

Our Brand Story

Our mission at LovEvolve® is to inspire healthier families, safer relationships and stronger communities by spreading LOVE through meaningful experiences. We are certified by the state of Virginia as a Small Women Owned Business as well as nationally by the Women's Business Enterprise National Council.



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.

During the covid-19 pandemic she started LovEvolve 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. If you literally wrap a newborn in the word LOVE, discharge the mother/caregiver from the hospital with a visual cue to love, and connect them to resources and support, what are the societal and emotional effects? Is this simple act the beginning of a more compassionate foundation for our society?

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 original artwork can be found in private and corporate collections across the country.

What

Art Therapy → Placed on Textiles → The Love Swaddle®

The Love Swaddle Mission seeks to wrap every baby in a Love Swaddle blanket from the moment of birth and connect mothers/caregivers to resources and support for the fourth trimester, relationship health, postpartum and 0-3 parenting via The LovEntourage® App.

The Love Swaddle® 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.

When

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

To date, we have expanded to 13 hospitals nationwide and have wrapped 48,025 babies in LOVE!

The Love Swaddle is made with 100% organic cotton muslin and is accompanied by a card that illustrates "how to swaddle" 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



Why

Our philosophy is simple. Once home after birth, the Love Swaddle® serves as a visual cue connected to an emotional experience. When a baby is born, one's relationship with themselves, their partner, friends and family completely shifts. When a parent/caregiver is given resources for relationship health in this moment, awareness shifts for the better.

What we have done: With the goal of wrapping babies in LOVE from the moment they are born, we created the Love Swaddle® to serve as a visual cue to love. Realizing each mother/caregiver needs support, we also provide easy access to existing fourth trimester resources for the mother/caregiver to receive support both at a local and national level.

What we are doing now: Every newborn in the city of Richmond, VA receives a Love Swaddle at birth. We have expanded to 13 hospitals nationwide.

The result:

1. Mothers, fathers and families are not alone and feel supported.
2. Increased access to state-funded resources for parenting, postpartum, fourth trimester and relationship health.
3. Decrease in maternal, infant and childhood trauma. (measured by data, feedback for outcomes management and continuous improvement)
4. A positive foundation of love for children.

Where: VA, CT, CA, IL, NM and WA





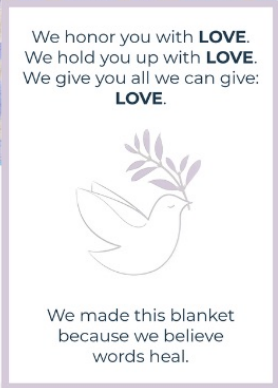
We Honor Grief

The Grief Blanket® is made of the same material and pattern as the LoveSwaddle, but is for those who experience a fetal demise. The variety of colors were chosen to illustrate enlightenment and transcendence.

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 VA



The Team



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