



THE ONE LOVE FOUNDATION

One Love was created in 2010 to honor the memory of Yeardley Love, a UVA senior student-athlete who was beaten to death by her ex-boyfriend just weeks before graduation. After her death, Yeardley's family and friends were shocked to learn the statistics that:

1 in 3 women and 1 in 4 men
will be in a violent relationship in their lifetime

Nearly 50% of these women and 40% of these men
experience relationship violence for the first time between ages 18-24

Young women ages 16-24 are at a 3X greater risk for abuse

Today One Love works to ensure others have information about the difference between healthy relationships and unhealthy—potentially dangerous relationships—that Yeardley, her friends and family did not. We create A+, educational content that demonstrates the behaviors of abuse, makes the topic of abuse personal and sparks community conversations about how we can collectively work for change. By increasing understanding, inspiring action and empowering this generation to lead, we will create a movement that changes the statistics around relationship violence and ultimately saves lives.

THE ONE LOVE APPROACH

The statistics are daunting, but 85% of people WILL NOT be abusive. Our approach is to use engaging and relatable content that focuses on creating stigma around emotional abuse—a “gateway abuse” that is frequently visible to others, but not well understood or too easily explained away—while also teaching young people their role as a friend and bystander. This is how One Love engages students and changes communities:

Escalation Workshop. The [Escalation Workshop](#) is a 90-minute, film-based experience that educates about the warning signs of an abusive relationship, creating a safe zone for discussing an all-too-common problem. Over 150,000 students have seen *Escalation* at over 3,000 unique workshops. The workshop is consistently cited as “relatable” and “eye-opening” by students. Here’s what to expect:

- **40 Mins.** The film, *Escalation*, introduces us to Page and Chase, a college-aged couple whose relationship starts exciting and fun, but ends in tragedy. The film enables students to understand the more nuanced signs of relationship abuse as well as how important it is for friends to step in if they see these behaviors.
- **40 Mins.** Following the film, the audience breaks into small discussion groups led by One Love trained facilitators to discuss key scenes from the film. Groups talk about the warning signs, actions that could have been taken, and how the film relates to their own lives.
- **10 Mins.** In the last 10 minutes, students can join Team One Love where they will be provided with additional messaging around healthy and unhealthy relationships as well as receive activation ideas they can bring back to their friends and campus community.



#ThatsNotLove. #ThatsNotLove is a series of short, shareable digital content in four unique chapters [[Chapter 1: Because I Love You](#), [Chapter 2: Couplets](#), [Chapter 3: Asterisk](#), [Chapter 4: Love Labyrinth](#), [Chapter 5: Pets vs. Partners](#) and [Chapter 6: Behind the Post](#)] that seeks to define the gray area between love and control. The campaign was intentionally designed and named to allow people to use the phrase, “That’s Not Love!” when they see friends in an unhealthy or abusive relationship. To date, the videos have been viewed over 65 million times.

Students have used these videos as inspiration to create their own events and campaigns on campus:



Team One Love. After the workshop, students are prompted to join [Team One Love](#)—a community of over 13,000 people nationwide excited to carry the torch around this issue in their communities. Whether a student joins Team One Love individually and/or starts an official club or group on campus, One Love provides them with access to One Love staff mentors, continuous messaging about healthy and unhealthy relationships, and ideas on how they can continue to educate and empower others in the community around relationship abuse.

TOGETHER, WE CAN CHANGE THE STATISTICS AROUND RELATIONSHIP VIOLENCE

