

2021 - 2022 Great Kindness Challenge

# Partnership Opportunities



The **Great Kindness Challenge**

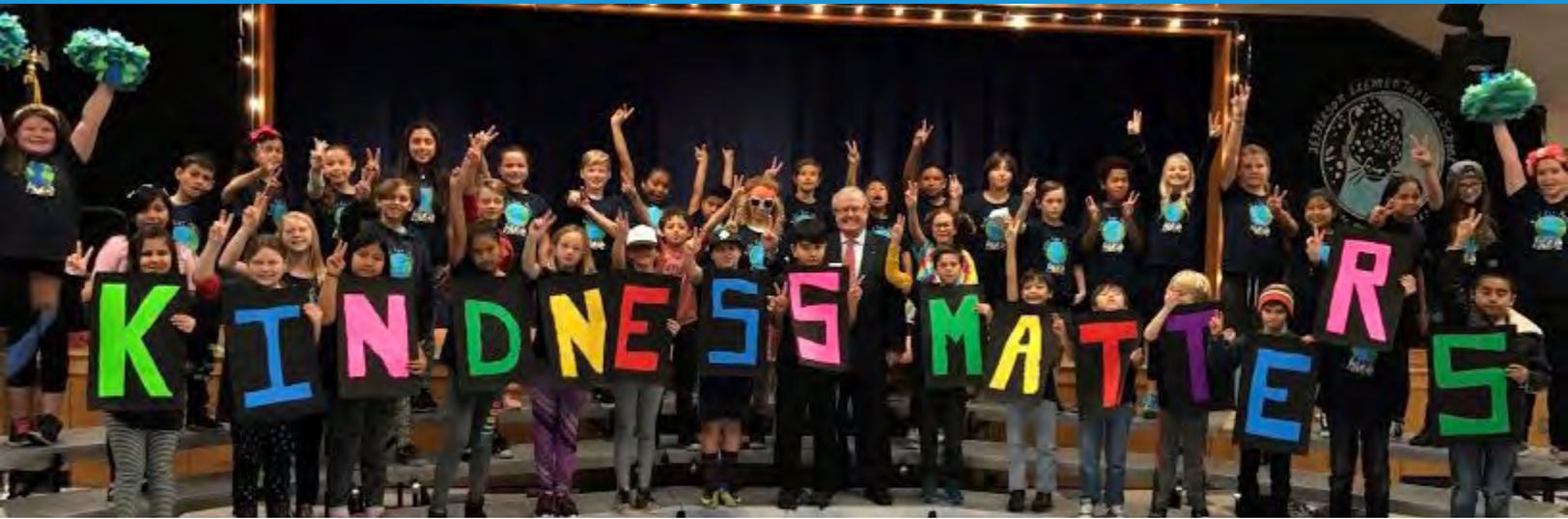




**In the fragile post-COVID world, where anxiety, division and fear are still prevalent in our communities, we are fostering a culture of compassion, healing, unity and respect. Through our annual, large-scale, structured & immersive week of kindness, we improve students' social and emotional well-being, uplift communities and bring hope and happiness to the world.**



# Our Approach & Success



## SCHOOLS LOVE IT & NEED IT

Educators are mandated to implement bullying prevention strategies, and with Social Emotional Learning (SEL) on the rise, they are looking for meaningful and effective programs. We are their answer! Schools seek us out and register daily for this free program. Over 92% of schools participate year after year. Once they are in, they participate year after year.

## IT'S EVIDENCE-BASED

The Great Kindness Challenge works! Through our program impact evaluation and reputable kindness research, the evidence shows a significant improvement in school climate, increase in student happiness and strengthened peer-to-peer relationships.

## IT'S POWERED BY KIDS IN ACTION

The Great Kindness Challenge is student-driven, action-based and inclusive. Like no other program, EVERY single student has the opportunity to actively participate in creating a kinder culture at their school, home and community.

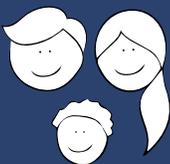
## TEACHABLE & HABIT FORMING

Educators love how simple it is to teach kindness using our turnkey Great Kindness Challenge tools. With our provided kindness checklist in hand, students are challenged to complete as many kind acts as possible. Through the repetition of kind act after kind act, the brain can become rewired, making kindness a habit.

## The Great Kindness Challenge 2021 Impact

Nearly 17 million students

16,810,592



Over 33 thousand schools

33,256



Over 840 million acts of kindness

840,529,600



Over 110 countries

115



# The Media Loves Kids & Kindness!

Year after year, The Great Kindness Challenge enjoys robust media attention. From local news to national networks, magazines to newspapers, media loves to showcase the joy of kindness in action.



501(c)(3) nonprofit organization #26-1564351



# Who Are We?

## We are a global youth empowerment organization.

Founded in 2006, we are a 501(c)3 nonprofit organization that empowers and mobilizes youth to create peace through hands-on service, global friendships and thoughtful acts of kindness.

## We are the pioneer of kindness education in schools.

We introduced the very first structured kindness program to schools. In 2011, with bullying on the rise, we recognized a need to create safer and kinder schools. With students' input, the innovative idea of a challenge emerged, providing every single student an opportunity to co-create a culture of kindness at their school.

## We have the credibility and trust of the education industry.

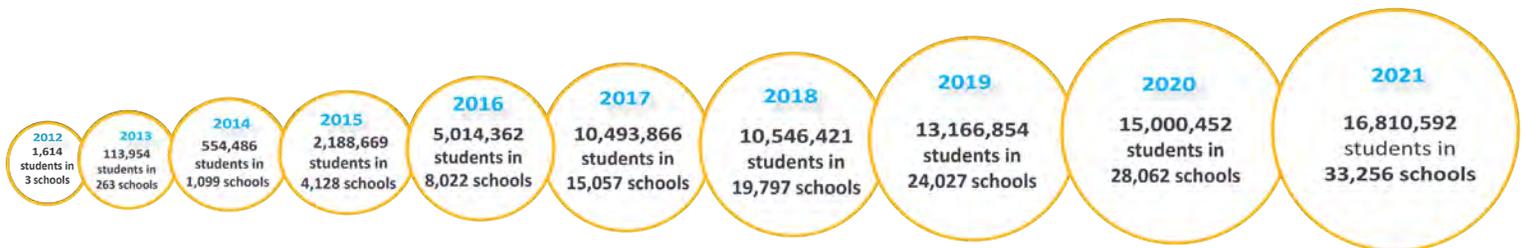


Through our steadfast commitment, contagious enthusiasm and consistency in providing valued resources, we have become a trusted source for educators worldwide.

Recognizing the importance and power of our program, The California Department of Education has officially endorsed The Great Kindness Challenge and actively promotes it.

## We ignited a kindness movement that's 17 million students & 66,000 adult volunteers strong.

Real change happens in movements. Our goal is to transform the world through kindness by bringing The Great Kindness Challenge to all 120K US schools and every country around the globe.



# Partner With Us

No matter how big or small, we'll work with your business to create a strategic partnership that reflects your interests and strategy while uniting the world through kindness.



## Positive Branding

Connect your brand with our established kindness movement that has swept across the nation, around the world and shows no signs of stopping! Reinforce the fact that you support kids and value kindness. It's as simple as that!

## Paramount Reach

The Great Kindness Challenge presents a unique opportunity to expose your brand directly to 17 million students and their families. We engage more youth than the Boy Scouts and Girl Scouts combined!

The Great Kindness Challenge generates worldwide exposure and is annually featured in national and regional [media](#), including Good Morning America!

## Powerful Influence

85% of surveyed schools reported they perceive our sponsors more favorably because of the sponsors' support of The Great Kindness Challenge.

79% of surveyed schools stated they are more likely to purchase products or services from a brand that sponsors The Great Kindness Challenge.

## Priceless Employee Engagement

Uplift and inspire your employees through a multitude of volunteer opportunities, directly impacting kids and creating kinder communities.

# Partnership Examples



## CORPORATE SUPPORT

Dignity Health's motto is "Human Kindness Heals". As a multi-year strategic partner and the presenting sponsor of the GKC, they provided financial support in exchange for unprecedented brand exposure, employee engagement and additional co-branded projects, showcasing to their stakeholders their commitment to fulfilling their mission. A true win-win!



## CORPORATE MATCH

In 2018, more than 80,000 students raised funds to build playgrounds in hurricane affected communities. Hasbro, through its BE FEARLESS BE KIND philanthropic initiative, matched \$100,000 of the funds raised to ensure all playgrounds could become a reality. That's the way to walk the talk and affiliate your brand with pure grassroots goodness!



## GIFTS IN KIND

KIND Snacks provided a KIND bar for every student who participated in our campaign to set a Guinness World Record for the most Kind-Hearted Handprints. We succeeded and 180,000+ students enjoyed the yummy KIND bars. What a great way to award kindness and create a kinder healthier world!



## JOINT PROGRAMING

Together with the Toy Foundation, we launched a peer-to-peer giving program, The Great Toy Giveaway. Nearly 14k donated toys were lovingly distributed to kids in need at children's hospitals, homeless shelters, military bases, foster care facilities and more. That's how you play it forward!

# Partnership Examples Cont'd

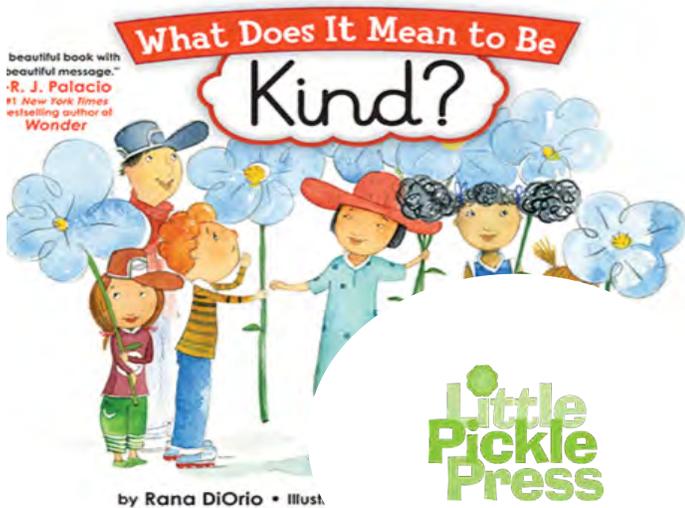


## EMPLOYEE ENGAGEMENT

With hands-on volunteer projects, employee fundraising, co-hosted events and even a customized company-wide kindness challenge, ViaSat has been our esteemed partner for the last 7 years - truly being part of the community and connecting their employees to the causes they care about.

## COMMUNITY OUTREACH

Caring for students' social and emotional well-being, McGraw Hill Education has tapped into their community of educators to promote the GKC. They have co-hosted webinars, created videos, written articles and organized twitter chats - clearly demonstrating their commitment to the whole child.



## CAUSE MARKETING

With a perfectly aligned message, we promoted the delightful "What Does It Mean To Be Kind" book. In exchange, Little Pickle Press donated a percentage of sales. Additionally, all GKC program participants received a free e-book! We love facilitating a targeted promotion that benefits our audience and makes our world a better place!

## MEDIA SUPPORT

Southard Communications, our PR partner, has helped amplify our impact by executing a successful media plan. When they secured an extraordinary week-long coverage on Good Morning America, we knew we were in the best hands. With their pro-bono work and big hearts, media miracles happen!

# 2021-2022 Opportunities



## **2021-2022 Theme: Celebrate Humankindness! We're Bringing Happy Back.**

As schools re-open and students go back to in-person learning, we see the 2022 Great Kindness Challenge as an opportunity to celebrate our human connection. After a year of smiles covered by facemasks, we will uncover the joy and inspire students to happily reach out to others with kindness and compassion.

Let's celebrate *humankindness and bring happy back!*

## **The Great Kindness Challenge - NEW Year-Round Kindness Lessons**

Following the success of the GKC - Virtual Classroom Edition, we are excited to expand the GKC resources to include 50 new SEL-focused kindness lessons. Educators will be able to incorporate these kindness lessons into their ongoing classroom curriculum, significantly expanding our impact beyond the official GKC celebration week!

## **Students' Social & Emotional Well-Being**

Last year, 89% of our surveyed educators requested additional tools to support the social and emotional well-being of their students. In response, we expanded our programming and launched 13 new youth-centered projects. We will continue to provide meaningful resources and uplifting opportunities to help students heal and stay healthy - both socially and emotionally - as they re-integrate into their schools and communities.



# The Great Kindness Challenge®

## 2021-2022 Partner Benefits

	Presenting Partner \$100,000	Diamond Partner \$75,000	Platinum Partner \$50,000	Gold Partner \$25,000	Silver Partner \$10,000
Logo featured on the Great Kindness Challenge School Edition checklist actively used by 17 million+ students	✓				
Logo placed on the Save the Date postcard available to 35,000 schools	✓				
Logo featured on the Great Kindness Challenge posters available to 35,000 schools	✓				
Customized company Kindness Challenge & specialized volunteer opportunities	✓	✓			
Logo featured on the GKC website landing page	✓	✓			
In-app advertisement on the Great Kindness Challenge checklist app landing page	✓	✓			
Logo featured on the cover of the GKC toolkit, utilized by 35,000 schools	✓	✓	✓		
Recognition in all press releases, media alerts, and other publicity materials	✓	✓	✓		
Logo on promotional flyer available to all participating schools, students, and their families	✓	✓	✓	✓	
Logo displayed at industry conferences and special events	✓	✓	✓	✓	
Acknowledgement in our GKC newsletters	✓	✓	✓	✓	
Recognition in our 2022 Great Kindness Challenge video	✓	✓	✓	✓	✓
Logo on Sponsors' page of GKC & Kids for Peace websites	✓	✓	✓	✓	✓
Logo featured in the Sponsors' section of the GKC toolkit, utilized by 35,000 schools	✓	✓	✓	✓	✓
Social media recognition on Facebook, Twitter, and Instagram	✓	✓	✓	✓	✓



# The Great Kindness Challenge®

We would be honored to join forces with you to create a culture of kindness in homes, schools, communities, and the world!

To express an interest in sponsorship, please contact:

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Co-Founder and Executive Director

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