

# LUV INSTITUTE

LOVE · UNITY · VALUES

---

## ACTIVATION TOOLKIT

---

# Media Kit Toolkit

Prepared for LUV Institute  
**by ClickLoop Digital**

July 2026 · Companion to the Brand Messaging Framework

**QUICK START**

## If a Reporter Calls Right Now

---

*The boilerplate and the one quote you can give verbatim. Full pitch, talking points, and Q&A follow.*

**ONE-LINE ANSWER** Broken things do not have to stay broken: that's what LUV has taught Chicago's young people for nearly fifteen years.

**SUGGESTED QUOTE** See the full quote on the next page: attribute to your named spokesperson, not "LUV Institute."

**WHAT TO AVOID** Don't let the incident become the whole story. Lead with the fifteen-year mission.

*Full boilerplate, pitch language, talking points, and a four-question Q&A are on the following pages.*

### Media Boilerplate

LUV Institute, short for Love, Unity & Values, is a Chicago nonprofit that helps trauma-impacted young people build resilience through restorative practice, social-emotional learning, mentorship, and hands-on career training.

For nearly fifteen years, LUV has supported young people across Chicago with programs that build emotional strength, practical skills, confidence, and career pathways in areas including nursing, entrepreneurship, leadership, media, and the arts.

LUV's work is rooted in a simple belief: broken things do not have to stay broken.

### Proof Points

*Pulled from the live site. Confirm current figures before print.*

- 3,200 students served.
- 87% job placement rate.
- 72% four-month job retention rate.
- Almost fifteen years of restorative-practice youth development in Chicago.
- Grant funding from the NBA Foundation.
- Already covered by NBC5, ABC7, WGN9, and AP, without LUV spending a dollar on it.

### Media Pitch

When hate appeared in Grant Park, LUV Institute responded with a stitched heart named Resilient.

The image was powerful. But the deeper story is what made the response possible: Resilient is not new art commissioned for this moment. It was built five years ago by Chicago artist Damon Lamar Reed for LUV's citywide Parade of Hearts. The Chicago Park District asked LUV to bring it back, and LUV placed it exactly where the hate had been.

The stitched heart was not separate from LUV's mission. It was the mission made visible.

This is a story about how long-term community work prepares an organization to meet a public moment with clarity, courage, and hope, and it has already drawn coverage from NBC5, ABC7, WGN9, and AP.

## Suggested Quote

*Attribute to a named spokesperson (e.g., Executive Director), not to "LUV Institute" generically:*

---

***“When hate appeared in Grant Park, we did not have to invent a response. We simply revealed what LUV has been building for nearly fifteen years: resilience. The stitched heart named Resilient was not just a symbol. It was the mission made visible.”***

---

## Media Talking Points

- LUV's response in Grant Park was rooted in nearly fifteen years of youth development, restorative practice, and resilience-building work.
- The stitched heart named Resilient represents healing, repair, strength, and the belief that broken things do not have to stay broken.
- Resilient was built five years ago by Chicago artist Damon Lamar Reed for LUV's citywide Parade of Hearts. This is not new art commissioned for the moment. It was already there, waiting.
- LUV helps trauma-impacted young people build emotional strength, practical skills, confidence, and career pathways, with an 87% job placement rate to show for it.
- The story is not simply about hate. It is about resilience after harm.
- Grant Park gave Chicago a visible picture of work LUV has been doing quietly for years.

## Media Q&A

### WHY DID LUV RESPOND IN GRANT PARK?

Because the Chicago Park District asked LUV to, and because this is exactly what almost fifteen years of restorative practice prepared LUV to do. Resilient already existed. LUV brought it back and placed it where the hate had been.

#### **WHY WAS THE HEART STITCHED?**

Because healing leaves evidence. The stitches show that something happened, but the story did not end there. They represent repair, resilience, and the belief that broken things do not have to stay broken.

#### **WHAT DOES RESILIENT MEAN?**

Resilient is both the name of the heart and the heart of LUV's work. For nearly fifteen years, LUV has helped young people build resilience: the strength, skills, confidence, and support to create a future beyond what hurt them.

#### **WHAT SHOULD PEOPLE DO NOW?**

Choose LUV. Give, share, partner, attend, sponsor, or help open doors so LUV can continue building resilience in Chicago's young people.