In light of the surging crises around the world - wars, conflicts, aftershocks of the pandemic, school shootings, growing inequalities, food insecurity, environmental crisis and economic uncertainties - the rates of anxiety and depression are rising and our youth & communities are suffering. Through our annual, large-scale, structured & immersive week of kindness, we improve students’ social and emotional well-being and bring much needed healing, hope and happiness.
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 again and again.

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 2022 Impact

Over 18 million students
Over 36 thousand schools
Over 900 million acts of kindness
Over 110 countries

18,418,945
36,499
920,947,250
115

greatkindnesschallenge.org

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

760.730.3320
Year after year, The Great Kindness Challenge enjoys robust media attention. From local news to national networks, magazines to newspapers, the media loves to showcase the power of kindness in action.
Who Are We?

We are a global youth empowerment organization.

Founded in 2006, we are a 501(c)3 nonprofit organization that is building a worldwide community of kind, compassionate and empowered young people.

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 has actively promoted it for the past five years.

We ignited a kindness movement that’s 18 million students & 73,000 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 promote your brand directly to 18 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 PROGRAMMING**
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

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!

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.

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!
2022 - 2023 Theme: Kindness Heals

Given the times we are in, we see the 2023 Great Kindness Challenge as an opportunity to come together, care for each other and restore faith in humanity. We will focus on our youth’s mental health and use the power of kindness to unite and heal. We will remind the whole world that kindness truly does matter.

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 programing 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.
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<tr>
<th>Presenting Partner $100,000</th>
<th>Diamond Partner $75,000</th>
<th>Platinum Partner $50,000</th>
<th>Gold Partner $25,000</th>
<th>Silver Partner $10,000</th>
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<td>Recognition in all press releases, media alerts, and other publicity materials</td>
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We would be honored to join forces with you to create a culture of kindness and compassion in homes, schools, communities, and the world!

To express an interest in sponsorship, please contact:

**Jill McManigal**  
Co-Founder and Executive Director  
jill@kidsforpeaceglobal.org  
office 760.730.3320 | cell 760.846.0608