

## HEALING A HURTING WORLD, ONE ACT OF KINDNESS AT A TIME.



### WHAT WE ARE STRUGGLING WITH...

**ANXIETY, DEPRESSION, STRESS, FEAR, HOPELESSNESS, EXHAUSTION, BURNOUT, SORROW, GRIEF**



# kindness



### THE END BENEFITS...

- Decrease blood pressure
- Strengthen overall heart health
- Reduce stress
- Combat depression and anxiety
- Spark happiness
- Increase compassion
- Help people live longer.

Random acts of kindness in the office boost feelings of confidence, happiness, and hope for a better future.



A recent survey said 89 percent of people want purpose in their lives. Kindness is often the first step in helping people find their purpose, which affects their life decisions, influences mental health, shapes goals and dreams, offers a sense of direction, and overall creates more meaning in their lives.

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



## WHY

**This free campaign is our medicine for the world.** Kindness is what moves our hearts from dark to light, expands our vision for the future, and elevates our empathy.

## ABOUT

Our decision to focus on kindness is more than just about being nicer to each other – it leaned on what researchers discovered about this small yet impactful way to help people regain perspective and hope. What we didn't know back then was this campaign would become a beacon of light to support many other things that are transpiring in our world.

## WHAT

Our free 31-day program is delivered via email to participants all over the world running annually from Oct. 14 through Nov. 13 (World Kindness Day). Daily emails include an uplifting quote, an act of kindness one can do, and the reason why that kindness act has a profound impact. With a natural pay-it-forward effect, beyond one person doing good and feeling good. It creates a ripple of kindness that spreads the healing.



- Your company aligns with the mission and wants to partner in spreading the kindness ripple.
- Your company values center around building a positive and kind company culture which builds connection and community and leads to lower recruiting, hiring, training costs, and higher productivity.
- Your team members are excited to work for an organization that supports a mission responding to the mental health crisis happening today, especially for our youth in the community.

# Kindness Campaign Sponsorship Options

## SPONSORSHIP TIERS

We pledge the following sponsorship level:



| Benefits  | Presenting Sponsor<br>\$10,000 | Ripple Sponsor<br>\$5,000 | Impact Sponsor<br>\$3,000 | Kindness Sponsor<br>\$1,000 |
|---|--------------------------------|---------------------------|---------------------------|-----------------------------|
| A company-branded sign-up page for your team to participate in the 31-Day Kindness Campaign*  | ✓                              | ✓                         | ✓                         | ✓                           |
| Media Kit for easy promotion across social and audience channels  | ✓                              | ✓                         | ✓                         | ✓                           |
| Your company's logo on our Kindness Campaign website  | ✓                              | ✓                         | ✓                         | ✓                           |
| Your company's logo & tagging on all social posts and ads   | ✓                              | ✓                         | ✓                         | ✓                           |
| Your company's logo, tagging & verbal recognition on Facebook Live videos   | ✓                              | ✓                         | ✓                         | ✓                           |
| Mini curriculum of activities to increase kindness awareness and engagement at the office   | ✓                              | ✓                         | ✓                         | ✓                           |
| Your company's logo on campaign wrap-up materials   | ✓                              | ✓                         | ✓                         |                             |
| Your company's logo on 300 age-tiered Kids' Kindness Decks to a school of your choice   | ✓                              | ✓                         | ✓                         |                             |
| Verbal recognition during news coverage (ex: KMBC 9, 41 KSHB, 41 Action News)   | ✓                              | ✓                         |                           |                             |
| Five-minute promo video at your office to showcase how kindness is fostered there***  | ✓                              | ✓ 2min.                   |                           |                             |
| Verbal recognition on six podcast episodes during the campaign  | ✓                              |                           |                           |                             |
| Co-branded mass market promo video to encourage sign ups around the world   | ✓                              |                           |                           |                             |
| Professional press release highlighting your company's participation and the connection to your values and/or mission   | ✓                              |                           |                           |                             |
| Connection and kindness workshop for your leadership team (60 minutes) with free access to our 21 Days of a Calm & Peaceful Life digital program for workshop attendees** | ✓                              |                           |                           |                             |
| Your company's logo on 350 Adult Kindness Decks to share with your clients or other organizations   | ✓                              |                           |                           |                             |

### ADDITIONAL DETAILS

\*The digital campaign can be delivered to your team's inbox during the 31-day campaign, or we can provide the content to your leadership team to distribute internally (i.e., intranet). Once the campaign concludes, we promise not to send your team emails unless they opt-in to keep receiving wellness content from us throughout the year. This option will be given at the end of the campaign in the last email.

\*\*This team building workshop is facilitated by one of our expert speakers after the Kindness Campaign ends. A highly interactive and engaging conversation that will help leaders reflect on how to create a culture of connection and kindness that positively impacts leaders and influences their team. Each leadership member will receive the 21 Days to Calm and Peaceful Life program following the session.

\*\*\*Our production team will come on site to your location to create a short video on kindness at your office. Our team will work with your leadership team on what that filming process will be like and what will be needed that day – including B-roll of your office and short interviews with some of your team members. The video will have your company logo alongside the Kindness Campaign logo. Filming may take two hours for our team to get various shots and interviews but will result in a professional two- or five-minute promo video that you will be able to use in various ways in the future to showcase your workplace culture for things like recruitment, etc.

**Pledge Your Support Today!**