

Kind Coins for Our Earth

What

Kind Coins for Our Earth is a unifying service project to fund a global ocean cleanup operation and help end the ocean plastic crisis. All Great Kindness Challenge students, families and communities are invited to participate.

When

Now until June 30, 2023. All raised funds are due by June 30, 2023.

Why

- Our world is facing a global plastics crisis and plastic pollution has become one of the most pressing environmental issues. [Source: National Geographic](#)
- Out of the 8.3 billion tons of plastics produced since the 1950s, 79% ended in landfills or leaked into the environment. [Source: Geneva Environment Network](#)
- Plastic pollution leads to biodiversity loss, climate change and the impacts of plastics along the lifecycle are cross-sectoral, affecting people and the environment in many ways. [Source: Geneva Environment Network](#)
- Billions of pounds of plastic can be found in swirling convergences that make up about 40 percent of the world's ocean surfaces. This plastics pollution has a direct and deadly effect on wildlife. [Source: biodiversity.org](#)
- Students have an opportunity to take action and be part of the solution.
- This campaign unifies all Great Kindness Challenge schools around one common goal. Kindness is working together!

How

1. Watch our "Kind Coins for Our Earth" video: <https://thegreatkindnesschallenge.com/kind-coins-for-our-earth>
2. Use the video as a catalyst to discuss the plastic pollution crisis. You may use the grade appropriate Video Watching Guides (available on the GKC tools page and on the Kind Coins for Our Earth website).
3. Invite your students to raise money to help fund a global ocean cleanup operation.
4. Each school, class, club or student creates a "Kind Coins for Our Earth" collection container, using decorated buckets, cans, jars or large envelopes.
5. Students may 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 Our Earth Contribution Form.
7. Mail a check or money order along with the Kind Coins for Our Earth Contribution Form and Wall of Wishes for Our Earth photo (optional) to Kids for Peace Headquarters (1302 Pine Avenue, Carlsbad, CA 92008). If the check is issued by an individual or a school district on behalf of a school, please include in the memo the name of your school so we can give appropriate credit.

Where does the money go? All collected money is mailed to Kids for Peace (501c3 #26-1564351), the nonprofit that hosts The Great Kindness Challenge. 100% of raised funds will go to [WILDCOAST](#), the coastal and marine ecosystems conservancy experts.