

# Stitching Resilience Into Chicago

A brand messaging framework and activation system for turning a public moment into lasting support.

RESILIENCE WINS



# When hate appeared in Grant Park, LUV showed Chicago what resilience looks like.

The public saw a beautiful response.

LUV saw fifteen years of work made visible.

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# This is not only “love beats hate.”

That line is true.

But it is not the strongest story.

The stronger story is **resilience  
after harm.**

**Love is the value.  
Resilience is the result.  
The stitch is the proof.**

THE DEEPEST TRUTH

# Broken things do not have to stay broken.

That truth belongs to young people, families, neighborhoods, communities, donors, and the city itself.

**Only LUV could answer a symbol of hate with a stitched heart named Resilient—because only LUV had spent nearly fifteen years teaching Chicago’s young people that broken things don’t have to stay broken.**

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**That is the moat.  
That is what no one else can copy.  
Not because they lack the words.  
Because they lack the history.**

THE CORE IDEA

**Grant Park was not the beginning of LUV's story.**  
**It was the moment Chicago got to see it.**


The stitched heart did not create the message. It revealed the mission.



# The heart was stitched because healing leaves evidence.

Most organizations would have chosen a perfect heart.

LUV did not.



The stitch is not decoration.  
It is meaning.

WHY THE STITCHES MATTER

# The stitches do not hide the wound. They honor the healing.

Every stitch says something happened here, but the story did not end here.

For nearly fifteen years, LUV has helped young people build that same resilience.

HELP STITCH RESILIENCE INTO CHICAGO'S FUTURE



# From youth development nonprofit to resilience-building institution.

**Youth  
development**

what LUV does

**Restorative  
practice**

how LUV works

**Resilience**

what LUV builds

**This gives donors a stronger reason to act: they are not funding a program. They are helping build what hate cannot destroy.**

# Resilience Wins.

**Choose LUV. Build resilience.**

- Hate showed up. Resilience answered.
- Broken things do not have to stay broken.
- Help stitch resilience into Chicago's future.



# Same truth. Different doorway.

**Donors**

**My gift builds resilience that lasts.**

**Media**

**Tell the deeper story behind the heart.**

**Board**

**Use the story. Protect the message. Open doors.**

**Sponsors**

**A visible commitment to Chicago's next generation.**

**Students**

**I am not what happened to me.**

**Staff**

**The work we do every day is the brand.**

**The story stays consistent. The invitation changes by role.**

# Clean conversion path. One unforgettable stitch moment.

The stitch is the emotional reveal, not wallpaper.  
The page should breathe until the moment people learn why the heart has stitches.

**DESIGN RULE: REVEAL THE MEANING, DON'T DECORATE THE PAGE**

The screenshot shows the LUV Institute Chicago website. At the top left is the LUV INSTITUTE logo. A yellow 'Donate Now' button with a right arrow is in the top right. The main headline reads: 'When hate appeared in Grant Park, LUV showed Chicago what resilience looks like.' Below this is a photo of a large heart sculpture made of colorful fabric patches, with a blue patch in the center that says 'RESILIENT'. A caption below the photo reads: 'Resilient - Grant Park, Chicago'. A yellow button below the photo says 'Choose LUV, Build Resilience.' Below the photo is a section titled 'ALREADY MAKING HEADLINES' with logos for NBC 5 CHICAGO, WGN-TV, WNTV, AP, and The Guardian. The next section is 'WHY WE SHOWED UP' with the headline 'Almost 15 years of building resilience.' and a paragraph: 'LUV Institute helps young people build resilience, belonging, and real opportunity. When hate showed up in a public square, LUV answered with what it has been building all along.' Below this is a section titled 'WHY THE STITCHES MATTER' with the headline 'The stitches do not hide the wound. They honor the healing.' and a paragraph: 'Every stitch says: something happened here, but the story did not end here. For nearly fifteen years, LUV has helped young people build that same resilience: the strength, confidence, and support to write a future beyond what hurt them. Broken things do not have to stay broken. Help stitch resilience into Chicago's future. →'. Below this is a section titled 'THIS IS BIGGER THAN US' with the headline 'Resilience Wins.' and a paragraph: 'The cameras will leave. The work will not. Your gift helps stitch resilience into Chicago's future.' Below this are two buttons: 'Give' (with a heart icon) and 'Volunteer' (with a star icon). The 'Give' button has the text: 'Help build what hate cannot destroy. Choose LUV with a Gift →'. The 'Volunteer' button has the text: 'Mentor, volunteer, or lend a skill our young people don't see every day. Building resilience starts with showing up. See how you can help →'. At the bottom is a dark green section with the headline 'Hate showed up. Resilience answered.' and a paragraph: 'If this is the Chicago you believe in, share it with your church, your block, your feed — and help carry the story forward.' Below this are social media icons for Facebook, Instagram, and Twitter/X. At the very bottom is the LUV INSTITUTE logo, address (2907 S. Wabash Avenue, Suite 200, Chicago, IL 60616), phone number (773-624-6200), email (admin@luvinstitute.org), and social media links for Facebook, Instagram, Twitter/X, and a 'Full site' link.

# The breakfast turns attention into action.



**Attention**



**Meaning**



**Mission**



**Proof**



**Invitation**



**Action**

**Not a sequence of speeches. A story that moves people from “that was powerful” to “I want to help carry this forward.”**

# Your gift helps build what hate cannot destroy.

A donor is not merely giving to fight hate.  
A donor is helping stitch resilience into Chicago's future.



## Give

Help young people build resilience, confidence, and real pathways forward.



## Share

Help carry the story beyond Grant Park.

VISUAL SYSTEM

# The stitch becomes LUV's visual grammar.

Not wallpaper. Not craft. Not decoration.

A distinct system for website, donor deck, breakfast stage, social templates, signage, and reports.

REPAIR

HEALING

EVIDENCE

RESILIENCE

# Strategy becomes usable when every team gets the right tool.

**Website Copy Toolkit**

**Breakfast Campaign Toolkit**

**Donor Deck Toolkit**

**Social Media Toolkit**

**Media Kit Toolkit**

**Board Talking Points**

**The master framework proves the depth. The toolkits make the work easy to use.**

# From strategy to momentum.

- 1 Landing Page** Launch the clean conversion page.
- 2 Breakfast Campaign** Turn attention into action.
- 3 Donor Deck** Equip the giving conversation.
- 4 Media + Social** Help the story travel.
- 5 Board Outreach** Open doors with one message.



CLOSING

# Resilience Wins.

Not because hate disappeared.

Because LUV keeps building what hate cannot destroy.

**CHOOSE LUV. BUILD RESILIENCE.**

For nearly fifteen years, LUV has been stitching resilience into Chicago's young people. Grant Park was the moment Chicago got to see it.