



# 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

2018-2019 Edition

Kindly brought to you by



Kindly supported by



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# The Great Kindness Challenge<sup>®</sup>

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 is one week devoted to performing as many acts of kindness as possible on campus. Using the provided checklist of 50 kind acts, students accept the challenge and show the world that KINDNESS MATTERS!

**Where:** Every school, everywhere.

**How:** It's easy! Simply copy the provided kindness checklist and ask classroom teachers to distribute the checklist to each of their students. Using the kindness checklist, the students work independently, in small groups or as a whole class to complete all 50 challenges.

**Who:** All students, grades PreK-12.

**When:** Annually, the last week in January.  
(January 28 - February 1, 2019 or the best week for your school)

## Our 2018 Impact

Over 10 million  
students

10,546,421



Over 19 thousand  
schools

19,797



Over 500 million  
acts of kindness

527,321,050



Over 100  
countries

103



**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

ideas

Involve school administration & staff

ideas

Involve PTA/PTO

ideas

Involve your community

ideas

The Great Kindness Challenge Sample Week [More weekly schedule samples](#)

<b>Monday</b>	distribute GKC checklists	<b>Tuesday</b>	morning kindness quote	<b>Wednesday</b>	morning kindness quote	<b>Thursday</b>	morning kindness quote	<b>Friday</b>	wrap up assembly
	kick-off assembly		recess kindness stations		recess kindness stations		recess kindness stations		wrap up Kind Coins for Texas campaign
	launch Kind Coins for Texas 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)

## 3. PROMOTE

Send [Save the Date](#)

Feature GKC on the district website

Prepare a [Press Release](#) and send to local media outlets

Post GKC on school marquee

Feature GKC on your school website and in your newsletter

Include the [Parent Letter](#) in the weekly student envelope or eblast

# CREATING KINDNESS A-Z

Participating in The Great Kindness Challenge is as simple as printing and distributing the 50-item checklist. Below are additional ideas to enhance The Great Kindness Challenge experience.

## App

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

## 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](#).

## Bring Kindness to Your Community

Organize a service project to help your community: make sack lunches for the homeless, deliver coffee to service teams, greet your community members with happy signs at a local grocery store, say thank you at your city council meeting, make Kindness Matters signs for your local businesses, create Valentine's Day Cards for a local nursing home or organize a clothing drive for children in need.

## 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.

## Common Core Curriculum

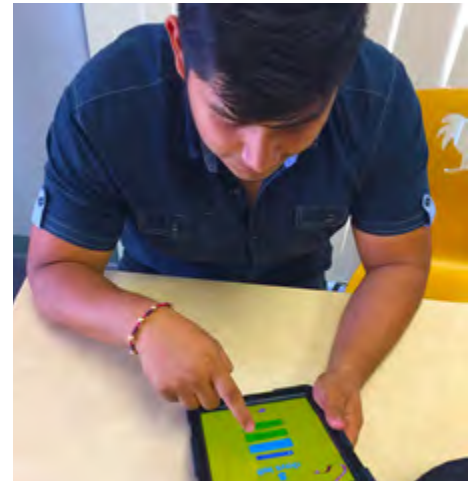
Download free, evidence-based K-12 Common Core-aligned [lesson plans and activities](#) from our kind partners at The Random Acts of Kindness Foundation.

## Community Kindness *New!*

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

## Decorate Your School

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



Go Green and use the GKC App  
Coachella Valley Unified



Kick Off Assembly  
Central Primary, Arkadelphia, AR



Bring Kindness to Your Community  
D'Iberville High School



Decorate Your School

## Essay Contest

Host a kindness-themed essay contest

## Family Edition

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

## Fence Decorating

Spell out “KINDNESS MATTERS” on a chain-link fence

## Follow us on Social Media & Share Your Experience

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

## Give the Earth a Kind Helping Hand

Organize a school-wide campus clean up

## Heart Photo

Take a school-wide heart-shaped photo

## Incentives

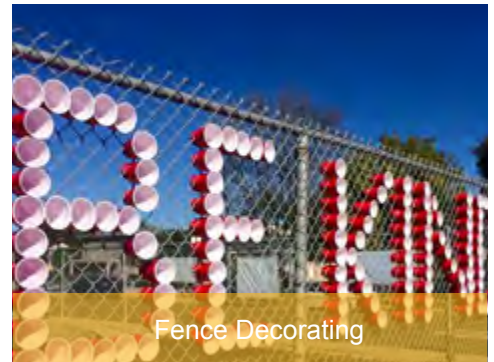
- Provide school-wide incentives to encourage collaborative participation: such as a special principal dance or inspirational stunt, extra recess time, no homework night, pizza party, ice cream social, uniform-free day, celebrity visitor. Need inspiration? Check out: [“Carlsbad Elementary School Goes ‘Gangnam Style’”](#) or [“The Great Kindness Challenge Founding School District Takes Kindness to New Heights”](#).
- Invite a pro athlete, local celebrity or a famous alumna 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.

## Join Together for a Community Kindness Tunnel

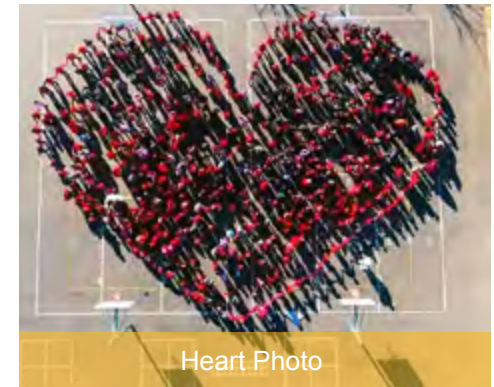
[Invite community members](#) (e.g., police, firefighters, elected officials etc.) to join staff members in welcoming students with high fives, encouraging signs and smiles.



GKC Family Edition



Fence Decorating



Heart Photo



Certificate Incentives  
Collier Elementary



Community Kindness Tunnel  
Central Primary, Arkadelphia, AR



## 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 Liberia **New!**

We are excited to invite all Great Kindness Challenge participating students to help [raise funds to build a new health clinic in Liberia](#). 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.

## News Coverage

Highlight The Great Kindness Challenge in your school newspaper, radio station or television station and promote the challenge 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](#).

## Photo Booths **New!**

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

## Quotes

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



Kindness Chain, Brooker Elementary



Kind Coins Campaign



Marquee  
Solana Vista School



Proclamation



Photo Booth  
Los Banos Elementary

## Recess Kindness Station

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

## Reflection Piece

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

## School-to-School Kindness

Have your student body make encouraging posters for a neighborhood school. Secretly display the happy poster on your neighboring school's marquee, fence or office door to create a BIG surprise. More [school-to-school ideas](#).

## Spirit Days *New!*

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 *New!*

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

## STEAM *New!*

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.

## Take the BE FEARLESS BE KIND PLEDGE *New!*

Encourage your students to take Hasbro's BE FEARLESS BE KIND pledge and keep the kindness going all year long! [Learn more](#).



## Teacher Kindness Kits

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

## Unite the Big and Small New!

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

## Video

Check out our videos and share them with your school: [“Kind-Hearted Hand” music video](#); [“KINDNESS MATTERS! Easy Ways YOU Can Make Your School a Kinder Place!”](#); [Great Kindness Challenge Infomercial](#); [The Great Kindness Challenge 2018 News Coverage JOY!](#) Create your own video highlighting the joy of the week and feature it at a celebration assembly, on your school’s website, or on YouTube for the whole world to see. Make sure to share with Kids for Peace and we will feature it on our [videos page](#)!

## Wall of Wishes

Be part of the Wall of Wishes at the [Kids for Peace School in Liberia](#).

## Wonder Certified Kind Classroom Challenge New!

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

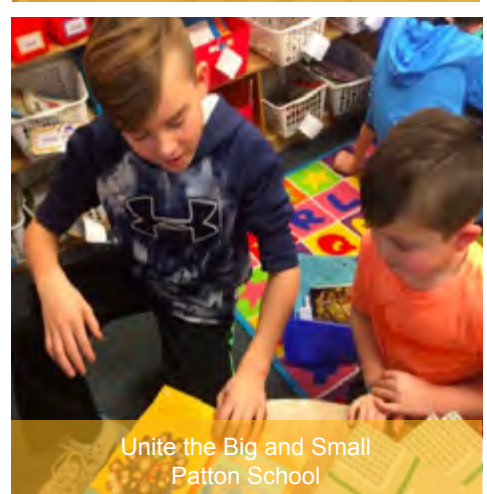
Encourage students to create kind cards for classmates, staff, family, or community members. Create a special kindness mailbox for students to place their kind notes.

## Yearbook

Feature The Great Kindness Challenge in your school’s yearbook

## Zones for Kindness

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



# 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**

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

Acts of Kindness		
<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. 



A Kids for Peace Experience  
KidsforPeaceGlobal.org  
GreatKindnessChallenge.org

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



**The Great Kindness Challenge**  
**EDICIÓN JUNIOR**

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

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"/> Entretén 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. 



A Kids for Peace Experience  
KidsforPeaceGlobal.org  
GreatKindnessChallenge.org

\_\_\_\_\_ **Escribe tu nombre aquí** \_\_\_\_\_

# 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



Kind Deeds Wall



Kindness Notes  
Nashville Primary School  
Nashville, AR



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



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



Spirit Day  
Colegio Cambridge de Monterrey, Monterrey, Mexico



Kindness Matters Posters  
Mission Estancia, Carlsbad, CA



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

# MIDDLE & HIGH SCHOOL ADAPTATIONS

The Great Kindness Challenge (GKC) is appropriate for all grade levels, including our middle and high schoolers! Most of the [Create Kindness A-Z Ideas](#) work for older students, but keep in mind: they may need to be slightly adjusted. Here are a few tips:

- Distribute the GKC checklist during a period that all students have, such as homeroom or English
- 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 Liberia 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



Kindness Wall  
Highlands High School, Natrona Heights, PA



Kindness Wall  
Sec Tec ITESM, Juárez, Mexico



Kindness Incentives  
Hesperia High School, Hesperia, CA

# MIDDLE & HIGH SCHOOL ADAPTATIONS

- CONTINUED -

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



Positive Signs



Kind Coins Campaign  
AHS Augusta High School, Augusta, KS



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



Kindness Pep Rally  
Rucker Boulevard Elementary School, Enterprise, AL



Kindness Begins With ....

# MIDDLE & HIGH SCHOOL ADAPTATIONS

## Unite the Big and Small

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



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



High Schoolers Walk to a Nearby  
Elementary School, #phskindness18



Cooperative Games, Paragould High  
School & Baldwin Elementary



High Schoolers Read to Younger Students, #phskindness18



Middle Schoolers Play Kindness Game with Younger  
Students, GSB School



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



# MIDDLE & HIGH SCHOOL STUDENTS IN ACTION

- PHOTO GALLERY -



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



Kindness Matters Sign  
Snelson Golden Middle School



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



Kindness Station with Kind Incentives  
Hesperia High School, Hesperia, CA



Raffle Tickets (Checklists)  
Manchester Middle, Manchester, MI



Wall of Appreciation  
Manchester Middle, Manchester, MI



Kindness Chain  
Whiteaker Middle, Keizer, OR



Kind Coins Campaign  
Fairfield High School, Fairfield, CA



Spirit Days  
Fairfield High School, Fairfield, CA



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

# MIDDLE & HIGH SCHOOL STUDENTS IN ACTION

- PHOTO GALLERY CONT'D -



Kindness Posters, Burroughs Middle School



Twitter Frame: Kindness is Trending Here



Wall of Kindness, HMS Bears

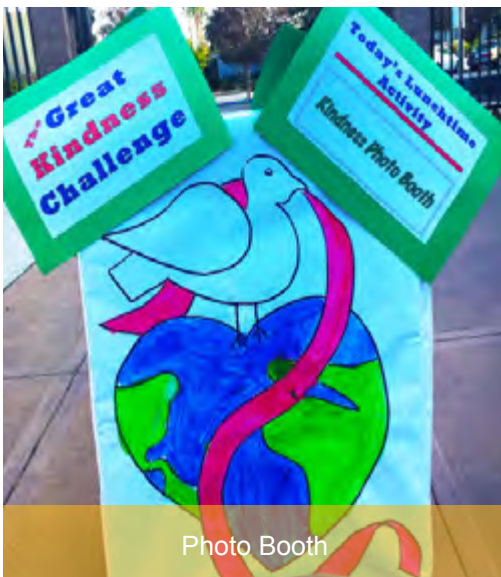


Photo Booth



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 2018 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 Liberia 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 28 - February 1, 2019

## MONDAY

**distribute  
GKC  
checklists**

**kick-off  
assembly**

**launch Kind  
Coins for Liberia  
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 Liberia  
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!"



Courtesy of Coachella Valley Unified



Students made and delivered Teacher Kindness Kits

# ADMINISTRATION & STAFF INVOLVEMENT

Involve your school's administration and staff in The Great Kindness Challenge. In our post event survey it has been observed that teachers and staff appeared to be happier thanks to participating in The Great Kindness Challenge.

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

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

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



[Kindness Matters canvas bags](#)

## 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 Liberia Flyer](#)



# Teacher Kindness Kit

## Sample Teacher Letter

(download word doc template from GKC tools page)

The Great Kindness Challenge Teacher Information and Schedule of Events Sheet  
Monday, January 28th through Friday, February 1st

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



# Teacher Kindness Kit

## Sample Teacher Letter

*Provided by Magnolia Elementary in Carlsbad, CA and adapted for the 2019 GKC dates.*

### The Great Kindness Challenge Teacher Information and Schedule Sheet Monday, January 28th through Friday, February 1st

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. 24th.**
- 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 24th:

Spirit Days flyer sent home

Monday, January 28th:

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 29th:

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

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

Wednesday, January 30th:

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 31st:

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

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

Friday, February 1st:

8:25am Awards Assembly, Morning Kindness Quote at Assembly, GKC Wrap Up

Spirit Day: Kindness is the Magnolia Way (Spirit Wear)

# PTA/PTO INVOLVEMENT

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

PTA/PTO's can help lead the way for implementing and promoting a successful Great Kindness Challenge. PTA/PTO's are a great resource as they often have established volunteer lists to help run Great Kindness Challenge events and they also may have an available budget to purchase incentive items from the Great Kindness Challenge [store](#). If that might be an option for your school, please mark your calendars for a big merchandise sale event that we host annually in celebration of the World Kindness Day on November 13th.

Introduce the Great Kindness Challenge to your PTA/PTO by sharing the [Great Kindness Challenge Infomercial Video](#).

How can the PTA/PTO help?

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



Parent Society Volunteers, AIM Mexico

# COMMUNITY OUTREACH / INVOLVEMENT

## Community Outreach

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

### Volunteer Opportunities for Your Local Community:

#### Pre-Event

##### Ways your local community can help prep for the Great Kindness Challenge:

1. Paint and hang “Kindness Matters” and other promotional signs with students
2. Make copies of the GKC checklist for all students
3. Help design a school-wide incentive for students who complete the 50 kind 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](http://greatkindnesschallenge.org) for more information.

Courtesy of Arkadelphia Public Schools

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

# ASSEMBLY/ RALLY SCRIPTS

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

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

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

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



*Courtesy of 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 2018 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 10 million students in 20,000 schools in all 50 states participating in The Great Kindness Challenge!

*(We are on track for 15 million students in 25,000 schools. We'll confirm the number in January 2019.)*

**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 health clinic for friends in Africa and make their wish come true. We're going to take part in "Kind Coins for Liberia." Check this out. Show Video of Kind Coins for Liberia (*coming soon!*).

Wow! It's amazing to think that we can help and bring joy to children in Liberia! Student Council will come by your classroom to give more details. **OR** Your teacher will give you more details back in your classroom. Our kindness is going to spread from (*name of city*) all the way to Africa.

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

*"Happy" music plays and dancing begins.*

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.)*



*Courtesy of Jefferson Elementary, Carlsbad, CA*



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 10 million students in 20,000 schools in all 50 states participating in The Great Kindness Challenge!

*(We are on track for 15 million students in 25,000 schools. We'll confirm the number in January 2019.)*

**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.

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*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 health clinic for friends in Africa and make their wish come true. We're going to take part in "Kind Coins for Liberia." Check this out. Show Video of Kind Coins for Liberia (*coming soon!*).

Wow! It's amazing to think that we can help and bring joy to children in Liberia! Student Council will come by your classroom to give more details. **OR** Your teacher will give you more details back in your classroom. Our kindness is going to spread from (*name of city*) all the way to Africa.

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

*"Happy" music plays and dancing begins.*

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.)*



*Courtesy of Hope Elementary, Carlsbad, CA*

## The Great Kindness Challenge Wrap Up Assembly Script

Download an  
editable word doc  
from our online  
tools page!

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

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

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

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

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

I get an OH YEAH!?

So, to wrap up the Great Kindness Challenge Week I would like to invite the student council up to the front to lead us in a cheer.

STUDENT COUNCIL: When I say KINDNESS, you say MATTERS! KINDNESS---MATTERS.....KINDNESS--MATTERS. I can't hear you!!! When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS..... KINDNESS--MATTERS.

When I say BE, you say KIND. BE---KIND....BE---KIND (Repeat)

When I say (name of school), you say WE CARE. (Name of school)---WE CARE... (Name of school)---WE CARE (Repeat)

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS.....KINDNESS--MATTERS. (Repeat)

Oh YEAH!!! Great job (name of school)!!



# THE KIND COINS CAMPAIGN

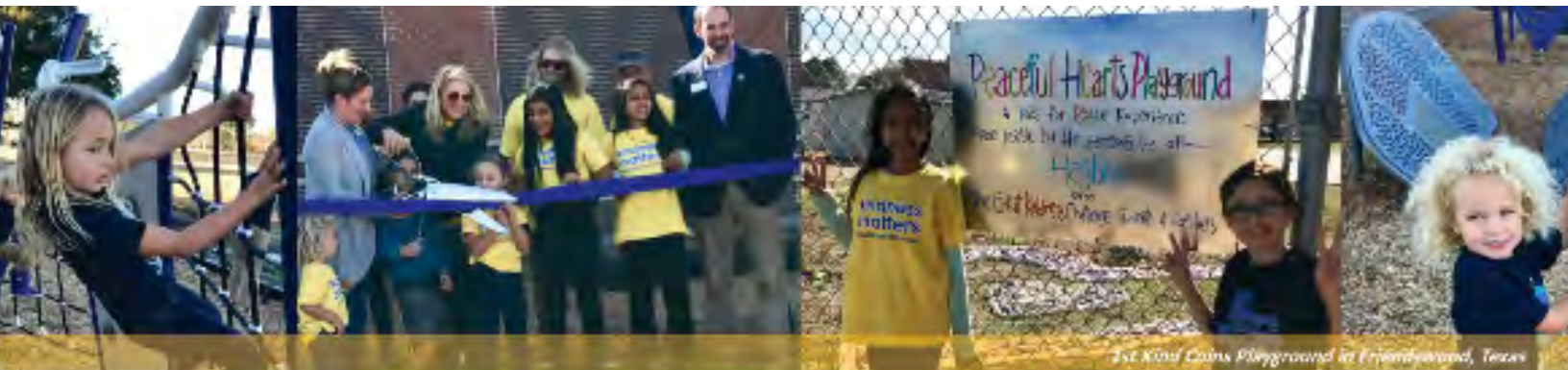
## What

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!

## 2018 Kind Coins for Hurricane Relief Campaign

Students [built four 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 four 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 \$100,000 of the funds raised, to ensure all playgrounds could become a reality.



1st Kind Coins Playground in Friendswood, Texas



2nd Kind Coins Playground in San Juan, Puerto Rico



3rd Kind Coins Playground in Islamorada, Florida

## 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 a 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 Cont'd

## 2019 Kind Coins for Liberia Campaign

We are excited to invite all Great Kindness Challenge participating students to help raise funds to build a new health clinic in Liberia. 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 Liberia

## What

Kind Coins for Liberia is a unifying service project to build a health clinic in Paynesville, Liberia. All Great Kindness Challenge students, families, and communities are invited to participate.

## When\*

Now until March 1, 2019. All raised funds are due by March 1, 2019.

## Why

- All children in the world deserve to have access to healthcare so they can have happy and healthy 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 Liberia" [video](#).
2. Use the video as catalyst to discuss the need for a health clinic in Paynesville, Liberia. You may use the grade appropriate Video Learning Guides (coming soon & will be available on the GKC tools page on our website).
3. Invite your students to help raise funds to build the health clinic.
4. Each student creates his/her own "Kind Coins for Liberia" 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 Liberia Contribution form.
7. Mail a check or money order along with the Kind Coins for Liberia contribution form and Wall of Wishes photo (optional) to Kids for Peace Headquarters (1302 Pine Avenue, 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?** 100% of the raised funds will go to build a health clinic in Paynesville, Liberia. All collected money is mailed to Kids for Peace (501c3 #26-1564351), the nonprofit that hosts The Great Kindness Challenge. Kids for Peace will not take an administrative fee. Kids for Peace is partnering with a long-term, Liberia-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 Liberia 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 health clinic 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 Liberia Contribution Form and Directions

Thank you for participating in our Kind Coins for Liberia campaign. Your students will forever change the lives of the children in Paynesville, Liberia. 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 health clinic and would be proud to feature your students photo and their wish.

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

Due by March 1, 2019

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!

# 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 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 Coachella Valley Unified

# Kindness Stations - Gallery





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 moral, 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 our new Family Edition Great Kindness Challenge (stay tuned), you will be able to 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. Stay tuned for The Great Kindness Challenge newsletters, which will highlight updates on The Great Kindness Challenge Family Edition!

## 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, or provide your students 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 Challenge changed me by ...

Download the Reflection Workset 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 \_\_\_\_\_

**A Kids for Peace Experience**  
KidsforPeaceGlobal.org  
GreatKindnessChallenge.org  
#GreatKindnessChallenge

FREE APP! 

\_\_\_\_\_  
(Your Name Here)

# PROCLAMATION

Download  
an editable  
word doc from  
our online  
tools page!

## Sample Proclamation

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

Whereas The Great Kindness Challenge was piloted with three Carlsbad public schools and has now expanded to all 50 states with over 10 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 28 - February 1, 2019 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 Liberia and the winning school get's 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 Braceletes for their neighboring school*

# SPIRIT DAYS

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



Shine Bright with Kindness, Brant Hills PS



Peace, Love & Kindness



Kindness Rocks  
Hope Elementary, Carlsbad, CA



Never Too Old For Kindness, Briarwood Elementary



Hats off to Kindness



Dreaming of Kindness, Coachella Valley Unified



Crazy for Kindness



Powered By Kindness,  
Central Primary, Arkadelphia, AR



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



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



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



**Global Kindness Day**



**Nothing Beats Kindness**



**Spread Kindness Like Sunshine**



**Community Kindness Hero**  
Victory Early Learning Academy

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



**The Great Kindness Challenge.**

<b>Monday</b>	<b>Crazy for Kindness</b> 
<b>Tuesday</b>	<b>Kindness Rocks</b> Dress Like A ROCK STAR 
<b>Wednesday</b>	<b>Team Kindness</b> 
<b>Thursday</b>	<b>Powered by Kindness</b> 
<b>Friday</b>	<b>Dream of Kindness</b> 

Courtesy of Mt. Healthy Elementary



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

**January 22-26, 2018**

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

Courtesy of Orchard PTA

January 22-26, 2018



**The Great Kindness Challenge**  
One Week. One Checklist. Infinite Happiness.

- 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](#)



Shawnoe Elementary Students

Shawnoe 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 and we are excited to see The Great Kindness Challenge extend beyond the school walls!

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



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

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

**Who:** For everyone, everywhere.

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

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

#GKCfamily



# 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](#). 50% of all proceeds from the download of the song will benefit The Great Kindness Challenge.

Download the song [HERE](#)

Find Lyric Sheet [HERE](#)

Find Lyrics with Chords [HERE](#)

Find Sheet Music [HERE](#)

YouTube Video [HERE](#)

## Ten Ways to Use Kind-Hearted Hand (KHH)

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



# UNITE THE BIG AND SMALL



Making compli-mittens, GSB School



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



Reading together, Patton School



Kindness notes to older students from younger students, Pilbos School

# UNITE THE BIG AND SMALL CONT'D



Making placemats for a homeless shelter, Arlington Heights District 25



Dancing at a senior center



Reading together



Reading together, Woodcrest 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!



The flyer features a blue background with a circular seal at the top center that reads "KINDNESS CERTIFIED SCHOOL DISTRICT" around a globe. Below the seal, the text "Our Kindness Certified School Districts" is displayed in white. Underneath, a smaller line of text states: "We applaud our Kindness Certified School Districts for their commitment to creating a culture of kindness at their schools, communities and the world!". A white button with the text "BECOME KINDNESS CERTIFIED" is centered below. At the bottom, a dark blue bar contains a white "i" icon and the text "Learn more".



Thank You to all 121 [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 2019 goal of 15 million students and 25,000 schools in the U.S. participating in the challenge!

Great Kindness Challenge Ambassadors will receive:

- Electronic 'Great Kindness Challenge Ambassador Seal' to show the world your commitment to KINDNESS!
- Name included in our Great Kindness Challenge Toolkit
- 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](mailto:Ambassadors@greatkindnesschallenge.org).

## The Great Kindness Challenge Kindness Ambassadors

- Abraham Jerry, Counselor, Cle Elum Roslyn Elementary, Washington, USA
- Akers Angela, Counselor, Highland Elementary School, Ohio, USA
- Anderson Meredith
- Antoci Alyssa B., California, USA
- Arfaoui Souhail
- Ashlock K'Lain, Howe Middle School, Texas, USA
- Atkins Rebecca
- Austin Antoinette, Counselor, Stonybrook Intermediate Academy, Indiana, USA
- Babour Laura, Counselor, Stafford Primary School, Oregon, USA
- Bacelli Megan, Counselor, Stuttgart Elementary, Germany
- Baills Colette, Counselor, J.P. Case Middle School, New Jersey, USA
- Bais Mary, Counselor, Tamuning Elementary School, Guam
- Baker Catherine, St. Monica, Pennsylvania, USA
- Barillas Liz, Smiles4Kindness & Kids for Peace
- Barnett Amy, Amy Barnett, Missouri, USA
- Beavers Michele, Lee Hunter Elementary, Missouri, USA
- Bellar Samantha Jordan, Montessori Of Winter Garden Charter, Florida, USA
- Berlier Sarah, Little Axe Es, Oklahoma, USA
- Bixby Diana, Administrator, Shohola Elementary School, Pennsylvania, USA
- Blacknail Sharon, Texas, USA
- Blake Amanda, Counselor, Daphne Middle School, Alabama, USA
- Blevins Lindsey, Counselor, Skyland Elementary School, Alabama, USA
- Bloch Colynn, Counselor, Tierra Bonita Elementary School, California, USA
- Bonds Tawana, Counselor, Weaver Elementary School, Alabama, USA
- Borel Charlie, Counselor, Hillsboro Elementary, Tennessee, USA
- Brian Ericka, Highland Park Elementary, Arizona, USA
- Briones Jessica, Indiana, USA
- Brower Curtis, Administrator, Powell Gt Magnet Elementary School, North Carolina, USA
- Buchan Sara, Teacher, Martha Reid, Texas, USA
- Bueso De Alvarado Maria Lastenia, Character Education Coordinator, American School of Tegucigalpa, Francisco Morazan, Honduras
- Bulloch Sarah, All Saints, Florida, USA
- Burke Tawny, Student
- Burns Jennifer, Counselor, Nevada, USA
- Burt Lisa, Counselor, Rogers Middle School, New York, USA
- Butler Tracy
- Butler Alison, Counselor, Harvest School, Alabama, USA
- Byrd Rebekah
- Caniglia Carly, PTA/PTO, Kids for Peace of Central Phoenix
- Caravella Lia, Teacher, Memorial Middle School, New Jersey, USA
- Cardoza Jeff, Counselor, Winthrop Grade School, Maine, USA
- Carroll Katrina, Leader, Killarney Kids for Peace
- Carton Michelle, Alaska, USA
- Cobb Dacia, Tennessee, USA
- Cole Kelley, Delaware, USA
- Collins Tricia, Teacher, Seaside Elementary School, South Carolina, USA
- Coniconde Catie, Student, Catie Coniconde
- Constan Susan, Counselor, Capt. Charles Wilkes Elem School, Washington, USA
- Cooley Mollio, Utah, USA
- Copenhefer Dustin, Colorado, USA

## The Great Kindness Challenge Kindness Ambassadors

- Cranford Elizabeth, Counselor, Virginia, USA
- Curiel Manuel, Teacher, Hoover Elementary School, Texas, USA
- Daniel Dale Kyendi, Plateau State, Nigeria
- Deschner Kathy
- DeWitt Charlotte, Counselor, Central Primary, Arkadelphia, Arkansas, USA
- Dillon Kelly, Teacher, Echo Lake Elementary School, Washington, USA
- Dinius Jessica, Counselor
- Dipini Adrianna
- Doncouse Estella, Teacher, Jefferson Elementary, California, USA
- Duarte Danielle
- Duncan Julia, Bennion Jr High, Utah, USA
- Eales Annie
- Eddouks Isabel, Akhawayn School of Ifrane, Meknes, Morocco
- El Odessy Dina, Administrator, Alexandria Language School
- Elle Salter Kay, Bellows Falls Middle School, Vermont, USA
- Ellis Mandy, Administrator, Dunlap Grade School, Illinois, USA
- Eshelman Rosemary, Student Services Specialist, Carlsbad Unified, Carlsbad, California, USA
- Fardon John, Fardon Household, Northamptonshire, England
- Felix Jeffrey P., California, USA
- Ferro Lindsay, Counselor, Park View Elementary, North Carolina, USA
- Fisch Emily, Counselor, Ellicott Elementary School, Colorado, USA
- Fiscler Laurle
- Fitzgerald Christal, Counselor, Early Learning Center, New Hampshire, USA
- Flores Marina, Tara Hills Elementary, California, USA
- Frank-O'Connell Jamie, Counselor, Palmetto Scholars Academy, South Carolina, USA
- Fraunhofer Karen, Southeast Middle, North Carolina, USA
- Frederick Kristina, Counselor, Camas Prairie Elementary, Washington, USA
- Fuller Lindsay, Counselor, Weatherford High School, Texas, USA
- Gardiner Vicki, Counselor, CC Mason Elementary, Texas, USA
- Gauthier Angelina, Administrator, Carson Elementary School, British Columbia, Canada
- Génereux Martine, Teacher, Jean XXIII, Quebec, Canada
- Gilbert Lisa, Teacher, Irons Middle School, Texas, USA
- Gilliam Cynthia, Volunteer, Harley E. Knox Middle School, California, USA
- Gocken Rebecca, Pecatonica Elementary School, Illinois, USA
- Goebel Doug, Goebel Household, Nebraska, USA
- Gomes Megan, Teacher, New Heights Charter, California, USA
- Gonsalves Lisa
- Gonzalez Sandra, Counselor, Lincoln Elementary, California, USA
- Gonzalez Barbara, Other Program Coordinator, Gault Elementary School, California, USA
- Gonzalez Lesa, Counselor, Pearson Ranch Middle School, Texas, USA
- Goodfellow Ellen, Counselor, Copper Hill Elementary School, New Jersey, USA
- Graham Kellie, Counselor, Mission Elementary School, California, USA
- Green Antoinette, Counselor, Charleston 01, South Carolina, USA
- Green Miah, Utah, USA
- Green Amanda, Counselor, Brick Hatton Elementary School, Alabama, USA
- Gross Michelle
- Grossnickle Pamela, Indiana, USA



## The Great Kindness Challenge Kindness Ambassadors

- Grotke Gerhard, Administrator, James Madsion Elementary, California, USA
- Gruener Barbara, Counselor, Bales Intermediate, Texas, USA
- Guarino Michelle, Teacher, Albert Einstein Academy Charter Middle, California, USA
- Gubser Shannon, Counselor, Lackamas Elementary, Washington, USA
- Gumm Casey, Teacher, Olive Elementary School, Indiana, USA
- Gutierrez Gloria, Counselor, Gloria Gutierrez, California, USA
- Hall Mindy, Counselor, Mary E. Roberts Elementary School, New Jersey, USA
- Hamblin Haley, Utah, USA
- HardyTrisha, California, USA
- Heatherly Katherine, Counselor, Union Elementary School, West Virginia, USA
- Heinbuch Anna, Counselor, Assurance Learning Academy, California, USA
- Hermans-Daire Elizabeth, Florida, USA
- Herrera Marissa, Counselor, Arizona, USA
- Hewitt Sadie, Teacher, Escuela Bilingüe Honduras, Honduras
- Hicks Kristin, Counselor, Outley, Texas, USA
- Hoffman Ashley, Indiana, USA
- Holtan Arnol Tammy, Holtan Arnol Household, Wisconsin, USA
- Hooper Kelly, Counselor, Stratford Hs, Oklahoma, USA
- Hoskins Natalie, Passmore Elementary School, Texas, USA
- Hughes Caitlin, Counselor, Unaka Elementary, Tennessee, USA
- Hurt Carletta, Counselor
- Ivanisik Robyn, Teacher, Greenwood Elementary School, New Jersey, USA
- Jarboe Heather, Counselor, Whit Davis Elementry, Georgia, USA
- Jenkins Beth, Counselor, Duval County School Counseling Dept., Florida, USA
- Johnson Rhonessia, Counselor, Rhonessia Johnson, Texas, USA
- Johnson Kaishauna, Counselor, Chino High School, California, USA
- Joran Heidi, Florida School for the Deaf and the Blind - Deaf Elementary School, Florida, USA
- Kelleher Kim, Counselor, New Hope Elementary, North Carolina, USA
- Kirk Sarah, Counselor, Monroe Es, Oklahoma, USA
- Kitterman Heather, Fall City Elementary, Washington, USA
- Krubeck Angelica
- Kruzdlo Maria, Teacher, Frances S. DeMasi Elementary School, New Jersey, USA
- Kutner Shannon, Counselor, Phillips Elementary School, New York, USA
- Lane Jessica, Counselor, Jessica Lane, Kansas, USA
- Lastenia Bueso Mar, American School of Tegucigalpa, Honduras
- Laws Julia, Fort Worth, Texas, USA
- Lawton Elizabeth, Massachusetts, USA
- Le Clark Maya
- Levin Cassandra, California, USA
- Lipsey Trinetta, Arizona, USA
- Lipson Melissa, Counselor, Highview Elementary School, New York, USA
- Loue Rachael, Loue Household, Florida, USA
- Loughran Colette
- Loughran Hope Lee, Teacher, Edward Hynes Charter School, Louisiana, USA
- Lovely Suzette, Carlsbad Unified, California, USA
- Lowe Rachel
- Loya-Alvay Lorelei, Counselor, La Joya High School, Texas, USA
- Lumar Shannon, School District Representative, Killeen Isd, Texas, USA

# The Great Kindness Challenge Kindness Ambassadors

- Lumar Shannon, School District Representative, Killeen Isd, Texas, USA
- Lund Chad, Jefferson Elementary Kids for Peace, Carlsbad, California, USA
- Lyons Suzanne, California, USA
- Macedo Paty, California, USA
- Makonda Janet, California, USA
- Maloney Michele, Counselor, Dexter Middle School, California, USA
- Manna-od Rebecca, Administrator, Colegio de Dagupan International School, ,
- Marinez Wendy, Kamala Elementary School, California, USA
- Marrufo Nancy, Counselor
- Martin Jasmine, Counselor, Dr. Charles C. Polk School, New Jersey, USA
- Martin Meghan, Counselor, Rockbrook Elementary School, Nebraska, USA
- Matsui Melissa, Matsui Household, Washington, USA
- May Bellis, Counselor, Pickwick Southside, Tennessee, USA
- McFadden Linnea, McFadden Household, Pennsylvania, USA
- McKinney Becky, Counselor, Westwood Elementary School (K-5), Arkansas, USA
- McLaughlin Sherri, Counselor, Jacksonville High School, Arkansas, USA
- McMahon Karen, Teacher, High School Of Arts And Technology, New York, USA
- Mead Andrew, Administrator, Mitchell Middle School, , Canada
- Mellick Maegan, Counselor, Georgia, USA
- Mendoza Jackie, Lamar Academy, Texas, USA
- Millares Anais, Teacher, Academir Charter School West, Florida, USA
- Miller Kelly, Counselor, Bluff City Elementary School, Tennessee, USA
- Miranda Sylvia, Counselor, Kennedy Gardens, California, USA
- Montanez Stella, Administrator, California, USA
- Monte Lorrie-Anne, Counselor, Naugatuck High School, Connecticut, USA
- Montgomery Lynn, Teacher, Memorial Elementary School, Maine, USA
- Morris Serena, Seaside Elementary, South Carolina, USA
- Nguyen Roger, Administrator, Esther L. Walter, California, USA
- Nogueiro Kelly
- O'Brien Megan, Counselor, J. P. Case Middle School, New Jersey, USA
- Ocker Denise, Counselor, Reek Elementary School, Wisconsin, USA
- Ogleshy Kayla, Honea Path Middle, South Carolina, USA
- Osmanhan Weinfurter Lisa, Counselor, City of Irvine-High School Youth Action Team, California, USA
- Palsson Tait, Canada, USA
- Patnaik Bhavyaa, India
- Patnaik Jessica, Administrator, SAI International School, India
- Pepe Mary, Counselor, Francis A Desmares, New Jersey, USA
- Pergeson Amber, Counselor, California, USA
- Petroff Jenna, Indiana Connections Academy, Indiana, USA
- Podikunju-Hussain Shifa, Indiana, USA
- Poling Ken, Teacher, Daniel Boone Elementary School, Missouri, USA
- Powers Todd, Cherry Hill High School East, New Jersey, USA
- Quitugua Lynette, Counselor, LBJ Elementary School, Guam
- Ramirez Kimberlee, Counselor, Richard B. Haydock Middle School, California, USA
- Ramirez Delia, Guidance Assistant, San Diego
- Ramos Lorena, Counselor, Peachland Avenue Elementary School, California, USA
- Randazzo Jodie, Teacher, Kerby Elementary School, Michigan, USA
- Raymond Cindy, Counselor, Shaw Middle School, Nevada, USA
- Reed Brittany, Counselor, Queens Lake Middle, Virginia, USA
- Reich Jennifer

# The Great Kindness Challenge Kindness Ambassadors

- Reyes Shaena, Texas, USA
- Reyes Alejandra, Washoe County School District, Nevada, USA
- Reynold Antoinette, Topeka Charter School For Advanced Studies, California, USA
- Rickard Marla, Teacher, Ron Hockwalt Academies
- Dr. Ritvo Eva
- Rodriguez Omelia, Teacher, Centro Educativo Internacional Anzoategui, Venezuela
- Rose Justine, Counselor, John Handley High School, Virginia, USA
- Rose Josephine, Teacher, Albuquerque School of Excellence, New Mexico, USA
- Ruiz Erin, Teacher, Martin Luther King Jr. Middle, California, USA
- Russo Cutter Pauline, Marjory Stoneman Douglas High School, Florida, USA
- Salas Jessie, Administrator, Railway Elementary School, California, USA
- Salas Jessica, Administrator, Enchanted Hills Elementary, California, USA
- Sanch Victor, Counselor, Alica International, Colorado, USA
- Sanders Deborah, Counselor, Cleveland School Of Science & Medicine, Ohio, USA
- Santos Melissa, Counselor, La Joya High School, Texas, USA
- Sappington Vlosich Shauna, Maryland, USA
- Sarazin Sarah, Lomira Middle School, Wisconsin, USA
- Saunders Kathrine, Alfred B. Nobel Charter Middle School, California, USA
- Scannell Sarah, Counselor, Hammond Academy Of Science & Tech, Indiana, USA
- Scherzieges Julie, Utah, USA
- Schoening Renee, Counselor, Deer Lodge Elementary, Montana, USA
- Scott Rich, Thunder Ridge MS, Eagle Crest High School, Colorado, USA
- Sego Shayla
- Selenica Amy, St. John the Evangelist School, Connecticut, USA
- Sells Madeline, Counselor, Grant Elementary School, Washington, USA
- Shaway Kimberly, Teacher, Donald J Yacks Elementary School, Michigan, USA
- Sinopoli Aimee, Cutting Edge Fitness & Martial Arts Center, Massachusetts, USA
- Sisco Destiny, Destiny Sisco, Oklahoma, USA
- Smith Jade, Teacher, California, USA
- Smith J. J., Richey Elementary School, Florida, USA
- Soliven Martinez Marilyn, Santiago High School, California, USA
- Spencer Natalie
- Steans Tonikia, Indiana, USA
- Stelmar Rebecca, Counselor, California, USA
- Stevens Josh, Counselor, Hunt Middle School, Texas, USA
- Suider Nathan, Counselor
- Tainsh Kelsey, Georgia, USA
- Taney Sue, Teacher, Herma Simmons Elementary School, New Jersey, USA
- Thomas Sarah, Counselor, Horace Mann Elementary, New Jersey, USA
- Titus Beverly, Urbana University, Ohio, USA
- Tolbert Brandy, Counselor, Alexandria Middle School, Alabama, USA
- Trevino Eldgar, Administrator, American Institute of Monterrey, Valle Oriente Campus, Mexico
- Van Vooren Carol, California, USA
- Varnadoe Cheryl, Teacher, Georgia 4-H, Georgia, USA
- Vega Karina, Counselor, Las Palmitas Elementary School, California, USA
- Vogias Kate, Teacher, Kate Vogias, Ohio, USA
- Vogt Zachary, Counselor, Falling Creek Middle School, Virginia, USA
- Wahrer Tamara, Counselor, Pearson Ranch MS, Texas, USA
- Wai Judy, Counselor, Baywood Elementary School, California, USA
- Watson Music, San Diego County Office of Education
- Weaver Cagney, Biloxi Upper Elementary, Mississippi, USA

## The Great Kindness Challenge Kindness Ambassadors

- Weber Emily, Counselor, Tumwater Hill Elementary School, Washington, USA
- Welch Kristin, New York, USA
- White Shelly, Counselor, Shelly White, West Virginia, USA
- Whittington Jennifer, Teacher, Glen Avenue Elementary School, Maryland, USA
- Wissel Addy, Gonzaga
- Wyrick Clara, All Saints, Florida, USA



Students at #heathcotepride

**MEDIA**

# 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]



## [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 28 - February 1, 2019. 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 50-item 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](http://www.greatkindnesschallenge.org). The Great Kindness Challenge is made possible by the generosity of presenting sponsors Hasbro, Inc. and its BE FEARLESS BE KIND initiative along with our supporting sponsors: Rubio’s, ViaSat, Nordson, TaTaTu, Authentic Agility, Carson Dellosa Education, McGraw-Hill Education, The Smile Generation, 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 ten 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](http://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 1

*Media Alert from The Great Kindness Challenge 2018 and adapted for the 2019 GKC dates.*

*Courtesy of Kids for Peace.*

### MEDIA ALERT FOR MONDAY, JANUARY 28, 2019 PRO SURFER ROB MACHADO AND CARLSBAD'S LEAD EDUCATORS WILL RIDE THE WAVE OF KINDNESS TO LAUNCH NATIONAL EVENT THAT IS 10 MILLION STUDENTS KIND

#### High-Energy Community Pep Rally Kicks Off the 2019 Great Kindness Challenge

##### WHAT:

A high-energy pep rally will feature pro surfer Rob Machado, Carlsbad Unified School District Superintendent Ben Churchill, and principals from 15 schools as they hop on their surfboards and ride the wave of kindness. Before Machado and friends paddle out, hundreds of kids will spell "KINDNESS MATTERS" on the beach, participants will enjoy hands-on kindness activities, the National Champion xCalibur Dance Team will entertain, and the CHS Drumline will engage the crowd with their powerful beat. An airplane pulling a "KINDNESS MATTERS" banner over an eight foot floating heart will be the grand finale of this joyful event. This rally will kick off the national 2019 Great Kindness Challenge that runs Monday, January 28th through Friday, February 1st. The rally is free and open to the public.

##### WHEN:

Sunday, January 27, 2019 from 2pm-4pm.

##### WHERE:

Tamarack State Beach, Carlsbad, CA

##### CONTACT:

Jill McManigal, Executive Director at 760-846-0608 or 760-730-3320

##### WHY:

Many people feel that our country is more divided than ever. There is a great need for unity, compassion, love and respect in our schools, communities, country, and world. The Great Kindness Challenge proactively creates a culture of kindness on school campuses nationwide with a ripple effect that is felt far and wide. The community pep rally will celebrate the success and momentum of the program that began with three Carlsbad, CA schools in 2012 and has grown to over 10 million registered students in over 19,000 schools for 2018. The Great Kindness Challenge provides an opportunity for students to unite and demonstrate that KINDNESS MATTERS.

The Great Kindness Challenge was created by Carlsbad nonprofit Kids for Peace. The Great Kindness Challenge is one week where students do as many kind acts as possible, choosing from a 50-item checklist. 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](http://www.greatkindnesschallenge.org). The Great Kindness Challenge is made possible by the generosity of presenting sponsors Hasbro, Inc. and its BE FEARLESS BE KIND initiative, along with our supporting sponsors: Rubio's, ViaSat, Nordson, TaTaTu, Authentic Agility, Carson Dellosa Education, McGraw-Hill Education, The Smile Generation, and Wonder Kindness Certified Kind Classroom Challenge.



## Media Alert - Sample 2 **New!**

*Media Alert from The Great Kindness Challenge 2018 and adapted for the 2019 GKC dates. Courtesy of Kids for Peace.*

### MEDIA ALERT FOR MONDAY, JANUARY 28, 2019 OVER 500 SAN DIEGO COUNTY SCHOOLS JOIN 20 MILLION STUDENTS NATIONWIDE TO CREATE A CULTURE OF KINDNESS

On Monday, January 28th, San Diego County schools will kick off the 8th 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 10 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 28, 2019 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 28- February 1

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

**CONTACT:** Mr. Tubbs, principal at 760-331-5900 or Jill McManigal at 760-846-0608

**WHY:** Schools want to proactively create a culture of kindness on their campuses. 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 FREE for schools, thanks to the generosity of our presenting sponsors Hasbro, Inc. and its BE FEARLESS BE KIND initiative, along with our supporting sponsors: Rubio's, ViaSat, Nordson, TaTaTu, Authentic Agility, Carson Dellosa Education, McGraw-Hill Education, The Smile Generation, 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 ten 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](http://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.



Kindness rocks at Mechanicsville Elementary School

[wtvr.com](http://wtvr.com)



Brockway Elementary students participate in Great Kindness Challenge

[thecourierexpress.com](http://thecourierexpress.com)



These Valley kids just offered a bunch of love to war veterans and the elderly, and they g

[dailynews.com](http://dailynews.com)



Former Steeler to students: 'Stand up' to bullying

[observer-reporter.com](http://observer-reporter.com)



MMS students celebrate kindness

[citizentribune.com](http://citizentribune.com)



Kindness celebrated at Genesen schools

[qconline.com](http://qconline.com)



St. Mary's School in Melrose takes Great Kindness Challenge

[melrose.wickedlocal.com](http://melrose.wickedlocal.com)



Kindness Ambassadors help to transform tragedy into hope with Great Kindness Challenge

[sbsun.com](http://sbsun.com)



Ralls Co. students rise to Great Kindness Challenge week with projects

[hannibal.net](http://hannibal.net)



Sycamore students celebrate kindness

[herald-citizen.com](http://herald-citizen.com)



Bicwell students show kindness to cafeteria staff

[redbluffdailynews.com](http://redbluffdailynews.com)



Students at Britt David Magnet Academy complete the Great Kindness Challenge

[wtvm.com](http://wtvm.com)

# 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 2018 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 2018 News Coverage JOY!](#)



[The Great Kindness Challenge 2017 News Coverage JOY!](#)



# **ADDITIONAL KINDNESS RESOURCES**

## Research Studies, Articles and Videos on Kindness:

[A School's Valedictorian Chooses Social Media to Commit Acts of Kindness \(a video\)](#)

[Acts of Kindness Journal Prompts](#)

[Acts of Kindness: Key to Happiness for Children & Teens](#)

[Bullying in Schools: An Overview](#)

[Brain can be trained in compassion, study shows](#)

[For Those with Social Anxiety, Acts of Kindness May be Therapeutic](#)

[Kinder children are more popular](#)

[Kindness Counts: Prompting Prosocial Behavior in Preadolescents Boosts Peer Acceptance and Well-Being](#)

[Kindness Ideas and Free Printables](#)

[One Simple Act Can Change Your Whole Life...one teen faces bullying with kindness \(a video\)](#)

[The Art of Kindness/Teaching Children to Care](#)

[The Biology of Kindness](#)

[The School Kindness Project](#)

[What Kindness Does to Your Health](#)

[What We Get When We Give](#)

[Why Teaching Kindness in Schools is Essential to Reduce Bullying](#)

[101 Easy Ideas for Random Acts of Kindness](#)

## School Climate Resources:

- Characters Counts. The biggest character education program in the nation: <https://charactercounts.org/>
- GLSEN [www.glsen.org](http://www.glsen.org)
- It Gets Better Project [itgetsbetter.org](http://itgetsbetter.org)

[National School Climate Center](#) promotes community of upstanders through their [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](http://stopbullying.gov)

## Classroom and Educator Resources:

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

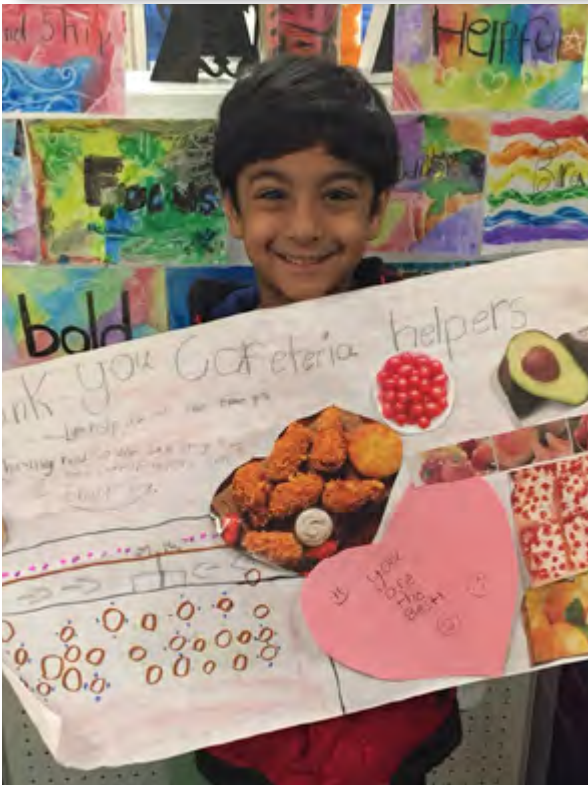
## Suggested Reading List for Students:

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 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](mailto: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



Make & Display a "Kindness Matters" Sign  
Rolling Hills Elementary, Fairfield, CA



Bring a Flower to the Office Staff #AWMS



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



Read a Book to a Younger Child



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



**Kindness Matters Sign**



**Rays of Kindness Bulletin Board**

Courtesy of Sunland School



**Kindness Wall**

Courtesy of Coppell ISD



**Wall of Kindness**



**Crayon Kindness**  
*Courtesy of USD 512*



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



**Sidewalk Chalk**



**Kindness Rocks Bulletin Board**  
*Courtesy of MES*



**Kindness Wings**



**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*



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



**Door Decorating**  
Orchard Hill Elementary



**Door Decorating**



**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*



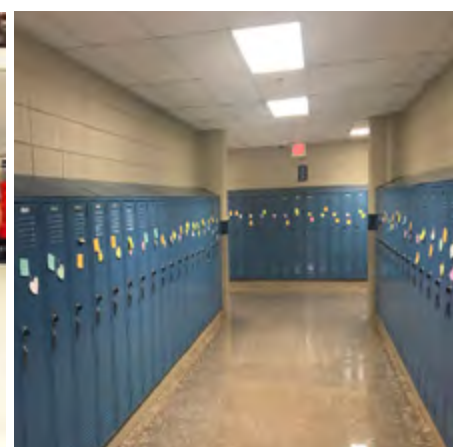
**Community Gratitude Baskets**  
*Courtesy Collier School*



**Meals for a Homeless Shelter**  
*Lakeside Middle School, Hot Springs, AR*



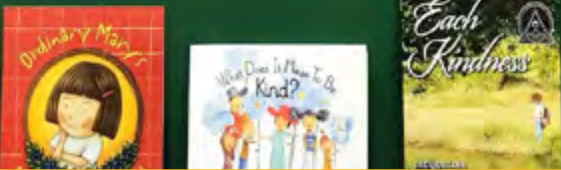
**Community Support**  
*Courtesy of Susuin Elementary, Carlsbad, CA*



**Kindness Notes on Lockers**  
*TMS Wildcats*



**Kindness Journaling & Literature**



**GKC Student Prep**  
*Courtesy of Jefferson Elementary, Carlsbad, CA*



**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

*Los Banos Elementary*



### Kindness Matters Sign

*Courtesy of Page Hilltop Elementary, Ayer, MA*



### Fence Decorating

*Courtesy of Daphne Middle School*



### School Love

*Scott Lake Elementary, Lakeland, FL*





**Kindness Chain**



**Community Kindness Tunnel**



**Photo Wall of Kindness**



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



**Schoolwide Photo**



**Marquee**  
*Monroe Elementary*



**Kindness Photo Booth**  
*Sierra Madre Monterrey, Mexico*



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



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



**Field Decorating**  
*San Marcos Elementary School, San Marcos, CA*

# SCHOOLWIDE HEART PHOTOS



*Dolores. W. McClatchey Elementary,  
Midlothian, TX*



*Corpus Christi School,  
Evansville, IN*



*Legacy Traditional School,  
Chandler, AZ*



*Primary Prep, Jersey City, NJ*



*Vista Colorado Elementary,  
Needles, CA*



*Null Elementary,  
St Charles, MO*



*Lewis and Clark Elementary  
School, Astoria, OR*



*Thomas B Conley Elementary,  
School Asbury, NJ*



*Heart Photo Old Mission School,  
San Louis Obispo, CA*



*Solorsano Middle School,  
Gilroy, CA*



*Half Day School,  
Lincolnshire, IL*



*Elm Creek Elementary,  
Maple Grove, MN*

**Tag your photos with #GreatKindnessChallenge  
& we will feature it live on our website!**

**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 image shows a screenshot of the Great Kindness Challenge website. At the top, there is a navigation bar with the following items: DONATE, CART, STORE, GKC TOOLS (circled in red), LOGIN, and GKC APPS. Below the navigation bar is the logo for 'The Great Kindness Challenge' featuring a white dove on a globe with a red ribbon. Underneath the logo is a menu with the following items: The Event, Kindness Certified, Kind Coins, Ambassadors, Sponsors & Partners, News, and Gallery. The main content area has a blue background and features the text: 'The Great Kindness Challenge - School Edition', 'One Week. One Checklist. Infinite Happiness.', and 'January 28 - February 1, 2019'. Below this text is a photo of three children sitting on the floor, one holding a sign that says 'Kindness Matters'. To the right of the children is a photo of a young woman and a young man standing together. A yellow button labeled 'SCHOOL SIGN UP' is positioned below the children's photo. The text 'Empower your students to create a culture of kindness!' is located above the 'SCHOOL SIGN UP' button.



# The Great Kindness Challenge®

## SCHOOL EDITION

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

Kindly supported by



## The Challenges

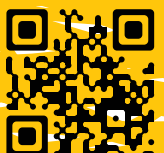
- Smile at 25 People
- Slip a Nice Note in Your Friend's Backpack
- Compliment 5 People
- Pick Up 10 Pieces of Trash on Campus
- Make a New Friend
- Tell a Joke and Make Someone Laugh
- Be Kind to Yourself and Eat a Healthy Snack
- Learn Something New About Your Teacher
- Draw a Picture and Give It to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



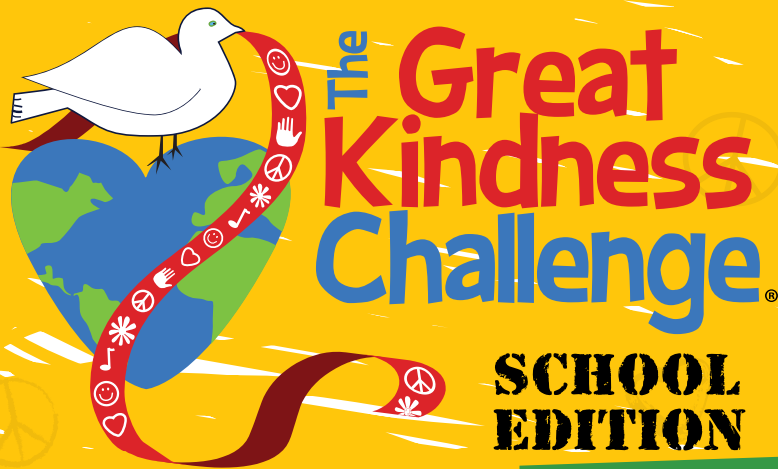
### A Kids for Peace Experience

KidsforPeaceGlobal.org  
GreatKindnessChallenge.org  
#GreatKindnessChallenge

FREE APP!



(Your Name Here)



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

Apoiado por



## 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 reír
- Sé AMABLE contigo mismo, consumiendo alimentos sanos
- Aprende algo nuevo acerca de tu maestro
- Haz un dibujo y regálaselo 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 física con el equipo
- Crea un marcador de libros para un amigo
- Abre la puerta y deténla para que pueda entrar otra persona
- Abrazate
- 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.



A Kids for Peace Experience

KidsforPeaceGlobal.org  
GreatKindnessChallenge.org  
#GreatKindnessChallenge

(escribe tu nombre)





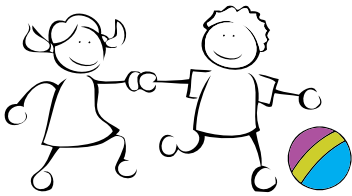
# The Great Kindness Challenge®

**JUNIOR EDITION**

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

## Acts of Kindness

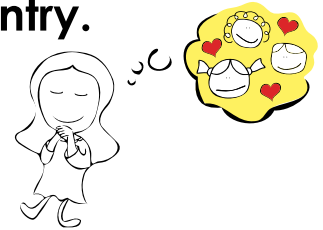
Invite a new friend to play.



Smile at 25 people.



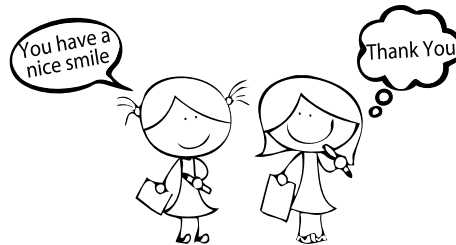
Make a wish for a child in another country.



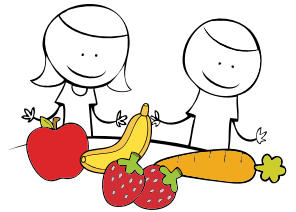
Give your friend a High Five.



Compliment 5 people.



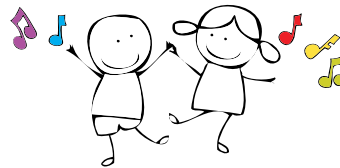
Be kind to yourself and eat a healthy snack.



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.







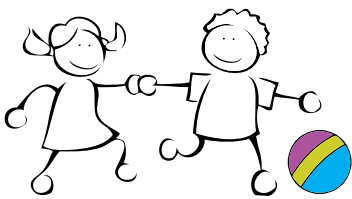
# The Great Kindness Challenge

**EDICIÓN JUNIOR**

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

## Actos de Bondad

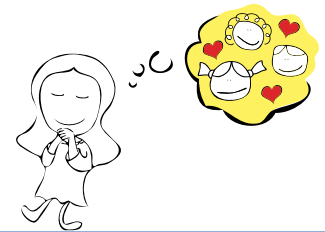
Invita a un nuevo amigo a jugar.



Sonríe a 25 personas.



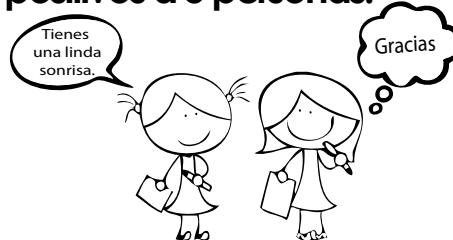
Pide un deseo por un niño de otro país.



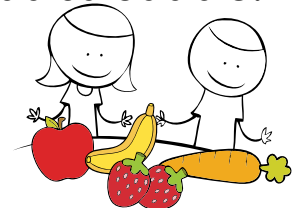
Dale cinco a tu amigo.



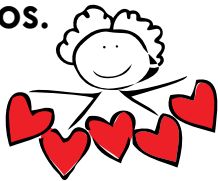
Proporciona comentarios positivos a 5 personas.



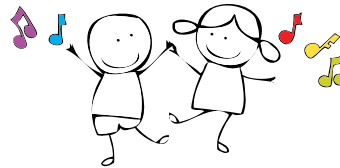
Se bueno contigo mismo y come una merienda saludable.



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.



## Save the Date

Spread the word far and wide! Let everyone know about the 2019 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.



The Great Kindness Challenge<sup>®</sup>

**SAVE THE DATE**

**January 28 - February 1, 2019**

A Kids for Peace Experience

Kindly presented by

(BE) FEARLESS KIND 

January 28 - February 1, 2019



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 new Family Edition checklist. Your family can complete the checklist anytime and anywhere.

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

**KINDNESS  
MATTERS!**

[GreatKindnessChallenge.Org](http://GreatKindnessChallenge.Org)



Kindly presented by



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

Kindly supported by



Enero 28 - Febrero 1, 2019



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 positive 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](http://GreatKindnessChallenge.Org)



Kindly presented by



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





# 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 28 - Febrero 1, 2019 o la semana que mejor se adecue a su escuela)

## Nuestro impacto en el 2018

Mas de 10 millones  
de estudiantes

10,546,421



Mas de 19 mil  
escuelas

19,797



Mas de 500  
millones

527,321,050



Mas de 100  
países

103





Dear Parent/Guardian,

We are excited to announce that we are participating in The 2019 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 Liberia, to help build a new health clinic in Paynesville, Liberia.

All students are invited to participate by giving their extra coins! From this fall until March 1st, 2019, students can collect spare change at home and in their neighborhoods to be donated to support kids in Liberia.

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

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

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

With Great Gratitude,

Your Principal



Queridos Padres de Familia,

Estamos muy contentos de anunciar que este año participaremos en El Gran Desafío de Bondad 2019 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 Liberia.

Todos los estudiantes están invitados a participar trayendo sus monedas extras durante el otoño 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 un nuevo centro de salud en una aldea en Liberia.

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

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

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

Con gran gratitud,

Su Directora

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

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

---

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

---

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

---

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

---

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

---

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



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

**Intro: D**

---

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

---

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

---

**Bridge:**

**Bm**                    **A**  
Calling out across the oceans  
**Bm**                    **C**                    **G**  
Calling out across the land  
**Bm**                    **A**  
Show the world that kindness matters  
**C**                    **G**                    **D**  
And reach out with a kind-hearted hand  
**C**                    **G**                    **D**  
Reach out with your kind-hearted hand

---

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

Lively (♩ = 130)

The piano introduction consists of four measures. The first measure is a whole rest. The second measure features a D major chord (D4) with a rhythmic pattern of eighth notes. The third measure features a D major chord (D4) with a rhythmic pattern of eighth notes. The fourth measure features a C major chord (C4) and a D major chord (D4) with a rhythmic pattern of eighth notes. The bass line starts with a whole rest in the first measure, then plays a series of eighth notes in the second, third, and fourth measures.

Verse 1

5

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

The first line of the verse begins at measure 5. The vocal line starts with a quarter note on G4, followed by a quarter note on A4, a quarter note on B4, and a quarter note on C5. The piano accompaniment consists of a steady eighth-note bass line and a treble line with chords and eighth notes.

6

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

The second line of the verse begins at measure 6. The vocal line starts with a quarter note on G4, followed by a quarter note on A4, a quarter note on B4, and a quarter note on C5. The piano accompaniment continues with a steady eighth-note bass line and a treble line with chords and eighth notes.

11

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

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

13

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

— with your kind-heart-ed hand! It's

16 Verse 2

**A** **Bm**

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

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

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

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

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

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

head! Call-ing out a- cross





28

A  Dm  C(maj7)  G 

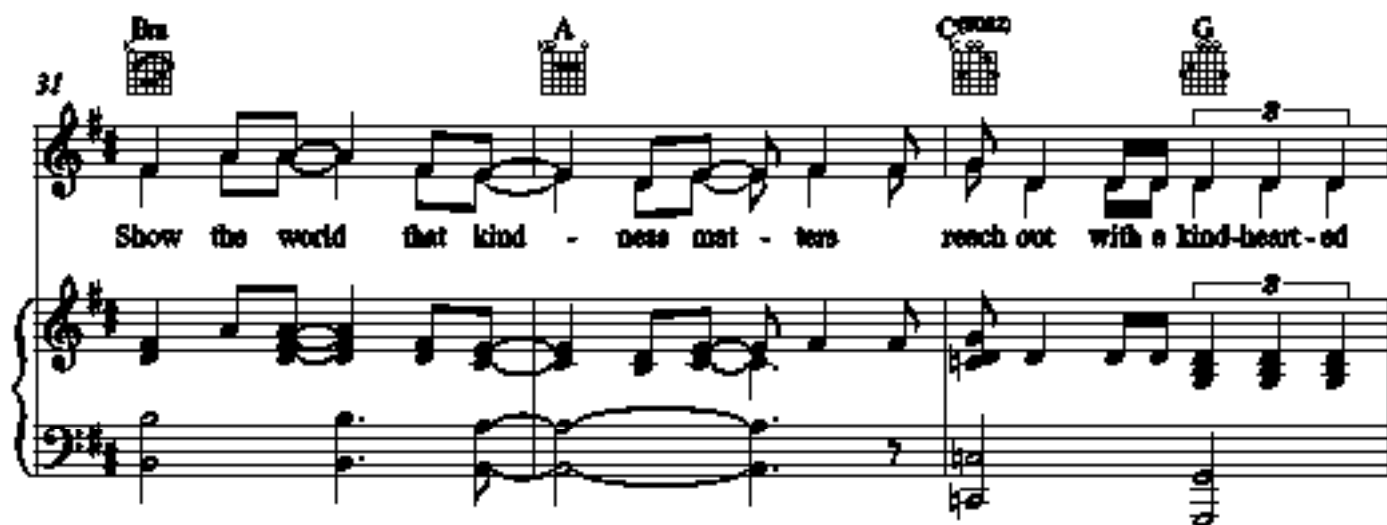
the o - ceans, call - ing out a - cross the land.



31

Dm  A  C(maj7)  G 

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



34

D  C(maj7)  G  D 

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



37



Verse 3



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

40



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

43



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

46

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

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

49

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


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

52

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

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



55  NC

head. 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.

## Family Edition & School Edition Presenting Sponsor



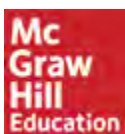
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# PARTNERS

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!



# MIDDLE SCHOOL KINDNESS CHALLENGE

- BY OUR PARTNER STAND FOR CHILDREN -

Kids for Peace, home to The Great Kindness Challenge, is pleased to announce a partnership with Hasbro's signature philanthropic initiative, [BE FEARLESS BE KIND](#). Together with our nonprofit partners we will inspire and empower youth and their families to have the compassion, empathy and courage to stand up for others and be inclusive throughout their lives.

One of our partners, [Stand for Children](#), has launched a [Middle School Kindness Challenge](#).

The four-week Middle School Kindness Challenge is a perfect way to continue spreading kindness or reinforcing your school's efforts to improve school climate. Open to every school with any combination of grades 5-8, the Middle School Kindness Challenge offers an engaging, exciting, and readily doable opportunity to improve school climate, reduce suspensions and gain access to free in-classroom resources.

## Middle School Kindness Challenge





# 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 Yocum, 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









@RHCReducators #choosekind

NO PURCHASE NECESSARY. Entries 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.sunbiz.com](http://choosekind.sunbiz.com) for full details.

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

# 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)**

Heather Bensen, Special Events Coordinator  
Jennifer Hardy, Social Media Expert  
Toni Hood, Happy Volunteer & Kids for Peace Board Vice President  
Meg Jansen, Peace Pledge Program Director  
Kirsten Kinney, Marketing Specialist and Kind Coins Filmmaker  
Jillian Muschell, Director of Development and Strategic Partnerships  
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 2018, **10,546,421 students** in **19,797 schools** participated and performed **over 500 million acts of kindness**.

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

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

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