

JBWS' 2026

Domestic Violence Awareness Month Toolkit

*Transforming Barriers
Into Bridges*



What is Domestic Violence?

Domestic violence is a pattern of coercive behaviors that are used to establish power and control over another person. It can happen to anyone without regard to age, gender, sexual orientation, race, or socio-economic status. Abuse can occur in any relationship. ***Learn more about abuse here.***

What is Domestic Violence Awareness Month (DVAM)?

October is Domestic Violence Awareness Month. It's a time for our community to speak up about their support for healthy relationships and commitment to ending domestic violence.

This Domestic Violence Awareness Month, JBWS celebrates the power of community to create pathways to safety, healing, and hope. ***Together, we can transform barriers into bridges and help survivors build brighter futures.*** We are with survivors, always.



How Can You Support DVAM?

In this toolkit, you will find information on how you can support Domestic Violence Awareness Month in your business/corporation or in your community. Some of the best ways to acknowledge domestic violence awareness month and to support JBWS' mission to end domestic violence is by spreading awareness about this issue!



**Businesses and
Corporations**



**Community
Members**



**Spread
Awareness**

Businesses and Corporations:

There are four main ways that businesses and corporations can support JBWS during DVAM. You can actively **engage** in JBWS' mission to end domestic violence by sharing information with your employees, you can utilize educational opportunities to **learn** more about domestic violence, you can **invest** your time and resources in supporting JBWS' special events, or you can **volunteer** with JBWS.

Find more ways to help below:

Engage: Host collections for JBWS, put information about domestic violence on your intranet, have signage in the bathrooms about abuse, release information about services, host a wear purple awareness day.

Learn: Host lunch and learns about domestic violence, invite members of JBWS to your office for violence workshops, visit jbws.org/resources for more information.

Invest: Introduce JBWS to foundations, make In-Kind donations to JBWS, attend JBWS' special events, become corporate sponsors of JBWS' special events.

Volunteer: Host a corporate day of service at JBWS, join a committee against domestic violence, request information on joining JBWS' board of directors, become a JBWS volunteer.



Community Members:

Did you know that 1 in 7 men, 1 in 4 women, and 1 in 3 teenagers will experience domestic violence at some point in their lives? Considering the prevalence of this issue, **it is highly likely that someone you know is experiencing domestic violence.** That is why we cannot emphasize enough the importance of talking about domestic violence with your friends, family, and community. It could build a bridge toward a future without abuse.

Ways to Participate in DVAM:

Learn about abuse: Challenge yourself to learn more about the various forms of abuse, how it may present in different communities, and resources to help by visiting jbws.org/resources.

Show CONCERN: When you suspect abuse in someone's relationship, the first step is to become educated and the second is to show CONCERN. Find out how [here](#).

Request a speaker: Anyone can request a member of JBWS to speak about domestic violence to their church group, book club, class, friend group, or event. Email training@jbws.org to request a speaker.

Listen to JBWS' Podcast: Listen to JBWS' podcast, Unsilenced: Real Conversations About Abuse. [Find it on all streaming platforms here.](#)

Engage with media: Read books, watch movies/T.V. shows that feature unhealthy or abusive relationships and have a conversation with your loved ones about healthy relationships.

Paint your world purple: Visibility matters. Wearing purple is a great way to start a conversation about domestic violence and demonstrate that you are an advocate for healthy relationships.

Get Involved: Follow JBWS on social media, sign up for our newsletter at jbws.org/connect-with-us, or attend one of our special events by visiting jbws.org/events

Engage in Advocacy: Help us advocate for people impacted by domestic violence on a federal, state, and county level. Learn more at jbws.org/advocacy

Volunteer with JBWS: Consider becoming a volunteer for JBWS! You can volunteer directly with clients, such as helping with our children's program or joining our Crisis Response Team, or in non-direct ways such as helping with event preparation or facilities work. Learn more at jbws.org/help-us



Voices of JBWS: Celebrating 50 Years of Service



To commemorate JBWS' 50th anniversary, we will be highlighting the work the agency has done over the past 50 years through a documentary, a panel with instrumental members of JBWS' history, exhibits that feature art pieces, photography, and interactive survivor stories, and much more!

Tuesday, October 13, 2026

Free to Enter

Learn more: jbws.org/voices-of-JBWS

Autumn Auction for Hope



JBWS' annual Autumn Auction for Hope is the perfect opportunity to network, dine with friends, bid on tons of incredible prizes, and support our mission to end domestic violence.

Tuesday, October 26, 2026

11:00 AM:

Learn more:

jbws.org/jbws-autumn-auction-for-hope/

#JBWSPurpleThursday

If you're looking to show your support for ending domestic violence, then wear purple on #PurpleThursday! Occurring on **October 15, 2026**, this national day is a chance to be a beacon of hope for people experiencing domestic violence by infusing the color purple into every aspect of your life!

Ways to Participate in Purple Thursday

- ▶ Challenge your entire office to wear the color purple
- ▶ Encourage your high school or college sports team to wear purple accessories
- ▶ Wear purple shoes, hats, pants, shirts, or anything you can think of that's purple
- ▶ Paint your nails purple
- ▶ Add a purple light to your porch
- ▶ Buy purple flowers for your loved ones

Be sure to show us how you've added purple into your wardrobe, life, or community by posting on social media, tagging JBWS and using the hashtags **#JBWSPurpleThursday** and **#DVAM2026**



Connect with us:

Connecting with JBWS on social media and *listening to our podcast* is a powerful tool for combating domestic violence because it can reach people who have otherwise been isolated by an abusive partner. Sharing content about the warning signs of abuse, the green flags of healthy relationships, and information about services available to help, could literally be lifesaving.

Help us break the stigma around domestic violence and be vocal about your support for healthy relationships by engaging with JBWS, and other domestic violence agencies, on social media!

The post you share may encourage a person experiencing abuse to reach out to JBWS for help. Throughout the month of October, JBWS will be sharing numerous posts about healthy relationships, similar to the one pictured right, follow JBWS for more!

Follow JBWS:



@JBWSInc



@JBWSDV



@JBWS



@JBWS



@JBWSPreventsDV

Listen to JBWS' Podcast

JBWS' podcast *Unsilenced: Real Conversations About Abuse* is coming back for season 3 in October. Through raw and unfiltered conversations with survivors of abuse, people who have used abuse, psychologists, social workers, and others impacted by domestic violence, this podcast intends to end the stigma associated with abuse!



Scan the QR code to find
Unsilenced on all major
streaming platforms!

Beyond DVAM:

The work to prevent domestic violence doesn't stop once October ends. Throughout the year, there are numerous ways to engage with JBWS and help us spread awareness about domestic violence

Follow JBWS on social media or visit our website jbws.org to keep up with information about awareness months, education about domestic violence, upcoming JBWS events, and potentially lifesaving resources for those experiencing domestic violence or intimate partner abuse.



Teen Dating Violence Awareness Month

February is Teen Dating Violence Awareness Month and JBWS' Dating Abuse Prevention Program (DAPP) will be discussing this issue at length on **No2DatingAbuse.org** in February.

Holiday Project

Serving more than 700 people through November-December, JBWS' holiday project has three components:

Thanksgiving Project: Community members can donate turkeys and trimmings for JBWS families

Holiday Boutique: Consider organizing a toy drive for JBWS' holiday boutique where clients are able to pick gifts for their families free of cost

Adopt-A-Family: Shop a JBWS family's Wishlist for the holiday season

To learn more or get involved visit: jbws.org/jbws-holiday-project





24-Hour Helpline

Morris County: 1.877.782.2873

Passaic County: 1.973.881.1450

About JBWS:

JBWS is a private, confidential service welcoming ALL survivors of dating, domestic, or partner abuse (and their family members) in both Morris and Passaic counties regardless of severity of the abuse, marital status, income, gender identity, sexual orientation, religion, or ethnicity.

For 50 years, JBWS has been there when a survivor calls our 24-Hour Helpline for the first time because they're concerned their relationship is unhealthy. JBWS is at police departments after abuse is reported, offering victims critical access to resources.

When a survivor leaves their home in the middle of the night, JBWS is there to welcome them into our residential facilities and when it's time to face their abusive partner in court, we are by their side offering legal advocacy and support as they pursue a restraining order.

However, we don't just respond to abuse, we work to prevent it through community education and abuse intervention programs designed to end domestic violence at its source.

jbws.org