



# The Great Kindness Challenge



## The Great Kindness Challenge Toolkit

A turn-key resource to planning the *happiest week* of the year

2020-2021 Edition



## A Letter From The Executive Director

Hello Kind Friends!

It is with a full and grateful heart that we welcome you to The Great Kindness Challenge. Whether this will be your first time participating or if you are a seasoned Kindness Ambassador, your commitment to kindness is making a tremendous difference!

We are living through extraordinary times. With all that is going on in the world, life has never felt so delicate and unsettled. But we do not let that get us down! We remain optimistic and hopeful, knowing that kindness has the power to heal, uplift and unite us all.

This year marks the 10th anniversary of The Great Kindness Challenge. What started with three California schools back in 2012 has grown into a kindness movement with over 15 million students in 30,000 schools in 115 countries involved. Wow! To celebrate, we have chosen “KINDNESS UNITES” as this year’s unifying theme.

Our ten year anniversary and subsequent growth is only possible because of leaders like you. We thank YOU for dedicating yourself to giving youth the tools, opportunity and encouragement to care for themselves, their classmates, their community and our world.

We are so excited for this year’s Great Kindness Challenge. Let’s symbolically all hold hands and make this the biggest, brightest and happiest GKC yet!

Together, we will lift each other up, cheer each other on and show the world that kindness matters!!

With great gratitude and eternal optimism,

A handwritten signature in black ink that reads "jill mcmnigal". The signature is written in a cursive, lowercase style with a large, looping 'j' at the beginning and end.

Jill McManigal

Co-Founder & Executive Director of Kids for Peace, home to The Great Kindness Challenge

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# The Great Kindness Challenge & COVID-19

Whether your students are learning online or in-person, our curated GKC tools and resources support students in creating a culture of kindness and compassion while strengthening their social and emotional well-being.

Depending on your school's mode of learning, we recommend the below two ways of implementing The Great Kindness Challenge:

## The Great Kindness Challenge - Virtual Classroom Edition

[The Great Kindness Challenge - Virtual Classroom Edition](#) is designed for an online learning environment spanning over a period of 17 weeks and culminating during the official GKC week (January 25-29, 2021). During the official GKC week, we will celebrate & unite all GKC participating students worldwide!

Featuring the new online-friendly kindness checklist and 50 corresponding SEL-focused kindness lessons, students will actively create a culture of kindness while strengthening their social and emotional well-being.

## The Great Kindness Challenge - On Campus With Social Distancing

**The Great Kindness Challenge - Social Distancing Edition** is designed to be implemented on campus and it will take place during the official GKC week of January 25-29, 2021 (or whenever is best for your school).

This 2020-2021 Great Kindness Challenge Toolkit includes adaptations with social distancing precautions and the safety of our students, families and school staff members in mind. We believe the activities can be safely implemented on campus, however, we do ask that you carefully evaluate which activities fall in line with the health and safety protocols implemented specifically by your school and your local government.





# The Great Kindness Challenge

One Week. One Checklist. Infinite Happiness.

All kids deserve to learn in a safe, supportive and caring environment. The Great Kindness Challenge provides a powerful tool that actively engages students, teachers, administrators, families and communities in creating a culture of compassion, acceptance, unity and respect.



**About:** The Great Kindness Challenge is a proactive and positive SEL-focused bullying prevention program that improves school climate and increases student engagement. The Great Kindness Challenge - School Edition is one week devoted to performing as many acts of kindness as possible on campus. Using the provided kindness checklist, students accept the challenge and show the world that KINDNESS MATTERS!

Schools engaged in virtual learning are invited to implement the new [Great Kindness Challenge - Virtual Classroom Edition](#), a 17-week kindness program for grades 2-8. With an online-friendly kindness checklist and 50 corresponding kindness lessons, students will actively create a culture of kindness while strengthening their social and emotional well-being.

**Where:** Every school, everywhere

**How:** It's easy! Simply sign up and get access to the Great Kindness Challenge tools. With our turnkey tools, planning is a breeze!

**Who:** GKC - School Edition: all students, grades PreK-12. GKC-Virtual Classroom Edition: grades 2-8

**When:** GKC - School Edition: annually, the last week in January (January 25 - 29, 2021 or the best week for your school)

GKC-Virtual Classroom Edition: starts in the second week of September and spans over 17 weeks culminating during the official GKC week in January (or whenever best for your school)

## Our 2019-2020 Impact

Over 15 million students

15,000,452



Over 28 thousand schools

28,062



Over 750 million acts of kindness

750,022,600



Over 110 countries

115



**PREPARING FOR THE  
GREAT KINDNESS CHALLENGE  
(GKC)**

# PREPARING FOR THE GKC IN 3 STEPS

## 1. PRINT checklists for all students

Print age-appropriate kindness checklists for your students. You may use the editable kindness checklist to customize the acts of kindness specifically for your school community. The kindness checklist is an interactive tool that empowers every single student to “practice kindness” in their own way and at their own pace.

GKC - School Edition  
Socially Distanced Checklist  
Grades: 2-12



GKC - School Edition  
Socially Distanced Checklist  
(editable)  
Grades: 2-12



GKC - Junior Edition  
Socially Distanced Checklist  
Grades: PreK-1



## 2. PLAN complementary activities

Make the experience even more impactful by planning complementary activities from our favorite [A-Z Ideas](#) list! These [weekly schedule samples](#) will make planning of the GKC week a breeze!

The program has proven to be most successful when implemented as a school-wide event involving as many stakeholders as possible. Here are some easy suggestions on how to involve your [students](#), [school administration & staff](#), [PTA/PTO](#) and [community members](#) in making it an uplifting and transformational experience for all.

## 3. PROMOTE

1. Send [Save the Date](#)
2. Post GKC on school marquee
3. Feature GKC on district website and include in your district calendar
4. Feature GKC on your school website and in your newsletter
5. Prepare a [Press Release](#) and send to local media outlets
6. Include the [Parent Letter](#) in the weekly student envelope or eblast
7. Share the Great Kindness Challenge joy on social media using hashtags: #GreatKindnessChallenge, #KindnessUnites
7. Proudly display your [Kindness Certified School certificate](#) and [seal](#) at your school and on your website



# The Great Kindness Challenge

On Campus With Social Distancing

## Creating Kindness: A-Z Ideas

Participating in The Great Kindness Challenge is as simple as printing the kindness checklists, distributing them and encouraging student participation. Below are additional ideas to enhance the experience and multiply the impact for your students, school, community and the world!

### Assembly

Safely host an assembly or rally to kick off the official Great Kindness Challenge celebration week (January 25-29, 2021). Or, host an assembly at the end of the week to celebrate your students' accomplishments. For inspiration, check out our adapted [sample scripts](#). Alternatively, you may kick off the GKC celebration week with our inspirational GKC Kick Off Video (which will be released and shared in January 2021).



Assembly

Dr. Perter Marshall Elementary, Anaheim, CA

### Book

Use the [Kindness Matters: 50 Ways to Create a Kinder World](#) book to inspire conversations with your students. The book was created by students who participated in The Great Kindness Challenge. Invite your students to create their own classroom or school Kindness Matters book.



Bring Kindness to Your Community

Lunches for the homeless

Downtown Value School, Los Angeles, CA

### Bring Kindness to Your Community

Organize a [service project](#) to help your community: make sack lunches for the homeless, deliver coffee/pizza to service teams/essential workers, greet your community members with uplifting signs at a local grocery store, say thank you at your city council meeting, make Kindness Matters signs for your local hospital, nursing home, local businesses, or organize a clothing/toy drive for families in need.

### Checklist Check Point **New!**

Organize [Checklist Check Point](#) zones around campus to encourage students to complete specific acts of kindness from the GKC checklist.

### City Council Celebration **New!**

Partner with your city to celebrate your students' commitment to kindness at a City Council Meeting. This is a great way to honor an entire school district or just one school. [Learn more](#)



City Council Celebration

Carlsbad, CA

# CREATING KINDNESS A-Z CONT'D

## Coffee Shop Kindness

Invite your students to create [kind notes](#) and provide them to your local coffee shop to place on all their to-go beverage cups for the whole GKC week.

## 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.

## Community Kindness

[Engage your community in safe, fun and meaningful ways](#) on and off campus.

## Compliments For All **New!**

Share kind and encouraging words with a [compliment booth](#), compliment wall, [compliment board](#), and even a [compliment train](#)! We love seeing the creativity to sincerely compliment others!

## Conversation Starters

Print, cut and place the [conversation starters](#) (download word template from our GKC tools page) on lunch tables to enhance the act of kindness, "Sit with a new group of kids at lunch". You may also display the conversation starters at a designated Buddy Bench!

## Cruising for Kindness

Decorate your cars with kind uplifting designs to spread the message of kindness out to your community! A socially distanced car parade is a fun way to kick off or to celebrate the GKC week!

## Decorate Your School

Decorate your doors, halls, walls, pillars and posts with inspiring kindness art and decor. Check out [these beautiful ideas](#) from schools world-wide!

## Essay Contest

Host a kindness-themed essay contest.

## Family Edition

Extend The Great Kindness Challenge beyond the school walls! Access [The Great Kindness Challenge Family Edition](#) checklist [HERE](#) and invite your school families to join the kindness movement!



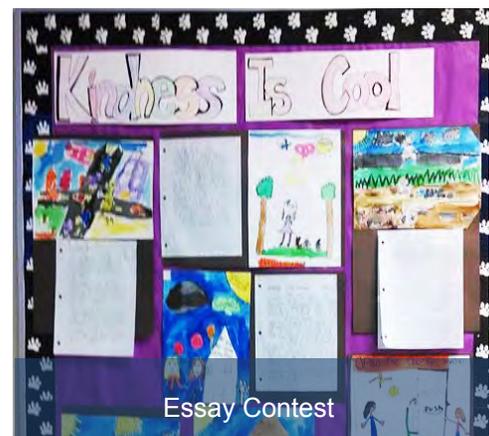
Compliment Booth  
Muraoka Elementary



Conversation Starters  
Kreinhop Elementary School, Spring, TX



Cruising for Kindness



Essay Contest

# CREATING KINDNESS A-Z CONT'D

## Fence Decorating

Spell out a kind message on a chain-link fence.

## Follow Us On Social Media & Share Your Experience

Find us on Instagram (@kidsforpeace, @thegreatkindnesschallenge), Twitter (@kidsforpeace), and Facebook (@thegreatkindnesschallenge). Make sure to include our Great Kindness Challenge hashtags to promote kindness! #GreatKindnessChallenge, #KindnessUnites, #KindCoins, #KidsforPeace, #KindnessMatters

## Give the Earth a Kind Helping Hand

Organize a school-wide campus clean up.

## Gratitude Jars **New!**

Practice gratitude by creating a classroom gratitude jar. Ask students daily to write down their gratitude statements and add to the jar.

## Heart Photo (live or virtual)

If it is safe to do so, gather your students to take a school-wide heart photo. Alternatively, make a [schoolwide \(or classwide\) heart-shaped photo collage](#) using this [template](#).

## Incentives

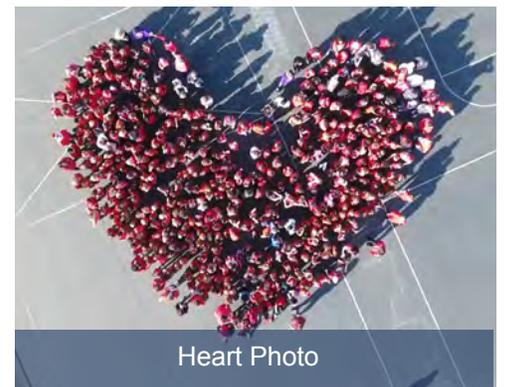
- Provide school-wide incentives to encourage collaborative participation, such as: a special principal dance or inspirational stunt, extra recess time, no homework night, pizza party, ice cream social, uniform-free day, celebrity visitor. Need inspiration? Check out: "[Carlsbad Elementary School Goes 'Gangnam Style'](#)" or "[The Great Kindness Challenge Founding School District Takes Kindness to New Heights](#)".
- Invite a pro athlete, local celebrity or a famous alumnus to the school to congratulate students for their participation in The Great Kindness Challenge.
- Partner with local businesses to provide incentives, such as: an ice cream parlor for an ice cream social, a pizza place to host a pizza party, bakeries to provide kindness-themed cookies/cupcakes or businesses can provide discounts/coupons.
- Provide individual incentives for students who complete the challenge, like Kindness Matters bracelets or Kindness Certified Student Stickers ([order here](#)), a homework pass, stickers, pencils, gift certificates, books, you name it!
- Customize and print our new Kindness Certified Student certificates.



Decorate Your School  
Littleton High School, Littleton, CO



Fence Decorating  
Dunlap, IL



Heart Photo



Certificate Incentives  
Hawthorn Elementary School North, Vernon Hills, IL

# CREATING KINDNESS A-Z CONT'D

## Join Together for a Social Distanced Community Kindness Tunnel

If it is safe to do so, invite community members (e.g., police, firefighters, elected officials, etc.) to join staff members in welcoming students with waves, encouraging signs and smiles. Ideally host the Community Kindness Tunnel outdoors using chalk-drawn “saftey bubbles” (6 feet apart) for community members to stand in.

## Joy Journals **New!**

Help students create their own Joy Journals where they list “3 Good Things” everyday.

## Judges **New!**

Invite community members to judge a kindness-themed essay, poetry, poster or art “contest.”

## Kindness Ambassador Program

Become a Kindness Ambassador and help us create a culture of kindness on campuses worldwide! [Learn more](#)

## Kindness Cart **New!**

Become a Kindness Ambassador and help us create a culture of kindness on campuses worldwide!

## Kindness Chain

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

## Kind Coins for Mexico

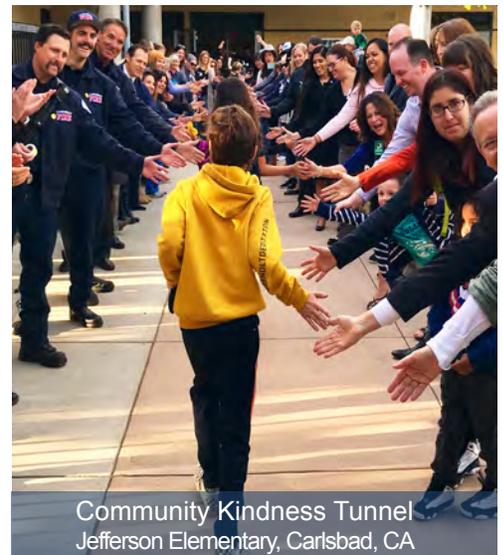
Due to COVID-19, we have not been able to begin building our new school and friendship center in Tijuana, Mexico. We have not yet reached our fundraising goal, so we invite all Great Kindness Challenge participating students and families to continue helping raise funds for this important project. We have an inspirational campaign video, learning guides, and more so you can re-introduce this life-changing campaign to your students. [Check it out!](#)

## Linked by Love **New!**

Let's set a Guinness World Record for the longest recycled paper chain with messages of love and hope. [Learn more](#)

## Love-A-Thon **New!**

Host a [Love-A-Thon](#) to help raise funds to grow the kindness movement.



Community Kindness Tunnel  
Jefferson Elementary, Carlsbad, CA



Kindness Chain  
Clark Magnet High School



Kindness Cart



Linked By Love

# CREATING KINDNESS A-Z CONT'D

## Lunch Tray Love **New!**

Invite your cafeteria workers to surprise students with [uplifting notes](#) placed on their lunch trays.

## Marquee

Post The Great Kindness Challenge on your school marquee.

## Mix It Up Lunch **New!**

Encourage students to sit with new friends using this fun color coded method. [Learn more](#)

## News Coverage

Highlight The Great Kindness Challenge in your school newspaper, radio station or television station and promote the GKC in your local media. Check out our [Media Section](#).

## Outreach

Inform parents/guardians about The Great Kindness Challenge with our [Parent Letter](#) (available in English and Spanish), schoolwide “all calls”, website announcements and e-mail blasts. Encourage parents/guardians to cheer on their child(ren) as they complete their 50 acts of kindness.

## Parade **New!**

Make the message of kindness loud and clear with happy signs, drums, bells and whistles as you host a school-wide [kindness parade](#)!

## Proclamation

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

## Photo Booths

Host a kindness photo booth and show off your big kind smiles!

## Quotes

Start each day with a kindness quote read over the school's intercom system. For inspiration, here are some [Kindness Quotes](#). Invite a public official, celebrity or other esteemed guest to read the daily quotes.



Marquee  
Col. John Robinson School



Mix It Up Lunch  
Jefferson Elementary, Carlsbad, CA



Proclamation  
Middletown Township Public Schools



Photo Booth  
Pelham Memorial School

# CREATING KINDNESS A-Z CONT'D

## Recess Kindness Station

Have a designated space where students can work on their challenges, like writing thank you notes, painting Kindness Matters signs and decorating hearts. Encourage the community to volunteer at the [Kindness Station](#).

## Reflection Ideas

Use our [reflection worksheet](#) to encourage and support your students in reflecting on their experience of giving and receiving kindness.

## School-to-School Kindness

Surprise a neighboring school with an act of kindness. Check out our [school-to-school ideas](#).

## Spirit Days

Check out [spirit days photo gallery](#) & [spirit days flyer](#) examples!

- Crazy for Kindness: Wear crazy hair.
- Kindness Rocks!: Dress like a rock star
- 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
- Peace, Love & Kindness Day: Hippie attire
- Round-Up the Kindness: Western attire
- Never Too Old for Kindness: Dress as a senior citizen
- Hats off to Kindness: Wear your favorite hat
- Shine Bright with Kindness: Wear neon clothes
- Share You Smile Day

## Staff to Staff Kindness

Surprise your colleagues with a special note and a little treat. It's sure to inspire extra smiles!

## STEAM

Incorporate kindness into your [STEAM](#) curriculum. Build, design, or explore kindness in creative ways. Make a Kindness Robot, create a Model of Kindness, design a Rube Goldberg Machine to demonstrate the impact of kind acts, or create your own innovative project.



Recess Kindness Station  
Hope Elementary, Carlsbad, CA



School-to-School Kindness



Spirit Days: Share Your Smile Day



Staff to Staff Kindness

# CREATING KINDNESS A-Z CONT'D

## Teacher Kindness Kits

Before the week begins, provide your teachers with everything they need for a successful Great Kindness Challenge week. Here is a [Sample Teacher Kindness Kit](#).

## Unite the Big and Small

[Partner older students with younger students](#) and complete a kind act or two together.

## Video

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 2019 News Coverage JOY!](#) Create your own video highlighting the joy of the week and feature it at a celebration assembly, on your school’s website, or on YouTube for the whole world to see. Make sure to share with Kids for Peace and we will feature it on our [videos page](#)!

## Wall of Wishes

Be part of the Wall of Wishes at the [Kids for Peace Friendship Center in Mexico](#).

## eXpress Appreciation with Kindness Cards

Encourage students to create kind cards for classmates, staff, family, or community members. Create a special kindness mailbox for students to place their kind notes.

## Yearbook

Feature The Great Kindness Challenge in your school’s yearbook.

## Zones for Kindness

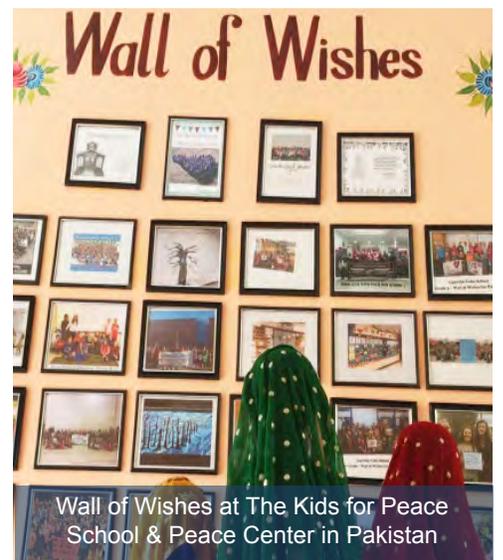
Create a special space in each classroom to work on The Great Kindness Challenge checklist, and adapt language arts centers or stations to include a kindness-themed activity.

## Zen for Ten **New!**

Encourage your students to be kind to themselves and spend 10 minutes each day stretching, doing yoga, meditating or [practicing mindfulness](#).



Teacher Kindness Kits  
Central Primary



Wall of Wishes at The Kids for Peace  
School & Peace Center in Pakistan



Kindness Cards  
Castleman Creek



Zones for Kindness

# PREK & KINDERGARTEN ADAPTATIONS

The Great Kindness Challenge (GKC) is appropriate for all grade levels, including our littlest learners, as it's never too early to start practicing kindness. Because of this, we created a Junior Edition checklist that is an abbreviated version of our School Edition kindness checklist.

Due to COVID-19, the Junior Edition checklist has been adapted with social distancing in mind. You may download all checklists from the [GKC tools page](#) on our Great Kindness Challenge website.

Please keep in mind that you can modify the challenges to fit your student and classroom needs, such as grouping the challenges into themes like gratitude, caring for our earth, and making new friends. We also encourage you to perform the challenges in groups and include as many visual clues as possible.

P.S. Spanish GKC - Junior Edition checklist is coming soon and will be available on to the GKC tools page.

**The Great Kindness Challenge**  
JUNIOR EDITION  
SOCIALLY DISTANCED

**Your Kindness Matters!**  
Complete as many acts of kindness as you can. Have fun!

**Acts of Kindness**

<input type="checkbox"/> Safely invite a new friend to play. 	<input type="checkbox"/> Wave at 25 people. 	<input type="checkbox"/> Make a wish for a child in another country. 
<input type="checkbox"/> Tell a joke and make someone laugh. 	<input type="checkbox"/> Compliment 5 people. 	<input type="checkbox"/> Be kind to yourself and eat a healthy snack. 
<input type="checkbox"/> Decorate 5 hearts and leave them for friends. 	<input type="checkbox"/> Entertain someone with a happy dance. 	<input type="checkbox"/> Say "Good Morning" to 10 people. 
<input type="checkbox"/> Help someone in need. 	<input type="checkbox"/> Thank someone who has helped you. 	<input type="checkbox"/> Create your own kind deed. 

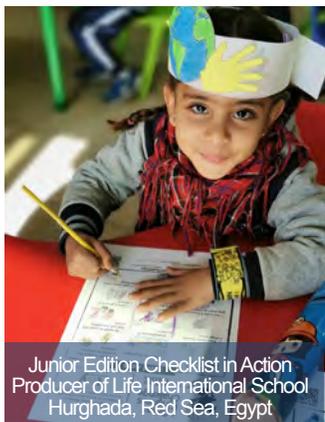
Kids for Peace Experience  
KidsforPeaceGlobal.org  
GreatKindnessChallenge.org

\_\_\_\_\_  
Your Name Here

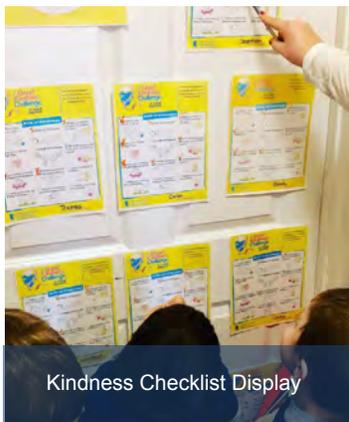
# PREK & KINDERGARTEN STUDENTS IN ACTION

## - PHOTO GALLERY -

Please note that all photos in this toolkit are taken pre-pandemic.



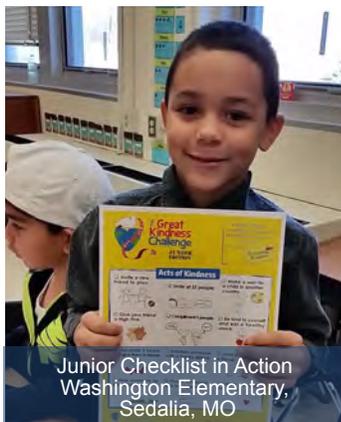
Junior Edition Checklist in Action  
Producer of Life International School  
Hurghada, Red Sea, Egypt



Kindness Checklist Display



Make & Display Kindness Sign  
Concordia Lutheran School  
Machesney Park, IL



Junior Checklist in Action  
Washington Elementary,  
Sedalia, MO



Bring Kindness To Your Community: Drive for an Animal Shelter  
Harrisonville Schools, Kindergarten Class, Harrisonville, MO



Kind Deeds Wall



Kindness Notes  
Nashville Primary School  
Nashville, AR



Gratitude Poster for school nurse  
Bailey Station Elementary, Kindergarten Class, Collierville, TN



Bring Kindness to Your Community  
'You're a Hero Cards' for Military Families



Spirit Day  
Colegio Cambridge de Monterrey, Monterrey, Mexico



Kindness Matters Posters  
Mission Estancia, Carlsbad, CA



Campus Clean Up  
Bright Horizons at Kendall Park, Kendall Park, NJ

# MIDDLE & HIGH SCHOOL ADAPTATIONS

The Great Kindness Challenge (GKC) is appropriate for all grade levels, including our middle and high schoolers! Most of the [Create Kindness A-Z Ideas](#) work for older students, but keep in mind: they 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
- 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 participating, 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
- Invite students to organize a community service project or be part of our Kind Coins for Mexico Campaign!
- Encourage students to post a kind act from the GKC checklist and post it on social media. Use #GreatKindnessChallenge and we will share these with the world!
- School to School Kindness. Plan a surprise act of kindness for a neighboring school
- Take a field trip to your local school to accomplish the kindness checklist together
- Bring your pep squad, marching band and athletic teams to a community kindness tunnel at another local school
- Carry out secret missions of kindness. To learn more check out [Secret Kindness Agents](#)
- Invite students to send kindness grams to their classmates.



Kindness Wall  
Highlands High School, Natrona Heights, PA



Kindness Wall  
Sec Tec ITESM, Juárez, Mexico



Kindness Incentives  
Hesperia High School, Hesperia, CA



Kindness Grams  
Fairfield High, Fairfield, CA

# MIDDLE & HIGH SCHOOL ADAPTATIONS

- CONTINUED -

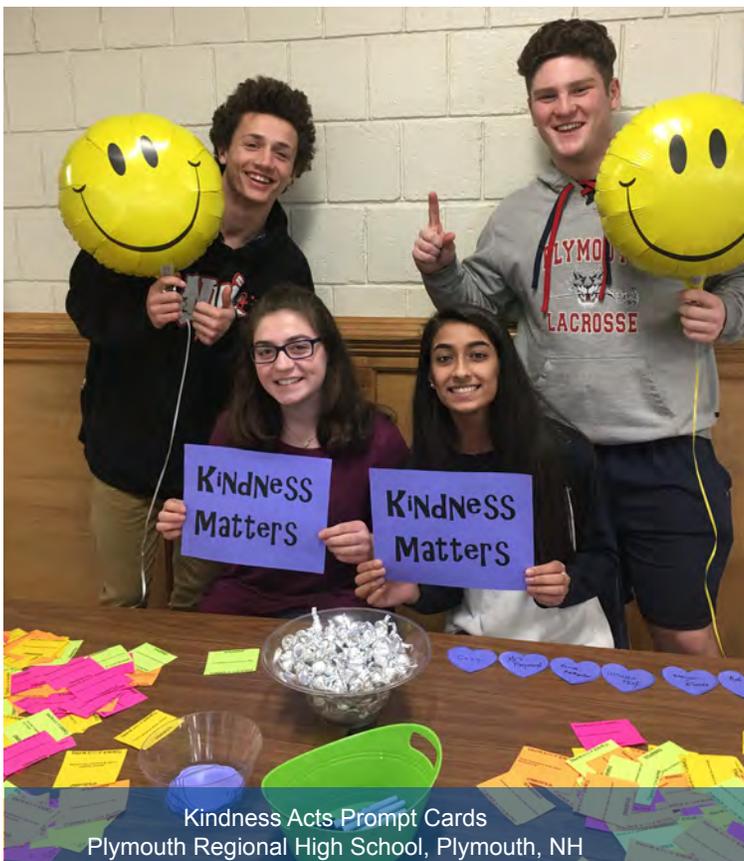
- Do an act of kindness for your elected officials
- Invite students to speak at your city council or school board meeting to encourage the entire community to be kind
- Decorate your sidewalks with chalk-drawn happy and inspiring messages
- Create & sell friendship bracelets to support Kind Coins for Mexico or other service project your students are supporting
- Host a kindness dance for senior citizens to raise money to support Kind Coins for Mexico or your local community
- In the spirit of the homecoming court, establish a Kindness Court by nominating a Kindness Queen, King, etc. to help promote kindness activities throughout the week
- Create a book club. Read and discuss books that promote empathy, social/emotional learning and compassion. Meet on a monthly basis to continue the kindness momentum
- Create a PSA to promote kindness on and off campus, in real life and online
- Partner with a local nonprofit to complete a joint service project
- Establish a Kindness Club to promote and implement The Great Kindness Challenge and keep the kindness going year-round



Positive Signs



Kind Coins Campaign  
AHS Augusta High School, Augusta, KS



Kindness Acts Prompt Cards  
Plymouth Regional High School, Plymouth, NH



Kindness Pep Rally  
Rucker Boulevard Elementary School, Enterprise, AL



Kindness Begins With ....

# MIDDLE & HIGH SCHOOL ADAPTATIONS

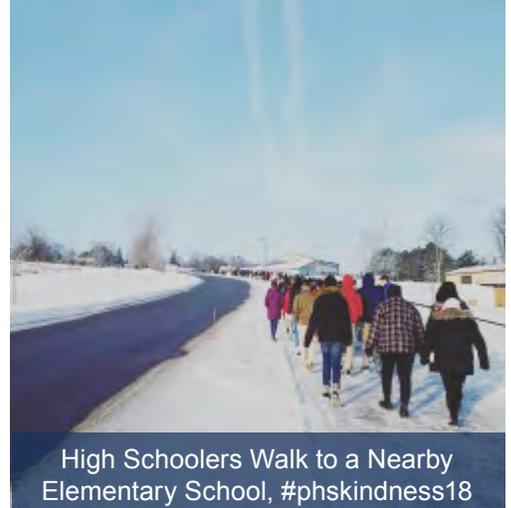
- CONTINUED -

## Unite the Big and Small

In recent years we have seen many beautiful examples of elementary, middle, and high schools joining together for The Great Kindness Challenge!



High Schooler Read to Younger Students  
Augusta High School & Ewalt Elementary, Augusta, KS



High Schoolers Walk to a Nearby  
Elementary School, #phskindness18



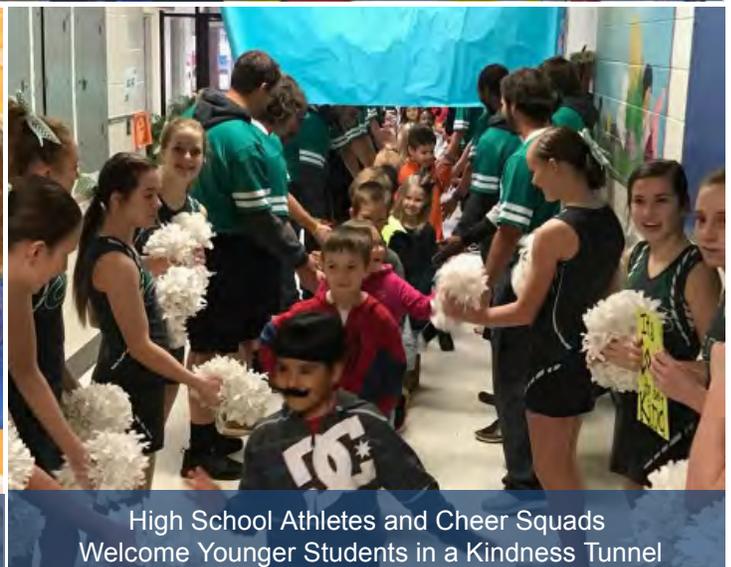
Cooperative Games, Paragould High  
School & Baldwin Elementary



High Schoolers Read to Younger Students, #phskindness18



Middle Schoolers Play Kindness Game with Younger  
Students, GSB School



High School Athletes and Cheer Squads  
Welcome Younger Students in a Kindness Tunnel

# MIDDLE & HIGH SCHOOL STUDENTS IN ACTION

- PHOTO GALLERY -



Unite The Big and Small  
Principled Academy, San Leandro, CA



Kindness Matters Sign  
Snelson Golden Middle School



School-to-School Kindness  
Grange Middle School, Fairfield, CA



Kindness Station  
Collegio San Patricio



Raffle Tickets (Checklists)  
Manchester Middle, Manchester, MI



Wall of Appreciation  
Manchester Middle, Manchester, MI



Kindness Chain  
Whiteaker Middle, Keizer, OR



Kind Coins Campaign  
Fairfield High School, Fairfield, CA



Spirit Days  
Fairfield High School, Fairfield, CA



Kindness Posters  
Lenoir City Intermediate Middle School, Lenoir City, TN

# MIDDLE & HIGH SCHOOL STUDENTS IN ACTION

- PHOTO GALLERY CONT'D -



Kindness Posters, Burroughs Middle School



Twitter Frame: Kindnes is Trending Here



Wall of Kindness, HMS Bears



Kindness Station, York Chester Middle School



Photo Booth



Kindness Matters School Cake, City Hill Middle School

# WEEKLY SCHEDULE SAMPLES

## Sample 1

**Monday:** Welcome all students to school with a Community Kindness Tunnel; Distribute [GKC checklists](#); show video (Official Great Kindness Challenge Kick Off Video); 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-Kindness Counts

**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 Mexico 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 book reading activity (older students read with younger students)

**Friday:** Celebration assembly or celebration car parade

## Sample 3

### Elementary School

Monday	Tuesday	Wednesday	Thursday	Friday
Distribute GKC Checklists	Kindness Quote	Kindness Quote	Kindness Quote	Celebration Assembly
Kick-Off Assembly	Recess Kindness Station	Recess Kindness Station	Recess Kindness Station	Kind Coins Service Project Wrap Up
Launch Kind Coins Service Project	Spirit Day (dream of kindness - PJs)	Spirit Day (team kindness – sports attire)	Spirit Day (peace, love & kindness – hippie attire)	Spirit Day (school colors)

### Middle School/High School

Monday	Tuesday	Wednesday	Thursday	Friday
Distribute GKC Checklists in English Class	Kindness Quote	Kindness Quote	Kindness Quote	Celebration Assembly/Rally
Kick-Off Segment on School TV	Lunch Time Kindness Station	Lunch Time Kindness Station	Lunch Time Kindness Station	Kind Coins Service Project Wrap Up
Launch Kind Coins Service Project	Spirit Day (dream of kindness - PJs)	Spirit Day (team kindness – sports attire)	Spirit Day (peace, love & kindness – hippie attire)	Spirit Day (school colors)



# The Great Kindness Challenge

Weekly Schedule of Activities: January 25 - 29, 2021

## MONDAY

**distribute  
GKC  
checklists**

**kick-off  
assembly**

**launch Kind  
Coins for Mexico  
campaign**

## TUESDAY

**morning  
kindness  
quote**

**recess  
kindness  
stations**

**spirit day:  
dream of kindness  
(pajama day)**

## WEDNESDAY

**morning  
kindness  
quote**

**recess  
kindness  
stations**

**spirit day:  
team kindness  
(sports attire)**

## THURSDAY

**morning  
kindness  
quote**

**recess  
kindness  
stations**

**spirit day:  
tied together  
by kindness  
(wear a tie)**

## FRIDAY

**wrap up  
assembly**

**wrap up  
Kind Coins  
for Mexico  
campaign**

**spirit day:  
peace, love  
and kindness  
(hippie day)**



# The Great Kindness Challenge

Weekly Schedule of Activities

**MONDAY**

**TUESDAY**

**WEDNESDAY**

**THURSDAY**

**FRIDAY**

# 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, Clubs, 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 GKC week (school marquee, promotional posters, flyers, etc.)
3. Choosing Spirit Days
4. Preparing Teacher Kindness Kits
5. Choosing/Judging Contests (essay contest or door decorating contest)
6. Recess Kindness Stations
7. Daily Kindness Quotes
8. Incentives to get student body fired up
9. Documenting the week with photos and videos

Share  
the video with your  
students:  
"KINDNESS  
MATTERS! Easy  
Ways YOU Can  
Make Your School a  
Kinder Place!"



Students discuss ideas for the GKC week



Courtesy of Coachella Valley Unified



Students make Teacher Kindness Kits

# ADMINISTRATION & STAFF INVOLVEMENT

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 are comprised 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 \(video\)](#)
- [Great Kindness Challenge Informational Flyer](#)
- [Great Kindness Challenge Webinars \(recorded webinars\)](#)

## 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 and events
- 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 Mexico Flyer](#)



# Teacher Kindness Kit Letter

(download word doc template from GKC tools page)

## The Great Kindness Challenge Teacher Information and Schedule of Events 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:

- Schedule of Activities
- Daily Kindness Quotes
- A Great Kindness Challenge Checklist for each student in your class
- A sweet treat for being awesome! Thanks for your help in making this a successfully KIND week!
- Parent Letter to be sent home Thursday prior to the GKC week
- Spirit Days flyer

Thank you!

Your Great Kindness Challenge Coordinators

# Sample Teacher Letter

Provided by Magnolia Elementary in Carlsbad, CA and adapted for the 2020-2021 GKC dates.

## 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.

- GKC Parent Letter to be sent home **Thursday, Jan. 21st.**
- Teacher Idea List
- A Great Kindness Challenge Checklist for each student in your class.
- 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)
- A 'Kindness Matters' bracelet for each student in your class. A gift from the PTA! Feel free to keep the extras.
- Spirit Days flyer
- A sweet treat for being awesome! Thanks for your help in making this a successfully KIND week!

### **Schedule**

#### **Thursday, January 21st:**

GKC Parent Letter 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 hippie 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)

Thank you! Your Great Kindness Challenge Coordinators

# 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 an available budget to purchase incentive items from the Great Kindness Challenge [store](#). If that might be an option for your school, please mark your calendars for a big merchandise sale event that we host annually in celebration of the World Kindness Day on November 13th.

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.)



Parent Society Volunteers, AIM Mexico

# COMMUNITY OUTREACH / INVOLVEMENT

## 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 (e.g., 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 acts
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 a 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 a city council meeting to receive the proclamation. [Learn more.](#)
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

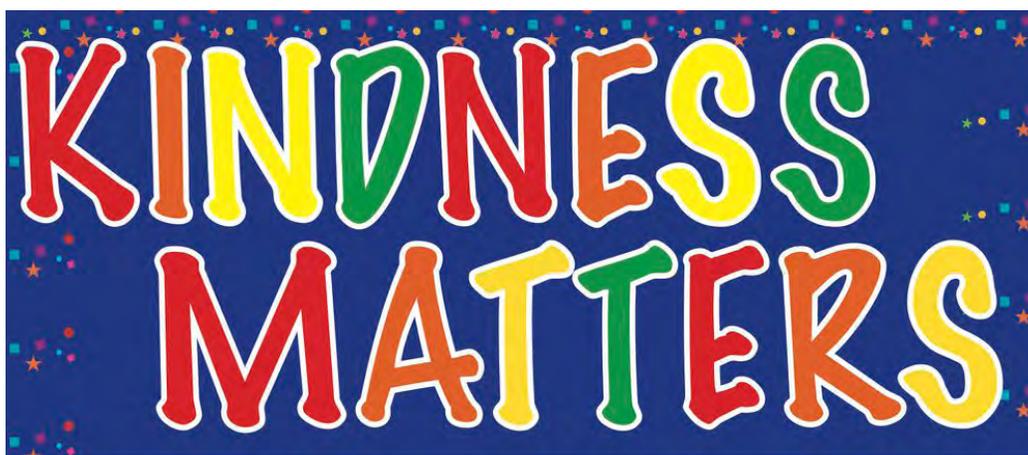
##### Ways your local community can help after The Great Kindness Challenge:

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

# COMMUNITY OUTREACH / INVOLVEMENT

## Community Kindness

To create a consistent and positive message throughout your school and community, invite your community (businesses, service organizations, school board, city offices, and more) to display kind messages on their digital billboards and marquees. These will serve as great reminders for all students and community members.



Arkadelphia Public Schools encourages community members, businesses and churches to come together and participate in The Great Kindness Challenge, January 29-February 2, 2018. The Great Kindness Challenge is a positive, proactive bullying prevention initiative, reaching millions of students during the last week of January every year.

In order to create a consistent, positive message throughout our school and community, we are asking our business community and churches to display kind messages on their digital billboard or marquee. These will serve as great reminders for our students and all community members.



Visit [greatkindnesschallenge.org](http://greatkindnesschallenge.org) for more information.

Courtesy of Arkadelphia Public Schools

**CREATING KINDNESS A-Z  
(RESOURCES)**

# ASSEMBLY/ RALLY SCRIPTS

## Assembly/Rally Tips to Engage ALL Children (Introverts and Extroverts)

Created in collaboration with occupational therapist Kathy Patten & ambassador for sensitive kids, Emma Lesko.

We understand that all children are unique and respond differently to rallies and assemblies. The below tips will help you be sensitive to all children, especially those who are more introverted or have sensory sensitivities.

- Keep assemblies at 20 minutes
- Play low-volume calming music as children enter (gentle rhythmic drumming works best)
- Dim the lighting, spotlight the speaker if possible
- Incorporate moments of stillness throughout (i.e. 4-7-8 deep breaths) before transitions
- One at a time of the following: Loud, flashy, or movement (all 3 together is harmful for many kids)
- If doing a loud “Kindness Matters” cheer, funnel down the KINDNESS MATTERS cheer so it stops with a whisper, and funneled down arm movement. -“Sometimes kindness is being quiet”
- Keep dancing activities under 30 seconds. If possible, tell kids how long it will last, or indicate with a timer on a screen.
- Follow up most stimulating peaks with a quick focused activity.” i.e. statues in their seats, kind facial expressions, kindest nonverbal gestures, think about favorite kindness heroes”
- Focused activity on way out (i.e. think of a unique kind act to do this week)



Courtesy of Lackamas Elementary, Yelm, WA

## Sample Kick-off Rally Script 1



### Great Kindness Challenge Kick-Off Assembly Video Version - 2021

*This rally incorporates two videos, firefighters, police officers and the mayor. If you can't include your community in this way, staff and/or parents can fill in. Please be sure to keep safety in mind and incorporate social distancing as needed.*

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

Welcome to our Great Kindness Challenge Kick-off assembly!! 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!!

The Great Kindness Challenge started 10 years ago with just 3 schools in California and now there are over 15 million students in 30,000 schools and 115 countries participating in The Great Kindness Challenge! We are part of a kindness revolution!

Check this out! (Show Official 2021 GKC Kick-off video – available in January.)

KINDNESS UNITES! I love it! Even through this crazy pandemic, we remain optimistic and hopeful because we know that kindness has the power to heal, uplift and unite us all.

I'm fired up! Let's do this!

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! Super easy!

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

**Class/Group:** 1, 2, 3....WAVE!

*Entire school waves for 30 seconds with upbeat 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 follow 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 and if possible, presents a proclamation. (See tools page for a [proclamation template](#).)*

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. (*point to checklist*) It says, "Make a wish for a child In another country." This year, we are going to help build a new school and friendship center in Mexico and make their wish come true. We're going to take part in "Kind Coins for Mexico." This project was started last year, but because of the pandemic, it has been delayed. Check this out. (*Show [Kind Coins for Mexico video](#).*)

Wow! It's amazing to think that we can help bring joy to our friends in Mexico! 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*) across our southern border to our friends in Mexico.

Our school is also going to help set a Guinness World Record!! We are taking part in the Linked By Love campaign where we'll help make the world's longest paper-chain ever. Each link will be decorated with messages of love & hope. There will be 100 miles of inspiration to remind the world that KINDNESS UNITES! Here's my message of love and hope (*holds up paper link with message decorated on it*). What's yours?

Optional: Show the [Linked By Love video](#) by Giancarlo Esposito

A Guinness World Record? That's so cool! I can't wait to share my message of love and hope with the world. Just thinking about it makes me happy! And speaking of happy, I'm ready for another challenge. Let's do "Entertain someone with a HAPPY dance." 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.

Do you know what else makes me happy? Spirit Dress-up Days make me happy! This week, we are going to dress up each day with different kindness themes. My friends will show you how it’s done! Are you ready for a little kindness fashion show? Come on out friends!

(One by one, students dressed up in the theme will come to the microphone and announce their spirit day.) **Fill in the script with your chosen Spirit Days. Delete this part if you are not doing Spirit Days.**

Hello! My name is \_\_\_\_\_. I believe kindness is cool at any age. Tuesday will be “Never Too Old for Kindness” Day.

Hi! I’m \_\_\_\_\_ and there’s no doubt about it, kindness makes me want to SING!!! Wednesday will be “Kindness Rocks” Day, so wear your favorite rock-n-roll clothes and show your kindness spirit.

Hey Friends! My name is \_\_\_\_\_ and I’m ready to “Yee-Ha” on Thursday. It’s going to be “Round Up the Kindness” Day, so pull on your boots and put on your hat! We’re going to have some good kind fun!

Hello! I’m \_\_\_\_\_ and I’m a proud (fill in your school name and mascot). On Friday we will wear our school spirit wear to show “Kindness the (fill in school name) Way” because KINDNESS MATTERS at (fill in school name)!

That was GREAT!! Let’s keep the kindness flowing with a happy cheer!! Will you please help us out?

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 join together and make this the happiest week ever. So remember, when you get your kindness checklist from your teacher, do as many kind acts 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. (Check out [incentive ideas](#).)

That is so cool! (Principal’s name), you are awesome! I sure am fired up and ready to go!! Have fun everyone and remember....every kind act matters, NOT just this week...but ALWAYS! Kindness is strength. Kindness is fun. And....

**Entire Class:** KINDNESS UNITES!

Thank you for coming!! Bye!!

(Play [The Great Kindness Challenge Theme Song](#) as students leave the assembly.)

## Sample Kick-off Rally Script 2

Download an editable  
Word doc from our  
online tools page!

### Great Kindness Challenge Kick-Off Assembly No Video Version - 2021

*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. Please be sure to keep safety in mind and incorporate social distancing as needed.*

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

Welcome to our Great Kindness Challenge Kick-off assembly!! 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!!

The Great Kindness Challenge started 10 years ago with just 3 schools in California and now there are over 15 million students in 30,000 schools and 115 countries participating in The Great Kindness Challenge! We are part of a kindness revolution!

I am so happy to join together with kids all over the world. This year's theme is KINDNESS UNITES! We've been through a lot this past year and now is the time to come together, lift each other up and cheer each other on. We will do that through The Great Kindness Challenge.

I'm fired up! Let's do this!

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! Super easy!

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

**Class/Group:** 1, 2, 3....WAVE!

*Entire school waves for 30 seconds with upbeat 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.*

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 and if possible, presents a proclamation. (See *tools page* for a [proclamation template](#).)

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. (*point to checklist*) It says, "Make a wish for a child in another country." This year, we are going to help build a new school and friendship center for friends in Mexico and make their wish come true. We're going to take part in "Kind Coins for Mexico." This project was started last year, but because of the pandemic, it has been delayed and will be completed this year.

Wow! It's amazing to think that we can help bring joy to our friends in Mexico! 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*) across our southern border to our friends in Mexico..

Our school is also going to help set a Guinness World Record!! We are taking part in the Linked By Love campaign where we'll help make the world's longest paper-chain ever. Each link will be decorated with messages of love & hope. There will be 100 miles of inspiration to remind the world that KINDNESS UNITES! Here's my message of love and hope (*holds up paper link with message decorated on it*). What's yours?

A Guinness World Record? That's so cool! I can't wait to share my message of love and hope with the world. Just thinking about it makes me happy! And speaking of happy, I'm ready for another challenge. Let's do "Entertain someone with a HAPPY dance." 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.*

Do you know what else makes me happy? Spirit Dress-up Days make me happy! This week, we are going to dress up each day with different kindness themes. My friends will show you how it's done! Are you ready for a little kindness fashion show? Come on out friends!

(One by one, students dressed up in the theme will come to the microphone and announce their spirit day.) **Fill in the script with your chosen Spirit Days. Delete this part if you are not doing Spirit Days.**

Hello! My name is \_\_\_\_\_. I believe kindness is cool at any age. Tuesday will be “Never Too Old for Kindness” Day.

Hi! I’m \_\_\_\_\_ and there’s no doubt about it, kindness makes me want to SING!!! Wednesday will be “Kindness Rocks” Day, so wear your favorite rock-n-roll clothes and show your kindness spirit.

Hey Friends! My name is \_\_\_\_\_ and I’m ready to “Yee-Ha” on Thursday. It’s going to be “Round Up the Kindness” Day, so pull on your boots and put on your hat! We’re going to have some good kind fun!

Hello! I’m \_\_\_\_\_ and I’m a proud (fill in your school name and mascot). On Friday we will wear our school spirit wear to show “Kindness the (fill in school name) Way” because KINDNESS MATTERS at (fill in school name)!

That was GREAT!! Let’s keep the kindness flowing with a happy cheer!! Will you please help us out?

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 join together and make this the happiest week ever. So remember, when you get your kindness checklist from your teacher, do as many kind acts 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. (Check out [incentive ideas](#).)

That is so cool! (Principal’s name), you are awesome! I sure am fired up and ready to go!! Have fun everyone and remember....every kind act matters, NOT just this week...but ALWAYS! Kindness is strength. Kindness is fun. And....

**Entire Class:** KINDNESS UNITES!

Thank you for coming!! Bye!!

(Play [The Great Kindness Challenge Theme Song](#) as students leave the assembly.)



Courtesy of Lt. Peter M. Hansen Elementary School Canton, MA

## The Great Kindness Challenge Wrap Up Assembly Script

Download an  
editable Word doc  
from our online  
tools page!

*This script came from Magnolia Elementary School in Carlsbad, CA.*

Good Morning (*name of school*)! Well, our Great Kindness Challenge Week is coming to an end. Did you have FUN!? Did you put a lot of checks on your checklist!? Let's all complete a couple more KIND acts together. Ready? Wave/Smile at 25 people (while staying seated!)...GO! We can never have too many smiles! Ok, now let's learn to say HELLO in another language. Let's go with Hebrew first. Repeat after me, "Shalom!"

How about French, "Bon jour!" Let's do Swahili, "Jambo" How about Finnish: "Hyvaa Paivaa" hahaha – gotcha that is a tough one!

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 every day, by the time you are my age (and seriously that is a loooooong 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.

STUDENT COUNCIL: 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*)!!



*Courtesy of Jefferson Elementary, Carlsbad, CA*

# City Council Celebration

Partner with your City Council to celebrate The Great Kindness Challenge and honor your students' commitment to kindness. This is great for an entire school district or just one school.

## For School Districts

**Step 1:** Reach out to your local city council office and ask if they will help you celebrate the schools within your district that participated in The Great Kindness Challenge. Ask for approximately 10-15 minutes of time at an upcoming city council meeting. Most city councils need 1-3 months of prior notice.

**Step 2:** Schedule the date and time for the celebration.

**Step 3:** Invite the schools in your district to choose 1-2 students and one adult leader (ideally the principal) to represent their school at the celebration. See [Invitation Example](#)

Step 4: Plan the agenda: 1. Words of congratulations from the Mayor and presentation of [proclamation](#) 2. Inspirational remarks from a student (why kindness matters, the importance of kindness, the impact kindness has on my life, etc.) 3. If time permits, show a compilation video or slideshow highlighting the joy of the GKC week. 4. Presentation of Kindness Certified School and Student certificates to student representatives by the mayor, city council members and school principals 5. Group Picture 6. Closing remarks

**Step 5:** Invite the media to attend. See Media Section (Asia, please link)

**Step 6:** A few days before the celebration, communicate with all student representatives and their families the expectations and event details.

**Step 7:** Print out Kindness Certified School and Kindness Certified Student certificates. Each student rep will receive a certificate on behalf of their school to pass on and one [student certificate](#) with their name on it to keep.

**Step 8:** Make a list of all attending schools and their student representatives. Give the list to the person who will be calling out names for the presentation of Kindness Certified School & Student certificates.

**Step 9:** On the day of the event, welcome all student representatives and their families to the meeting. Escort them to their seats. Helpful tip is to have the students sit in the order they will receive their certificates.

**Step 10:** Enjoy the celebration! Be sure to get individual photos and some group shots.

**Step 11:** If it is acceptable, excuse the students and their families to go home after the presentation since it will most likely be on a school night.

**Step 12:** Follow up with the city council to thank them for their kindness.

## For Schools

Follow all the steps above, but instead of having student representatives from each school, have a student representative from each classroom or grade level at your school.



# Kind Coins Campaign

## What

Kids for Peace, home to The Great Kindness Challenge, empowers youth to become global citizens and compassionate philanthropists. [The Kind Coins Campaign](#), is a unifying service project to help a community in need. We invite you to share our previous campaigns with your students by watching the joyful and inspiring videos. Smiles guaranteed!

## 2020-2021 Kind Coins for Mexico Campaign

We are excited to invite all Great Kindness Challenge participating students to help raise funds to build a new school and friendship center in Mexico. Thanks to the generous students and their communities we have already raised over \$60,000! We will continue raising funds until we reach our goal of \$120,000 to build the much needed school and friendship center. We invite everyone, everywhere to be part of this [life-changing campaign!](#)



## 2019 Kind Coins for Liberia Campaign

Thanks to the generosity of students in more than 120 schools, we are celebrating the completion of the [much-needed health clinic in Paynesville, Liberia](#). We invite you to watch the [video of the finished health clinic](#) which now serves hundreds of families.



## 2018 Kind Coins for Hurricane Relief Campaign

Students built [playgrounds](#) in response to the devastating 2017 hurricane season.

Leading with kindness and compassion, the students & families who participated in The Great Kindness Challenge wanted to help. The idea of building new playgrounds at schools in hurricane-impacted communities in Texas, Puerto Rico and Florida was born. More than 80,000 students participated in this campaign and demonstrated how everybody has a role to play in creating a kinder world. Hasbro, Inc., through its BE FEARLESS BE KIND philanthropic initiative, matched the funds raised, to ensure all playgrounds could become a reality.



## 2017 Kind Coins for Pakistan Campaign

Students built [a school and peace center](#) in Loralai, Pakistan.

In 2017 students met Dua, a 10 year old Pakistani girl who courageously spoke on behalf of her community which did not have a safe school or access to quality education. Thanks to the extraordinary students from 157 schools, the Kids for Peace school and peace center was officially opened in October 2017. Since then, over 350 students have been enjoying this [beautiful peace-centered school](#).



## 2016 Kind Coins for Kenya Campaign

Students [built a school](#) in the remote village of Mikei, Kenya.

Through an eye-opening yet joyful video story, students learned about Magi, her community and her dream of a new school. Students across the nation joined together to raise #KindCoins to make this dream of a new school a reality. The school was officially opened in August, 2016 and since then has been serving 180 students, providing them with a foundation for life-long learning. The video of the finished school was shared with all students celebrating the beautiful new school and the power of kindness and collective action!



# Kind Coins for Mexico

## What

Kind Coins for Mexico is a unifying service project to build a school and friendship center in Mexico. Thanks to the generosity of our students and communities we have already raised over \$60,000! We know that with your help we can reach our goal of \$120,000 and make Nicole's dream come true. All Great Kindness Challenge students, families and communities are invited to participate in this life-changing campaign.

## When

Now until March 1, 2021. All raised funds are due by March 1, 2021.

## Why

- All children in the world deserve to have access to education so they can have happy and fulfilling life.
- Responding to the needs of others teaches empathy and compassion.
- Learning about global issues helps students to be active global citizens.
- This is a dynamic way to fulfill one of the 50 acts of kindness, "Make a wish for a child in another country."
- To unify all Great Kindness Challenge schools around one common service project. Kindness is working together!

## How

1. Watch our ["Kind Coins for Mexico" video](#).
2. Use the video as catalyst to discuss the need for a school and friendship center in Mexico. You may use the grade appropriate Video Learning Guides (available on the GKC tools page on our website).
3. Invite your students to help raise funds to build the new school and friendship center.
4. Each student creates his/her own "Kind Coins for Mexico" 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 campaign, collect the money, count it, and complete the Kind Coins for Mexico Contribution form.
7. Mail a check or money order along with the Kind Coins for Mexico contribution form and Wall of Wishes photo (optional) to Kids for Peace Headquarters (1302 Pine Avenue, Carlsbad, CA 92008). If the check is issued by an individual or a school district on behalf of a school, please in the memo include the name of the school so we can give appropriate credit.

**Where does the money go?** The raised funds will go to build a school and friendship center in Mexico. All collected money is mailed to Kids for Peace (501c3 #26-1564351), the nonprofit that hosts The Great Kindness Challenge. Kids for Peace is partnering with a Mexico-based partner. The entire process will be documented with photos for you to share with your students.

# Kind Coins for Mexico Contribution Form and Directions

Thank you for participating in our Kind Coins for Mexico campaign. Your students will bring much joy to our friends in Mexico. We are so very grateful.

**School Name:** \_\_\_\_\_

**Contact Person (Full Name):** \_\_\_\_\_

**Email:** \_\_\_\_\_

**School Street Address:** \_\_\_\_\_

**School City, State and Zip Code:** \_\_\_\_\_

**School District:** \_\_\_\_\_

**Amount Raised:** \_\_\_\_\_

**Check, Cashiers Check or Money Order Number:** \_\_\_\_\_

**Approximately how many students participated in collecting Kind Coins?** \_\_\_\_\_

We will build a “Wall of Wishes” at the new school and friendship center and would be proud to feature your students photo and their wish.

Mail a check or money order along with the Kind Coins for Mexico contribution form and Wall of Wishes photo (optional) to Kids for Peace Headquarters (1302 Pine Avenue, Carlsbad, CA 92008).

Due by March 1, 2021

Please make checks payable to **Kids for Peace** with the “Kind Coins” in the memo.

Kids for Peace is a 501c3 #26-1564351

Thank you, kindly. Your KINDNESS MATTERS!

# Wall of Wishes

## Fact Sheet

### What

Wall of Wishes is part of our Kind Coins for Mexico campaign. After students raise funds to build a school and friendship center in Mexico, students take a photograph of themselves that incorporates a wish for their friends in Mexico. The photos will then be displayed on a Wall of Wishes in the new school and friendship center.

### Who

All students are invited to participate in the Kind Coins for Mexico campaign. This may be a single student, one classroom, or the whole school, 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 Mexico campaign. The photo will be permanently displayed in the new school and friendship center in Mexico which is scheduled for completion in August 2021. All photos are due by March 1, 2021.

### Why

The children of our Mexico school and friendship center 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 Mexico campaign, decide on a wish for the children of our Mexican school and friendship center.
2. Write the wish in your desired format: painted banner, using markers, using 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!
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 Mexico donation check to: Kids for Peace, 1302 Pine Avenue, Carlsbad, CA 92008
7. Email a digital copy of your photo to [info@greatkindnesschallenge.org](mailto:info@greatkindnesschallenge.org).
8. Smile BIG knowing that you are changing lives!

### More Information?

Contact Jill McManigal at 760-730-3320 or [jill@kidsforpeaceglobal](mailto:jill@kidsforpeaceglobal).

Thank you. Your KINDNESS MATTERS!

# KINDNESS 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 promote and encourage schools to [SIGN UP](#) for 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 2020-2021 goal of 18 million students and 30,000 schools in 120 countries participating in the challenge!

The Great Kindness Challenge Ambassadors will receive:

- Electronic 'Great Kindness Challenge Ambassador Seal' to show the world your commitment to KINDNESS!
- Name included on The Great Kindness Challenge website
- Mention in our social media campaign
- And, a chance at a dedicated Great Kindness Challenge blog post and interview

If you are interested in becoming a Great Kindness Challenge Ambassador, please contact us at [ambassadors@greatkindnesschallenge.org](mailto:ambassadors@greatkindnesschallenge.org).

# KINDNESS CERTIFIED SCHOOL DISTRICTS

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!

Click on “Learn more” and share our [Kindness Certified School District Flyer](#) with your Superintendent today!



Thank You to all [Kindness Certified School Districts](#) that are part of this kindness movement!

# 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.” (Eeyore)
- “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 over being 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 Huie)

“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.” (Nathaniel 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)

“Kindness is love made visible...” (M. Swanepoel)

# KINDNESS STATION

A Kindness Station is a designated spot where students can work on various GKC kind acts 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. Volunteers: PTA, Student Council, parents or staff
  - b. Local organizations: Kids for Peace Leaders, Boys & 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 Great 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 2 inch by 6 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.



Courtesy of Conway School

Some schools choose 3-4 different kind acts to focus on each day.



Courtesy of Southwest ISD

# Kindness Stations - Gallery



Courtesy of Arcadia Unified



Courtesy of Mexico High School



Courtesy of St. Hedwig TK-8



Fairhaven Elementary School



PTA Sponsored Kindness Station



Courtesy of Stella Middle Charter Academy



United Estates Primary School  
San Salvador, Bahamas



Courtesy of Hope Elementary



Courtesy of Coachella Valley Unified



Courtesy of Hope Elementary

# MIX IT UP LUNCH

To complete the act of kindness, "Sit with a new group of kids at lunch," encourage students to "mix it up" using this fun color-coded method. "Talk Boxes" with conversation starters will help break the ice and add to the fun.

## STEPS

- 1. Choose Colors:** Depending on the number of students who will be participating, choose 4-8 colors for the project.
- 2. Label Tables:** Assign and mark each lunch table with one of the chosen colors. For large groups, you may need to designate more than one table per color. You may use colored tablecloths, balloons (but be very careful they don't blow away and hurt the environment and/or animals!), colored butcher paper or colored construction paper.
- 3. Assign Colors:** Have students randomly choose a color using colored popsicle sticks, little colored pieces of construction paper, or any other material that has the same colors found on your tables. Match the total number of sticks (or whatever object you are using) with the total number of students and divide the colors up evenly. Put the sticks in one big container and have students close their eyes and choose one stick. They will then go sit at the table with their chosen color.
- 4. Set Out Conversation Starters:** Create a "Talk Box" for each table and fill it with questions to start conversations. Alternatively, set out sheets (laminated if possible) with [conversation starters](#).
- 5. Make New Friends:** When it is time for lunch, let the students sit at their designated tables and make new friends. To add to the festivity, play happy music during the lunch period. Enjoy!



Courtesy of Jefferson Elementary, Carlsbad, CA

# Proclamation

## Sample Proclamation

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 15 million students participating; and

Whereas The Great Kindness Challenge is one week dedicated to students performing as many kind acts as possible, using a provided kindness 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, 2021 as The Great Kindness Challenge Week where KINDNESS MATTERS in (City's Name) and beyond.



Courtesy of Edward Hynes School

# Reflection Ideas

Encourage your students to reflect on the kindness they are experiencing. The below ideas will help your students see the positive impact kindness has on their school, peers and themselves!

## Sentence Starters For Kindness

Help students reflect on how kindness has impacted their lives by providing sentence starters like “I felt happy when...” or “I’m proud that I accomplished my Great Kindness Challenge checklist because....” You get the idea! Need inspiration? Check out the [Kindness Reflection Worksheet](#).

## Kindness Sketch

Invite your students to draw a picture that represents what they’ve learned from The Great Kindness Challenge.

## Write About Your Kindness

Sometimes the best way to reflect is to write. Provide writing prompts and kindness quotes to inspire students.

## Video Your Kindness

Have your students share what kindness means to them with video. Let them get creative as they reflect on the power of kindness.

## Model Your Own Kindness Reflection

Your students will be more inclined to share how kindness changed their lives if you do so as well - so make sure to model your own kindness reflection by participating in any of the aforementioned suggestions. Or try your own! And if you create your own kindness reflection, please share with us as we love to add fresh ideas to our toolkit!





**KINDNESS MATTERS!**  
Complete the following sentences to reflect on the power of kindness.

### My Reflections

I felt happy when ...

---

---

My favorite act of kindness was ...

---

---

A classmate helped me with ...

---

---

A kindness act that inspired me was ...

---

---

After The Great Kindness Challenge, I will ...

---

---

Something I didn't expect was ...

---

---

Kindness is ...

---

---

I will continue to perform the following act of kindness ...

---

---

The Great Kindness Challenge changed me by ...

---

---



**A Kids for Peace Experience**

KidsforPeaceGlobal.org  
GreatKindnessChallenge.org  
#GreatKindnessChallenge

**FREE APP!**



(Your Name Here)

# School-to-School Kindness

School-to-School Kindness is another great way to engage students in kind actions that will spill out to your community! Here are some fun ideas of kind acts you can do for another school:

- **Your School is Cool!** Send popsicles to another school.
- **Surprise Newspaper Ad.** Take an ad out in your local paper and say something nice to another school.
- **Surprise Proclamation.** Have the mayor or a local celebrity do a surprise proclamation.
- **Kindness & Friendship Bracelets.** Create and deliver kindness & friendship bracelets to another school.
- **Banners & Posters.** Create banners and posters with positive messages and display them at the neighboring school for a big surprise.
- **Kindness Certified School Seal.** Purchase a Kindness Certified School seal for another school.
- **Kindness Tree.** Create and give a kindness tree.
- **Kindness Flags.** Create and display Kindness Flags for another school.
- **Kindness Mural.** Join together with another school to create a community Kindness Mural.
- **Unite the Big and Small.** Invite high school/middle school students to join together with elementary grade students to jointly complete acts of kindness.



## School-to-School Kindness

*Magnolia Elementary students created a poster for a neighboring Carlsbad, CA school*



## School-to-School Kindness

*Lee Elementary students created Friendship Bracelets for their neighboring school*

# SPIRIT DAYS

Students love to showcase the joy of kindness through spirit days. Here are some of our favorite ideas!



Shine Bright with Kindness, Brant Hills PS



Peace, Love & Kindness



Kindness Rocks  
Hope Elementary, Carlsbad, CA



Never Too Old For Kindness, Briarwood Elementary



Hats off to Kindness



Dreaming of Kindness, Coachella Valley Unified



Crazy for Kindness  
St. Paul's Catholic School, Jacksonville Beach, FL



Powered By Kindness,  
Central Primary, Arkadelphia, AR



Round-up the Kindness  
Rolling Hills Elementary, Fairfield, CA



**Kindness Ties Us Together**  
Central Primary, Arkadelphia, AR



**Twice as Kind**  
Rolling Hills Elementary, Fairfield, CA



**Global Kindness Day**



**Nothing Beats Kindness**



**Spread Kindness Like Sunshine**



**Community Kindness Hero**  
Victory Early Learning Academy

*\* Please accept our sincerest apologies for not acknowledging all schools in the photos. If you recognize your school/students, please email [asia@greatkindnesschallenge.org](mailto:asia@greatkindnesschallenge.org) and we will make sure to correct the captions. Thank you for your understanding.*

# Spirit Days Flyer Examples



**The Great Kindness Challenge**

**Week of January 22-26, 2018**

**Daily theme and dress-up for students and staff:**

**Monday:**  
Theme: Round-Up the Kindness  
Wear: Western Attire  
10 Daily Kindness Acts

**Tuesday:**  
Theme: Powered by Kindness  
Wear: Dress as your favorite Super Hero  
10 Daily Kindness Acts

**Wednesday:**  
Theme: A minion way to show Kindness  
Wear: Minion Attire  
10 Daily Kindness Acts

**Thursday:**  
Theme: Peace, Love, & Kindness Day  
Wear: Hippie Attire  
10 Daily Kindness Acts

**Friday:**  
Theme: "Team Kindness"  
Wear: Team Jersey  
10 Daily Kindness Acts

#greatkindnesschallenge, #kindcoins and #kindnessmatters




Courtesy of La Joya Independent School



<b>Monday</b>	<b>Crazy for Kindness</b> 
<b>Tuesday</b>	<b>Kindness Rocks</b> DRESS LIKE A ROCK STAR 
<b>Wednesday</b>	<b>Team Kindness</b> 
<b>Thursday</b>	<b>Powered by Kindness</b> 
<b>Friday</b>	<b>Dream of Kindness</b> 
Courtesy of Mt. Healthy Elementary	



Each day of the Great Kindness Challenge, be sure to dress up to show school spirit and your commitment to being a kind Upstander.

January 22-26, 2018

Monday	Tuesday	Wednesday	Thursday	Friday
Dream of Kindness: Comfy Clothes Day! (Please leave your slippers at home)	Join Team Kindness: Sports Day or Orchard Spirit Attire	Crazy about Kindness: Crazy Socks or Clothes Day	Peace, Love, & Kindness: Hippie Day	It's Your Job to Be Kind: Career Day
				
			Mix It Up at Lunch and make new friends!	
Courtesy of Orchard PTA				



DRESS UP, HAVE FUN, BE KIND!

## THE GREAT KINDNESS CHALLENGE!

Bell Field staff & students are invited to participate in dress-up days to celebrate kindness week!

**MONDAY, JANUARY 22**

Team Kindness - Wear your favorite sports shirt or uniform

**TUESDAY, JANUARY 23**

Never Too Old for Kindness - Dress like you're 100 & celebrate the 100th day of school!

**WEDNESDAY, JANUARY 24**

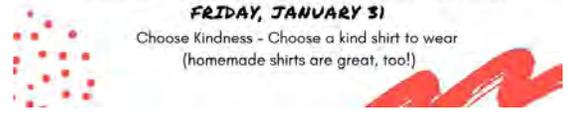
Powered by Kindness - Dress as your favorite super hero

**THURSDAY, JANUARY 25**

Shine Bright with Kindness - Wear neon clothes & sunglasses

**FRIDAY, JANUARY 26**

Choose Kindness - Choose a kind shirt to wear (homemade shirts are great, too!)



# STEAM

Incorporate kindness into your STEAM curriculum. Build, design, or explore kindness in creative ways. Make a Kindness Robot, create a Model of Kindness, design a Rube Goldberg Machine to demonstrate the impact of kind acts, or create your own innovative project.



From left, Audrey Link, Madison Morales-Warken and Morgan Aiello. (Courtesy photo)

## Kindness robots at Rhoades School

Fifth-graders from The Rhoades School in Encinitas combined STEM with The Great Kindness challenge by building robots to display kindness. The students created the robots using Lego EV3 Mindstorms, which incorporate sensors, motors and other tools. More than 30 students presented robots that performed a variety of tasks, including giving hugs, sharing compliments, offering high-fives and encouraging people to donate to charity. The robot presentation was the highlight of the school's weeklong participation in The Great Kindness Challenge. Students also celebrated with singing, a poetry reading and an open mic night, where they presented their thoughts to make the world a kinder place.

[Source: San Diego Union Tribune](#)



Pacific Elementary, Manhattan Beach  
Photo source: The Beach Reporter

Pacific Elementary in Manhattan Beach students incorporated art and engineering for this long lasting kindness project. Learn more [here](#).

[Source: The Beach Reporter](#)



Shawanoe Elementary Students

Shawanoe Elementary students make a STEM model of what kindness means to them.

# THE GREAT KINDNESS CHALLENGE - FAMILY EDITION

We are thrilled to invite school communities to take The Great Kindness Challenge - Family Edition! This exciting and long sought-after addition to The Great Kindness Challenge was made possible through philanthropic support from global play and entertainment company Hasbro, Inc. and its [BE FEARLESS BE KIND](#) initiative.

We invite you to [download](#) the Family Edition Kindness Checklist and distribute it to your school families. The Great Kindness Challenge Parent Letter already includes an invitation to take part in the Family Edition as a way for parents to support their kids during and beyond the official Great Kindness Challenge week. Thank you for your kind leadership. We are excited to see The Great Kindness Challenge extend beyond the school walls!

P.S. We have seen schools print double-sided kindness checklists with the School Edition Checklist one side and the Family Edition on the other! So fun!!!



**About:** The Great Kindness Challenge is a positive and uplifting program that creates a culture of kindness in schools, communities, and the world. Using a 50-item checklist, schools and families are challenged to complete as many acts of kindness as possible.

**How:** It's easy! Families sign up online, download, and print the kindness checklist or use an interactive Great Kindness Challenge app. Guided by the kindness checklist, families have fun and show the world that KINDNESS MATTERS!

**Who:** For everyone, everywhere.

**When:** The Family Edition is year-round.

**Share:** Inspire others with your kindness by posting your photos online and including the hashtag, **#GKCFamily**. You can also upload your content directly through the Family Edition website page.

#GreatKindnessChallenge



# THEME SONG - KIND-HEARTED HAND

Written by Peter Seltser

This inspiring song was written and produced by Peter Seltser 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](#). Fifty percent 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!



# UNITE THE BIG AND SMALL



Making compli-mittens, GSB School



Kindness middle school students playing kindness game with younger students, GSB School



Reading together, Patton School



Kindness notes to older students from younger students, Pilbos School

# UNITE THE BIG AND SMALL CONT'D



Making placemats for a homeless shelter, Arlington Heights District 25



Dancing at a senior center



Reading together



Reading together, Woodcrest Elementray School



# MEDIA GUIDE

# PLAN AHEAD & BOOST YOUR MEDIA SUCCESS

Partner with the media to uplift and inspire your community with your Great Kindness Challenge story. Local news publications and outlets are always looking for a heart-warming community story. Below is a quick media checklist to help you get media coverage for your students and school.

- Two weeks ahead of The Great Kindness Challenge (GKC):**  
Write a Media Alert or a [Press Release](#) about the upcoming GKC event.  
  
E-mail the Media Alert or Press Release to all your local media outlets (radio, newspaper, and television) - you can locate their contact information on their respective websites.
- One week ahead of the GKC:**  
Call your local media outlets and ask if they received your Media Alert/Press Release. If they received it, ask if they will cover the story. If they did not receive it, ask for the contact name and best email address to resend it.
- A couple days prior to the GKC:**  
Call the media outlets again to politely remind them about the GKC and kindly encourage them to cover the story.
- 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 new Press Release to reporters who were unable to attend your GKC festivities. Include information on how many students participated, the total number of kind acts performed and any special stories that showcase your students putting their compassion into action. Be sure to include high resolution photos to spotlight your kind and caring students.

<b>PRESS RELEASE - Share Your Story</b> <i>Should include:</i>	<b>MEDIA ALERT - Invite Media To Your Event</b> <i>Should cover:</i>
<ul style="list-style-type: none"> <li>✓ Headline</li> <li>✓ Sub headline</li> <li>✓ Compelling story</li> <li>✓ Images and/or video</li> <li>✓ Quotations</li> <li>✓ Contact info</li> </ul>	<ul style="list-style-type: none"> <li>✓ WHO is involved</li> <li>✓ WHAT is happening</li> <li>✓ WHEN will it happen</li> <li>✓ WHERE will it happen</li> <li>✓ WHY or HOW is it happening</li> </ul>

## Sample Press Release

FOR IMMEDIATE RELEASE:[Date]

Contact: [name, phone, e-mail]

[Insert School: address, phone]

### **[SCHOOL NAME] TAKES THE GREAT KINDNESS CHALLENGE**

*Students will join 15 million youth in 115 countries to create a kinder world.*

[City, State] – The world can use some extra kindness right now and [School] is going to deliver! [School] will participate in the 10th annual Great Kindness Challenge the week of January 25 - 29, 2021 and they enthusiastically invite our entire community to join in and cheer them on.

The Great Kindness Challenge, presented by the global nonprofit Kids for Peace, was launched with three Carlsbad, California schools in 2012 to address bullying and to foster connection, inclusion and compassion. The annual program has multiplied in enrollment each year, having grown to over 15 million students in 30,000 schools, reaching across all 50 states and 115 countries.

Jill McManigal, co-founder and executive director of Kids for Peace, explains, “With many people feeling that our country is more divided than ever, there is a great need for unity, compassion, love and respect in our schools, communities, country and world. The Great Kindness Challenge provides students the tools, opportunity and encouragement to actively create a positive, happy and inclusive culture for all.”

Schools and students are drawn to the program for its positive and proactive approach to creating kinder school climates through a simple checklist of intentional acts of kindness. The checklist, updated with safety and social distancing in mind, will be distributed to students at the beginning of The Great Kindness Challenge week. Students will be encouraged to complete each kind act over the course of the week, as well as take part in additional community-building events and global service projects. [School] will amplify the experience by [Insert complementary activity details].

[Insert community spokespersons quote]

While the excitement of The Great Kindness Challenge is enormous, it is the simple acts of kindness that prove to be the biggest hit. Some of the items on the checklist are: wave at 25 people, help your teacher with a needed task, read a book to a younger student and safely sit with a new group of kids at lunch. Big or small, every act of kindness makes a difference.

Let’s all help make a positive difference. Let’s join together, lift each other up, cheer each other on and do our part to create a kinder [City] and a more compassionate world.

### **About The Great Kindness Challenge**

The Great Kindness Challenge is a positive and uplifting program that creates a culture of kindness in schools, communities and the world. Using a kindness checklist, schools and families are challenged to complete as many acts of kindness as possible. The School Edition is an annual one-week celebration during the last week of January. The Family Edition is year-round. Schools and families may get involved by signing up at no cost: <http://greatkindnesschallenge.org>. The Great Kindness Challenge is made possible by the generosity of our sponsors: Toy Foundation, ViaSat, Nordson and McGraw-Hill Education.

**About Kids for Peace**

Kids for Peace is a California-based global nonprofit that provides a platform for youth to actively engage in socially-conscious leadership, community service, arts, environmental stewardship and global friendships. Founded in 2006 by a mother and a high school honors student, Kids for Peace now engages over 15 million youth through their three programs: The Great Kindness Challenge, The Peace Pledge Program and Kind, Creative & Connected in the Age of COVID-19.

For more information about Kids for Peace or The Great Kindness Challenge, please contact Jill McManigal at +1.760.730.3320.

About [School]  
[Insert school information]

###

## Media Alert Sample



### FOR IMMEDIATE RELEASE

Contact: Jill McManigal

760.846.0608

[jill@kidsforpeaceglobal.org](mailto:jill@kidsforpeaceglobal.org)

[www.GreatKindnessChallenge.org](http://www.GreatKindnessChallenge.org)

[www.KidsforPeaceGlobal.org](http://www.KidsforPeaceGlobal.org)

### **MEDIA ALERT FOR MONDAY, JANUARY 25, 2021**

#### **500 SAN DIEGO SCHOOLS JOIN 15 MILLION STUDENTS WORLDWIDE TO CREATE A KINDER WORLD**

On Monday, January 25th, San Diego County schools will kick-off the 10th annual **Great Kindness Challenge**. Presented by **Kids for Peace**, a California-based global nonprofit, this one-week bullying prevention program provides an opportunity for every student to actively create a culture of compassion, inclusion, unity and respect at school and beyond. Using a provided kindness checklist, students are “challenged” to complete as many acts of kindness as possible. To elevate and amplify the kindness experience, schools will present student-led kindness assemblies, decorate their schools with positive messages, organize community service projects, host recess Kindness Stations and include community members to cheer students on. All of this will be done safely and with social distancing protocols in place.

The Great Kindness Challenge started with three Carlsbad schools in 2012 and has grown into a worldwide kindness movement with over fifteen million students participating in all 50 states and 115 countries. This positive, proactive and powerful week will mobilize students worldwide to create communities that are respectful, compassionate, happy, and kind. Collectively, these students will complete over 750 million acts of kindness!

#### **Great Kindness Challenge Kick-off Assembly and Community Kindness Tunnel**

**WHAT:** Firefighters, police officers, business owners, community members and Carlsbad’s mayor will join students at the founding Great Kindness Challenge school to kick off the week with motivational cheers and high-energy activities. Social distancing protocols will be followed.

**WHEN:** Monday, January 25, 2021 at 8:00am-9:30am.

**WHERE:** Jefferson Elementary School, 3743 Jefferson Street Carlsbad, CA 92008

**CONTACT:** Jill McManigal, Executive Director at 760-846-0608 or 760-331-5500

## **Week-long Activities Include:**

**WHAT:** **Kindness Stations, School-wide Service Projects, Spirit Days, and more:** In addition to all students receiving a Great Kindness Challenge checklist and doing as many kind acts as possible, schools are hosting complementary activities throughout the week

**WHEN:** January 25 – 29

**WHERE:** Hope Elementary School, 3010 Tamarack Avenue, Carlsbad, CA 92010

**CONTACT:** Jill McManigal at 760-846-0608

**WHY:** Schools want to proactively create a culture of kindness on their campuses. With all that's going on in the country and in the world, 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. For more information or to download the checklist visit: [www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org) or [www.kidsforpeaceglobal.org](http://www.kidsforpeaceglobal.org)

The Great Kindness Challenge was created by Carlsbad nonprofit Kids for Peace. The Great Kindness Challenge is one week where students do as many kind acts as possible, choosing from a provided kindness checklist. This positive, proactive and powerful week mobilizes students to create school climates that are respectful, compassionate and kind. The Great Kindness Challenge is FREE for schools, thanks to the generosity of our sponsors: The Toy Foundation, ViaSat, Nordson and McGraw-Hill Education.

Kids for Peace is a California-based global nonprofit that provides a platform for youth to actively engage in socially-conscious leadership, community service, arts, environmental stewardship and global friendships. Founded in 2006 by a mother and a high school honors student, Kids for Peace now engages over 15 million youth through their three programs: The Great Kindness Challenge, The Peace Pledge Program and Kind, Creative & Connected in the Age of COVID-19.

###

# GREAT KINDNESS CHALLENGE NEWS COVERAGE JOY

The organic media coverage of The Great Kindness Challenge week across the nation is beyond amazing! We encourage your school to share your GKC experience with your community and the world! Please visit our [press page](#) for more examples of local grassroots media coverage. Also, we invite you to check out the snapshot of the nationwide media coverage in the News Coverage Joy videos from previous years.



[2019 News Coverage JOY!](#)



[2018 News Coverage JOY!](#)



[2017 News Coverage JOY!](#)

# **ADDITIONAL KINDNESS RESOURCES**

## Research Studies, Articles and Videos on Kindness

[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](http://www.glsen.org)
- It Gets Better Project [itgetsbetter.org](http://itgetsbetter.org)
- [National School Climate Center](#) promotes community of upstanders through their [The Eyes Initiative](#), which provides free resources for students and adults.
- Random Acts of Kindness <http://www.randomactsofkindness.org/>
- Stopbullying.gov [stopbullying.gov](http://stopbullying.gov)

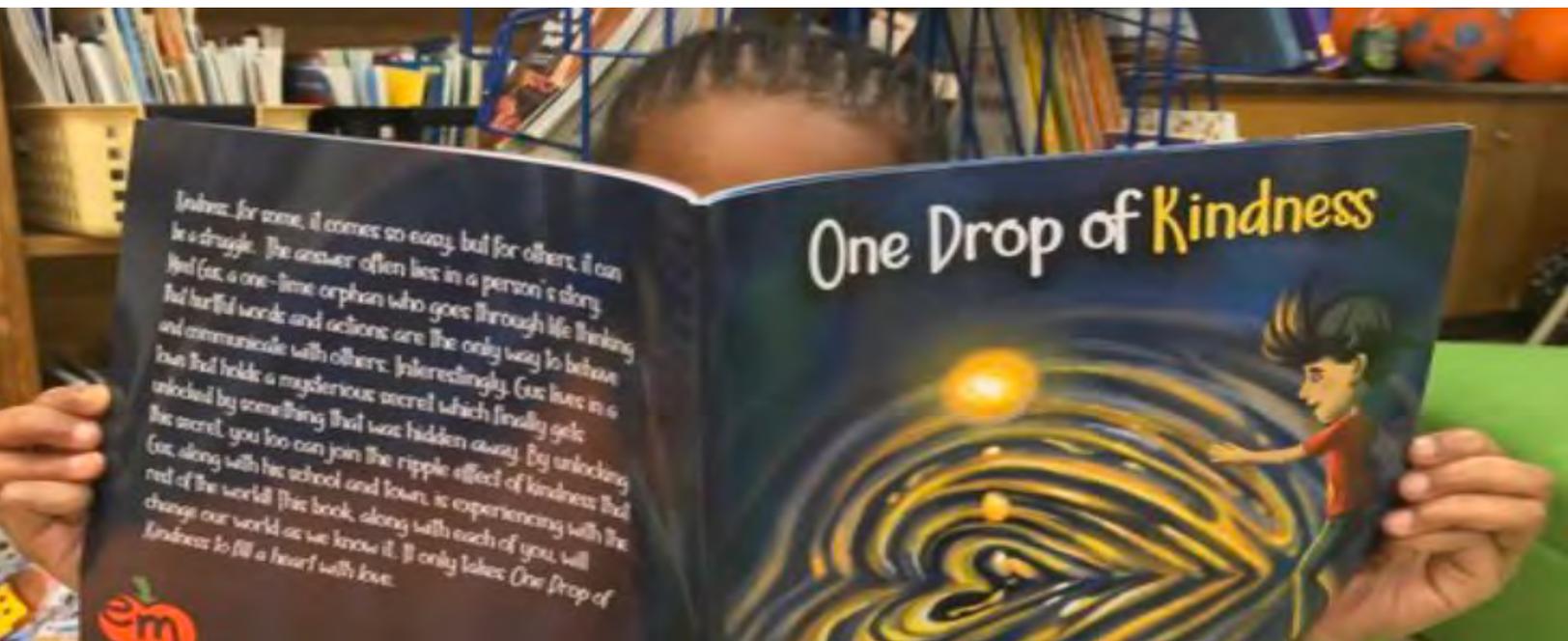


## Classroom and Educator Resources

- 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: <https://www.randomactsofkindness.org/kindness-quotes>

## Suggested Reading List

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

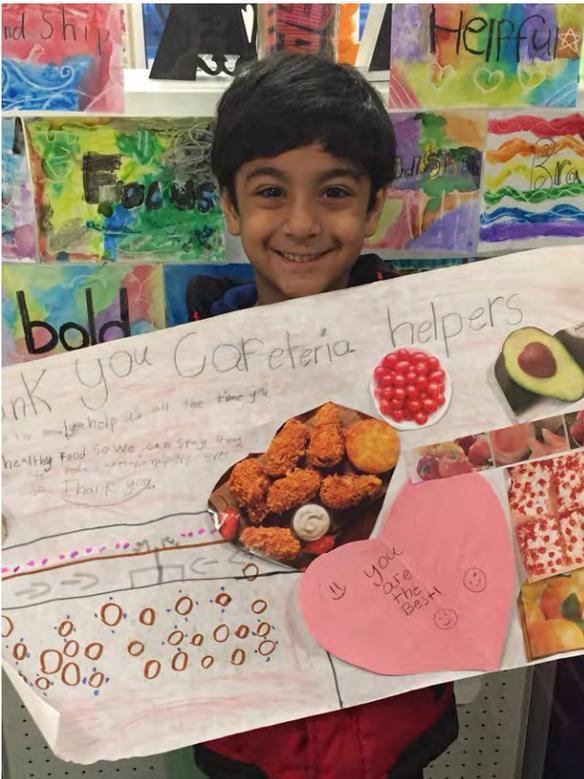


# GKC PHOTO GALLERY

*Please note that all photos in this toolkit were taken pre-pandemic.*

*Please accept our sincerest apologies for not acknowledging schools in some of the photos. If you recognize your school/students, please email [asia@greatkindnesschallenge.org](mailto:asia@greatkindnesschallenge.org) and we will make sure to correct the captions. Thank you for your understanding.*

# KINDNESS CHECKLIST IN ACTION



**Make a Kind Poster for Cafeteria Helpers**  
Collier School



**Say "Thank You" to a Crossing Guard**



**Thank a Bus Driver or Car Pool Driver**  
Haleiwa Elementary School



**Entertain Someone With A Happy Dance**  
Central Primary, Arkadelphia, AR



**Offer To Help Your Custodian**  
Springs Elementary



**Compliment 5 People**  
Monroe Elementary

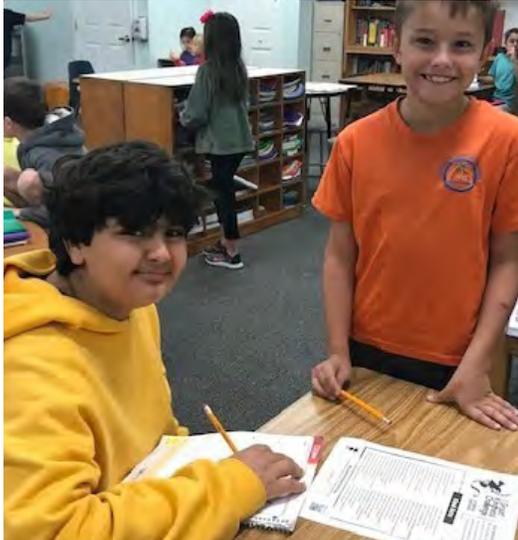


**Offer to Help Your Custodian**  
Selma Elementary School, Selma, NC

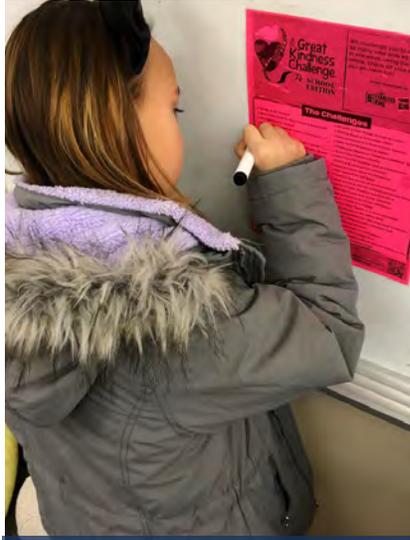


# THE GKC CHECKLIST IS KEY!

The Great Kindness Challenge checklist provides EVERY single student an opportunity to practice kindness and put their compassion into action. Evidence shows that when all students use the kindness checklist, school climates improve most significantly.



Island Village Montessori School, Venice, FL



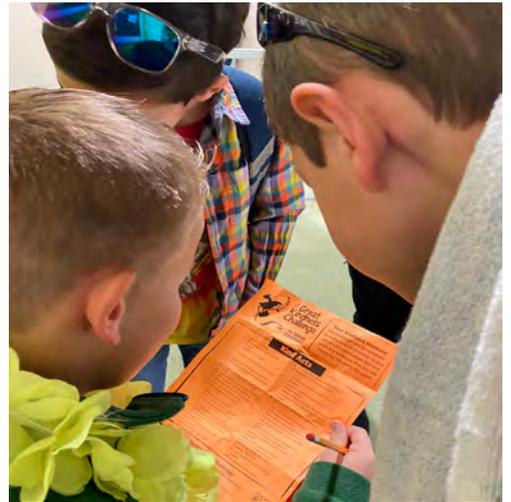
Zwink Elementary School, Klein, TX



Rolling Hills Elementary, Fairfield, CA



Monrovia, Liberia



Westside School



Whiteaker Middle School, Keizer, OR



# SCHOOL DECORATING



**Kindness Matters Window Sign**  
Wettengel Elementary School, Guam



**GKC Chalk Board**



**Kindness Wall**  
Courtesy of Oakbrook Academy of the Arts



**Positive Bathroom Mirror Messages**



**Wall of Kindness**



**Kind Thoughts Bulletin Board**  
Courtesy of Marshall School



**GKC Yard Sign**  
*Courtesy of Kaufman Elementary*



**Pole Posters**  
*Mesa View Elementary*



**Kindness Wings**



**GKC Tree Banners**  
*Euroamerican College, Lima, Peru*



**GKC Sign** *Central Primary, Arkadelphia, AR*



**GKC Wall Poster For Signing**  
*Carlton Avenue Elementary*



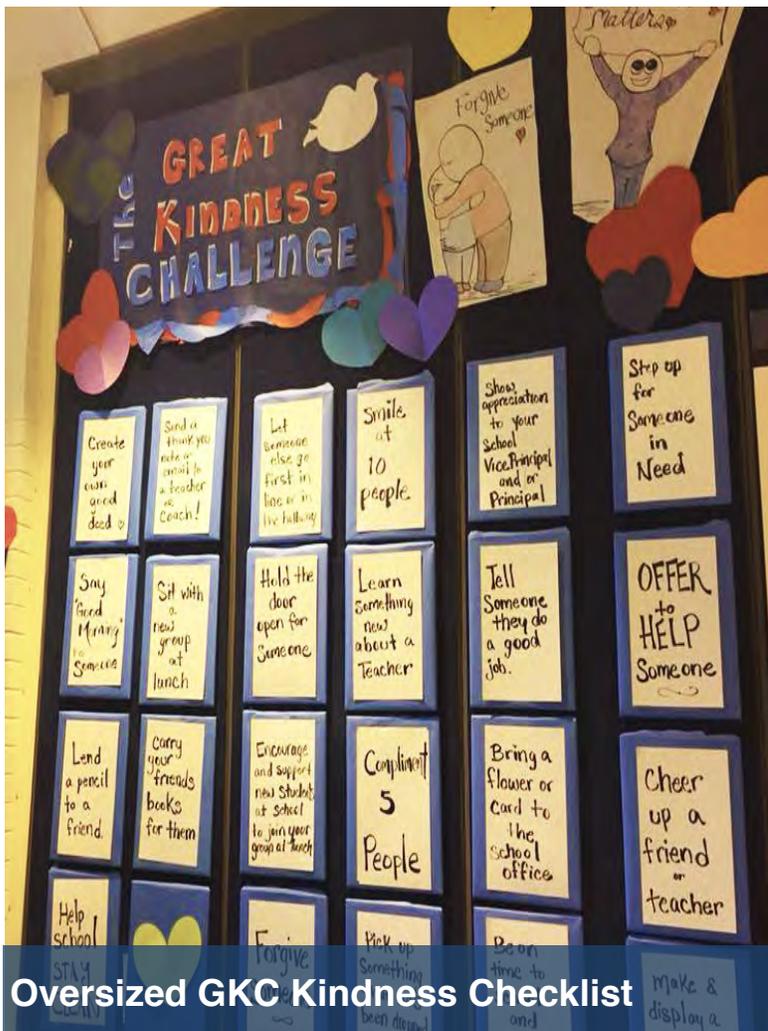
**Mirror Messages**



**Reach for Kindness Bulletin Board**  
Heights School



**Door Decorating**  
BDM, India



**Oversized GKC Kindness Checklist**



**Sidewalk Chalk**  
OTES



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



**The Great Wall of Kindness**  
Auburn, MA



**Bathroom Decorating**



**Kind Messages on Stairs**



**Door Decorating**  
Mayfield Elementary School



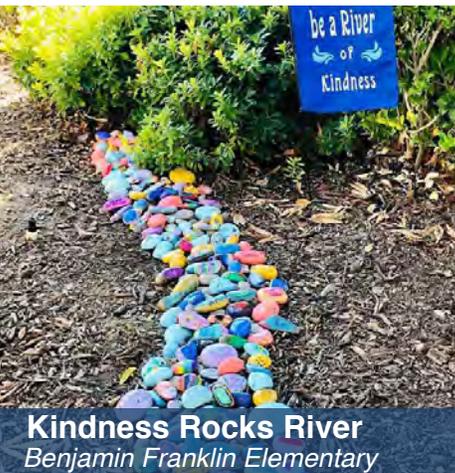
**Display Case Decorating**



**Kind-Hearted Hand Mural**  
Kinry School



**Kind Messages on Windows**



**Kindness Rocks River**  
Benjamin Franklin Elementary

# BEYOND THE CHECKLIST KINDNESS IN ACTION



**Deliver Donuts & Milk to Administration**  
*Jimmy Brown Elementary, Star City, AR*



**Uniting Feet Heart**  
*Normandy Elementary, Centerville, OH*



**Friendship Bracelets**  
*Esperanza School, Palmdale, CA*



**Crayon Kindness**



**Kindness Ninjas**  
*TCE*



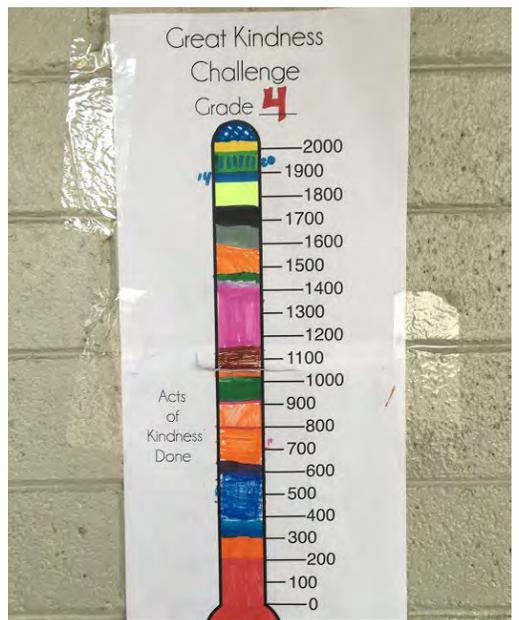
**Community Support**  
*Courtesy of Susuin Elementary, Susuin, CA*



**Positive Post-Its on Lockers**  
*West Elementary*



**Photo Frame**  
Peterson School, Mexico City, Mexico



**Acts of Kindness Thermometer**



**Kind Coins Fundraiser**  
Lucy's Kids for Peace



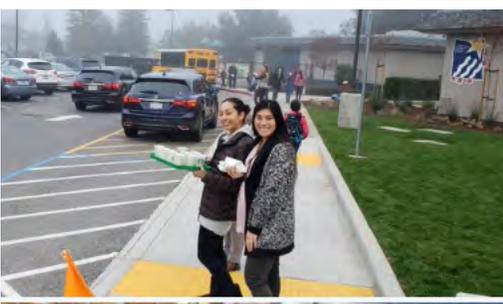
**Kindness Around the World**



**Take What You Need Flyers**



**Judges**  
West Hollywood Elementary School



**Coffee for @GuadGrizzly Parents**



**Kindness Cart**



**Cool To Be Kind Cafe**  
Brook Park Memorial Elementary



**Daily Inspiration Notes**  
Bright Horizons



**Kindness Parade**  
Richard J. Lee Elementary



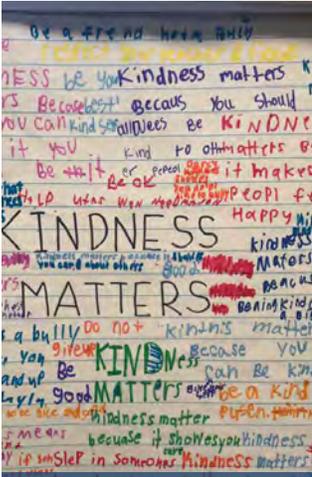
**Lunch Tray Happy Messages**  
Cottonwood School



**Kindness Parade**  
Walsh School



**Baking For Kindness**  
Producer of Life International, Egypt



**Why Kindness Matters in the Classroom**



**Creating Flowers for Staff**

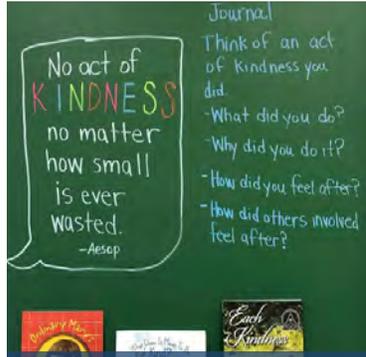


**GKC Student Prep**

*Courtesy of Jefferson Elementary,*



**Secret Treats for Staff**



**Kindness Journaling & Literature**



**Class Kindness T-shirts**

*Courtesy of Hope Elementary, Carlsbad, CA*



**Tree of Kindness**

*Courtesy of Stephen Hawking Charter School San Diego, CA*



**Kindness Rocks**

*St. Mary Of The Hills, Milton, MA*



**Compliment Train**  
*Rushton Elementary*



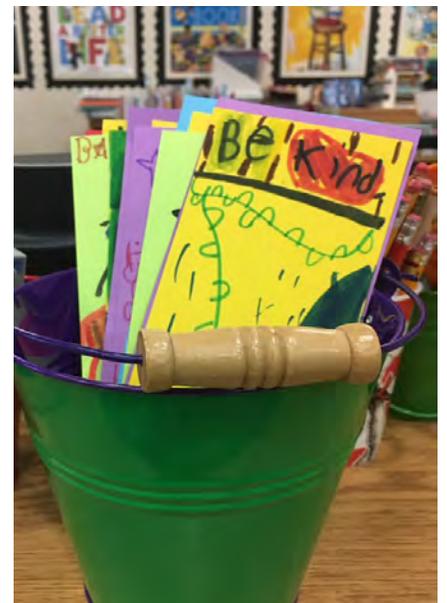
**Compliment Board**  
*PS 56*



**Kindness Pledge Wall**  
*Maxon School, El Monte, CA*



**Be The "I" In Kind**



**Be Kind Bookmarks**  
*Castleman Creek*



**Bus Driver Treats & Notes**  
*Russel Street Elementary*



**Parents Mints**  
*Bright Horizons, Park Ridge, IL*



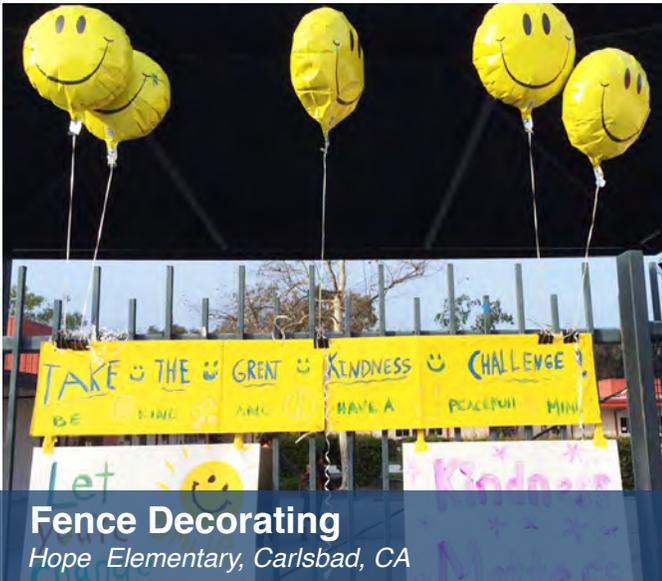
**GKC Collection Station**  
*Dr. Peter Marshall Elementary*



**Chalk Wall**  
*Baldwin Elementary*



**Chalk Mural**  
*Hesperia High School*



### Fence Decorating

Hope Elementary, Carlsbad, CA



### High School Welcome Crew

Central Primary, Arkadelphia, AR



### Kindness Matters Assembly Sign

Page Hilltop Elementary, Ayer, MA



### Fence Decorating

Velma Penny School, Lindale, TX



### #BeKind

Rockwell Elementary, Omaha, NE



### Teacher to Teacher Kindness Cards

Castleman Creek



**Marquee** *George C. Kaufman Elementary School*



**Positive Word Art**  
*Tilton Elementary, Haverhill, MA*



**Kindness Buddy Bench**  
*El Centro Elementary, Napa, CA*



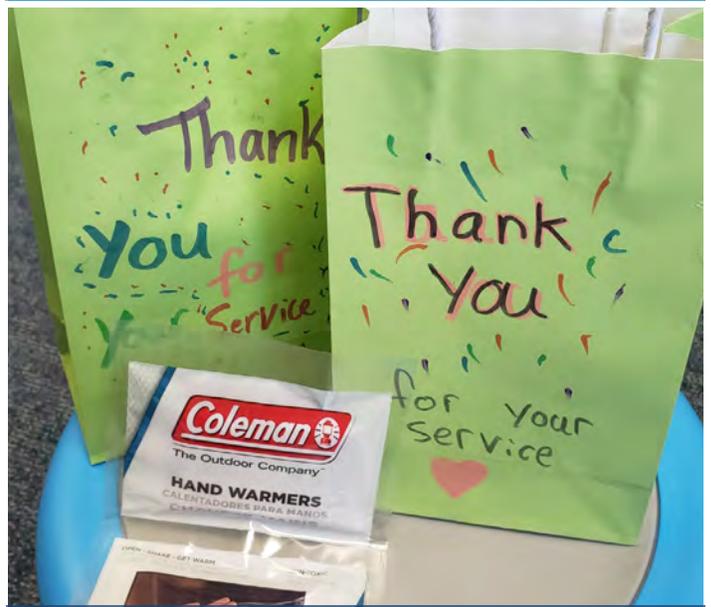
**Kindness Around The World**  
*South Thibodaux Elementary, Thibodaux, Louisiana*



**GKC Bulletin Board**  
*Hickory Hills*



**Kindness Matters Photo Frame**  
*St. Mark's Cathedral School, Shreveport, LA*



**Hand Warmers For Crossing Guards**  
*Barcroft Elementary, Arlington, VA*



**Kind Shirts**  
Dunlap Grade School



**Compliment Booth**  
Muraoka Elementary



**Community Kindness Tunnel**  
Hudson Falls



**Kindness Squad Treats** Warwick Valley District



**Kindness Mailbox**  
Del Mar Hills, Del Mar, CA



**Coffee Shop Kindness**  
Vandyke Elementary



**Kindness Chain** Littleton High School



**Friendship Bracelet Center**  
Hermosa Drive Elementary School, Fullerton, CA



**Teacher Kindness Shirts**  
Northtowne Elementary



**Kindness Tree**

Cornerstone School, Pakistan



**Web Of Gratitude & Kindness**

Cornerstone School, Pakistan



**Checklist Check Point**

Hope Elementary, Carlsbad, CA



**Duck Tape Compliments**

Cove Road School, Hazlet, NJ



**Kindness Quilt**



**Class To Class Kindness**

Lake Forest Central Elementary School



**Schoolwide Photo** Bardin Elementary School

# BRING KINDNESS TO YOUR COMMUNITY



**Post Office Gratitude Sign**  
*Ladd Lane Elementary*



**Meals For A Homeless Shelter**  
*Lakeside Middle School, Hot Springs, AR*



**Blankets For The Humane Society**  
*Noddin Elementary*



**Community Gratitude Baskets**  
*Collier School*



**Care Baskets For Cancer Patients**  
*Oak Grove Elementary*



**Senior Painting Pals**  
*Castleman Creek*



**Dental Hygiene Kits For A Children's Center**  
*Adrian School District*



**Hearts For A Senior Center**  
*Pines Elementary*



**Treats For The Police Station**  
*D'Iberville High School*



**Blanket Collection For A Homeless Shelter**  
*Lake Forest Central Elementary*



**Sack Lunches For Homeless Friends**  
*Downtown Value School, Los Angeles, CA*



**Animal Community Service**  
*Monroe Elementary*



**Bird Feeders**  
*St. Mark's Cathedral School*

# SCHOOLWIDE HEART PHOTOS



*Central Elementary School*



*Dr. Carreon Academy  
Indio, CA*



*Christian Central Academy  
Williamsville, NY*



*Isbister Elementary School  
Plymouth, MI*



*Plymouth Elementary*



*Hynes Charter School  
New Orleans, LA*



*J. Lee Elementary  
Dallas, TX*



*Cappy Culver Elementary  
Paso Robles, CA*



*Santa Clara Unified*



*Tiaplan Campus, Peterson Schools,  
Mexico City, Mexico*



*LaRue Miller Elementary School  
Midlothian, TX*



*Euroamerican College  
Lima, Peru*

Please tag your photos with #GreatKindnessChallenge :)

**YOUR  
GREAT KINDNESS CHALLENGE  
TOOLS  
(REPRODUCIBLES)**

# YOUR GREAT KINDNESS CHALLENGE TOOLS

All registered and participating schools are granted access to the GKC tools page on our [Great Kindness Challenge website](#). The [GKC tools page](#) contains everything you might need in order to plan a successful week at your school. You can download all tools with a click of a button. It's that easy!

The GKC tools page includes checklists in black and white versions for ease of printing, adaptable word templates, as well as the editable kindness checklist. We are also continuing to expand our tools to include different languages, so please check in frequently.

Since many schools do not receive our email communications, we also post links to our happy newsletters so you can stay up-to-date with the joyful news!

On Edition tools with 50 SEL focused kindness lessons, please sign up and access the latest content from the GKC tool

CART

STORE

GKC TOOLS

LOGIN

GKC APPS

# The Great Kindness Challenge

The Event ▾

Kindness Certified ▾

Kind Coins ▾

Sponsors & Partners

Ambassadors

News ▾

Galle

## The Great Kindness Challenge - School Edition

### One Week. One Checklist. Infinite Happiness.

Empower your students  
to create a culture of kindness!

Kindness  
Matters





# The Great Kindness Challenge®

**SCHOOL EDITION  
SOCIALLY DISTANCED**

## Your Kindness Matters

We challenge you to complete as many acts of kindness as you can. Remember, social distancing is kind, too!

Stay safe, have fun and smile big knowing you are making the world a better place!

## Kind Acts

- Wave at 25 people
- Leave a nice note on your friend's desk
- Sincerely compliment 5 people
- Pick up 10 pieces of trash on campus
- Make a new friend
- Tell a joke & make someone laugh
- Be kind to yourself & eat a healthy snack
- Learn something new about your teacher
- Draw a picture & give it to someone
- Help a younger student
- Wink & flash a peace sign to greet a classmate
- Recycle your trash
- Design a kind craft for your family
- Pick up trash outside your school
- Cut out 10 hearts & leave them to friends to find
- 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
- Safely sit with a new group of kids at lunch
- Read a book to a younger child
- Tell your teacher you appreciate them
- Step up for someone in need
- Make and display a KINDNESS MATTERS sign
- Create a thank you note/sign for essential workers
- Encourage classmates during PE
- 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 bandage for the nurse
- Listen to your teacher the first time
- Whisper thank you to the librarian
- Paint a rock & leave to surprise someone
- Introduce yourself to someone new during recess/break
- 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
- Wave & say thank you to room duty or campus supervisor
- Make a friendship gift for someone new to you
- Create your own kind deed

## #GreatKindnessChallenge

GreatKindnessChallenge.org ♥ KidsforPeaceGlobal.org



(Your Name Here)

FREE APP!





# The Great Kindness Challenge®

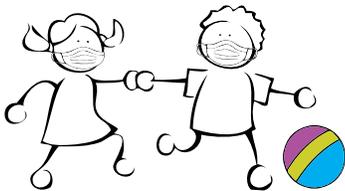
**JUNIOR EDITION  
SOCIAALLY DISTANCED**

**Your Kindness Matters!**

Complete as many acts of kindness as you can. Have fun!

## Acts of Kindness

Safely invite a new friend to play.



Wave at 25 people.



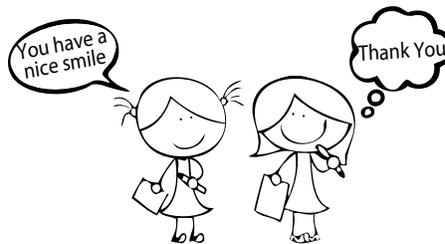
Make a wish for a child in another country.



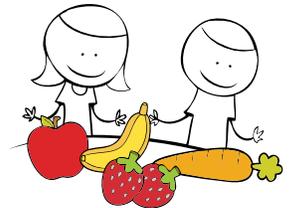
Tell a joke and make someone laugh.



Compliment 5 people.



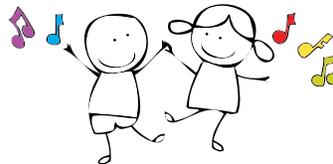
Be kind to yourself and eat a healthy snack.



Decorate 5 hearts and leave them for friends.



Entertain someone with a happy dance.



Say "Good Morning" to 10 people.



Help someone in need.



Thank someone who has helped you.



Create your own kind deed.



## Save the Date

Spread the word far and wide! Let everyone know about the 2020-2021 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.

Please download the Save the Date from the GKC tools page, to ensure the highest quality.



January 25 - 29, 2021



Our school is proudly participating in The Great Kindness Challenge, a week-long program dedicated to creating a culture of kindness and compassion in communities worldwide.

This past year has been challenging for our school community, so we are extra excited to participate in this uplifting week of positivity.

To help our students “practice kindness” and put their compassion into action, they will receive a Great Kindness Challenge checklist.

We will encourage all students to complete as many acts of kindness as possible at school and we hope you will celebrate them from home!

Together, we will lift each other up, cheer each other on and show the world that **KINDNESS MATTERS!**



**Kids for Peace**  
A 501(c)(3) Nonprofit Organization

[GreatKindnessChallenge.Org](https://www.GreatKindnessChallenge.Org)

#KindnessUnites  
#GreatKindnessChallenge



Dear Parent/Guardian,

We are excited to announce that we are participating in The 2020-2021 Great Kindness Challenge where we will join thousands of schools across the country to create a culture of kindness. Your child is part of a powerful and positive bullying prevention initiative that will lead to more kindness, unity, and respect at school and beyond. To help build upon this momentum, we are participating in a unifying service project, Kind Coins for Mexico, to help build a new school and friendship center in Mexico.

All students are invited to participate by giving their extra coins! From now until March 1st, 2021, students can collect spare change at home and in their neighborhoods to be donated to support kids in Mexico.

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

For more information on The Great Kindness Challenge, please visit:  
[www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org).

Thank you in advance for helping to create a culture of kindness and compassion in our community and beyond!

With Great Gratitude,

Your Principal



Queridos Padres de Familia,

Estamos muy contentos de anunciar que este año participaremos en El Gran Desafío de Bondad 2020-2021 donde nos estaremos uniendo a miles de escuelas alrededor del país para crear una cultura de bondad. Su hijo/hija tomará parte de una iniciativa muy poderosa y positiva de prevención a “el bullying” que nos conducirá a tener más bondad, unidad y respeto en la escuela y en nuestro alrededor.

Para poner en práctica esta iniciativa, estamos participando en un proyecto de servicio unificado llamado Kind Coins para Mexico.

Todos los estudiantes están invitados a participar trayendo sus monedas extras durante el invierno hasta el 1 de marzo. Los estudiantes pueden recolectar todas las monedas extras (cambio) que tengan en su casa así como también extender la invitación a sus vecinos y familiares. El dinero será donado para apoyar a construir en una escuela y un centro de amistad en Mexico.

Esta es una gran oportunidad para que nuestros estudiantes colaboren a las necesidades de los demás, enseñando empatía y compasión.

Para más información en esta obra del Gran Desafío de Bondad, por favor visitar a:  
[www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org).

Muchas gracias de antemano por ayudar a crear una cultura de bondad y compasión en nuestra comunidad.

Con gran gratitud,

Su Directora

# KINDNESS CERTIFIED SCHOOL & STUDENT CERTIFICATES

We invite to download your favorite certificate designs and customize them for your school and students. You may download the word files directly from the GKC tools page.

## School Certificates



## Student Certificates



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

**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**

---

**Kind-Hearted Hand**  
Words and Music by Peter B. Seltzer

**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. Scherer

Lively (♩ = 130)

The piano introduction consists of five measures. The first measure is a whole rest. The second measure has a D chord. The third measure has a D chord with a slash and a 4, indicating a slash chord. The fourth measure has a D chord. The fifth measure has a C chord. The sixth measure has a D chord. The piano accompaniment features a rhythmic pattern of eighth notes in the right hand and quarter notes in the left hand.

Verse 1  
5

The first line of the verse begins with a D chord. The melody starts on a quarter note G4, followed by quarter notes A4, B4, and C5. The lyrics are: "Help me make a stand, ev-'ry girl, boy, wom-an and". The piano accompaniment continues with the same rhythmic pattern as the introduction.

8  
G

harmony

D

A

melody

men.

Let your voic-es rise— you'll be— sat-is-fied, when you

11

**C** **G** **D**

reach out with a kind - heart - ed hand. Reach out

13

**C** **G** **D** **D** **D**

— with your kind-heart-ed hand! It's

16 Verse 2

**A** **B**

es - i - er than you think. — Just be kind — to those who you meet.

19 **G** **D** **A**

There's a friend out there, who needs your care. So,

22 **Cross** **G** **D** **Cross** **G**

reach out with a kind-heart-ed hand. Reach out with your kind-heart-ed

25 **D** **D** **Bridge** **Bb**

hand! Call - ing out a - cross

28

A  Dm  C(maj7)  G 

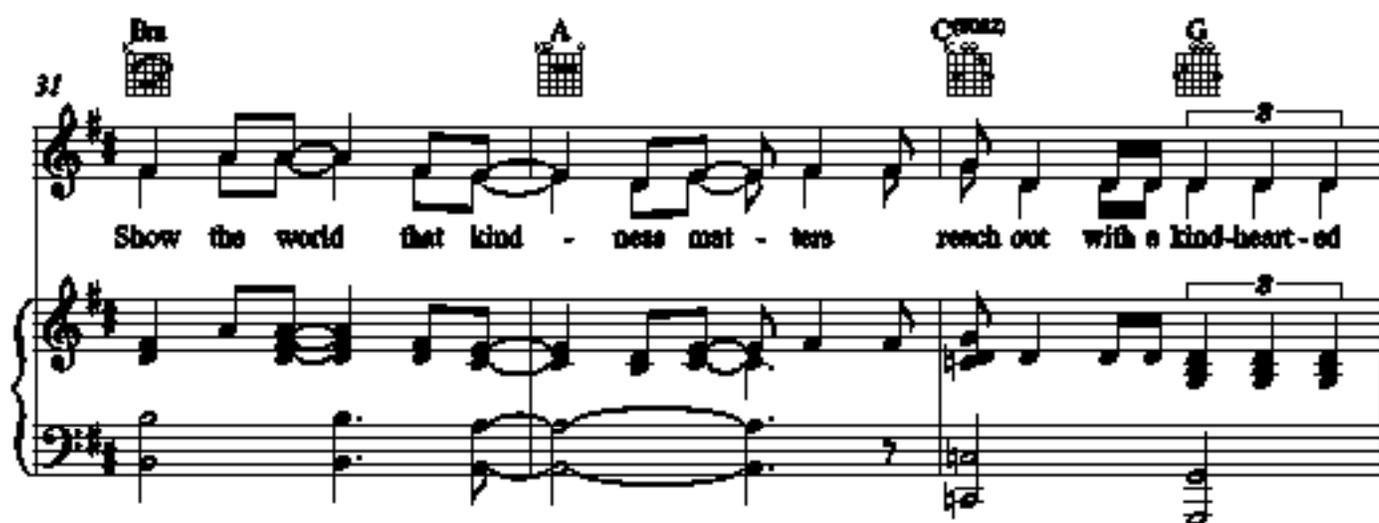
the o - ceans, call - ing out a - cross the land.



31

Dm  A  C(maj7)  G 

Show the world that kind - ness mast - ers reach out with a kind-heart - ed



34

D  C(maj7)  G  D 

hand. Reach out with your kind-heart - ed hand!



37



Verse 3



When sun-ny skies turn grey, fol-low me;



40

I'll lead the way. Here's where we be-gin. Let some



43

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

46

**C** **G** **D** **C**

with your kind-heart-ed hand! Reach out, reach out, reach out,

49

**G** **C** **G** **D**

reach out, reach out with your kind-heart-ed hand. Reach out,

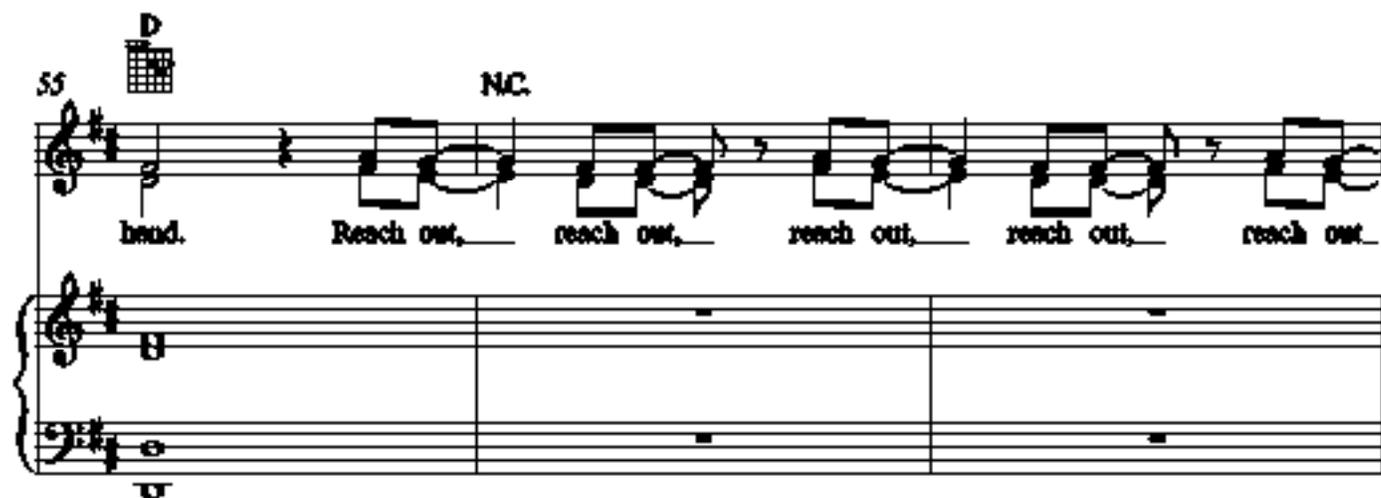
52

**C** **G** **C** **G**

reach out, reach out, reach out, reach out with your kind-heart-ed

55  NC

hand. Reach out, reach out, reach out, reach out, reach out.



58

with your kind-heart-ed hand. Reach out, reach out, reach out,



61

reach out, reach out with your kind-heart-ed hand.

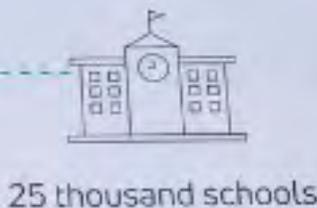


# SPONSORS

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.



Viasat is a proud supporter of The Great Kindness Challenge!



25 thousand schools



15 million students



115 countries

# PARTNERS

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!



# GRATITUDE

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)**

Meg Jansen, Peace Pledge Program Director  
Kirsten Kinney, Marketing Specialist and Kind Coins Filmmaker  
Carlsbad High School Interns

♥ **Kelley DeVincentis, Bill Southard & Team from Southard Freeman Communications**

♥ **The Kids for Peace Board of Directors**

♥ **All Kindness Certified States, Kindness Certified County Offices of Education and Kindness Certified School Districts**

♥ **The Great Kindness Challenge Partners and Sponsors**

♥ **Tony Thurmond, California State Superintendent of Public Instruction**

♥ **Dr. Benjamin Churchill, Carlsbad Unified School District Superintendent**

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,

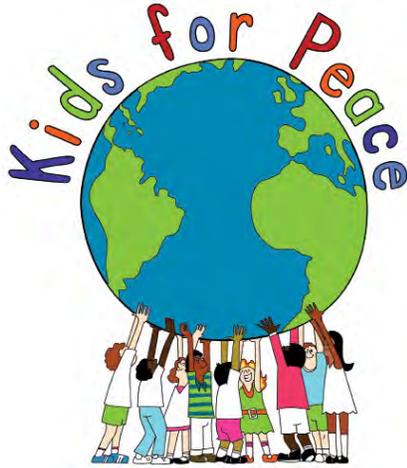


Jill McManigal  
Kids for Peace Co-Founder & Executive Director



Asia Moore  
Kids for Peace Operations Director

# ABOUT KIDS FOR PEACE



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 cofounded 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 2020, **15,000,452 students** in **28,062 schools** participated and performed **over 750 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](http://www.kidsforpeaceglobal.org)