



EMPLOYEES ARE STRUGGLING WITH:

STRESS, BURNOUT, ANXIETY, FEELING OVERWHELMED, FEAR, EXHAUSTION



kindness



THE END BENEFITS...

- Reduce stress
- Combat depression and anxiety
- Spark happiness
- Increase compassion
- Build community
- Improve workplace wellbeing
- Ignite purpose

The power and potential of Kindness is the most effective way to improve your well-being and the well-being of another person at the same time. (Pressman et al., 2015)



A recent study by kindness.org and Beekman 1802, determined there is a direct link between kindness and overall employee happiness and job satisfaction. **89% of workers** see mental health and kindness as high priorities in the workplace. **77% of job seekers** believe mental health should be a priority in the workplace and they search for employers who enact policies of kindness. **74% of respondents** said it's important to have a kind community in the workplace such as having managers check in on their team members for professional and personal support.



“When businesses invest in their employees through acts of appreciation, words of encouragement or making investments in their success, they build a culture where people take pride in their work and feel a sense of engagement and accountability.” – Jonathan Legge



WHY

This free campaign is our medicine for the world. Kindness is what moves our hearts from dark to light, expands our vision for the future, and elevates our empathy.

ABOUT

Our decision to focus on kindness is more than just about being nicer to each other – it leaned on what researchers discovered about this small yet impactful way to help people regain perspective and hope. What we didn't know back then was this campaign would become a beacon of light to support many other things that are transpiring in our world.

WHAT

Our free 31-day program is delivered via email to participants all over the world running annually from October 14 through November 13 (World Kindness Day). Daily emails include an uplifting quote, an act of kindness one can do, and the reason why that kindness act has a profound impact. With a natural pay-it-forward effect, beyond one person doing good and feeling good. It creates a ripple of kindness that spreads the healing.



- Your company aligns with the mission and wants to partner in spreading the kindness ripple.
- Your company values center around building a positive and kind company culture which builds connection and community and leads to lower recruiting, hiring, training costs, and higher productivity.
- Your team members are excited to work for an organization that supports a mission responding to the mental health crisis happening today, especially for our youth in the community.

Kindness Campaign Sponsorship Options

SPONSORSHIP TIERS

We pledge the following sponsorship level:



| Benefits | Presenting Sponsor \$10,000 | Ripple Sponsor \$5,000 | Impact Sponsor \$3,000 | Kindness Sponsor \$1,000 |
|---|--------------------------------|---------------------------|---------------------------|-----------------------------|
| 31-Day Kindness Campaign for your organization | ✓ | ✓ | ✓ | ✓ |
| Media Kit for easy promotion across social and audience channels | ✓ | ✓ | ✓ | ✓ |
| Your Companys Name & logo on Kindness Campaign website | ✓ | ✓ | ✓ | ✓ |
| Your Companys Logo & tagging on all social posts and ads | ✓ | ✓ | ✓ | ✓ |
| Your Companys Logo & tagging on Facebook Live Videos | ✓ | ✓ | ✓ | ✓ |
| Mini curriculum of activities to increase kindness awareness and engagement at the office | ✓ | ✓ | ✓ | |
| Your company's Name & logo on campaign wrap-up materials | ✓ | ✓ | ✓ | |
| Name & logo branding on 300 age-tiered Kids' Kindness Decks to a school of your choice | ✓ | ✓ | ✓ | |
| Verbal recognition during news coverage (in the past KMBC 9, 41 KSHB, 41 Action News) | ✓ | ✓ | | |
| Co-branded mass market promo video to encourage sign ups around the world | ✓ | | | |
| Connection and kindness workshop for your leadership team (60 minutes) with free access to our 21 Days of a Calm & Peaceful Life digital program for workshop attendees** | ✓ | | | |
| Name & logo branding on 350 Adult Kindness Decks to share with organizations of your choice | ✓ | | | |

i ADDITIONAL DETAILS

*The digital campaign can be delivered to your team's inbox during the 31-day campaign, or we can provide the content to your leadership team to distribute internally (i.e., intranet). Once the campaign concludes, we promise not to send your team emails unless they opt-in to keep receiving wellness content from us throughout the year. This option will be given at the end of the campaign in the last email.

**This team building workshop is facilitated by one of our expert speakers after the Kindness Campaign ends. A highly interactive and engaging conversation that will help leaders reflect on how to create a culture of connection and kindness that positively impacts leaders and influences their team. Each leadership member will receive the 21 Days to Calm and Peaceful Life program following the session.

Pledge Your Support Today!