

2027 Great Kindness Challenge

# Partnership Opportunities



The **Great Kindness Challenge**



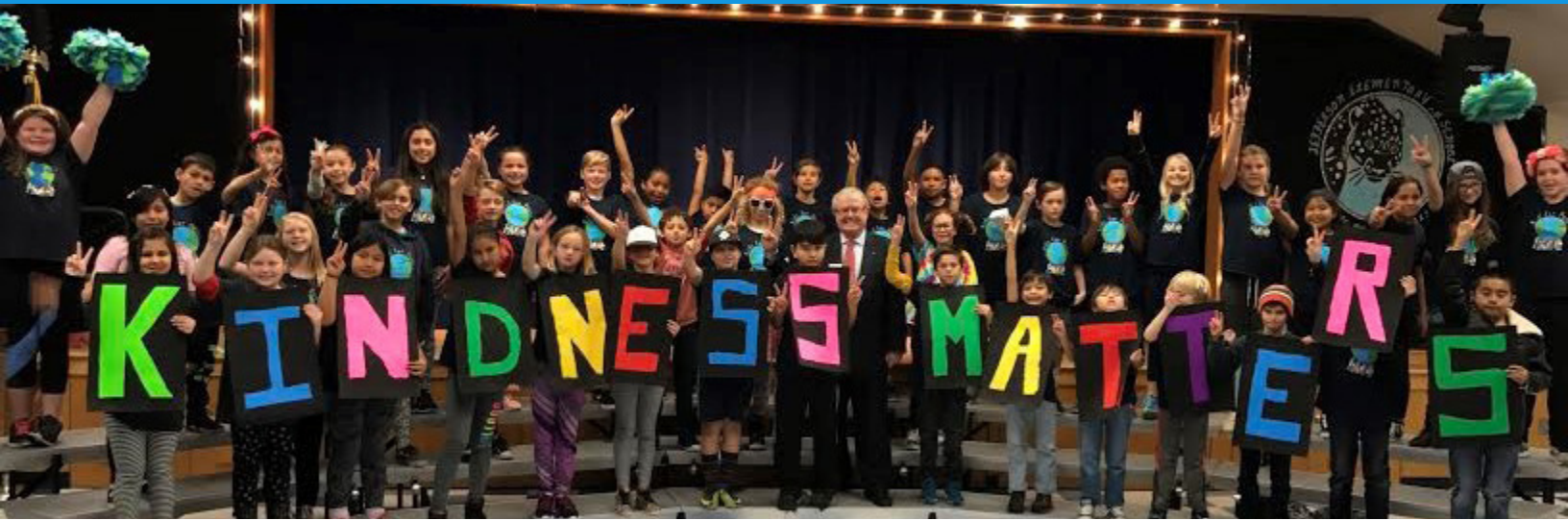


Kindness is not just a nicety, it is a necessity. It must be intentionally taught, practiced, and woven into the fabric of our daily lives. In a world where many young people are facing increasing levels of loneliness, anxiety, and disconnection, kindness offers a powerful path toward healing, belonging, and hope.

Through our annual, immersive schoolwide kindness week, students participate in engaging and meaningful experiences that strengthen social-emotional well-being, foster genuine connections, and inspire compassionate action. Together, we are creating cultures of kindness that uplift entire schools and communities, instilling hope, spreading joy, and empowering the next generation to lead with compassion.



# Our Approach & Success



## SCHOOLS LOVE IT & NEED IT

Educators are required to put into action bullying prevention strategies, and as there is an increasing emphasis on Social Emotional Learning (SEL), they are actively seeking meaningful and effective programs. We are their answer! Schools consistently reach out to us and enroll in this complimentary program. A remarkable 92% of schools engage with us year after year, demonstrating their continued participation and enthusiasm for the program.

## 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. By consistently performing acts of kindness, the brain can undergo a rewiring process, turning kindness into a habitual behavior.

## The Great Kindness Challenge Impact

Over 22 million  
students

22,108,050



Over 45 thousand  
schools

45,176



Over 1 billion  
acts of kindness

1,105,402,500



Over 120  
countries

123



# 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, the media loves to showcase the power 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 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 seven years.

## **We ignited a kindness movement that's 22 million students & 90,000+ 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.



# Why 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 22+ 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.

# Previous 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!

## EMPLOYEE ENGAGEMENT

With hands-on volunteer projects, employee fundraising, co-hosted events and even a customized company-wide kindness challenge, Nordson has been our esteemed partner for the last 9 years - truly being part of the community and connecting their employees to the causes they care about.



## 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!

# Previous Partnership Examples Cont'd



## 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!



## 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!



# The Great Kindness Challenge®

## 2026-2027 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 22 million+ students	✓				
Logo placed on the Save the Date postcard available to 45,000+ schools	✓				
Logo featured on the Great Kindness Challenge posters available to 45,000+ 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 45,000+ 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	✓	✓	✓	✓	
Acknowledgement in our GKC newsletters	✓	✓	✓	✓	
Table at our GKC Community Kickoff Event and/or PeaceFest Festival in Carlsbad, CA	✓	✓	✓	✓	✓
Logo on Sponsors' page of GKC & Kids for Peace websites	✓	✓	✓	✓	✓
Logo featured in the Sponsors' section of the GKC toolkit, utilized by 45,000+ schools	✓	✓	✓	✓	✓
Social media recognition on Facebook, Twitter, and Instagram	✓	✓	✓	✓	✓
Recognition as a <a href="#">Kindness Certified Company</a>	✓	✓	✓	✓	✓
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 and compassion in homes, schools, communities, and the world!

To express an interest in sponsorship, please contact:

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