30th Anniversary of Domestic Violence Awareness Month

2017 TOOLKIT

- Observe Purple Thursday!
- Turn Your Business Purple
- Turn Your Campus Purple
- Attend a Special Event
- Engage on Social Media
- Engage Your Faith-Based Community
- Health Cares about Domestic Violence
About Domestic Violence

- Domestic violence is an epidemic affecting individuals in every community, regardless of age, economic status, sexual orientation, gender, race, religion, or nationality.

- Frequency and severity of domestic violence can vary dramatically, but the constant of domestic violence is one partner’s efforts to maintain power and control over the other.

- To learn more at www.jbws.org.

How Can I Help?

- Get ready to Wear Purple, Attend an Event, Raise Awareness on Social Media, Turn Your Business or Campus Purple and more.

- DVAM ‘17 Toolkit has lots of great information and all the details that you need to make a public statement against domestic violence.

- Need help? Contact rbraham@jbws.org or visit www.jbws.org.
October 19th is Purple Thursday
Show your public support for victims of partner violence.

Show You Care—Wear Purple

- Take photos with a sign that reads: “I (we) wear purple because (for)...”
- Share on social media.
- Turn your business or campus purple.
- Serve purple food in the cafeteria.
- Sell purple ribbons to raise funds for victim services.
- Be creative!

9 – 3 p.m.
Paint the Green Purple

Stop by our table at the Morristown Green to get your purple ribbon sticker; take a photo in your purple outfit; and learn what you can do to help promote healthy relationships in your community.

6:30 pm
Domestic Violence Awareness Program

Join a representative of JBWS and the folks at Beyer Ford for a community awareness program on domestic violence.

Get more information and your complete toolkit for these and other events at www.jbws.org.
Encourage your staff to **wear purple** on October 19th (or pick a day that works for your office), offer incentives such as “Wear Jeans with Purple”, or offer an edible treat for all “purple” employees.

Host a social media campaign for the event. **Take photos** with a sign that reads: “I (we) wear purple because (for)...” **Share on social media.**

Have your dining services serve cookies or cupcakes with **purple icing.**

Send **photos** to rbraham@jbws.org so JBWS can share that your company supports our cause!

I wear purple for #DVAwareness on #PurpleThursday with @BWSpreventsDV #DVAM; or I wear purple on #PurpleThursday for #DVAwareness with @BWSpreventsDV #DVAM

Sponsor a **collection drive** on behalf of the families living in the safe house.

**Display awareness materials**—posters, pamphlets and business cards will help spread knowledge of the help available. Someone may just need it.

**Be creative!** Call us for more ideas.
Decorate the campus purple for a day! Anything you can think of that could use a change of color, from the color of the daily flyers to the background of announcements on campus monitors!

Encourage all your staff to wear purple on the 19th (or pick a day that works for your campus), and host a social media campaign for the event. Take photos with a sign that reads: “I (we) wear purple because (for)...”

Tie purple ribbons around the trees and poles on campus.

Do your sports teams have the spirit to support our cause? Contact anase@jbws.org for game day awareness tips and apparel.

Be creative! Purple glow sticks can be found in local stores for a low cost, and purple food dye is always fun. Encourage students to wear a glow stick at night and serve up some purple cupcakes, purple cream cheese or even purple mashed potatoes.

Sponsor a Purple Thursday bake sale or another fundraiser where a portion of the proceeds go to the local domestic violence program.

Email Purple Thursday flyers to student leaders and general student body.
Autumn Auction for Hope is a truly fun and inspiring event.

Bid on new women’s accessories, apparel, jewelry, new and gently used designer handbags, experiences, gift certificates, home décor items and more!

Enjoy a delicious lunch and listen to a survivor tell her personal story of her journey to hope and safety.

Support the mission of JBWS. All proceeds from this event will help victims of domestic violence to become safe and self-sufficient.

Don’t miss JBWS’ Autumn Auction for Hope!

Tickets are available now at https://3126.thankyou4caring.org/
Join over 2000 runners for this exciting ½ marathon & relay!

13.1 Marathon or a 3-person relay! Run the ½ marathon or do the relay. This is a fun way to experience the Halloween Half Marathon without running the full 13.1. The relay distances are about 3.9 miles, 6.1 miles and 3.1 miles.

Highlights
- Large jack-o-lantern medals for all finishers
- High quality, long sleeved wicking technical shirts for all participants
- Personalized bib numbers for all who register by Oct. 1st
- Scenic, 500 point, USATF-certified, course
- FREE race photos
- Post-race party sponsored by Miller Lite at Grasshopper Off the Green
- Halloween candy at the water stations
- Fun Halloween surprises along the course
- Prizes for age group and overall winners
- Prizes for best Halloween costumes

JBWS is the beneficiary of a portion of this year’s event registrations.

Fundraise for JBWS as an individual or team by setting up a page on FirstGiving.com at https://www.firstgiving.com/13519

Register Now
http://superheroracing.com/events/halloween-half-marathon/
Soup Sisters is a social enterprise dedicated to providing comfort to women, children and youth through the making, sharing and donating of soup.

The concept is simple.

Soup Sisters hold monthly programs where each participant joins in a soup-making event at a local professional kitchen under the guidance of a chef facilitator.

Events are social evenings with lively conversation, chopping, laughter and warm kitchen camaraderie that culminate in a simple, sit-down supper of soup, salad, bread and wine for all participants.

An innovative social purpose and community-building program, Soup Sisters and Broth Brothers is 100% volunteer driven at the event level and creates opportunity to dialogue with thousands of new people to raise awareness about domestic abuse and family violence.

Each event produces 120 servings of nourishing soup that are delivered fresh to JBWS.

We can accommodate 12 -20 people, so bring your family, friends and colleagues! The cost is $65 per person.


**First Thursday of every month!**
6:00 pm - 9:00 pm

**Place:**
The professional kitchen at Spectrum 360, Academy 360, Upper School, 6 Regent Street Livingston

Please join us in delivering “hugs in a bowl” to our families.

Attend a special event...

jbws
Helping those hurt by domestic abuse.
Invite your friends, family, and neighbors to join you for a fun-filled evening to benefit JBWS!

**Place your bets on virtual horse races** and watch them come to life on the big screen.

**Highlights**
- Gourmet Buffet Dinner
- Win Golf Packages, Disney on Ice Tickets and more
- Tricky Tray and 50/50 Raffle
- Cash Bar

**Support the mission of JBWS!** All proceeds from this event will help victims of domestic violence to become safe and self-sufficient.

**Cost is $50 per person** and include gourmet buffet dinner, 1 beer or wine voucher, and 8 tricky tray tickets.

**For information** email friendsofjbws@gmail.com

**Purchase tickets** at [https://3126.thankyou4caring.org/](https://3126.thankyou4caring.org/)
#DVAMTums30

National Coalition Against Domestic Violence (NCADV) ‘17 Social Media Toolkit

Twibbon & Badge
https://twibbon.com/support/dvam-tums-30

Tweets & Posts
#DVAMTums30 this October! What are you doing to honor this amazing anniversary? 🎂

#DVFacts expose the epidemic of domestic violence. Share now to raise awareness!

#DVAMTums30 this year, and the #DVFacts show we have more work to do. 💪

Tell the world what #DVAMTums30 means to you! If you’re a survivor, include #SurvivorSpeaks.

Online Resources

Sharable Visuals

Get the complete toolkit with lots more examples at https://ncadv.org/assets/2497/dvamtums30_social_media_toolkit.pdf
October is the 30th anniversary of Domestic Violence Awareness Month, an effort to connect men and women across the nation as they work toward ending partner violence and promoting peaceful families.

During this month, we should reflect upon the reality of domestic violence in our community. Violence in the home is a betrayal of our covenant to create a community of love.

Let us pray for those who experience abuse, in any form. Let us celebrate those who have survived family violence and now live safely. Let us mourn those who died due to violence in their homes. Together, let us pray to end all forms of violence in our society and do our part to prevent it. Take a stand against domestic violence.

“Purple Thursday”
Thursday, October 19
Organize a Wear Purple Day in your workplace
Get help at www.jbws.org

“Wear Purple”
(pick your service or event date)
Show your support and wear purple!

For more info: www.jbws.org or 973-2677520
For help: 973-267-4763
Health Cares About Domestic Violence (HCADV) is a nationally-recognized day that takes place annually on the second Wednesday of October.

Medical studies link the long term effects of domestic violence and abuse with a myriad of health problems, such as smoking, diabetes, obesity, eating disorders, and substance abuse. While doctors and nurses routinely ask about high blood pressure and high cholesterol, too few assess for domestic violence and its impact on health.

Some ideas to celebrate HCADV Day in your office:

- Download or order resource posters to hang in your waiting rooms. [http://morrisjc.org/resources/](http://morrisjc.org/resources/)
- Commit to screening every patient for domestic violence for one week
- Invite one of our speakers to provide an in-service training for your staff