



LOVE LEADER®

NYC's Frontline for Relationship Wellness & Violence Prevention

OUR MISSION

Love Leader 101 empowers New Yorkers with tools to identify, respond to and prevent relational violence, break cycles of harm, and build healthy relationships.

WHY THIS MATTERS

- **Domestic violence doesn't just hurt people; it drains communities.** Domestic violence is a public health crisis in NYC, with over **42,550 cases** reported in the first half of 2024; disproportionately affecting Black and Latina residents.
- As survivors themselves, our founders created the program they once needed: practical, healing-centered support that transforms individuals and strengthens communities. They now return to communities; where trauma runs deep but healing is possible.

WHAT THE NUMBERS SAY

350K

New Yorkers are harmed by an intimate partner yearly

\$35K

Cost to NYC for of each DV response

\$7K

Cost per participant for Love Leader 101

OUR MODEL

- Given the long and difficult journey of domestic violence recovery, prevention is paramount; making early detection and relational capacity-building, the foundation of our model's curriculum.
- Participants learn to spot red flags early, build emotional intelligence, and develop healthy relationship skills.

PROGRAM HIGHLIGHTS

- Evidence based, culturally responsive curriculum
- Cap & Gown Graduation + wellness incentives
- Ongoing Coaching + Online learning + Community Support
- 414 Graduates and 300+ community referrals

"This is what our block needed: healing, tools, and a way forward."

– Terry H. 2022 Love Leader 101 Participant

WHERE WE SERVE

Over 30 NYCHA Developments

BROOKLYN:

Brownsville: Langston Hughes, Brownsville, Van Dyke, Tilden

BedStuy: Tompkins, Marcy, Sumner

East New York: Boulevard, and Linden

Gowanus: Gowanus, Wyckoff

BRONX:

Morrisania: Butler and Morris

Mott Haven: Mott Haven, Mitchel Houses, Patterson Houses

Castle Hill: Castle Hill Houses

MANHATTAN

Central and North Harlem: St. Nicholas and Polo Grounds

East Harlem: Wagner, Jefferson, Johnson

QUEENS

Astoria: Queensbridge

STATEN ISLAND

North Shore: Stapleton, West Brighton



WHAT WE NEED

Every NYCHA site we serve has a waitlist. The need is urgent and growing. With your support, we can scale and bring Love Leader 101's to all 300+ NYCHA communities citywide.

ADOPT A COMMUNITY COHORT \$140,000

- For \$140,000 you can sponsor 20 participants (\$7K each) in the neighborhood of your choice.

INVEST IN LOCAL LEADERS \$50,000

- For \$50,000 you support our staff in maintaining a competitive edge with best practices and industry trends.

FUND COMMUNITY CAMPAIGNS \$5,000

- For \$5,000, you fuel marketing to craft targeted campaigns that boost retention, amplify visibility, and build awareness.

RETURN ON INVESTMENT

THE SOCIAL RETURN

For every \$7K invested in a Love Leader participant:

- Violence is prevented before it escalates. Generational trauma is disrupted
- Residents become community wellness responders
- Demand for emergency services declines

THE FINANCIAL IMPACT

- One domestic violence emergency response, including police, ER visits, legal aid, homeless and child welfare services, can cost the city up to **\$35,000**.
- Love Leader 101 delivers long-term prevention and healing for a fraction of that cost.

THE TRANSFORMATION IS CLEAR

- Participants rebuild trust and model healthy love in their communities.
- Communities shift from crisis to resilience-saving thousands in public service costs.
- This is care in action. And it works