



SWEETHEARTS &
HEROES



PROTECT & CONNECT

A Circle System for SROs
& Law Enforcement

THE WAR ON HOPELESSNESS

We are perhaps living among the most hopeless generations humanity has ever known, and make no mistake: **IT IS** a **WAR**. Individuals are living in more **hopeless** and **persistent states of sadness** at alarming paces. Suicidal attempts, along with anxious and depressive feelings, are on the rise.

The **general suicide rate** is



PER 100,000

including our children.



The **armed forces** loses

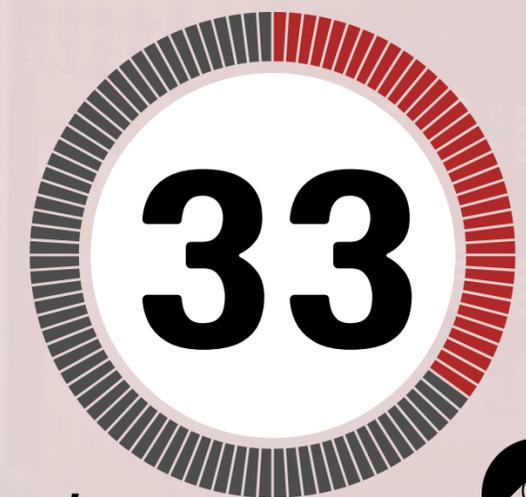


PER DAY

to their own hands.



Suicide is consistently the #1 killer of police nationwide annually, with more officers dying by suicide than in the line of duty. Law enforcement officers are **54% more likely** than the general population to be lost to hopelessness. **Sheriffs' deputies have a notably high estimated suicide rate of roughly**



*** PER 100,000**

taken every year to suicide.



**Officers in smaller departments (≤ 50 officers) have been found to have a significantly higher suicide rate (up to 43.78/100,000).*

UPSTREAM PREVENTION



Just as officers rely on training, equipment, and safety procedures to reduce physical risks, they also need **proactive strategies to protect their mental and emotional health**. These challenges can be harder to address than visible injuries, yet they are just as critical to an officer's ability to serve. We must establish "upstream prevention" systems and support to manage stress, build resilience, and prevent harmful outcomes.



Upstream programs aim to address the root causes or risk factors before problems manifest.



Downstream interventions focus on treating or managing problems once they already occurred.

THE SOLUTION IS **CIRCLE**

Circle is one of history's **oldest human connection and community-building practices**, stretching back over 400,000 years. It helps individuals and communities **fosters a sense of belonging and purpose**, establish **positive social norms**, build **networks of support**, and develop **critical human skills** for personal and collective well-being.

**WHAT IS
CIRCLE?**

 **PLAY**

THE POWER OF CIRCLE

 **PLAY**

By establishing healthy social norms focused on help-seeking behaviors and leveraging collective strengths within your team, we create cultures that mitigate mental health challenges like depression, suicide, and substance abuse.

When team members feel valued and like they belong, it naturally enhances job satisfaction and improves retention. For every dollar invested in efforts supporting employee emotional and social intelligence, there is an \$11 return.



THE POWER OF BELONGING

“When people feel like they belong at work, they are more productive, motivated, engaged and **3.5 times more likely to contribute** to their fullest potential, according to our research at the Center for Talent Innovation.”

**Harvard
Business
Review**

Forbes

“A Towers Watson study concludes that companies with **highly effective communication practices enjoy 47% higher total returns** to shareholders compared with the firms that are least effective at communicating.”

“Those employees who are most committed perform **20% better** and are **87% less likely to leave the organization** - indicating the significance of engagement to organizational performance.”



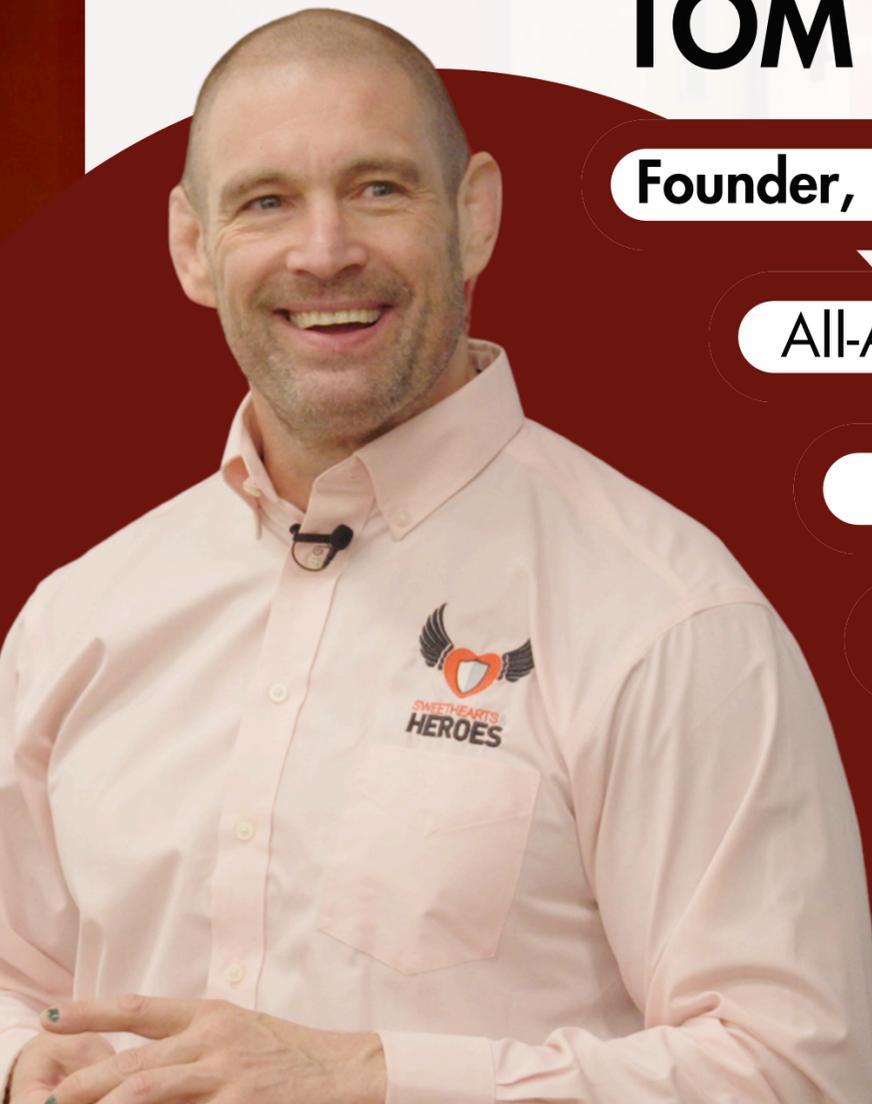
A photograph of a school hallway with red lockers on both sides and a white sign in the center containing the text "WHO WE ARE". The hallway has a tiled floor and a drop ceiling with fluorescent lights. A sign above a door in the distance reads "ASSISTANT PRINCIPAL'S OFFICE".

WHO WE ARE

SWEETHEARTS & HEROES

Sweethearts & Heroes is a seasoned team with 15+ years of experience in implementing practices and philosophies that boost "Human Skills," such as empathy and trust, while building cultures of belonging around positive leadership.

TOM MURPHY



Founder, Sweethearts & Heroes

All-American Wrestler

Retired UFC Fighter

Corporate Executive (Rail America)

National Keynote Speaker

Business Entrepreneur

RICK YAROSH



Co-Founder, Sweethearts & Heroes

Retired U.S. Army Sergeant

Purple Heart Recipient

Motivational Speaker

National Keynote Speaker

Resilience & HOPE Expert

WHAT WE DO

We've empowered over 2 million students, educators, service members, athletes, and professionals across the country. We build community through peer support networks and healthy norms to tackle issues like hopelessness and destructive decisions.



**SEE
OUR
WORK**



**SEE
OUR
IMPACT**



**SEE
OUR
PARTNERS**

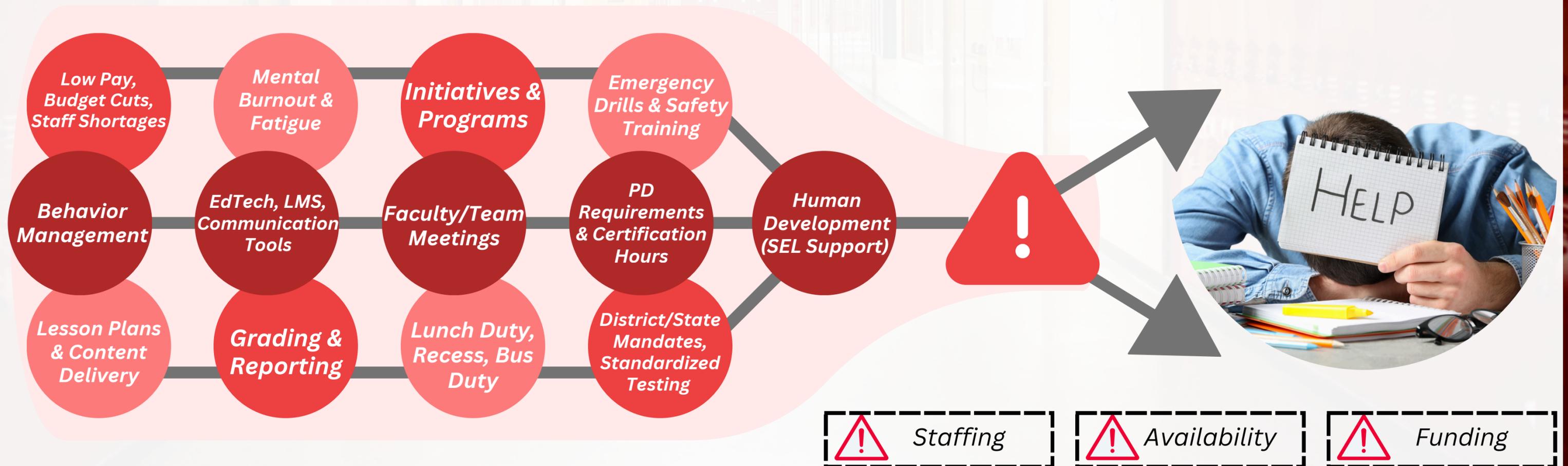


**LEARN
MORE
HERE**



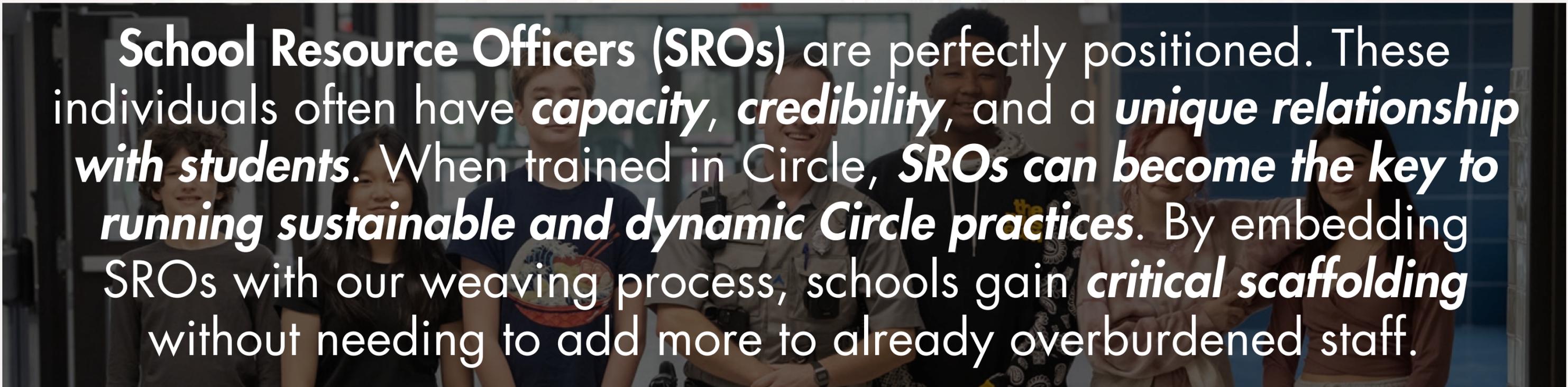
EDUCATORS AT CAPACITY

In tangent to bringing the power of Circle to law enforcement officers, our mission is to assist and alleviate the most important people in America today: our educators. Schools often lack educator capacity to maintain these practices, which can leave students and communities underserved and shorten program lifespans.



SERVING THE COMMUNITY

Optimally, our Circle practices are best administered on a weekly, bi-weekly (every other week), or monthly basis. **Schools need Circle facilitators within their community** who can 1) provide *sustained implementation* to support students and educators without 2) adding to the existing workload of staff or 3) pouring unavailable resources and funds into external change agents (S&H).

A group of diverse students and a school resource officer (SRO) standing together in a school hallway. The SRO is a man in a uniform, and the students are of various ethnicities and ages. They are all smiling and looking towards the camera.

School Resource Officers (SROs) are perfectly positioned. These individuals often have *capacity, credibility,* and a *unique relationship with students.* When trained in Circle, *SROs can become the key to running sustainable and dynamic Circle practices.* By embedding SROs with our weaving process, schools gain *critical scaffolding* without needing to add more to already overburdened staff.

WHY SROs ARE THE SOLUTION

CREATES EDUCATOR BUY-IN

When educators see SROs modeling vulnerability and empathy in Circle, it builds trust and greatly increases their buy-in.

TAPPING INTO PRESTIGE BIAS

SROs have endured challenges most haven't, giving them a unique influence that can shape healthy community norms.

STRENGTHENING OFFICER SUPPORT

We'll equip SROs to benefit schools while also bringing Circle back to their units to strengthen officer support networks.

CONNECTING COMMUNITY

Beyond the school, SROs can connect students, families, and first responders to sit down together and listen to one another.



There can be no keener revelation of a society's soul than the way in which it treats its children. - Nelson Mandela

A photograph of a school hallway with red lockers on both sides and a white sign in the center containing the text 'THE PROGRAM'. The hallway has a tiled ceiling with recessed lights and a polished floor that reflects the lights. A sign on the wall in the distance reads 'ASSISTANT PRINCIPAL'S OFFICE'.

THE PROGRAM

OUR MODEL



Our ***ignition event*** in this model is intended for SROs and law enforcement officers to **establish the War on Hopelessness**, as well as the crux of how we solve this issue.

Our ***law enforcement program*** focuses on **finding the gatekeepers** within your squad by going into the field and working with your employees. Here, we'll also **work through real-life situations** that involve things like leadership, life and character skills, and personal challenges such as parenting, spousal and family relationships, and so forth.

Our ***school resource officer program*** focuses on establishing **the habit and system of Circle** in schools. This is a dire need in all educational communities with low educator capacity. SROs are uniquely positioned to alleviate and strengthen a school community through regular Circle practices.

Finally, our ***community unification program*** focuses on going beyond the school walls to connect the students, the local community, and the SROs and local law enforcement who serve it through Circle, allowing opportunities for generations to sit down together and listen to one another.

EXPOSURE TO CIRCLE PROCESS

1

IGNITION

Our ignition events begin the journey with an **electrifying keynote** that exposes the problem we're facing (awareness) and lays out the solution. During this event, **we'll run some introductory Circles**, as the most effective way to share their power is through experience.

2

TRAINING

After initial exposure, we'll complete our foundational training with a select group of officers (your gatekeepers and SROs), diving into **the science of Circle** and **how to run our unique weaving process**, which includes access to all our Circle tools to keep your practice sustainable.

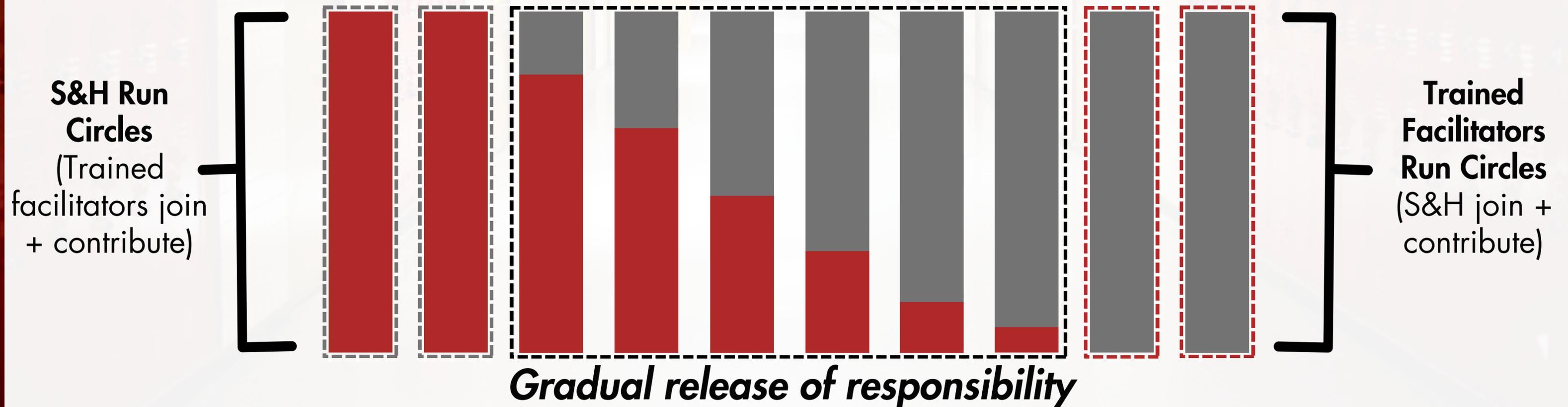
3

SCAFFOLDING

Once trained, the next step is to **implement our Circle programs with field officers and SROs** where our expert facilitators will visit every other week or monthly to your squad locations, training facilities, schools, or in the field **to run Circle and scaffold the weaving process.**

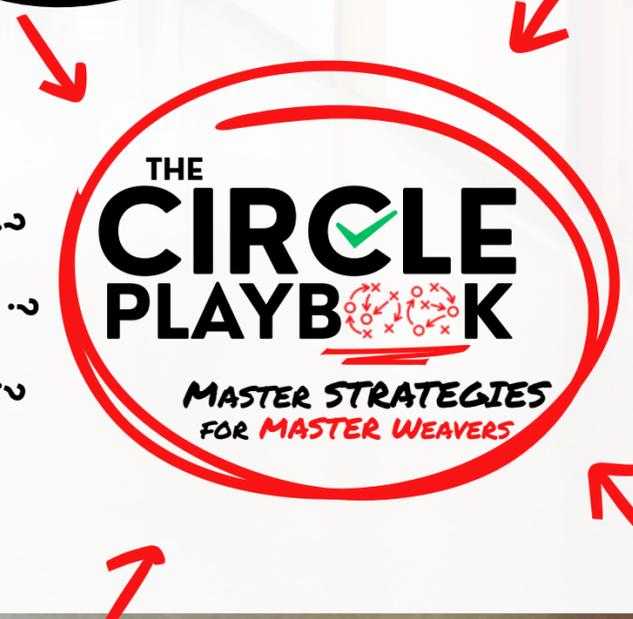
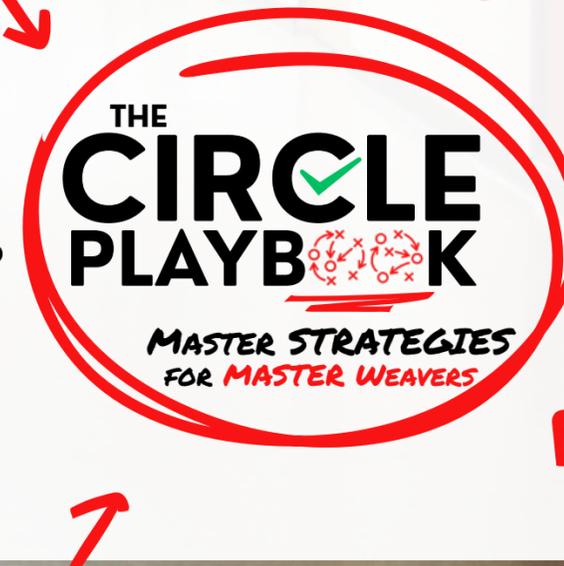
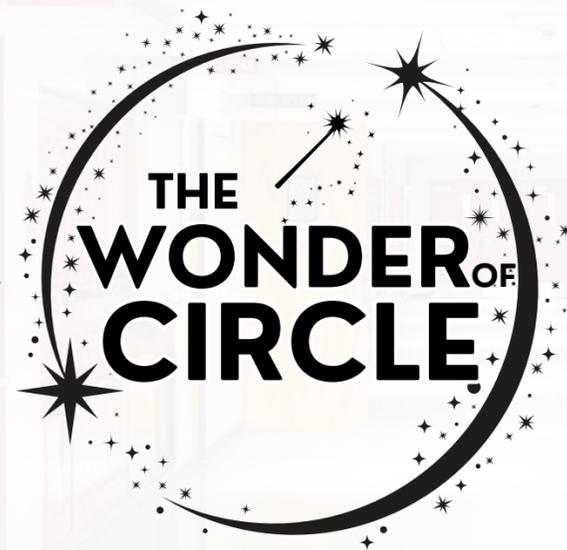
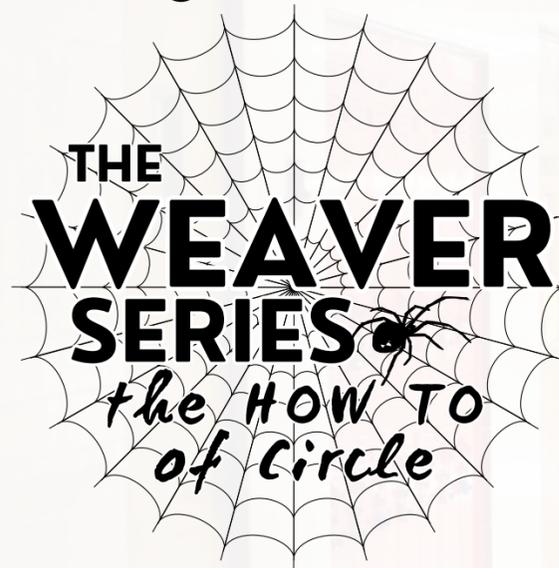
THE SCAFFOLDING PROCESS

After initial training, **the MOST IMPORTANT piece is to scaffold Circle** by participating in the process with experts and experiencing a **gradual release of responsibility** as you build your facilitation skillset. Newly trained Circle Weavers benefit greatly from sitting in on multiple Circles led side-by-side with a Sweethearts & Heroes facilitator. These visits allow staff to observe, practice, and internalize the process in real time, rather than being left to implement on their own.



THE CIRCLE CLASSROOM

Finally, you'll get access to all our latest Circle facilitation resources through our online learning platform, [The Circle Classroom](#).



A photograph of a school hallway with red lockers on both sides and a white sign in the center containing the word 'FUNDING' in large, bold, black letters. The hallway has a tiled ceiling with recessed lights and a polished floor that reflects the lights. A sign above a doorway in the distance reads 'ASSISTANT PRINCIPAL'S OFFICE'.

FUNDING

SNUG Grant



A community-based gun violence prevention initiative that treats violence as a public health issue and invests in strategies that build trust, strengthen relationships, and shift community norms. SNUG supports practices that foster belonging, accountability, positive social norms, and networks of support—creating the conditions for safer, more connected communities.

Opioid Funds



Resources created from legal settlements and state-level funding to address the opioid crisis. These funds support community-based prevention, harm reduction, education, treatment, recovery, and supportive services that strengthen networks of care, enhance protective social norms, and expand access to effective support across affected populations — creating conditions for healthier, more resilient communities.

COPS Grants



These federal grants help law enforcement agencies hire and deploy officers, develop and test innovative policing practices, build partnerships with the communities they serve, and access training and resources that strengthen trust, collaborative problem-solving, and positive social engagement between police and community members.