



IT ENDS WITH US

COMMUNITY TOOLKIT

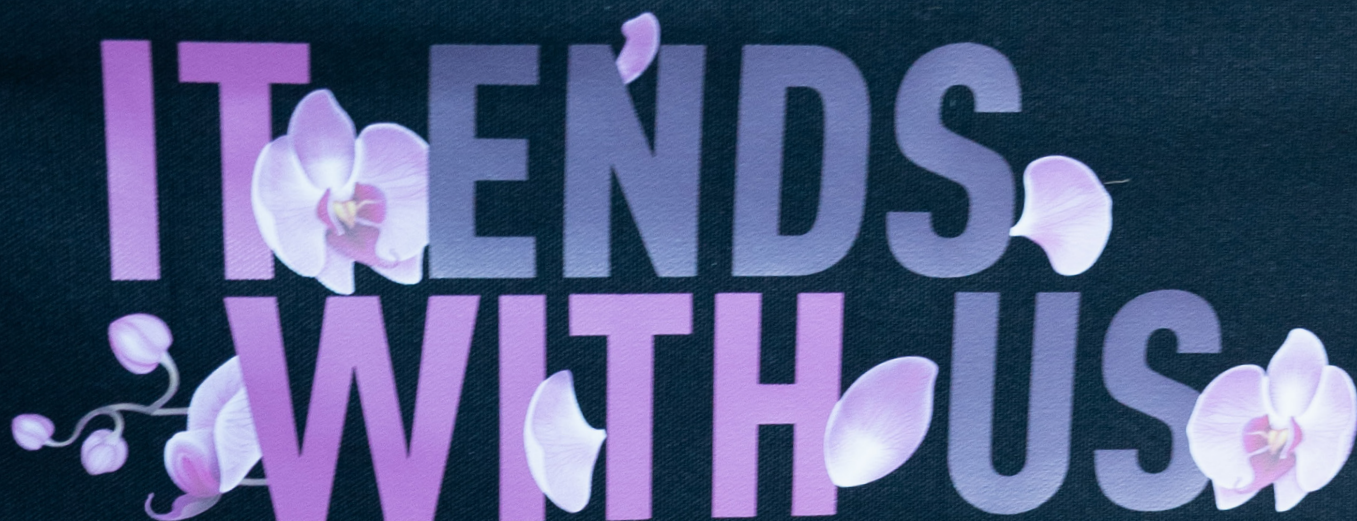
NO MORE

TOGETHER WE CAN END
DOMESTIC & SEXUAL VIOLENCE

Overview

NO MORE is proud to serve as the charitable partner for “It End With Us” as part of our ongoing relationship with Wayfarer Studios. Together, we are committed to using the film as a catalyst to increase dialogue, raise awareness, and inspire actions to help end domestic and sexual violence while promoting healthy relationships.

This Toolkit provides a free guide for sector and other community organizations to capitalize on the cultural moment of the release of the film. It includes ideas and resources to create special events, programming, educational materials, and content that engage local audiences and encourage more action. We strongly believe that, when we work together, we can make greater progress toward our shared goal of NO MORE domestic and sexual violence.



Getting Started

Learn More About the Film: “It Ends With Us” officially premiered in theaters on August 9, 2024. [View the trailer here.](#)

Identify Your Target Audience: Decide who you are trying to reach. For example, your audience may include one or more of the following groups:

- Current and potential donors
- Students and/or young people
- Survivors and/or their friends and family members
- “Bystanders” (i.e., the general public)
- Employees
- Community and political leaders and policymakers

Get Planning: Determine how you can best use the film to engage, and activate your target audience. Some goals might include:

- Increasing awareness and activism
- Educating about healthy relationships
- Raising funds to support your organization’s critical work
- Building momentum for policy or legislative changes

Tips for Greater Success:

- **Build a team.** Identify one or more people within your organization who can help plan and coordinate your efforts.
- **Consider a partnership.** Consider partnering with issue experts, advocates and/or other local organizations as appropriate. This may include schools, businesses, religious institutions, political, and more.
- **Know your budget.** This guide includes no- and low-cost ideas as well as some that will require a budget. Determine what you and your organization feel comfortable investing and/or have a plan for raising the funds you think you will need.



Ways to Use the Film to Make a Difference

Action: Increasing Awareness and Activism

- Hold a live or online event and invite your audience to a special conversation about domestic and sexual violence. Some options:
 - Show the movie trailer at the start of the conversation to give context.
 - Have a speaker or a panel of experts and advocates.
 - Make the event a fundraiser. If so, consider adding door prizes for donors to win such as free tickets to see the film, and other merch that you can buy from [Out of Print](#).
 - Hand out or share a downloadable link to the [Viewers' Guide](#).
 - If you are working to build momentum for policy improvements, invite relevant community leaders and lawmakers.
 - Provide an [“I Say NO MORE” sign](#) that attendees can personalize at the event or digitally. Don't forget to share photos of people holding their signs on social media with the hashtag for your event/org and #NOMORE.

[See our Help Sheet](#) for more tips and tools.
- Show the “It Ends With Us” Sector Conversation (coming soon) - Available for free on our [YouTube Channel](#), you can share this special hour-long conversation with “It Ends With Us” Star and Director Justin Baldoni, Past Chair of the National Domestic Violence Hotline Tommi Vincent; Valor US Senior Legal Advisor Rocio Molina; and author and advocate Leslie Morgan-Steiner.
- Share Our [Guide for Survivors, “The Lighthouse”](#) - “The Lighthouse” provides comprehensive information for survivors and bystanders to learn about recognizing and responding to domestic and sexual violence.
- Create a social media campaign - create your own social media campaign that highlights issues raised in the film and how your audience can get involved in your organization's efforts. You can incorporate [NO MORE's branding assets](#) with information and resources from the Viewers' Guide if helpful.

Action: Educating about Healthy Relationships

- **Set up a Book Club:** Whether it's biographies, science, or historical novels, a book is always a good way to escape. And you could have no better start to your book club than Colleen Hoover's 'It Ends with Us.' You could:
 - Hold a discussion on all the issues and themes in the book - would you have done anything differently from Lily?
 - Do you know anyone like Ryle? Think about how you could be an [active bystander](#) if you witness an abusive relationship.
 - What are the differences between Ryle and Atlas?
 - Use our [It Ends with Us Quiz](#) - or make your own version!
 - Test your literary skills by solving our [Anagram Puzzler](#).
 - When you email out invitations to your fellow bookworms, be sure to give them the link to the event if it's online.
- **Start a Discussion Group** - Using our Viewers' Guide as a starting off point, develop questions or quizzes to further engage your audience in the conversation.
- **Use the NO MORE and Man Enough Videos** - *Coming Soon*



Action: Raising Funds to Support your Organization's Critical Work

- **Host a Coffee, Morning or Afternoon Tea:** Spread awareness about [healthy relationships](#) by holding an 'It Ends With Us' themed coffee morning or afternoon tea, while discussing the themes related to the book/film. You could:
 - Ask everyone who comes to bake a contribution, with a prize for the best looking or tasting;
 - Host an '[It Ends With Us](#)' quiz, perhaps with some pink flowers for the top scorer?
 - Show the [Cup of Tea video](#) which relates to sexual consent.

If you're stuck for baking ideas, why not start with piping pink icing onto pre-bought ring donuts or baking 'It Ends With Us' cookies with pink frosting.

Plan a Movie Night - Buy a block of tickets at your local movie theater to see "It Ends With Us" as a group. Sell the tickets with a markup as a fundraiser for your organization. Pair this idea with a Live or Online Discussion (see above) to raise awareness of [unhealthy versus healthy relationships](#), and the nuances of domestic and/or sexual violence.

Action: Support Advocacy Efforts

- Learn about [federal policy priorities](#) and how you/your organization can get involved in advocacy efforts.
- State domestic violence coalitions are often the primary advocacy groups at the state level for domestic violence issues. Find your Domestic Violence State Coalition here <https://ncadv.org/state-coalitions>.
- Similarly, state sexual assault coalitions address and advocate on issues related to sexual abuse. Find your Sexual Assault State Coalition here <https://rainn.org/state-resources>.



Materials You Can Use

Official “It Ends With Us” Synopsis

“It Ends With Us,” the first Colleen Hoover novel adapted for the big screen, tells the compelling story of Lily Bloom (Blake Lively), a woman who overcomes a traumatic childhood to embark on a new life in Boston and chase a lifelong dream of opening her own business. A chance meeting with charming neurosurgeon Ryle Kincaid (Justin Baldoni) sparks an intense connection, but as the two fall deeply in love, Lily begins to see sides of Ryle that remind her of her parents’ relationship. When Lily’s first love, Atlas Corrigan (Brandon Sklenar), suddenly reenters her life, her relationship with Ryle is upended, and Lily realizes she must learn to rely on her own strength to make an impossible choice for her future.

Social Media

Sample Copy:

- @itendswithusmovie powerfully highlights the cycle of domestic violence and the complexities of breaking it. Together with @nomoreorg and @wayfarerstudios, [name of organization] is committed to using the film as a catalyst to increase dialogue, raise awareness, and inspire actions to help end domestic and sexual violence while promoting healthy relationships. Join us by [add your call to action].
- To end domestic and sexual violence, we all need to be part of the solution. See “It Ends With Us,” download the Viewers’ Guide at nomore.org, and join [name of organization/our efforts description] to help make a difference.
- We’re hosting a [special event description] to discuss the issues of domestic and sexual violence raised in @itendswithusmovie. Join us [details of event]. Talking about these issues openly will help end the shame and stigma that survivors face, help family and friends learn how they can best support someone who has experienced domestic or sexual violence, and encourage more people to promote healthy relationships.
- “We break the pattern or the pattern breaks us” – Lily Bloom in @itendswithusmovie
- 1 in 4 women and 1 in 7 men will experience severe physical violence by an intimate partner in their lifetime. Help us break the pattern. Go to [organization info] to find help in our community or the NO MORE Global Directory (nomoredirectory.org) to find support services around the world.

Include hashtag **#NOMORE** and handle **@nomoreorg** and we’ll share your posts!

Background

What is a healthy relationship?

A healthy relationship is built on mutual respect, trust, and open communication:

- Partners in healthy relationships treat each other with kindness, understanding, and empathy, ensuring that both feel valued and supported.
- They respect each other's boundaries and individualities, and they communicate honestly and openly about feelings, needs, and concerns without fear of judgment or retaliation.
- Responsibilities are shared and decisions are made together, acknowledging and appreciating each other's contributions.
- Conflict, when it arises, is addressed constructively, with both parties willing to listen, compromise, and find solutions that are mutually satisfying.
- Emotional support and encouragement are constant, as partners celebrate each other's successes and provide comfort during challenging times.

Ultimately, a healthy relationship fosters growth, happiness, and a sense of belonging, where both individuals feel empowered and cherished.

What is domestic violence?

Domestic violence is a pattern of abusive and threatening actions used to exert power and control over an intimate dating partner or spouse. Domestic violence includes the use of physical and sexual violence, threats and intimidation, online abuse, stalking, emotional and psychological abuse, and financial control.

What is sexual violence?

Sexual violence is any sexual act that is committed against someone's will. It can be carried out by any person, regardless of his or her relationship to the victim, in any setting. Sexual violence is forced or coerced sexual contact without consent or the presence of a clear yes, not the absence of a no. Sexual violence is a crime motivated by a need to control, humiliate, dominate and harm. It can take the form of rape, incest, child sexual abuse/molestation, oral sex, harassment, flashing, forcing a person to pose for sexual pictures, fondling or unwanted sexual touching above and under clothing, and force which may include but is not limited to the use or display of a weapon, physical, and immobilization of the victim.

Who is Impacted?

Domestic and sexual violence impact people of all races, ages, classes, socio-economic or educational statuses, sexual orientations, genders and/or gender identities, demographics, geographies, ideologies, disabilities, and theologies. Marginalized communities experience violence at disproportionate rates and face additional barriers to support and safety.

The next time you're in a room with 6 people, think about this:

In the U.S.,
**1 in 4 women
and 1 in 7 men**
will experience
severe physical
violence by an
intimate partner
in their lifetime.

On average,
**3 women
are murdered**
by their partners
every day.

**1 in 3
(35%) women
worldwide**
will experience
severe physical
violence by an
intimate partner
in their lifetime.

For more information, view our:

[Survivors' Guide - The Lighthouse](#) and [It Ends With Us Viewers' Guide](#)



Resources for Help

NO MORE Global Directory - a platform with a easy links to support services in 200 countries/territories around the world.

BrightSky - a safe, easy to use app and website that provides practical support and information on how to respond to domestic violence.

National Domestic Violence Hotline: 1-800-799-SAFE (7233).

RAINN (Rape, Abuse & Incest National Network): 1-800-656-HOPE (4673).

Loveisrespect: A resource for young people on healthy relationships (www.loveisrespect.org).

911 - in an emergency, call the police for help.



About NO MORE

The NO MORE Foundation is dedicated to ending domestic violence and sexual assault by increasing awareness, inspiring action, and fueling culture change. With more than 1,400 allied organizations and state, local, and international chapters, NO MORE sparks grassroots activism, encouraging everyone—women and men, youth and adults, from all walks of life—to be part of the solution. The Foundation creates and provides public awareness campaigns, educational resources and community organizing tools free-of-charge for anyone wanting to stop and prevent violence. First launched in 2013, NO MORE has brought together the largest coalition of advocacy groups, service providers, governmental agencies, major corporations, universities, communities and individuals, all under a common brand and a unifying symbol in support of a world free of violence.

For more information, please visit nomore.org



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