



Our Brand Story

Science tells us words can change the brain permanently. Which means by simply and consistently displaying LOVE, we can build a more loving world. Our LOVE Swaddle® mission seeks to wrap every baby in a LOVE swaddle blanket from the moment of birth, and to provide new parents and families with critical relationship resources.



Who

Artist, Mother, and Entrepreneur Sunny Stack Goode

Sunny is a full time artist and entrepreneur who holds a BA in Art History from Hollins University ('90) and certificate on the physiological and psychological effects of color through the IACC-NA in California. She utilizes her artwork to inspire social change by promoting relationship health at birth.

During Covid she started LOVEEVOLVE LLC where products came to life from her art therapy paintings using the words LOVE and EVOLVE. Research shows that seeing positive words like "LOVE" can change your brain, leading to more compassion for yourself and others, increased resiliency, thinking more clearly, enhanced creativity, and communicating with others more authentically.

Her artwork is printed onto textiles with interest primarily in the intangible aspects of her work, and the energy around the pieces. If you literally wrap a baby in the word LOVE, send them home from the hospital with a visual reminder for parents, while also connecting the family to relationship health resources, what are the societal and emotional effects? Is this simple act the beginning of a more compassionate foundation for our society?

In 2010, The One Love Foundation was founded by Yeadley Love's mother Sharon, and sister Lexie, one month after her tragic death just weeks before her graduation from The University of Virginia. Their mission is to educate young people about healthy and unhealthy relationships, empowering them to identify and avoid abuse and prevent this from happening to anyone else.

Sunny's artwork has been featured in Southern Living, Traditional Home, Coastal Living, and The Washington Post. She is currently represented by art dealers in Virginia, Georgia, and Washington, DC. Her work original artwork can be found in private and corporate collections across the country.

What

art therapy → placed on textiles → our mission

The LOVE Swaddle® Hospital Blanket Program:
Delivering Babies Wrapped in LOVE®

The hospital blanket program is available to all places where babies are born. We want to empower doctors, maternity ward nurses, doulas and midwives to be the first point of contact for giving LOVE and shedding light on relationship health. Through this program, parents are given a LOVE Swaddle blanket for their newborn, as well as information and resources for relationship health and postpartum support.

When

On September 1st 2020, HCA Henrico Doctor's Hospital was the first facility to implement the Love Swaddle® mission by wrapping new borns in the Love Swaddle after their first bath. Once bathed, the new borns are handed over to their parent/caregiver in this bright, beautiful, love adorned blanket. Shortly after, Bon Secours Mercy Health St. Mary's Hospital joined.

The Love Swaddle® is made with 100% organic cotton muslin and is accompanied with a card that illustrates a "how to swaddle" graphic and the 10 signs of a healthy relationship.

"When our baby returned from his first bath he was wrapped in a LOVE Swaddle. As a proud new father, I read all too much about bad family situations. I support LOVEVOLVE and really appreciate what you're doing."

— new father at Memorial Regional Hospital, VA

To date 30,000 babies have been wrapped in LOVE!



Where

Each mother infant unit at these facilities implement the Love Swaddle Mission daily:

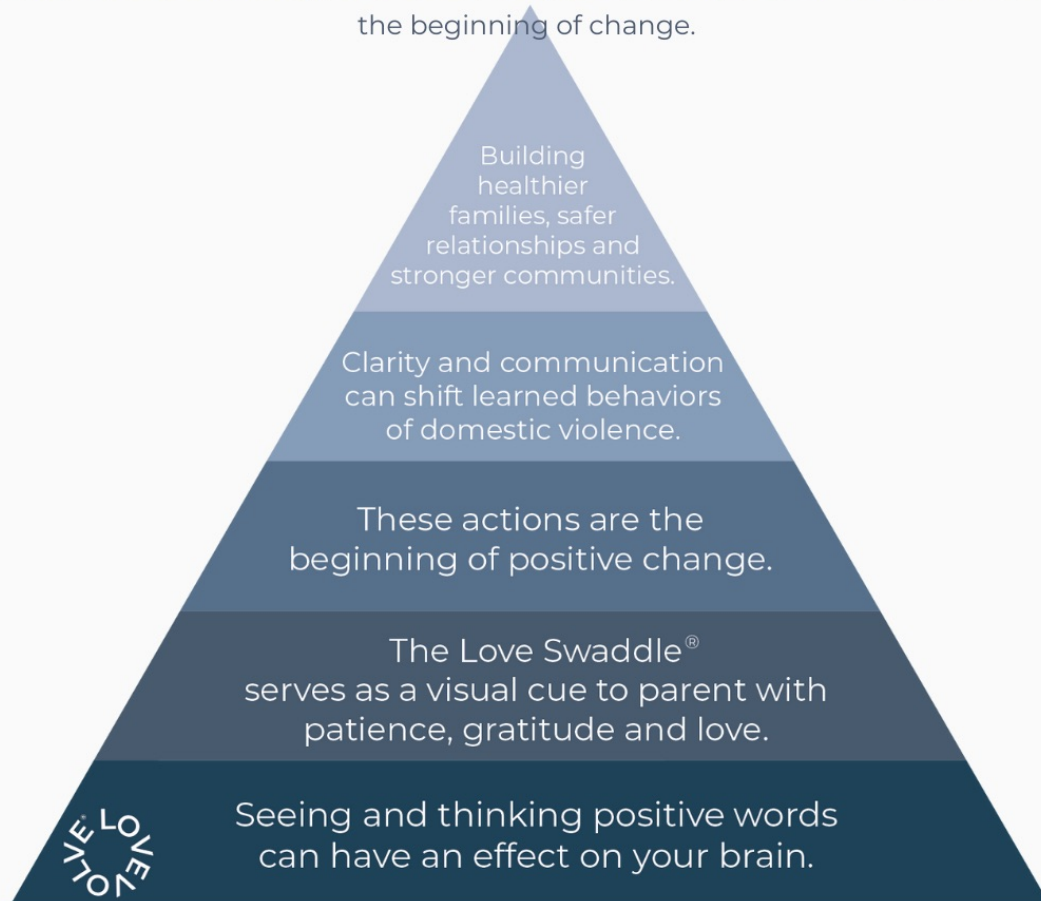


Why

Our philosophy is simple.

Once home, the Love Swaddle® serves as a visual cue connected to the emotional experience of birth. When a baby is born, one's relationship with themselves, their partner, friends and family completely shifts, and when a parent/ caregiver is given resources for relationship health, there is awareness.

By creating this awareness, the hope is that more mindful actions occur in the home, there is less childhood trauma and ultimately, safer relationships and stronger communities. This awareness is the beginning of change.



We also honor grief

The Grief Blanket is made of the same material and pattern as the LOVE Swaddle, but is for parents that experience a fetal demise. This blanket is not sold or advertised anywhere. The variety of colors were chosen to illustrate enlightenment and transcendence.

This blanket has proved to be twofold: support for the parent and nurses. It is accompanied by a grief support card, as everyone processes differently.

"The grief blanket was a HUGE success. She opened it and clutched it tightly through my whole visit. Thank you so much." – Grief nurse at HCA Chippenham Hospital in Virginia



- This heartbreaking loss can create intense sadness, anger, guilt, shame and loneliness.
- Give yourself permission and time to grieve.
- You are not alone: support groups can provide a safe place to share your feelings and learn how to cope.
- Care for yourself: rest, eat well, get fresh air, set boundaries, and practice mindfulness.
- Hold on to keepsakes from your loved one for as long as you need.



- Every individual grieves in their own way.
- Resist the urge to try and "fix" everything.
- If you have other children, talk with them about your family's loss. Let them ask questions.
- Be open and specific with friends about your needs and wishes.
- When you are ready, a grief counselor can help you process your emotions and integrate the memory of your loved one into your life at home.

We honor you with **LOVE**.
We hold you up with **LOVE**.
We give you all we can give:
LOVE.



We made this blanket
because we believe
words heal.

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