Domestic Violence Awareness Month
2016 TOOLKIT

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Domestic Violence Awareness Month
Show your public support for victims of partner violence.

October 18th
Old Bags Luncheon®
Here’s a fun way to support a serious cause. Looking for a new, like-new, vintage, or designer handbag for a gift or for yourself?

Bid on 250 bags in the silent and live auctions at the Spring Brook Country Club in Morristown.

Proceeds from this event will help victims of domestic violence to become safe and self-sufficient – so that they too can have “a purse of their own.”

October 20th
Purple Thursday
Show you care—WEAR PURPLE!

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

Turn you business or campus purple.
Serve purple food in the cafeteria.

Sell purple ribbons to raise funds for victim services.
Be creative!

October 20th
Purple on the Green
Calling all young professionals or young at heart for a virtual scavenger hunt around the Morristown Green area.

For only $20, enjoy an interactive mobile adventure in Morristown’s best restaurants and stores—Athleta, Famished Frog, Horseshoe Tavern, Iron Bar, SmartWorld Coffee, and Sona Thirteen.

Collect points while geo-tagging, checking in, uploading photos and answering questions.

End with an all-participant reception to network and celebrate the cause.

Purchase tickets at www.jbws.org.

Get more information and your complete toolkit for these and other events at www.jbws.org.
Looking for a new, like-new, vintage, or designer handbag for a gift or for yourself?

Don’t miss J BWS’ 4th annual Old Bags Luncheon®.

The event is truly unique and a fun time! This year, J BWS is Dancing with the Stars! Join us for the fun while you bid on 250 of our finest bags in the silent and live auctions. Door prizes and more.

Proceeds from this event will help victims of domestic violence to become safe and self-sufficient. Hear a first-hand account of a survivor’s journey to becoming safe and gaining “a purse of her own.”

Tickets are available now for J BWS’ 4th annual Old Bags Luncheon® fundraiser.

Purchase tickets at www.jbws.org.

Old Bags Luncheon® is a trademark of Little Blackbird Inc.
PURPLE THURSDAY
October 20th
Show Your Support for Victims of Partner Violence

WEAR PURPLE!

Observe Domestic Violence Awareness Month

Take photos with a sign that reads: “I (we) wear purple because (for)...”
Share on social media. Learn more: www.jbws.org
PURPLE on the Green

Thursday, October 20th
5:30 – 8:30 pm

The Green
Morristown, NJ 07960

A FUN NIGHT OUT TO RAISE AWARENESS OF DOMESTIC VIOLENCE

FORMAT: Enjoy an interactive mobile adventure in and around some of Morristown’s best restaurants and stores. Specials and participant benefits will be provided at each venue. During the virtual scavenger hunt, participants will collect points while geo-tagging, checking in, uploading photos and answering questions. The evening will end with an all-participant reception to network and celebrate the cause.

PARTICIPANTS: Calling all Young Professionals or the young at heart! Go to www.jbws.org and register you or your team for the event. For only $20, you will have a fun night out, be able to take advantage of great food & drink specials, meet new people, network at the ‘end-game’ and help to raise awareness about the issue of domestic violence! Once you’re registered you’ll receive the link and code to download the Scavify app. And then join us on Thursday, October 20th for all the fun!

VENUES: Athleta, Famished Frog, Horseshoe Tavern, Iron Bar, SmartWorld Coffee, Sona Thirteen, Bloom Hair Salon

SPONSORSHIPS BENEFITS: Become a cash sponsor to help off-set the costs of the event or become a participating venue and become a location that participants will be directed to check-in at to receive a special benefit.

For more information, please visit www.jbws.org or email hlefris@jbws.org, or call Helen at 973.267.7520 x123
Healthy Cares About Domestic Violence

Wednesday, October 12

**HEALTH CARES ABOUT DOMESTIC VIOLENCE**

**Health Cares About Domestic Violence** (HCADV) is a nationally-recognized day that takes place annually on the second Wednesday of October.

Healthcare professionals are advised to be aware of the long-term effects of domestic violence and abuse on health. Medical studies link domestic violence to health problems such as smoking, diabetes, obesity, eating disorders, and substance abuse. Too often, physicians and nurses overlook screening patients 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://morrisfc.org/resources/](http://morrisfc.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
Turn Your Business Purple

- Encourage your staff to **wear purple** on October 20th, 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@bws.org so JBWS can share that your company supports our cause!

- I wear purple for #DVAwareness on #PurpleThursday with @JBWSpreventsDV #DVAM; or I wear purple on #PurpleThursday for #DVAwareness with @JBWSpreventsDV #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.
Letter to Businesses

Turn Your Business Purple to Prevent DV

October is Domestic Violence Awareness Month. Businesses play an important role in promoting safe and healthy communities. Here’s your chance to join businesses throughout New Jersey in a fun, low-cost day to address a serious issue.

Thursday, October 20, 2016, is Purple Thursday and a great opportunity for you to turn your business purple to spread awareness of domestic and dating abuse.

It’s as easy as simply wearing the color purple! Want to do more? We’ve attached Tips for Turning Your Business Purple, a sample announcement flyer, plus more information on how to recognize the month.

We want to help make this as easy and fun as possible for you. Use your creativity!

Whether by posting photos of employee groups wearing purple on social media, creating literature displays, serving purple cupcakes, wearing purple lapel ribbons, organizing a collection for our shelter, or lighting buildings purple, the goal is to spread public awareness of this issue and the resources available in the hopes of preventing intimate partner abuse.

Thank you for creating safe communities!
Turn Your Campus Purple

- Decorate the campus purple for the 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 20th, and 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.

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

- Email Purple Thursday flyers to student leaders and the general student body.

- Do your sports teams have the spirit to support our cause? Contact ebaldi@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.
Letter to College Campuses

Turn Your Campus Purple to Prevent DV

The 2014 VAWA Campus SaVE Act recognizes that colleges and universities play an important role in assisting victims and the overall prevention of abuse. Here’s your chance to join campuses throughout New Jersey in a fun, low-cost day to address a serious issue.

Thursday, October 20, 2016, is Purple Thursday and a great opportunity for you to turn your campus purple to spread awareness of domestic and dating abuse. Purple Thursday is an awareness day observed during Domestic Violence Awareness Month.

It’s as easy as simply wearing the color purple! Want to do more? We’ve attached Tips for Turning Your Campus Purple and a sample announcement flyer. Want help fulfilling your SaVE education and training requirements? We can do that too.

We want to help make this as easy as possible for you. Why not share this information with student and college leadership groups and leave the creativity to them?

Whether by posting photos of student groups wearing purple, creating information displays, serving purple cupcakes, or lighting buildings, the goal is to spread campus awareness of this issue and the resources available in the hopes of preventing intimate partner abuse.

We look forward to hearing about your plans for Purple Thursday and how we can help.

Thank you for creating safe campuses!
October is nationally recognized as Domestic Violence Awareness Month, in 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 learn how we can help.

“Purple Thursday”
Thursday, October 20
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

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