



The Great Kindness Challenge

One Week. One Checklist. Infinite Happiness.



The Great Kindness Challenge Toolkit

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

2019-2020 Edition

Brought to you by



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Delivering Joy to Children in Need

INSIDE THE TOOLKIT

INSIDE THE TOOLKIT	3
About The Great Kindness Challenge (GKC)	4
PREPARING FOR THE GREAT KINDNESS CHALLENGE (GKC)	5
Preparing for The GKC in 3 Steps	6
Creating Kindness A-Z	7
PreK & Kindergarten Adaptations	13
PreK & Kindergarten Students in Action - Photo Gallery	14
Middle & High School Adaptations	15
Unite the Big and Small	17
Middle & High School Students in Action - Photo Gallery	18
Weekly Schedule Samples	20
Student Engagement	23
Administration & Staff Involvement	24
Teacher Kindness Kit Letter	25
Sample Teacher Letter	26
PTA/PTO Involvement	27
Community Involvement	28
CREATING KINDNESS A-Z (RESOURCES)	30
Assembly/ Rally Scripts	31
Sample Kick-off Rally Script 1	32
Sample Kick-off Rally Script 2	35
The Great Kindness Challenge Wrap Up Assembly Script	38
Creating Kindness	39
The Kind Coins Campaign #KindCoins	39
Kind Coins for Mexico Contribution Form and Directions	43
Kindness Quotes	45
Kindness Station	47
Kindness Stations - Gallery	48
Kindness Reflection Piece	50
Sentence Starters for Kindness	51
Proclamation	52
School-to-School Kindness	53
Spirit Days	54
Spirit Days Flyer Examples	57
STEAM	58
The Great Kindness Challenge - Family Edition	59
Theme Song - Kind-Hearted Hand	60
Unite the Big and Small	61
Kindness Certified School Districts	63
Kindness Ambassador Program	64

INSIDE THE TOOLKIT

MEDIA GUIDE	65
Plan Ahead & Boost Your Media Success	66
Sample Press Release	67
Media Alert Sample	68
Local Media Coverage Examples	69
Great Kindness Challenge News Coverage Joy	70
ADDITIONAL KINDNESS RESOURCES	71
Research Studies, Articles and Videos on Kindness	72
School Climate Resources	72
Classroom and Educator Resources	73
Suggested Reading List for Students	73
GKC PHOTO GALLERY	74
Kindness Checklist in Action	75
School Decorating	77
Beyond the Checklist - Kindness in Action	81
Schoolwide Heart Photos	87
YOUR GREAT KINDNESS CHALLENGE TOOLS (REPRODUCIBLES)	88
GKC Checklist (English)	90
GKC Checklist (Spanish)	91
GKC Junior Edition Checklist (English)	92
GKC Junior Edition Checklist (Spanish)	93
Save the Date	94
Parent Letter (English)	95
Parent Letter (Spanish)	96
About The Great Kindness Challenge (Spanish)	97
Kind Coins for Mexico Parent Letter (English)	98
Kind Coins for Mexico Parent Letter (Spanish)	99
Kind-Hearted Hand Lyrics	100
Kind-Hearted Hand Chords & Lyrics	101
Kind-Hearted Hand Music Sheet	103
SPONSORS	110
PARTNERS	111
Partner Resources - Keep The Kindness Going	112
Wonder Certified Kind Classroom Challenge	112
Mind Yeti - Bring Mindfulness to Your Community	113
GRATITUDE	114
ABOUT KIDS FOR PEACE	115



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 bullying prevention initiative 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!

Where: Every school, everywhere

How: It's easy! Simply make copies of the provided kindness checklist and ask classroom teachers to distribute the checklist to each of their students. Using the kindness checklist, students work independently, in small groups or as a whole class to complete all acts of kindness.

Who: All students, grades PreK-12

When: Annually, the last week in January (January 27 - 31, 2020 or the best week for your school)

Our 2019 Impact

Over 13 million
students

13,166,854



Over 24 thousand
schools

24,027



Over 650 million
acts of kindness

658,342,700



Over 110
countries

115



PREPARING FOR THE GREAT KINDNESS CHALLENGE (GKC)

PREPARING FOR THE GKC IN 3 STEPS

1. PRINT checklists for all students

2. PLAN complementary activities

Involve
students
[more ideas](#)

Involve school
administration & staff
[more ideas](#)

Involve
PTA/PTO
[more ideas](#)

Involve
community
[more ideas](#)

Weekly Schedule Sample

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
distribute GKC checklists	morning kindness quote	morning kindness quote	morning kindness quote	wrap up assembly
kick-off assembly	recess kindness stations	recess kindness stations	recess kindness stations	wrap up Kind Coins for Mexico campaign
launch Kind Coins for Mexico campaign	spirit day: dream of kindness (pajama day)	spirit day: team kindness (sports attire)	spirit day: tied together by kindness (wear a tie)	spirit day: peace, love and kindness (hippie day)

[more weekly schedule samples](#)

3. PROMOTE

1. Send [Save the Date](#)
2. Post GKC on school marquee
3. Feature GKC on the district website
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

CREATING KINDNESS A-Z

Participating in The Great Kindness Challenge is as simple as printing and distributing the kindness checklist. Below are additional ideas to enhance The Great Kindness Challenge experience.

App

Invite your students to download a free The [Great Kindness Challenge App](#) (IOS & Android version available).



Go Green and use the GKC App

Assembly

Host an assembly or rally to kick-off The Great Kindness Challenge. Or, host an assembly at the end of the week to celebrate the students' accomplishments. For inspiration, check out our [sample scripts](#).



Kick Off Assembly
Central Primary, Arkadelphia, AR

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
Bell Prairie Elementary, Kansas City, MO

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.



Compliment Booth
Sandlapper Elementary School, Columbia

Community Kindness

Engage your community in fun and meaningful ways on and off campus.

Compliment Booth New!

"The compliment booth is a booth where someone goes inside here and someone sits in the chair and the person inside the booth has to tell the person sitting in the chair a nice compliment about them," said Kaleah Riley, a third-grade student who created the idea.

CConversation Starters New!

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".



Conversation Starters
Kreinhop Elementary, Spring, TX

CrCruising for Kindness New!

Decorate your car with kind uplifting designs to spread the message of kindness out to your community!
#CruisingForKindness



Cruising for Kindness

DDecorate Your School

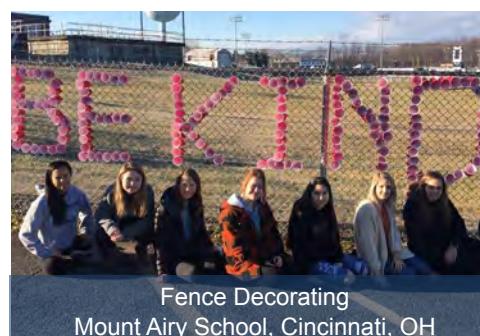
Decorate your doors, halls, walls, pillars and posts with inspiring kindness art and decor. Check out [these beautiful ideas](#) from schools world-wide!



Decorate Your School

EEssay Contest

Host a kindness-themed essay contest



Fence Decorating
Mount Airy School, Cincinnati, OH

FFence 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, #KindCoins, #KidsforPeace, #KindnessMatters



Heart Photo
LaRue Miller Elementary, Midlothian, TX

GGive the Earth a Kind Helping Hand

Organize a school-wide campus clean up

HHeart Photo

Take a school-wide heart-shaped photo

Incentives

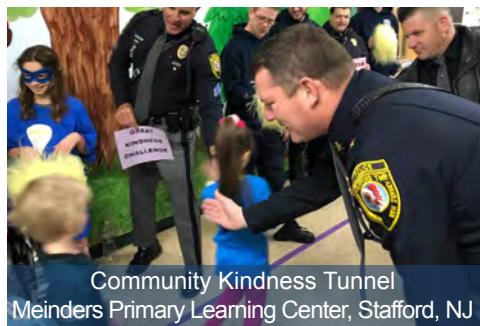
- Provide school-wide incentives to encourage collaborative participation, such as: a special principal dance or inspirational stunt, extra recess time, no homework night, pizza party, ice cream social, uniform-free day, celebrity visitor. Need inspiration? Check out: [“Carlsbad Elementary School Goes ‘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 ([order here](#)), a homework pass, stickers, pencils, gift certificates, books, you name it!
- Customize and print Kindness Certified Student certificates.



Certificate Incentives
Collier Elementary



Principal Stunt Incentive
Jefferson Elementary, Carlsbad, CA



Community Kindness Tunnel
Meinders Primary Learning Center, Stafford, NJ



Kindness Chain



Kind Coins Campaign
Rose Sale Fundraiser

Join Together for a Community Kindness Tunnel

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

Kindness Ambassador Program

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

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

We are excited to invite all Great Kindness Challenge participating students and families to help raise funds to build a [new school and friendship center in Mexico](#). We look forward to providing you with an inspirational campaign video, learning guides, and more so you can introduce this life-changing campaign to your students. Please stay tuned for more details!

Like us on Facebook

Click [here](#) to get inspired and informed by our daily posts and community of Kindness Ambassadors and The Great Kindness Challenge participants.

Marquee

Post The Great Kindness Challenge on your school marquee.



Marquee
Solana Vista School

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.

Proclamation

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



Proclamation

Photo Booths

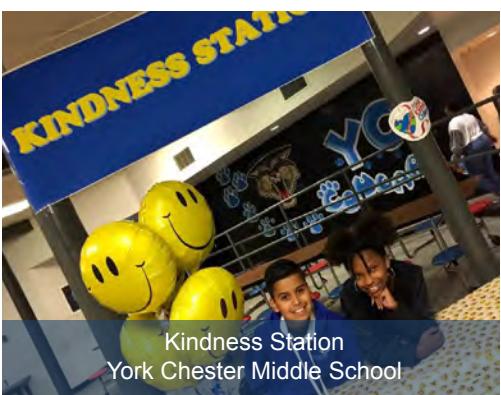
Host a kindness photo booth and show off your big kind smiles!



Photo Booth
Dexter Elementary

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.



Kindness Station
York Chester Middle School

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](#).



School-to-School Kindness
Lee Elementary School

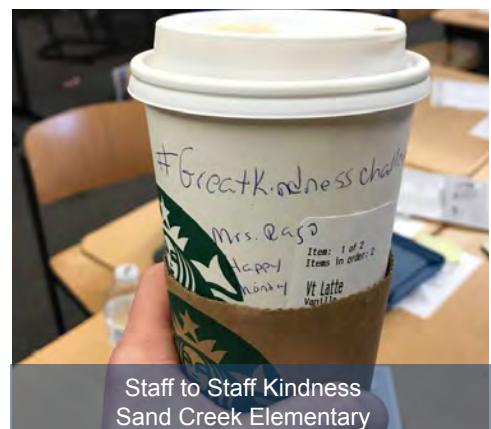
School-to-School Kindness

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



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.

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](#).

Train of Kindness New!

Students form a train and take turns writing compliments on sheets of paper taped onto their backs.

Unite the Big and Small

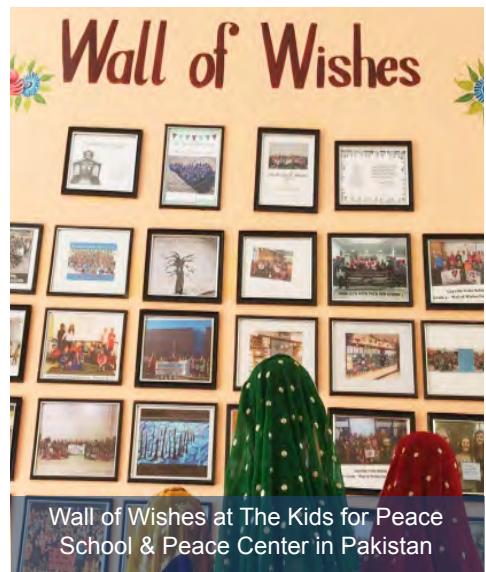
Partner older students with younger students and complete a kind act or two together.

V ideo

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!](#)

W all of Wishes

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



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

W onder Certified Kind Classroom Challenge

R. J. Palacio's best-selling book, Wonder, has ignited kindness in classrooms and communities worldwide, inspiring the Choose Kind bullying-prevention initiative. The Certified Kind Classroom Challenge is a fun way to instill the spirit of Wonder into your classroom by promoting, recognizing, and celebrating acts of kindness among peers throughout the school year. [Learn more.](#)



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.

Y earbook

Feature The Great Kindness Challenge in your school’s yearbook

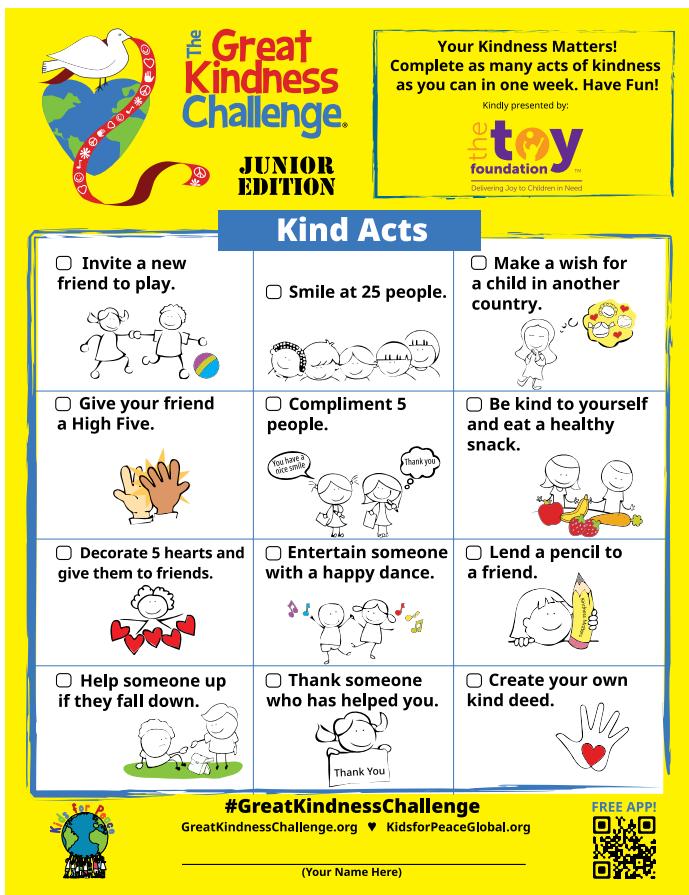
Z ones for Kindness

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.



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. 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.



The Great Kindness Challenge
JUNIOR EDITION

Your Kindness Matters!
Complete as many acts of kindness
as you can in one week. Have Fun!

Kindly presented by:
the toy foundation
Delivering Joy to Children in Need

Kind Acts

<input type="checkbox"/> Invite a new friend to play. 	<input type="checkbox"/> Smile at 25 people. 	<input type="checkbox"/> Make a wish for a child in another country. 
<input type="checkbox"/> Give your friend a High Five. 	<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 give them to friends. 	<input type="checkbox"/> Entertain someone with a happy dance. 	<input type="checkbox"/> Lend a pencil to a friend. 
<input type="checkbox"/> Help someone up if they fall down. 	<input type="checkbox"/> Thank someone who has helped you. 	<input type="checkbox"/> Create your own kind deed. 

#GreatKindnessChallenge
GreatKindnessChallenge.org ▾ KidsforPeaceGlobal.org

(Your Name Here)

FREE APP! 



The Great Kindness Challenge
EDICIÓN JUNIOR

La bondad cuenta.
Completa todos los actos de bondad que puedas. ¡Diviértete!

Kindly presented by:
the toy foundation
Delivering Joy to Children in Need

Actos de Bondad

<input type="checkbox"/> Invita a un nuevo amigo a jugar. 	<input type="checkbox"/> Sonríe a 25 personas. 	<input type="checkbox"/> Pide un deseo por un niño de otro país. 
<input type="checkbox"/> Dale cinco a tu amigo. 	<input type="checkbox"/> Proporciona comentarios positivos a 5 personas. 	<input type="checkbox"/> Se bueno contigo mismo y come una merienda saludable. 
<input type="checkbox"/> Decor 5 corazones y entrégaselo a tus amigos. 	<input type="checkbox"/> Entreten a alguien con un baile alegre. 	<input type="checkbox"/> Dale un lápiz a un amigo. 
<input type="checkbox"/> Ayuda a alguien si se cae. 	<input type="checkbox"/> Agradece a alguien que te ayudó. 	<input type="checkbox"/> Crea tu propio acto de bondad. 

#GreatKindnessChallenge
GreatKindnessChallenge.org ▾ KidsforPeaceGlobal.org

(Escribe tu nombre aquí)

FREE APP! 

PREK & KINDERGARTEN STUDENTS IN ACTION

- PHOTO GALLERY -



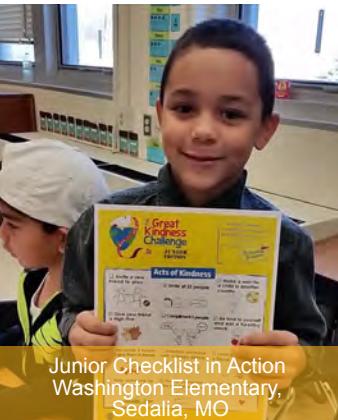
CUSD Students
at GKC 2017 Kick Off event
Carlsbad, CA



Hug a Friend
Frederiksen Elementary School
Dublin, CA



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



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
- Invite students to download and use the [FREE GKC App](#)
- Encourage the ASB (Associated Student Body) or appropriate club to organize and promote the GKC
- Promote the GKC in your school newspaper, television station or radio station
- Offer incentives for 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](#)



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



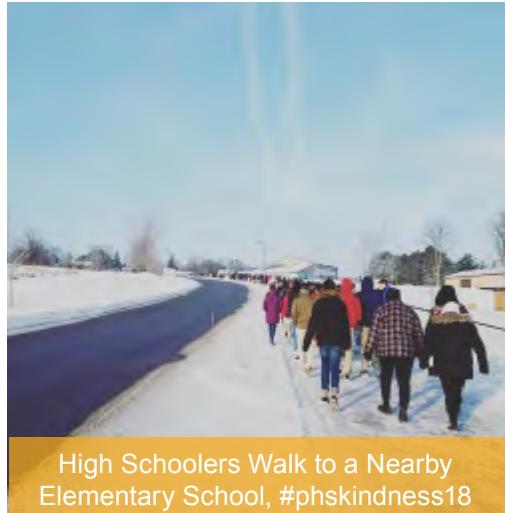
MIDDLE & HIGH SCHOOL ADAPTATIONS

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



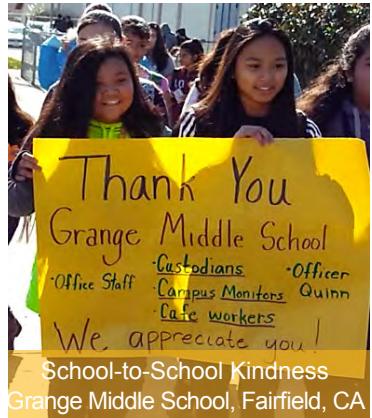
Middle Schoolers Play Kindness Game with Younger Students, GSB School



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

MIDDLE & HIGH SCHOOL STUDENTS IN ACTION

- PHOTO GALLERY -



MIDDLE & HIGH SCHOOL STUDENTS IN ACTION

- PHOTO GALLERY CONT'D -



Kindness Posters, Burroughs Middle School
JAN 11-26, 2018



Twitter Frame: Kindness is Trending Here



Wall of Kindness, HMS Bears



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 2019 Newsreel](#)); 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 school-wide reading (older students read with younger students)

Friday: Celebration assembly

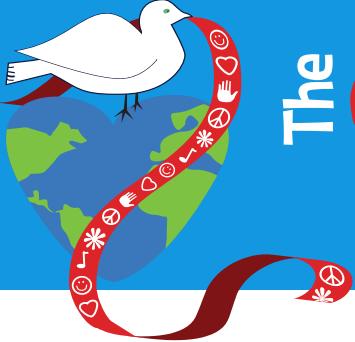
Sample 3

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 27 - 31, 2020

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

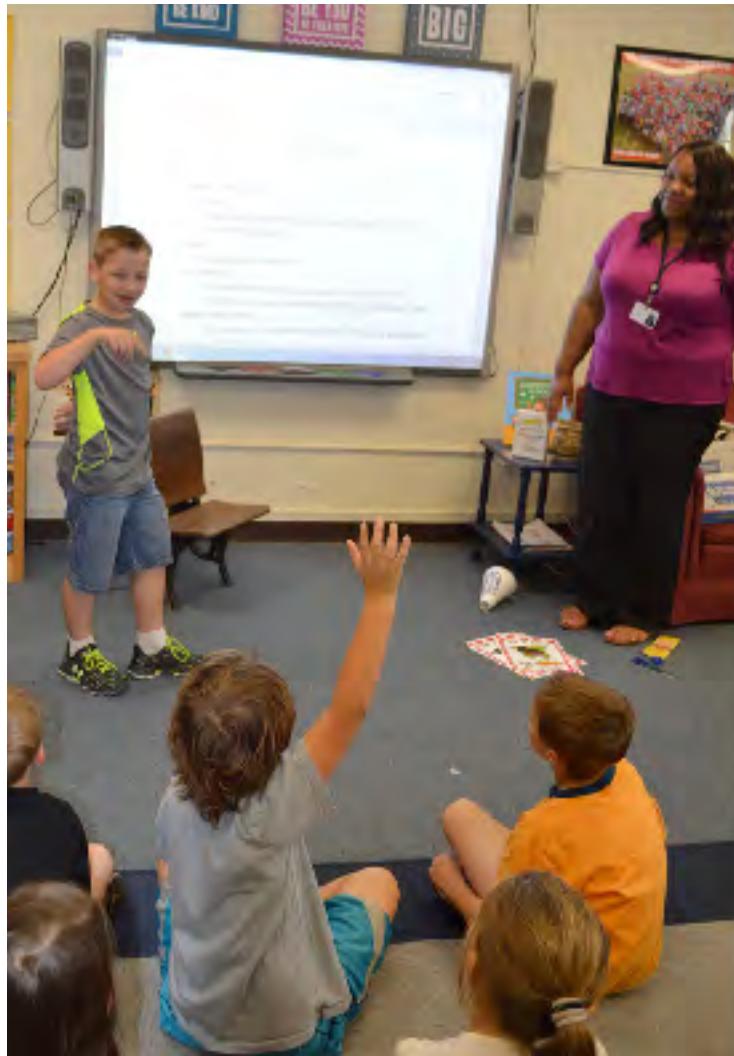
STUDENT ENGAGEMENT

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!"



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 27th through Friday, January 31st

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 GKC dates.

The Great Kindness Challenge Teacher Information and Schedule Sheet Monday, January 27th through Friday, January 31st

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. 23rd**.
- Teacher Idea List and Daily Kindness Quotes
- 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 23rd:

GKC Parent Letter sent home

Monday, January 27th:

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 28th:

8:05am Morning Kindness Quote (2nd grade:)

Spirit Day: Ride the Wave to Kindness (Beach/surfer attire)

Wednesday, January 29th:

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 30th:

8:05am Morning Kindness Quote (4th grade:)

Spirit Day: Peace, Love and Kindness (Dress in tie-dyes, peace signs or hippie clothes)

Friday, January 31st:

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.)



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 deeds
4. Help classrooms decorate kindness-themed doors
5. Assist with the school marquee to advertise the GKC
6. Have a talent to share? Help create the school’s kick-off assembly
7. Help assemble and deliver Teacher Kindness Kits

Event

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

1. Greet and encourage students during your Community Kindness Tunnel
2. Assist with the “Kindness Stations” during recess. This is 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 and 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 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 Jefferson Elementary, Carlsbad, CA

Sample Kick-off Rally Script 1

Great Kindness Challenge Kick-Off Assembly Video Version

Download an
editable word doc
from our
online tools page!

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

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

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

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

Check this out! **Show** [Video of 2019 GKC News Coverage Joy](#)

That was cool! Did you know that The Great Kindness Challenge started 8 years ago with just 3 schools in California?

Now, there are over 13 million students in 24,000 schools in all 50 states participating in The Great Kindness Challenge!

(We are on track for 15 million students in 30,000 schools!)

Class/Group: _____ million students? WOW!

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

Class/Group: Cool!

So, how do we do The Great Kindness Challenge?

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

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

Class/Group: 1, 2, 3....SMILE!

Entire school smiles for 30 seconds with "smiling" music playing.

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

Class/Group: 1, 2, 3.....

Entire School: YOU ARE SMART AND YOU ARE KIND!!!

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

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

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

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

School claps for the mayor.

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

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

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

Mayor speaks.

Thank you Mayor (*last name*). Your support means the world to us. Now, I think it's time for another kind act. Let's do this one. (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." Check this out. Show Video of Kind Coins for Mexico (coming soon!).

Wow! It's amazing to think that we can help and 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.

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

"Happy" music plays and dancing begins.

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

Principal reveals his/her school-wide incentive.

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

Thank you for coming!! Bye!!

(Play happy music as students leave the assembly.)





Download an editable word doc from our online tools page!

Sample Kick-off Rally Script 2

Great Kindness Challenge Kick-Off Assembly No Video Version

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

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

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

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

Did you know that The Great Kindness Challenge started 8 years ago with just 3 schools in California? Now, there are over 13 million students in 24,000 schools in all 50 states participating in The Great Kindness Challenge!
(We are on track for 15 million students in 30,000 schools.)

Class/Group: _____ million students? WOW!
It's true! We are part of a world-wide kindness revolution!

Class/Group: Cool!
So, how do we do The Great Kindness Challenge?

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

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

Class/Group: 1, 2, 3....SMILE!

Entire school smiles for 30 seconds with "smiling" music playing.

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

Class/Group: 1, 2, 3.....

Entire School: YOU ARE SMART AND YOU ARE KIND!!!

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

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

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

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Wow! It's amazing to think that we can help and 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.

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

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(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.

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

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Principal reveals his/her school-wide incentive.

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

Thank you for coming!! Bye!!

(Play happy music as students leave the assembly.)



Download an
editable word doc
from our online
tools page!

The Great Kindness Challenge Wrap Up Assembly Script

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? 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 looooong 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)!!



THE 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 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. We look forward to providing you with an inspirational campaign video, learning guides, and more so you can introduce this life-changing campaign to your students. Please stay tuned for more details!



2019 Kind Coins for Liberia Campaign

We are in the process of building a [much-needed health clinic in Paynesville, Liberia](#), thanks to the generosity of students in more than 120 schools. The clinic will be officially opened in December 2019 and we can't wait to share the celebration video with the world!



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 Campaign

2020 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. We look forward to providing you with an inspirational campaign video, learning guides, and more so you can introduce this life-changing campaign to your students. Please stay tuned for more details!



What you can do now

Think of ways you can make the campaign exciting, engaging, and meaningful for your students. Here are some photos of students raising #KindCoins for previous campaigns to spark your creativity!



Kind Coins for Mexico

What

Kind Coins for Mexico is a unifying service project to build a school and friendship center in Mexico. All Great Kindness Challenge students, families, and communities are invited to participate.

When*

Now until March 1, 2020. All raised funds are due by March 1, 2020.

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 (coming soon!)
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.

Thank you. Your KINDNESS MATTERS!

**The March deadline is essential for us to determine the scope of the project and it allows our partners onsite in Mexico to start the building process, especially since the turn-around time for the entire project is very tight. From an idea to completion, a new school and friendship center will be built within one year! With that being said, we will continue to raise #KindCoins until the end of the school year in order to reach our full goal and meet all expectations.*

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, 2020

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 2020. All photos are due by March 1, 2020.

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.
8. Smile BIG knowing that you are changing lives!

More Information?

Contact Jill McManigal at 760-730-3320 or jill@kidsforpeaceglobal.com.

Thank you. Your KINDNESS MATTERS!

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 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.



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 Grapevine Elementary



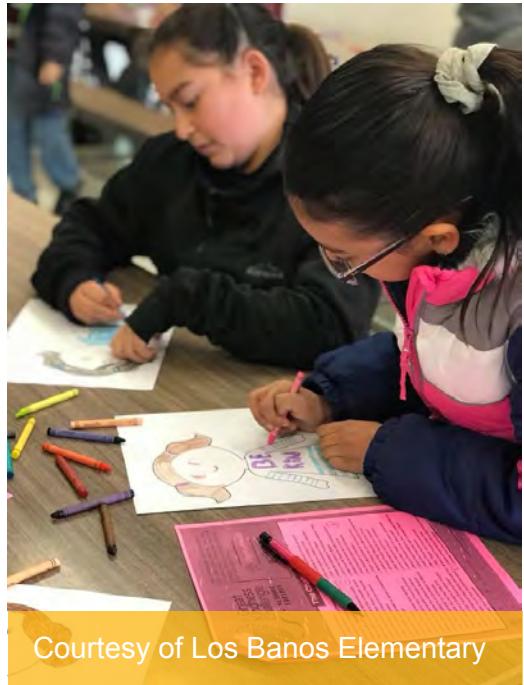
Courtesy of St. Hedwig TK-8



PTA Sponsored Kindness Station



Courtesy of Stella Middle Charter Academy



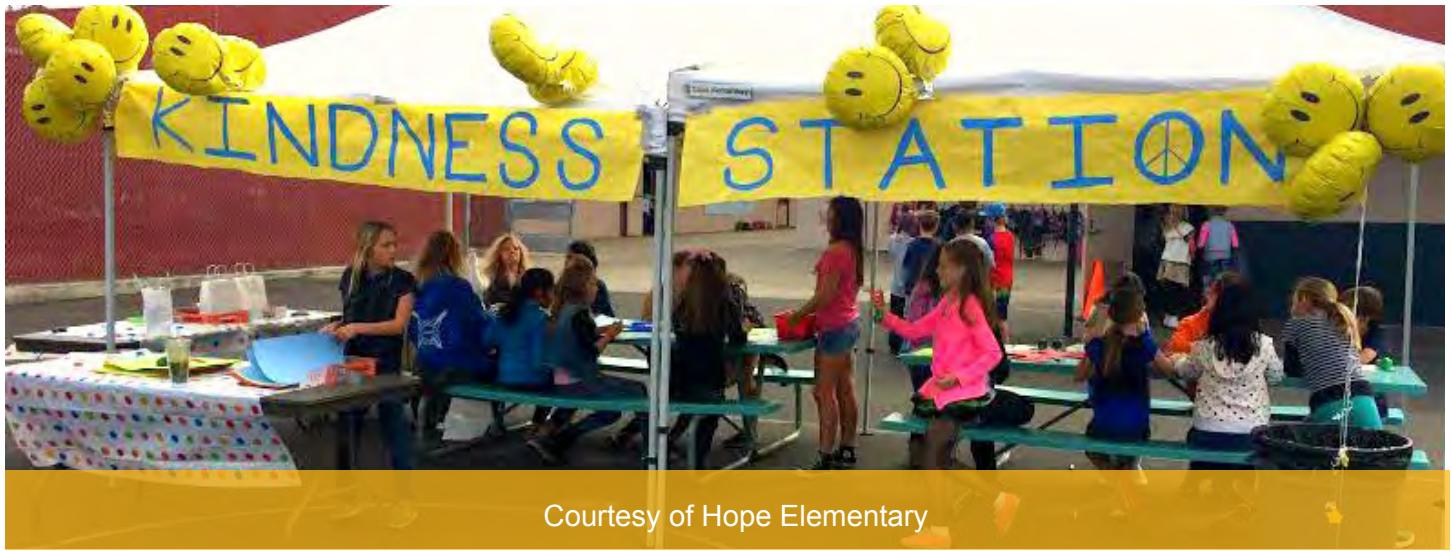
Courtesy of Los Banos Elementary



Courtesy of Hope Elementary



Courtesy of Coachella Valley Unified



Courtesy of Hope Elementary

KINDNESS REFLECTION PIECE

Kindness Reflection Piece

Encourage your students to reflect on the kindness they imparted throughout The Great Kindness Challenge through letter writing, discussion ideas and fun activities. Take a look at the ideas below, which will help provide context for your students. They will start to see the positive impact kindness has on their school, peers and themselves! Kindness has the power to not only improve self-love but also increase campus morale, peer relationships and empathy.

Sentence Starters For Kindness

This is a great activity for our elementary school challenge participants. 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 Checklist because....” You get the idea! Need inspiration? Check out our Kindness Reflection Worksheet (available on the GKC tools page).

Kindness Sketch

A simple way for students to reflect on how both imparting and receiving kindness made them feel, have them draw their kindness. Have your students sketch a picture that represents what they’ve learned from The Great Kindness Challenge and share with a peer or the class.

Share Kindness With Home

As a way to continue the kindness momentum, bring the parents/legal guardians on board! Opening up a reflective dialog with parents can deepen the experience for your students. Through Great Kindness Challenge - Family Edition, you can promote a culture of kindness not only in the classroom but within your students’ homes! Send home a parent letter describing the Family Edition, including the Family Edition Checklist and ways that exercising kindness in the home can generate positive outcomes for their child(ren). Studies show that kindness has the power to not only elevate mood, self-confidence and productivity, it also decreases negative behavior and depression.

Write About Your Kindness

Sometimes the best way to reflect is to write. This is a great activity for our high school students. Provide writing topics, [kindness quotes](#) to provide inspiration for students to think about the week. Journaling is a traditional reflection activity, but don’t restrict yourself to paper and pencil. Blogs and vlogs work just as well for getting students to reflect on their kindness.

Create Kindness Snowballs

This is a great way to engage your upper elementary school students through 12th grade and is a fun way to reflect on kindness. After the challenge, have your students write a key reflection on a sheet of paper and crumple it up. Then they toss their papers to the other side of the room. Once students catch a “snowball,” they read it, add something new and repeat.

Video Your Kindness

Have your students share what kindness means to them. Provide your students with a prompt, like “Kindness taught me...” or, “I performed [fill in blank kindness act] and it made me feel...” Taping the students’ responses and sharing with them will not only help them reflect on kindness but also sharpen their presentation skills!

Kindness Exit Slips

This is great for our middle school or high school students. Before students leave your class, ask them to quickly jot down what they’ve learned from The Great Kindness Challenge (or answer another reflection question) – it can be that simple. Check out our list of potential exit slip questions, and please send us additional questions that you used to add to our toolkit!

- What one act meant the most to you and why?
- How did performing an act of kindness for a peer/teacher/stranger impact or change your life?
- What does kindness mean to you?

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, make sure to share with us as we love to add fresh ideas to our toolkit.

Kindness Reflection Piece Cont'd

The Great Kindness Challenge - Sentence Starters For Kindness

As a means to reflect on The Great Kindness Challenge, have your students complete this simple exercise and discuss as a class. This activity will help create context for your students, showcasing how performing acts of kindness impacts their lives.

Sentence Starters: Help students reflect on how kindness has impacted their lives by providing sentence starters and having the students complete in their own words.

- 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 Challenged changed me by ...

Download the Reflection Worksheet from the [GKC tools page on our website!](#)



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

Something I didn't expect was

After the Great Kindness Challenge, I will

Kindness is

The Great Kindness Challenge changed me by



PROCLAMATION

Sample Proclamation

Download
an editable
word doc from
our online
tools page!

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 13 million students participating; and

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

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

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

Now, therefore, I, (Mayor's Name), serving as mayor of (City, State, do hereby proclaim January 27 - 31, 2020 as The Great Kindness Challenge Week where KINDNESS MATTERS in City's Name and beyond.



MHS StuCo receive a City Council Proclamation.

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.
- **Friendly Kind Coins Competition.** Schools collect Kind Coins for Mexico and the winning school gets a pizza party! One year, Kelly Elementary School in Carlsbad, CA won such a friendly competition, but instead of having a party, the students donated the money towards the new school in Mikei, Kenya.
- **Kindness Tree.** Create and give a kindness tree.
- **Kindness Mural.** Join together with another school to create a community Kindness Mural.
- **Kindness Flags.** Create and display Kindness Flags for another school.
- **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 create a poster for Buena Vista Elementary, Carlsbad, CA



School-to-School Kindness

Lee Elementary Students create Friendship Bracelets for their neighboring school

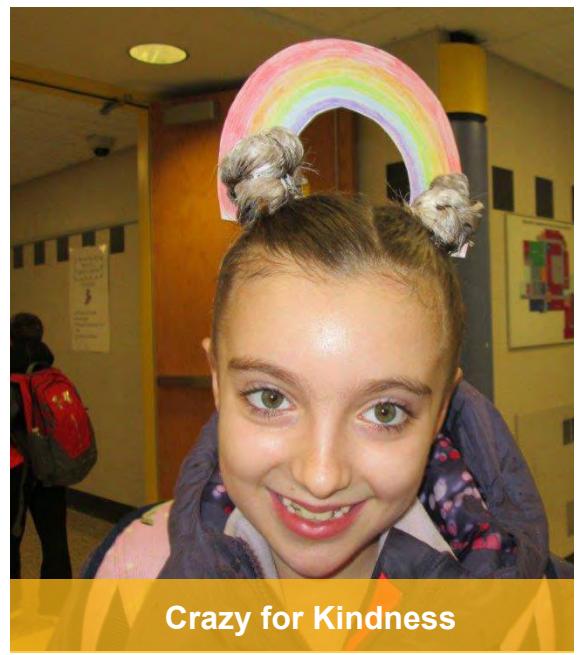
SPIRIT DAYS

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





Dreaming of Kindness, Coachella Valley Unified



Crazy for Kindness



**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 and we will make sure to correct the captures. Thank you for your understanding.

Spirit Days Flyer Examples



**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

Monday	Crazy for Kindness 
Tuesday	Kindness Rocks DRESS LIKE A ROCK STAR 
Wednesday	Team Kindness 
Thursday	Powered by Kindness 
Friday	Dream of Kindness  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



- Monday: "Kick-off" with Crazy Sock Day**
- Tuesday: "Kindness Counts!"**
- Wear something with numbers**
- Wednesday: "Wild About Kindness"**
- Dress like an animal or wear animal print**
- Thursday: "Respecting Differences"**
- Wear different pattern or color clothes**
- Friday: "We can work out problems!"**
- Dress in workout clothes**

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 Report](#)



Shawnee Elementary Students

Shawnee 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, **#GKfamily**. 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, Pilibos 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 Elementary School

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 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 goal of 15 million students and 30,000 schools in the U.S. participating in the challenge!

Great Kindness Challenge Ambassadors will receive:

- Electronic 'Great Kindness Challenge Ambassador Seal' to show the world your commitment to KINDNESS!
- Name included on the Great Kindness Challenge [website](#)
- A chance at a dedicated Great Kindness Challenge blog post and interview

If you are interested in becoming our Great Kindness Challenge Ambassador, please contact us at Ambassadors@greatkindnesschallenge.org.



MEDIA GUIDE

PLAN AHEAD & BOOST YOUR MEDIA SUCCESS

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.

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

One week ahead of GKC:

E-mail the Press Release again and follow up with a phone call.

A couple days prior to the GKC:

Call the media outlets again to make sure they received the Media Alert/Press Release and politely remind them about the GKC.

During the GKC week:

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

After the GKC:

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

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

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

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

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

Sample Press Release

FOR IMMEDIATE RELEASE:

[Date]

Contact: [name, phone, address, e-mail, etc.]

[Insert School]

Press releases
should cover:

**WHO is involved
WHAT is happening
WHEN will it happen
WHERE will it happen
WHY or HOW is it happening**

[SCHOOL NAME] TAKES THE GREAT KINDNESS CHALLENGE

[City, State] – [School] encourages community members and businesses to come together and participate in The Great Kindness Challenge, January 27 - 31, 2020. The Great Kindness Challenge is a positive, proactive kindness initiative, reaching millions of students and families every year.

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

****OR****

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

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

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

[Insert community spokespersons quote]

[Insert local statistics]

The Great Kindness Challenge 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 challenge during the last week of January. The Family Edition is year-round. Schools and families may get involved by signing up at no cost at: www.greatkindnesschallenge.org. The Great Kindness Challenge is made possible by the generosity of our sponsors Toy Foundation, ViaSat, Mind Yeti, Nordson, TaTaTu, McGraw-Hill Education, and Wonder Kindness Certified Kind Classroom Challenge.

Kids for Peace is a California-based global nonprofit that provides a platform for youth to actively engage in socially-conscious leadership, community service, global friendships, and thoughtful acts of kindness. Over 13 million youth in 121 countries actively create a culture of peace through their two programs, The Great Kindness Challenge and The Peace Pledge Program. www.kidsforpeaceglobal.org

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

Media Alert Sample

Media Alert from The Great Kindness Challenge 2018 and adapted for the 2020 GKC dates. Courtesy of Kids for Peace.

MEDIA ALERT FOR MONDAY, JANUARY 27, 2020

OVER 500 SAN DIEGO COUNTY SCHOOLS JOIN 15 MILLION STUDENTS NATIONWIDE TO CREATE A CULTURE OF KINDNESS

On Monday, January 27th, San Diego County schools will kick off the 9th annual Great Kindness Challenge - School Edition. Presented by Kids for Peace, a Carlsbad-based global nonprofit, this is one week where students do as many kind acts as possible, choosing from a 50-item checklist. What started with three Carlsbad schools in 2012, has now grown to over 15 million students in all 50 states. This positive, proactive, and powerful week will mobilize students nationwide to create school climates that are respectful, compassionate, happy, and kind. Collectively, these students will complete over half a billion acts of kindness!

GKC 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 GKC school to kick off the week with motivational cheers and high-energy activities.

WHEN: Monday, January 27, 2020 at 7:45am-9:00am.

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

CONTACT: Jill McManigal, Kids for Peace Executive Director, at 760-846-0608

Week-long Activities Include:

WHAT: Kindness Recess Stations, School-wide Service Projects, Spirit Days and more. In addition to all students receiving a 50-item kindness checklist and doing as many kind acts as possible, schools are hosting complementary activities throughout the week.

WHEN: January 27-31, 2020

WHERE: Featured is Hope Elementary School, the 2nd founding GKC school
3010 Tamarack Avenue, Carlsbad, CA 92010

CONTACT: Ms. Rossiter, Principal at 760-331-5900 or Jill McManigal at 760-846-0608

WHY: Schools want to proactively create a culture of kindness on their campuses. 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.

The Great Kindness Challenge was created by Kids for Peace. The Great Kindness Challenge - School Edition is one week where students do as many kind acts as possible, choosing from a 50-item checklist. This positive, proactive, and powerful week mobilizes students to create school climates that are respectful, compassionate, happy, and kind. The Great Kindness Challenge is made possible by the generosity of our sponsors Toy Foundation, ViaSat, Mind Yeti, Nordson, TaTaTu, McGraw-Hill Education, and Wonder Kindness Certified Kind Classroom Challenge.

Kids for Peace is a California-based global nonprofit that provides a platform for youth to actively engage in socially-conscious leadership, community service, global friendships, and thoughtful acts of kindness. Over 13 million youth in 121 countries actively create a culture of peace through their two programs, The Great Kindness Challenge and The Peace Pledge Program. www.kidsforpeaceglobal.org

Local Media Coverage Examples

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.



Kind Acts Can Change
The World

patch.com



Kindness challenge a
success at Ansted
Elementary

fayettetribune.com



'Kindness Challenge'
week kicks off

youtube.com



GREAT KINDNESS
CHALLENGE LIVE SHOT
(01/29/2019)

youtube.com



GREAT KINDNESS
CHALLENGE WEEK

youtube.com



Great Kindness
Challenge issued to
Plymouth Students

youtube.com



'The Great Kindness
Challenge' heads to
Pendleton nursing home

wishtv.com



S.J. Welsh challenges
students to fifty small
acts of kindness

kplctv.com



Iron House Elementary
first-grader makes over
850 bracelets for the
Great Kindness Challen

thepress.net

GREAT KINDNESS CHALLENGE NEWS COVERAGE JOY

Every year, The Great Kindness Challenge attracts great media attention. Please check out the snapshot of the nationwide media coverage in our Great Kindness Challenge 2019 News Coverage Joy video! You can also check out our [news page on our website](#), which includes plenty more videos and articles.

The Great Kindness Challenge 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

• It Gets Better Project itgetsbetter.org

[National School Climate Center](#) promotes community of upstanders through their [BullyBust](#) campaign, which provides free resources for students and adults: <http://www.schoolclimate.org/bullybust/>. This site includes:

- Educator Activities (<http://www.schoolclimate.org/bullybust/educators/activities>)
- Partner School Program: (<http://www.schoolclimate.org/bullybust/educators/partner-schools>)
- Student and moderator toolkits encourage students to work in partnership with adults to develop awareness campaigns. These kits are available by download after users register their information on the BullyBust site.
- Upstanders In Action: This section includes a list of projects and ideas to get the entire community engaged in upstander efforts. <http://www.schoolclimate.org/bullybust/upstander/resources>
- Upstander Central- Youth Leaders: Learn about the top 10 tips for youth-adult partnerships from national youth leaders. <http://www.schoolclimate.org/bullybust/upstander/upstander-central/youth-leaders>
- Upstanders Go to the Movies: watch popular film clips and use the guiding questions to spark important discussions on what it means to be an upstander. <http://www.schoolclimate.org/bullybust/upstander/video-resources>
- Upstander Commitment Wall: Share your voice and show support for others on this wall representing our global movement. <http://www.schoolclimate.org/bullybust/students/commitment-wall>
- 10 Ways to Be An Upstander- concrete tips for students <http://www.schoolclimate.org/bullybust/students/upstander>

• Random Acts of Kindness <http://www.randomactsofkindness.org/educators>

• Stopbullying.gov stopbullying.gov

Classroom and Educator Resources:

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

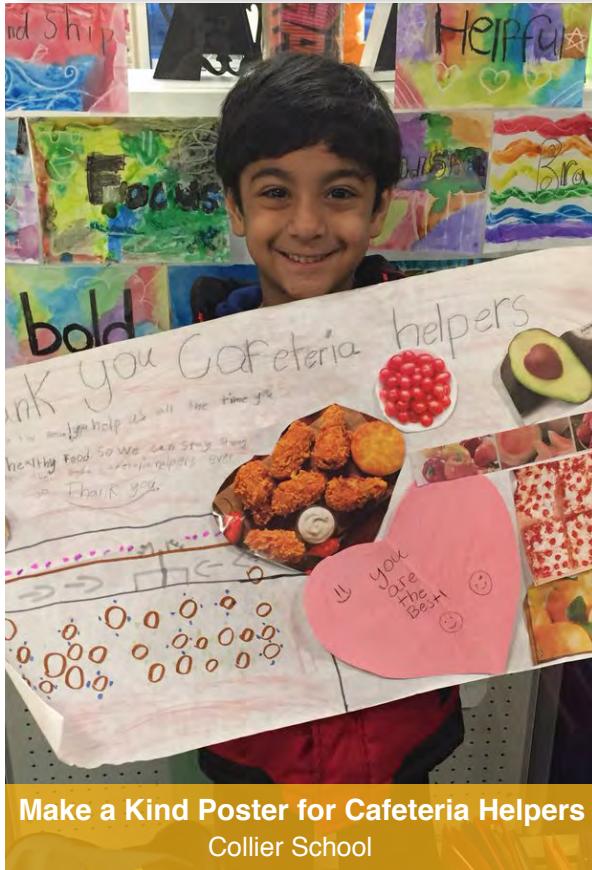
Suggested Reading List for Students:

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

GKC PHOTO GALLERY

*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 and
we will make sure to correct the captures. 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



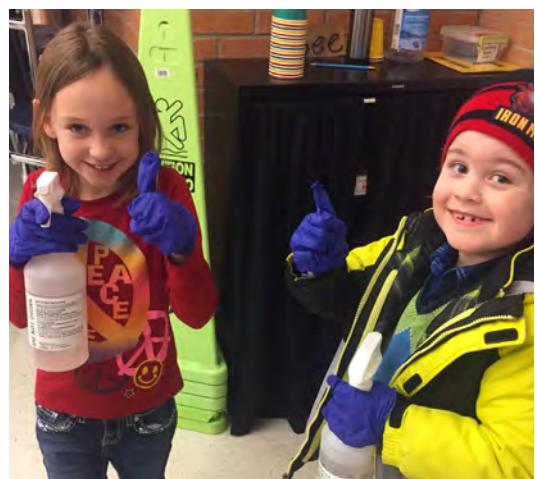
Give Your Friend a High Five



Hug a Friend
Summit Cove Elementary



Compliment 5 people
Monroe Elementary



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

KINDNESS CHECKLIST IN ACTION



Pick Up 10 Pieces of Trash on Campus



Pat Yourself on the Back
Hazelwood School



Bring a Flower to the Office Staff



Write a Thank You on a Band-Aid for the Nurse*
Little Chico Creek



Read a Book to a Younger Child



Give an Apple or a Note to Your Teacher



Say "Thank You" to a Volunteer



Sit with a New Group of Kids at Lunch



Send a Thank You to Your Superintendent



Make a Wish for a Child in Another Country

SCHOOL DECORATING







Reach for Kindness Bulletin Board

Courtesy of D McClatchey Elementary



Reach for Kindness Bulletin Board

Courtesy of Heights School



Oversized GKC Kindness Checklist

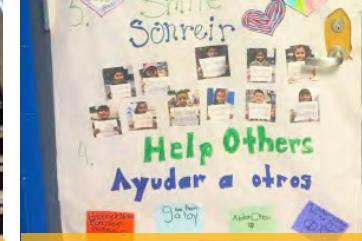


Sidewalk Chalk



Kind-hearted Hands around School

Courtesy of Torrey Hills, San Diego, CA



Door Decorating
Orchard Clark Middle School

Kind Messages on Stairs

Door Decorating
Bilingual Door at Blackwell School



Kind-Hearted Hand Mural
Kinry School



Kind Messages on Windows



Kind Posters
Burroughs Middle School

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



Community Gratitude Baskets

Courtesy Collier School



Meals for a Homeless Shelter

Lakeside Middle School, Hot Springs, AR



Community Support

Courtesy of Susuin Elementary, Carlsbad, CA

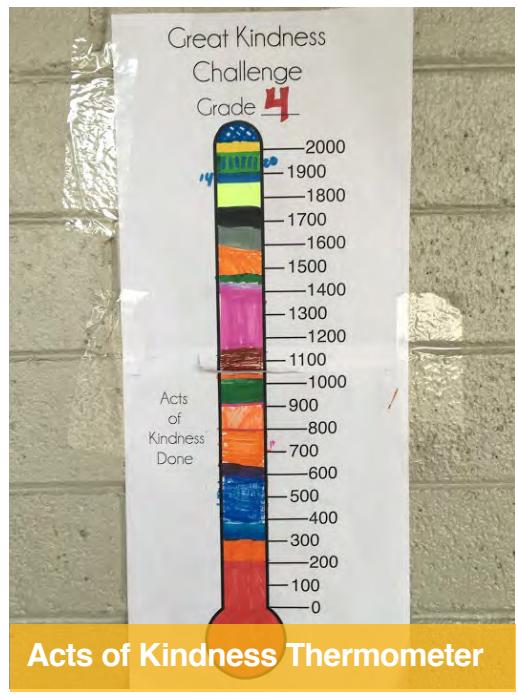


Kindness Notes on Lockers

West Elementary



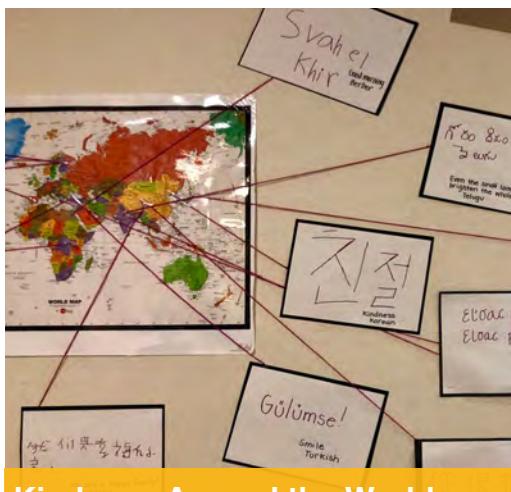
Blankets for Humane Society
Courtesy of Noddin Elementary



Acts of Kindness Thermometer



Kindness Makes Cents
Lucy's Kids for Peace



Kindness Around the World



Take What You Need Flyers



How I Show Kindness



Coffee for @GuadGrizzly Parents



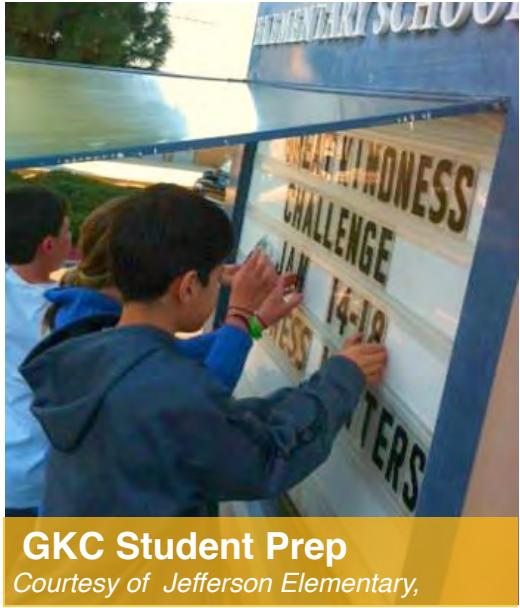
Kindness Cart



Why Kindness Matters in the Classroom



Creating Flowers for Staff

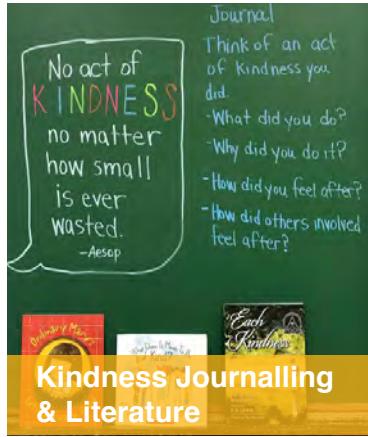


GKC Student Prep

Courtesy of Jefferson Elementary,



Secret Treats for Staff



Kindness Journalling & 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



Fence Decorating

Courtesy of Hope Elementary, Carlsbad, CA



School-wide Kindness Poster

Richard Lee Elementary



Kindness Matters Sign

Courtesy of Page Hilltop Elementary, Ayer, MA



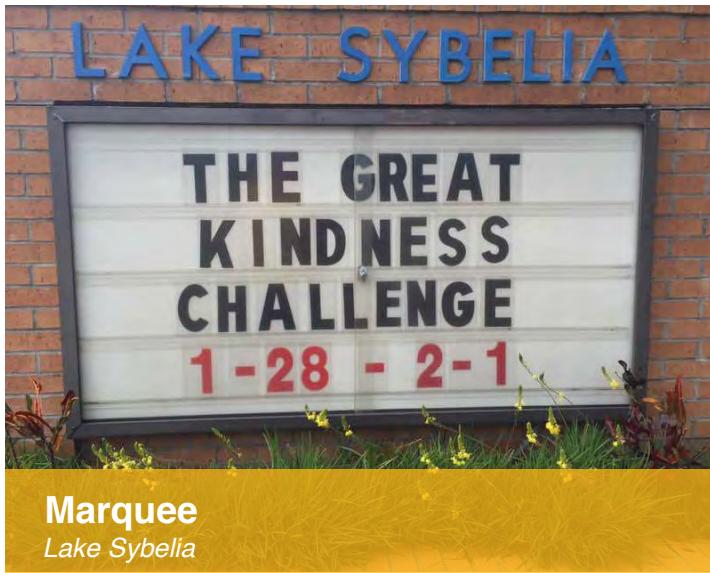
Fence Decorating

Courtesy of Daphne Middle School



School Love Grass Milam Elementray





SCHOOLWIDE HEART PHOTOS



Linwood Elementary School,
Oklahoma City, OK



WB Beam Intermediate,
Cherryville, NC



Buchman Elementary



LaRue Miller Elementary,
Midlothian, TX



Westhill Institute,
Ciudad de Mexico, Mexico



Maemae Elementary School,
Honolulu, HI



Mt. Diablo, CA



Dover Academy,
Fairfield, CA



Valle Alto School



Balboa Elementary,
Glendale, CA



Overton Elementary,
Salisbury, NC



Marengo Elementary,
South Pasadena, CA

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!

The screenshot shows the top navigation bar of the Great Kindness Challenge website. The menu items are: DONATE, CART, STORE, GKC TOOLS (which is highlighted with a red oval), LOGIN, and GKC APPS. Below the menu, there is a logo featuring a dove perched on a heart-shaped Earth. The main title "The Great Kindness Challenge." is displayed in large, bold letters. Below the title are several dropdown menus: "The Event", "Kindness Certified", "Kind Coins", "Ambassadors", "Sponsors & Partners", "News", and "Gallery". A large blue banner below the header reads "Welcome to The Great Kindness Challenge tools page".



Toolkit

The Great Kindness Challenge Toolkit includes everything you need to know in order to make this program successful at your school.

[DOWNLOAD TOOLKIT](#)



The Great Kindness Challenge.

SCHOOL EDITION

Your Kindness Matters!
We challenge you to complete as many acts of kindness as you can in one week. Have fun and smile big knowing that you are changing the world for good!

Kind Acts

- Smile at 25 People
- Slip a Nice Note in Your Friend's Backpack
- Compliment 5 People
- Pick up 10 Pieces of Trash on Campus
- Make a New Friend
- Tell a Joke and Make Someone Laugh
- Be Kind to Yourself and Eat a Healthy Snack
- Learn Something New About Your Teacher
- Draw a Picture and Give it to Someone
- Help a Younger Student
- Give a KIND Handshake to Greet a Classmate
- Recycle Your Trash
- Hug Your Friend
- Pick Up Trash Outside Your School
- Cut Out 10 Hearts & Give Them to Friends
- Entertain Someone with a Happy Dance
- Make a Kind Poster for Cafeteria Helpers
- Show Appreciation to a Counselor or Mentor
- Say "Good Morning" to 15 People
- Design a Thank You for the PTA/PTO
- Make a Wish for a Child in Another Country
- Say "Thank you" to a Crossing Guard
- Invite a New Friend to Play/Hang Out with You
- Send a Thank You to your Superintendent
- Offer to Help Your Custodian

- Sit with a New Group of Kids at Lunch
- Read a Book to a Younger Child
- Give an Apple or a Note to Your Teacher
- Step Up for Someone in Need
- Make and Display a "Kindness Matters" Sign
- Carry Your Friend's Books
- Help Your PE Teacher with the Equipment
- Make a Bookmark for a Friend
- Hold the Door Open for Someone
- Pat Yourself on the Back
- Thank a Bus Driver or Car Pool Driver
- Write a Thank You on a Band-Aid for the Nurse
- Listen to Your Teacher the First Time
- Whisper Thank You to the Librarian
- Help Someone Up If They Fall Down
- Lend a Pencil to a Friend
- Learn to Say "Hello" in a New Language
- Bring a Flower to the Office Staff
- Show Appreciation to Your Principal Creatively
- Help Your Teacher wih a Needed Task
- Be on Time for School
- Say "Thank You" to a Volunteer
- Give Your Friend a High Five
- Make a Friendship Gift for Someone New to You
- Create Your Own Kind Deed



#GreatKindnessChallenge

GreatKindnessChallenge.org ♥ KidsforPeaceGlobal.org

(Your Name Here)

FREE APP!





The Great Kindness Challenge®

SCHOOL
EDITION

Te retamos a que realices todas las acciones de amabilidad posibles. Usa la lista que presentamos a continuación marca las acciones que lievas a cabo. ¡Que té diviertas!

Los Retos

- Sonríe a 25 personas
- Escribe una nota y ponla en la mochila de tu amigo o amiga
- Da comentarios positivos a 5 personas
- Recoge 10 piezas de basura en tu escuela
- Haz un nuevo amigo
- Comparte un chiste con alguien para hacerlo reir
- Sé AMABLE contigo mismo, consumiendo alimentos sanos
- Aprende algo nuevo acerca de tu maestro
- Haz un dibujo y regálaselos a alguien
- Ayuda a un estudiante más joven
- Saluda amablemente de mano a un compañero de clase
- Recicla tu basura
- Abraza a un amigo
- Recoge basura afuera de tu escuela
- Recorta 10 corazones y regálaselos a tus amigos
- Entretener a alguien con una danza feliz
- Crea un póster para los ayudantes de la cafetería
- Camina ó usa tu bicicleta para ir a la escuela en vez de usar el auto
- Saluda por la mañana a 15 personas con la frase "buenos días"
- Escribe una nota de agradecimiento a alguien
- Cumple el deseo de un niño de otro país
- Da las "gracias" a la persona que ayuda con el cruce de la calle
- Invita a un nuevo amigo a jugar ó a pasar tiempo contigo
- Envía una nota de agradecimiento a tu director
- Ofrezca ayudar a su custodio
- Siéntate con un nuevo grupo de niños a la hora del almuerzo
- Lee un libro a un niño más pequeño
- Regala una manzana ó una nota a tu maestro
- Defiende a alguien que lo necesita
- Haz un anuncio que diga "Kindness Matters, La Amabilidad Cuenta"
- Lleva los libros de tu amigo
- Ayuda al maestro de educación fisica con el equipo
- Crea un marcador de libros para un amigo
- Abre la puerta y deténia para que pueda entrar otra persona
- Abrázate
- Da las gracias al chofer del camión escolar y a la persona que te lleva a la escuela
- Escribe una nota de gracias en un curita para la enfermera
- Escucha las inidicaciones de tu maestro a la primera
- En voz baja, di gracias a la bibliotecaria
- Ayudar a alguien si se caen
- Préstale un lápiz a un amigo
- Aprende a decir "hola" en un idioma nuevo
- Lleva una flor a un empleado de la oficina
- Muestra tu agradecimiento al director de tu escuela en forma creativa
- Ayuda a tu maestro en alguna tarea que requiera
- Llega a tiempo a la escuela
- Decir gracias a un voluntario
- Dale un "high five" a un amigo
- Da un regalo de amistad a alguien que acabas de conocer
- Crea tu propio acto de amabilidad



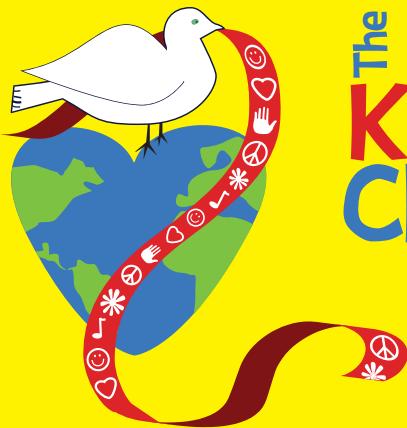
#GreatKindnessChallenge

GreatKindnessChallenge.org ♥ KidsforPeaceGlobal.org

(Escribe tu nombre aquí)

FREE APP!





The Great Kindness Challenge

JUNIOR EDITION

Your Kindness Matters!
Complete as many acts of kindness
as you can in one week. Have Fun!

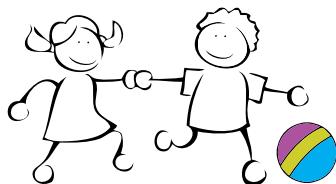
Kindly presented by:



Delivering Joy to Children in Need

Kind Acts

- Invite a new friend to play.



- Smile at 25 people.



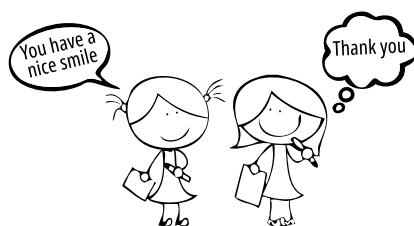
- Make a wish for a child in another country.



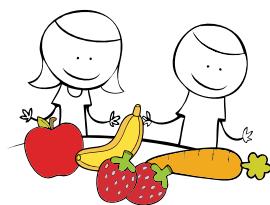
- Give your friend a High Five.



- Compliment 5 people.



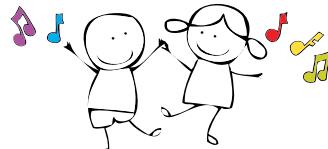
- Be kind to yourself and eat a healthy snack.



- Decorate 5 hearts and give them to friends.



- Entertain someone with a happy dance.



- Lend a pencil to a friend.



- Help someone up if they fall down.



- Thank someone who has helped you.



- Create your own kind deed.



#GreatKindnessChallenge

GreatKindnessChallenge.org ♥ KidsforPeaceGlobal.org

(Your Name Here)

FREE APP!





The Great Kindness Challenge

EDICIÓN JUNIOR

La bondad cuenta.
Completa todos los actos de bondad
que puedas. ¡Diviértete!

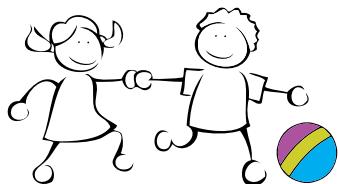
Kindly presented by:



Delivering Joy to Children in Need

Actos de Bondad

- Invita a un nuevo amigo a jugar.



- Sonríe a 25 personas.



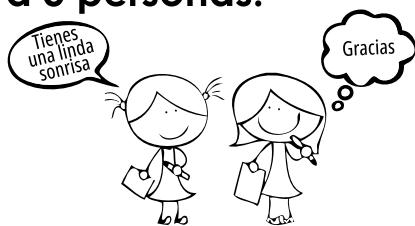
- Pide un deseo por un niño de otro país.



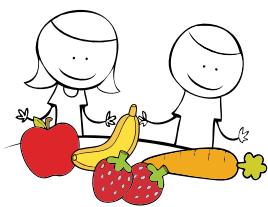
- Dale cinco a tu amigo.



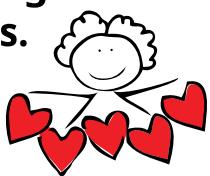
- Proporciona comentarios positivos a 5 personas.



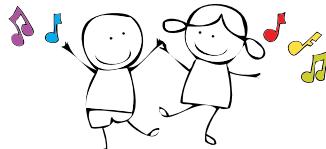
- Se bueno contigo mismo y come una merienda saludable.



- Decor 5 corazones y entrégaselo a tus amigos.



- Entretén a alguien con un baile alegre.



- Dale un lápiz a un amigo.



- Ayuda a alguien si se cae.



- Agradece a alguien que te ayudó.



- Crea tu propio acto de bondad.



#GreatKindnessChallenge

GreatKindnessChallenge.org ♥ KidsforPeaceGlobal.org

FREE APP!



(Escribe tu nombre aquí)

Save the Date

Spread the word far and wide! Let everyone know about the 2020 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 27 - 31, 2020

The Great Kindness Challenge is one week dedicated to creating a culture of kindness and compassion on campuses worldwide.

Our school is proudly participating in this proactive and positive kindness initiative.

All students will receive The Great Kindness Challenge checklist. Please encourage your child to complete as many acts of kindness as possible.

We are also happy to invite YOU to participate using the Family Edition checklist. Your family can complete the checklist anytime and anywhere.

Together, let's show the world that...

KINDNESS MATTERS!

GreatKindnessChallenge.Org



Kindly presented by



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

Kindly supported by

the **toy**
foundation™
Delivering Joy to Children in Need

Viasat™

Mind Yeti



The Great Kindness Challenge

SCHOOL EDITION

Enero 27 - 31, 2020

El Gran Reto de Amabilidad es una semana dedicada a crear una cultura de amabilidad en los planteles escolares al nivel nacional.

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

Todos los estudiantes recibaran un listado de actos de amabilidad. Por favor motive a su hijo a llevar a cabo la lista y asi participar en el reto.

Tambien queremos invitar a toda la familia a participar en la nueva Edicion Familiar. Su familia puede completar esta lista en cualquier momento y cualquier lugar.

Podemos enseñar al mundo que....

**¡LA
AMABILIDAD
CUENTA!**

GreatKindnessChallenge.Org



Kindly presented by



Kindly supported by





The Great Kindness Challenge

Una semana. Una lista. Felicidad infinita.

Todos los niños merecen aprender en un entorno seguro, acogedor y de apoyo. El Gran Reto de la Bondad es una poderosa herramienta que involucra a estudiantes, maestros, administradores, familias y comunidades en la creación de una cultura de la compasión, la aceptación, la unidad y el respeto.



Acerca de: El Gran Reto de la Bondad ("the Great Kindness Challenge") es una iniciativa proactiva de prevención positiva en contra del acoso escolar o "bullying" que mejora el clima escolar y aumenta el compromiso estudiantil.

El Gran Reto de la Bondad es una semana dedicada a realizar tantos actos de bondad como sean posibles en la escuela. Utilizando la lista que contiene 50 actos de bondad, los estudiantes aceptan el reto y muestran al mundo que ¡la BONDAD IMPORTA!

Cómo: ¡Es fácil! Simplemente copie la lista de actos de bondad proporcionada y pida a los maestros que se la distribuyan a cada uno de sus estudiantes. Al utilizar esta lista de actos de la bondad, los estudiantes trabajan independientemente, en grupos pequeños o como una clase entera para completar los 50 desafíos.

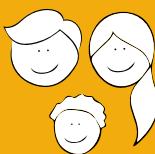
Quienes: todos los estudiantes desde Preescolar hasta 12vo grado.

Cuándo: cada año, durante la última semana de enero.
(Enero 27 - 31, 2020 o la semana que mejor se acomode a su escuela)

Nuestro impacto en el 2019

Más de 13 millones
de estudiantes

13,166,854



Más de 24 mil
escuelas

24,027



Más de 600 millones
de actos de bondad

658,342,700



Más de 110
países

115





Dear Parent/Guardian,

We are excited to announce that we are participating in The 2020 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, 2020, 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.

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 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.

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

Con gran gratitud,

Su Directora

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. Seltser

Intro: **D**

D **A**

Help me make a stand

Bm **G**

Every girl, boy, woman and man

D **A**

Let your voices rise, you'll be satisfied

C **G** **D**

When you reach out with a kind-hearted hand

C **G** **D**

Reach out with your kind-hearted hand

D **A**

It's easier than you think

Bm **G**

Just be kind to those who you meet

D **A**

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

C **G** **D**

So reach out with a kind-hearted hand

C **G** **D**

Reach out with your kind-hearted hand

Bridge:

Bm **A**

Calling out across the oceans

Bm **C** **G**

Calling out across the land

Bm **A**

Show the world that kindness matters

C **G** **D**

And reach out with a kind-hearted hand

C **G** **D**

Reach out with your kind-hearted hand

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

D A

When sunny skies turn grey

Bm G

Follow me; I'll lead the way

D A

Here's where we begin, let some love come in

C G D

And reach out with a kind-hearted hand

C G D

Reach out with your kind-hearted hand

C G

Reach out, reach out, reach out, reach out

C G D

Reach out with your kind-hearted hand

C G

Reach out, reach out, reach out, reach out

C G D

Reach out with your kind-hearted hand

Reach out, reach out, reach out, reach out

Reach out with your kind-hearted hand

Reach out, reach out, reach out, reach out

Reach out with your kind-hearted hand

Kind-Hearted Hand

Words and Music by
Peter B. Seltzer

Lively (J = 130)

Sheet music for the first four measures of the song. The key signature is A major (no sharps or flats). The time signature is common time (indicated by '4'). The melody is in the treble clef, and the bass line is in the bass clef. The lyrics for these measures are not explicitly written but correspond to the chords shown: D, D (piano), D, C, D.

Sheet music for the first part of the verse, starting at measure 5. The key signature changes to A minor (one flat). The time signature remains common time. The melody continues in the treble clef, and the bass line is in the bass clef. The lyrics are: "Help me make a stand, ev'-ry girl, boy, wom-an and". The chords shown are D, A, D, A.

Sheet music for the end of the verse and the beginning of the next section. The key signature changes back to A major. The time signature remains common time. The melody continues in the treble clef, and the bass line is in the bass clef. The lyrics are: "men. melody Let your voice-es rise you'll be sat - is - fied, when you". The chords shown are G, D, A. The section ends with a piano introduction labeled "Introductory".

11

Cross G D

reach out with a kind - heart - ed hand.

Reach out

12

Cross G D

— with your kind-heart-ed hand!

It's

13

Cross G D

— with your kind-heart-ed hand!

It's

14 Verse 2

A B

eas - 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

C major G D

reach out with a kind-heart-ed head.

C major G

Reach out with your kind-heart-ed

25

D D minor D major

head! Bridge

Call - ing out a - cross

28

A D C G

— the o - comes, call - ing out a - cross the land.

31

B A C G

Show the world that kind - ness mat - ters reach out with a kind-heart - ed

34

D C G D

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

37



Verse 3



When sun-ny skies turn grey.

fol-low me;

10

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

49    
 reach out, reach out with your kind-heart-ed hand. Reach out.

52    
 reach out, reach out, reach out, reach out with your kind-heart-ed



D

55 N.C.

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.

Diamond Sponsors



Delivering Joy to Children in Need

Gold Sponsors



Silver Sponsors



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!



WONDER CERTIFIED KIND CLASSROOM CHALLENGE



"#wonder is one of the best books to read during the #greatkindnesschallenge in 6th grade @Strathman_SMSD. Deep questioning and discussion of characterization." *R. Kent Yocom, Ed.D., @kyocumtlc, Principal-Brookridge Elementary SMSD*

BECOME A *WONDER* certified kind CLASSROOM!

R. J. Palacio's *WONDER* has spread kindness in classrooms and communities across the nation and inspired the Choose Kind anti-bullying initiative.

THE CERTIFIED KIND CLASSROOM CHALLENGE, now in its fourth year, is a way to instill the spirit of *Wonder* into your classroom by promoting, recognizing, and celebrating acts of kindness among peers throughout the school year.

The first 500 classrooms to complete the challenge will receive an **EXCLUSIVE CHOOSE KIND BANNER!**

Of those 500 classrooms, a lucky five will be randomly selected to receive:

- A \$500 donation in their class's name to a charity of their choosing
- A class pizza party to celebrate their achievement
- A framed print of their class's favorite precept
- A class set of Wonder School Planners (maximum 36)
- A Wonder journal, tote bag, note cube, pouch, and calendar for the teacher

SHARE THE WORLD OF *WONDER*

© 2018, 2019 R. J. Palacio and Random House Children's Books

RHCB Alfred A. Knopf

CLICK HERE to download free starter materials and learn more about how to become a Certified Kind Classroom!

NO PURCHASE NECESSARY. Enter between 12:00 PM on August 1, 2018 EDT and 12:00 PM on April 15, 2019 EDT. Limit one entry per person. Open to legal US residents who are 18 or older at time of entry. Void where prohibited or restricted by law. See Official Rules at choosekind.tumblr.com for full details.

MIND YETI - BRING MINDFULNESS TO YOUR COMMUNITY

- BY OUR PARTNER COMMITTEE FOR CHILDREN -

With social-emotional learning (SEL) on the rise and with our holistic approach to creating a culture of kindness, we are thrilled to partner with [Mind Yeti](#), an expert in mindfulness in education.

Mind Yeti is a research-based mindfulness app that offers a carefully curated library of mindfulness sessions and services. The sessions are designed to help children practice mindfulness by learning how to focus their attention, regulate their emotions, and explore empathy and compassion.

We invite you to check out how kindness and mindfulness go hand in hand!

The screenshot shows the Mind Yeti app's "Great Kindness Challenge" section. At the top, the Mind Yeti logo is visible. Below it, the title "Mind Yeti and The Great Kindness Challenge" is displayed. A descriptive text encourages users to help kids calm their minds, improve focus, and practice gratitude and kindness toward themselves and others. It mentions the growing library of guided audio sessions featuring diverse voices and immersive soundscapes. The section is divided into two main parts: "The Great Kindness Challenge" and "MindYeti.com Sessions".

The Great Kindness Challenge

- Make a New Friend
- Invite a New Friend to Play/Hang Out with You
- Pat Yourself on the Back
- Create Your Own Kind Deed

MindYeti.com Sessions

- FREE—The Kid and the Hat**
Discover how thinking about kindness can lift your mood. (3:48)
- FREE—The New Kid**
A small act of kindness can have big effects on your mood. (4:16)
- FREE—Thank You, Nature**
Take time to appreciate nature. (3:58)
- Planting Kindness**
Find out how your kindness makes a difference in the world. (3:52)
- I'm Pretty Awesome**
Practice having compassion for someone pretty awesome: you! (4:46)
- Growing Kindness**
Transform the world with kindness, one magic seed at a time. (4:31)



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)**

Jennifer Hardy, Social Media Expert & Graphic Designer
Toni Hood, Happy Volunteer & Former Kids for Peace Board Vice President
Meg Jansen, Peace Pledge Program Director
Kirsten Kinney, Marketing Specialist and Kind Coins Filmmaker
Heather Bensen, Special Events Coordinator
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**

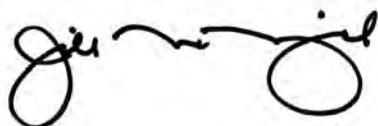
❤️ **Dr. Benjamin Churchill, Carlsbad Unified School District Superintendent**

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

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,

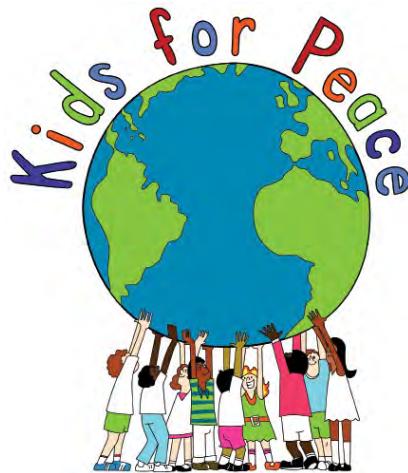


Jill McManigal
Kids for Peace Co-Founder & Executive Director



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 2019, **13,166,854 students in 24,027 schools participated and performed over 650 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



The Great Kindness Challenge

Weekly Schedule of Activities: January 27 - 31, 2020

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY