

one1love

F O U N D A T I O N

In honor of Yeardley Love

YEARDLEY'S STORY



One Love was founded in 2010 to honor Yeardley Love, a UVA student who was beaten to death by her ex-boyfriend just weeks before their graduation.

After her death, Yeardley's friends and family were shocked to learn the statistics about relationship violence and to realize that no one knew how at risk Yeardley really was.

Today, One Love honors Yeardley by working with young people across the country to raise awareness about the warning signs of abuse and activate communities to work to change the statistics around relationship violence.

OUR MISSION:

The mission of the One Love Foundation in honor of Yeadley Reynolds Love is to end relationship violence by educating, empowering and activating young people in a movement for change.



WHAT IS RELATIONSHIP VIOLENCE?

MORE THAN
1 IN 3
WOMEN

AND

MORE THAN
1 IN 4
MEN IN THE US WILL BE IN
A VIOLENT RELATIONSHIP
IN THEIR LIFETIME



National Intimate Partner and Sexual Violence Survey - 2010 Summary Report. National Center for Injury Prevention and Control, Centers for Disease Control and Prevention

NEARLY
50%
OF THESE WOMEN
AND NEARLY
40%



OF THESE MEN EXPERIENCE RELATIONSHIP
VIOLENCE FOR THE FIRST TIME BETWEEN

18-24

National Intimate Partner and Sexual Violence Survey - 2010 Summary Report. National Center for Injury Prevention and Control, Centers for Disease Control and Prevention

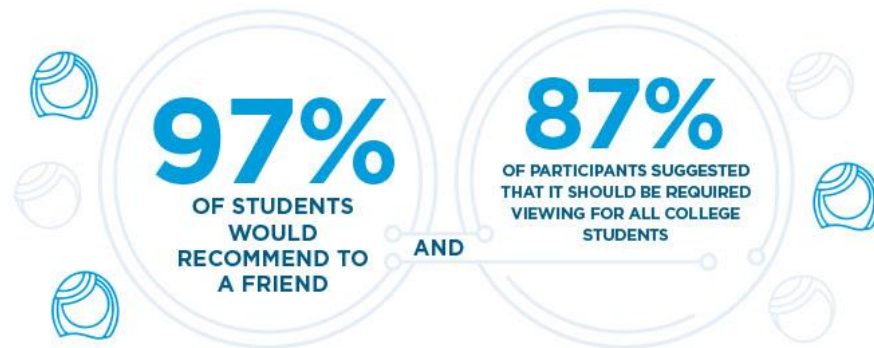


YEAR ONE: BUILDING A MOVEMENT FOR CHANGE

THE CATALYST - Our campaign to educate, empower, and activate young people officially launched in January 2015 when we began nationwide distribution of the *Escalation* workshop. *Escalation* is a powerful, emotionally-engaging 90-minute film based workshop that educates students about relationship violence and empowers them to work for change in their campus communities.

Over and over, students describe *Escalation* as “eye-opening” yet “deeply recognizable”, reflecting the fact that they frequently see the unhealthy behaviors depicted in the film, but never before realized how dangerous they might be.

Student enthusiasm is driving rapid adoption of the workshop as an educational tool on campus. Students report that they have never before talked with their peers about relationship violence and they feel deeply empowered to find their collective voice on this issue.



“It is powerful and eye-opening. People need to be aware of signs and have the confidence to intervene.”

— Student, Duke University

Fall 2014:

Escalation pilot workshops held on 6 campuses

June 2015:

Escalation has been brought to 214 colleges and 122 high schools

January 2015:

National roll-out of *Escalation* begins

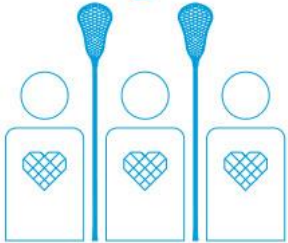
November 2015:

Escalation has been brought to 392 colleges and 145 high schools in 43 states

YARDS FOR YEARDLEY

Last winter, the collegiate lacrosse community started the **Million Yards for Yeardeley** campaign to honor Yeardeley and to show support for One Love's work to end relationship violence.

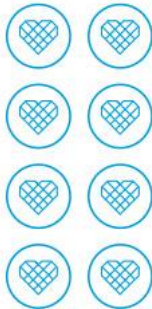
DAY 0



3

STUDENTS AT BOSTON COLLEGE & UVA HAD AN IDEA.

DAY 1



8

TEAMS JOINED IN A DAY.

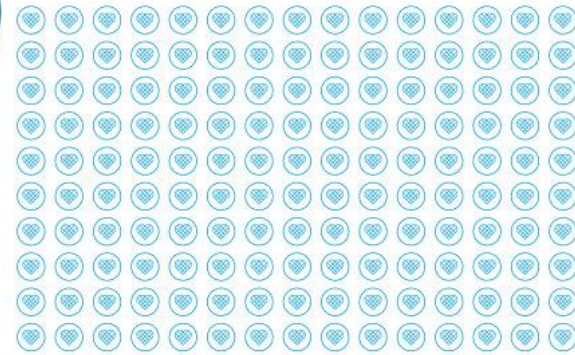
DAY 7



40

TEAMS JOINED IN A WEEK.

DAY 30

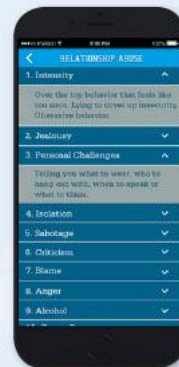


150

150 TEAMS EACH COMMIT TO RUN 1 MILLION YARDS.

Inspired by their enthusiasm, One Love is building an app that will make it possible for any student, team, or campus to join the **Yards for Yeardeley** campaign.

Expected Launch: January 2016.



#ThatsNotLove

[PSA Link for: DELETE](#)

[PSA Link for: WHISKEY](#)

With *Escalation* distribution underway and the Yards for Yeardley campaign showing early signs of student interest, One Love realized the need for more short, shareable content that could help educate young people and engage them more deeply in our work. **#ThatsNotLove**, our new digital campaign, was launched in October 2015 and will roll out over the next year.



💎 **#ThatsNotLove** defines the gray area between love and control, helping students identify relationship abuse, something 57% of college students report is difficult to do.

💎 The campaign's first public service announcement, **Because I Love You** shows how a simple phrase can take on different meanings in an unhealthy relationship, **escalating from a statement of care to one of control.**

💎 **Because I Love You** was viewed over 5 million times on YouTube and Facebook in its first two weeks. Importantly, the extensive comments and shares indicate young people relate deeply to the message and are eager to start the discussion with each other.

TEAM ONE LOVE



On campus, **Team One Love** is the way for interested students to formally join One Love's movement to end relationship violence. Students sign on to share the *Escalation Workshop* more extensively in their communities and to keep their schools engaged. The following are just a small subset of schools that have active Team One Loves:



Duke
UNIVERSITY



AMERICAN
UNIVERSITY
WASHINGTON, DC



Massachusetts
Institute of
Technology



JOHNS HOPKINS
UNIVERSITY



UNIVERSITY OF
MARYLAND



SYRACUSE
S



BOSTON
COLLEGE




THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



HOFSTRA
UNIVERSITY

Raising awareness and getting educated on this issue is so important, especially for college students, and it proves the point that we can all get involved with combating relationship abuse in some way. Team One Love at the University of South Carolina is busy planning more *Escalation* workshops and planning several fundraisers, and I could not be more honored to work with such an amazing organization.

- Team One Love Member, University of South Carolina



WHAT IF
YOU COULD HELP
END RELATIONSHIP
VIOLENCE?

YOU CAN.
JOIN US.

www.joinonelove.org