The Great Kindness Challenge
2016 Toolkit

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Dignity Health
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What?  
The Great Kindness Challenge is a proactive and positive bullying prevention initiative that improves school climate and increases student engagement.

The Great Kindness Challenge is one week devoted to performing as many acts of kindness as possible.

Using the provided checklist of 50 kind acts, students accept the challenge and prove that bullying is weak and kindness is strength.

Why?  
All kids deserve to learn in a safe, supportive and dynamic environment. The Great Kindness Challenge provides a powerful tool that actively engages students, teachers, administration, families and community in creating a school culture of acceptance, tolerance, unity and respect.

Simply put, we believe that KINDNESS is strength and has the power to change the world for GOOD!

How?  
It’s easy! Simply photocopy the provided GKC checklist and ask classroom teachers to distribute it to each of their students. Using the GKC checklist, the students work independently, in small groups or as a whole class to complete all 50 challenges. It is suggested that the students keep their checklists on campus for daily use throughout the week.

When?  
January 25-29, 2016 (or the best week for your school)

Who?  
All students, grade Pre-K through High School, are encouraged to participate.

2012  
We piloted The Great Kindness Challenge with 1,614 students in 3 Carlsbad, CA schools.

2013  
113,954 students in 263 schools took the challenge and performed 5 million acts of kindness!

2014  
554,486 students in 1,099 schools united and inspired 27,724,300 acts of kindness!

2015  
2,188,669 students in 4,128 schools united and inspired 109,344,450 acts of kindness!

TheGreatKindnessChallenge.Org
PREPARING FOR THE GREAT KINDNESS CHALLENGE
PREPARING FOR THE GKC IN 3 STEPS

1. PRINT checklists for all students

2. PLAN complementary activities

- Involve students
  - ideas
- Involve school administration & staff
  - ideas
- Involve PTA/PTO
  - ideas
- Involve your community
  - ideas

The Great Kindness Challenge Sample Week

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>distribute GKC checklists</td>
<td>morning kindness quote</td>
<td>morning kindness quote</td>
<td>morning kindness quote</td>
<td>wrap up assembly</td>
</tr>
<tr>
<td>kick-off assembly</td>
<td>recess kindness stations</td>
<td>recess kindness stations</td>
<td>recess kindness stations</td>
<td>wrap up Kind Coins for Kenya campaign</td>
</tr>
<tr>
<td>launch Kind Coins for Kenya campaign</td>
<td>spirit day: dream of kindness (pajama day)</td>
<td>spirit day: team kindness (sports attire)</td>
<td>spirit day: tied together by kindness (wear a tie)</td>
<td>spirit day: peace, love and kindness (hippie day)</td>
</tr>
</tbody>
</table>

3. PROMOTE

Send Save the Date.

Feature GKC on the district website.

Prepare a Press Release and send to local media outlets.

Post GKC on school marquee.

Feature GKC on your school website and in your newsletter.

Include the Parent Letter in the weekly student envelope or eblast.
Participating in The Great Kindness Challenge is as simple as printing and distributing the 50 item checklist. Below are additional ideas to enhance The Great Kindness Challenge experience.

**App**
Invite your students to download a free [Great Kindness Challenge App](#).

**Assembly**
- Host an assembly or rally to kick-off the week. [Sample scripts](#). New!
- Host an assembly at the end of the week to celebrate the students’ accomplishments.

**Banners**
Students paint kindness-themed banners to hang at school or in the community.

**Book** New!
Students of all ages are invited to write and illustrate a page for our 4th published book ‘Kindness Matters: 50 Ways to Create a Kinder World’. [Book Entry Flier](#).

**Common Core Curriculum**
Download free, evidence-based K-12 Common Core-aligned [lesson plans and activities](#) from our kind partners at The Random Acts of Kindness Foundation.

**Decorate Doors**
Have a kindness-themed [door decorating contest](#).

**Essay Contest**
Have a kindness-themed essay contest.

**Fence Decorating**
Spell out “KINDNESS MATTERS” on a chain-link fence.

**Flash Mob**
Organize a “flash mob” dance to a happy song during recess, lunch or an open period.

**Follow us on Twitter**
#KindnessMatters; #GreatKindnessChallenge; #KidsforPeace, #KindCoinsForKenya

**Give the Earth a Kind Helping Hand: Organize a campus clean up!**
Organize a school-wide campus clean up.

**Heart Photo**
Take a school-wide [heart-shaped photo](#).
**Incentives**

- Provide school-wide incentives to encourage collaborative participation. (Special principal dance or inspirational stunt, extra recess time, no homework night, pizza party, ice cream social, uniform-free day, celebrity visitor, etc.) Get creative: “Kiss for Peace”, “Carlsbad Elementary School Goes ‘Gangnam Style’”.
- Invite the Mayor to school at the conclusion of The Great Kindness Challenge to provide a special Proclamation. [Sample proclamation template](#).
- Invite a pro athlete, local celebrity or a famous alumni to the school to congratulate students for their participation in The Great Kindness Challenge.
- Partner with local businesses to provide incentives. Ice cream parlors can provide ice cream parties, pizza places can provide pizza parties, bakeries can provide kindness themed cookies/cupcakes, or businesses can provide discounts/coupons.
- Provide individual incentives for students who complete the GKC. (Kindness Matters bracelets [order here](#), homework pass, stickers, pencils, gift certificates, books, etc.)
- Invite students to create a [Kindness Matters 365](#) masterpiece.

**Join together for a Community Kindness Tunnel**

Invite community members (police, firefighters, elected officials etc.) to join staff members in welcoming students with high fives, encouraging signs and smiles.

**Kindness Chain**

Each student adds a paper link to a schoolwide chain. Display the [Kindness Chain](#) in the office, auditorium, cafeteria, library, hallway, etc.

**Kind Coins for Kenya Campaign** New!

This is a global service project where your students will learn about a village in Kenya, help raise funds to build a much needed school, and be part of the [Wall of Wishes](#). For more details, please refer to the [Kind Coins for Kenya Fact Sheet](#).

**Like us on Facebook**

Click [here](#). Get inspired and keep updated. Check out previous pictures and albums for more GKC ideas. #KindnessMatters; #GreatKindnessChallenge

**Marquee**

Post the GKC on your [school marquee](#).

**News**

- Highlight the GKC in your school newspaper, radio station or television station.
- Promote the GKC in your local media. [Media Section](#)

**Outreach**

Inform parents/guardians about the Great Kindness Challenge with our [Parent Letter (available in English and Spanish)](#) robo calls home, website announcements, and email blasts. Encourage parents/guardians to encourage their student(s) to complete all 50 kindness challenges.

**Proclamation**

Ask your city council to honor your school with a [Kindness Proclamation](#).

**Quotes**

- Start each day with a kindness quote read over the school’s intercom system. [Kindness Quotes](#).
- Invite a public official, celebrity or other esteemed guest to read the daily quotes.
Recess Kindness Station
• Have a designated space where students can work on their challenges. (Write thank you notes, paint Kindness Matters signs, decorate hearts, etc.)
• Encourage the community to volunteer at the Kindness Station. Check out a sample Kindness Station Flyer!

School-to-school Kindness
Have your student body make encouraging posters for a neighborhood school. Secretly display the happy poster on your neighboring school’s marquee, fence or office door to create a BIG surprise.

Spirit Days
• Crazy for Kindness: Wear crazy hair.
• Kindness Rocks!: Dress like a rock star
• Nothing Beats Kindness or Team Kindness: Wear your favorite sports uniform
• Ride the Kindness Wave: Wear beach/surf attire
• Global Kindness Day: Dress up in international costumes
• Powered by Kindness: Dress as your favorite Super Hero
• Dream of Kindness: Pajama day
• Wild About Kindness: Dress up like favorite animal
• Peace, Love & Kindness Day: Hippie Attire
• Bee Kind Day: Dress as a bee or a favorite bug.

Teacher Kindness Kits
Before the week begins, provide the teachers with everything they need for a successful Great Kindness Challenge week. Sample Teacher Kindness Kit.

Team Kindness Ambassador New!
Become a Team Kindness Ambassador and help us create a culture of kindness on campuses nationwide! Learn more.

Unite the Big and Small
Team an older classroom with a younger classroom and take on a challenge or two together.

Video New!
• Check out our videos and share them with your school: “Kind-Hearted Hand” music video; “KINDNESS MATTERS! Easy Ways YOU Can Make Your School a Kinder Place!”; Great Kindness Challenge Infomercial; The Great Kindness Challenge 2015 News Coverage JOY!
• Create a video highlighting the joy of the week. Feature the video at a celebration assembly, on your school’s website or on YouTube for the whole world to see.

Wall of Wishes New!
Be part of the Wall of Wishes at the Kind Coins for Kenya school. Wall of Wishes Fact Sheet.

eXpress Appreciation with Kindness Cards
• Pass out “Caught You Being Kind” cards to students demonstrating kindness.
• Create a special kindness mailbox for students to place kind notes.

Yearbook
Feature the Great Kindness Challenge in your school’s yearbook.

Zones for Kindness
• Create a special space in each classroom to work on the GKC checklist.
• Adapt language arts centers or stations to include a kindness-themed activity.
MIDDLE & HIGH SCHOOL ADAPTATIONS

The Great Kindness Challenge is appropriate for all grade levels. Most of the Create Kindness A-Z Ideas work for older students, but may need to be slightly adjusted. Here are a few tips:

• Distribute the GKC checklist during a period that all students have such as homeroom or English.
• Invite students to download and use the FREE GKC App.
• Encourage the ASB (Associated Student Body) or appropriate club to organize and promote the GKC.
• Promote the GKC in your school newspaper, television station or radio station.
• Offer incentives for participation such as free homework passes, extra credit, tickets to a school dance/event, certificates for free food, iTunes gift cards, school spirit wear, Kindness Matters bracelets, etc.
• Set-up a “Kindness Station” during lunch break.
• Invite each school club to create a kindness-themed banner to hang on campus.
• Ask the art department to create a kindness-themed masterpiece.
• Invite the music department, band or choir to perform Kind-Hearted Hand.
• Host a door decorating contest with the homeroom or first period classes.
• Have the pep squad/cheer squad create a special rally, cheer or dance with a kindness theme.
• Invite each sports team to take a picture with a Kindness Matters sign. Highlight the photos publicly.
• Ask the Speech and Debate Club to moderate a kindness-themed speech contest.
• Encourage students to video a six second kind act from the GKC checklist and post it on Vine.
• Use #GreatKindnessChallenge and #KindnessMatters when using social media.
Weekly Schedule Samples

**Sample 1**

**Monday:** Welcome all students to school with a Community Kindness Tunnel; Distribute GKC checklists; show video [http://www.greatkindnesschallenge.org/School/event.html](http://www.greatkindnesschallenge.org/School/event.html); Spirit Day-Crazy for Kindness  
**Tuesday:** Morning kindness quote; Door Decorating Contest; Spirit Day-Ride the Kindness Wave  
**Wednesday:** Morning kindness quote read by special guest; Spirit Day-Nothing Beats Kindness Day  
**Thursday:** Morning kindness quote; Spirit Day-Powered by Kindness  
**Friday:** Morning kindness quote; Door Decorating Contest classroom winner announced; students receive [Kindness Matters bracelets](#) for participating

**Sample 2**

**Monday:** Kick-off rally; Distribute GKC checklists; Begin the Kind Coins for Kenya Campaign  
**Tuesday:** Write Kindness Matters on the school fence using paper cups; Kindness Station during recess  
**Wednesday:** Show the Kind-Hearted Hand YouTube video; Kindness Station during recess; Create a school-wide Kindness Chain to hang in the auditorium  
**Thursday:** Collaborative games at recess; Unite the Big and Small school-wide reading (older students read with younger students)  
**Friday:** Wrap up Kind Coins for Kenya Campaign; Book entries created and collected (for the 'Kindness Matters: 50 Ways to Create a Kinder World' book)

**Sample 3**  
*Provided by Magnolia Elementary in Carlsbad, CA*

**Monday:**  
8:05am Morning Kindness Quote (1st grade student)  
8:25am GKC Kick-off Pep Rally  
Hang Banners on campus  
Spirit Day: Team Kindness (Dress in your sports gear or fave team sport)  

**Tuesday:**  
8:05am Morning Kindness Quote (2nd grade student)  
Spirit Day: Peace, Love and Kindness (Dress in hippie wear)  

**Wednesday:**  
8:05am Morning Kindness Quote (3rd grade student)  
11:45-1:10pm Recess Kindness Station (led by parent volunteers)  
Spirit Day: Ride the Wave to Kindness (Beach/surfer attire)  

**Thursday:**  
8:05am Morning Kindness Quote (4th grade student)  
Spirit Day: Crazy for Kindness (Crazy clothing and crazy hair)  

**Friday:**  
8:25am Awards Assembly, Morning Kindness Quote at Assembly (5th grade student)  
Spirit Day: Kindness is the Magnolia Way (Spirit Wear)
MEDIA
Two weeks ahead of GKC:
Write a Media Alert or a Press Release about the upcoming GKC event.

Email the Media Alert or Press Release to all your local media outlets (radio, newspaper and television). Their contact info can be found on their websites.

Call community calendar reporters at area newspapers, TV, cable and radio stations, and ask them to place a calendar notice about the GKC event.

One week ahead of GKC:
Email the Press Release again and follow up with a phone call.

A couple days prior to the GKC:
Call the media outlets again to make sure they received the Media Alert/Press Release & politely remind them about the GKC.

During the GKC week:
When the reporters arrive, have members of your group assigned to greet them, set up interviews with the right people and escort media to the appropriate spokesperson.
Remember to take photos to accompany articles in newsletters and other publications.

After the GKC:
Send a news release with photos to any reporters who were unable to attend.
Send follow-up letters for publication in local newspapers to thank the community and inform them of your success.
Write a follow-up article for inclusion in appropriate community publications. Illustrate with photos from the event. Include information on how many students participated, the total number of kind acts, etc.

Partner with the MEDIA to get the word about the GKC out there! Show your community that Kindness Matters!

If the local media does not personally come out to cover the story, you may submit your own story and photos after the GKC event. Local news publications are always looking for a heart-warming community story.

According to StopBulling.gov, in order to combat bullying, schools must “encourage students to show thoughtfulness and respect for peers, adults and the school.”

National Education Association reports that school bullying statistics are startling:
• 83% of girls and 79% of boys report experiencing harassment
• 160,000 children cut school daily to avoid peer attacks and intimidation

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FOR IMMEDIATE RELEASE:
[Date]
Contact: [name, phone, address, e-mail, etc.]
[Insert School]

[SCHOOL NAME] TAKES THE GREAT KINDNESS CHALLENGE

[City, State] – [School] encourages community members and businesses to come together and participate in The Great Kindness Challenge, January 25-29, 2016. The Great Kindness Challenge is a positive, proactive bullying prevention initiative, reaching millions of students during the last full week of January every year.

Local events/activities to help support a safe and caring school environment include [Insert local activities, include location, time, activities, etc.]. [Your School], in collaboration with Kids for Peace, is sponsoring the event.

**OR**
(Use the paragraph above or below to best describe your upcoming bullying prevention efforts.)

In order to create a consistent, positive message throughout our school and community, [School] is implementing [Insert activities] and local businesses are [Insert activities].

“This free program teaches so much of value to students of all ages; in fact, to adults as well. In addition to random acts of kindness, participants actively seek out purposeful acts of kindness. We hope their efforts have an enduring effect.” John A. Roach, Ed.D, District Superintendent
[Insert community spokespersons quote]

[Insert local statistics]

The Great Kindness Challenge was created by Kids for Peace to provide schools a tool for creating a positive school environment. In 2015 2,188,669 students participated and performed over 100 million acts of kindness nationwide. The Great Kindness Challenge is generously sponsored by Dignity Health, Kind Healthy Snacks, Little Pickle Press, ViaSat, SDGE, NRG, The Code Crew and ExaMobile.
www.greatkindnesschallenge.org

Kids for Peace, a global 501(c)(3) nonprofit that provides a platform for young people to actively engage in socially conscious leadership, community service, arts, environmental stewardship and global friendship.
www.kidsforpeaceglobal.org

For more information on Kids for Peace or The Great Kindness Challenge please contact Jill McManigal at 760-730-3320.
Sample PSA & Advertisement

:15 second Public Service announcement (PSA)

Community Members...help create awareness of The Great Kindness Challenge, a week dedicated to performing millions acts of kindness on campuses nationwide! We can all play a part in creating a bully-free, safe and caring school environment!
To find out more go to www.greatkindnesschallenge.org

:30 second Public Service announcement (PSA)

Community Members...help create awareness of The Great Kindness Challenge, a week dedicated to performing millions acts of kindness on campuses nationwide! We can all play a part in creating a bully-free, safe and caring school environment!
To find out more go to www.greatkindnesschallenge.org or call 760-730-3320. Let’s all come together and show that KINDNESS MATTERS!

Sample Newspaper Ad

The Great Kindness Challenge is a week dedicated to performing millions acts of kindness on campuses nationwide!

Support the [Insert School Name] in creating a bully-free, safe and caring school environment!

Contact [School Spokesperson] to find out how you can be part of this transformational initiative!

www.greatkindnesschallenge.org

Download GKC logo

Newspaper Ad that can be used to advertise in your local media outlets.

Remember to include your school’s activities!
OVER 250 SAN DIEGO COUNTY SCHOOLS JOIN 2 MILLION STUDENTS NATIONWIDE TO CREATE A CULTURE OF KINDNESS

San Diego County schools are kicking-off the Great Kindness Challenge (GKC), an innovative bully prevention initiative where students do as many kind acts as possible, choosing from a 50-item checklist. What started with three Carlsbad schools in 2012, has grown to over two million students in all 50 states. This positive, proactive and powerful week will mobilize students nationwide to create schools that are respectful, safe, compassionate and kind.

GKC Kick-off Rally and Community Kindness Tunnel:
WHAT: Firefighters, police officers and Carlsbad’s mayor will join students at the founding GKC school to kick off the week with motivational cheers and high-energy activities.
WHEN: Monday, January 26, 2015 at 7:45am-8:30am.
WHERE: Jefferson Elementary School, 3743 Jefferson Street Carlsbad, CA 92008
CONTACT: Jill McManigal, Executive Director at 760-846-0608

Proclamation Presented by San Diego City Council:
WHAT: Councilmember Myrtle Cole will present a proclamation declaring January 26-30 The Great Kindness Challenge Week in San Diego. Students from Valencia Park Elementary School, Knox Middle School and Morse High School will accept the proclamation.
WHEN: Monday, January 26, 2015 at 2:00PM
WHERE: San Diego City Hall, 202 C. Street, 12th Floor, San Diego, CA 92101
CONTACT: Jill McManigal, Executive Director at 760-846-0608

Week-long Activities Include:
WHAT: Kindness Stations, School-wide Service Projects, Spirit Days and more.
In addition to all students receiving a 50 item kindness checklist and doing as many kind acts as possible, schools are hosting complementary activities throughout the week.
WHEN: January 26-30
WHERE: Featured is Hope Elementary School, the 2nd founding GKC school 3010 Tamarack Avenue, Carlsbad, CA 92010
CONTACT: Mr. Tubbs, principal at 760-331-5900 or Jill McManigal at 760-846-0608
WHY: Schools want to proactively create a culture of kindness on their campuses. In light of pervasive fear and violence, there is a call for kindness. The Great Kindness Challenge answers that call and provides an opportunity for students to unite and demonstrate that KINDNESS MATTERS.

The Great Kindness Challenge-School Edition was created by Kids for Peace in 2012 when approached by a local school to help create a more positive school climate and prevent bullying. The GKC is provided to schools at no cost through the generosity of their sponsors: Dignity Health, ViaSat, The Code Crew, ExaMobile, NRG, SDG&E, and McGraw-Hill Education.

Kids for Peace is a Carlsbad-based global nonprofit that provides a platform for youth to actively engage in socially-conscious leadership, community service, arts, environmental stewardship and global friendship. Founded in 2006 by a mother and a Carlsbad High School honors students, Kids for Peace has now launched over 250 chapters in six continents. All Kids for Peace activities are based on the Peace Pledge, wise words written by the children to inspire peace for all.
The 2015 Great Kindness Challenge attracted great media attention. Please check out the snapshot of the nationwide media coverage in our Great Kindness Challenge 2015 News Coverage Joy video! You can also check out our press links on our blog.

The Great Kindness Challenge 2015 News Coverage JOY!
RESOURCES
PREPARING FOR THE GKC
STUDENT ENGAGEMENT

Kids naturally get excited about planning and doing things for their school. To engage your students in the leadership of The Great Kindness Challenge, we suggest you reach out to your Student Council, Student Leadership Team or create a Kindness Ambassadors Committee.

Students can take the lead in planning the following activities:

1. Kick-off assembly or rally
2. Promotion of the challenge (school marquee, promotional posters, fliers, etc.)
3. Spirit Days
4. Contests (essay contest or door decorating contest)
5. Recess Kindness Stations
6. Daily Kindness Quotes
7. Incentives to get student body fired up
8. Documenting the week with photos and videos

New!
Share the video with your students: “KINDNESS MATTERS! Easy Ways YOU Can Make Your School a Kinder Place!”
Involve your school’s administration and staff in The Great Kindness Challenge. In our post event survey it has been observed that teachers and staff appeared to be happier thanks to participating in The Great Kindness Challenge.

In order to prepare for The Great Kindness Challenge some schools form Great Kindness Challenge Kindness Committees which comprise of school staff members, PTA/PTO members and other volunteers. It is completely up to your school to decide what will be the best approach for rolling out the Great Kindness Challenge to your students and staff.

Useful resources for introducing The Great Kindness Challenge to your staff:

- [Great Kindness Challenge Infomercial (video)](#) New!
- [Great Kindness Challenge Informational Flyer](#) New!
- [Great Kindness Challenge 2015 Summary Fact Sheet](#) New!

**Teacher Kindness Kits**

Teacher Kindness Kits make it easy for teachers to implement The Great Kindness Challenge. Ideally, these are provided to the teachers a week before the Great Kindness Challenge begins.

Suggested items for the Teacher Kindness Kits:

- Pre-printed GKC Checklists for students
- Schedule for the week including assemblies, Spirit Days lunch events, etc. ([sample](#))
- A Quote of the Day sheet for morning discussion
- Curriculum/discussion topic ideas
- A sweet treat and note of thanks
- Parent letter for students to take home the week prior to the GKC
- [Kind Coins for Kenya Fact Sheet](#)
Teacher Kindness Kit
Sample: Teacher Letter from 2014 GKC
Provided by Magnolia Elementary in Carlsbad, CA

The Great Kindness Challenge Teacher Information and Schedule Sheet
Monday, January 25th through Friday, January 29th

Dear Esteemed Teachers,

Happy Great Kindness Challenge Week! Below is a list of what is included in your Teacher Kindness Kit and a schedule of events.

1. GKC Spirit Days info sheet to be sent home Thursday, Jan. 21st.
2. Teacher Idea List and Daily Kindness Quotes
3. A Great Kindness Challenge Checklist for each student in your class. Please have your students return the checklist on Friday, Jan. 29th. Please return the completed lists to the front office.
4. A list of the Daily Kindness Quotes. (GKC volunteer) will come to your class each morning immediately after the bell to escort the student to the office to read the quote. (Teachers will be notified of students participating)
5. A ‘Kindness Matters’ bracelet for each student in your class. A gift from the PTA! Feel free to keep the extras.
6. A sweet treat for being awesome! Thanks for your help in making this a successfully KIND week!

Schedule
Thursday, January 21st:
Spirit Days flyer sent home

Monday, January 25th:
8:05am Morning Kindness Quote
8:30am (K-2) GKC Kick-off Pep Rally in Auditorium (Approximately 15 min. long)
9:15am (3-5) GKC Kick-off Pep Rally in Auditorium (Approximately 15 min. long)
Spirit Day: Team Up for Kindness (Dress in your sports gear or fave team sport)

Tuesday, January 26th:
8:05am Morning Kindness Quote (2nd grade: )
Spirit Day: Ride the Wave to Kindness (Beach/surfer attire)

Wednesday, January 27th:
8:05am Morning Kindness Quote (3rd grade: )
11:45-1:10pm Recess Kindness Station w/ parent volunteers (Blacktop at picnic tables)
Spirit Day: Crazy for Kindness (Crazy socks and crazy hair)

Thursday, January 28th:
8:05am Morning Kindness Quote (4th grade: )
Spirit Day: Peace, Love and Kindness (Dress in tie-dyes, peace signs or hippy clothes)

Friday, January 29th:
8:25am Awards Assembly, Morning Kindness Quote at Assembly, GKC Wrap Up
Spirit Day: Kindness is the Magnolia Way (Spirit Wear)
PTA/PTO INVOLVEMENT

Encourage your PTA/PTO to utilize The Great Kindness Challenge as a school community-building event and add it to their list of annually sponsored events!

PTA/PTO’s can help lead the way for implementing and promoting a successful Great Kindness Challenge. PTA/PTO’s are a great resource as they often have established volunteer lists to help run Great Kindness Challenge events and they also may have available budget to purchase incentive items from the Great Kindness Challenge store.

Introduce the Great Kindness Challenge to your PTA/PTO by sharing the Great Kindness Challenge Infomercial Video.

How can the PTA/PTO help?

• Promote Great Kindness Challenge among students, staff, community members
• Pass out Save the Date flyers
• Recruit Kindness Challenge Ambassadors (parents, students, local businesses) who would like to be involved in the Great Kindness Challenge planning and preparations
• Support week long kindness station(s) at recess to assist students with completing the checklist
• Help with the visuals for the Great Kindness Challenge
• Fund end of week prizes/incentives in approx. value of $xxx (pencils, bracelets, Ice Cream Social etc.)

Courtesy of Helena Intermediate School, Helena, AL
Community Outreach

We encourage you to partner with your community to support your efforts in creating a culture of kindness. You may engage local service clubs (Rotary, Lions, Optimists, Soroptimists, etc.), elected officials, active military, veterans, senior citizens, and/or local businesses.

Volunteer Opportunities for Your Local Community:

Pre-Event
Ways your local community can help prep for the Great Kindness Challenge:

1. Paint and hang “Kindness Matters” and other promotional signs with students.
2. Make copies of the GKC checklist for all students.
3. Help design a school-wide incentive for students who complete the 50 kind deeds.
4. Help classrooms decorate kindness-themed doors.
5. Assist with the school marquee to advertise the GKC.
6. Have a talent to share? Help create the school’s kick-off assembly.
7. Help assemble and deliver Teacher Kindness Kits.

Event
Ways your local community can help during the Great Kindness Challenge:

1. Greet and encourage students during your Community Kindness Tunnel.
2. Assist with the “Kindness Stations” during recess. This is joyful hands-on work to assist students as they complete several challenges such as writing thank you notes to staff, painting kindness posters, decorating hearts with inspirational messages, etc.
3. Be a special guest to read the school’s kindness quote over the intercom system.
4. Help judge a school’s kindness essay contest and/or door decorating contest.
5. Have the mayor or other elected official present the proclamation or attend and city council meeting to receive the proclamation.
6. Organize a joint community service project with community adults and students. For example: clothes drive, beautify a park project, food drive etc.

Post-Event
Ways your local community can help after the Great Kindness Challenge:

1. Help recognize participating students with certificates or other incentives
2. Help with a post-event GKC Celebration
3. Help write and send a press release about the success of the Great Kindness Challenge week to local media
We kindly invite you to share your outstanding commitment to kindness with your entire school district! We will honor and recognize districts that have all schools participating in The Great Kindness Challenge as an official ‘Kindness Certified School District’.

Each district will receive distinguishing perks like an electronic ‘Kindness Certified School’ seal, a certificate to proudly display and promotion on The Great Kindness Challenge website and social media outlets.

Inviting all of the schools in your district creates a unifying effort that uplifts the entire community. Let the kindness grow and spread to all of your local schools!

Share our Kindness Certified School District Flyer with your Superintendent today!

Thank You to all 40 Kindness Certified School Districts that joined this kindness movement in 2015!
RESOURCES
CREATING KINDNESS A-Z
**Sample Kick-off Rally Script 1**  
*The below script was proudly created by the Student Council of Jones Elementary School in San Diego.*

Play [Kind-Hearted Hand](#) as students enter the auditorium/multi-purpose room

Announcer 1: Good Morning ____________ Elementary. Hello students and teachers. Welcome to our Great Kindness Challenge Kick-off rally!! We are SO HAPPY to be here and tell you all about this week of KINDNESS. This week all across San Diego and all across the United States of America, students are taking the Great Kindness Challenge RIGHT NOW!! From today until Friday, I challenge YOU (point at students) to do as many kind acts as possible.

Can I get an “oh yeah????”
Students: OH YEAH!

Announcer 2: This is one week where each of YOU (point to students) can give the GIFT of KINDNESS. This is The Great Kindness Challenge checklist (holds up GKC checklist). Each student will get one of these today in your classroom. I challenge you to do as many kind acts as possible using this checklist.

Can I get an OH YEAH?
Students: OH YEAH!

Announcer 3: You may be thinking what is a kind act? For instance you can put a nice note in your friends backpack. (Demonstrate 2 kids doing this)

Can I get an OH YEAH?
Students: Oh Yeah!

You can pick up trash and help save your school and make it beautiful and green-friendly. (show someone picking up trash)

Can I get an OH YEAH?
Oh Yeah!

You can do something special for your principal or for your teacher. (Act out someone bringing a flower to principal or a teacher)

Can I get an OH YEAH?
Oh Yeah!

Announcer 4: Your teacher will be distributing kindness checklists out to each of you. During the week you will place a check mark on the kind act you have performed. At the end of the week when you turn in your checklist, our principal will be giving you a very special gift.

Can I get an OH YEAH?
Oh Yeah!

Announcer 5: Also to remind us of all the wonderful kind acts we have done this week, I want you and you
Can I get an OH YEAH?
Oh Yeah!

Announcer 6: On Wednesday it will be I’m Crazy for Kindness Day. You can either wear crazy hair or mismatched clothes to show that you are Crazy for Kindness. (1-2 students step forward with crazy hair and clothes.)

Announcer 8: This is going to be one seriously HAPPY week! I can’t wait to get started on my checklist. And I see we have 15 friends who are fired up and ready to go too. Hit it friends!

15 pre-chosen students stand up with each holding one letter to spell out KINDNESS MATTERS. One at a time, the students call out, “Give me a K” (School-“K”) Give me an “I” (School- “I”) Give me an N (School-“N”) etc. (Hold up each letter as it is shouted out)

Announcer 9: Yes, KINDNESS definitely MATTERs!! So, I have a cheer for you. Repeat after me! When I say KINDNESS, you say MATTERS.
KINDNESS---MATTERS...KINDNESS---MATTERS. I can’t hear you!!

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS...KINDNESS---MATTERS.
When I say BE, you say KIND. BE---KIND...BE---KIND
When I say BE, you say KIND. BE---KIND...BE---KIND
When I say (school name), you say WE CARE. (school name)---WE CARE....(school name)---WE CARE
When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS KINDNESS---MATTERS.
Oh YEAH!!! Great job (name of school)!!

Principal: Well, I’m sure fired up and ready to go!!
Let’s make this the BEST week EVER! Have fun and remember.....KINDNESS MATTERS

Play Kind-Hearted Hand again as students depart.

Courtesy of Jefferson Elementary, Carlsbad, CA
Sample Kick-off Rally Script 2

This script came from Jefferson Elementary School in Carlsbad, CA. The fifth grade class brainstormed a list of characters who reminded them of kindness. From that list, the below script was created. Students dressed up as each character and had great fun performing. To make this script your own, your students can select their characters of choice.

Play Kind-Hearted Hand as students enter auditorium/multi-purpose room.

Announcer 1: Good Morning (Name of school)!!! Hello students, teachers, parents and esteemed guests. I am ____________________ and we are students from (teacher’s name) 5th grade class. Welcome to our Great Kindness Challenge Kick-off rally!!

Announcer 2: Good Morning! My name is ________________. We are SO HAPPY to be here and tell you all about this week of KINDNESS. We also have some friends who have a thing or two to say about KINDNESS. Please welcome our first guest, Alice in Wonderland.

Alice: I'm late! I'm late! For a very important date! There's love to share and care in the air. Oh my! I cannot wait! Bye.

Announcer 1: Well, Alice sure seems to be in a hurry. I wonder what she's up to? Hey look! I see another friend coming up. It's Elmo!

Elmo: Na na na na na na na na, Elmo's World!! Good Morning boys and girls!! I'm Elmo and I am soooooooooooooooooooo happy that allllllllllllllllllll across (name of your city) and allllllllllllllllllllllllllll across the United States of America, students are taking the Great Kindness Challenge RIGHT NOW!! From today until Friday, I challenge YOU (point at students) to do as many kind acts as possible. My friend Kitty Cat will tell you more. Have fun!

Announcer 2: Well, sure enough, here comes a Kitty Cat!!

Kitty Cat: Meow. What a purrrrrfect day it is for some KINDNESS! In my purrrrrfect little paws is the Great Kindness Challenge checklist. Every student will get one of these today. I challenge you to do as many kind acts as possible using this checklist. Have fun!

Announcer 1: Hmmm? A checklist? I wonder what's on it?

Santa: Ho Ho Ho! Merry KINDNESS Week!!

Announcer 1: Merry KINDNESS Week?

Santa: Ho Ho Ho! Yes, this is one week where each of YOU (point to students) can give the GIFT of KINDNESS. For example, you can “Slip a nice note in your friend’s backpack.” (students act this out and then the reindeer checks it off on the checklist) or you can “Read a book to a younger child.” (act out and then check it off) or “Bring a flower to the office staff” (act out and check off). Ho Ho Ho! KINDNESS is the BEST gift of all!! Bye.

Announcer 2: Wow! This is going to be FUN!! Speaking of fun, here comes SpongeBob SquarePants. I wonder what he has to say? Are you ready kids??
SpongeBob: Hi boys and girls! I’m READY!! This is all so exciting!!! I was just talking to your principal. He’s a cool man!! He told me that he has a special surprise for you. (Name of principal), come on over. Let’s give him a big undersea round of applause.

Principal talks about the incentive. (students holds decorated KINDNESS box)

Spongebob: Thank you (name of principal)! You are under the sea-sensational!! Now, I want to get started checking off my list. Bye boys and girls!

Announcer 2: Well, this is GREAT! And speaking of great…..here comes a man that is faster than a speeding bullet and more powerful than a locomotive.

Superman: Good Morning (name of school)! Do you know why I am so powerful?

Class: Why?

Superman: Because I am powered by KINDNESS!! It’s the most powerful force of all!

Announcer 1: That’s awesome? So, you know about this week’s Great Kindness Challenge?

Superman: Yes! And I can’t wait to see all this kindness in action!! Remember to keep your checklist with you all week-long and do as many acts as possible! Bye!

Announcer 2: This is GREAT!! It looks like my classmates think it’s GREAT too!! Hit it guys!!

Class Spells out KINDNESS MATTERS: Give me a “K” (School-“K”) Give me an “I” (School- “I”) Give me an N (School-“N”) etc. (Hold up each letter as it is shouted out)

Enthusiastic Student: Yes, KINDNESS definitely MATTER!! So, I have a cheer for you. Repeat after me! When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS…..KINDNESS---MATTERS. I can’t hear you!!!

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS…..KINDNESS---MATTERS. When I say BE, you say KIND. BE---KIND….BE---KIND (Repeat)
When I say (School Name), you say WE CARE. (School Name)---WE CARE…. (School Name)---WE CARE (Repeat)
When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS…..KINDNESS---MATTERS. (Repeat)
Oh YEAH!!! Great job (School Name)!!

Announcer 1: Well, I’m sure fired up and ready to go!! Let’s make this the BEST week EVER! Have fun and remember…..

Class: Does Kindness Cheer/Clap…..Alright, Alright, Alright Alright Alright…HEY!! KINDNESS MATTERS! BYE!!!

Play Kind-Hearted Hand as students leave auditorium/multi-purpose room.
Sample Kick-off Rally Script 3

This script came from Jones Elementary School in San Diego, CA. You can watch a video recording of this amazing assembly here! Please note that we left the names of the students taking part in the assembly in acknowledgement of their great performance.

PROGRESSION OF ASSEMBLY

Curtain person-- Note when the MC’s are on stage curtains are closed
Kids are walking into auditorium
Curtain person-- Make sure Curtains are closed as kids are walking in to auditorium
Video Person-- Put Kind Hearted Hand video on DVD on the big screen as students walk in

After Kind Hearted Hand plays
Bella and Emma(MC)-- As soon as Kind Hearted hand is done go out on stage-
Bella and Emma(MC)- - Says
   “Welcome to The Great Kindness Challenge kick off assembly”
Video person-- Play United in Kindness on video screen (rap song)
During the United in Kindness song
Student Council-- get kids to sing along, holding hands, Crossing fingers (no bullies allowed), Kindness Matters (High fives)
After United in Kindness Song
Curtain Person-- After United in Kindness song - close curtains-
Prep person-- set up 2 kids desks and a big giant checklist, 10 hearts, scissors
Curtain person -- Open curtains

Skit 1 “Show how kindness can make you feel good too!”

*Scene--- Kid sitting at desk

Veronica on stage in a desk
Need checklist close by where we can drop it after Mrs. Powell’s Voice is on CD
Needs 10 hearts pre cut out
Needs scissors to pretend to be cutting

Curtain person -- Open curtains
Veronica--  “I’m not having a good day, my dog ate my homework and now I am missing recess. I am so upset! “
Video person-- Put in Mrs. Powell’s voice over CD

After it says checklist-need a checklist to fall to stage
Mrs. Powell’s Voice Over: Hi Students its Mrs. Powell, today is the first day of the Great Kindness Challenge, each student will get a checklist (checklist falls to stage) and try to get as many kind acts they can do during the week.
Veronica:-- says
   “The Great Kindness Challenge that sounds interesting, I guess I can give it a try.
She   looks over checklist and sees cut out 10 hearts and gives to friends  Veronica  says
   “Cut out 10 hearts and give to friends, I think I’ll start with this one.”

She pretends to cut out the hearts (they will already be cut). Then passes them out to the kids in the crowd.
Has a Huge Smile on her face.
Veronica goes back up on stage and says
   “wow I feel really great now. Being kind to others really makes me feel good too!!!”

Has a huge smile on her face & passes out to kids in the crowd

Veronica goes back up on stage and says
   “wow I feel really great now. Being kind to others really makes me feel good too!!!”

Curtain person -- close curtains

Prep person-- clean up desk

Bella and Emma(MC)-- say
   “That’s right everyone, this week all across San Diego and the United States of America,
   students are taking the Great Kindness Challenge, created by an organization called Kids for Peace!!
   Today in your classroom you will get a checklist with 50 kind acts and you will do as many kind acts as you can. We are going to have a kindness station in the library every day this week during morning recess to help us work through our kind acts. Are you ready to see examples of some kind acts you can do?”

Alia, Emily, Jenna Kaylee and Jarod is the narrator
2nd Skit of the assembly
Title of Skit- “Invite a new friend to play /hang out with you”
Scene--- kids are talking at recess

Props needed: There are no props, but make sure other skit gets cleaned up, and Jarod may want to use the buzzer 😊

The kids will show a kind and not kind way, this is example is only the kind way.
Curtain person -- Open curtains
Jarrod is the narrator for the kind and not kind way
Aliya, Emily, Kaylee --playing laughing having a good time, oh this is so much fun
Jenna-- playing on the other side by herself

Aliya, Emily, Kaylee -- call over to the Jenna and say
   “hey Jenna do you want to play with us?”

Jenna—says
   “Sure that would be great”

End scene: showing all kids playing together

Curtain person -- close curtains

Emma and Bella—comes out and says
   “What do you think the kind act was in this situation? Answer Invite a new friend to play /hang out with you”
Donovan, Jarod and Alia is the narrator  
3rd Skit of the Assembly  
Title of Skit “Lend a pencil to a friend”  
Scene- Donovan sitting down writing something and Jarrod next to him

Props-- Donovan and Jarod need 2 big pencils and 2 desks to sit at, and a buzzer if Alia would like to use it  
Please note there is going to be a not kind way and a kind way, they will show 2 versions, there will be narrator saying This is not kind, and this is kind ---Alia is the narrator for this one  
Curtain person -- Open curtains  
Alia: This is the not kind way  
Donovan--Sitting down writing something, all of a sudden the pencil breaks- looks really frustrated

Jarod—Ha ha your pencil broke  
Donovan- Frustrated  
Alia-This is the kind way  
Donovan--Sitting down writing something, all of a sudden the pencil breaks- looks really frustrated  
Jarod— Would you like to borrow my pencil?  
Donovan-- Thank you (huge smiles)  
Curtain person -- close curtains

Kaylee–comes out and says  
You can establish a little rapport with the the kids- and then say, Who can guess, What is the kind act? Answer Lend a pencil to a friend  
Please note the reason Kaylee is doing the MC here is because the next skit has both Emma and Bella in it !  
Prep person-- get books on the stage and maybe something she can pretend trip on

Emma, Bella and Jarrod is the narrator  
4th Skit of the assembly  
Title of Skit- “Carry your friend’s Books”  
Scene--- Kid carrying a ton of books--

Props needed-- get books on the stage and maybe something she can pretend trip on, also a buzzer if Jarrod wants one ☺  
Showing a kind and not kind way-narrator for this one is Jarod- what is the kind/not kind way

Curtain person -- Open curtains  
Jarod-This is the not kind way  
Child with a lot of books— Child carrying a lot of books falls down  
Helping child-- Walking past the child that fell down  
Child with a lot of books-Really upset

Jarod-This is the kind way

Child with a lot of books-- Child carrying a lot of books falls down  
Helping child-- Wow, you have a lot of books, can I help you with those?\  
Child with a lot of books-- Sure that would be great

Curtain person -- close curtains

Emma and Bella come out and says  
“Who can guess, What is the kind act? Answer: Carry your friend’s Books”

Prep person—get prime time kids on stage and trays
Prime time kids
5th Skit of the assembly
Title of Skit-- “Cleaning up at lunchtime”
Scene- Prime time kids on stage with trays

Props needed—get prime time kids on stage and trays

Curtain person -- Open curtains
all prime time kids –
  Kids are on the floor on stage
talking about the The Great Kindness Challenge
they go to leave and leave all of their trays on the floor

one of the kids says
“ I will clean this up!”

Curtain person -- Close curtains
Kaylee or Bella and Veronica (MC) says
“Did you know that during the Great Kindness Challenge week it's fun to do your own kind deed too
even if it's not on the checklist? Who can tell me what kind acts you would like to do?

Jennie- Play Kind Hearted Hand video with captions
Kids all sing along

Alia, and 3 kids to hold up dry erase boards.
Last Skit of the assembly

Game Show
Props needed-3 Buzzers, 3 dry erase boards.

Curtain person -- Open curtains
Jennie-  Put on CD announcing game show

Alia- comes out and says
“Now we are going to have a game to test your Kind knowledge”
Pick kids-9 kids (3 kids each team for 3 teams)

Alia- says
“We have a green team, red team and a blue team
First group that pushes the buzzer first will get to answer the question
If you get the question right in order to earn your points, your team must do a fun dance break
when the music comes on”

Please note there will be 3 groups and also kids holding dry erase board above each kids head and adding points

Alia – reads questions

1) How many kind acts are on the checklist  Correct answer 50
Video person-- Play music-
Alia -- Tell the winner to have a dance break
2) When are we having the kindness stations? Correct Answer: Every day during morning recess
   Video person - Play music-
   Alia -- Tell the winner to have a dance break

3) Where are we having the kindness stations? Correct Answer: Library
   Video person - Play music-
   Alia -- Tell the winner to have a dance break

4) Name one of the acts on the checklist? Correct answer: They should name any of the kind acts
   Video person - Play music-
   Alia -- Tell the winner to have a dance break

5) Who is the organization that created The Great Kindness Challenge? Correct Answer: Kids for peace
   Video person - Play music-
   Alia -- Tell the winner to have a dance break

6) Who remembers how the chorus goes for the rap song you heard, United in Kindness? Correct answer: United in Kindness, No bullies allowed, kindness matters
   Video person - Play music-
   Alia -- Tell the winner to have a dance break

7) Fill in the blank - Reach out with your kind hearted? Correct Answer: Hand!!
   Video person - Play music-
   Alia -- Tell the winner to have a dance break

8) First group to ring the buzzer will have to name as many kind words as you can in 10 seconds
   Video person - Play music-
   Alia -- Tell the winner to have a dance break

9) When you see someone playing by themself, what is a kind thing to do?
   Video person - Play music-
   Alia -- Tell the winner to have a dance break

10) What is the definition of kindness?
   Video person - Play music-
   Alia -- Tell the winner to have a dance break

Curtain person -- Close curtains

Announcer says
   “Well you hope you have fun this week. And remember Kindness Matters!
   When I say KINDNESS, you say MATTERS. KINDNESS-MATTERS...KINDNESS-MATTERS.”

   When I say BE, you say KIND. BE---KIND...BE---KIND

   When I say BE, you say KIND. BE---KIND...BE---KIND

   When I say JONES, you say WE CARE. JONES---WE CARE....JONES--WE CARE

   When I say KINDNESS, you say MATTERS. KINDNESS-MATTERS...KINDNESS-MATTERS.

Ask all of the kids to come out and bow at the end
Great Kindness Challenge Kick-Off Assembly 2016
No Video Version

This rally incorporates local firefighters, police officers and the mayor. If you can’t include your community in this way, staff and/or parents can fill in.

Good Morning (School Name)! Hello students, teachers, parents and esteemed guests!

Welcome to our Great Kindness Challenge Kick-off rally!! We are (name of presenting class/group) class. We are SO HAPPY to be here and tell you all about this week of KINDNESS.

This week, all across (city name), all across (county name), all across the United States of America, and all across the world….students are taking the Great Kindness Challenge RIGHT NOW!!

Did you know that The Great Kindness Challenge started five years ago with just 3 schools in California? Now, there are over ___ million students in ____ schools in all 50 states participating in The Great Kindness Challenge! (We are on track for this to be 8 million students in 16,000 schools. We’ll confirm the number in January 2016.)

Class/Group: ____ million students? WOW!

It's true! We are part of a world-wide kindness revolution!

Class/Group: Cool!

So, how do we do The Great Kindness Challenge?

It’s simple! Your teacher will give you a copy of this kindness checklist (hold up checklist). From today until Friday, we challenge YOU (point at students) to do as many kind acts as possible. That’s it! Easy breezy!

I have an idea! Let's do a few of these kind acts together. Let's start with the first kind act. Smile at 25 people.

Class/Group: I, 2, 3….SMILE!

Entire school smiles for 30 seconds with “Happy” music playing.

That was awesome! Let’s do another kind act together. Let's do a school wide compliment. On the count of three let’s all say, “You are smart and you are kind!” To repeat, on the count of three let’s all say, “You are smart and you are kind!” Ready?

Class/Group: 1, 2, 3…..

Entire School: You are smart and you are kind!

Yes, you are! Do you know who else is smart and kind? Our firefighters and police officers are smart and kind. Let’s ask them to come up and help us with our next kind act. Come on up, friends!

Firefighters and police officers come to the front and are handed KINDNESS MATTERS signs.

Our next kind deed is “Make and display a KINDNESS MATTERS sign.” We’ve made two KINDNESS MATTERS signs. Let’s have a KINDNESS MATTERS shout-off. We’re going to split the room in half. The firefighters will be on this side and the police officers on that side. (point to sides of room) In their hands they each have a KINDNESS MATTERS sign. We’re going to see which side is loudest. We'll start with the
firefighters. Mr. Firefighter will hold up his sign and count to three. You’ll then shout out “KINDNESS MATTERS.” Next will be Ms. Police Officer. We’ll go back and forth a few times to see which side is louder.

Mayor (mayor’s last name), will you please be our judge? (Waves Mayor up to stage.) (Name of School), please give a round of applause for our wonderful (name of city) mayor. Welcome Mayor (last name)!

School claps for the mayor.

So, let’s start our KINDNESS MATTERS shout-off. Is everyone ready? Mr. Firefighter, please begin.

School follows the lead of firefighters and police and shouts out KINDNESS MATTERS a few rounds.

Mayor (last name), do we have a winner? And while you have the microphone, would you like to say a few kind words to our school?

Mayor speaks.

Thank you Mayor (last name). Your support means the world to us. Now, I think it’s time for another kind act. Let’s do this one. (points to checklist) It says, “Entertain someone with a HAPPY dance.” Oh yeah! Let’s have a dance off! All adults who want to do a HAPPY dance, come on up. When the music starts, the adults will dance like no one is watching! Mayor (last name), will choose the winner. Everyone ready? Cue the music!

Pharrell’s Happy song plays and dancing begins.

That was fun! This has me all fired up! I’m ready for a cheer!! . Repeat after me! When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS…..KINDNESS---MATTERS. I can’t hear you!!!

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS…..KINDNESS---MATTERS. When I say BE, you say KIND. BE---KIND….BE---KIND (Repeat)
When I say (name of school), you say WE CARE. (Name of school)---WE CARE…. (name of school)---WE CARE (Repeat)
When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS…..KINDNESS---MATTERS. (Repeat) Oh YEAH!!! Great job (name of school)!!

This is GREAT!! Let’s keep the kindness flowing!! Hit it guys!!

Class Spells out KINDNESS MATTERS: Give me a “K” (School-“K”) Give me an “I” (School- “I”) Give me an N (School-“N”) etc. (Hold up each letter as it is shouted out)

Yes, KINDNESS does MATTER! We are going to make this the happiest week ever. So remember, when you get your kindness checklist from your teacher, do as many kind deeds as possible and check them off as you go. To give us even more inspiration, (principal’s name) has an announcement. Come on up (principal’s name).

Principal reveals his/her school-wide incentive.

That is so cool! (Principal’s name), you are awesome! I sure am fired up and ready to go!! Let’s make this the HAPPIEST week EVER! Have fun everyone and remember…..

Class/Group Kindness Cheer/Clap: Alright, Alright, Alright Alright Alright…HEY!!
BYE!!! Thank you for coming!!
Great Kindness Challenge Kick-Off Assembly 2016 Video Version

This rally incorporates two videos, local firefighters, police officers and the mayor. If you can’t include your community in this way, staff and/or parents can fill in.

Good Morning (School Name)! Hello students, teachers, parents and esteemed guests!

Welcome to our Great Kindness Challenge Kick-off rally!! We are (name of presenting class/group) class. We are SO HAPPY to be here and tell you all about this week of KINDNESS.

This week, all across (city name), all across (county name), all across the United States of America, and all across the world….students are taking the Great Kindness Challenge RIGHT NOW!!

Check this out! Show Youtube Video of 2015 GKC News Coverage Joy

That was cool! Did you know that The Great Kindness Challenge started five years ago with just 3 schools in California?

Now, there are over ___ million students in ___ schools in all 50 states participating in The Great Kindness Challenge!

(We are on track for this to be 8 million students in 16,000 schools. We’ll confirm the number in January 2016.)

Class/Group: ____ million students? WOW!

It’s true! We are part of a world-wide kindness revolution!

Class/Group: Cool!

So, how do we do The Great Kindness Challenge?

It’s simple! Your teacher will give you a copy of this kindness checklist (hold up checklist). From today until Friday, we challenge YOU (point at students) to do as many kind acts as possible. That’s it! Easy breezy!

I have an idea! Let’s do a few of these kind acts together. Let’s start with the first kind act. Smile at 25 people. On the count of three, stay seated and smile at 25 people in front of you, behind you and beside you. Ready?

Class/Group: 1, 2, 3….SMILE!

Entire school smiles for 30 seconds with “smiling” music playing.

That was awesome! Let’s do another kind act together. Let’s do a school wide compliment. On the count of three let’s all say, “You are smart and you are kind!” To repeat, on the count of three let’s all say, “You are smart and you are kind!” Ready?

Class/Group: 1, 2, 3…..

Entire School: You are smart and you are kind!
Yes, you are! Do you know who else is smart and kind? Our firefighters and police officers are smart and kind. Let’s ask them to come up and help us with our next kind act. Come on up, friends!

*Firefighters and police officers come to the front and are handed KINDNESS MATTERS signs.*

Our next kind deed is “Make and display a KINDNESS MATTERS sign.” We’ve made two KINDNESS MATTERS signs. Let’s have a KINDNESS MATTERS shout-off. We’re going to split the room in half. The firefighters will be on this side and the police officers on that side. In their hands, they each have a KINDNESS MATTERS sign. We’re going to see which side is loudest. We’ll start with the firefighters. Mr. Firefighter will hold up his sign and count to three. You’ll then shout out “KINDNESS MATTERS.” Next will be Ms. Police Officer. We’ll go back and forth a few times to see which side is louder.

Mayor (mayor’s last name), will you please be our judge? (Waves Mayor up to stage.) Please give a round of applause for our wonderful (name of city) mayor. Welcome Mayor (last name)!

School claps for the mayor.

So, let’s start our KINDNESS MATTERS shout-off. Is everyone ready? Mr. Firefighter, please begin.

*Students follows the lead of firefighters and police officers and shout out KINDNESS MATTERS a few rounds.*

Mayor (last name), do we have a winner? And while you have the microphone, would you like to say a few kind words to our school?

Mayor speaks.

Thank you Mayor (last name). Your support means the world to us. Now, I think it’s time for another kind act. Let’s do this one. *(points to checklist)* It says, “Make a wish for a child in another country.” This year, we are going to help make a BIG wish come true for an entire village in Kenya. We’re going to take part in “Kind Coins for Kenya.” Check this out. *Show Youtube Video of Kind Coins for Kenya.*

Wow! It’s amazing to think that we can help build a school in Kenya! Student Council will come by your classroom to give more details. OR Your teacher will give you more details back in your classroom. Our kindness is going to spread from (name of city) all the way to Africa.

All this kindness makes me happy! I’m ready for another challenge. Let’s do “Entertain someone with a HAPPY dance.” Oh yeah! Let’s have a dance off! All adults who want to do a HAPPY dance, come on up. When the music starts, the adults will dance like no one is watching! Mayor (last name), will choose the winner. Everyone ready? Cue the music!

“Happy” music plays and dancing begins.

That was fun! This has me all fired up! I’m ready for a cheer!! . Repeat after me! When I say KINDNESS, you say MATTERS. KINDNESS----MATTERS.....KINDNESS----MATTERS. I can’t hear you!!!

When I say KINDNESS, you say MATTERS. KINDNESS----MATTERS.....KINDNESS----MATTERS.
When I say BE, you say KIND. BE----KIND....BE----KIND (Repeat)
When I say (name of school), you say WE CARE. (Name of school)---WE CARE...(Name of school)---WE CARE (Repeat)
When I say KINDNESS, you say MATTERS. KINDNESS----MATTERS.....KINDNESS----MATTERS. (Repeat)
Oh YEAH!!! Great job (name of school)!!

This is GREAT!! Let’s keep the kindness flowing!! Hit it guys!!

Class Spells out KINDNESS MATTERS: Give me a “K” (School-“K”) Give me an “I” (School- “I”) Give me an N (School-“N”) etc. (Hold up each letter as it is shouted out.)
Yes, KINDNESS does MATTER! We are going to make this the happiest week ever. So remember, when you get your kindness checklist from your teacher, do as many kind deeds as possible and check them off as you go. To give us even more inspiration, (principal’s name) has an announcement. Come on up (principal’s name).

Principal reveals his/her school-wide incentive.

That is so cool! (Principal’s name), you are awesome! I sure am fired up and ready to go!! Let’s make this the HAPPIEST week EVER! Have fun everyone and remember…..

Class/Group Kindness Cheer/Clap: Alright, Alright, Alright Alright Alright…HEY!!
clap-clap clap-clap-clap clap-clap clap-clap-clap clap-clap-clap clap-clap-clap miss-miss-clap
KINDNESS MATTERS!
BYE!!! Thank you for coming!!
The Great Kindness Challenge Wrap Up Assembly Script

This script came from Magnolia Elementary School in Carlsbad, CA.
Awards Presented by Mr. Hines, teachers

Mr. Hines: Introduce Mrs. Bensen to say a few words to wrap up the Great Kindness Challenge Week.

Mrs. Bensen: Good Morning Magnolia! Well, our Great Kindness Challenge Week is coming to an end... did you guys have FUN!? Did you put a lot of checks on your checklist!? Let's all complete a couple KIND acts together: Ready? Smile at 25 people (while staying seated!)...GO! Ok, now let's learn to say HELLO in another language: Let's go with Hebrew first..repeat after me, “Shalom!” How about French, “Bonjour!” How about Finnish: “Hyvaa Paivaa” hahaha gotcha that is a tough one! Ok, don't forget to turn the checklists in to your teacher!

Well, I hope you really did have a great time and I also hope you remember that KINDNESS MATTERS each and every day. Helping someone if they are hurt, smiling at least 1000 times a day, picking up trash you see on the ground...every kind act matters.

Imagine this: if each of you continue to perform KIND acts everyday, by the time you are my age (and seriously that is a loooong time from now) this world will be an even more amazing place than it is now! Can I get an OH YEAH!?

So, to wrap up the Great Kindness Challenge Week I would like to invite the student council up to the front to lead us in a cheer....and...I wonder...I just wonder if there might be a special, KIND friend here with us today?! Boys and girls....do you think LOUIE could be here?! Let's see...on the count of 3 let's call for him: 1, 2, 3! L O U I E!!! Louder!!

Yeah!!! Ok, ok, ok...Louie...hey Louie! Can you help our Student Council friends with their cheer today? You can!? Thanks Louie, that is SO KIND!

STUDENT COUNCIL: ‘Give me a K...etc. KINDNESS MATTERS!’

Grace: ‘Remember our cheer? When I say KINDNESS...you say MATTERS! When I say BE you say KIND! When I say MAGNOLIA you say, WE CARE!  Great Job Magnolia!!
Kindness Quotes

“Despite everything, I believe that people are really good at heart.” (Anne Frank)

“How wonderful to think that no one need wait a moment before starting to improve the world.” (Anne Frank)

“No act of kindness no matter how small is ever wasted.” (Aesop)

“A little consideration, a little thought for others, makes all the difference.” (Eeyre)

“The ideas that have lighted my way have been kindness, beauty and truth.” (Albert Einstein)

“When words are both true and kind they can change our world.” (Buddha)

“Love is the only force capable of turning an enemy into a friend.” (Dr. Martin Luther King, Jr.)

“Life’s most persistent and urgent question is “What are you doing for others?” (Dr. Martin Luther King, Jr.)

“Do your little bit of good where you are; it’s those little bits of good put together that overwhelm the world.” (Desmond Tutu)

“To be kind is more important than to be right...many times what people need is not a brilliant mind that speaks but a special heart that listens...” (Unknown)

“Treat everyone with kindness and respect, even those who are rude to you...not because they are nice, but because you are.” (Unknown)

“Choose to be kind right and you’ll be right every time.” (Richard Carlson)

“Here is my secret. It is very simple: It is only with the heart that one can see rightly; what is essential is invisible to the eye.” (The Little Prince)

“There is no greater joy nor greater reward than to make a fundamental difference in someone’s life.” (Sister Mary Rose McGeady)

“Every time you smile at someone, it is an action of love, a gift to that person, a beautiful thing.” (Mother Teresa)

“Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars and change the world.” (Harriet Tubman)

“Go into the world and do well. But more importantly, go into the world and do good.” (Minor Myers, Jr.)

“Raise your words, not your voice. It is rain that grows flowers, not thunder.” (Rumi)

“Nothing can make our life, or the lives of other people, more beautiful than perpetual kindness.” (Leo Tolstoy)

“It was only a sunny smile, And little it cost in the giving. But like morning light, it scattered the night, and made the day worth living.” (F. Scott Fitzgerald)

“Be kind whenever possible. It is always possible.” (Dalai Lama)

“Just one act of kindness that you perform, may turn the tide of another person’s life.” (Unknown)

“The common mistake that bullies make is assuming that because someone is nice that he or she is weak. Those traits have nothing to do with each other. In fact, it takes considerable strength and character to be a good person.” (Mary Elizabeth Williams)

“A smile is the beginning of peace.” (Mother Teresa)
“The majority of us lead quiet, unheralded lives as we pass through this world. There will most likely be no ticker-tape parades for us, no monuments created in our honor. But that does not lessen our possible impact, for there are scores of people waiting for someone just like us to come along; people who will appreciate our compassion, our unique talents. Someone who will live a happier life merely because we took the time to share what we had to give.” (Leo Buscaglia)

“Be pleasant until 10 o’clock in the morning and the rest of the day will take care of itself.” (Elbert Hubbard)

“Imagine all the people living life in peace. You may say I’m a dreamer, but I’m not the only one. I hope someday you’ll join us, and the world will live as one.” (John Lennon)

“Let today be a day to let Kindness rule all your actions.” (Jonathan Lockwood Hui)

“Seek to do good, and you will find that happiness will run after you.” (James Freeman Clarke)

“Kind words will unlock an iron door.” Turkish Proverb

“The greatest degree of inner tranquility comes from the development of love and compassion. The more we care for the happiness of others, the greater is our own sense of well-being.” (Dalai Lama)

“Simple kindness may be the most vital key to the riddle of how human beings can live with each other in peace and care properly for this planet we all share.” (Bo Lozoff)

“We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop.” (Mother Teresa)

“In about the same degree as you are helpful, you will be happy.” (Karl Reiland)

“If someone listens, or stretches out a hand, or whispers a kind word of encouragement, or attempts to understand a lonely person, extraordinary things begin to happen.” (Loretta Girzaitis)

“Whatever you say, say with kindness.” (Jonathan Lockwood Hui)

“Kind hearts are the gardens. Kind thoughts are the roots. Kind words are the flowers. Kind deeds are the fruits. Take care of your garden and keep out the weeds. Fill it with sunshine, kind words and kind deeds.” (Henry Wadsworth Longfellow)

“The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart.” (Helen Keller)

“For beautiful eyes, look for the good in others; for beautiful lips, speak only words of kindness; and for poise, walk with the knowledge that you are never alone.” (Audrey Hepburn)

“Happiness is when what you think, what you say, and what you do are in harmony.” (Mohandas Gandhi)

“A warm smile is the universal language of kindness.” (William Arthur Ward)

“Carry out a random act of kindness, with no expectation of reward, safe in the knowledge that one day someone might do the same for you.” (Princess Diana)

“There is overwhelming evidence that the higher the level of self-esteem, the more likely one will be to treat others with respect, kindness, and generosity.” (Nathanial Branden)

“Happiness is not a station you arrive at, but a manner of traveling.” (Margaret B. Runbeck)

“Kindness is the language which the deaf can hear and the blind can see.” (Mark Twain)
Sample Proclamation for The Great Kindness Challenge

Whereas The Great Kindness Challenge was created and launched in 2011 by Kids for Peace, a global nonprofit based in Carlsbad, California; and

Whereas The Great Kindness Challenge was piloted with three Carlsbad public schools and has now expanded to all 50 states with over 2 million students participating; and

Whereas The Great Kindness Challenge is one week dedicated to students performing as many kind deeds as possible, using a provided checklist; and

Whereas Name of School proudly demonstrates their commitment to improved school climate and increased student engagement by participating in The Great Kindness Challenge; and

Whereas Name of School is honored to unite all students in the spirit of kindness and respect;

NOW, THEREFORE, I, Mayor’s Name, serving as mayor of City, State, do hereby proclaim January 25-29, 2016 as The Great Kindness Challenge Week where KINDNESS MATTERS in City’s Name and beyond.
January 25-29, 2016 is The Great Kindness Challenge Week!

Monday: Kick into gear and help somebody near you: wear different color socks or shoes

Tuesday: Crazy for kindness: wear crazy hair

Wednesday: Score points by helping others: wear sports/dance attire

Thursday: Dream of kindness: pajama day

Friday: Jones kids are kind kids: wear a blue shirt or Jones T-shirt

Kindness matters
Come join us for a fun Kindness Station November 15th. You will get to design your very own kind trading card to give to your friend, parent, or sibling. What would you like to draw to show your loved one kindness?

KINDNESS is in everyone

Location: Library
Time: 1st Recess 9:40am

KINDNESS MATTERS
Kind Coins for Kenya Campaign

Fact Sheet

What
Kind Coins for Kenya is a global service project to help build a new school in a village in Kenya. For a designated period of time, students collect spare change at home and in neighborhoods to be donated for the new school.

Who
All students are invited to participate.

When
During the week of The Great Kindness Challenge or whenever is best for your school.

Why
1. All children in the world deserve to go to school. 2. Giving to others teaches compassion. 3. Learning about global issues helps students to be active global citizens. 4. This is a dynamic way to fulfill one of the 50 acts of kindness, “Make a wish for a child in another country.” 5. To unify all Great Kindness Challenge schools around one common service project. Kindness is working together!

How
1. Watch our “Kind Coins for Kenya” video. 2. Use the video as catalyst to discuss the need for a school in Kenya’s Mikei Village. You may use the grade appropriate Video Viewing and Listening Guide. 3. Invite your students to help raise funds to build a school in Kenya. 4. Each student creates his/her own “Kind Coins for Kenya” collection container, using decorated cans, jars or large envelopes. 5. Students collect spare change around the house, ask neighbors to contribute, host a lemonade stand, take it to their parent/guardian’s workplace, or any other creative way. 6. At the end of the week, collect the money and count it. 7. Optionally, take a photo of the students who collected money with a written “wish” incorporated into the photo for the new school’s Wall of Wishes.

Where does the money go? All collected money goes to Kids for Peace, the nonprofit that hosts the Great Kindness Challenge. Kids for Peace is partnering with an NGO in Kenya to build the school. Mail checks and optional Wall of Wishes photo to: Kids for Peace, 1302 Pine Avenue, Carlsbad, CA 92008.

What is the money used for? Donated money will be used to build a new school in Kenya. Our goal is to build a fully equipped 6 room school for approximately 200 students ages 4-8 years old. The entire process will be documented with photos for you to share with your students.

More Information? Contact Jill McManigal at 760-730-3320 or jill@kidsforpeaceglobal.org
Wall of Wishes Fact Sheet

What
Wall of Wishes is part of our Kind Coins for Kenya campaign. After students raise funds to build a school in Kenya, students take a photograph of themselves with a wish for their friends in Kenya incorporated into the photograph. The photos will then be displayed on a WALL OF WISHES in the new school.

Who
All students who participate in the Kind Coins for Kenya campaign. This may be a single student, one classroom or the whole school but we ask each school to only submit one Wall of Wishes photo.

When
The photo may be taken during or after the Kind Coins for Kenya campaign. The photo will be permanently displayed in the new school in Kenya, which is scheduled for completion in August 2016. All photos are due by March 1, 2016.

Why
Because the children of our Kenyan school will love seeing the smiling faces of all the children who helped raise money to build their new school! This is a beautiful way to put into action one of the 50 kind acts, “Make a wish for a child in another country.”

How
1. During or after the Kind Coins for Kenya campaign, decide on a wish for the children of our Kenyan school. 2. Write the wish in your desired format: painted banner, markers on construction paper, computer generated designs, etc. 3. Take a photo of the participating students with the wish incorporated into the picture. Yes, it’s OK to Photoshop the wish after the photo has been taken! (See samples below.) 4. Print the photo in any size up to 8” x 10”. 5. Write the name of your school on the back of the photograph. 6. Send a printed photo (hardcopy) along with the Kind Coins for Kenya donation check to: Kids for Peace, 1302 Pine Avenue, Carlsbad, CA 92008. 7. Email a digital copy of your photo to KindCoins@thegreatkindnesschallenge.org. 8. Smile BIG knowing that you are changing lives!

More Information? Contact Jill McManigal at 760-730-3320 or jill@kidsforpeaceglobal.org
**Kindness Matters 365**

This idea is courtesy of classroom teacher Kathleen Rosenthal of Rolling Hills Elementary in Fairfield, CA.

**What**
A beautiful art piece to inspire students to complete all 50 GKC kind acts.

**When**
After the Great Kindness Challenge is completed.

**Who**
All students who complete the 50 challenges.

**How**
1. Obtain a large canvas (at least 3’x3’) and several complimentary acrylic paint colors.
2. Paint the canvas a solid base coat with color of choice.
3. Designate a time and place for students to hand in their completed checklists.
4. When the student presents his/her checklist, congratulate him/her and then paint the student’s hand.
5. Help the student add his/her handprint to the canvas.
6. Have the student carefully wash his hand.
7. Once all students’ handprints are on the canvas, paint “Kindness Matters 365.”
8. Proudly hang the finished masterpiece in your school’s office.

*Courtesy of Rolling Hills Elementary, Fairfield, CA*
Kindness Station

A Kindness Station is a designated spot where students can work on various GKC kind deeds such as writing thank you notes, decorating hearts, painting Kindness Matters posters, etc. Some schools set up a Kindness Station every recess during the Great Kindness Challenge week. Other schools host a Kindness Station once or twice during the week.

Below are tips to make the Kindness Station a big success.

1. Obtain approval from Principal
2. Recruit Volunteers to assist students with completing their checklist during recess or lunch break.
   a. Suggested volunteers: PTA, Student council, parents or staff
   b. Local organizations: Kids for Peace Leaders, Boys and Girls Club, Girl Scout Troop
3. Select a Kindness Station area
   a. Library
   b. Lunch Room
   c. Empty classroom
   d. An outside table overlooking the play ground
4. Create Kindness Station Schedule
   a. Facilitate the kindness station during the week of the kindness Challenge
   b. Provide schedule to Student council, Principal and Secretary
5. Collect Kindness Station Supplies
   a. Shoe boxes or bags to create craft kits (One for each table or group)
   b. Suggested items:
      • Card Stock in various colors
      • Copy of Kindness Checklist (for ideas)
      • Glue Sticks and white glue
      • Scissors
      • Stickers
      • Markers
      • Crayons
      • Large pieces of colored paper
      • Letter or shape Stencils
      • Stamps and stamp pads
      • Cut out hearts from various colors of paper
      • Cut two ‘by six’ inch strips of paper, cut a hole in the top with a hole punch and tie yarn to the end. To make a blank book mark
6. Create a Kindness Station Sign
7. Assist the students as needed.
Kindness Matters: 50 Ways to Create a Kinder World

Students of all ages are invited to write and illustrate a page for our 4th published book: Kindness Matters: 50 Ways to Create a Kinder World.

What do you need to do?

1. Ask yourself the question, “What action will make our world kinder?”
   Think big or small. Think locally or globally.
   It can be done in an instant or take weeks to accomplish. There is no limit to what kids can do to create a kinder world!!!

2. Write a sentence or two describing the act of kindness.
   Be very specific and positive.
   Examples: “Surprise a friend with a handmade thank you card.” “Become a pen pal with a child in another country.” “Visit a senior citizen and play board games.” “Brighten each day with your smile.” “Be a volunteer and serve food at a shelter.”

3. Draw a picture to illustrate your kind act on an 8.5” x 11” paper in the “landscape” format.
   You may use crayons, markers, paint, pastels, oils or collage. Please use whatever inspires you! We encourage a lot of COLOR. Be sure to write your words on the paper. Older siblings or adults may help young children with the writing. Sign (print) your first name on your page. Make sure your page is horizontal (landscape)!!!

4. Fill out the attached entry form and mail it along with your artwork to:
   Kids for Peace, 1302 Pine Avenue, Carlsbad, CA 92008, USA.

Entries will be judged on creativity, aesthetics, artistic style, originality and thoughtfulness.

All entries must be postmarked by February 14, 2016. (Deadline Extended)

Categories to Consider:
• Environment
• Health/Wellness
• Community Service
• Respect/Cultural Awareness
• Animals
• Education/School
• Hunger/Homeless
• Human Rights
• Family/Friendship/Fun
• Arts/Beauty
• Senior Citizens
• People with Special Needs
• General Happiness
• Gratitude/Appreciation
Kindness Matters: 50 Ways to Create a Kinder World
Book Entry Form

Please fill out this form (as to appear in the book) and mail it with your illustrated page to: Kids for Peace, 1302 Pine Ave, Carlsbad, CA 92008, USA.

School’s Name: __________________________________________________________
Youth’s Name: __________________________________________________________
Youth’s Age: _________________ City & Country: ____________________________
Contact Email: __________________________________________________________
Phone Number: _________________________________________________________
Youth’s text as it appears on page:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

I give Kids for Peace/The Great Kindness Challenge permission to use above student’s artwork, name and school’s name in a book and/or other materials to be published and distributed.

Print name: ____________________________   Date: __________________________

Signature: ______________________________________________________________

All entries must be postmarked by Sunday, February 14, 2016.
Great Kindness Challenge Ambassador Program

Who
We are looking for leaders in KINDNESS! If you are over-the-top committed to spreading KINDNESS, please consider becoming a Great Kindness Challenge Ambassador. Our Ambassador Program is open to leaders of all ages!

Criteria
Great Kindness Challenge Ambassadors are asked to actively spread the message and promote the Great Kindness Challenge in the following ways:
• Social media using #GreatKindnessChallenge
• Website promotion and blog posts
• Email communications and newsletters
• Public speaking engagements
• General public relations (news, TV, print, etc.)

Tools
Great Kindness Challenge Ambassadors are given support from the Great Kindness Challenge team and their own Toolkit full of ideas and ready-to-use materials to help recruit schools and spread the message of KINDNESS!

Recognition
Great Kindness Challenge Ambassadors are pivotal in helping us reach our goal of all 144,000 schools in the U.S. participating in the challenge! Great Kindness Challenge Ambassadors will receive:
Electronic ‘Great Kindness Challenge Ambassador Seal’ to show the world your commitment to KINDNESS!
• Name included in our 2017 Great Kindness Challenge Toolkit
• Name included on the Great Kindness Challenge website
• Name included in one of our Great Kindness Challenge newsletters sent out to all participating schools
• Mention in our social media campaign
• A chance at a dedicated Great Kindness Challenge blog post and interview

If you are interested in becoming our Great Kindness Challenge Ambassador, please contact Asia Moore at asia@thegreatkindnesschallenge.org.
Kind-Hearted Hand Theme Song

Written by Peter Seltzer

This inspiring song was written and produced by Peter Seltzer and joyfully recorded by Kids for Peace to be used as The Great Kindness Challenge theme song. The music video was produced by eMotion Web Video and edited by Philip K. Ireland. 50% of all proceeds from the download of the song will benefit The Great Kindness Challenge.

Download the song HERE
Find Lyric Sheet HERE
Find Lyrics with Chords HERE
Find Sheet Music HERE
YouTube Video HERE

Ten Ways to Use Kind-Hearted Hand (KHH)
1. Play KHH at your GKC kick-off rally or assembly. (As students enter, during or as students exit)
2. Have your school’s choir sing KHH at an assembly or concert.
3. Distribute the song to each classroom to use as desired.
4. Make a slide show or music video of your students’ kind deeds using KHH. (Perfect for a post-GKC Celebration!)
5. Show the official Kind-Hearted Hand music video to kick-off the GKC.
6. Choreograph the song and perform at a school event.
7. Visit a senior center and sing KHH. Provide song sheets to the seniors and invite them to sing along.
8. Use the song as a classroom brainstorming inspiration. Listen to KHH with your students and then make a list of kind deeds/actions.
9. Listen to KHH and then create a Kind-Hearted Hand chain. Each student traces their hand, cuts it out, decorates it with a heart in the middle and writes a kind deed on the back. Display the KHH chain in your classroom, in the hallways, in the school’s office or any other public place.
10. Play KHH at a staff meeting, school board meeting, PTA meeting, etc. to provide an extra dose of HAPPY!
Research Studies, Articles and Videos on Kindness: New!

A School’s Valedictorian Chooses Social Media to Commit Acts of Kindness (a video)
Acts of Kindness Journal Prompts
Acts of Kindness: Key to Happiness for Children & Teens
Bullying in Schools: An Overview
Brain can be trained in compassion, study shows
For Those with Social Anxiety, Acts of Kindness May be Therapeutic
Kinder children are more popular
Kindness Counts: Prompting Prosocial Behavior in Preadolescents Boosts Peer Acceptance and Well-Being
Kindness Ideas and Free Printables
One Simple Act Can Change Your Whole Life…one teen faces bullying with kindness (a video)
The Art of Kindness/Teaching Children to Care
The Biology of Kindness
The School Kindness Project
What Kindness Does to Your Health
What We Get When We Give
Why Teaching Kindness in Schools is Essential to Reduce Bullying
101 Easy Ideas for Random Acts of Kindness

School Climate Resources:

Characters Counts. The biggest character education program in the nation: https://charactercounts.org/
GLSEN www.glsen.org
It Gets Better Project itgetsbetter.org
National School Climate Center promotes community of upstanders through their BullyBust campaign, which provides free resources for students and adults: http://www.schoolclimate.org/bullybust/. This site includes:
• Educator Activities (http://www.schoolclimate.org/bullybust/educators/activities)
• Partner School Program: (http://www.schoolclimate.org/bullybust/educators/partner-schools)
• Student and moderator toolkits encourage students to work in partnership with adults to develop awareness campaigns. These kits are available by download after users register their information on the BullyBust site.
• Upstanders In Action: This section includes a list of projects and ideas to get the entire community engaged in upstander efforts. http://www.schoolclimate.org/bullybust/upstander/resources
• Upstander Central- Youth Leaders: Learn about the top 10 tips for youth-adult partnerships from national youth leaders. http://www.schoolclimate.org/bullybust/upstander/upstander-central/youth-leaders
• Upstanders Go to the Movies: watch popular film clips and use the guiding questions to spark important discussions on what it means to be an upstander. http://www.schoolclimate.org/bullybust/upstander/video-resources
• Upstander Commitment Wall: Share your voice and show support for others on this wall representing our global movement. http://www.schoolclimate.org/bullybust/students/commitment-wall
• 10 Ways to Be An Upstander- concrete tips for students http://www.schoolclimate.org/bullybust/students/upstander
Stopbullying.gov stopbullying.gov
Classroom and Educator Resources:

Introduction to Philanthropy Lesson Plans Grade K-12 from GenerationOn: http://learningtogive.org/teachers/
“It’s Time to Stand Up and Speak Up!: For Yourself and Others” by Bob Sornson: http://www.amazon.com/time-Stand-Speak-Yourself-Others/dp/1938326156#
Kindness Quotes: http://www.randomactsofkindness.org/inspirational-kindness-quotes
“Stand in My Shoes: Kids Learning About Empathy” by Bob Sornson: http://amzn.com/1935326457
51 Literature Guides to inspire acts of kindness from GenerationOn: http://learningtogive.org/teachers/literature_guides/

Suggested Reading List:

A Home For Bird by Phillip Stead
A Sick Day for Amos McGee by Phillip Stead
Angelo by David Macauley
Because Amelia Smiled by David Ezra Stein
Each Kindness by Jacqueline Woodson
Fill a Bucket by Carol McCloud
Good People Everywhere by Linea Gillen
Have You Filled Your Bucket Today? by Carol McCloud
Hey Little Ant by Phillip Hoose
How Dinosaurs Play With Their Friends by Jane Yolen
How Kind by Mary Murphy
I'm Gonna Like Me by Jamie Lee Curtis
If You Give a Mouse a Cookie by Laura Joffe Numeroff
Kindness Is Cooler by Mrs. Ruler by Margorie Cuyler
Let's Talk about Being Helpful by Joy Berry
Little Bird by Germano Zullo
Loser by Jerry Spinelli
Mufaro's Beautiful Daughters by John Steptoe
Ordinary Mary's Extraordinary Deed by Emily Robinson and Fumi Kosaka
Pauline Pastrami Achieves World Peace by James Proimos
Pinduli by Janell Cannon
Rainbow Fish by Marcus Pfister
Random Acts of Kindness by Conari Press
Somebody Loves Mr. Hatch by Eileen Spinelli
Stellaluna by Pam Munoz Ryan
Stone Soup by Jon J.Muth
The Birdman by Veronika Charles
The Boy Who Held Back the Sea by Lenny Hort, Thomas Locker, and Mary Mapes Dodge
The Brand New Kid by Katie Couric
The Doorbell Rang by Pat Hutchins
The English Roses by Madonna
The Girl, the Fish and the Crown by Marilee Heyer
The Golden Rule by Ilene Cooper
The Great Kapok Tree by Lynn Cherry
The Hundred Dresses by Eleanor Estes
The Invisible Boy by Tracy Ludwig
The Kindness Quilt by Nancy Elizabeth Wallace
The Lion and the Mouse by Jerry Pinkney
The Little Engine that Could by Watty Piper
The Nice Book by David Ezra Stein
The Trumpet of the Swan by E. B. White
Those Shoes by Maribeth Boelts
Three Strong Women by Claus Stamm
Under The Lemon Moon by Edith Fine and Rene Moreno
Wonder by R.J. Palacio
GKC PHOTO GALLERY
GKC PHOTOS

Class Kindness T-shirts
Courtesy of Hope Elementary, Carlsbad, CA

GKC Student Prep
Courtesy of Jefferson Elementary, Carlsbad, CA

Kind-Herated Hands around School
 Courtesy of Torrey Hills, San Diego, CA

Tree of Kindness
Courtesy of Stephen Hawking Charter School, San Diego, CA

Kindness Rocks
Courtesy of Hope Elementary, Carlsbad, CA
Spirit Day - Crazy for “Caught You Being Kind” Hearts

Collaborative Games Marquee

Kindness Chain

Courtesy of Calavera Hills Middle School, Carlsbad, CA

Courtesy of Rolling Hills Elementary, Fairfield, CA

Community Support

Courtesy of Calavera Hills Middle School, Carlsbad, CA

Courtesy of Hope Elementary, Carlsbad, CA

Community Support

Hand Tree

Courtesy of a School in Istanbul, Turkey

Community Support

Kindness Tunnel

Fence Decorating

Hand Tree

Courtesy of Jefferson Elementary, Carlsbad, CA

Community Support

Kindness Matters Sign

Courtesy of Susuin Elementary, Carlsbad, CA

Community Support

Kindness Matters Sign

Courtesy of Jefferson Elementary, Carlsbad, CA

Community Support

Hand Tree

Courtesy of a School in Istanbul, Turkey

Kindness Matters Sign

Courtesy of Page Hilltop Elementary, Ayer, MA

Fence Decorating
School-to-School Kindness
Courtesy of Magnolia Elementary, Carlsbad, CA

Kindness Mailbox
Courtesy of Del Mar Hills, Del Mar, CA

Fence Decorating
Courtesy of Hope Elementary, Carlsbad, CA

School-wide Kindness Poster
Courtesy of Phillips Avenue Elementary, Riverhead, NY
Rays of Kindness
Courtesy of Cubberley Elementary, San Diego, CA

Community Kindness Tunnel

Kindness Links
Courtesy of Jones Elementary San Diego, CA

Heart Photo
Courtesy of West Elementary, Sidney, Nebraska
Kindness Station
Courtesy of Hope Elementary, Carlsbad, CA

Door Decorating Contest

Spirit Day - Peace, Love & Kindness

Kindness Chain

Kindness Matters Sign

GKC Checklists Distribution Box
Dear Parent/Guardian,

We are creating a culture of kindness on campuses nationwide. Our school will join hundreds of schools across the country for the 2016 Great Kindness Challenge. Your child is part of a powerful and positive bullying prevention initiative that will lead to more kindness, unity and respect.

To help multiply this momentum, we are participating in a global service project "Kind Coins for Kenya." All students are invited to collect spare change throughout the week. The collected money will be used to help build a new school in a village in Kenya.

It's a great opportunity for our students to learn about another culture, expand their compassion and become active global citizens.

To learn more about The Great Kindness Challenge, please visit: www.greatkindnesschallenge.org

Thank you in advance for helping us create a culture of kindness and compassion.

With Great Gratitude,

Your Principal
The Great Kindness Challenge

SCHOOL EDITION

We challenge you to perform as many kind deeds as you can in one week. Using the checklist below, check off your acts as you go. Have fun!

Kindly presented by

Dignity Health

The Challenges

- Smile at 25 People
- Slip a Nice Note in Your Friend’s Backpack
- Compliment 5 People
- Pick Up 10 Pieces of Trash on Campus
- Make a New Friend
- Tell a Joke and Make Someone Laugh
- Be Kind to Yourself and Eat a Healthy Snack
- Learn Something New About Your Teacher
- Draw a Picture and Give It to Someone
- Help a Younger Student
- Give a KIND Handshake to Greet a Classmate
- Recycle Your Trash
- Hug Your Friend
- Pick Up Trash Outside Your School
- Cut Out 10 Hearts & Give Them to Friends
- Entertain Someone with a Happy Dance
- Make a Kind Poster for Cafeteria Helpers
- Show Appreciation to a Counselor or Mentor
- Say “Good Morning” to 15 People
- Design a Thank You for the PTA/PTO
- Make a Wish for a Child in another Country
- Say “Thank You” to a Crossing Guard
- Invite a New Friend to Play/Hang Out With You
- Send a Thank You to Your Superintendent
- Offer to Help Your Custodian
- Sit with a New Group of Kids at Lunch
- Read a Book to a Younger Child
- Give an Apple or a Note to Your Teacher
- Step Up for Someone in Need
- Make and Display a “Kindness Matters” Sign
- Carry Your Friend’s Books
- Help Your PE Teacher with the Equipment
- Make a Bookmark for a Friend
- Hold the Door Open for Someone
- Pat Yourself on the Back
- Thank a Bus Driver or Car Pool Driver
- Write a Thank You on a Band-Aid for the Nurse
- Listen to Your Teacher the First Time
- Whisper Thank You to the Librarian
- Help Someone Up If They Fall Down
- Lend a Pencil to a Friend
- Learn to Say “Hello” in a New Language
- Bring a Flower to the Office Staff
- Show Appreciation to Your Principal Creatively
- Help Your Teacher with a Needed Task
- Be on Time for School
- Say “Thank You” to a Volunteer
- Give Your Friend a High Five
- Make a Friendship Gift for Someone New to You
- Create Your Own Kind Deed

A Kids for Peace Experience

KidsforPeaceGlobal.org
GreatKindnessChallenge.org

(Your Name Here)
Los Retos

- Sonríe a 25 personas
- Escribe una nota ponla en la mochila de tu amigo o amiga
- Proporciona comentarios positivos a 5 personas
- Recoge 10 piezas de basura en tu escuela
- Conoce a un nuevo amigo
- Comparte un chiste con alguien para hacerlo reír
- Sé amable contigo mismo, consumiendo alimentos sanos
- Aprende algo nuevo acerca de tu maestro
- Haz un dibujo y regalarmelo a nadie
- Ayuda a un estudiante joven
- Saluda amablemente de mano a un compañero de clase
- Recicla tu basura
- Abraza a un amigo
- Recoge basura fuera de tu escuela
- Recorta 10 corazones y regálalos a tus amigos
- Entretén a alguien con un baile feliz
- Crea un póster para los ayudantes en la cafetería
- Camina o usa tu bicicleta para ir a la escuela en vez de usar el auto
- Saluda por la mañana a 15 personas con la frase “buenos días”
- Escribe una nota de agradecimiento a la PTA/PTO
- Cumple el deseo de un niño de otro país
- Da las “gracias” a la persona que ayuda con el cruce de la calle
- Invita a un nuevo amigo a jugar por pasar tiempo contigo
- Manda una nota de agradecimiento a tu superintendente
- Ofrece ayuda al conserje

- Siéntate con un nuevo grupo de niños a la hora del almuerzo
- Lee un libro a un niño pequeño
- Regala una manzana o una nota a tu maestro
- Defiende a alguien que no necesita
- Haz un anuncio que diga “Kindness Matters, La Amabilidad Cuenta”
- Lleva los libros de tu amigo
- Ayuda al maestro de educación física con el equipo
- Crea un marcador de libros
- Abre la puerta y detén para que pueda entrar otra persona
- Abrázate
- Da las gracias al chofer del camión escolar y a la persona que te lleva a la escuela
- Escribe una nota de gracias en un curita para la enfermera
- Escucha las indicaciones del maestro la primera vez
- En voz baja, di gracias a la bibliotecaria
- Ayuda a levantar a alguien que se cayó
- Préstale un lápiz a un amigo
- Aprende a decir hola en un lenguaje nuevo
- Trae una flor a empleados de la oficina
- Muestra tu agradecimiento al director de tu escuela en forma creativa
- Ayuda a tu maestro en alguna tarea que necesita ayuda
- Llega a tiempo a la escuela
- Da las “Gracias” a un voluntario
- Comparte con un amigo “high five”
- Brinda un regalo de Amistad a alguien que acaban de conocer
- Crea tu propio acto de amabilidad.
Save the Date

Spread the word far and wide! Let everyone know about the 2016 Great Kindness Challenge. Send our Save the Date to your staff, students, families, district office, elected officials, media, local businesses, etc. You may also post this to your school’s website homepage, school newsletters and the district’s website homepage.
The Great Kindness Challenge is one week dedicated to creating a culture of kindness on campuses nationwide.

Our school is proudly participating in this proactive, positive bullying prevention initiative.

All students will receive a GKC checklist with 50 kind deeds. Please encourage your child to complete the checklist and show the world that …

KINDNESS MATTERS!
El reto de amabilidad grandiosa GKC es una semana dedicada a crear una cultura de amabilidad en el plantel escolar a nivel nacional.

Nuestra escuela está orgullosa de participar en esta iniciativa productiva, positiva en contra del hostigamiento o bullying.

Todos los estudiantes recibirán un listado de 50 actos de GKC. Por favor motive su hijo a llevar a cabo la lista y mostrar al mundo que......

¡LA AMABILIDAD CUENTA!
¿De Qué Se Trata?

El Reto de Amabilidad Grandioso GKC, es una herramienta proactiva y positivamente ponderosa de anti-bullying o no hostigamiento. El Reto de Amabilidad Grandioso, es una semana dedicada a llevar a cabo un gran número posible de actos de amabilidad en la escuela. Usando la lista de 50 actos de amabilidad proporcionadas, los estudiantes toman el reto para probar que el hostigamiento o bullying es débil y la amabilidad es fuerza.

¿Por qué?

Todos los niños merecen aprender en un medio ambiente seguro y dinámico. El Gran Reto de Amabilidad, proporciona una herramienta poderosa que los estudiantes, maestros, administradores, familias en la comunidad participan activamente; en crear una cultura escolar de aceptación y tolerancia, unidad y respeto.

¡Simplemente, creemos que la AMABILIDAD es fuerza y tiene el poder de cambiar el mundo para BIEN!

¿Quiénes Participan?

Todos los estudiantes de grados de kinder al 12vo. le invitamos a participar.

¿Cómo?

¡Es fácil! Simplemente copió la lista GKC que proporcionamos y pregunte al maestro del salón de clases que distribuya la lista a cada uno de sus estudiantes. Al usar la lista GKC, los estudiantes trabajan de forma independiente, en grupos pequeños o el salón de clases completo, para llevar a cabo los 50 retos. Se sugiere que el estudiante mantenga su listado en la escuela, para el uso diario durante la semana.

¿Cuándo?

Durante la última semana de enero.

¿Dónde?

Los 50 actos de amabilidad se pueden llevar a cabo en cualquier momento en la escuela. Los estudiantes son motivados a continuar compartiendo sus actos de amabilidad en casa, en sus comunidades y en nuestro mundo.

2,188,669 participaron en el 2015

Más de 100 millones de actos de amabilidad se realizaron

"Se entiende que el hostigamiento o bullying, son los actos negativos que se llevan a cabo repetidamente por uno o más niños en contra de otro (Boletín de Justicia Juvenil)

Ofrecemos una respuesta entusiasta al hostigamiento, por medio de repetir actos positivos por otras personas.

www.thegreatkindnesschallenge.org
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Thank you in advance for helping us create a culture of kindness and compassion.

With Great Gratitude,

Your Principal
Help me make a stand
Every girl, boy, woman and man
Let your voices rise, you'll be satisfied
When you reach out with a kind-hearted hand
Reach out with your kind-hearted hand

It's easier than you think
Just be kind to those who you meet
There's a friend out there, who needs your care
So reach out with a kind-hearted hand
Reach out with your kind-hearted hand

Calling out across the oceans
Calling out across the land
Show the world that kindness matters
And reach out with a kind-hearted hand
Reach out with your kind-hearted hand

When sunny skies turn grey
Follow me; I'll lead the way
Here's where we begin, let some love come in
And reach out with a kind-hearted hand
Reach out with your kind-hearted hand

Reach out, reach out, reach out, reach out
Reach out with your kind-hearted hand
Reach out, reach out, reach out, reach out
Reach out with your kind-hearted hand

Reach out, reach out, reach out, reach out
Reach out with your kind-hearted hand
Reach out, reach out, reach out, reach out
Reach out with your kind-hearted hand

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Kind-Hearted Hand
Words and Music by Peter B. Seltser

Intro: D

D   A
Help me make a stand
Bm   G
Every girl, boy, woman and man
D   A
Let your voices rise, you’ll be satisfied
C   G   D
When you reach out with a kind-hearted hand
C   G   D
Reach out with your kind-hearted hand

D   A
It’s easier than you think
Bm   G
Just be kind to those who you meet
D   A
There’s a friend out there, who needs your care
C   G   D
So reach out with a kind-hearted hand
C   G   D
Reach out with your kind-hearted hand

Bridge:
Bm   A
Calling out across the oceans
Bm   C   G
Calling out across the land
Bm   A
Show the world that kindness matters
C   G   D
And reach out with a kind-hearted hand
C   G   D
Reach out with your kind-hearted hand
Kind-Hearted Hand
Words and Music by Peter B. Seltser

D   A
When sunny skies turn grey
Bm  G
Follow me; I'll lead the way
D   A
Here's where we begin, let some love come in
C   G   D
And reach out with a kind-hearted hand
C   G   D
Reach out with your kind-hearted hand

C   G
Reach out, reach out, reach out, reach out
C   G   D
Reach out with your kind-hearted hand
C   G
Reach out, reach out, reach out, reach out
C   G   D
Reach out with your kind-hearted hand

Reach out, reach out, reach out, reach out
Reach out with your kind-hearted hand
Reach out, reach out, reach out, reach out
Reach out with your kind-hearted hand

©Copyright, Peter B. Seltser 2013
Kind-Hearted Hand

Lively ($\text{\textit{d} = 130}$)

Verse 1

5 Help me make a stand, ev'-ry girl, boy, wom-an and

8 harmony man. Let your voic-es rise you'll be satis-fied, when you
reach out with a kind-hearted hand. Reach out_

with your kind-hearted hand! It's

Verse 2

easier than you think. Just be kind to those who you meet.

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-2-
There's a friend out there, who needs your care. So,
reach out with a kind-hearted hand. Reach out with your kind-hearted hand!

Bridge

Calling out across

Kind-Hearted Hand - Peter B. Seltser

-3-
the oceans, calling out across the land...

Show the world that kindness matters reach out with a kind-hearted hand.

Reach out with your kind-hearted hand!
Verse 3

When sunny skies turn grey, follow me;

I'll lead the way. Here's where we begin. Let some

love come in, and reach out with a kind-hearted hand. Reach out.

Kind-Hearted Hand - Peter B. Seltser
hand. Reach out, reach out, reach out, reach out, reach out,

with your kind-hearted hand. Reach out, reach out, reach out,

reach out, reach out, with your kind-hearted hand.
The Great Kindness Challenge is supported by donations from generous foundations and business sponsors. We are grateful for their belief in our youth and in the power of positive action.

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The Great Kindness Challenge Team believes whole-heartedly in collaboration and cooperation. We believe that only by working together will we achieve our goal of **all students thriving in a kind, happy, supportive and respectful school environment**. We are extremely grateful to our partners who help us promote the culture of kindness on campuses nationwide and beyond!
The Great Kindness Challenge is a labor of love made possible by the dedication, commitment, vision and KINDNESS of many. Our hearts are filled with gratitude to everyone involved in making this trailblazing and transformational project so wildly successful.

To the following kind people, we offer high fives, three cheers and a standing ovation for their spectacular part in making The Great Kindness Challenge possible!!!

**The GKC Kindness Team (comprised of volunteers, interns, contractors & collaborators)**
- Heather Bensen, The Great Kindness Challenge Director
- Jennifer Hardy, Volunteer Graphic Artist
- Kirsten Kinney, Twitter Queen & Volunteer Marketing Advisor
- Gwen Meitchik, Facebook Queen
- Amanda Mascia, Special Projects
- Parul Chauhan, Kind Volunteer
- Stacey Crumrine, Kind Volunteer
- Mike Fladung, Kind Volunteer
- Toni Hood, Kind Volunteer
- Nicole Johnson, Volunteer Kindness Ambassador
- Carlsbad High School Interns

**The Kids for Peace Board of Directors**

**The three Carlsbad, CA schools which successfully piloted the GKC**
- Jefferson Elementary, Hope Elementary and Kelly Elementary

**Kind-Hearted Hand Theme Song Creators**
- Peter and Sheryl Seltser

And a great big thanks to YOU, for believing in the power of positive action. This is a true grassroots movement that would not be possible without visionary leaders like yourself.

Thank you ALL for helping us prove that KINDNESS MATTERS!

With great love and great gratitude,

Jill McManigal
Kids for Peace Co-Founder & Executive Director

Asia Moore
Kids for Peace Program Director
The Great Kindness Challenge is proudly presented by Kids for Peace, a global 501(c)(3) nonprofit that provides a platform for young people to actively engage in socially conscious leadership, community service, arts, environmental stewardship and global friendship. Kids for Peace was co-founded in 2006 by a high school honors student and a mother of two young children who was an elementary school teacher. What started organically as a neighborhood group of kids wanting to make our world a better place, has grown into an interconnected network of young peace-builders worldwide.

In 2011, Kids for Peace was asked by an elementary school to help create a more positive, unified and respectful school environment. As a result, The Great Kindness Challenge was designed and then piloted in 2012 at three Carlsbad, California schools. Because of its innovative approach and wildly successful results, word spread and in 2015, 2,188,669 students in 4,128 schools participated and performed over 100 million acts of kindness.

At the heart of the Great Kindness Challenge is the simple belief that kindness is strength. We also believe that any action that’s repeated over and over becomes a habit. With the Great Kindness Challenge checklist in hand, students have the opportunity to repeat kind act after kind act after kind act. As kindness becomes a habit, the culture is shifted and peace becomes possible.

This is a grassroots movement to make our schools, communities and world a kinder and more compassionate place for all. We are grateful to you for helping implement The Great Kindness Challenge at your school. We invite you to encourage other schools to also take the challenge. Through word of mouth, The Great Kindness Challenge will continue to grow and cultures of kindness will thrive on campuses across the globe. Working together, we will indeed prove that KINDNESS MATTERS!

www.kidsforpeaceglobal.org