



# The Great Kindness Challenge

One Week. One Checklist. Infinite Happiness.



## The Great Kindness Challenge Toolkit

A turn-key resource to planning the happiest week of the year

2017-2018 Edition

Kindly brought to you by



Kindly presented by



Dignity Health™

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# The Great Kindness Challenge

One Week. One Checklist. Infinite Happiness.

All kids deserve to learn in a safe, supportive and caring environment. The Great Kindness Challenge provides a powerful tool that actively engages students, teachers, administrators, families, and communities in creating a culture of compassion, acceptance, unity, and respect.



**About:** The Great Kindness Challenge (GKC) is a proactive and positive bullying prevention initiative that improves school climate and increases student engagement. The Great Kindness Challenge is one week devoted to performing as many acts of kindness as possible on campus. Using the provided checklist of 50 kind acts, students accept the challenge and show the world that KINDNESS MATTERS!

**Where:** Every school, every where.

**How:** It's easy! Simply copy the provided kindness checklist and ask classroom teachers to distribute the checklist to each of their students. Using the kindness checklist, the students work independently, in small groups or as a whole class to complete all 50 challenges.

**Who:** All students, grades PreK-12.

**When:** Annually, the last week in January.  
(January 22-26, 2018 or the best week for your school)

## Creating Kindness

Over 10 million  
students

10,493,866



Over 15 thousand  
schools

15,057



Over 500 million  
acts of kindness

524,693,300



Over 90  
countries

91



# **PREPARING FOR THE GREAT KINDNESS CHALLENGE (GKC)**

# PREPARING FOR THE GKC IN 3 STEPS

1. PRINT [checklists](#) for all students

2. PLAN complementary activities

Involve  
students

[ideas](#)

Involve school  
administration  
& staff

[ideas](#)

Involve  
PTA/PTO

[ideas](#)

Involve  
your  
community

[ideas](#)

The Great Kindness Challenge Sample Week [More weekly schedule samples](#)

Monday	distribute GKC checklists	Tuesday	morning kindness quote	Wednesday	morning kindness quote	Thursday	morning kindness quote	Friday	wrap up assembly
	kick-off assembly		recess kindness stations		recess kindness stations		recess kindness stations		wrap up Kind Coins for Texas campaign
	launch Kind Coins for Texas campaign		spirit day: dream of kindness (pajama day)		spirit day: team kindness (sports attire)		spirit day: tied together by kindness (wear a tie)		spirit day: peace, love and kindness (hippie day)

## 3. PROMOTE

Send [Save the Date](#)

Feature GKC on the district website

Prepare a [Press Release](#) and  
send to local media outlets

Post GKC on school marquee

Feature GKC on your school website  
and in your newsletter

Include the [Parent Letter](#) in the  
weekly student envelope or eblast

# CREATING KINDNESS A-Z

Participating in The Great Kindness Challenge is as simple as printing and distributing the 50 item checklist. Below are additional ideas to enhance The Great Kindness Challenge experience.

## App

Invite your students to download a free The [Great Kindness Challenge App](#) (IOS). Android version to be available soon; stay tuned!

## Assembly

Host an assembly or rally to kick-off The Great Kindness Challenge. Or, host an assembly at the end of the week to celebrate the students' accomplishments. For inspiration, check out our [sample scripts](#).



Kick Off Assembly  
Central Primary, Arkadelphia, AR

## Banners

Students paint kindness-themed banners to hang at school or in the community.

## Bring Kindness to Your Community

Organize a service project to help your community: make sack lunches for the homeless, deliver coffee to service teams, greet your community members with happy signs at a local grocery store, say thank you at your city council meeting, make Kindness Matters signs for your local businesses, create Valentine's Day Cards for a local nursing home or organize a clothing drive for children in need.



Community Service Project  
Mission Dolores Academy  
San Francisco, CA

## Book New!

Use the [Kindness Matters: 50 Ways to Create a Kinder World](#) book to inspire conversations with your students. The book was created by students who participated in The Great Kindness Challenge. Invite your students to create their own classroom or school Kindness Matters book.

## Common Core Curriculum

Download free, evidence-based K-12 Common Core-aligned [lesson plans and activities](#) from our kind partners at The Random Acts of Kindness Foundation.

## Decorate Doors

Have a kindness-themed [door decorating contest](#)

## Essay Contest

Host a kindness-themed essay contest

## Fence Decorating

Spell out "[KINDNESS MATTERS](#)" on a chain-link fence



Door Decorating Contest  
Lincoln Elementary, Clay Center, KS



Fence Decorating

## Flash Mob

Organize a “flash mob” dance to a happy song during recess, lunch or an open period

## Follow us on Social Media & Share Your Experience

Make sure to include our Great Kindness Challenge hashtags to promote kindness! #GreatKindnessChallenge, #KindCoins, #GKCFamily, #KidsforPeace, #KindnessMatters

## Give the Earth a Kind Helping Hand

Organize a school-wide campus clean up

## Heart Photo

Take a school-wide [heart-shaped photo](#)

## Incentives

- Provide school-wide incentives to encourage collaborative participation: such as a special principal dance or inspirational stunt, extra recess time, no homework night, pizza party, ice cream social, uniform-free day, celebrity visitor. Need inspiration? Check out: “[Carlsbad Elementary School Goes ‘Gangnam Style’](#)” or “[The Great Kindness Challenge Founding School District Takes Kindness to New Heights](#)”.
- Invite a pro athlete, local celebrity or a famous alumnus to the school to congratulate students for their participation in The Great Kindness Challenge.
- Partner with local businesses to provide incentives: such as an ice cream parlor for an ice cream social, a pizza place to host a pizza party, bakeries to provide kindness themed cookies/cupcakes or businesses can provide discounts/coupons.
- Provide individual incentives for students who complete the challenge, like Kindness Matters bracelets ([order here](#)), a homework pass, stickers, pencils, gift certificates, books, you name it!
- Customize and print Kindness Certified student certificates.
- Invite students to create a [Kindness Matters 365](#) masterpiece.

## Join Together for a Community Kindness Tunnel

[Invite community members](#) (e.g., police, firefighters, elected officials etc.) to join staff members in welcoming students with high fives, encouraging signs and smiles.

## Kindness Ambassador Program

Become a Kindness Ambassador and help us create a culture of kindness on campuses worldwide! [Learn more](#)

## Kindness Chain

Each student adds a paper link to a schoolwide chain. Display the [Kindness Chain](#) in the office, auditorium, cafeteria, library or hallway.



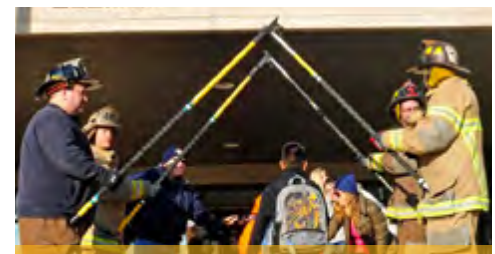
Heart Photo  
Calavera Hills Elementary  
Carlsbad, CA



Certificate Incentives  
Riverside, CA



Proclamation  
Grandview Elementary, Bellevue, KY



Community Kindness Tunnel  
Hamilton Heights Elementary  
Chambersburg, PA



Kindness Chain (1500 links!)  
Normandy Elementary,  
Centerville, OH

## Kind Coins for Texas New!

Kind Coins for Texas is a unifying service project to respond to the destruction of Hurricane Harvey. We will help build several new playgrounds at schools that lost theirs. For more details, please refer to the [Kind Coins for Texas Fact Sheet](#).

## Like us on Facebook

Click [here](#) to get inspired and informed by our daily posts and community of Kindness Ambassadors and The Great Kindness Challenge participants.

## Marquee

Post The Great Kindness Challenge on your [school marquee](#).

## News Coverage

Highlight The Great Kindness Challenge in your school newspaper, radio station or television station and promote the challenge in your local media. Check out our [Media Section](#).

## Outreach

Inform parents/guardians about The Great Kindness Challenge with our [Parent Letter](#) (available in English and Spanish), robo calls, website announcements and e-mail blasts and encourage parents/guardians to motivate their student(s) to complete all 50 kindness challenges and acts.

## Proclamation

Ask your city council to honor your school with a [Kindness Proclamation](#).

## Quotes

Start each day with a kindness quote read over the school's intercom system. For inspiration, here are some [Kindness Quotes](#). Invite a public official, celebrity or other esteemed guest to read the daily quotes.

## Recess Kindness Station

Have a designated space where students can work on their challenges, like writing thank you notes, painting Kindness Matters signs and decorating hearts. Encourage the community to volunteer at the [Kindness Station](#). Check out a sample [Kindness Station Flyer](#)!

## Reflection Piece New!

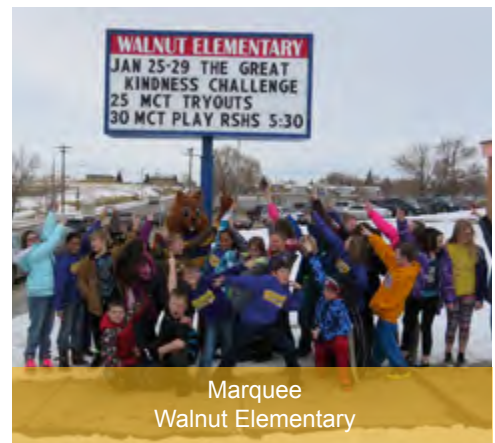
Use the new [reflection worksheet](#) to encourage and support your students in reflecting on their experience of giving and receiving kindness.

## School-to-School Kindness

Have your student body make [encouraging posters](#) for a neighborhood school. Secretly display the happy poster on your neighboring school's marquee, fence or office door to create a BIG surprise.



Kind Coins for Kenya  
Walt Disney Elementary



Marquee  
Walnut Elementary



Kindness Quotes  
Dresden Middle School



Kindness Station



# PRESCHOOL & KINDERGARTEN ADAPTATIONS

The Great Kindness Challenge (GKC) is appropriate for all grade levels, including our littlest learners as it's never too early to start practicing kindness. Because of this, we created a Junior Edition checklist that is an abbreviated version of our School Edition kindness checklist. You may download all checklists from the [GKC tools page](#) on our Great Kindness Challenge website. Please keep in mind that you can modify the challenges to fit your student and classroom needs, such as grouping the challenges into themes like gratitude, caring for our earth, and making new friends. We also encourage you to perform the challenges in groups and include as many visual clues as possible.



## Great Kindness Challenge

### JUNIOR EDITION

Kindness Matters.  
Complete as many acts  
of kindness as you can.  
Have fun!

Kindly Presented by



**Acts of Kindness**

<input type="checkbox"/> Invite a new friend to play. 	<input type="checkbox"/> Smile at 25 people. 	<input type="checkbox"/> Make a wish for a child in another country. 
<input type="checkbox"/> Give your friend a High Five. 	<input type="checkbox"/> Compliment 5 people. 	<input type="checkbox"/> Be kind to yourself and eat a healthy snack. 
<input type="checkbox"/> Decorate 5 hearts and give them to friends. 	<input type="checkbox"/> Entertain someone with a happy dance. 	<input type="checkbox"/> Lend a pencil to a friend. 
<input type="checkbox"/> Help someone up if they fall down. 	<input type="checkbox"/> Thank someone who has helped you. 	<input type="checkbox"/> Create your own kind deed. 



Kids for Peace Foundation  
Building Peaceful Children & Communities  
www.kidsforpeace.org

Your Name Here



## Great Kindness Challenge

### EDICIÓN JUNIOR

La bondad cuenta.  
Completa todos los actos  
de bondad que puedas.  
¡Diviértete!

Presentado por



**Actos de Bondad**

<input type="checkbox"/> Invita a un nuevo amigo a jugar. 	<input type="checkbox"/> Sonríe a 25 personas. 	<input type="checkbox"/> Pide un deseo por un niño de otro país. 
<input type="checkbox"/> Dale cinco a tu amigo. 	<input type="checkbox"/> Proporciona comentarios positivos a 5 personas. 	<input type="checkbox"/> Se bueno contigo mismo y come una merienda saludable. 
<input type="checkbox"/> Decor 5 corazones y entrégaselo a tus amigos. 	<input type="checkbox"/> Entretén a alguien con un baile alegre. 	<input type="checkbox"/> Dale un lápiz a un amigo. 
<input type="checkbox"/> Ayuda a alguien si se cae. 	<input type="checkbox"/> Agradece a alguien que te ayudó. 	<input type="checkbox"/> Crea tu propio acto de bondad. 



Kids for Peace Foundation  
Building Peaceful Children & Communities  
www.kidsforpeace.org

Escribe tu nombre aquí

# PREK & KINDERGARTEN STUDENTS IN ACTION

## - PHOTO GALLERY -



CUSD Students  
at GKC 2017 Kick Off event  
Carlsbad, CA



Hug a Friend  
Frederiksen Elementary School  
Dublin, CA



Make & Display Kindness Sign  
Concordia Lutheran School  
Machesney Park, IL



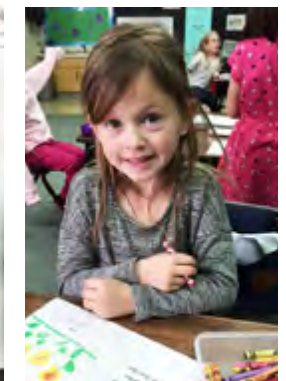
Junior Checklist in Action  
Washington Elementary,  
Sedalia, MO



Bring Kindness To Your Community: Drive for an Animal Shelter  
Harrisonville Schools, Kindergarten Class, Harrisonville, MO



Spirit Days  
Victory Early Learning Academy, Audubon, PA



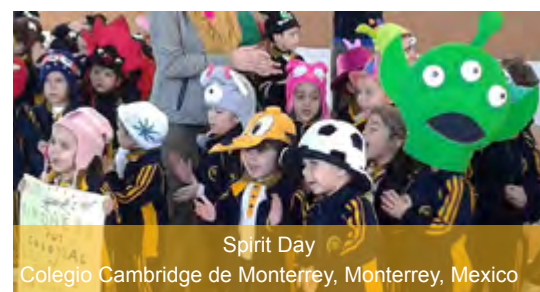
Kindness Notes  
Nashville Primary School  
Nashville, AR



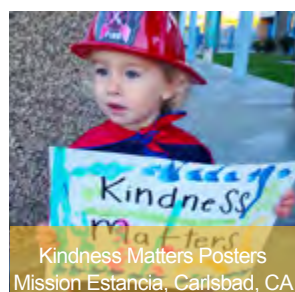
Gratitude Poster for school nurse  
Bailey Station Elementary, Kindergarten Class, Collierville, TN



Bring Kindness to Your Community  
'You're a Hero Cards' for Military Families



Spirit Day  
Colegio Cambridge de Monterrey, Monterrey, Mexico



Kindness Matters Posters  
Mission Estancia, Carlsbad, CA



Campus Clean Up  
Bright Horizons at Kendall Park, Kendall Park, NJ

# MIDDLE & HIGH SCHOOL ADAPTATIONS

The Great Kindness Challenge (GKC) is appropriate for all grade levels, including our middle and high schoolers! Most of the [Create Kindness A-Z Ideas](#) work for older students but, keep in mind, may need to be slightly adjusted. Here are a few tips:

- Distribute the GKC checklist during a period that all students have such as homeroom or English
- Invite students to download and use the [FREE GKC App](#)
- Encourage the ASB (Associated Student Body) or appropriate club to organize and promote the GKC
- Promote the GKC in your school newspaper, television station or radio station
- Offer incentives for participation such as free homework passes, extra credit, tickets to a school dance/event, certificates for free food, iTunes gift cards, school spirit wear, [Kindness Matters bracelets](#), etc
- Set-up a “[Kindness Station](#)” during lunch break
- Invite each school club to create a kindness-themed banner to hang on campus
- Ask the art department to create a kindness-themed masterpiece
- Invite the music department, band or choir to perform [Kind-Hearted Hand](#)
- Host a door decorating contest with the homeroom or first period classes
- Have the pep squad/cheer squad create a special rally, cheer or dance with a kindness theme
- Invite each sports team to take a picture with a Kindness Matters sign. Highlight the photos publicly.
- Ask the Speech and Debate Club to moderate a kindness-themed speech contest
- Invite students to organize a community service project or be part of our Kind Coins for Hurricane Relief Campaign!
- Encourage students to post a kind act from the GKC checklist and post it on social media. Use #GreatKindnessChallenge and we will share these with the world!
- School to School Kindness. Plan a surprise act of kindness for a neighboring high school
- Take a field trip to your local elementary school to accomplish the kindness checklist together
- Bring your pep squad, marching band and athletic teams to a community kindness tunnel at your local elementary school



Kindness Wall  
Highlands High School, Natrona Heights, PA



Kindness Wall  
Sec Tec ITESM, Juárez, Mexico



Kindness Incentives  
Hesperia High School, Hesperia, CA

# MIDDLE & HIGH SCHOOL ADAPTATIONS

- CONTINUED -

- Do an act of kindness for your elected officials
- Invite students to speak at your city council or school board meeting to encourage the entire community to be kind
- Decorate your sidewalks with chalk-drawn happy and inspiring messages
- Create & sell friendship bracelets to support Kind Coins for Texas or other service project your students are supporting
- Host a kindness dance for senior citizens to raise money to support Kind Coins for Hurricane Relief or your local community
- In the spirit of the homecoming court, establish a Kindness Court by nominating a Kindness Queen, King, etc. to help promote kindness activities throughout the week
- Create a book club- read and discuss books that promote empathy, social/emotional learning and compassion. Meet on a monthly basis to continue the kindness momentum
- Create a PSA to promote kindness on and off campus, in real life and online
- Partner with a local nonprofit to complete a joint service project
- Establish a Kindness Club to promote and implement The Great Kindness Challenge and keep the kindness going year-round



Kindness Photo Booth  
Cabot Middle School, North Cabot, AR



Kind Coins Campaign  
AHS Augusta High School, Augusta, KS



Kindness Acts Prompt Cards  
Plymouth Regional High School, Plymouth, NH



Kindness Pep Rally  
Rucker Boulevard Elementary School, Enterprise, AL



Kindness Begins With ....

# MIDDLE SCHOOL KINDNESS CHALLENGE

- BY OUR PARTNER STAND FOR CHILDREN -

Kids for Peace, home to The Great Kindness Challenge, is pleased to announce a partnership with Hasbro's signature philanthropic initiative, [BE FEARLESS BE KIND](#). Together with our nonprofit partners we will inspire and empower youth and their families to have the compassion, empathy and courage to stand up for others and be inclusive throughout their lives.

One of our partners, [Stand for Children](#), is launching a [Middle School Kindness Challenge](#).

The four-week Middle School Kindness Challenge is a perfect way to continue spreading kindness or reinforce your school's efforts to improve school climate. Open to every school with any combination of grades 5-8, the Middle School Kindness Challenge offers an engaging, exciting, and readily doable opportunity to improve school climate, reduce suspensions and gain access to free in-classroom resources.

Middle School  **Kindness Challenge**

# MIDDLE & HIGH SCHOOL STUDENTS IN ACTION

## - PHOTO GALLERY -



Unite The Big and Small  
Principled Academy, San Leandro, CA



High Schooler Reading to Younger Students  
Augusta High School & Ewalt Elementary, Augusta, KS



School-to-School Kindness  
Grange Middle School, Fairfield, CA



Kindness Station with Kind Incentives  
Hesperia High School, Hesperia, CA



Raffle Tickets (Checklists)  
Manchester Middle, Manchester, MI



Wall of Appreciation  
Manchester Middle, Manchester, MI



Kindness Chain  
Whiteaker Middle, Keizer, OR



Kind Coins Campaign  
Fairfield High School, Fairfield, CA



Spirit Days  
Fairfield High School, Fairfield, CA



Kindness Posters  
Lenoir City Intermediate Middle School, Lenoir City, TN

# WEEKLY SCHEDULE SAMPLES

## Sample 1

**Monday:** Welcome all students to school with a Community Kindness Tunnel; Distribute [GKC checklists](#); show video ([Official Great Kindness Challenge 2017 Newsreel](#)); Spirit Day-Crazy for Kindness **Tuesday:** Morning [kindness quote](#); Door Decorating Contest; Spirit Day-Ride the Kindness Wave **Wednesday:** Morning kindness quote read by special guest; Spirit Day-Nothing Beats Kindness Day **Thursday:** Morning kindness quote; Spirit Day-Powered by Kindness **Friday:** Morning kindness quote; Door Decorating Contest classroom winner announced; students receive [Kindness Matters bracelets](#) for participating

## Sample 2

**Monday:** [Kick-off rally](#); Distribute [GKC checklists](#); Begin the [Kind Coins for Texas Campaign](#) **Tuesday:** Write [Kindness Matters](#) on the school fence using paper cups; [Kindness Station](#) during recess **Wednesday:** Show the [Kind-Hearted Hand YouTube video](#); [Kindness Station](#) during recess; Create a school-wide [Kindness Chain](#) to hang in the auditorium **Thursday:** Collaborative games at recess; Unite the Big and Small school-wide reading (older students read with younger students) **Friday:** Wrap up [Kind Coins for Texas Campaign](#); Wrap up assembly

## Sample 3

*Provided by Magnolia Elementary in Carlsbad, CA*

### Monday:

8:05am Morning Kindness Quote (1st grade student)  
8:25am GKC Kick-off Pep Rally & Hang Banners on campus  
Spirit Day: Team Kindness (Dress in your sports gear or fave team sport)

### Tuesday:

8:05am Morning Kindness Quote (2nd grade student)  
Spirit Day: Peace, Love and Kindness (Dress in hippie wear)

### Wednesday:

8:05am Morning Kindness Quote (3rd grade student)  
11:45-1:10pm Recess Kindness Station (led by parent volunteers)  
Spirit Day: Ride the Wave to Kindness (Beach/surfer attire)

### Thursday:

8:05am Morning Kindness Quote (4th grade student)  
Spirit Day: Crazy for Kindness (Crazy clothing and crazy hair)

### Friday:

8:25am Awards Assembly, Morning Kindness Quote at Assembly (5th grade student)  
Spirit Day: Kindness is the Magnolia Way (Spirit Wear)

**MEDIA**

# PLAN AHEAD & BOOST YOUR MEDIA SUCCESS

## **Two weeks ahead of The Great Kindness Challenge (GKC):**

Write a Media Alert or a [Press Release](#) about the upcoming GKC event.

E-mail the Media Alert or Press Release to all your local media outlets (radio, newspaper and television) - you can locate their contact information on their respective websites.

Call community calendar reporters at area newspapers, TV, cable and radio stations, and ask them to place a calendar notice about the GKC event.

## **One week ahead of GKC:**

E-mail the Press Release again and follow up with a phone call.

## **A couple days prior to the GKC:**

Call the media outlets again to make sure they received the Media Alert/ Press Release and politely remind them about the GKC.

## **During the GKC week:**

When the reporters arrive, have members of your group assigned to greet them, set up interviews with the right people and escort media to the appropriate spokesperson. Remember to take photos to accompany articles in newsletters and other publications.

## **After the GKC:**

Send a news release with photos to any reporters who were unable to attend and submit follow-up letters for publication in local newspapers to thank the community and inform them of your GKC success! Write a follow-up article, Illustrated with photos from the event to submit to appropriate community publications. Include information on how many students participated and the total number of kind acts performed.

**Partner with the MEDIA to get the word about the GKC out there! Show your community that Kindness Matters!**

**If the local media does not personally come out to cover your GKC event, write your own story and include photos after the GKC event. Local news publications are always looking for a heart-warming community story.**

**According to StopBullying.gov, in order to combat bullying, schools must “encourage students to show thoughtfulness and respect for peers, adults and the school.”**

**National Education Association reports that school bullying statistics are startling:**

- 83% of girls and 79% of boys report experiencing harassment
- 160,000 children cut school daily to avoid peer attacks and intimidation

# Sample Press Release

Press releases  
should cover:

- WHO is involved
- WHAT is happening
- WHEN will it happen
- WHERE will it happen
- WHY or HOW is it happening

FOR IMMEDIATE RELEASE:

[Date]

Contact: [name, phone, address, e-mail, etc.]

[Insert School]

## [SCHOOL NAME] TAKES THE GREAT KINDNESS CHALLENGE

[City, State] – [School] encourages community members and businesses to come together and participate in The Great Kindness Challenge, January 22-26, 2018. The Great Kindness Challenge is a positive, proactive bullying prevention initiative, reaching millions of students during the last full week of January every year.

Local events/activities to help support a safe and caring school environment include [Insert local activities, include location, time, activities, etc.]. [Your School], in collaboration with Kids for Peace, is sponsoring the event.

**\*\*OR\*\***

*(Use the paragraph above or below to best describe your upcoming bullying prevention efforts.)*

In order to create a consistent, positive message throughout our school and community, [School] is implementing [Insert activities] and local businesses are [Insert activities].

“This free program teaches so much of value to students of all ages; in fact, to adults as well. In addition to random acts of kindness, participants actively seek out purposeful acts of kindness. We hope their efforts have an enduring effect.” John A. Roach, Ed.D, District Superintendent  
[Insert community spokespersons quote]

[Insert local statistics]

**The Great Kindness Challenge** was created by Kids for Peace to provide schools a tool for creating a positive school environment. In 2017, 10,493,866 students participated and performed over half a billion acts of kindness nationwide. The Great Kindness Challenge is generously sponsored by Dignity Health, Peaceable Kingdom, ViaSat, Nordson, NRG, McGraw-Hill Education and supported by Hasbro’s Be Fearless Be Kind. Check out more information about our event: [www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org)

**Kids for Peace**, a global 501(c)(3) nonprofit that provides a platform for young people to actively engage in socially conscious leadership, community service, arts, environmental stewardship and global friendship.  
[www.kidsforpeaceglobal.org](http://www.kidsforpeaceglobal.org)

For more information on Kids for Peace or The Great Kindness Challenge please contact Jill McManigal at 760-730-3320.

## Sample PSA & Advertisement

### :15 second Public Service announcement (PSA)

Community Members...help create awareness of The Great Kindness Challenge, a week dedicated to performing millions of acts of kindness on campuses nationwide! We can all play a part in creating a safe and caring school environment! To find out more go to [www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org)

### :30 second Public Service announcement (PSA)

Community Members...help create awareness of The Great Kindness Challenge, a week dedicated to performing millions of acts of kindness on campuses nationwide! We can all play a part in creating a safe and caring school environment! To find out more go to [www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org) or call 760-730-3320. Let's all come together and show that KINDNESS MATTERS!

## Sample Newspaper Ad



The Great Kindness Challenge is a week dedicated to performing millions of acts of kindness on campuses nationwide!

Support the **[Insert School Name]** in creating a safe and caring school environment!

Contact **[School Spokesperson]** to find out how you can be part of this transformational initiative!

**[www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org)**

**Download**  
**GKC**  
**logo**

**Newspaper Ad**  
**that can be used to**  
**advertise in your local**  
**media outlets.**

**Remember to include your**  
**school's activities!**

## Sample Media Alert New!

*Media Alert from The Great Kindness Challenge 2017. Courtesy of Kids for Peace.*

PRO SURFER ROB MACHADO AND CARLSBAD'S LEAD EDUCATORS WILL RIDE THE WAVE OF KINDNESS TO LAUNCH NATIONAL EVENT THAT IS 10 MILLION STUDENTS KIND

High-Energy Community Pep Rally Kicks Off the 2017 Great Kindness Challenge

### WHAT:

A high-energy pep rally will feature pro surfer Rob Machado, Carlsbad Unified School District Superintendent Ben Churchill, and principals from 15 schools as they hop on their surfboards and ride the wave of kindness. Before Machado and friends paddle out, hundreds of kids will spell "KINDNESS MATTERS" on the beach, participants will enjoy hands-on kindness activities, the National Champion xCalibur Dance Team will entertain, and the CHS Drumline will engage the crowd with their powerful beat. An airplane pulling a "KINDNESS MATTERS" banner over an eight foot floating heart will be the grand finale of this joyful event. This rally will kick off the national 2017 Great Kindness Challenge that runs Monday, January 23rd through Friday, January 27th. The rally is free and open to the public.

### WHEN:

Sunday, January 22, 2017 at 2pm-4pm.

### WHERE:

Tamarack State Beach, Carlsbad, CA

### CONTACT:

Jill McManigal, Executive Director at 760-846-0608 or 760-730-3320

### WHY:

Many people feel that our country is more divided than ever. There is a great need for unity, compassion, love and respect in our schools, communities, country, and world. The Great Kindness Challenge proactively creates a culture of kindness on school campuses nationwide with a ripple effect that is felt far and wide. The community pep rally will celebrate the success and momentum of the program that began with 3 Carlsbad, CA schools in 2012 and has grown to nearly 10 million registered students in over 10,000 schools for 2017. The Great Kindness Challenge provides an opportunity for students to unite and demonstrate that KINDNESS MATTERS.

The Great Kindness Challenge was created by Carlsbad nonprofit Kids for Peace. The Great Kindness Challenge is one week where students do as many kind acts as possible, choosing from a 50-item checklist. This positive, proactive and powerful week mobilizes students to create school climates that are respectful, compassionate and kind. The Great Kindness Challenge is FREE for schools, thanks to the generosity of our sponsors: Dignity Health, Peaceable Kingdom, Kind Healthy Snacks, Little Pickle Press, ViaSat, Nordson, Datron, NRG, SDG&E, Servant Leadership Institute, Weseloh Chevrolet, and McGraw-Hill Education.

# GREAT KINDNESS CHALLENGE NEWS COVERAGE JOY

Every year, The Great Kindness Challenge attracts great media attention. Please check out the snapshot of the nationwide media coverage in our Great Kindness Challenge 2017 News Coverage Joy video! You can also check out our [news page on our website](#), which includes plenty more videos and articles.

[The Great Kindness Challenge News Coverage JOY!](#)



# **RESOURCES**

## **PREPARING FOR THE GKC**

# STUDENT ENGAGEMENT

Kids naturally get excited about planning and doing things for their school. To engage your students in the leadership of The Great Kindness Challenge, we suggest you reach out to your Student Council, Student Leadership Team or create a Kindness Ambassadors Committee.

Students can take the lead in planning the following activities:

1. Kick-off assembly or rally
2. Promotion of the challenge (school marquee, promotional posters, flyers, etc.)
3. Spirit Days
4. Contests (essay contest or door decorating contest)
5. Recess Kindness Stations
6. Daily Kindness Quotes
7. Incentives to get student body fired up
8. Documenting the week with photos and videos

Share  
the video with your  
students:  
"KINDNESS  
MATTERS! Easy Ways  
YOU Can Make Your  
School a Kinder Place!"



# ADMINISTRATION & STAFF INVOLVEMENT

Involve your school's administration and staff in The Great Kindness Challenge. In our post event survey it has been observed that teachers and staff appeared to be happier thanks to participating in The Great Kindness Challenge.

In order to prepare for The Great Kindness Challenge some schools form Great Kindness Challenge Kindness Committees, which comprise of school staff members, PTA/PTO members and other volunteers. It is completely up to your school to decide what will be the best approach for rolling out the Great Kindness Challenge to your students and staff.

## Useful resources for introducing The Great Kindness Challenge to your staff:

- [Great Kindness Challenge Infomercial \(video\)](#)
- [Great Kindness Challenge Informational Flyer](#)



[Kindness Matters canvas bags](#)

## Teacher Kindness Kits

Teacher Kindness Kits make it easy for teachers to implement The Great Kindness Challenge. Ideally, these are provided to the teachers a week before the Great Kindness Challenge begins.

Suggested items for the Teacher Kindness Kits:

- Pre-printed GKC Checklists for students
- Schedule for the week including assemblies, Spirit Days, lunch and events ([sample](#))
- A Quote of the Day sheet for morning discussion
- Curriculum/discussion topic ideas
- A sweet treat and note of thanks
- Parent letter for students to take home the week prior to the GKC
- [Kind Coins for Texas Flyer](#)



# Teacher Kindness Kit

## Sample Teacher Letter

*Provided by Magnolia Elementary in Carlsbad, CA*

### The Great Kindness Challenge Teacher Information and Schedule Sheet Monday, January 22nd through Friday, January 26th

Dear Esteemed Teachers,

Happy Great Kindness Challenge Week! Below is a list of what is included in your Teacher Kindness Kit and a schedule of events.

- GKC Spirit Days info sheet to be sent home **Thursday, Jan. 18th.**
- Teacher Idea List and Daily Kindness Quotes
- A Great Kindness Challenge Checklist for each student in your class. Please have your students return the checklist on **Friday, Jan. 26th.** Please return the completed lists to the front office.
- A list of the Daily Kindness Quotes. (*GKC volunteer*) will come to your class each morning immediately after the bell to escort the student to the office to read the quote. (Teachers will be notified of students participating)
- A 'Kindness Matters' bracelet for each student in your class. A gift from the PTA! Feel free to keep the extras.
- A sweet treat for being awesome! Thanks for your help in making this a successfully KIND week!

#### **Schedule**

Thursday, January 18th:  
Spirit Days flyer sent home

Monday, January 22nd:  
8:05am Morning Kindness Quote  
8:30am (K-2) GKC Kick-off Pep Rally in Auditorium (Approximately 15 min. long)  
9:15am (3-5) GKC Kick-off Pep Rally in Auditorium (Approximately 15 min. long)  
Spirit Day: Team Up for Kindness (Dress in your sports gear or fave team sport)

Tuesday, January 23rd:  
8:05am Morning Kindness Quote (2nd grade: )  
Spirit Day: Ride the Wave to Kindness (Beach/surfer attire)

Wednesday, January 24th:  
8:05am Morning Kindness Quote (3rd grade: )  
11:45-1:10pm Recess Kindness Station w/ parent volunteers (Blacktop at picnic tables)  
Spirit Day: Crazy for Kindness (Crazy socks and crazy hair)

Thursday, January 25th:  
8:05am Morning Kindness Quote (4th grade: )  
Spirit Day: Peace, Love and Kindness (Dress in tie-dyes, peace signs or hippy clothes)

Friday, January 26th:  
8:25am Awards Assembly, Morning Kindness Quote at Assembly, GKC Wrap Up  
Spirit Day: Kindness is the Magnolia Way (Spirit Wear)

Thank you! Your Great Kindness Challenge coordinators

# PTA/PTO INVOLVEMENT

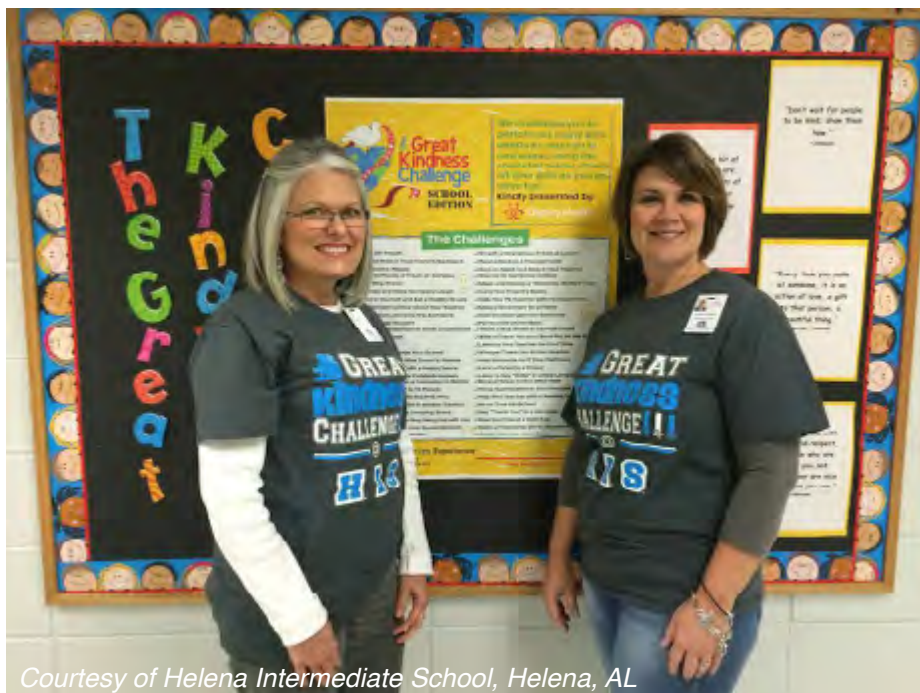
Encourage your PTA/PTO to utilize The Great Kindness Challenge as a school community-building event and add it to their list of annually sponsored events!

PTA/PTO's can help lead the way for implementing and promoting a successful Great Kindness Challenge. PTA/PTO's are a great resource as they often have established volunteer lists to help run Great Kindness Challenge events and they also may have an available budget to purchase incentive items from the Great Kindness Challenge [store](#).

Introduce the Great Kindness Challenge to your PTA/PTO by sharing the [Great Kindness Challenge Infomercial Video](#).

How can the PTA/PTO help?

- Promote Great Kindness Challenge among students, staff, community members
- Pass out Save the Date flyers
- Recruit Kindness Challenge Ambassadors (parents, students, local businesses) who would like to be involved in the Great Kindness Challenge planning and preparations
- Support week long kindness station(s) at recess to assist students with completing the checklist
- Help with the visuals for the Great Kindness Challenge
- Fund end of week prizes/incentives in approx. value of \$xxx (pencils, bracelets, Ice Cream Social etc.)



Courtesy of Helena Intermediate School, Helena, AL

# COMMUNITY OUTREACH / INVOLVEMENT

## Community Outreach

We encourage you to partner with your community to support your efforts in creating a culture of kindness. You may engage local service clubs (e.g., Rotary, Lions, Optimists, Soroptimists, etc.), elected officials, active military, veterans, senior citizens, and/or local businesses.

### Volunteer Opportunities for Your Local Community:

#### Pre-Event

**Ways your local community can help prep for the Great Kindness Challenge:**

1. Paint and hang “Kindness Matters” and other promotional signs with students
2. Make copies of the GKC checklist for all students
3. Help design a school-wide incentive for students who complete the 50 kind deeds
4. Help classrooms decorate kindness-themed doors
5. Assist with the school marquee to advertise the GKC
6. Have a talent to share? Help create the school’s kick-off assembly
7. Help assemble and deliver Teacher Kindness Kits

#### Event

**Ways your local community can help during the Great Kindness Challenge:**

1. Greet and encourage students during your Community Kindness Tunnel
2. Assist with the “Kindness Stations” during recess. This is a joyful hands-on work to assist students as they complete several challenges, such as writing thank you notes to staff, painting kindness posters, decorating hearts with inspirational messages, etc.
3. Be a special guest to read the school’s kindness quote over the intercom system
4. Help judge a school’s kindness essay contest and/or door decorating contest
5. Have the mayor or other elected official present the proclamation or attend and city council meeting to receive the proclamation. [Learn more.](#)
6. Organize a joint community service project with community adults and students. For example: clothes drive, beautify a park project, food drive etc.

#### Post-Event

**Ways your local community can help after the Great Kindness Challenge:**

1. Help recognize participating students with certificates or other incentives
2. Help with a post-event GKC Celebration
3. Help write and send a press release about the success of the Great Kindness Challenge week to local media

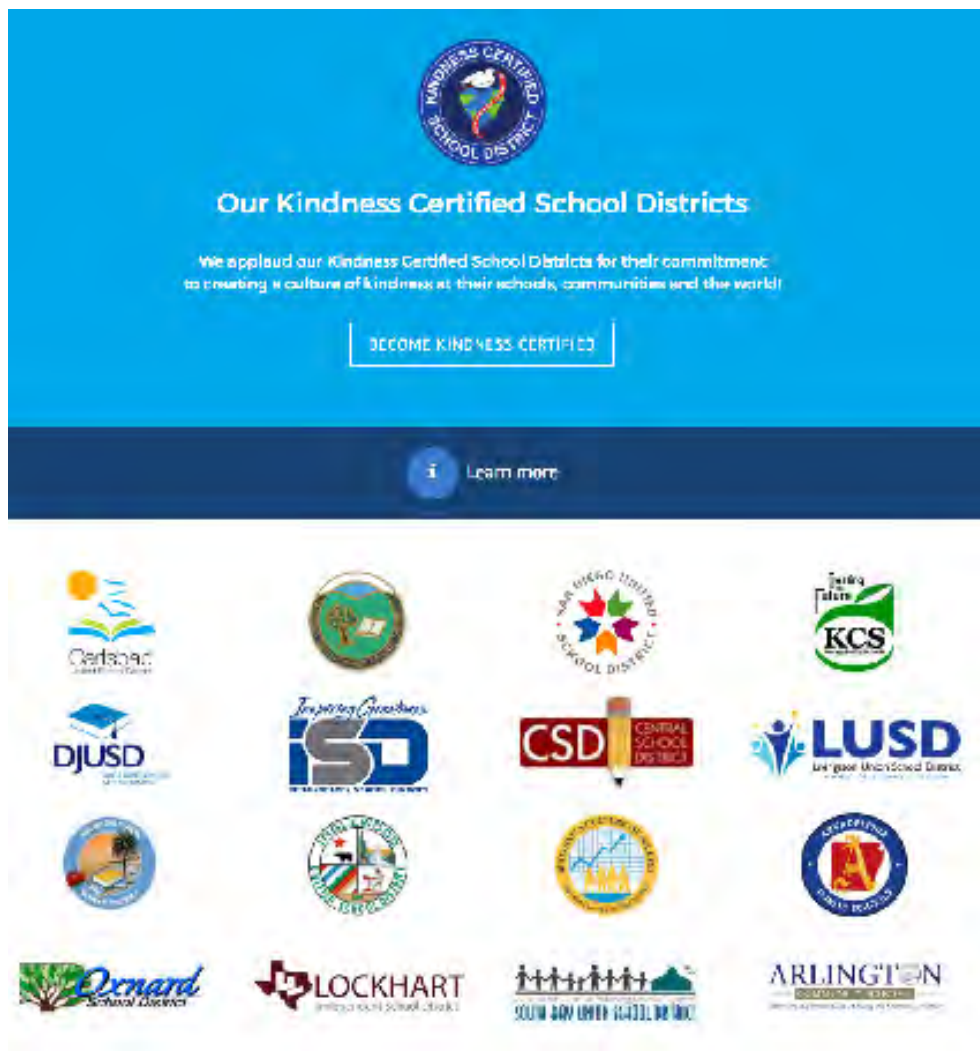
# KINDNESS CERTIFIED SCHOOL DISTRICTS

We kindly invite you to share your outstanding commitment to kindness with your entire school district! We will honor and recognize districts that have all schools participating in The Great Kindness Challenge as an official Kindness Certified School District.

Each district will receive distinguishing perks like an electronic Kindness Certified School seal, a certificate to proudly display and promotion on The Great Kindness Challenge website and social media outlets.

Inviting all of the schools in your district creates a unifying effort that uplifts the entire community. Let the kindness grow and spread to all of your local schools!

Click on “Learn more” and share our [Kindness Certified School District Flyer](#) with your Superintendent today!



Thank You to all [70 Kindness Certified School Districts](#) that are part of this kindness movement!

# **RESOURCES**

## **CREATING KINDNESS A-Z**

# ASSEMBLY/ RALLY SCRIPTS

## Assembly/Rally Tips to Engage ALL Children (Introverts and Extroverts)

Created in collaboration with occupational therapist Kathy Patten & ambassador for sensitive kids, Emma Lesko.

We understand that all children are unique and respond differently to rallies and assemblies. The below tips will help you be sensitive to all children, especially those who are more introverted or have sensory sensitivities.

- Keep assemblies at 20 minutes
- Play low-volume calming music as children enter (drums work best)
- Dim the lighting, spotlight the speaker if possible
- Incorporate moments of stillness throughout (i.e. 4-7-8 deep breaths) before transitions
- One at a time of the following: Loud, flashy, or movement (all 3 together is harmful for many kids)
- If doing a loud “Kindness Matters” cheer, funnel down the KINDNESS MATTERS cheer so it stops with a whisper, and funneled down arm movement. -“Sometimes kindness is being quiet”
- Keep dancing activities under 30 seconds. If possible, tell kids how long it will last, or indicate with a timer on a screen.
- Follow up most stimulating peaks with a quick focused activity. i.e. Statues in their seats, kind facial expressions, kindest nonverbal gestures, think about favorite kindness heroes
- Focused activity on way out (i.e. think of a unique kind act to do this week)



*Courtesy of Jefferson Elementary, Carlsbad, CA*

# ASSEMBLY/ RALLY SCRIPTS

## Sample Kick-off Rally Script 1

*The below script was proudly created by the Student Council of Jones Elementary School in San Diego.*

Play [Kind-Hearted Hand](#) as students enter the auditorium/multi-purpose room

Announcer 1: Good Morning \_\_\_\_\_ Elementary. Hello students and teachers. Welcome to our Great Kindness Challenge Kick-off rally!! We are SO HAPPY to be here and tell you all about this week of KINDNESS. This week all across San Diego and all across the United States of America, students are taking the Great Kindness Challenge RIGHT NOW!! From today until Friday, I challenge YOU (point at students) to do as many kind acts as possible.

Can I get an "oh yeah????"  
Students: OH YEAH!

Announcer 2: This is one week where each of YOU (point to students) can give the GIFT of KINDNESS. This is The Great Kindness Challenge checklist (holds up GKC checklist). Each student will get one of these today in your classroom. I challenge you to do as many kind acts as possible using this checklist.

Can I get an OH YEAH?  
Students: OH YEAH!

Announcer 3: You may be thinking what is a kind act? For instance you can put a nice note in your friends backpack. (Demonstrate 2 kids doing this)

Can I get an OH YEAH?  
Students: Oh Yeah!

You can pick up trash and help save your school and make it beautiful and green-friendly.  
(Show someone picking up trash)

Can I get an OH YEAH?  
Oh Yeah!

You can do something special for your principal or for your teacher.  
(Act out someone bringing a flower to principal or a teacher)

Can I get an OH YEAH?  
Oh Yeah!

Announcer 4: Your teacher will be distributing kindness checklists out to each of you. During the week you will place a check mark on the kind act you have performed. At the end of the week when you turn in your checklist, our principal will be giving you a very special gift.

Can I get an OH YEAH?  
Oh Yeah!

Announcer 5: Also to remind us of all the wonderful kind acts we have done this week, I want you and you and you, and every single one of you to fill out a kindness card (show kindness card). The kindness card is where you write down the kind acts you have done and turn them into your classroom's special Kindness Box (show decorated box). We will be selecting a few kind acts daily to display on an awesome bulletin board collage in front of the school.

Can I get an OH YEAH?  
Oh Yeah!

Announcer 6: On Wednesday it will be I'm Crazy for Kindness Day. You can either wear crazy hair or mismatched clothes to show that you are Crazy for Kindness. (1-2 students step forward with crazy hair and clothes.)

Announcer 8: This is going to be one seriously HAPPY week! I can't wait to get started on my checklist. And I see we have 15 friends who are fired up and ready to go too. Hit it friends!

15 pre-chosen students stand up with each holding one letter to spell out KINDNESS MATTERS.  
One at a time, the students call out, "Give me a K" (School-"K") Give me an "I" (School- "I") Give me an N (School-"N") etc. (Hold up each letter as it is shouted out)

Announcer 9: Yes, KINDNESS definitely MATTERS!! So, I have a cheer for you. Repeat after me! When I say KINDNESS, you say MATTERS.  
KINDNESS---MATTERS...KINDNESS---MATTERS. I can't hear you!!!

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS...KINDNESS---MATTERS.  
When I say BE, you say KIND. BE---KIND...BE---KIND  
When I say BE, you say KIND. BE---KIND...BE---KIND  
When I say (school name), you say WE CARE. (school name)---WE CARE....(school name)--WE CARE  
When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS KINDNESS---MATTERS.  
Oh YEAH!!! Great job (name of school)!!

Principal: Well, I'm sure fired up and ready to go!!  
Let's make this the BEST week EVER! Have fun and remember.....KINDNESS MATTERS

Play [Kind-Hearted Hand](#) again as students depart.



## Sample Kick-off Rally Script 2

*This script came from Jefferson Elementary School in Carlsbad, CA. The fifth grade class brainstormed a list of characters who reminded them of kindness. From that list, the below script was created. Students dressed up as each character and had great fun performing. To make this script your own, your students can select their characters of choice.*

Play [Kind-Hearted Hand](#) as students enter auditorium/multi-purpose room.

Announcer 1: Good Morning (Name of school)!!! Hello students, teachers, parents and esteemed guests. I am \_\_\_\_\_ and we are students from (teacher's name) 5th grade class. Welcome to our Great Kindness Challenge Kick-off rally!!

Announcer 2: Good Morning! My name is \_\_\_\_\_. We are SO HAPPY to be here and tell you all about this week of KINDNESS. We also have some friends who have a thing or two to say about KINDNESS. Please welcome our first guest, Alice in Wonderland.

Alice: I'm late! I'm late! For a very important date! There's love to share and care in the air. Oh my! I cannot wait! Bye.

Announcer 1: Well, Alice sure seems to be in a hurry. I wonder what she's up to? Hey look! I see another friend coming up. It's Elmo!

Elmo: Na na na na na na na na, Elmo's World!! Good Morning boys and girls!! I'm Elmo and I am sooooooooooooooooooooooooooooo happy that allllllllllll across (name of your city) and allllllllllll across the United States of America, students are taking the Great Kindness Challenge RIGHT NOW!! From today until Friday, I challenge YOU (point at students) to do as many kind acts as possible. My friend Kitty Cat will tell you more. Have fun!

Announcer 2: Well, sure enough, here comes a Kitty Cat!!

Kitty Cat: Meow. What a purrrrrfect day it is for some KINDNESS! In my purrrrrfect little paws is the Great Kindness Challenge checklist. Every student will get one of these today. I challenge you to do as many kind acts as possible using this checklist. Have fun!

Announcer 1: Hmmmm? A checklist? I wonder what's on it?

Santa: Ho Ho Ho! Merry KINDNESS Week!!

Announcer 1: Merry KINDNESS Week?

Santa: Ho Ho Ho! Yes, this is one week where each of YOU (point to students) can give the GIFT of KINDNESS. For example, you can "Slip a nice note in your friend's backpack." (students act this out and then the reindeer checks it off on the checklist) or you can "Read a book to a younger child." (Act out and then check it off) or "Bring a flower to the office staff" (act out and check off). Ho Ho Ho! KINDNESS is the BEST gift of all!!! Bye.

Announcer 2: Wow! This is going to be FUN!! Speaking of fun, here comes SpongeBob SquarePants. I wonder what he has to say? Are you ready kids??

SpongeBob: Hi boys and girls! I'm READY!! This is all so exciting!!! I was just talking to your principal. He's a cool man!! He told me that he has a special surprise for you. (Name of principal), come on over. Let's give him a big undersea round of applause.

Principal talks about the incentive. (students holds decorated KINDNESS box)

Spongebob: Thank you (name of principal)! You are under the sea-sensational!! Now, I want to get started checking off my list. Bye boys and girls!

Announcer 2: Well, this is GREAT! And speaking of great.....here comes a man that is faster than a speeding bullet and more powerful than a locomotive.

Superman: Good Morning (name of school)! Do you know why I am so powerful?

Class: Why?

Superman: Because I am powered by KINDNESS!! It's the most powerful force of all!

Announcer 1: That's awesome? So, you know about this week's Great Kindness Challenge?

Superman: Yes! And I can't wait to see all this kindness in action!! Remember to keep your checklist with you all week-long and do as many acts as possible! Bye!

Announcer 2: This is GREAT!! It looks like my classmates think it's GREAT too!! Hit it guys!!

Class Spells out KINDNESS MATTERS: Give me a "K" (School-"K") Give me an "I" (School- "I") Give me an N (School-"N") etc. (Hold up each letter as it is shouted out)

Enthusiastic Student: Yes, KINDNESS definitely MATTER!! So, I have a cheer for you. Repeat after me! When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS.....KINDNESS---MATTERS. I can't hear you!!!

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS.....KINDNESS---MATTERS.

When I say BE, you say KIND. BE---KIND....BE---KIND (Repeat)

When I say (School Name), you say WE CARE. (School Name)---WE CARE....(School Name)---WE CARE (Repeat)

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS.....KINDNESS---MATTERS. (Repeat)

Oh YEAH!!! Great job (School Name)!!

Announcer 1: Well, I'm sure fired up and ready to go!! Let's make this the BEST week EVER! Have fun and remember.....

Class: Does Kindness Cheer/Clap.....Alright, Alright, Alright Alright Alright...HEY!! KINDNESS MATTERS! BYE!!!

Play [Kind-Hearted Hand](#) as students leave auditorium/multi-purpose room.

### Sample Kick-off Rally Script 3

*This script came from Jones Elementary School in San Diego, CA. You can watch a video recording of this amazing assembly [here](#)! Please note that we left the names of the students taking part in the assembly in acknowledgement of their great performance.*

#### PROGRESSION OF ASSEMBLY

Curtain person-- Note when the MC's are on stage curtains are closed

Kids are walking into auditorium

Curtain person-- Make sure Curtains are closed as kids are walking in to auditorium

Video Person-- Put Kind Hearted Hand video on DVD on the big screen as students walk in

After Kind Hearted Hand plays

Bella and Emma(MC)-- As soon as Kind Hearted hand is done go out on stage-

Bella and Emma(MC)- - Says

“Welcome to The Great Kindness Challenge kick off assembly”

Video person-- Play United in Kindness on video screen ([rap song](#))

During the United in Kindness song

Student Council-- get kids to sing along, holding hands, Crossing fingers (no bullies allowed), Kindness Matters (High fives)

After United in Kindness Song

Curtain Person-- After United in Kindness song - close curtains-

Prep person-- set up 2 kids desks and a big giant checklist, 10 hearts, scissors

Curtain person -- Open curtains

#### **Skit 1 “Show how kindness can make you feel good too!”**

\*Scene--- Kid sitting at desk

Veronica on stage in a desk

Need checklist close by where we can drop it after Mrs. Powell's Voice is on CD

Needs 10 hearts pre cut out

Needs scissors to pretend to be cutting

Curtain person -- Open curtains

Veronica-- “I'm not having a good day, my dog ate my homework and now I am missing recess. I am so upset! “

Video person-- Put in Mrs. Powell's voice over CD

After it says checklist-need a checklist to fall to stage

Mrs. Powell's Voice Over: Hi Students its Mrs. Powell, today is the first day of the Great Kindness Challenge, each student will get a checklist (checklist falls to stage) and try to get as many kind acts they can do during the week.

Veronica:-- says

“The Great Kindness Challenge that sounds interesting, I guess I can give it a try.

She looks over checklist and sees cut out 10 hearts and gives to friends Veronica says

“Cut out 10 hearts and give to friends, I think I'll start with this one.”

She pretends to cut out the hearts (they will already be cut). Then passes them out to the kids in the crowd. Has a Huge Smile on her face.

Veronica goes back up on stage and says

“Wow I feel really great now. Being kind to others really makes me feel good too!!!”

Has a huge smile on her face & passes out to kids in the crowd

Veronica goes back up on stage and says

“Wow I feel really great now. Being kind to others really makes me feel good too!!!”

Curtain person -- close curtains

Prep person-- clean up desk

Bella and Emma(MC)-- say

“That’s right everyone, this week all across San Diego and the United States of America, students are taking the Great Kindness Challenge, created by an organization called Kids for Peace!! Today in your classroom you will get a checklist with 50 kind acts and you will do as many kind acts as you can. We are going to have a kindness station in the library every day this week during morning recess to help us work through our kind acts. Are you ready to see examples of some kind acts you can do?”

**Alia, Emily, Jenna Kaylee and Jarod is the narrator**

**2nd Skit of the assembly**

**Title of Skit- “Invite a new friend to play /hang out with you”**

**Scene--- kids are talking at recess**

Props needed: There are no props, but make sure other skit gets cleaned up, and Jarod may want to use the buzzer ☺

The kids will show a kind and not kind way, this is example is only the kind way.

Curtain person -- Open curtains

Jarrod is the narrator for the kind and not kind way

Aliya, Emily, Kaylee --playing laughing having a good time, oh this is so much fun

Jenna-- playing on the other side by herself

Aliya, Emily, Kaylee -- call over to the Jenna and say

“Hey Jenna do you want to play with us? “

Jenna—says

“ Sure that would be great”

End scene: showing all kids playing together

Curtain person -- close curtains

Emma and Bella—comes out and says

“What do you think the kind act was in this situation? Answer Invite a new friend to play /hang out with you”

**Donovan, Jarrod and Alia is the narrator**

**3rd Skit of the Assembly**

**Title of Skit “Lend a pencil to a friend”**

**Scene-Donovan sitting down writing something and Jarrod next to him**

Props-- Donovan and Jarrod need 2 big pencils and 2 desks to sit at, and a buzzer if Alia would like to use it  
Please note there is going to be a not kind way and a kind way, they will show 2 versions, there will be narrator saying This is not kind, and this is kind ---Alia is the narrator for this one

Curtain person -- Open curtains

Alia: This is the not kind way

Donovan--Sitting down writing something, all of a sudden the pencil breaks- looks really frustrated

Jarrod—Ha ha your pencil broke

Donovan- Frustrated

Alia-This is the kind way

Donovan--Sitting down writing something, all of a sudden the pencil breaks- looks really frustrated

Jarrod— Would you like to borrow my pencil?

Donovan-- Thank you (huge smiles)

Curtain person -- close curtains

Kaylee—comes out and says

You can establish a little rapport with the kids- and then say, Who can guess, What is the kind act?

Answer Lend a pencil to a friend

Please note the reason Kaylee is doing the MC here is because the next skit has both Emma and Bella in it !

Prep person-- get books on the stage and maybe something she can pretend trip on

**Emma, Bella and Jarrod is the narrator**

**4th Skit of the assembly**

**Title of Skit- “Carry your friend’s Books”**

**Scene--- Kid carrying a ton of books--**

Props needed-- get books on the stage and maybe something she can pretend trip on, also a buzzer if

Jarrod wants one ☺

Showing a kind and not kind way-narrator for this one is Jarrod- what is the kind/not kind way

Curtain person -- Open curtains

Jarrod-This is the not kind way

Child with a lot of books—Child carrying a lot of books falls down

Helping child-- Walking past the child that fell down

Child with a lot of books-Really upset

Jarrod-This is the kind way

Child with a lot of books-- Child carrying a lot of books falls down

Helping child-- Wow, you have a lot of books, can I help you with those?\\

Child with a lot of books-- Sure that would be great

Curtain person -- close curtains

Emma and Bella come out and says

“Who can guess, What is the kind act? Answer: Carry your friend’s Books”

Prep person—get prime time kids on stage and trays

## **Prime time kids**

### **5th Skit of the assembly**

**Title of Skit-- “Cleaning up at lunchtime”**

**Scene- Prime time kids on stage with trays**

Props needed—get prime time kids on stage and trays

Curtain person -- Open curtains

All prime time kids –

Kids are on the floor on stage  
talking about the The Great Kindness Challenge  
they go to leave and leave all of their trays on the floor

One of the kids says

“I will clean this up!”

Curtain person -- Close curtains

Kaylee or Bella and Veronica (MC) says

“Did you know that during the Great Kindness Challenge week it’s fun to do your own kind deed too even if it’s not on the checklist? Who can tell me what kind acts you would like to do?”

Jennie-Play Kind Hearted Hand video with captions

Kids all sing along

## **Alia, and 3 kids to hold up dry erase boards.**

### **Last Skit of the assembly**

Game Show

Props needed-3 Buzzers, 3 dry erase boards.

Curtain person -- Open curtains

Jennie- Put on CD announcing game show

Alia- comes out and says

“Now we are going to have a game to test your Kind knowledge”

Pick kids-9 kids (3 kids each team for 3 teams)

Alia- says

“We have a green team, red team and a blue team

First group that pushes the buzzer first will get to answer the question

If you get the question right in order to earn your points, your team must do a fun dance break when the music comes on”

Please note there will be 3 groups and also kids holding dry erase board above each kids head and adding points

Alia – reads questions

1) How many kind acts are on the checklist Correct answer 50

Video person-- Play music-

Alia -- Tell the winner to have a dance break

2) When are we having the kindness stations Correct Answer -Every day during morning recess

Video person-- Play music-

Alia -- Tell the winner to have a dance break

3) Where are we having the kindness stations correct Answer-Library

Video person-- Play music-

Alia -- Tell the winner to have a dance break

4) Name one of the acts on the checklist---- Correct answer-they should name Any of the kind acts

Video person-- Play music-

Alia -- Tell the winner to have a dance break

5) Who is the organization that created The Great Kindness Challenge-- Correct Answer-Kids for peace

Video person-- Play music-

Alia -- Tell the winner to have a dance break

6) Who remembers how the chorus goes for the rap song you heard, United in Kindness----- Correct answer-United in Kindness, No bullies allowed, kindness matters

Video person-- Play music-

Alia -- Tell the winner to have a dance break

7) fill in the blank-reach out with your kind hearted ---- Correct Answer: Hand !!

Video person-- Play music-

Alia -- Tell the winner to have a dance break

8) First group to ring the buzzer will have to name as many kind words as you can in 10 seconds

Video person-- Play music-

Alia -- Tell the winner to have a dance break

9) When you see someone playing by themselves, what is a kind thing to do?

Video person-- Play music-

Alia -- Tell the winner to have a dance break

10) What is the definition of kindness?

Video person-- Play music-

Alia -- Tell the winner to have a dance break

Curtain person -- Close curtains

Announcer- says

“Well you hope you have fun this week. And remember Kindness Matters !

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS...KINDNESS---MATTERS.”

When I say BE, you say KIND. BE---KIND...BE---KIND

When I say BE, you say KIND. BE---KIND...BE---KIND

When I say JONES, you say WE CARE. JONES---WE CARE....JONES--WE CARE

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS ...KINDNESS---MATTERS.

Ask all of the kids to come out and bow at the end

## Sample Kick-off Rally Script 4

# ***Great Kindness Challenge Kick-Off Assembly No Video Version***

This rally incorporates local firefighters, police officers and the mayor. If you can't include your community in this way, staff and/or parents can fill in.

Good Morning (School Name)! Hello students, teachers, parents and esteemed guests!

Welcome to our Great Kindness Challenge Kick-off rally!! We are (name of presenting class/group) class. We are SO HAPPY to be here and tell you all about this week of KINDNESS.

This week, all across (city name), all across (county name), all across the United States of America, and all across the world....students are taking the Great Kindness Challenge RIGHT NOW!!

Did you know that The Great Kindness Challenge started five years ago with just 3 schools in California? Now, there are over \_\_\_\_ million students in \_\_\_\_ schools in all 50 states participating in The Great Kindness Challenge!

*(We are on track for 20 million students in 25,000 schools. We'll confirm the number in January 2018.)*

**Class/Group:** \_\_\_\_ million students? WOW!  
It's true! We are part of a world-wide kindness revolution!

**Class/Group: Cool!**

So, how do we do The Great Kindness Challenge?

It's simple! Your teacher will give you a copy of this kindness checklist (hold up checklist). From today until Friday, we challenge YOU (point at students) to do as many kind acts as possible. That's it! Easy breezy! I have an idea! Let's do a few of these kind acts together. Let's start with the first kind act. Smile at 25 people. On the count of three, stay seated and smile at 25 people in front of you, behind you and beside you. Ready?

**Class/Group: 1, 2, 3....SMILE!**

Entire school smiles for 30 seconds with "Happy" music playing.

That was awesome! Let's do another kind act together. Let's do a school wide compliment. On the count of three let's all say, "You are smart and you are kind!" To repeat, on the count of three let's all say, "You are smart and you are kind!" Ready?

**Class/Group: 1, 2, 3.....**

**Entire School:** You are smart and you are kind!

Yes, you are! Do you know who else is smart and kind? Our firefighters and police officers are smart and kind. Let's ask them to come up and help us with our next kind act. Come on up, friends!

Firefighters and police officers come to the front and are handed KINDNESS MATTERS signs.

Our next kind deed is "Make and display a KINDNESS MATTERS sign." We've made two KINDNESS MATTERS signs. Let's have a KINDNESS MATTERS shout-off. We're going to split the room in half. The firefighters will be on this side and the police officers on that side. (point to sides of room) In their hands they each have a KINDNESS MATTERS sign. We're going to see which side is loudest. We'll start with the firefighters. Mr. Firefighter will hold up his sign and count to three. You'll then shout out "KINDNESS MATTERS."

Next will be Ms. Police Officer. We'll go back and forth a few times to see which side is louder.

Mayor (mayor's last name), will you please be our judge? (Waves Mayor up to stage.) (Name of School), please give a round of applause for our wonderful (name of city) mayor. Welcome Mayor (last name)!

*School claps for the mayor.*

So, let's start our KINDNESS MATTERS shout-off. Is everyone ready? Mr. Firefighter, please begin. School follows the lead of firefighters and police and shouts out KINDNESS MATTERS a few rounds.

Mayor (last name), do we have a winner? And while you have the microphone, would you like to say a few kind words to our school?

*Mayor speaks.*

Thank you Mayor (last name). Your support means the world to us. Now, I think it's time for another kind act.

Let's do this one. (points to checklist) It says, "Entertain someone with a HAPPY dance." Oh yeah! Let's have a dance off! All adults who want to do a HAPPY dance, come on up. When the music starts, the adults will dance like no one is watching! Mayor (last name), will choose the winner. Everyone ready? Cue the music! Pharrell's Happy song plays and dancing begins.

That was fun! This has me all fired up! I'm ready for a cheer!! . Repeat after me! When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS.....KINDNESS---MATTERS. I can't hear you!!!

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS.....KINDNESS---MATTERS.

When I say BE, you say KIND. BE---KIND....BE---KIND (Repeat)

When I say (name of school), you say WE CARE. (Name of school)---WE CARE....(name of school)---WE CARE (Repeat)

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS.....KINDNESS---MATTERS. (Repeat)  
Oh YEAH!!! Great job (name of school)!!

This is GREAT!! Let's keep the kindness flowing!! Hit it guys!!

Class Spells out KINDNESS MATTERS: Give me a "K" (School-"K") Give me an "I" (School- "I") Give me an N (School-"N") etc. (Hold up each letter as it is shouted out)

Yes, KINDNESS does MATTER! We are going to make this the happiest week ever. So remember, when you get your kindness checklist from your teacher, do as many kind deeds as possible and check them off as you go. To give us even more inspiration, (principal's name) has an announcement. Come on up (principal's name).

Principal reveals his/her school-wide incentive.

That is so cool! (Principal's name), you are awesome! I sure am fired up and ready to go!! Let's make this the HAPPIEST week EVER! Have fun everyone and remember.....

Class/Group Kindness Cheer/Clap: Alright, Alright, Alright Alright Alright...HEY!!

clap-clap clap-clap-clap clap-clap clap-clap-clap clap-clap-clap miss-miss-clap  
KINDNESS MATTERS!

BYE!!! Thank you for coming!!

## Sample Kick-off Rally Script 5

# ***Great Kindness Challenge Kick-Off Assembly Video Version***

This rally incorporates two videos, local firefighters, police officers and the mayor. If you can't include your community in this way, staff and/or parents can fill in.

Good Morning (School Name)! Hello students, teachers, parents and esteemed guests!  
Welcome to our Great Kindness Challenge Kick-off rally!! We are (name of presenting class/group) class.  
We are SO HAPPY to be here and tell you all about this week of KINDNESS.

This week, all across (city name), all across (county name), all across the United States of America, and all across the world....students are taking the Great Kindness Challenge RIGHT NOW!!

Check this out! [Show Youtube Video of 2017 GKC News Coverage Joy](#)

That was cool! Did you know that The Great Kindness Challenge started five years ago with just 3 schools in California?

Now, there are over \_\_\_\_ million students in \_\_\_\_ schools in all 50 states participating in The Great Kindness Challenge!

*(We are on track for 20 million students in 25,000 schools. We'll confirm the number in January 2018.)*

**Class/Group:** \_\_\_\_ million students? WOW!

It's true! We are part of a world-wide kindness revolution!

**Class/Group:** Cool!

So, how do we do The Great Kindness Challenge?

It's simple! Your teacher will give you a copy of this kindness checklist (hold up checklist). From today until Friday, we challenge YOU (point at students) to do as many kind acts as possible. That's it! Easy breezy!

I have an idea! Let's do a few of these kind acts together. Let's start with the first kind act. Smile at 25 people. On the count of three, stay seated and smile at 25 people in front of you, behind you and beside you. Ready?

**Class/Group:** 1, 2, 3....SMILE!

Entire school smiles for 30 seconds with "smiling" music playing.

That was awesome! Let's do another kind act together. Let's do a school wide compliment. On the count of three let's all say, "You are smart and you are kind!" To repeat, on the count of three let's all say, "You are smart and you are kind!" Ready?

**Class/Group:** 1, 2, 3....

Entire School: You are smart and you are kind!

Yes, you are! Do you know who else is smart and kind? Our firefighters and police officers are smart and kind. Let's ask them to come up and help us with our next kind act. Come on up, friends!

Firefighters and police officers come to the front and are handed KINDNESS MATTERS signs.

Our next kind deed is "Make and display a KINDNESS MATTERS sign." We've made two KINDNESS MATTERS signs. Let's have a KINDNESS MATTERS shout-off. We're going to split the room in half. The firefighters will be on this side and the police officers on that side. In their hands, they each have a KINDNESS MATTERS sign. We're going to see which side is loudest. We'll start with the firefighters. Mr. Firefighter will hold up his sign and count to three. You'll then shout out "KINDNESS MATTERS." Next will be Ms. Police Officer. We'll go back and forth a few times to see which side is louder.

Mayor (mayor's last name), will you please be our judge? (Waves Mayor up to stage.) Please give a round of applause for our wonderful (name of city) mayor. Welcome Mayor (last name)!

*School claps for the mayor.*

So, let's start our KINDNESS MATTERS shout-off. Is everyone ready? Mr. Firefighter, please begin.

Students follow the lead of firefighters and police officers and shout out KINDNESS MATTERS a few rounds.

Mayor (last name), do we have a winner? And while you have the microphone, would you like to say a few kind words to our school?

*Mayor speaks.*

Thank you Mayor (last name). Your support means the world to us. Now, I think it's time for another kind act. Let's do this one. (points to checklist) It says, "Step up for someone in need." This year, we are going to step up for the children affected by Hurricane Harvey. We're going to take part in "Kind Coins for Texas." Check this out. Show Youtube Video of Kind Coins for Texas (coming soon!).

Wow! It's amazing to think that we can help bring joy and healing to our friends in Texas! Student Council will come by your classroom to give more details. **OR** Your teacher will give you more details back in your classroom. Our kindness is going to spread from (name of city) all the way to Texas.

All this kindness makes me happy! I'm ready for another challenge. Let's do "Entertain someone with a HAPPY dance." Oh yeah! Let's have a dance off! All adults who want to do a HAPPY dance, come on up. When the music starts, the adults will dance like no one is watching! Mayor (last name), will choose the winner. Everyone ready? Cue the music!

"Happy" music plays and dancing begins.

That was fun! This has me all fired up! I'm ready for a cheer!! . Repeat after me! When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS.....KINDNESS---MATTERS. I can't hear you!!!

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS.....KINDNESS---MATTERS.

When I say BE, you say KIND. BE---KIND....BE---KIND (Repeat)

When I say (name of school), you say WE CARE. (Name of school)---WE CARE...(Name of school)---WE CARE (Repeat)

When I say KINDNESS, you say MATTERS. KINDNESS---MATTERS.....KINDNESS---MATTERS. (Repeat)

Oh YEAH!!! Great job (name of school)!!

This is GREAT!! Let's keep the kindness flowing!! Hit it guys!!

Class Spells out KINDNESS MATTERS: Give me a "K" (School-"K") Give me an "I" (School- "I") Give me an N (School-"N") etc. (Hold up each letter as it is shouted out.)

Yes, KINDNESS does MATTER! We are going to make this the happiest week ever. So remember, when you get your kindness checklist from your teacher, do as many kind deeds as possible and check them off as you go. To give us even more inspiration, (principal's name) has an announcement. Come on up (principal's name).

Principal reveals his/her school-wide incentive.

That is so cool! (Principal's name), you are awesome! I sure am fired up and ready to go!! Let's make this the HAPPIEST week EVER! Have fun everyone and remember.....

Class/Group Kindness Cheer/Clap: Alright, Alright, Alright Alright Alright...HEY!!

clap-clap clap-clap-clap clap-clap clap-clap-clap clap-clap-clap clap-clap-clap miss-miss-clap  
KINDNESS MATTERS!

BYE!!! Thank you for coming!!



*Courtesy of Hope Elementary, Carlsbad, CA*

## The Great Kindness Challenge Wrap Up Assembly Script

*This script came from Magnolia Elementary School in Carlsbad, CA.*  
Awards Presented by Mr. Hines, teachers

Mr. Hines: Introduce Mrs. Bensen to say a few words to wrap up the Great Kindness Challenge Week.

Mrs. Bensen: Good Morning Magnolia! Well, our Great Kindness Challenge Week is coming to an end... did you guys have FUN!? Did you put a lot of checks on your checklist!? Let's all complete a couple KIND acts together: Ready? Smile at 25 people (while staying seated!)...GO! Ok, now let's learn to say HELLO in another language: Let's go with Hebrew first..repeat after me, "Shalom!" How about French, "Bon jour!" How about Finnish: "Hyvaa Paivaa" hahaha gotcha that is a tough one! Ok, don't forget to turn the checklists in to your teacher!

Well, I hope you really did have a great time and I also hope you remember that KINDNESS MATTERS each and every day. Helping someone if they are hurt, smiling at least 1000 times a day, picking up trash you see on the ground...every kind act matters.

Imagine this: if each of you continue to perform KIND acts everyday, by the time you are my age (and seriously that is a loooooong time from now) this world will be an even more amazing place than it is now! Can I get an OH YEAH!?

So, to wrap up the Great Kindness Challenge Week I would like to invite the student council up to the front to lead us in a cheer....and...I wonder...I just wonder if there might be a special, KIND friend here with us today?! Boys and girls....do you think LOUIE could be here?! Let's see...on the count of 3 let's call for him: 1, 2, 3! L O U I E!!! Louder!!

Yeah!!! Ok, ok, ok...Louie...hey Louie! Can you help our Student Council friends with their cheer today? You can!? Thanks Louie, that is SO KIND!

STUDENT COUNCIL: 'Give me a K...etc. KINDNESS MATTERS!'

Grace: 'Remember our cheer? When I say KINDNESS...you say MATTERS! When I say BE you say KIND! When I say MAGNOLIA you say, WE CARE! Great Job Magnolia!!



## Kindness Quotes

“Despite everything, I believe that people are really good at heart.” (Anne Frank)

“How wonderful to think that no one need wait a moment before starting to improve the world.” (Anne Frank)

“No act of kindness no matter how small is ever wasted.” (Aesop)

“A little consideration, a little thought for others, makes all the difference.” (Eeyre)

“The ideas that have lighted my way have been kindness, beauty and truth.” (Albert Einstein)

“When words are both true and kind they can change our world.” (Buddha)

“Love is the only force capable of turning an enemy into a friend.” (Dr. Martin Luther King, Jr.)

“Life’s most persistent and urgent question is “What are you doing for others?” (Dr. Martin Luther King, Jr.)

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

“To be kind is more important than to be right...many times what people need is not a brilliant mind that speaks but a special heart that listens...” (Unknown)

“Treat everyone with kindness and respect, even those who are rude to you...not because they are nice, but because you are.” (Unknown)

“Choose to be kind over being right and you’ll be right every time.” (Richard Carlson)

“Here is my secret. It is very simple: It is only with the heart that one can see rightly; what is essential is invisible to the eye.” (The Little Prince)

“There is no greater joy nor greater reward than to make a fundamental difference in someone’s life.” (Sister Mary Rose McGeady)

“Every time you smile at someone, it is an action of love, a gift to that person, a beautiful thing.” (Mother Teresa)

“Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars and change the world.” (Harriet Tubman)

“Go into the world and do well. But more importantly, go into the world and do good.” (Minor Myers, Jr.)

“Raise your words, not your voice. It is rain that grows flowers, not thunder.” (Rumi)

“Nothing can make our life, or the lives of other people, more beautiful than perpetual kindness.” (Leo Tolstoy)

“It was only a sunny smile, And little it cost in the giving. But like morning light, it scattered the night, and made the day worth living.” (F. Scott Fitzgerald)

“Be kind whenever possible. It is always possible.” (Dalai Lama)

“Just one act of kindness that you perform, may turn the tide of another person’s life.” (Unknown)

“The common mistake that bullies make is assuming that because someone is nice that he or she is weak. Those traits have nothing to do with each other. In fact, it takes considerable strength and character to be a good person.” (Mary Elizabeth Williams)

“A smile is the beginning of peace.” (Mother Teresa)

"The majority of us lead quiet, unheralded lives as we pass through this world. There will most likely be no ticker-tape parades for us, no monuments created in our honor. But that does not lessen our possible impact, for there are scores of people waiting for someone just like us to come along; people who will appreciate our compassion, our unique talents. Someone who will live a happier life merely because we took the time to share what we had to give." (Leo Buscaglia)

"Be pleasant until 10 o'clock in the morning and the rest of the day will take care of itself." (Elbert Hubbard)

"Imagine all the people living life in peace. You may say I'm a dreamer, but I'm not the only one. I hope someday you'll join us, and the world will live as one." (John Lennon)

"Let today be a day to let Kindness rule all your actions." (Jonathan Lockwood Hui)

"Seek to do good, and you will find that happiness will run after you." (James Freeman Clarke)

"Kind words will unlock an iron door." Turkish Proverb

"The greatest degree of inner tranquility comes from the development of love and compassion. The more we care for the happiness of others, the greater is our own sense of well-being." (Dalai Lama)

"Simple kindness may be the most vital key to the riddle of how human beings can live with each other in peace and care properly for this planet we all share." (Bo Lozoff)

"We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop." (Mother Teresa)

"In about the same degree as you are helpful, you will be happy." (Karl Reiland)

"If someone listens, or stretches out a hand, or whispers a kind word of encouragement, or attempts to understand a lonely person, extraordinary things begin to happen." (Loretta Girzaitis)

"Whatever you say, say with kindness." (Jonathan Lockwood Huie)

"Kind hearts are the gardens. Kind thoughts are the roots. Kind words are the flowers. Kind deeds are the fruits. Take care of your garden and keep out the weeds. Fill it with sunshine, kind words and kind deeds." (Henry Wadsworth Longfellow)

"The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart." (Helen Keller)

"For beautiful eyes, look for the good in others; for beautiful lips, speak only words of kindness; and for poise, walk with the knowledge that you are never alone." (Audrey Hepburn)

"Happiness is when what you think, what you say, and what you do are in harmony." (Mohandas Gandhi)

"A warm smile is the universal language of kindness." (William Arthur Ward)

"Carry out a random act of kindness, with no expectation of reward, safe in the knowledge that one day someone might do the same for you." (Princess Diana)

"There is overwhelming evidence that the higher the level of self-esteem, the more likely one will be to treat others with respect, kindness, and generosity." (Nathaniel Branden)

"Happiness is not a station you arrive at, but a manner of traveling." (Margaret B. Runbeck)

"Kindness is the language which the deaf can hear and the blind can see." (Mark Twain)

# Sample Proclamation for The Great Kindness Challenge

Download (word template from the GKC tools page on our website)

Whereas The Great Kindness Challenge was created and launched in 2011 by Kids for Peace, a global nonprofit based in Carlsbad, California; and

Whereas The Great Kindness Challenge was piloted with three Carlsbad public schools and has now expanded to all 50 states with over 10 million students participating; and

Whereas The Great Kindness Challenge is one week dedicated to students performing as many kind deeds as possible, using a provided checklist; and

Whereas Name of School proudly demonstrates their commitment to improved school climate and increased student engagement by participating in The Great Kindness Challenge; and

Whereas Name of School is honored to unite all students in the spirit of kindness and respect;

NOW, THEREFORE, I, Mayor's Name, serving as mayor of City, State, do hereby proclaim January 22-26, 2018 as The Great Kindness Challenge Week where KINDNESS MATTERS in City's Name and beyond.



Proclamation from the City of Carlsbad for The Great Kindness Challenge 2014.



MHS StuCo receive a City Council Proclamation.

## Spirit Days Flyer Sample

Courtesy of Jones Elementary in San Diego, CA

### ***KINDNESS MATTERS! SHOW YOUR SUPPORT!***

Each day of The Great Kindness Challenge wear something different to show your commitment to being a kind kid.



January 25-29, 2016 is The Great Kindness Challenge Week



***MONDAY: KICK INTO GEAR AND HELP  
SOMEBODY NEAR : WEAR DIFFERENT COLOR  
SOCKS OR SHOES***



***TUESDAY: CRAZY FOR KINDNESS:  
WEAR CRAZY HAIR***



***WEDNESDAY: SCORE POINTS BY HELPING  
OTHERS: WEAR SPORTS/DANCE ATTIRE***



***THURSDAY: DREAM OF KINDNESS:  
PALMAM DAY***



***FRIDAY: JONES KIDS ARE KIND KIDS:  
WEAR A BLUE SHIRT OR JONES T-SHIRT***

kindness matters

## Kindness Station Flyer Sample

Come join us for a fun Kindness Station  
November 15th. You will get to design  
your very own kind trading card  
to give to your friend, parent, or sibling.

# KINDNESS

What would you like to  
draw to show your  
loved one kindness?

# is in everyone

Location: Library

Time: 1st Recess 9:40am



## KINDNESS MATTERS



# Kind Coins Campaign

#KindCoins

## What

Kids for Peace, home to The Great Kindness Challenge empowers youth to become global citizens and compassionate philanthropists. [The Kind Coins Campaign](#), is a unifying service project to help build a new school or a playground(s) in a community in need.

## 2016 Kind Coins for Kenya Campaign



### [Kind Coins for Kenya Video Appeal](#)

This beautiful video tells Magi's dream of a new school and invites you to help make her wish come true.



### [Kids for Peace School of Kenya](#)

Thank you to the 159 schools that raised over \$80,000 and made Magi's wish of a new school come true.

## Students Raising Kind Coins for Kenya



For more photos from the Kids for Peace School of Kenya, please visit our [website](#) and Facebook page. We also invite you to explore other ways you can support the [Mikei students](#) and the [school](#). Thank you!

## Kind Coins Campaign Cont'd

### 2017 Kind Coins for Pakistan Campaign

As part of the 2017 Great Kindness Challenge, we invited students to help build a school and peace center in a remote village in Pakistan. Thanks to students from 155 schools, Dua's dream of a new school has come true! The Kids for Peace team is travelling to Pakistan in October for the grand opening of the school. Please stay tuned for the video showcasing the finished new school, and in the meantime, we invite you to check out the school building progress on our [Facebook page](#).



[Kind Coins for Pakistan Video Appeal](#)



[Photos of the School Being Built](#)

### Students Raising Kind Coins for Pakistan



# Kind Coins for Hurricane Relief **New!**

## What

Kind Coins for Hurricane Relief is a unifying service project to respond to the destruction of the 2017 hurricane season. For every \$50,000 raised, we will build a new playground at a hurricane-affected school. All students, families, and communities are invited to participate.

## When

From October 1 – February 15, 2018. All raised funds are due by February 15, 2018.

## Why

- Hurricane Harvey kicked off the most devastating series of hurricanes in US history and children want to help.
- Responding to the needs of others teaches empathy and compassion.
- Building a playground will help bring joy, fun, and physical activity to children who have suffered during these tragedies. Creating a safe and happy play space will help students heal as they deal with the stress of lost homes, lost loved ones, lost routine, and lost normalcy.
- This is a dynamic way to fulfill one of the 50 acts of kindness, “Step up for someone in need.”
- To unify all Great Kindness Challenge schools around one common service project. Kindness is working together!

## How

1. Watch our “Kind Coins for Hurricane Relief” video.
2. Use this video as the catalyst to discuss these natural disasters and the need to help. You may use the grade appropriate Video Learning Guides (available on the GKC tools page on our website).
3. Invite your students to help raise funds to build playgrounds.
4. Each student creates his/her own “Kind Coins for Hurricane Relief” collection container, using decorated cans, jars or large envelopes.
5. Students 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 Hurricane Relief Contribution form.
7. Mail a check or money order along with the Kind Coins for Hurricane Relief contribution form to Kids for Peace Headquarters (1302 Pine Avenue, CA 92008).

**Where does the money go?** 100% of the raised funds will go to hurricane-affected schools in Texas, Florida, Louisiana, and Puerto Rico. All collected money is mailed to Kids for Peace (501c3 #26-1564351), the nonprofit that hosts the Great Kindness Challenge. Kids for Peace will not take an administrative fee. Kids for Peace is partnering with our Great Kindness Challenge schools to build the playgrounds.

Thank you. Your KINDNESS MATTERS!

# Kind Coins for Hurricane Relief Contribution Form

Thank you for participating in our Kind Coins for Hurricane Relief campaign. Your students will forever change the lives of the children affected by the devastating hurricanes. We are so very grateful.

**School Name:** \_\_\_\_\_

**School Street Address:** \_\_\_\_\_

**School City, State and Zip Code:** \_\_\_\_\_

**School District:** \_\_\_\_\_

**Amount Raised:** \_\_\_\_\_

**Check, Cashiers Check or Money Order Number:** \_\_\_\_\_

**Approximately how many students participated in collecting Kind Coins?**

\_\_\_\_\_

We will build a "Wall of Wishes" on the playground. We will include your school's name and a 1-5 word wish from your students.

**What is your school's 1-5 word wish for the children affected by the hurricane?**

\_\_\_\_\_

\_\_\_\_\_

Please mail your check and contribution form to:  
Kids for Peace  
1302 Pine Avenue  
Carlsbad, CA 92008

Due by February 15, 2018  
Kids for Peace is a 501c3 #26-1564351

Thank you, kindly. Your KINDNESS MATTERS!

## Kindness Matters 365

This idea is courtesy of classroom teacher Kathleen Rosenthal of Rolling Hills Elementary in Fairfield, CA.

### What

A beautiful art piece to inspire students to complete all 50 GKC kind acts.

### When

After the Great Kindness Challenge is completed.

### Who

All students who complete the 50 challenges.

### How

1. Obtain a large canvas (at least 3'x3') and several complimentary acrylic paint colors.
2. Paint the canvas a solid base coat with color of choice.
3. Designate a time and place for students to hand in their completed checklists.
4. When the student presents his/her checklist, congratulate him/her and then paint the student's hand.
5. Help the student add his/her handprint to the canvas.
6. Have the student carefully wash his hand.
7. Once all students' handprints are on the canvas, paint "Kindness Matters 365."
8. Proudly hang the finished masterpiece in your school's office.



*Courtesy of Rolling Hills Elementary, Fairfield, CA*

# Kindness Station

A Kindness Station is a designated spot where students can work on various GKC kind deeds such as writing thank you notes, decorating hearts, painting Kindness Matters posters, etc. Some schools set up a Kindness Station every recess during the Great Kindness Challenge week. Other schools host a Kindness Station once or twice during the week.

Below are tips to make the Kindness Station a big success.

1. Obtain approval from Principal
2. Recruit Volunteers to assist students with completing their checklist during recess or lunch break.
  - a. Volunteers: PTA, Student council, parents or staff
  - b. Local organizations: Kids for Peace Leaders, Boys & Girls Club, Girl Scout Troop
3. Select a Kindness Station area
  - a. Library
  - b. Lunch Room
  - c. Empty classroom
  - d. An outside table overlooking the play ground
4. Create Kindness Station Schedule
  - a. Facilitate the kindness station during the week of the kindness Challenge
  - b. Provide schedule to Student council, Principal and Secretary
5. Collect Kindness Station Supplies
  - a. Shoe boxes or bags to create craft kits (One for each table or group)
  - b. Suggested items:
    - Card Stock in various colors
    - Copy of Kindness Checklist (for ideas)
    - Glue Sticks and white glue
    - Scissors
    - Stickers
    - Markers
    - Crayons
    - Large pieces of colored paper
    - Letter or shape Stencils
    - Stamps and stamp pads
    - Cut out hearts from various colors of paper
    - Cut 2 inch by 6 inch strips of paper, cut a hole in the top with a hole punch and tie yarn to the end. To make a blank book mark
6. Create a Kindness Station Sign
7. Assist the students as needed.



Students work on their kindness checklist at the Kindness Station.



Some schools choose 3-4 different kind acts to focus on each day.



Students at Jones Elementary made a "wish for a child in another country" and then taped it onto a world map at a Kindness Station.

# The Great Kindness Challenge Ambassador Program

## Who

We are looking for leaders in KINDNESS! If you are over-the-top committed to spreading KINDNESS, please consider becoming a Great Kindness Challenge Ambassador. Our Ambassador Program is open to leaders of all ages!

## Criteria

Great Kindness Challenge Ambassadors are asked to actively spread the message and promote the Great Kindness Challenge in the following ways:

- Social media using #GreatKindnessChallenge
- Website promotion and blog posts
- E-mail communications and newsletters
- Public speaking engagements
- General public relations (news, TV, print, etc.)

## Tools

Great Kindness Challenge Ambassadors are given support from the Great Kindness Challenge team and their own Toolkit full of ideas and ready-to-use materials to help recruit schools and spread the message of KINDNESS!

## Recognition

Great Kindness Challenge Ambassadors are pivotal in helping us reach our goal of all 25,000 schools in the U.S. participating in the challenge! Great Kindness Challenge Ambassadors will receive:

- Electronic 'Great Kindness Challenge Ambassador Seal' to show the world your commitment to KINDNESS!
- Name included in our Great Kindness Challenge Toolkit
- Name included on the Great Kindness Challenge website
- Name included in one of our Great Kindness Challenge newsletters sent out to all participating schools
- Mention in our social media campaign
- A chance at a dedicated Great Kindness Challenge blog post and interview

If you are interested in becoming our Great Kindness Challenge Ambassador, please contact Chrissy Califf at [chrissy@greatkindnesschallenge.org](mailto:chrissy@greatkindnesschallenge.org).



# The Great Kindness Challenge Kindness Ambassadors

- Abraham Jerry, Elementary School Counselor, Cle Elum-Roslyn Elementary School, Cle Elum, WA, USA
- Antoci Alyssa B., Author; Board President, Strengthbehindstars.org, Newport Beach, CA, USA
- Austin Antoinette, Counselor, Stonybrook Intermediate Academy , Indpls., IN, USA
- Bacelli Megan, Counselor, Stuttgart Elementary , APO , AE, USA
- Baills Colette, School Counselor, J.P. Case Middle School, Flemington, NJ, USA
- Bais Mary, Counselor, Tamuning Elementary , Tamuning, GU, USA
- Barillas Liz, Chapter Leader, SHES Smiles for Kindness & Kids for Peace Chapter, Los Angeles, CA, USA
- Berlier Sarah, Counselor, Little Axe Elementary, Worman, USA
- Bixby Diana, Principal, Shohola Elementary School, Shohola, PA, USA
- Blacknall Sharon, Founder/Executive Director of Military Veterans Against Child Abuse, San Antonio, TX, USA
- Blake Amanda, Teacher with 7th and 8th Grade Peer Helpers, Daphne Middle School, Daphne, AL, USA
- Blevins Lindsey, School Counselor, Skyland Elementary/Tuscaloosa City Schools, Tuscaloosa , AL, USA
- Borel Charlie, School Counselor, Hillsboro Elementary, Hillsboro, TN, USA
- Briones Jessica, Counselor, Indiana Connections Academy , Indpls., IN, USA
- Brower Curtis M., Principal, Wake County Public School System, Powell Gifted & Talented Magnet Elementary School, Raleigh, NC, USA
- Buchan Sara, Teacher, Martha Reid Elementary, Mansfield ISD 500 Country Club, Arlington, TX, USA
- Bueso María, Character Education Teacher-Coordinator, American School of Tegucigalpa, Tegucigalpa, Francisco Morazán, Honduras
- Burt Lisa, School Counselor, Rogers Middle School, Rochester, NY, USA
- Butler Alison, School Counselor, Harvest Elementary, Harvest, AL, USA
- Caniglia Carly Smith, Founder, Momo's Mundo, Phoenix, AZ, USA
- Caravella Miss Lia, Character Education Teacher/Founder of Miss C's Kindness Group , Cedar Grove, NJ, USA
- Cardoza Jeff, School Counselor, Winthrop Grade School, Winthrop, ME, USA
- Carroll Katrina, Great Kindness Challenge Australia Ambassador, Sydney, New South Wales, Australia
- Collins Tricia, Teacher, Seaside Elementary, Garden City, SC, USA
- Constan Sue, School Counselor, Commodore Options School, Bainbridge Island, WA, USA
- Cooley Mollie, Student, Logan, UT, USA
- Copenhefer Dustin, Counselor, Community Mental Health, Colorado Springs, CO,
- Dale Kyendi Daniel, Warning Officer, Search for Common Ground, Jos, Plateau State, Nigeria
- DeWitt Charlotte, Counselor, Central Primary School, Arkadelphia, AR, USA
- Dillon Kelly, 2nd Grade Teacher, Echo Lake Elementary, Shoreline, WA, USA
- Dipini Adrianna, Miss Copper City Preteen, Rome, NY, USA
- Doncouse Estella, 5th Grade Teacher, Jefferson Elementary, Carlsbad, CA, USA
- Ellis Mandy, Principal, Dunlap Grade School, Dunlap, IL, USA
- Eshelman Rosemary, Student Services Specialist, Carlsbad Unified School District, Carlsbad, CA, USA
- Fardon John, Education Entitlement Officer - Mental Health, Northamptonshire County Council | Children, Families and Education Directorate|Learning, Skills and Education Division | Educational Psychology Services | William Knibb Centre, Kettering, Northamptonshire, United Kingdom
- Felix Jeffrey P., Ed. D., Superintendent, Coronado Unified School District, Coronado, CA, USA
- Fisch Emily, Counselor, Ellicott Elementary, Calhan, CO, USA
- Fitzgerald Christal, School Counselor, Early Learning Center at Library St. and Dr. H.O. Smith Elementary, Hudson, NH, USA
- Frank-O'Connell Jamie, Counselor, Palmelto Scholars Academy, Charleston, SC, USA
- Fraunhofer Karen, Teacher, Southeast Middle School, Kennersville, NC, USA
- Fuller Lindsay, School Counselor, Raymond E. Curtis Elementary, Weatherford, TX, USA

# The Great Kindness Challenge Kindness Ambassadors

- Gilliam Cynthia, Kids for Peace Chapter Leader & Community Activist, Southeast San Diego, San Diego, CA, USA
- Goebel Doug, Counselor, Archdiocese of Omaha, Omaha, NE, USA
- Gonzalez Barbara, Program Co-ordinator, Dignity Health - Northridge Hospital, Northridge, CA, USA
- Gonzalez Sandra, School Social Worker, Lincoln Elementary School, Escondido, CA, USA
- Goodfellow Ellen, School Counselor, Copper Hill Elementary School, Ringoes, NJ, USA
- Green Amanda, School Counselor, Brick Hatton Elementary, Leighton, AL, USA
- Green Miah, Miss Utah Pre Teen, Caring Crowns 4 A Cause (Miah's non profit organization), Jefferson Academy School, Syracuse, Utah, USA
- Grotke Garry, 2013 California Principal of the Year, James Madison Elementary, San Leandro, CA, USA
- Gruener Barbara, Counselor and Character Coach, Bales Intermediate, Friendswood, TX, USA
- Guarino Michelle, Internatinal Baccalaureatte Co-Coordinator & Instructional Support, Albert Einstein Academy Charter Elementary School, San Diego, CA, USA
- Gubser Shannon, School Counselor, Lackamas Elementary, Yelm, WA, USA
- Gumm Casey, 4th Grade Teacher, Olive Elementary School, New Prarie United School Corporation, New Carlisle, IN, USA
- Hamblin Haley, Counselor, Utah State, Layton, UT, USA
- Heatherly Katherine, School Counselor, Upshur County Schools, Buckhannon, WV, USA
- Hicks Kristin, 5th Grade Teacher, Tierra Linda School, Camarillo, CA, USA
- Hoffman Ashley, Counselor, Brownsbury West Middle School, Brownsbury, IN, USA
- Holtan Arnol Tammy, District-Wide School Counselor, Behavior Coach, Verona Area School District, Verona, WI, USA
- Hooper Kelly, Academic Counselor, Stratford Public Schools, Stratford, OK, USA
- Hughes Caitlin, School Counselor, Unaka Elementary, Carter County Schools, Elizabethton, TN, USA
- Hurt Carletta, Counselor, WBC, Washington DC, USA
- Jarboe Heather, Counselor, Whit Davis Elementary, Athens, GA, USA
- Jenkins Beth, School Counseling Departmen, Duval County Public Schools, Jacksonville, FL, USA
- Johnson Kaishauna, Counselor, Chino High School, Chino, CA, USA
- Kelleher Kim, School Counselor, New Hope Elementary School, Chapel Hill, NC, USA
- Kirk Sarah, Counselor, Monroe Elementary, Norman, OK, USA
- Kitterman Heather, Counselor, Fall City Elementary, Fall City, WA, USA
- Kutner Shannon, LCSW, Riverhead Community Awareness Program Social Worker, Phillips and Roanoke Avenue Elementary Schools, Riverhead, NY, USA
- Last Name First Name, Job Title, Organization/School, City, State, Country
- Lastenia Bueso Mar, Character Education Teacher-Coordinator, American School of Tegucigalpa, Tegucigalpa, Francisco Moraz, Honduras
- Laws Julia, Language Center Teacher, Western Hills Elementary, Forth Worth, TX, USA
- Lawton Elizabeth, Director and Lead Teacher, Rainbow Workshop and Learning Center, Assonet, MA, USA
- Le Clark Maya, 4 years old, Chloe Thunderman on Nickelodeon's 'The Thundermans', USA
- Lipson Melissa, School Counselor, Highview Elementary School, Nanuet, NY, USA
- loue Rachael, Student, University of Flordia, Gainesville, FL, USA
- Lovely Suzette, Superintendent, Carlsbad Unified School District, Carlsbad, CA, USA
- Lumar Shannon, Counselor, Killeen ISU, Killeen, TX, USA
- Lund Chad, Principal of Great Kindness Challenge Pilot School, Jefferson Elementary, Carlsbad, CA, USA
- Lynnette Quitogua, Counselor, Lyndon B. Johnson Ele,entary, Tamuning, Guam,
- Lyons Suzanne, Cooperative Games Co., Nevada City, CA, USA
- Manna-od Rebecca, Principal, Colegio de Dagupan International School of Basic Education, Dagupan City, Pangasinan, Philippines
- Martin Jasmine, School Counselor, Dr. Charles C. Polk Elementary School, Roselle, NJ, USA

# The Great Kindness Challenge Kindness Ambassadors

- Martin Meghan, School Counselor, Prairie Lane Elementary & Rockbrook Elementary, Omaha, NE, USA
- Matsui Melissa, Counselor, Skyview Middle, Bothell, WA, USA
- McLaughlin Sherri, Illinois State Counselor Assoc. President, ISCA and Jacksonville HS Counselor, Jacksonville, IL, USA
- McMahon Karen, Coordinator of Student Affairs, Teacher, High School of Arts and Technology, New York, NY, USA
- Mead Andrew, Principal, Mitchell Middle School, Mitchell, Manitoba, Canada
- Miller Kelly, School Counselor, Bluff City Elementary, Bluff City, TN, USA
- Miranda Sylvia, Elementary School Counselor, Kennedy Gardens Elementary School, Calexico, CA, USA
- Monte Lorrie-Anne, School Counselor, Naugatuck High School, Naugatuck, CT, USA
- Montgomery Lynn, Kindergarten Teacher, Memorial School, New Gloucester,, ME, USA
- Morris Serena, Student Council Co-Chair, Seaside Elementary, Garden City, SC, USA
- O'Brien Megan, School Counselor, J. P. Case Middle School, Flemington, NJ, USA
- Odessy Dina El, Deputy Director, Alexandria Language School & Alexandria International School, Alexandria, Egypt
- Ogleshy Kayla, Counselor, Honea Path Middle School, Honea Path, NC, USA
- Palsson Tait, 11-year-old Children's Rights Advocate, T8's Global Homeschool, Winnipeg, Manitoba, Canada
- Patnaik Bhavyaa, 9-year-old Student IV-A, GGIS School, Pimpri, Pune, India
- Patnaik Jessica, International Coordinator & Chapter Leader, SAI International School & SAI International School Kids for Peace, Bhubaneswar, Odisha, India
- Pepe Mary, School Counselor & Anti-Bullying Specialist, Francis A. Desmares Elementary School, Flemington, NJ, USA
- Petroff Jenna, Counselor, Indiana Connections Academy , Indpls., IN, USA
- Podikunju-Hussain Shifa, Parent, Volunteer, PTA, Teacher, IU Southeast University , New Albany, IN, USA
- Powers Todd, Guidance Counselor, Cherry Hill High School, Cherry Hill, NJ, USA
- Randazzo Jodie, 4th Grade Teacher, Monteith Elementary, Grosse Pointe, MI, USA
- Raymond Cindy, Counselor, Shaw Middle School, Sparks, NV, USA
- Reed Brittany, School Counselor/ Sponsor for the Random Acts of Kindness Club, Queens Lake Middle School, Williamsburg, VA, USA
- Reyes Alejandra, Counselor, Washoe County SD, Nevada, ,
- Salas Jessie, Assistant Principal, Enchanted Hills Elementary School, Perris Elementary School District, Perris, CA, USA
- Sanch Victor, Counselor, Alica International, Boulder Valley, USA
- Scannell Sarah, Counselor, HAST, Hammond , IN, USA
- Scherzieges Julie, Counselor, JATC, Riverton, UT, USA
- Scott Rich, Parent, Thunder Ridge MS and Eagle Crest HS, Aurora, CO, USA
- "Selenica Amy, 7th Grade Student at St. John the Evangelist Organization/School, St. John the Evangelist, Watertown, CT, USA"
- Shaway Kimberly, 4th grade Teacher, Donald J. Yacks Elementary School, L'Anse Creuse Public Schools, Harrison Township, MI, USA
- Smith J. J., School Counselor, Richey Elementary School, New Port Richey, FL, USA
- Steans Tonikia, President, Unity Center INC, Muncie, IN, USA
- Tainsh Kelsey, Professional Speaker, [www.KelseyTainsh.com](http://www.KelseyTainsh.com), Atlanta, GA, USA
- Thomas Sarah, School Counselor, Horace Mann Elementary, Cherry Hill, NJ, USA
- Titus Bev, Founder, Alicia Titus Memorial Peace Fund, Urbana, CA, USA

## The Great Kindness Challenge Kindness Ambassadors

- Van Vooren Carol, Ed. D., Associate Professor, Cal State University San Marcos, San Marcos, CA, USA
- Varnadoe Cheryl, Extension 4-H Specialist, Georgia 4-H, Athens, GA, USA
- Vego Karina, 12 Counselor, Coachella Valley Unified School District, Coachella, CA, USA
- Watson Music, Chief Communications and Public Relations Director, San Diego County Office of Education, San Diego, CA, USA
- Weber Emily, School Counselor, Tumwater School District, Tumwater Hill Elementary School, Tumwater, WA, USA
- Whittington Jennifer, Technology Professional Development Coach/Mrs. Maryland United States 2016, Wicomico County Board of Education Delmar Elementary, East Salisbury Elementary, Beaver Run Elementary, Glen Avenue Elementary, and Wicomico Early Learning Center, Salisbury, MD, USA
- Wissel Addy, Counselor Education, Gonzaga University, Spokane, WA, USA

# Kind-Hearted Hand Theme Song

Written by Peter Seltzer

This inspiring song was written and produced by Peter Seltzer and joyfully recorded by Kids for Peace to be used as The Great Kindness Challenge theme song. The music video was produced by eMotion Web Video and edited by [Philip K. Ireland](#). 50% of all proceeds from the download of the song will benefit The Great Kindness Challenge.

Download the song [HERE](#)

Find Lyric Sheet [HERE](#)

Find Lyrics with Chords [HERE](#)

Find Sheet Music [HERE](#)

YouTube Video [HERE](#)

## Ten Ways to Use Kind-Hearted Hand (KHH)

1. Play KHH at your GKC kick-off rally or assembly. (As students enter, during or as students exit)
2. Have your school's choir sing KHH at an assembly or concert.
3. Distribute the song to each classroom to use as desired.
4. Make a slide show or music video of your students' kind deeds using KHH. (Perfect for a post-GKC Celebration!)
5. Show the official Kind-Hearted Hand music video to kick-off the GKC.
6. Choreograph the song and perform at a school event.
7. Visit a senior center and sing KHH. Provide song sheets to the seniors and invite them to sing along.
8. Use the song as a classroom brainstorming inspiration. Listen to KHH with your students and then make a list of kind deeds/actions.
9. Listen to KHH and then create a Kind-Hearted Hand chain. Each student traces their hand, cuts it out, decorates it with a heart in the middle and writes a kind deed on the back. Display the KHH chain in your classroom, in the hallways, in the school's office or any other public place.
10. Play KHH at a staff meeting, school board meeting, PTA meeting, etc. to provide an extra dose of HAPPY!



## School-to-School Kindness

School-to-School Kindness is another great way to engage students in kind actions that will spill out to your community! Here are some fun ideas of kind acts you can do for another school:

- **Your school is Cool!** Send popsicles to another school.
- **Surprise Newspaper Ad.** Take an ad out in your local paper and say something nice to another school.
- **Surprise Proclamation.** Have the mayor or a local celebrity do a surprise proclamation.
- **Kindness & Friendship Bracelets.** Create and deliver kindness & friendship bracelets to another school.
- **Banners & Posters.** Create banners and posters with positive messages and display them at the neighboring school for a big surprise.
- **Kindness Certified School Seal.** Purchase a Kindness Certified School seal for another school. Coming soon!
- **Friendly Kind Coins Competition.** Schools collect Kind Coins for Texas and the winning school gets a pizza party! One year, Kelly Elementary School in Carlsbad, CA won such a friendly competition but instead of having a party the students donated the money towards the new school in Mkei, Kenya.
- **Kindness Tree.** Create and give a kindness tree.
- **Kindness Mural.** Join together with another school to create a community Kindness Mural.
- **Kindness Flags.** Create and display Kindness Flags for another school.
- **Unite the Big and Small.** Invite high school/ middle school students to join together with elementary grade students to jointly complete acts of kindness.



### School-to-School Kindness

Magnolia Elementary Students create a poster for Buena Vista Elementary, Carlsbad, CA



### School-to-School Kindness

Augusta High School Student reading to Ewalt Elementary Students, Augusta, KS

# Kindness Reflection Piece **New!**

Encourage your students to reflect on the kindness they imparted throughout The Great Kindness Challenge through letter writing, discussion ideas and fun activities. Take a look at the ideas below, which will help provide context for your students. They will start to see the positive impact kindness has on their school, peers and themselves! Kindness has the power to not only improve self-love but also increase campus moral, peer relationships and empathy.

## **Sentence Starters For Kindness**

This is a great activity for our elementary school challenge participants. Help students reflect on how kindness has impacted their lives by providing sentence starters like “I felt happy when...” or “I’m proud that I accomplished my Great Kindness Checklist because....” You get the idea! Need inspiration? Check out our Kindness Reflection Worksheet (available on the GKC tools page).

## **Kindness Sketch**

A simple way for students to reflect on how both imparting and receiving kindness made them feel, have them draw their kindness. Have your students sketch a picture that represents what they’ve learned from The Great Kindness Challenge and share with a peer or the class.

## **Share Kindness With Home**

As a way to continue the kindness momentum, bring the parents/legal guardians on board! Opening up a reflective dialog with parents can deepen the experience for your students. Through our new Family Edition Great Kindness Challenge (stay tuned), you will be able to promote a culture of kindness not only in the classroom but within your students’ homes! Send home a parent letter describing the Family Edition, including the Family Edition Checklist and ways that exercising kindness in the home can generate positive outcomes for their child(ren). Studies show that kindness has the power to not only elevate mood, self-confidence and productivity it also decreases negative behavior and depression. Stay tuned for The Great Kindness Challenge newsletters, which will highlight updates on The Great Kindness Challenge Family Edition!

## **Write About Your Kindness**

Sometimes the best way to reflect is to write. This is a great activity for our high school students – provide writing topics, [kindness quotes](#) to provide inspiration for students to think about the week. Journaling is a traditional reflection activity, but don’t restrict yourself to paper and pencil. Blogs and vlogs work just as well for getting students to reflect on their kindness.

## **Create Kindness Snowballs**

This is a great way to engage your upper elementary school students through 12th grade and is a fun way to reflect on kindness. After the challenge, have your students write a key reflection on a sheet of paper and crumple it up. Then they toss their papers to the other side of the room. Once students catch a “snowball,” they read it, add something new and repeat.

## **Video Your Kindness**

Have your students share what kindness means to them, or provide your students a prompt, like “kindness taught me...” Or, “I performed [fill in blank kindness act] and it made me feel...” Taping the students’ responses and sharing with them will not only help them reflect on kindness but also sharpen their presentation skills!

## **Kindness Exit Slips**

This is great for our middle school or high school students. Before students leave your class, ask them to quickly jot down what they’ve learned from The Great Kindness Challenge (or answer another reflection question) – it can be that simple. Check out our list of potential exit slip questions, and please send us additional questions that you used to add to our toolkit!

- What one act meant the most to you and why?
- How did performing an act of kindness for a peer/teacher/stranger impact or change your life?
- What does kindness mean to you?

## **Model Your Own Kindness Reflection**

Your students will be more inclined to share how kindness changed their lives if you do so as well - so make sure to model your own kindness reflection by participating in any of the aforementioned suggestions. Or try your own! And if you create your own kindness reflection, make sure to share with us as we love to add fresh ideas to our toolkit.

# Kindness Reflection Piece Cont'd **New!**

## The Great Kindness Challenge - Sentence Starters For Kindness

As a means to reflect on The Great Kindness Challenge, have your students complete this simple exercise and discuss as a class. This activity will help create context for your students, showcasing how performing acts of kindness impacts their lives.

Sentence Starters: Help students reflect on how kindness has impacted their lives by providing sentence starters and having the students complete in their own words.

- I felt happy when ...
- My favorite act of kindness was ...
- A classmate helped me with ...
- A kindness act that inspired me was ...
- After the Great Kindness Challenge, I will ...
- Something I didn't expect was ...
- Kindness is ...
- I will continue to perform the following act of kindness ...
- The Great Kindness Challenge changed me by ...

Download the Reflection Worksheet from the [GKC tools page on our website!](#)

	<b>KINDNESS MATTERS!</b> Complete the following sentences to reflect on the power of kindness.
<div>My Reflections</div> <p>I felt happy when _____</p> <p>My favorite act of kindness was _____</p> <p>A classmate helped me with _____</p> <p>Something I didn't expect was _____</p> <p>After the Great Kindness Challenge, I will _____</p> <p>Kindness is _____</p> <p>The Great Kindness Challenge changed me by _____</p>	
 <b>A Kids for Peace Experience</b> KidsforPeaceGlobal.org GreatKindnessChallenge.org #GreatKindnessChallenge	<div>FREE APP!</div>  <div>_____ (Your Name Here)</div>

## Research Studies, Articles and Videos on Kindness:

[A School's Valedictorian Chooses Social Media to Commit Acts of Kindness \(a video\)](#)

[Acts of Kindness Journal Prompts](#)

[Acts of Kindness: Key to Happiness for Children & Teens](#)

[Bullying in Schools: An Overview](#)

[Brain can be trained in compassion, study shows](#)

[For Those with Social Anxiety, Acts of Kindness May be Therapeutic](#)

[Kinder children are more popular](#)

[Kindness Counts: Prompting Prosocial Behavior in Preadolescents Boosts Peer Acceptance and Well-Being](#)

[Kindness Ideas and Free Printables](#)

[One Simple Act Can Change Your Whole Life...one teen faces bullying with kindness \(a video\)](#)

[The Art of Kindness/Teaching Children to Care](#)

[The Biology of Kindness](#)

[The School Kindness Project](#)

[What Kindness Does to Your Health](#)

[What We Get When We Give](#)

[Why Teaching Kindness in Schools is Essential to Reduce Bullying](#)

[101 Easy Ideas for Random Acts of Kindness](#)

## School Climate Resources:

•Characters Counts. The biggest character education program in the nation: <https://charactercounts.org/>

•GLSEN [www.glsen.org](http://www.glsen.org)

•It Gets Better Project [itgetsbetter.org](http://itgetsbetter.org)

[National School Climate Center](#) promotes community of upstanders through their [BullyBust](#) campaign, which provides free resources for students and adults: <http://www.schoolclimate.org/bullybust/>. This site includes:

- Educator Activities (<http://www.schoolclimate.org/bullybust/educators/activities>)
- Partner School Program: (<http://www.schoolclimate.org/bullybust/educators/partner-schools>)
- Student and moderator toolkits encourage students to work in partnership with adults to develop awareness campaigns. These kits are available by download after users register their information on the BullyBust site.
- Upstanders In Action: This section includes a list of projects and ideas to get the entire community engaged in upstander efforts. <http://www.schoolclimate.org/bullybust/upstander/resources>
- Upstander Central- Youth Leaders: Learn about the top 10 tips for youth-adult partnerships from national youth leaders. <http://www.schoolclimate.org/bullybust/upstander/upstander-central/youth-leaders>
- Upstanders Go to the Movies: watch popular film clips and use the guiding questions to spark important discussions on what it means to be an upstander. <http://www.schoolclimate.org/bullybust/upstander/video-resources>
- Upstander Commitment Wall: Share your voice and show support for others on this wall representing our global movement. <http://www.schoolclimate.org/bullybust/students/commitment-wall>
- 10 Ways to Be An Upstander- concrete tips for students <http://www.schoolclimate.org/bullybust/students/upstander>

•Random Acts of Kindness <http://www.randomactsofkindness.org/educators>

•Stopbullying.gov [stopbullying.gov](http://stopbullying.gov)

## Classroom and Educator Resources:

- Introduction to Philanthropy Lesson Plans Grade K-12 from GenerationOn: <http://learningtogive.org/teachers/>
- “It’s Time to Stand Up and Speak Up!: For Yourself and Others” by Bob Sornson: <http://www.amazon.com/time-Stand-Speak-Yourself-Others/dp/1938326156#>
- Kindness Quotes: <http://www.randomactsofkindness.org/inspirational-kindness-quotes>
- “Stand in My Shoes: Kids Learning About Empathy” by Bob Sornson: <http://amzn.com/1935326457>

## Suggested Reading List for Students:

A Home For Bird by Phillip Stead  
A Sick Day for Amos McGee by Phillip Stead  
Angelo by David Macauley  
Because Amelia Smiled by David Ezra Stein  
Each Kindness by Jacqueline Woodson  
Fill a Bucket by Carol McCloud  
Fly Free! by Roseanne Thong  
Good People Everywhere by Linea Gillen  
Have You Filled Your Bucket Today? by Carol McCloud  
Hey Little Ant by Phillip Hoose  
How Dinosaurs Play With Their Friends by Jane Yolen  
How Kind by Mary Murphy  
I See Kindness Everywhere by by Shelley Frost  
I’m Gonna Like Me by Jamie Lee Curtis  
If You Give a Mouse a Cookie by Laura Joffe Numeroff  
Kindness Is Cooler by Mrs. Ruler by Margorie Cuyler  
Let’s Talk about Being Helpful by Joy Berry  
Little Bird by Germano Zullo  
Loser by Jerry Spinelli  
Mufaro’s Beautiful Daughters by John Steptoe  
Ordinary Mary’s Extraordinary Deed by Emily Robinson and Fumi Kosaka  
Pauline Pastrami Achieves World Peace by James Proimos  
Pinduli by Janell Cannon  
Rainbow Fish by Marcus Pfister  
Random Acts of Kindness by Conari Press  
Somebody Loves Mr. Hatch by Eileen Spinelli  
Spaghetti in a Hot Dog Bun: Having the Courage To Be Who You Are by Maria Dismondy  
Stone Soup by Jon J.Muth  
The Birdman by Veronika Charles  
The Boy Who Held Back the Sea by Lenny Hort, Thomas Locker, and Mary Mapes Dodge  
The Brand New Kid by Katie Couric  
The Doorbell Rang by Pat Hutchins  
The English Roses by Madonna  
The Girl, the Fish and the Crown by Marilee Heyer  
The Golden Rule by Ilene Cooper  
The Great Kapok Tree by Lynn Cherry  
The Hundred Dresses by Eleanor Estes  
The Invisible Boy by Tracy Ludwig  
The Kindness Quilt by Nancy Elizabeth Wallace  
The Lion and the Mouse by Jerry Pinkney  
The Little Engine that Could by Watty Piper  
The Nice Book by David Ezra Stein  
The Trumpet of the Swan by E. B. White  
Those Shoes by Maribeth Boelts  
Three Strong Women by Claus Stamm  
Under The Lemon Moon by Edith Fine and Rene Moreno  
Wonder by R.J. Palacio

# GKC PHOTO GALLERY

# GKC PHOTOS



## GKC Student Prep

*Courtesy of Jefferson Elementary, Carlsbad, CA*



## Class Kindness T-shirts

*Courtesy of Hope Elementary, Carlsbad, CA*



## Kind-hearted Hands around School

*Courtesy of Torrey Hills, San Diego, CA*



## Tree of Kindness

*Courtesy of Stephen Hawking Charter School  
San Diego, CA*



## Kindness Rocks

*St. Mary Of The Hills, Milton, MA*



### Community Support

*Courtesy of Susuin Elementary, Carlsbad, CA*



### Community Support

*Courtesy of Jefferson Elementary, Carlsbad, CA*



### Hand Tree

*Courtesy of a School in Istanbul, Turkey*

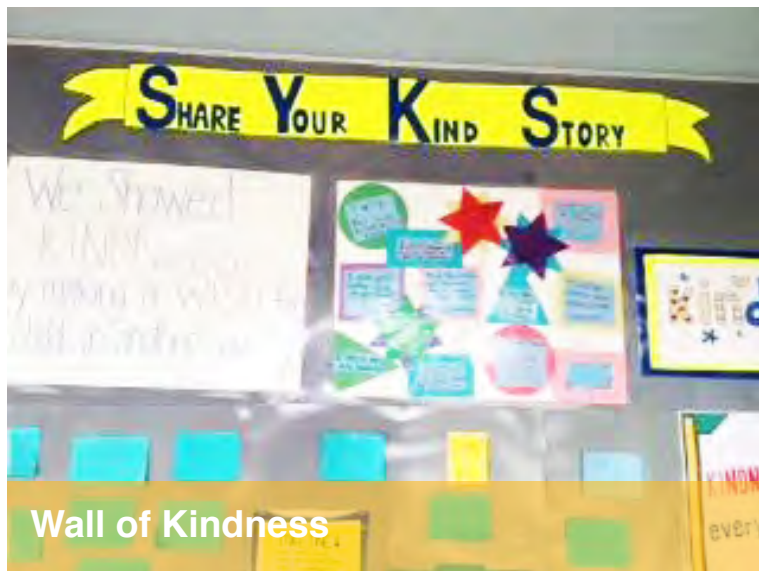


### Kindness Matters Sign

*Courtesy of Page Hilltop Elementary, Ayer, MA*



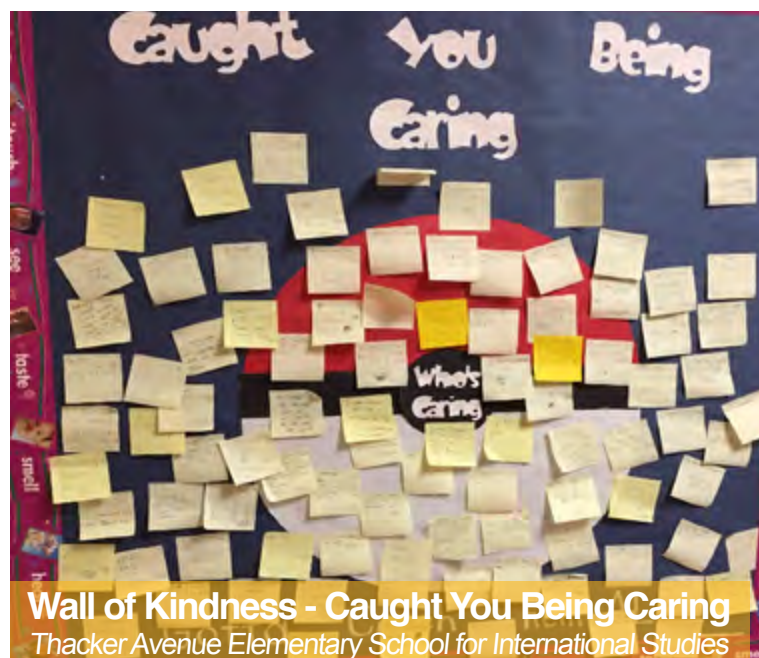
### Fence Decorating



Wall of Kindness



Wall of Kindness



Wall of Kindness - Caught You Being Caring  
Thacker Avenue Elementary School for International Studies



Spirit Day - Crazy for Kindness



Photo Wall of Kindness



## School-to-School Kindness

*Courtesy of Magnolia Elementary, Carlsbad, CA*



## School-to-School Kindness

*Courtesy of Magnolia Elementary, Carlsbad, CA*



## Kindness Chain



## Kindness Mailbox

*Courtesy of Del Mar Hills, Del Mar, CA*



## Fence Decorating

*Courtesy of Hope Elementary, Carlsbad, CA*



## School-wide Kindness Poster

*Courtesy of Phillips Avenue Elementary, Riverhead, NY*



## **Rays of Kindness**

*Cubberley Elementary, San Diego, CA*



## **Community Kindness Tunnel**



## **Kindness Links**

*Jones Elementary San Diego, CA*



## **Schoolwide Photo**

*Woodlawn Middle School, Baton Rouge, LA*



## Spirit Day - Crazy for Kindness

Calavera Hills Middle School, Carlsbad, CA



## Unite the Big and Small\*



## Collaborative Games

Calavera Hills Middle School Carlsbad, CA



## Marquee

Magnolia Elementary Carlsbad, CA



## Marquee

Hope Elementary, Carlsbad, CA



## School Love

Scott Lake Elementary, Lakeland, FL



**Kindness Station**

*Hope Elementary, Carlsbad, CA*



**Door Decorating Contest**



**Spirit Day - Peace, Love & Kindness**

*Valley View Elementary*



**Kindness Chain**



**Kindness Matters Sign**



**GKC Checklists Distribution Box**



### Kindness Chain

*Courtesy of Brooker Elementary*



### Kindness Photo Booth

*Sierra Madre Monterrey, Mexico*



### Kindness Buddy Bench

*El Centro Elementary, Napa, CA*



### Kindness Around The World

*South Thibodaux Elementary, Thibodaux, Louisiana*



### Field Decorating

*San Marcos Elementary School, San Marcos, CA*

# KINDNESS CHECKLIST IN ACTION



**Make a Kind Poster for Cafeteria Helpers**  
*Jack T. Farrar Elementary, Tullahoma, TN*



**Compliment 5 People**  
*Pittsville Elementary, Pittsville, WI*



**Say "Thank You" to a Crossing Guard**  
*Selma Elementary School, Selma, NC*



**Offer to Help Your Custodian**  
*Monroe Elementary, Norman, OK*



**Hug a Friend**  
*Woolwine Elementary, Woolwin, VA*



**Give Your Friend a High Five**  
*Western Plateau Elementary, Amarillo, TX*



**Thank a Bus Driver or Car Pool Driver**  
*James Middle school, Myrtle Beach, SC*

# KINDNESS CHECKLIST IN ACTION



**Pick Up 10 Pieces of Trash on Campus**  
*Visual and Performing Arts School, Batesville, AR*



**Make and Display a "Kindness Matters" Sign**  
*Rolling Hills Elementary, Fairfield, CA*



**Write a Thank You on a Band-Aid for the Nurse\***



**Read a Book to a Younger Child\***



**Say "Thank You" to a Volunteer\***



**Sit with a New Group of Kids at Lunch\***



**Bring a Flower to the Office Staff**  
*Burns Elementary, Kings Mills, OH*

*\* Please accept our sincerest apologies for not acknowledging the schools in the photos. If you recognize your school/students, please email [asia@greatkindnesschallenge.org](mailto:asia@greatkindnesschallenge.org) and we will make sure to correct the captures. Thank you for your understanding.*

# BEYOND THE CHECKLIST KINDNESS IN ACTION



**Deliver Donuts & Milk to Administration**  
*Jimmy Brown Elementary, Star City, AR*



**Uniting Feet Heart**  
*Normandy Elementary, Centerville, OH*



**Friendship Bracelets**  
*Esperanza School, Palmdale, CA*



**Class Dance at a Senior Center**  
*Lakeside Middle School, Hot Springs, AR*



**Meals for a Homeless Shelter**  
*Lakeside Middle School, Hot Springs, AR*



**Camping With Strangers**  
*Norte Vista High School, Riverside, CA*

# SCHOOLWIDE HEART PHOTOS



*Dolores W. McClatchey Elementary,  
Midlothian, TX*



*Corpus Christi School,  
Evansville, IN*



*Legacy Traditional School,  
Chandler, AZ*



*Primary Prep, Jersey City, NJ*



*Vista Colorado Elementary,  
Needles, CA*



*Null Elementary,  
St Charles, MO*



*Lewis and Clark Elementary  
School, Astoria, OR*



*Thomas B Conley Elementary,  
School Asbury, NJ*



*Heart Photo Old Mission School,  
San Louis Obispo, CA*



*Solarsano Middle School,  
Gilroy, CA*



*Half Day School,  
Lincolnshire, IL*



*Elm Creek Elementary,  
Maple Grove, MN*

**Tag your photos with #GreatKindnessChallenge**  
**& we will feature it live on our website!**

**YOUR  
GREAT KINDNESS CHALLENGE  
TOOLS**

# YOUR GREAT KINDNESS CHALLENGE TOOLS

In response to many educators having issues receiving our email communication, we are launching an online platform to share The Great Kindness Challenge (GKC) tools, newsletters, and joyful news.

All registered and participating schools will be granted access to the GKC tools page on our [Great Kindness Challenge website](#). The GKC tools page contains everything you might need in order to plan a successful week at your school. You will be able to download the tools with a click of a button.

The GKC Tools page will include checklists in black and white versions for ease of printing. We are also continuing to expand our tools to include different languages, so please check in frequently.



## Toolkit

The Great Kindness Challenge Toolkit includes everything you need to know in order to make this program successful at your school

[DOWNLOAD TOOLKIT](#)

## The Kindness Checklist



Kindness Checklist (color)

[DOWNLOAD](#)



Kindness Checklist (black & white)

[DOWNLOAD](#)



Kindness Checklist (editable)

[DOWNLOAD](#)



Junior Edition Checklist (color)

[DOWNLOAD](#)



Junior Edition Checklist (black & white)

[DOWNLOAD](#)



Family Edition Checklist (color)

[DOWNLOAD](#)



# The Great Kindness Challenge®

## SCHOOL EDITION

**We challenge you to perform as many kind acts as you can in one week. Using the checklist below, check off your acts as you go. Have fun!**

Kindly presented by



Kindly supported by



## The Challenges

- ☐ Smile at 25 People
- ☐ Slip a Nice Note in Your Friend's Backpack
- ☐ Compliment 5 People
- ☐ Pick Up 10 Pieces of Trash on Campus
- ☐ Make a New Friend
- ☐ Tell a Joke and Make Someone Laugh
- ☐ Be Kind to Yourself and Eat a Healthy Snack
- ☐ Learn Something New About Your Teacher
- ☐ Draw a Picture and Give It to Someone
- ☐ Help a Younger Student
- ☐ Give a KIND Handshake to Greet a Classmate
- ☐ Recycle Your Trash
- ☐ Hug Your Friend
- ☐ Pick Up Trash Outside Your School
- ☐ Cut Out 10 Hearts & Give Them to Friends
- ☐ Entertain Someone with a Happy Dance
- ☐ Make a Kind Poster for Cafeteria Helpers
- ☐ Show Appreciation to a Counselor or Mentor
- ☐ Say "Good Morning" to 15 People
- ☐ Design a Thank You for the PTA/PTO
- ☐ Make a Wish for a Child in Another Country
- ☐ Say "Thank You" to a Crossing Guard
- ☐ Invite a New Friend to Play/Hang Out with You
- ☐ Send a Thank You to Your Superintendent
- ☐ Offer to Help Your Custodian
- ☐ Sit with a New Group of Kids at Lunch
- ☐ Read a Book to a Younger Child
- ☐ Give an Apple or a Note to Your Teacher
- ☐ Step Up for Someone in Need
- ☐ Make and Display a "Kindness Matters" Sign
- ☐ Carry Your Friend's Books
- ☐ Help Your PE Teacher with the Equipment
- ☐ Make a Bookmark for a Friend
- ☐ Hold the Door Open for Someone
- ☐ Pat Yourself on the Back
- ☐ Thank a Bus Driver or Car Pool Driver
- ☐ Write a Thank You on a Band-Aid for the Nurse
- ☐ Listen to Your Teacher the First Time
- ☐ Whisper Thank You to the Librarian
- ☐ Help Someone Up If They Fall Down
- ☐ Lend a Pencil to a Friend
- ☐ Learn to Say "Hello" in a New Language
- ☐ Bring a Flower to the Office Staff
- ☐ Show Appreciation to Your Principal Creatively
- ☐ Help Your Teacher with a Needed Task
- ☐ Be on Time for School
- ☐ Say "Thank You" to a Volunteer
- ☐ Give Your Friend a High Five
- ☐ Make a Friendship Gift for Someone New to You
- ☐ Create Your Own Kind Deed



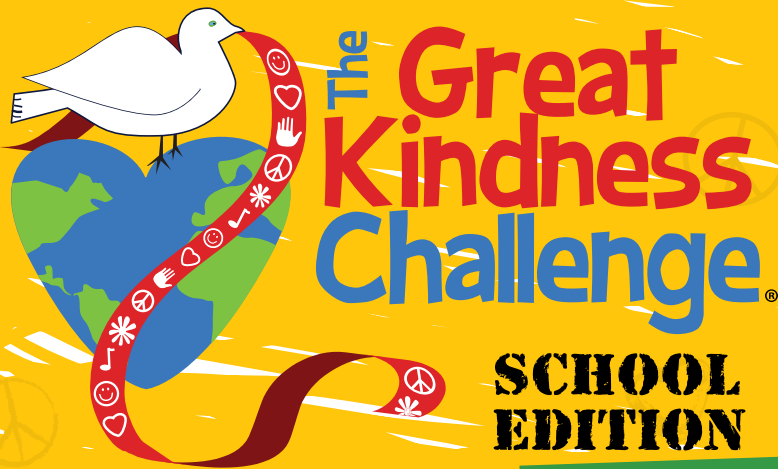
### A Kids for Peace Experience

KidsforPeaceGlobal.org  
GreatKindnessChallenge.org  
#GreatKindnessChallenge

FREE APP!



(Your Name Here)



Te retamos a que realices todas las acciones de amabilidad posibles. Usa la lista que presentamos a continuación marca las acciones que llevas a cabo. ¡Que té diviertas!



Presentado por  
**Dignity Health**

Apoyado por



## Los Retos

- ☐ Sonríe a 25 personas
- ☐ Escribe una nota y ponla en la mochila de tu amigo o amiga
- ☐ Da comentarios positivos a 5 personas
- ☐ Recoge 10 piezas de basura en tu escuela
- ☐ Haz un nuevo amigo
- ☐ Comparte un chiste con alguien para hacerlo reír
- ☐ Sé AMABLE contigo mismo, consumiendo alimentos sanos
- ☐ Aprende algo nuevo acerca de tu maestro
- ☐ Haz un dibujo y regálaselo a alguien
- ☐ Ayuda a un estudiante más joven
- ☐ Saluda amablemente de mano a un compañero de clase
- ☐ Recicla tu basura
- ☐ Abraza a un amigo
- ☐ Recoge basura afuera de tu escuela
- ☐ Recorta 10 corazones y regáloselos a tus amigos
- ☐ Entretener a alguien con una danza feliz
- ☐ Crea un póster para los ayudantes de la cafetería
- ☐ Camina ó usa tu bicicleta para ir a la escuela en vez de usar el auto
- ☐ Saluda por la mañana a 15 personas con la frase "buenos días"
- ☐ Escribe una nota de agradecimiento a alguien
- ☐ Cumple el deseo de un niño de otro país
- ☐ Da las "gracias" a la persona que ayuda con el cruce de la calle
- ☐ Invita a un nuevo amigo a jugar ó a pasar tiempo contigo
- ☐ Envía una nota de agradecimiento a tu director
- ☐ Ofrezca ayudar a su custodio
- ☐ Siéntate con un nuevo grupo de niños a la hora del almuerzo
- ☐ Lee un libro a un niño más pequeño
- ☐ Regala una manzana ó una nota a tu maestro
- ☐ Defiende a alguien que lo necesita
- ☐ Haz un anuncio que diga "Kindness Matters, La Amabilidad Cuenta"
- ☐ Lleva los libros de tu amigo
- ☐ Ayuda al maestro de educación física con el equipo
- ☐ Crea un marcador de libros para un amigo
- ☐ Abre la puerta y deténla para que pueda entrar otra persona
- ☐ Abrázate
- ☐ Da las gracias al chofer del camión escolar y a la persona que te lleva a la escuela
- ☐ Escribe una nota de gracias en un curita para la enfermera
- ☐ Escucha las inidicaciones de tu maestro a la primera
- ☐ En voz baja, di gracias a la bibliotecaria
- ☐ Ayudar a alguien si se caen
- ☐ Préstale un lápiz a un amigo
- ☐ Aprende a decir "hola" en un idioma nuevo
- ☐ Lleva una flor a un empleado de la oficina
- ☐ Muestra tu agradecimiento al director de tu escuela en forma creativa
- ☐ Ayuda a tu maestro en alguna tarea que requiera
- ☐ Llega a tiempo a la escuela
- ☐ Decir gracias a un voluntario
- ☐ Dale un "high five" a un amigo
- ☐ Da un regalo de amistad a alguien que acabas de conocer
- ☐ Crea tu propio acto de amabilidad.



**A Kids for Peace Experience**

KidsforPeaceGlobal.org  
GreatKindnessChallenge.org  
#GreatKindnessChallenge

(escribe tu nombre)





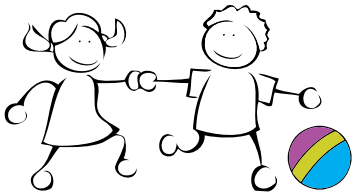
# The Great Kindness Challenge

**JUNIOR EDITION**

**Kindness Matters.**  
Complete as many acts of kindness as you can.  
Have fun!

## Acts of Kindness

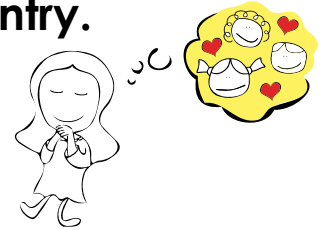
☐ Invite a new friend to play.



☐ Smile at 25 people.



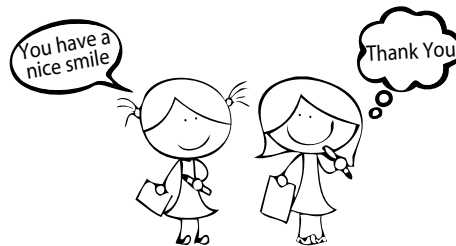
☐ Make a wish for a child in another country.



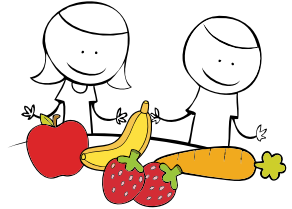
☐ Give your friend a High Five.



☐ Compliment 5 people.



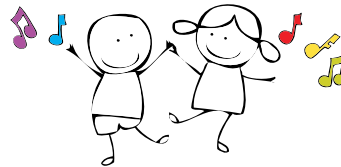
☐ Be kind to yourself and eat a healthy snack.



☐ Decorate 5 hearts and give them to friends.



☐ Entertain someone with a happy dance.



☐ Lend a pencil to a friend.



☐ Help someone up if they fall down.



☐ Thank someone who has helped you.



☐ Create your own kind deed.



A Kids for Peace Experience  
KidsforPeaceGlobal.org  
GreatKindnessChallenge.org

**Your Name Here**



# The Great Kindness Challenge

**EDICIÓN JUNIOR**

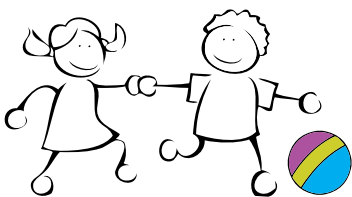
La bondad cuenta.  
Completa todos los actos de bondad que puedas.  
¡Diviértete!

Amablemente  
presentado por



## Actos de Bondad

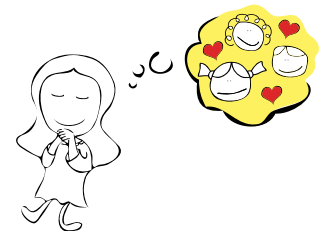
☐ Invita a un nuevo amigo a jugar.



☐ Sonríe a 25 personas.



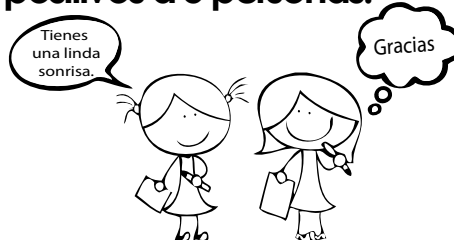
☐ Pide un deseo por un niño de otro país.



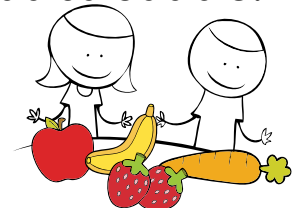
☐ Dale cinco a tu amigo.



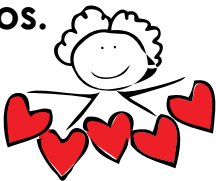
☐ Proporciona comentarios positivos a 5 personas.



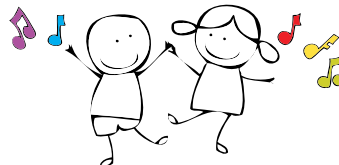
☐ Se bueno contigo mismo y come una merienda saludable.



☐ Decor 5 corazones y entrégaselo a tus amigos.



☐ Entretén a alguien con un baile alegre.



☐ Dale un lápiz a un amigo.



☐ Ayuda a alguien si se cae.



☐ Agradece a alguien que te ayudó.



☐ Crea tu propio acto de bondad.



A Kids for Peace Experience  
KidsforPeaceGlobal.org  
GreatKindnessChallenge.org

Escribe tu nombre aquí

## Save the Date

Spread the word far and wide! Let everyone know about the 2018 Great Kindness Challenge. Send our Save the Date to your staff, students, families, district office, elected officials, media, local businesses, etc. You may also post this to your school's website homepage, school newsletters and the district's website homepage.

Please download the Save the Date from the GKC Tools page, to ensure the highest quality.



January 22-26, 2018



The Great Kindness Challenge is one week dedicated to creating a culture of kindness on campuses nationwide.

Our school is proudly participating in this proactive, positive bullying prevention initiative.

All students will receive a GKC checklist with 50 kind acts. Please encourage your child to complete the checklist and show the world that ...

**KINDNESS  
MATTERS!**



Kindly presented by



Dignity Health™

Viasat™

Kindly supported by



January 22-26, 2018



El reto de amabilidad grandiosa GKC es una semana dedicada a crear una cultura de amabilidad en el plantel escolar a nivel nacional.

Nuestra escuela está orgullosa de participar en esta iniciativa productiva, positiva en contra del hostigamiento o bullying.

Todos los estudiantes recibirán un listado de 50 actos de GKC. Por favor motive su hijo a llevar a cabo la lista y mostrar al mundo que.....

**¡LA  
AMABILIDAD  
CUENTA!**



Kindly presented by



Dignity Health

Viasat

Kindly supported by





# The Great Kindness Challenge

Una semana. Una lista. Felicidad infinita.

Todos los niños merecen aprender en un entorno seguro, acogedor y de apoyo. El Gran Reto de la Bondad es una poderosa herramienta que involucra a estudiantes, maestros, administradores, familias y comunidades en la creación de una cultura de la compasión, la aceptación, la unidad y el respeto.



**Acerca de:** El Gran Reto de la Bondad ("the Great Kindness Challenge") es una iniciativa proactiva de prevención positiva en contra del acoso escolar o "bullying" que mejora el clima escolar y aumenta el compromiso estudiantil.

El Gran Reto de la Bondad es una semana dedicada a realizar tantos actos de bondad como sean posibles en la escuela. Utilizando la lista que contiene 50 actos de bondad, los estudiantes aceptan el reto y muestran al mundo que ¡la BONDAD IMPORTA!

**Cómo:** ¡Es fácil! Simplemente copie la lista de actos de bondad proporcionada y pida a los maestros que se la distribuyan a cada uno de sus estudiantes. Al utilizar esta lista de actos de la bondad, los estudiantes trabajan independientemente, en grupos pequeños o como una clase entera para completar los 50 desafíos.

**Quienes:** todos los estudiantes desde Preescolar hasta 12vo grado.

**Cuándo:** cada año, durante la última semana de enero. (Enero 22-26, 2018 o la semana que mejor se adecue a su escuela)

## Nuestro impacto en el 2017

Mas de 10 millones  
de estudiantes

10,493,866



Mas de 15 mil  
escuelas

15,057



Mas de 500  
millones

524,693,300



Mas de 90  
países

91





Dear Parent/Guardian,

We are excited to announce that we are participating in The 2018 Great Kindness Challenge where we will join thousands of schools across the country to create a culture of kindness. Your child is part of a powerful and positive bullying prevention initiative that will lead to more kindness, unity and respect at school and beyond. To help build upon this momentum, we are participating in a unifying service project, Kind Coins for Hurricane Relief, to respond to the destruction of the 2017 hurricane season.

All students are invited to participate by giving their extra coins! From this fall until February 15, 2018, students can collect spare change at home and in their neighborhoods to be donated to support students impacted by the historic hurricane and floods in Texas, Florida, Louisiana, and Puerto Rico. The money we raise will go towards building as many school playgrounds as possible to help restore and rebuild the affected communities.

This is a great opportunity for our students to respond to the needs of others, which teaches empathy and compassion. Building a playground will help bring joy, fun, and healing to children who have suffered during these tragic events.

For more information on The Great Kindness Challenge, please visit:  
[www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org).

Thank you in advance for helping to create a culture of kindness and compassion in our community and beyond!

With Great Gratitude,

Your Principal



Queridos Padres de Familia,

Estamos muy contentos de anunciar que este año participaremos en El Gran Desafío de Bondad 2018 donde nos estaremos uniendo a miles de escuelas alrededor del país para crear una cultura de bondad. Su hijo/hija tomará parte de una iniciativa muy poderosa y positiva de prevención a “el bullying” que nos conducirá a tener más bondad, unidad y respeto en la escuela y en nuestro alrededor.

Para poner en práctica esta iniciativa, estamos participando en un proyecto de servicio unificado llamado Kind Coins para el alivio de huracanes.

Todos los estudiantes están invitados a participar trayendo sus monedas extras durante el otoño hasta el 15 de febrero. Los estudiantes pueden recolectar todas las monedas extras (cambio) que tengan en su casa así como también extender la invitación a sus vecinos y familiares. El dinero será donado para apoyar a los estudiantes impactados por el huracán e inundaciones históricas en Texas, Florida, Louisiana y Puerto Rico. El dinero que recaudamos irá hacia la construcción de tantos patios de recreo como sea posible para ayudar a restaurar y reconstruir las comunidades afectadas.

Esta es una gran oportunidad para que nuestros estudiantes colaboren a las necesidades de los demás, enseñando empatía y compasión. La construcción de estos parques ayudará a traer alegría, diversión y sanación a los niños que han sufrido durante esta tragedia.

Para más información en esta obra del Gran Desafío de Bondad, por favor visitar a:  
[www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org).

Muchas gracias de antemano por ayudar a crear una cultura de bondad y compasión en nuestra comunidad.

Con gran gratitud,

Su Directora

**Kind-Hearted Hand**  
**Words and Music by Peter B. Seltser**

**Help me make a stand  
Every girl, boy, woman and man  
Let your voices rise, you'll be satisfied  
When you reach out with a kind-hearted hand  
Reach out with your kind-hearted hand**

---

**It's easier than you think  
Just be kind to those who you meet  
There's a friend out there, who needs your care  
So reach out with a kind-hearted hand  
Reach out with your kind-hearted hand**

---

**Calling out across the oceans  
Calling out across the land  
Show the world that kindness matters  
And reach out with a kind-hearted hand  
Reach out with your kind-hearted hand**

---

**When sunny skies turn grey  
Follow me; I'll lead the way  
Here's where we begin, let some love come in  
And reach out with a kind-hearted hand  
Reach out with your kind-hearted hand**

---

**Reach out, reach out, reach out, reach out  
Reach out with your kind-hearted hand  
Reach out, reach out, reach out, reach out  
Reach out with your kind-hearted hand**

---

**Reach out, reach out, reach out, reach out  
Reach out with your kind-hearted hand  
Reach out, reach out, reach out, reach out  
Reach out with your kind-hearted hand**

---

Kind-Hearted Hand  
Words and Music by Peter B. Seltzer

**Intro:** **D**

---

**D**                      **A**  
Help me make a stand  
         **Bm**                      **G**  
Every girl, boy, woman and man  
         **D**                      **A**  
Let your voices rise, you'll be satisfied  
         **C**                      **G**                      **D**  
When you reach out with a kind-hearted hand  
         **C**                      **G**                      **D**  
Reach out with your kind-hearted hand

---

**D**                      **A**  
It's easier than you think  
         **Bm**                      **G**  
Just be kind to those who you meet  
         **D**                      **A**  
There's a friend out there, who needs your care  
         **C**                      **G**                      **D**  
So reach out with a kind-hearted hand  
         **C**                      **G**                      **D**  
Reach out with your kind-hearted hand

---

**Bridge:**

**Bm**                      **A**  
Calling out across the oceans  
**Bm**                      **C**                      **G**  
Calling out across the land  
**Bm**                      **A**  
Show the world that kindness matters  
         **C**                      **G**                      **D**  
And reach out with a kind-hearted hand  
**C**                      **G**                      **D**  
Reach out with your kind-hearted hand

---

### Kind-Hearted Hand

**Words and Music by Peter B. Seltzer**

**D** **A**  
When sunny skies turn grey

**Bm** **G**  
Follow me; I'll lead the way

**D** **A**  
Here's where we begin, let some love come in

**C** **G** **D**  
And reach out with a kind-hearted hand

**C** **G** **D**  
Reach out with your kind-hearted hand

**C** **G**  
Reach out, reach out, reach out, reach out

**C** **G** **D**  
Reach out with your kind-hearted hand

**C** **G**  
Reach out, reach out, reach out, reach out

**C** **G** **D**  
Reach out with your kind-hearted hand

Reach out, reach out, reach out, reach out

Reach out with your kind-hearted hand

Reach out, reach out, reach out, reach out

Reach out with your kind-hearted hand

# Kind-Hearted Hand

Words and Music by  
Peter B. Scherer

Lively (♩ = 130)

The introduction consists of four measures of music. The first staff is a treble clef with a key signature of one sharp (F#) and a time signature of 12/8. The second staff is a grand staff (treble and bass clefs) with the same key signature and time signature. Chord diagrams are provided above the first staff: D (measure 1), D (measure 2), D (measure 3), C (measure 4), and D (measure 5). The music features a lively, rhythmic pattern in the bass line and a more melodic line in the treble.

Verse 1

The first verse begins with a treble clef staff and a grand staff. The key signature is one sharp (F#) and the time signature is 12/8. Chord diagrams are provided above the treble staff: D (measure 1), A (measure 2), and D (measure 3). The lyrics are: "Help me make a stand, ev-'ry girl, boy, wom-an and". The music is characterized by a strong, steady bass line and a melodic line in the treble.

The second line of the first verse continues the melody and bass line. Chord diagrams are provided above the treble staff: G (measure 1), D (measure 2), and A (measure 3). The lyrics are: "men. Let your voic-es rise— you'll be sat-is-fied, when you". The music maintains the lively, rhythmic pattern established in the previous sections.

11

**C** **G** **D**

reach out with a kind - heart - ed hand. Reach out

13

**C** **G** **D** **D** **D**

— with your kind-heart-ed hand! It's


16 Verse 2

**A** **B**

ess - i - er than you think. Just be kind to those who you meet.

19   

There's a friend out there, who needs your care. So,

22     

reach out with a kind-heart-ed head. Reach out with your kind-heart-ed

25   

head! Call - ing out a - cross

28

A

Bm

C(maj7)

G

the o - ceans, call - ing out a - cross the land.

31

Bm

A

C(maj7)

G

Show the world that kind - ness mat - ters reach out with a kind-heart - ed

34

D

C(maj7)

G

D

hand. Reach out with your kind-heart - ed hand!

37



Verse 3



When sun-ny skies torn grey, fol-low me;

40



I'll lead the way. Here's where we be-gin. Let some

43



love come in, and reach out with a kind-heart-ed hand. Reach out.

46

**C** **G** **D** **C**

with your kind-heart-ed hand! Reach out, reach out, reach out,

49


**G** **C** **G** **D**

reach out, reach out with your kind-heart-ed hand. Reach out,

52

**C** **G** **C** **G**

reach out, reach out, reach out, reach out with your kind-heart-ed

55  NC.

hand. Reach out, reach out, reach out, reach out, reach out.



58

— with your kind-heart - ed hand. Reach out, reach out, reach out,



61

— reach out, reach out — with your kind-heart - ed hand.



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The Great Kindness Challenge is supported by donations from generous foundations and business sponsors. We are grateful for their belief in our youth and in the power of positive action.

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# PARTNERS

The Great Kindness Challenge Team believes whole-heartedly in collaboration and cooperation. We believe that only by working together will we achieve our goal of **all students thriving in a kind, happy, supportive and respectful school environment**. We are extremely grateful to our partners who help us promote the culture of kindness on campuses nationwide and beyond!



# GRATITUDE

The Great Kindness Challenge is a labor of love made possible by the dedication, commitment, vision and KINDNESS of many. Our hearts are filled with gratitude to everyone involved in making this trailblazing and transformational project so wildly successful.

To the following kind people, we offer high fives, three cheers and a standing ovation for their spectacular part in making The Great Kindness Challenge possible!!!

## ♥ **The GKC Kindness Team (comprised of volunteers, interns, contractors & collaborators)**

Heather Bensen, Special Events Coordinator  
Chrissy Califf, The Great Kindness Challenge Program Director  
Jennifer Hardy, Graphic Artist  
Kirsten Kinney, Peace Pledge Program Director  
Jill McManigal, Kids for Peace Executive Director & Co-founder  
Gwen Meitchik, Social Media Specialist  
Asia Moore, Kids for Peace Operations Director  
Toni Hood, Kind Volunteer & Kids for Peace Board Vice President  
Carlsbad High School Interns  
Kelley DeVincentis, Bill Southard & Team from Southard Freeman Communications

## ♥ **The Kids for Peace Board of Directors**

## ♥ **The Great Kindness Challenge Partners and Sponsors**

## ♥ **Dr. Benjamin Churchill, Carlsbad Unified School District Superintendent**

## ♥ **The three Carlsbad, CA schools which successfully piloted the GKC**

Jefferson Elementary, Hope Elementary and Kelly Elementary

## ♥ **Kind-Hearted Hand Theme Song Creators**

Peter and Sheryl Seltser

And a great big thanks to **YOU**, for believing in the power of positive action. This is a true grassroots movement that would not be possible without visionary leaders like yourself.

Thank you ALL for helping us prove that KINDNESS MATTERS!

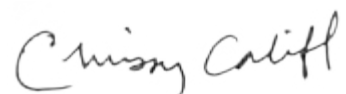
With great love and great gratitude,



Jill McManigal  
Kids for Peace Co-Founder & Executive Director



Asia Moore  
Kids for Peace Operations Director



Chrissy Califf  
Great Kindness Challenge Program Director

# ABOUT KIDS FOR PEACE



The Great Kindness Challenge is proudly presented by Kids for Peace, a global 501(c)(3) nonprofit that provides a platform for young people to actively engage in socially conscious leadership, community service, arts, environmental stewardship and global friendship. Kids for Peace was cofounded in 2006 by a high school honors student and a mother of two young children who was an elementary school teacher. What started organically as a neighborhood group of kids wanting to make our world a better place, has grown into an interconnected network of young peace-builders worldwide.

In 2011, Kids for Peace was asked by an elementary school to help create a more positive, unified and respectful school environment. As a result, The Great Kindness Challenge was designed and then piloted in 2012 at three Carlsbad, California schools. Because of its innovative approach and wildly successful results, word spread and in 2017, **10,493,866 students** in **15,057 schools** participated and performed **over 500 million acts of kindness**.

At the heart of the Great Kindness Challenge is the simple belief that kindness is strength. We also believe that any action that's repeated over and over becomes a habit. With the Great Kindness Challenge checklist in hand, students have the opportunity to repeat kind act after kind act after kind act. As kindness becomes a habit, the culture is shifted and peace becomes possible.

This is a grassroots movement to make our schools, communities and world a kinder and more compassionate place for all. We are grateful to you for helping implement The Great Kindness Challenge at your school. We invite you to encourage other schools to also take the challenge. Through word of mouth, The Great Kindness Challenge will continue to grow and cultures of kindness will thrive on campuses across the globe. Working together, we will indeed prove that **KINDNESS MATTERS!**

[www.kidsforpeaceglobal.org](http://www.kidsforpeaceglobal.org)