

SWEETHEARTS & HEROES
presents

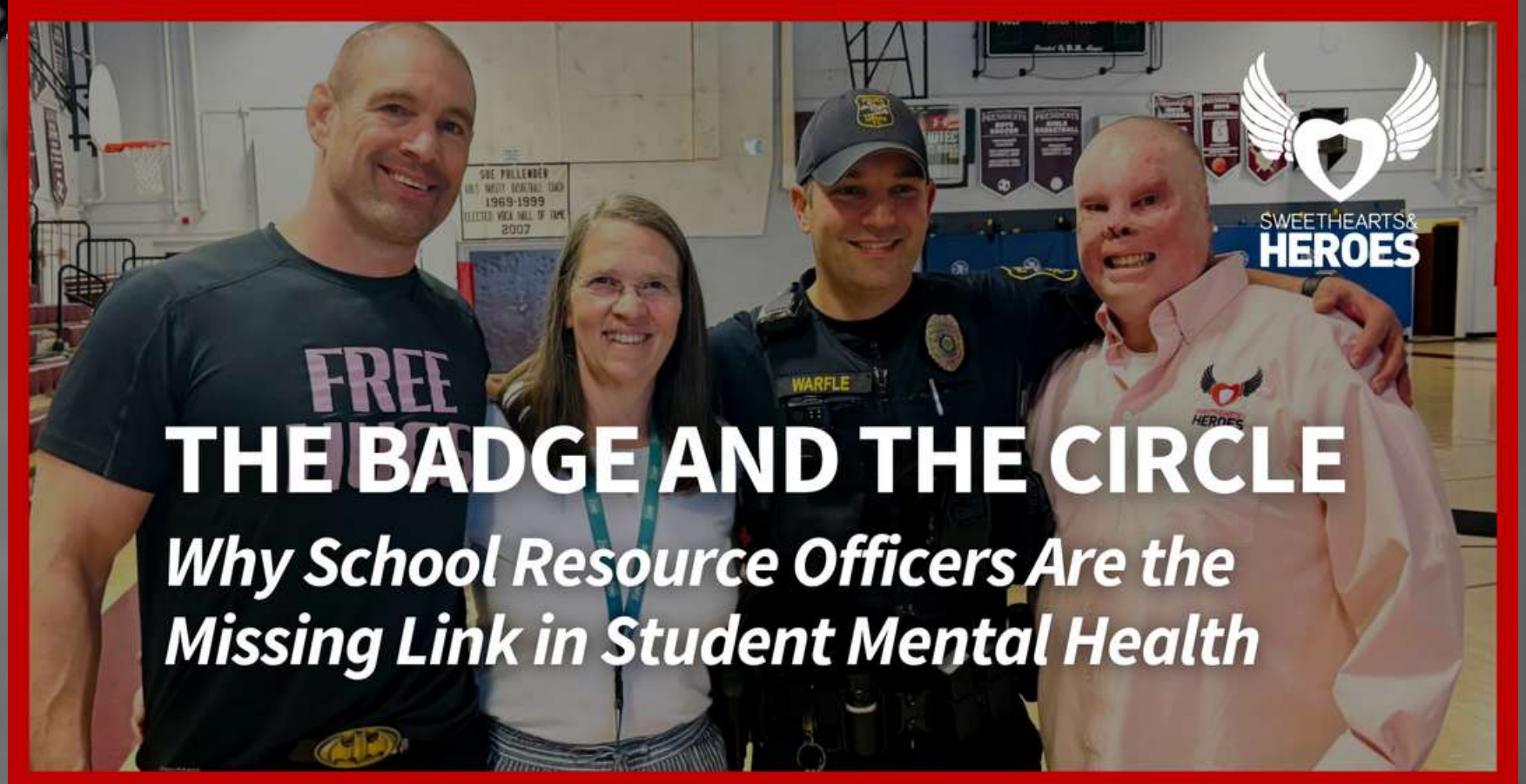


*A Circle Prevention System for
SROs & Law Enforcement*

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

– Nelson Mandela

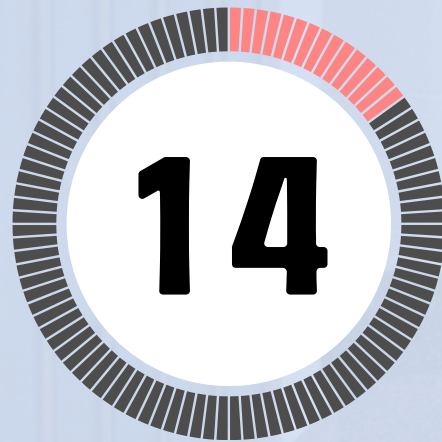
READ THE ARTICLE



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 rates. Suicidal attempts, along with anxious and depressive feelings, are on the rise.

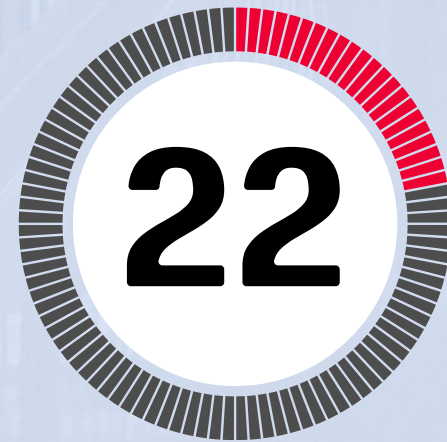
The **general
suicide rate** is



PER 100,000
including our children.



The **armed
forces** loses

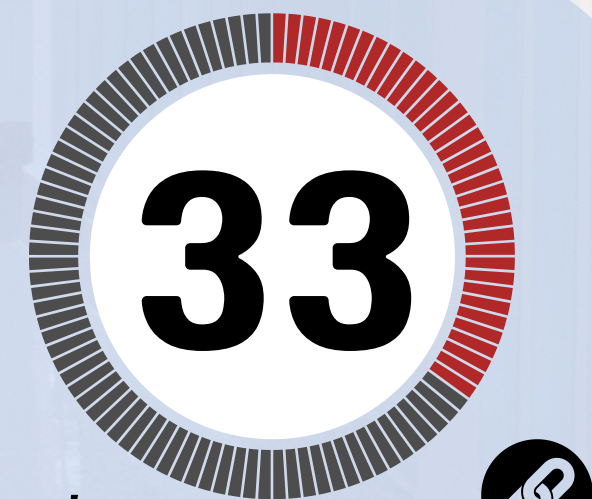


PER DAY
to their own hands.



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**

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



*** PER 100,000**
taken every year to suicide.



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



SEE OUR WORK



SEE OUR IMPACT



SEE OUR PARTNERS



LEARN MORE HERE



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, building cultures that WIN in life and business.

CHAD ALTHISER

Sweethearts & Heroes Circle Liaison

Retired U.S. Marine Corps Major

3x Combat Vetarn & Medal w/Valor

Ironman & Leademan Finisher

Leftwich Trophy Nominee

Semper Fi Odyssey Team Leader

RICK YAROSH

Co-Founder, Sweethearts & Heroes

Retired U.S. Army Sergeant

Purple Heart Recipient

Tunnel to Tower Spokesman

National Keynote Speaker

Resilience & HOPE Expert

**FREE
HUGS**



UPSTREAM PREVENTION



CROs is an environmentally human-focused **prevention-by-design approach**. 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.

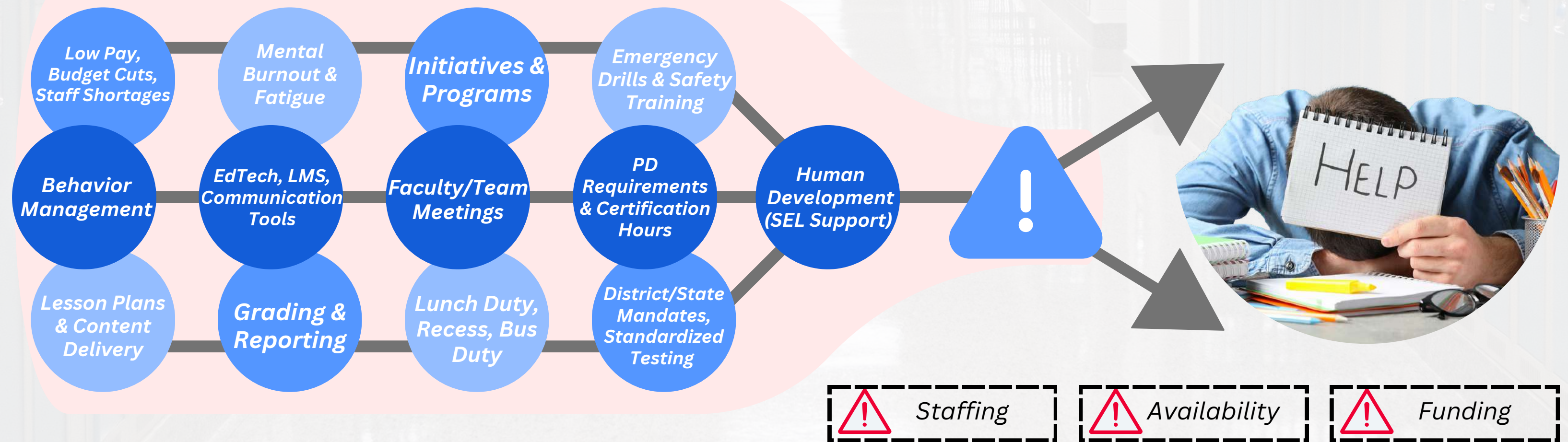


When team members feel valued and like they belong, it naturally enhances job satisfaction and improves retention. For every dollar invested in efforts supporting employee emotional and social intelligence, there is an \$11 return.



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.



OUR VISION

To create an upstream prevention system that replaces today's reactive approaches to the mounting destructive decisions in law enforcement. We aim to cultivate a culture rooted in belonging while empowering SROs to foster hope and trust with K-12 students through meaningful connections. We envision a future in which law enforcement and schools support one another with strength and integrity, no longer dependent on intervention but upheld by the community before a crisis occurs.

OUR MISSION

We are our brother's keeper, extending our reach from the squad room to the classroom. Each day, we commit to sharpening the officers and youth to our left and right, embracing the friction of growth together. Through integrity, accountability, and humility, we'll forge unbreakable bonds that embody a protective culture of mutual support. Together, we are the answer, carrying the collective strength and hope that prevents despair.

OUR FORMAT

The crux of our program uses our Circle formats (FLASH & Round Table) across both agency squads and K-12 classrooms, creating equal spaces for open dialogue. Combining tactical safety protocols with human connection, we equip SROs and officers to confront challenges, build deep trust, and strengthen community bonds. With this format, we cultivate meaningful connections, reinforce integrity, and create a proactive culture in which youth and law enforcement naturally support one another before crises arise.

THE POWER OF BELONING

“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

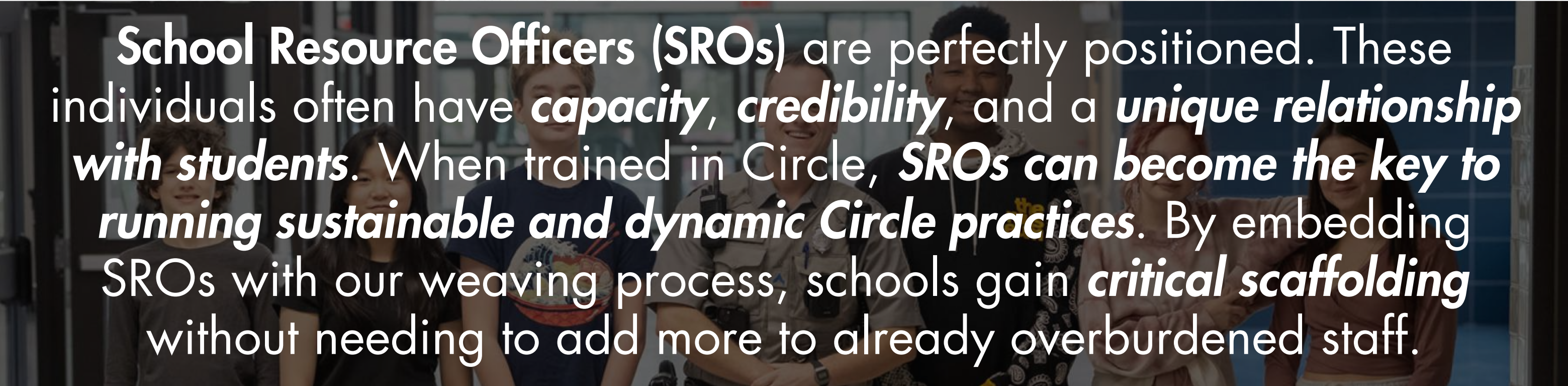
“A Towers Watson study concludes that companies with **highly effective communication practices enjoy 47% higher total returns** to shareholders compared with the firms that are least effective at communicating.”

“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.”



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) in a school hallway. The SRO, a man in a tan uniform, is standing in the center, smiling. He is surrounded by several students of various ethnicities and ages, who are also smiling. They are standing in a hallway with blue lockers on the left and right sides. The text is overlaid on this image.

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

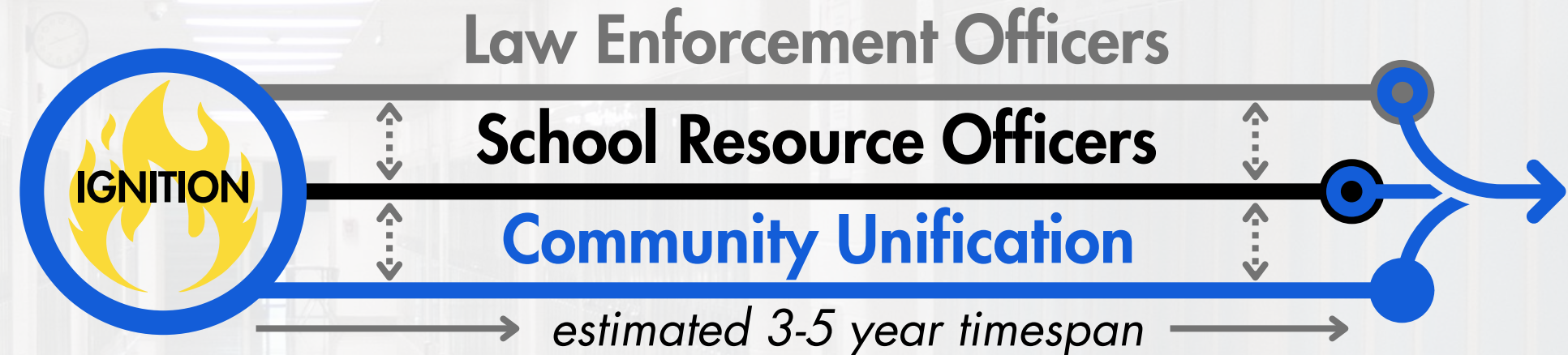
We'll equip SROs to benefit schools while also bringing Circle back to their units to strengthen officer support networks.

CONNECTING COMMUNITY

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



OUR PROGRAM



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.

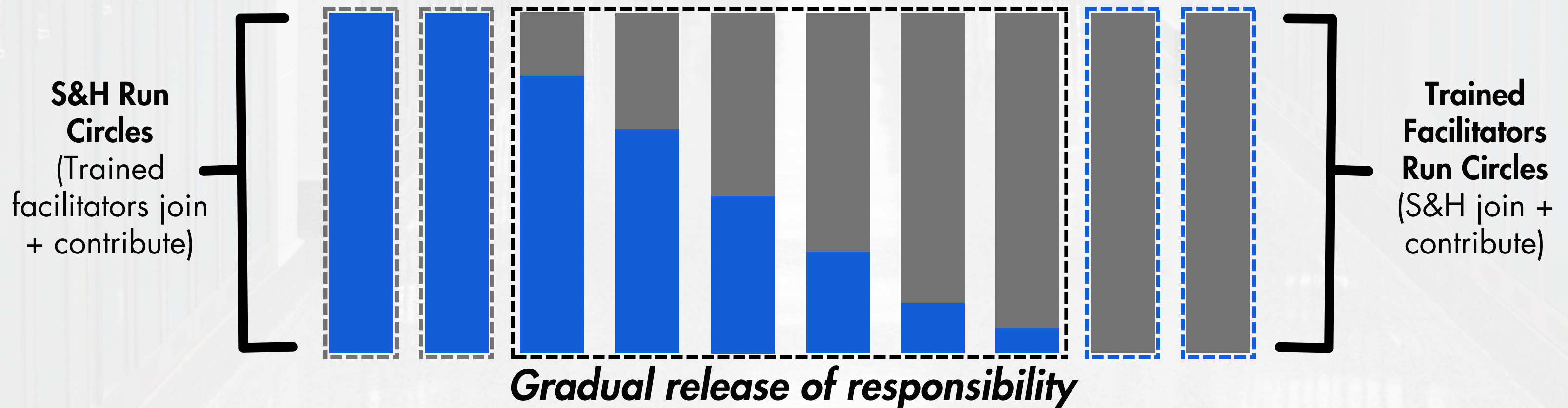
3

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**.

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.



SUSTAINABILITY & SUMMARY

Once your gatekeepers and Circle facilitators have been “handed the reins,” sustainability is recommended through the following implementation:

DAILY

FLASH Circles

Best implemented during daily morning briefings.

MONTHLY

Round Table Circles

Best implemented into peer support systems.

Program Outcomes & Goals

1. Builds stronger connections among SROs, students, and school staff, thereby enhancing school culture.
2. Enhance the Peer Support System in law enforcement offices by building stronger connections among sheriffs, supervisors, deputies, and SROs.
3. When the department culture has a strong Peer Support System, the office becomes a more attractive workplace, which helps with staff recruitment and retention.

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.