

OFFICIAL PRESS MATERIALS

PROJECT H.O.O.D.

MEDIA KIT

*The Leadership & Economic
Opportunity Center*

WOODLAWN, CHICAGO · 2025

About Project H.O.O.D.

Project H.O.O.D. (Helping Others Obtain Destiny) is a Chicago-based nonprofit serving the Woodlawn neighborhood on the South Side. Founded by Pastor Corey Brooks, the organization delivers workforce development, violence prevention, youth programming, health and wellness, and reentry services to residents facing systemic barriers.

With over 15,000 individuals served, Project H.O.O.D. operates directly in the community — no national overhead, no middle layer.

KEY STATISTICS

15,000+

INDIVIDUALS SERVED

5

CORE PROGRAM AREAS

\$0

COST TO PARTICIPANTS —
ALL SERVICES FREE

EIN	45-3964886
FOUNDED	Woodlawn, Chicago
STATUS	501(c)(3) Public Charity
ADDRESS	6620 S. King Drive, Chicago, IL 60637
WEB	projecthood.org

The Leadership & Economic Opportunity Center

The LEO Center is a 90,000 sq ft community hub being constructed at 6620 S. King Drive in Woodlawn. It will serve as the permanent home for all Project H.O.O.D. programs, plus community event space, training facilities, and health services open to the neighborhood.

Currently 70% funded, the LEO Center represents the largest community investment in Woodlawn in a generation. The First Look is a donor day offering early access to the facility — a chance for supporters to see what their investment is building before the public opening.

90,000 SQ FT TOTAL	22,000 SQ FT PHASE ONE	70% FUNDED	5 PROGRAMS HOUSED	TBD OPENING DATE
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ABOUT THE FIRST LOOK

The First Look is a donor engagement event giving supporters early access to tour the LEO Center before it opens to the public. Donors at every level are invited to see the space, meet program staff, and celebrate the milestone alongside Pastor Brooks. Media inquiries about the First Look should be directed to the press contact below.

Programs

1

Workforce Development

Job training, cohort-based career prep, and employer partnerships connecting South Side residents to sustainable employment pathways.

2

Violence Prevention

Street outreach, conflict mediation, and community safety programs working directly in Woodlawn to interrupt cycles of violence.

3

Youth Programming

After-school programs, esports, mentorship, and academic support for young people in Woodlawn — providing safe spaces and structured opportunity.

4

Health & Wellness

SSFC clinic partnership, mental health services, and community health programming addressing physical and behavioral health needs.

5

Reentry Services

Comprehensive support for returning citizens — housing, employment, and reintegration services helping people rebuild stability after incarceration.

NOTE TO MEDIA

All services are provided at no cost to participants. Project H.O.O.D. does not charge for any program. 100% of donor funds support direct community services in Woodlawn.

Leadership

Pastor Corey Brooks

FOUNDER & EXECUTIVE DIRECTOR

Pastor Corey Brooks is the founder of Project H.O.O.D. and New Beginnings Church in Woodlawn. He has spent over a decade as one of Chicago's most visible advocates for the Woodlawn community, including a 94-day rooftop vigil in 2011 that raised funds for the initial community center. He leads the organization's work at the intersection of faith, economic development, and community safety.

PRESS CONTACT

development@projecthood.org

6620 S. King Drive, Chicago, IL 60637

projecthood.org

LOGO & BRAND ASSETS

High-resolution logo files, photography, and brand assets are available upon request. Please email development@projecthood.org to request assets for publication. Please do not reproduce the Project H.O.O.D. logo without written permission.

APPROVED BOILERPLATE (FOR MEDIA USE)

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