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HONOREE:

One Love Foundation

Honoree Proposal Description:

The mission of the One Love Foundation in honor of Yeadley Love is to end relationship violence by educating, empowering, and activating young people in a movement for change. One Love was created to honor Yeadley Love, a University of Virginia senior who was beaten to death by her ex-boyfriend just three weeks before graduation. After her death, her family and friends were shocked to learn the statistics that 1 in 3 women and 1 in 4 men will be in an abusive relationship in his or her lifetime and that young women ages 16-24 are at 3X greater risk. One Love's work today is dedicated to changing those statistics.

Organization Website:

<https://www.joinonelove.org/>

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Thank you for allowing us the opportunity to introduce you to One Love and the progress we've made toward ending relationship violence by educating, empowering, and activating young people in a movement for change.

In the summer of 2014, our organization was at the forefront in ending relationship violence, before our country first began to openly talk about the shocking issue that is relationship abuse and domestic violence. While One Love was relatively unknown in the domestic violence world, the power of our *Escalation* workshop made it clear that we could play a major role in connecting with young people on campuses across the country – educating them about what relationship abuse is, and inspiring them to work for change. In the fifteen months since we launched a national rollout, we have brought *Escalation* to 400 colleges and 150 high schools in 43 states, a number that increases daily. Thousands of students have participated in *Escalation* workshops and been trained as facilitators so they can continue the work. Our success continues to be driven by *Escalation's* ability to personalize relationship abuse, and awaken the deep desire in young men and women to get clarity about what it is and advocate for change.

Our progress was accelerated in year one through regional support from organizations like the Baltimore Ravens and the Jacksonville Jaguars. Distribution partnerships with US Lacrosse and the Atlantic Coast Conference have allowed us to touch literally hundreds of students in our targeted demographic. We are currently developing our first partnerships with national Greek organizations that are interested in ensuring that all of their chapters participate in the *Escalation* workshop and even more importantly become leaders engaging each of their campuses in this movement.

Even with all these early wins, the truth is, we are unable to meet the demand that exists for our product and message today. As we approach the next stage of our movement, we are working with our team and board to align ourselves with supporters who are inspired by our vision and eager to invest in the work being done on campuses across the country and the opportunity in front of us. We appreciate the opportunity to present our case to you with the hopes that we can find partners to help financially fuel the continuation of our efforts in the years to come.

Background

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. One Love was created to honor Yeadley Love, a University of Virginia senior who was beaten to death by her ex-boyfriend just three weeks before graduation. After her death, her family and friends were shocked to learn the statistics that 1 in 3 women and 1 in 4 men will be

in an abusive relationship in his or her lifetime and that young women ages 16-24 are at 3X greater risk. One Love's work today is dedicated to changing those statistics.

Our Approach

In developing our new approach to prevention, we have carefully considered several elements that we would describe as follows:

- First, we have a campaign mindset and our goal is to spark a movement that can have a radical effect on the seemingly intractable statistics around relationship violence. We do not want to be in existence for perpetuity and believe that we must invest ambitiously now in engaging young people in a movement that inspires faster change. The topic of domestic violence has never before been in the news cycle as it is today and our goal is to use our campaign as a springboard for permanent change.
- Second, our campaign is informed by understanding successful public health campaigns driven by others including Mothers Against Drunk Driving (MADD) and the Anti-Smoking Movement. Both movements targeted young people and worked to create social stigma around a behavior that had negative public health effect. Our focus at One Love is on creating stigma around emotional abuse, which is incredibly damaging on its own, but can be viewed as "gateway abuse" that can lead to sexual and physical abuse. We want to do everything we can to spread this message and engage young people as allies in this cause in the next three years.
- Third, we believe in young people. Millennials in particular, have strong desires to be linked with transformational causes. They are native digital communicators, which means they can play a powerful role in distributing positive content and messages to each other if they believe in the cause. Because relationship violence may be the only social issue that everyone can get behind, we believe we can ignite a movement of broad-based appeal with young people, and they can be our foot soldiers in extending it far beyond what any of us might imagine today. We are starting by focusing on students in school, as that is a place we can capture large numbers of people quickly, but our goal is that this movement spreads far beyond.
- Finally, we have recognized the power of words and conversation. Young people don't want to talk about abuse and violence, but they are eager to talk about healthy and unhealthy relationships in a way that is personally relevant and motivating. Our content is accessible to them. Our goal is to make it easier for young people to talk about what can be a very difficult subject, not just when they're in school but when they go out into real life. If we have more accessible words and discussion points, our bet is we'll have better conversations that can go a long way toward activating communities in this movement for change.

Key Strategic Steps in our Campaign

With our mission and the above approach in mind, we have identified three critical steps that we believe are required to ignite the movement for social change required to end relationship violence:

Step 1: Educate - Increase young people's understanding of the behaviors that fall into the category of abuse and enable them to understand how they see abuse in their lives.

Step 2: Empower - Help students find their voice around the issue of relationship violence by engaging them in conversation and giving them simpler and easier ways to discuss a topic that is frequently easier to stay silent on.

Step 3: Activate - Develop ways for educated and empowered students to be forces for change in their communities and the world.

Our work to educate, empower, and activate young people began in October 2014 with pilot testing of the *Escalation* workshop on six college campuses and picked up incredible steam with the national launch of the *Escalation* Workshop in the beginning of this year. While *Escalation* distribution has been our number one priority, we have also spent time developing important new educational and empowerment campaigns as well as investing in new tools and concepts that can facilitate activation. Below is a summary of our work to date.

Our Tools

The Catalyst: [Escalation Workshop](#)

One Love's campaign to end relationship violence is centered on the *Escalation* workshop, a powerful tool that has been incredibly well received by students. During testing, 97% of participants said they would recommend the workshop to a friend even if it wasn't required and 87% suggested that it should be required viewing for all college students. Sample student responses include:

"I brought One Love to my college campus because it was important for me to show my Gamecock family that love should never be hurtful, unhealthy, manipulative, dangerous, threatening, or controlling. 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."

- *Mattis Collier, University of South Carolina*

"Coming to college, I did not know much about the issue of dating violence or domestic violence other than the little bits I had heard in the media. Then when I became familiar with the One Love Foundation and saw the *Escalation* Film, I realized I actually had a very close and personal experience with this issue, but I just never knew it. Because so many people like myself do not know what relationship violence actually is, I am passionate about educating people, and I think the *Escalation* film presents this issue in a serious, but relatable way. I am so proud of the incredible response we've had so far on our campus, and I am excited that other people want to raise awareness for this issue too!"

- *Mackenzie Ross, Team One Love President, University of Alabama*

This enthusiasm is driving rapid adoption of the workshop as an educational tool on campus. Since January 2015, *Escalation* has been brought to 400 college campuses and 150 high schools. While schools in 43 states have been engaged with *Escalation*, the most significant progress has been made in areas with regional sponsors, namely Maryland and Jacksonville, as staff resources have been specifically allocated to those regions. Building the One Love campus team has been critical to our ability to grow as quickly as we have. We have seven full-time program coordinators designated to campus work, three of who are funded through regionally sponsored grants and four of whom are funded through general operating funds.

Extending Engagement - #ThatsNotLove Campaign

Recognizing the importance of new content and campaigns in retaining young people's attention and advancing a large scale movement for change, One Love launched a new campaign, [#ThatsNotLove](#), in October 2015. Designed in partnership with our creative partner, MAL\ForGood, the #ThatsNotLove campaign is a series of innovative and even some light-hearted mini-campaigns designed to label the behaviors that comprise unhealthy relationships. The content was created to resonate with young people in hopes to engage them in discussion about abuse.

The campaign's first public service announcement, *Because I Love You* was viewed over 5 million times on [YouTube](#) and [Facebook](#) in its first week. Even more exciting was the depth of comments from young people who watched and shared the campaign. Not only are they talking about being victims in an abusive relationship, they are coming forward and self-identifying that they themselves exhibit these behaviors. Here are some of the comments:

"Apparently I'm an abuser. I clicked on a music video that my girlfriend wanted me to see and this went on. I never viewed these things as abuse. But I see how it is now I thought I was just protecting myself and I have to say I'm scum. IDK why posting this just I guess to say thank you. Thank you for opening an eye of an idiot."

"Wish I had seen this video a year ago. Wish someone had pointed this out to me. Because every one of those things they said? I heard them in his voice. And I should have gotten out sooner, but I'm just so thankful to have been able to leave."

The second phase of the #ThatsNotLove campaign introduces [The Couplets](#), a series of digital shorts named for the animated pairs who use humor to demonstrate the difference between a good relationship and an unhealthy one. Funny and teen-accessible, the couplets tackle 8 common warning signs (Intensity, Obsession, Isolation, Disrespect, Blame, Control, Anger and Put-downs) with one objective: to help young people more readily recognize the warning signs of an unhealthy or dangerous relationship and stand up to them before they escalate.

We believe that the success of this [campaign](#) to-date demonstrates that One Love has struck a chord with young people and that now is the right time to change the way we talk about this issue in order to affect change. There are several more mini campaigns being launched in the months to come.

Extending Engagement - Yards for Yearley

During the winter of 2015, the collegiate lacrosse community started the [Million Yards for Yeardeley](#) campaign. Originally conceived by two teams, the campaign ultimately engaged 150 men's and women's college lacrosse teams in running and tracking yards to show their dedication to the movement to end relationship violence, to One Love, and to Yeardeley. [This year the lacrosse community continued the campaign](#) during their spring training and more than 200 teams participated. Yards for Yeardeley is a perfect example of the sort of student-driven concept that we want to amplify; therefore, we are encouraging campuses across the country to participate in Yards for Yeardeley on their campuses – involving students at every level.

Building a Movement - Team One Love

Team One Love is the “destination” to which we direct students eager to stay involved in One Love’s work post-*Escalation* workshop. The core focus of Team One Love is expanding *Escalation*’s distribution on campus; however, #That’sNotLove and Yards for Yeardeley present new opportunities for students to get involved and bring One Love to their campus communities.

Team One Love Virtual Interns: During the summer of 2015, we piloted a Team One Love Virtual Intern program in which students worked to develop Team One Love engagement plans for their campuses. This semester we have 60 “virtual interns” representing schools across the country working on building Team One Love on their campuses. Team One Love virtual interns work with One Love Program Coordinators to develop *Escalation* distribution plans, create plans for more activation efforts through Yards for Yeardeley and #That’sNotLove, modeling a successful activation plan that can be brought to other campuses. Our ultimate goal is that every student on a campus participates in One Love’s efforts and our virtual interns are leaders in this effort. To better facilitate campus Team One Love efforts and empower students to build the movement, we launched a new web site with organizing tools at joinonelove.org in September 2015.

Strategic Vision – The Years to Come

With the campaign concept in mind, it is clear that One Love must focus on accelerating and amplifying our efforts dramatically in the upcoming months. Now is the time to place a bet on this movement, and we have articulated a number of critical priority investment areas with educate, empower and activate in mind. The *Escalation* workshop is a powerful tool and a true catalyst for the movement we seek to create. This year, we must expand not only the number of schools using *Escalation*, but we must also go deeper at each school, expanding the number of students who participate.

Opportunities for investing in One Love

Expansion of our work to educate, empower and activate the campuses and communities we serve.

- On the campus front, *our team is currently unable to meet demand for our programs.*
- To meet current need as well as more ambitiously expand to new campuses, we must grow the One Love campus team so that we are able to bring the *Escalation* workshop and Team One Love to 1000 4-year and 2-year college campuses by 2018
 - o Metrics of success include:
 - % of student body participating in *Escalation*
 - Size and activity level of campus Team One Loves

- To lead this expanded campus effort, we would need to grow the team to 16 campus coordinators and 2 program managers (from 7 and 1 respectively)
- Invest in experienced social media and technology staff to lead our digital engagement efforts, both in terms of joinonelove.org engagement and social media platform usage, as well as pursue the development of content distribution partnerships. Our digital team would then expand from 1 to 3.
- Expand the One Love Community Partnerships team so that we can engage existing communities more deeply (e.g. Boston, Dallas, New York, San Francisco) as well as reach new high potential communities (e.g. Atlanta, Chicago, Los Angeles, Washington DC)
 - Like our Campus team, the Community Partnerships team's goal is to get a community excited about One Love, and then engage them as leaders in their communities, financially supporting the work, engaging schools, and helping us extend the reach of our programs. Metrics of our success in building partnerships include:
 - Funds raised for local work as well as the national movement
 - Team One Love community activities (Yards for Yeardeley events, lacrosse tournaments, etc.)
 - Parent and Community education activities
 - Development of strong Regional Leadership Councils to serve as "mini-Boards" for the region
 - Currently One Love has two and a half full-time employees building relationships in four priority communities across the country. To truly serve and engage these communities as advocates and supporters of this movement, we must expand the team to seven as well as consider hiring in-market staff to do that work.
- Add to the team providing infrastructure support for this expanded effort, growing from two to four employees, and accounting for resources needed by an expanded One Love effort (rent, office, legal, technology, etc.)

Direct investment in Team One Love on campuses across the country to reward their engagement and empower them to do more to work for change.

- On campuses across the country, Team One Love clubs are developing to keep the conversation around healthy relationships going in their communities. The primary activities of Team One Love clubs are:
 - Training *Escalation* facilitators and getting more workshops done on campus
 - Holding awareness events like Team One Love Week or Yards for Yeardeley events
 - Developing their own ideas for awareness and community building activities that can engage their campuses in the mission and the movement
- While some Team One Loves do small fundraisers to support One Love's work, we would actually like to rethink the model and experiment with ways that One Love can invest in the students and the clubs, such as:
 - Scholarships to support Campus Leaders who are the chief architects of their campus's Team One Love work
 - Creative grants to fund new concepts students come up with for content or activities that will help further engage their schools

- Rewards for Team One Loves doing the most *Escalation* workshops, running the most Yards for Yeardeley, and sharing the most #ThatsNotLove content
- Given our desire to engage 1000 schools over the next period of growth, we have estimated investment required to be:
 - Campus Leader scholarships: \$250,000 per year (100@\$2500)
 - Creative grants: \$150,000 per year (100@\$2500)
 - Participation prizes: \$25,000 per year (5@\$5000)

Continued investment in our digital campaign, #ThatsNotLove, both in terms of new content to keep engagement in the campaign high and funds to support paid media when these new campaigns are launched as well as investment in joinonlove.org as a movement-building tool

- Engaging young people in the digital world as well as on campus is critical to influencing their attitudes, behaviors and degree of engagement with this mission and message.
- One Love's unique contribution to the field is its content, and continued investment in high quality new content is important.
- While #ThatsNotLove creative work has been provided pro bono, One Love must raise money to support production and distribution of the content.
- Investing in joinonlove.org is also important to scale. We deliberately invested in the past year in developing a site with movement-building capability that students themselves can leverage. Continuing to invest in web enhancements to optimize the site as well as continuing to train students and draw them in to increased use of the web site will be a priority as we go to scale.

Conclusion

As we've gone campus-to-campus, our vision for change seems increasingly possible. Students are deeply impacted by our message, and we have countless stories of the changes they are making in their own lives as a result. Our work is educating young men and women and saving lives. Every student that sees *Escalation* is profoundly impacted and your investment would directly touch thousands of students' lives. Your gift would help us keep moving towards a place where we can see results and inspire students to push Team One Love forward. We hope you will consider joining us as key supporters of this movement for change.