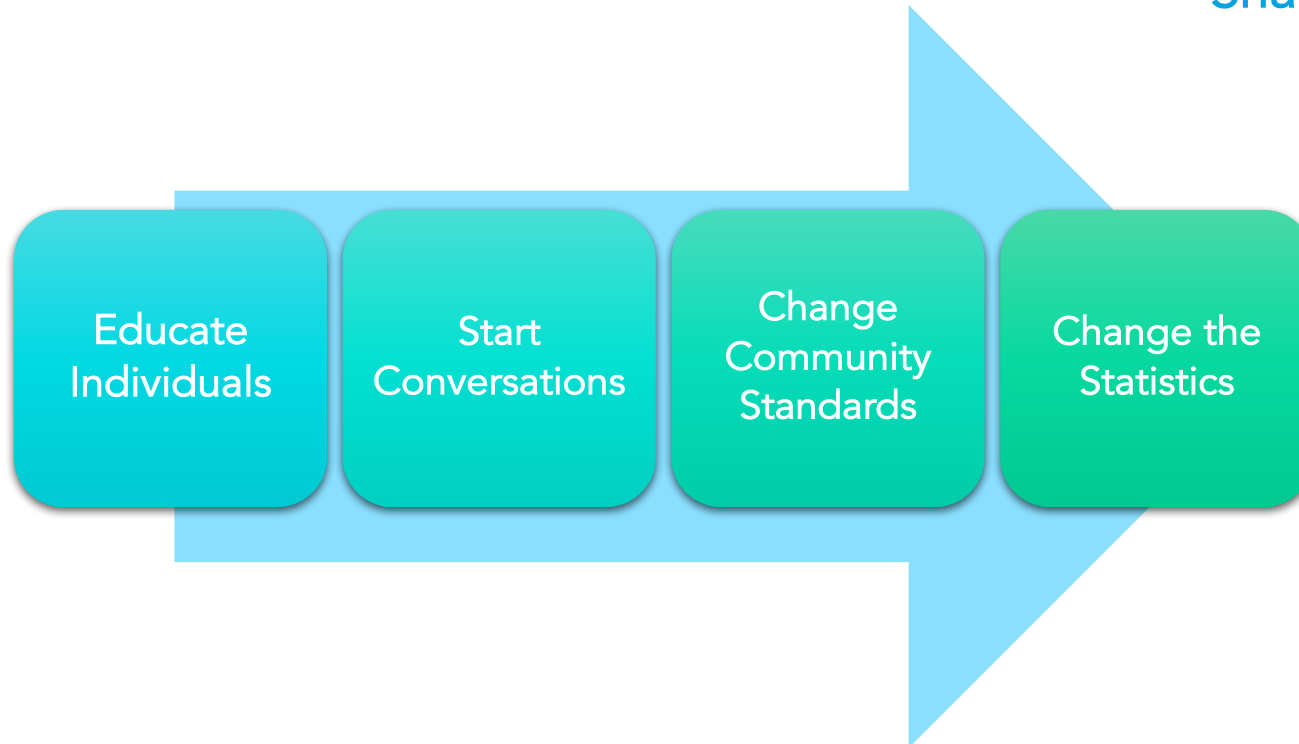
# OUR OBJECTIVE? IMPROVE COMMUNITIES & SAVE LIVES

“

*I want to do to relationship violence what Mothers Against Drunk Driving did to drunk driving. I want to shift the stigma to the abusers from the abused, and I want to teach bystanders they can take away the keys.*

-Sharon Love

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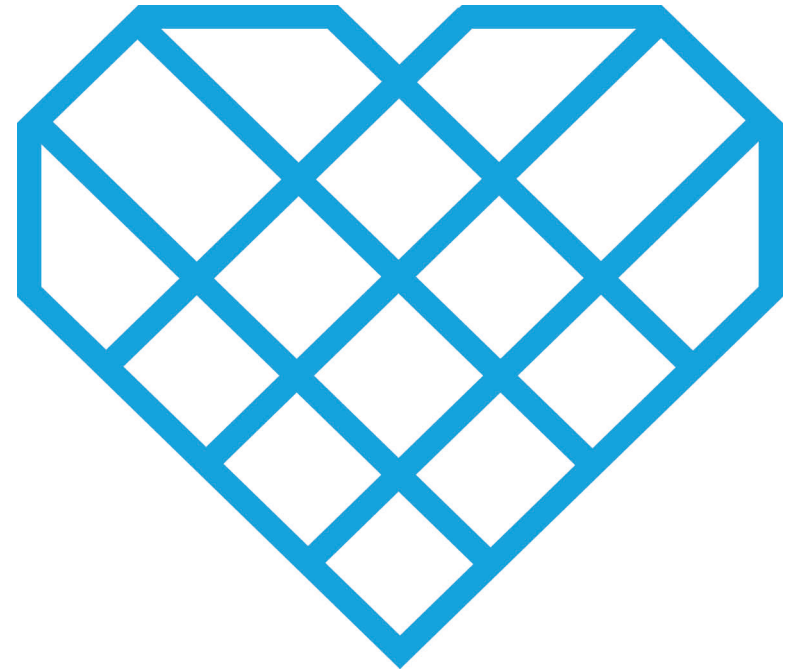




# OUR MISSION?

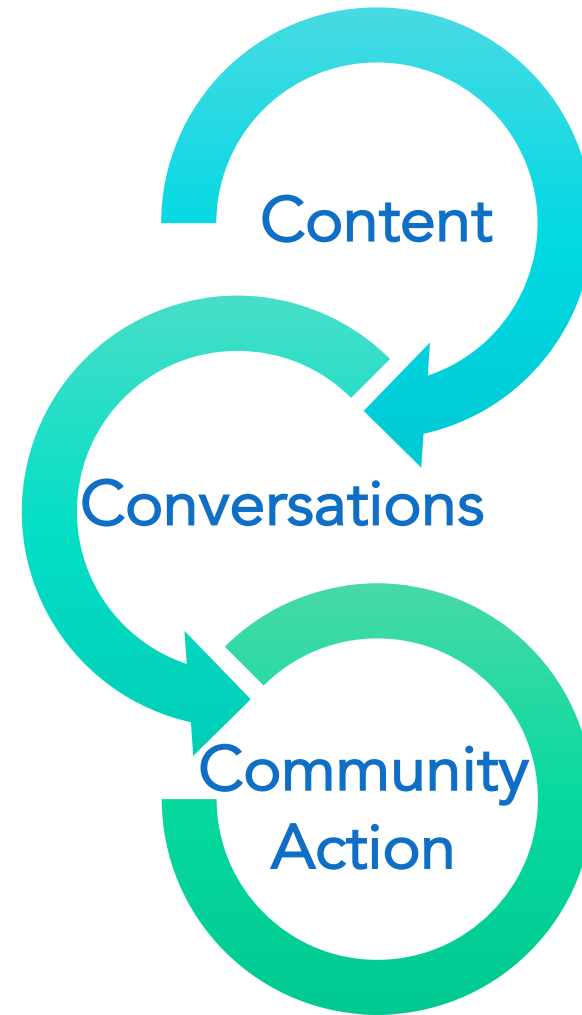
MAKE SURE OTHERS HAVE THE  
INFORMATION SHE DID NOT.

SAVE LIVES.



# OUR APPROACH ENGAGES PARTICIPANTS IN A MEANINGFUL WAY

1. **Best-in-class, highly relatable content opens young people's eyes** to the presence of unhealthy relationships and abuse in their lives.
2. **Inspired to share** their new understanding with others, **conversations begin** around a topic that is too often not discussed.
3. **Excited** by the possibility of achieving community change, **individuals step up to rally and lead their communities**

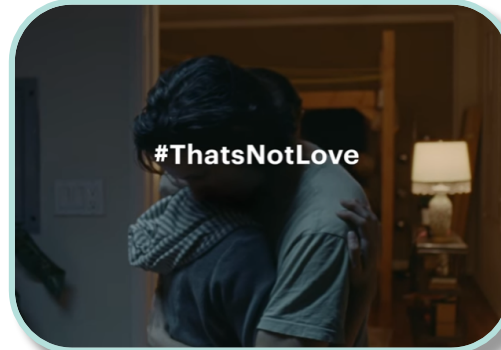


# EDUCATING, EMPOWERING & ACTIVATING Young People in a Movement for Change



## *Escalation Workshop*

This 90 minute film-based workshop that teaches about healthy and unhealthy relationship behaviors is One Love's breakthrough product, described as a "game-changer" by experts



## *#ThatsNotLove Discussions*

Recognizing that young people live in the digital world, #ThatsNotLove was developed to surround young people with content that powerfully shows the difference between love and control

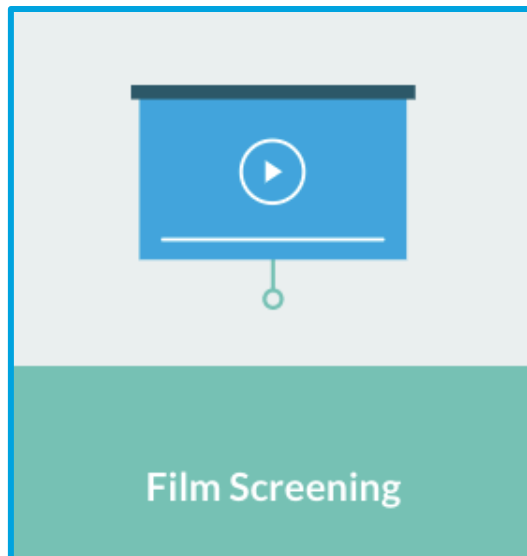


## *Team One Love*

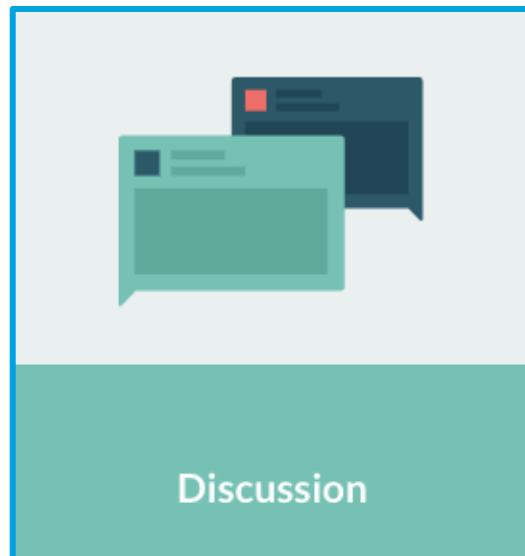
The destination for young people who want to promote a conversation about healthy relationships on their campus and lead One Love's campus campaign efforts

# ESCALATION WORKSHOP

Our premier film-based experience that [educates about the warning signs](#) of an abusive relationship, creating a safe zone for discussing an all-too-common problem. We [train student facilitators](#) to lead this conversations with their peers, focused on identifying the [warning signs](#), actions that could have been taken, and [how the film relates to their own lives](#).



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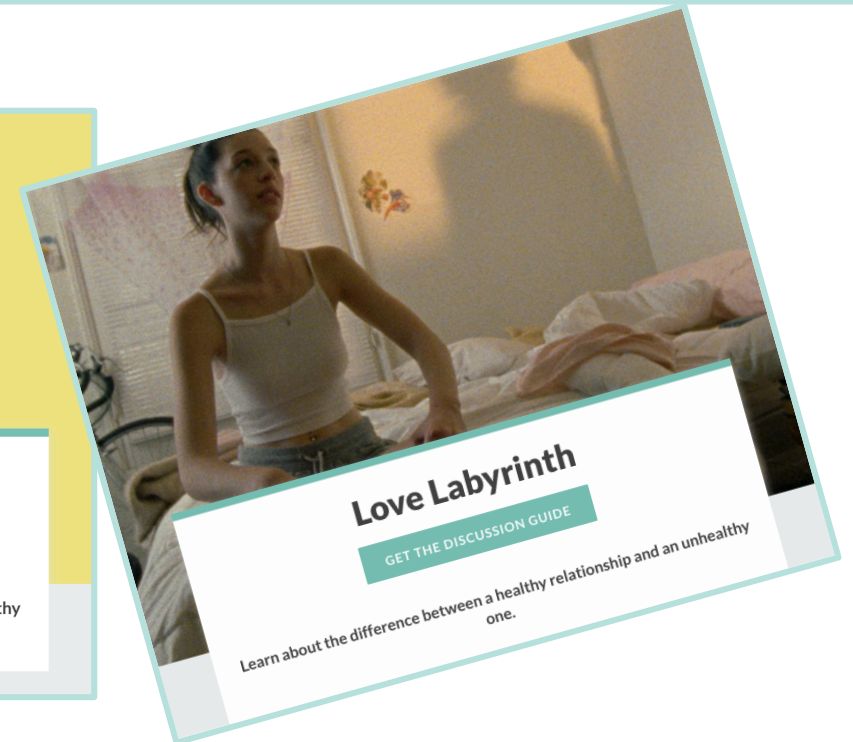
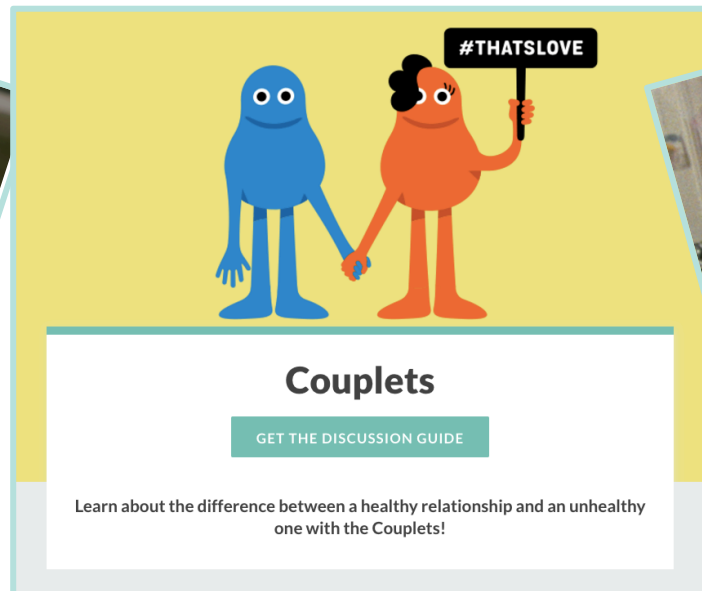
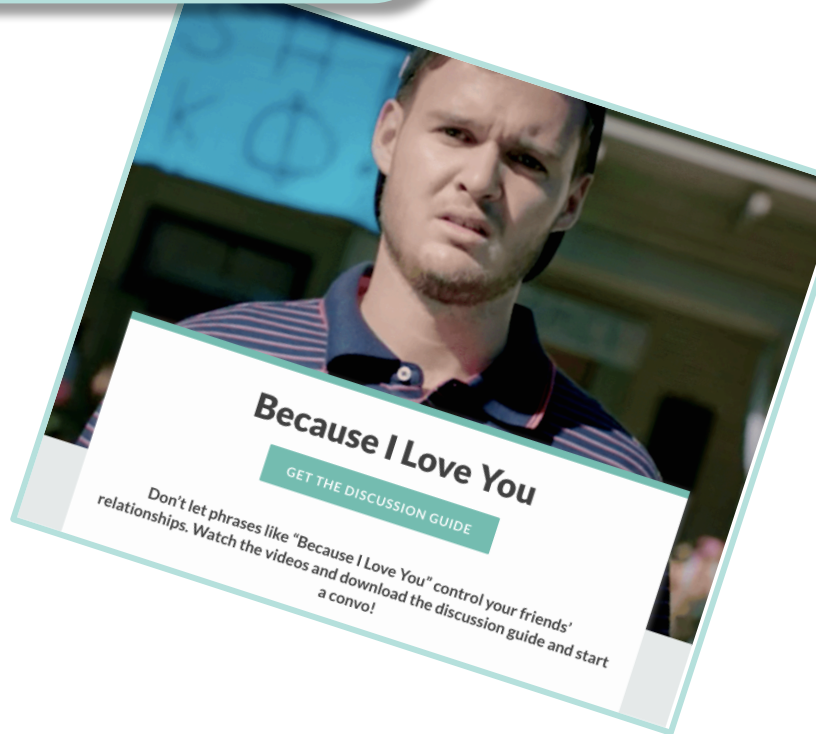
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"It is so **empowering** to see this film and then get to **talk to my friends** and teammates about what we have seen. We've literally **never had this conversation before** and it's a conversation that so needs to happen."

# #THATSNOTLOVE DISCUSSION GUIDES



The [#ThatsNotLove campaign](#) communicates the [difference between love and control](#) in short, shareable ads that have been viewed nearly 60+ million times on YouTube and Facebook. With an increase in demand, we created [discussion guides](#) to foster more conversations.





# OUR CONTENT RESONATES AND INSPIRES STUDENTS TO WORK FOR CHANGE

Team One Love is the destination for young people who want to promote a conversation, activity or event about healthy relationships on their campus and lead One Love's community efforts.



Yards for  
Yearley



Stick It  
To Love





one1ove

JOIN US

[JOINONELOVE.ORG](http://JOINONELOVE.ORG)