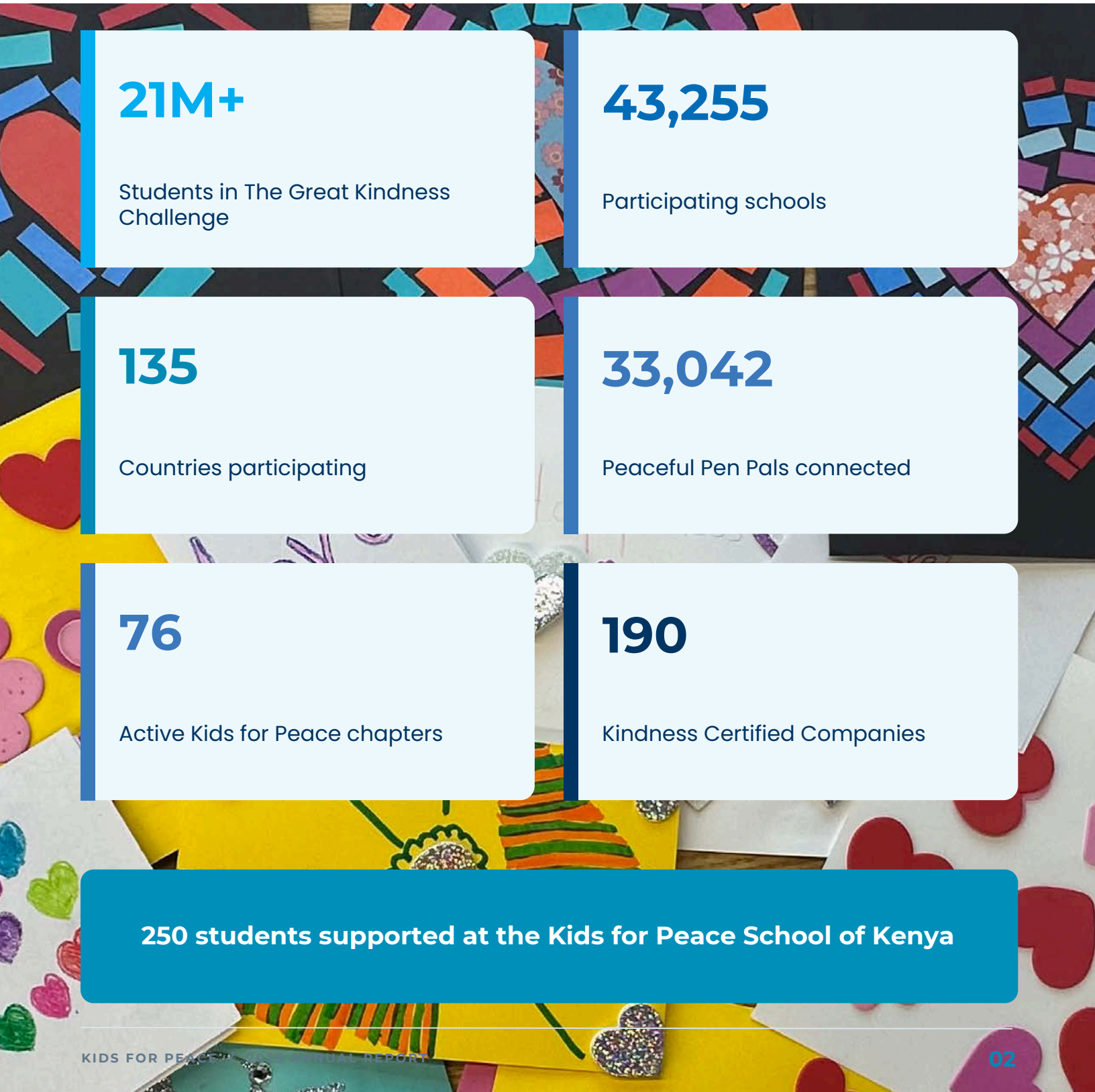
2025
ANNUAL REPORT



2025 IMPACT AT A GLANCE

Uplifting Our World Through Love & Action



21M+

Students in The Great Kindness Challenge

43,255

Participating schools

135

Countries participating

33,042

Peaceful Pen Pals connected

76

Active Kids for Peace chapters

190

Kindness Certified Companies

250 students supported at the Kids for Peace School of Kenya

ABOUT US

Our Mission & Vision



OUR MISSION

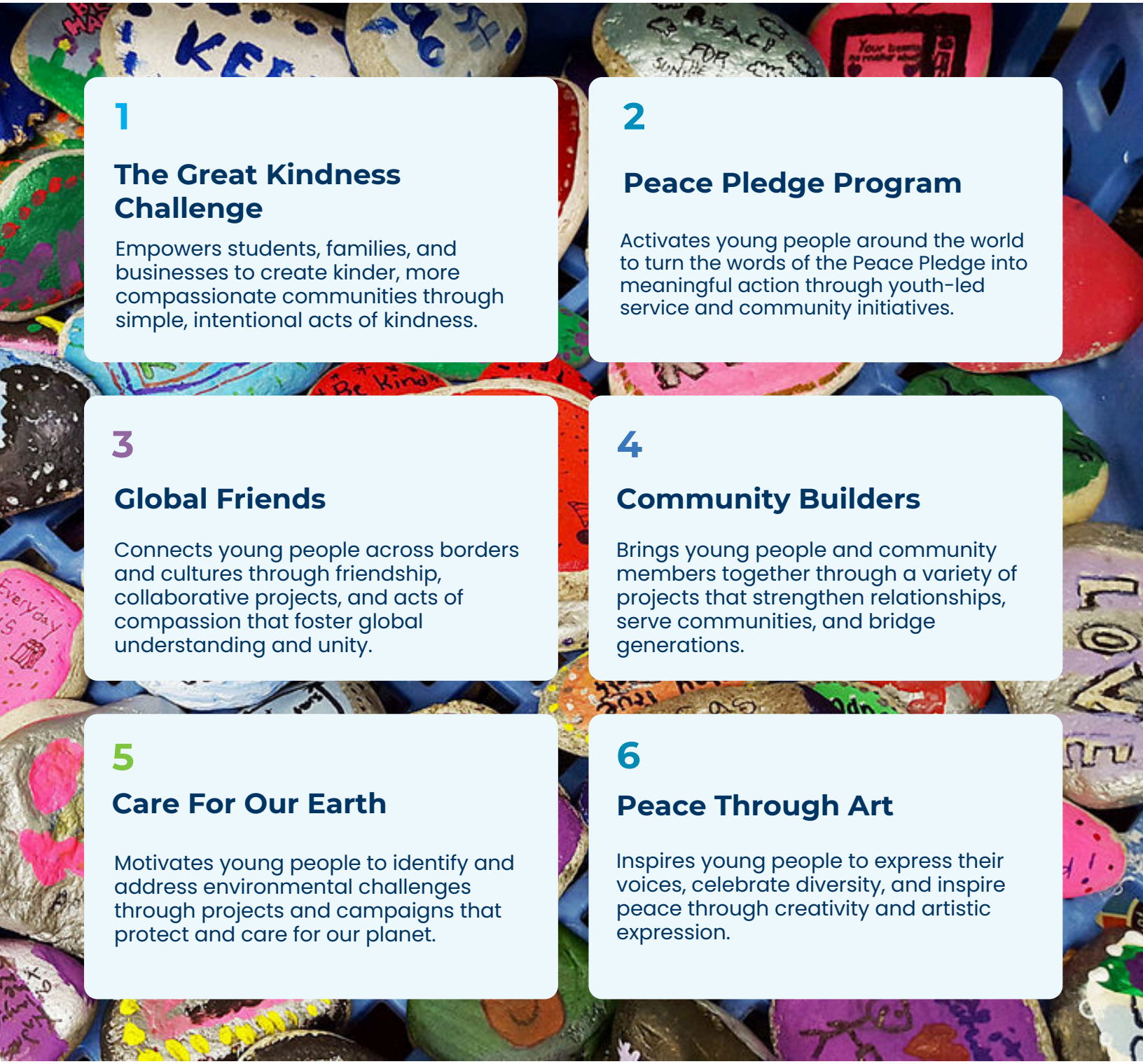
Empowering young people to create peace in their lives, communities and the world.

OUR VISION

Our vision is a safe and peaceful world where all people respect and care for each other and our planet. Kids for Peace serves as a model and inspiration for creating this reality with youth leading the way, not only for today, but for generations to come.

Six Programs. One Mission.

Each program offers a unique opportunity for young people to put their kindness and compassion into action.



1

The Great Kindness Challenge

Empowers students, families, and businesses to create kinder, more compassionate communities through simple, intentional acts of kindness.

2

Peace Pledge Program

Activates young people around the world to turn the words of the Peace Pledge into meaningful action through youth-led service and community initiatives.

3

Global Friends

Connects young people across borders and cultures through friendship, collaborative projects, and acts of compassion that foster global understanding and unity.

4

Community Builders

Brings young people and community members together through a variety of projects that strengthen relationships, serve communities, and bridge generations.

5

Care For Our Earth

Motivates young people to identify and address environmental challenges through projects and campaigns that protect and care for our planet.

6

Peace Through Art

Inspires young people to express their voices, celebrate diversity, and inspire peace through creativity and artistic expression.

PROGRAM SPOTLIGHT

The Great Kindness Challenge

A celebration of kindness led by students around the world.



21M+
STUDENTS

43K+
SCHOOLS

135
COUNTRIES

PROGRAM IMPACT

Each year, The Great Kindness Challenge inspires millions of students to discover the power of kindness. Beyond the kindness checklists and weeklong celebrations, something wonderful happens: children recognize that their everyday choices make a big difference.

PROGRAM SPOTLIGHT / SCHOOL VOICES

Kindness In Action

The Great Kindness Challenge impact at schools.



WHAT SCHOOLS REPORTED

81%
Positive change in kindness & empathy among students

72%
More positive school atmosphere

71%
More students showing kindness

“The kids realized that they had the power to show kindness.”

2025 School Survey Respondent

KINDNESS THAT CONTINUES

“There are still kids walking around complimenting others!”

2025 School Survey Respondent

Source: 2025 Great Kindness Challenge School Survey, 131 responses. Results reflect responding schools only.

The Great Kindness Challenge In Action





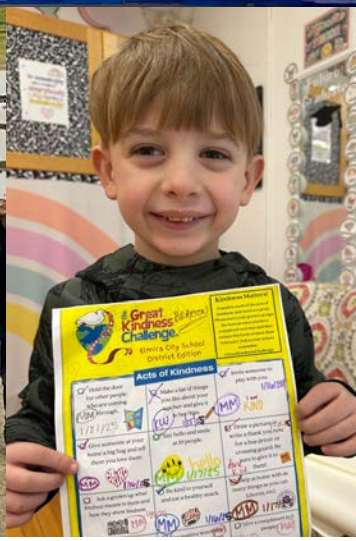













Be Kind


The Great Kindness Challenge



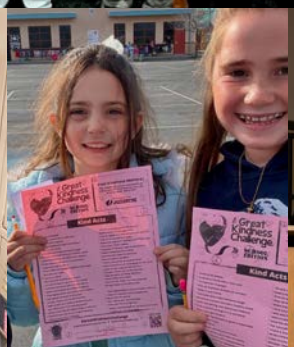

GREAT
CHALLENGE


Kindness Moves
Kindness Moves
Kindness Moves


KINDNESS

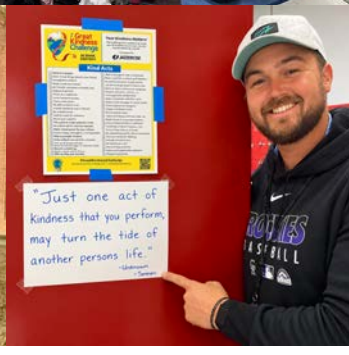







KINDNESS CERTIFIED SCHOOL


RIVERSIDE
ELEMENTARY SCHOOL
RIVERSIDE'S GREAT
KINDNESS CHALLENGE


"Just one act of kindness that you perform, may turn the tide of another persons life."

PROGRAM SPOTLIGHT

Peace Pledge Program

The Peace Pledge Program empowers young people around the world to put the words of the Peace Pledge into action through meaningful community service, compassion, and youth-led initiatives that build a more peaceful world.



6,948

YOUTH MEMBERS

76

CHAPTERS

107

COUNTRIES

PROGRAM IMPACT

Young peacebuilders took the lead in identifying needs, both locally and globally, and took action to address them. From disaster relief and environmental stewardship to supporting families and celebrating cultural diversity, youth demonstrated their ability to make a difference.

Through these experiences, they strengthened their voices, gained confidence, developed leadership skills, and discovered their power to create positive change in their communities and beyond.

Kids for Peace youth meet regularly to put the Peace Pledge into action, creating peace in their lives, communities, and the world.



"I pledge to use my words to speak in a kind way."

Fr. Sauer Academy Kids for Peace | San Francisco, California

Youth created a giving tree filled with messages of love & encouragement for one another.



"I pledge to help others as I go throughout my day."

Kind Hearts & Hands Kids for Peace | Encinitas, California

Members partnered with 92130 Cares to help feed local families experiencing food insecurity.



"I pledge to care for our earth with my healing heart and hands."

Global Network of Kids for Peace | Bamenda, Cameroon

Young people put environmental stewardship into action through tree planting, beekeeping and climate education.



"I pledge to respect people in each and every land"

ISUdD Kids for Peace | Dagupan, Philippines

Youth celebrated Buwan ng Wika, honoring Filipino identity and the country's rich linguistic diversity.



"I pledge to join together as we unite the big and small."

DCTO Kiran Foundation KfP | Karachi, Pakistan

DCTO Kiran Foundation KfP members spread kindness throughout their school community by writing heartfelt notes of appreciation and encouragement to teachers and peers.



"I pledge to do my part to create PEACE for one and all."

iSTEM Kids for Peace | Wake Forest, North Carolina

Youth created a kindness rock garden where visitors can take an uplifting message or leave one for someone else.

42 Chapters | United States

Young peacebuilders putting the Peace Pledge into action across the United States.

ARIZONA

Tucson

Kids for Peace Tucson

Leader: Haley Grow





CALIFORNIA

Aliso Viejo

Aliso Viejo Kids for Peace

Leader: Danika Elsayess | Co-leader: Nyra Elsayess

Carlsbad

Dolphin Kids for Peace

Leader: Tracey Hageman

Jefferson 5th grade Kids for Peace

Leader: Estella Doncouse

Jefferson Kids for Peace

Leader: Jessica Heath | Co-leader: Rae Merritt

Kids for Peace Magnolia Elementary

Leader: Sofi Bundy

Pacific Rim Kids for Peace

Leader: Richard Tubbs

Encinitas

Kind Hearts & Hands Kids for Peace

Leader: Renna Wolfe

Village Gate Academy Kids for Peace

Leader: Carol Chodroff

Oceanside

Kids for Peace BASE Programs

Leader: Corie Slali

San Diego

Kids for Peace Carmel Valley

Leader: Lena Delchad

Kids for Peace Point Loma

Leader: Audrey Van Alyea

CALIFORNIA (CONT.)

San Diego

Kids for Peace Southeast San Diego

Leader: Cynthia Gilliam

San Francisco

Father Sauer Academy Kids for Peace

Leader: Pia Crosby

Vista

Hidden Hill Kids for Peace

Leader: Asia Moore

CONNECTICUT

New Britain

Peace Talks w/ Homeschool Kids for Peace

Leader: Ashley Kie

FLORIDA

Apollo Beach

York Admirals Kids for Peace

Leader: Maureen Mulheran | Co-leader: Julie Doyle

GEORGIA

Decatur

ICS Kids for Peace

Leader: Charlotte Flores

ILLINOIS

Cicero

Wilson's Kind Kids for Peace

Leader: Anne-Marie Evans

42 Chapters | United States

Young peacebuilders putting the Peace Pledge into action across the United States.

INDIANA

Madison

Canaan Kids for Peace

Leader: Patty Lee | Co-leader: Lara Dempler

KANSAS

Shawnee

Lucy's Kids for Peace

Leader: Jill Chalfie | Co-leader: Bev Weber, Jamie Lehr

MASSACHUSETTS

Acton

Kaitlin's Kids for Peace

Leader: Kaitlin Nealon

MICHIGAN

Pinckney

Light of the World Academy Kids for Peace

Leader: Kathy Moorehouse

MINNESOTA

Edina

Edina Kids for Peace

Leader: Emily Przytarski

NEBRASKA

Omaha

Hitchcock Kind Club Kids for Peace

Leader: Sam Parks

NEVADA

North Las Vegas

UniquelyAusomee Kids for Peace

Leader: Constancia Buchannan

NEW MEXICO

White Rock

White Rock Kids for Peace

Leader: Erika Stupka

NEW YORK

South Huntington

LISG Kids for Peace

Leader: Dr. Sonja Aziz

NORTH CAROLINA

Durham

Imani Kids for Peace

Leader: Kim Ramsey White

Mooresville

Lake Norman Kids for Peace

Leader: Annie Ballweg

Wake Forest

Dandelion Collaborative Kids for Peace

Leader: Dalton Onorato

Wake Forest iSTEM Magnet Elementary Kids for Peace

Leader: Amanda Murtha

OHIO

Beachwood

YouthAbility Kids for Peace

Leader: Heidi Solomon

OREGON

Roseburg

Maple Corner Montessori Kids for Peace

Leader: Lauren Allred

PENNSYLVANIA

New Oxford

APTG Kids for Peace

Leader: Christine Callahan

Warren

Kids for Peace Making a Brighter Tomorrow

Leader: Bonnie Mattison

RHODE ISLAND

Newport

Champion Kids for Peace

Leader: Heather Hinckley

42 Chapters | United States

Young peacebuilders putting the Peace Pledge into action across the United States.

TEXAS

Austin

Miller's Kids for Peace

Leader: Elana Prukop | Co-leader: Ralph Miller

Richmond

La Prima Montessori Kids for Peace

Leader: Prachi Govecar | Co-leader: Eba Aami

The Foundations Montessori Kids for Peace

Leader: Sonali Patil

WASHINGTON

Tacoma

Tacoma Kids for Peace, Community and Love

Leader: Gabriela Mateo | Co-leader: Beverley Mateo

WYOMING

Casper

Southridge Elementary Kids for Peace

Leader: Kimberly Redmond



34 Chapters | International

Young peacebuilders putting the Peace Pledge into action around the world.

CAMBODIA

Sihanoukville

Kipina Preschool Sihanoukville Kids for Peace

Leader: Rebecca Manna-od

CAMEROON

Bamenda

Global Network of Kids for Peace Cameroon

Leader: Alex Gwanvalla

Kids for Peace Plant Clubs Bamenda

Leader: Amabel Fuh Lem

Buea

Social Rescue Kids for Peace

Leader: Botame Peter Ikome

CANADA

Sunderland

Kids for Peace Canada

Leader: Aria Baker | Co-leader: Kelly Baker

CHINA

Xiaogan

Xiaogan Yunmeng Kids for Peace

Leader: Min Feng | Co-leader: Dahong Yuan

INDIA

Bangalore

Vedanth Reddy Foundation Kids for Peace

Leader: Vedantha Kumar Reddy Kambham

Bhubaneswar

OGS Kids for Peace Bhubaneswar

Leader: Chandrima Chatterjee

Durgapur

ODM Durgapur Kids for Peace Ambassadors

Leader: Shiny Sakar | Co-leader: Sonia Chowdhury

Kanpur

The Chintels School Peace Pledge Program Kids for Peace

Leader: Yashika Sinha | Co-leader: Smita Dhawan

Kota

Rural Kids Kota Kids for Peace

Leader: Jambu Jain | Co-leader: Suman Jain

Patia

Kids for Peace ODM Senior Group

Leader: Chandni Singh | Co-leader: Satyajit Mohapatra

ODM Patia Kids for Peace

Leader: Manisha Sharma | Co-leader: Pooja Mohanty

Ranchi

OSGS Kids for Peace

Leader: Neha Das | Co-leader: Rashmi Kumari

INDIA (CONT.)

Visakhapatnam

Sri Prakash Vidyaniketan Kids for Peace

Leader: Chitturi Vasu Prakash

IRAQ

Erbil

Iraq Kids for Peace

Leader: Bakr Bahramand | Co-leader: Zrwang Amin, Zanyar Omar Aljaf

KENYA

Mbita

Annointed Vessels Christian School Kids for Peace

Leader: Jimmy Carter Owuato | Co-leader: Edith Akinyi Oulo

Mikei

Kids for Peace School of Kenya

Leader: Edward Kabaka

LIBERIA

Monrovia

Kids for Peace Liberia

Leader: Robert Gboluma

Paynesville

Montserrado Kids for Peace

Leader: Simeon Workar | Co-leader: Benedict Quiwon

34 Chapters | International

Young peacebuilders putting the Peace Pledge into action around the world.

MAURITIUS

Black River

Kids for Peace Mauritius - Anges du Soleil

Leader: Anne Groussac | Co-leader: Gaëlle Ramalingum

PAKISTAN

Johi

Integrated Support Network Kids for Peace Pakistan

Leader: Parwez Ali Bahoto

Karachi

DCTO Kiran Foundation Kids for Peace

Leader: Tooba Ashraf Ali Khan

Quetta

Quetta Kids for Peace

Leader: Atta ul Haq Khaderzai

PHILIPPINES

Dagupan

ISUdD Kids for Peace

Leader: Dr. Feliza Arzadon-Sua | Co-leader: Niki Sua

UGANDA

Kampala

GES Junior Boarding School Kids for Peace

Leader: Barbara Nakakawa | Co-leader: Lilian Nanyonjo

GES Junior Day School Kids for Peace

Leader: Barbara Nakakawa | Co-leader: Lilian Nanyonjo

GES Junior School Gulu Campus Kids for Peace

Leader: Barbara Nakakawa | Co-leader: Lilian Nanyonjo

GES Scooby International School Kids for Peace

Leader: Barbara Nakakawa | Co-leader: Lilian Nanyonjo

GES St. Andrew Kaggwa High School Bujjuko Kids for Peace

Leader: Barbara Nakakawa | Co-leader: Lilian Nanyonjo

GES St. Andrew Kaggwa High School Kawaala Kids for Peace

Leader: Barbara Nakakawa | Co-leader: Lilian Nanyonjo

Remnant Christian Junior School Kids for Peace

Leader: Lawrence Hope Ssemaganda

Lira City

Child Opportunity Uganda Kids for Peace

Leader: Beatrice Akelo

ZAMBIA

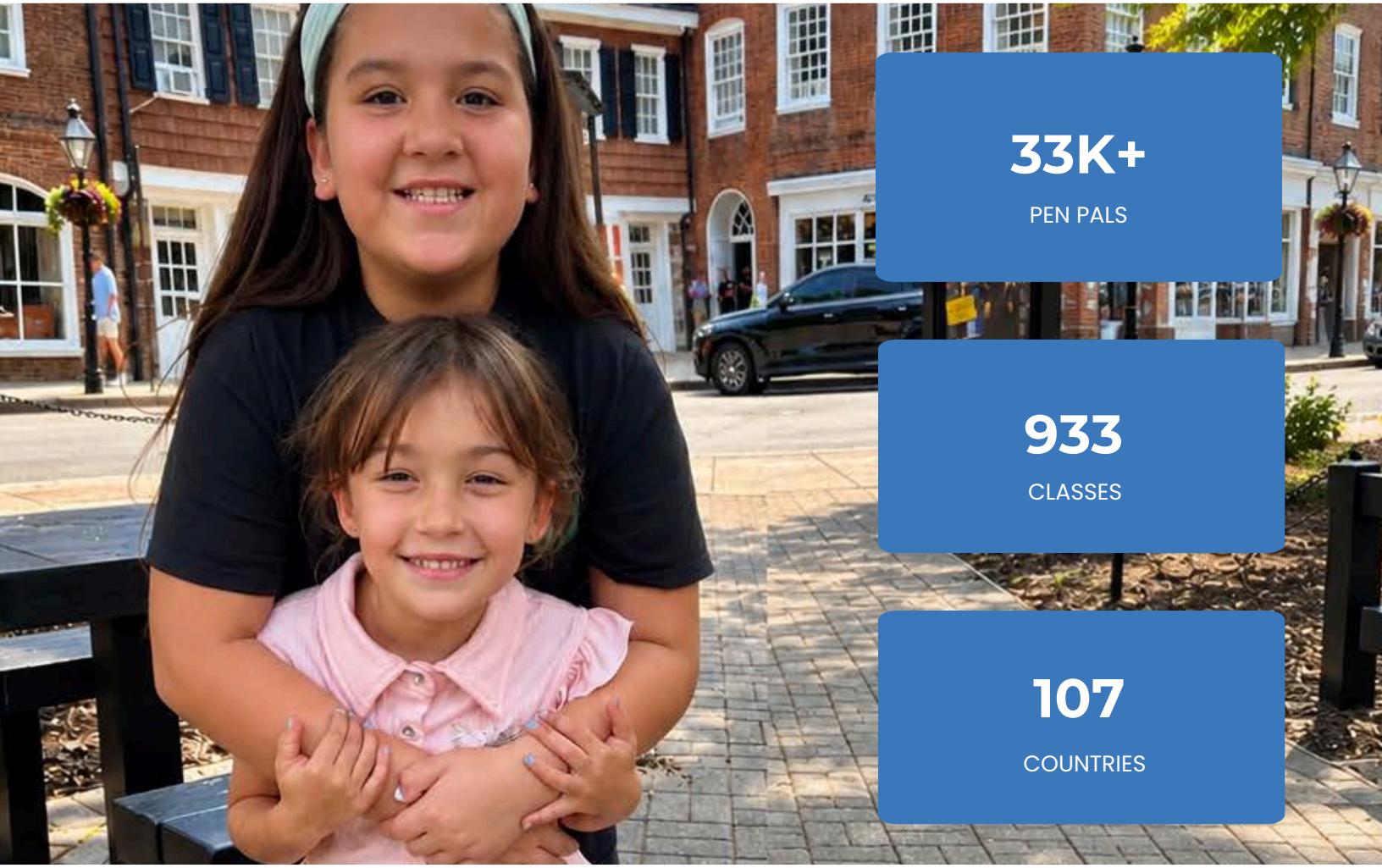
Ndola

Pamodzi Zambia Kids for Peace

Leader: Geoff Mulenga | Co-leader: Margaret Mukupa

Peaceful Pen Pals

The Peaceful Pen Pals Project connects young people around the world through heartfelt letter writing, fostering meaningful friendships, cultural understanding, empathy, and a shared commitment to creating a more peaceful world.



PROGRAM IMPACT

Since launching in 2020, the Peaceful Pen Pals Project has helped thousands of children discover that friendship knows no borders. Through the simple act of exchanging letters, young people are building meaningful connections that extend far beyond the page.

One of those friendships came to life when Esme traveled from California to Pennsylvania to meet her pen pal Gabriella (both pictured together above) for the very first time! Their joyful reunion is a beautiful reminder of how a simple letter can spark a lasting friendship.

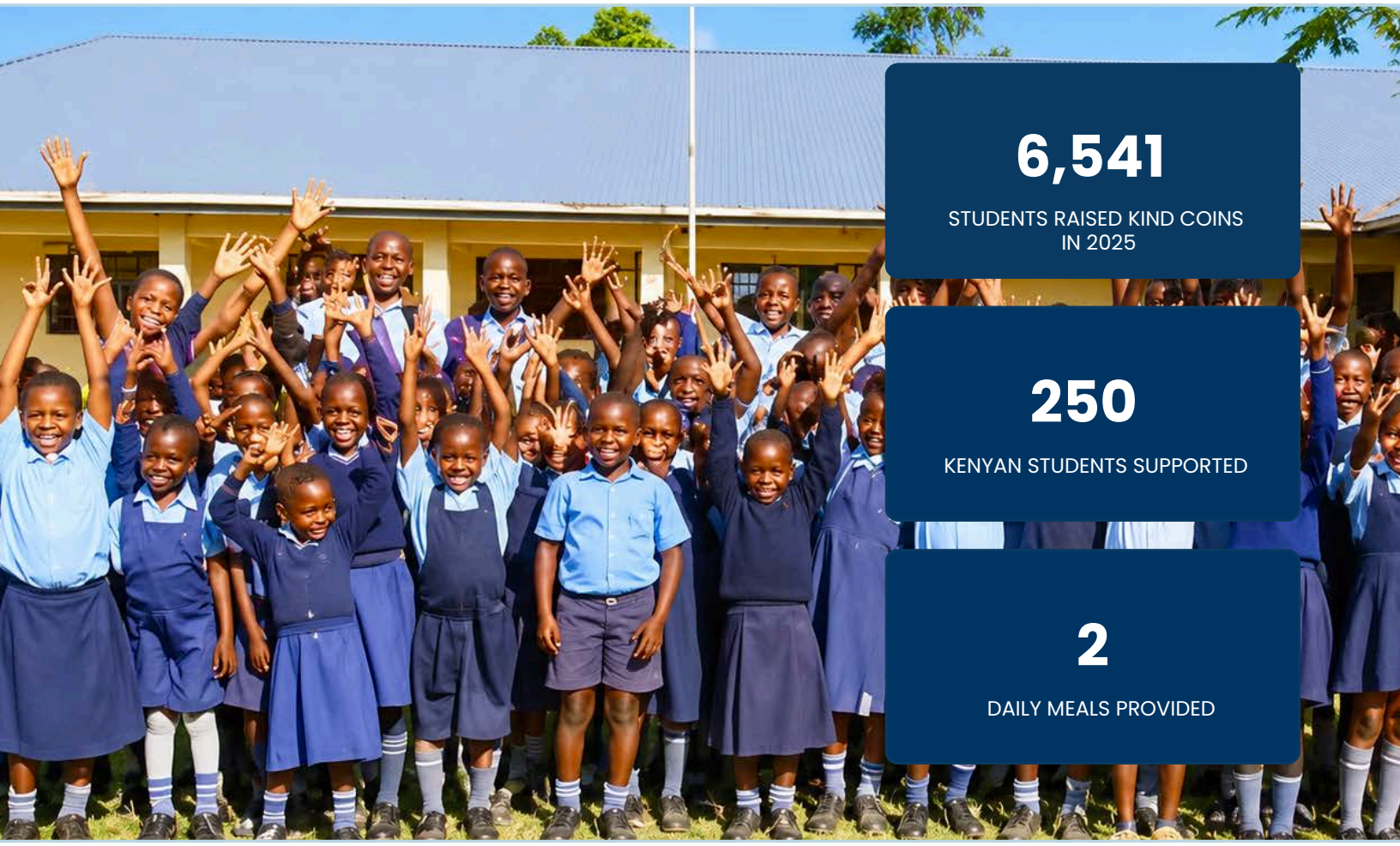
Peaceful Pen Pals: Peace Together

Beyond traditional letter writing, Peaceful Pen Pals were invited to collaborate on a shared symbol of peace. Each pen pal decorated one half of a peace sign with the connected peace symbols illustrating that we must unite to create lasting peace.



Kind Coins For Kenyan Kids

A unifying global service project



PROGRAM IMPACT

250 children at the Kids for Peace School of Kenya received tuition support, school uniforms, and breakfast and lunch every school day. It all began when thousands of students collected Kind Coins to build the school from the ground up in 2016. Today, young people continue raising kind coins to help support their Kenyan friends — proving that small contributions, multiplied by thousands, can change lives.

One American school celebrated ten years of participating in the Kind Coins Campaign by raising more than $1,000 to sponsor 17 Kenyan children. Photographs of the sponsored children are displayed at their school offering a daily reminder that small acts of kindness can make a lasting difference.

Grandfriends Kindness Project

An intergenerational project for youth and seniors to come together, connect and complete fun acts of kindness.



MONTHLY
GATHERINGS

ALL AGES
CONNECTED

HANDS-ON
KINDNESS PROJECTS

The Grandfriends Kindness Project continued bringing youth and esteemed elders together through monthly gatherings filled with creativity and connection. From planting succulents and exploring cultural traditions to creating peace artwork and heartfelt messages for schools affected by the LA fires, participants shared experiences, spread kindness, and built friendships across generations.







Love for LA

When wildfires devastated Los Angeles communities, students across the country came together to send comfort, care, and a powerful message: We care.



COMPASSION IN ACTION

In response to the devastating Los Angeles wildfires, thousands of students from 211 schools in 33 states turned compassion into action. Together, they collected 40,797 pairs of socks and wrote more than 13,000 heartfelt messages for students and families impacted by the fires.

Kids for Peace personally delivered these gifts to affected LA schools and provided $7,464.68 in financial support—reminding students that even from miles away, their kindness provided much-needed comfort and love.

WATCH THE STORY

Love for LA Photos













Peace Through Art

In 2025, Kids for Peace empowered young people to express and inspire peace through art with two creative initiatives: Spark Peace, a visual and performing arts showcase, and the launch of Project UNITE!, featuring its first two workshops, Understand and Nurture.



Spark Peace

Expressing peace through the arts

In partnership with Creative Visions' Students Rebuild, youth brought lines of the Peace Pledge to life through drawings, music, poetry, mosaics, film, and other creative expressions.



Project UNITE!

Celebrating what makes us unique

Project UNITE! brought students together through creative expression and hands-on art workshops, encouraging them to celebrate their unique qualities, build meaningful relationships, and discover how our differences can unite us.

SPECIAL EVENTS FEATURE

2025 Peace Hero Gala

Celebrating Peace. Empowering the Next Generation.



HONORING PEACE HERO ABBY WAMBACH

The 2025 Peace Hero Gala honored soccer superstar Abby Wambach and raised funds to support our important mission. This dynamic night was filled with heartfelt moments moments, community spirit and joyful celebration.

WATCH 2025 IMPACT VIDEO







SPECIAL EVENTS FEATURE

PeaceFest

Our first inaugural family-friendly music, art, and service festival



1,500+
EVENT ATTENDEES

36
CREATIVE ART & SERVICE STATIONS

11
LIVE BANDS

Kids for Peace hosted our inaugural PeaceFest, bringing approximately 1,500 people together on the International Day of Peace. This joyful celebration of music, art and service united our community, sparked creativity, and reminded us of the power we share to create a kinder, more peaceful world.

SPECIAL EVENTS FEATURE

PeaceFest In Action



















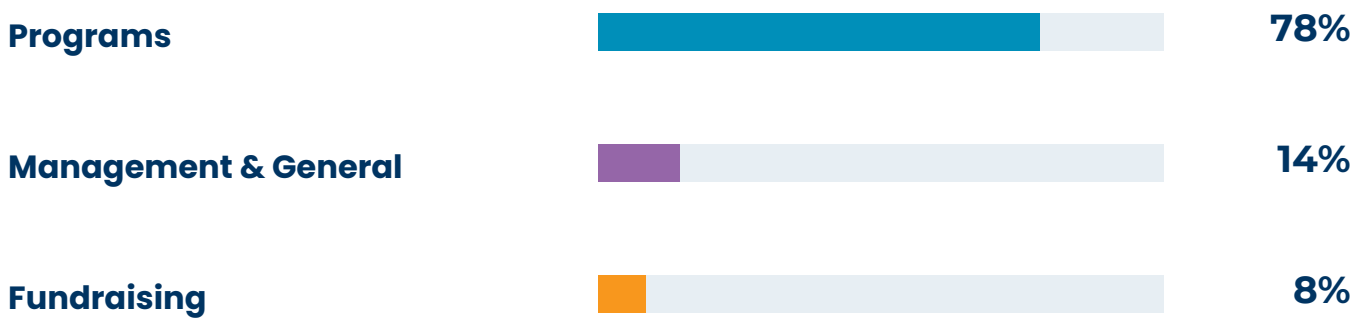
FINANCIAL STEWARDSHIP

Your Generosity in Action

Responsible stewardship helps young people turn kindness and compassion into action.

$488,348	$398,581	$40,120
TOTAL REVENUE	TOTAL EXPENSES	YEAR-END NET ASSETS

HOW FUNDS WERE INVESTED



78 cents of every dollar spent directly supported our programs.

WHERE SUPPORT CAME FROM

Contributions & Grants	$402,655	82.5%
Net Fundraising Events	$77,056	15.8%
Merchandise & Other Revenue	$8,637	1.7%

Financial figures reflect the fiscal year ending June 30, 2025. Program stories reflect calendar year 2025.

Kindness Certified Companies



190
CERTIFIED COMPANIES

MONTHLY MEET-UPS
& QUARTERLY MIXERS

190 Kindness Certified Companies supported Kids for Peace programs while championing kindness in business. Through monthly meet-ups, quarterly mixers, and collaborative initiatives, business leaders built meaningful connections and helped propel our mission forward.

Being a KCC member means you net-weave (their word for network). You build business relationships from the foundation of kindness. I feel supported and seen thus the other KCC businesses are out to help me succeed and I want to (don't feel I have to) do the same for them.

KCC Member | Best-Selling Author

GKC Presenting Sponsor

JAZZERCISE®









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Carlsbad Charitable Foundation

STUDIO ACE

CAUSE SAN DIEGO

100 Woman's Club of Carlsbad

make kindness the norm. randomactsofkindness.org

AGUA HEDIONDA LAGOON FOUNDATION

CCCF Carlsbad Chamber Community Foundation

SAN DIEGO FAMILY MEDIATION CENTER

SAN DIEGO YOUTH SERVICES Building futures for over 50 years

LIVE WELL SAN DIEGO

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Southard COMMUNICATIONS

DESIGN for CHANGE USA

CHARACTER COUNTS!

Mc Graw Hill

Tariq Khamisa FOUNDATION

the be kind people project

NSCC National School Climate Center

Buddhist Tzu Chi Education Foundation

PÁSALO A'LANTE

WORLD KINDNESS MOVEMENT

channel kindness A Project of Born This Way Foundation

lifevest inside

IN A PERFECT WORLD

The People Behind the Mission

Celebrating the people whose dedication, generosity, and kindness bring our mission to life.



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Co-Founder

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Meg Jansen
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Evianna Allen
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Shea Smith
Ava Sweasy
Omar Tabet
Logan Thomas
Jade Ukegawa
Sofia Vallone
John White
Juliana Yakuta
Morgan Yang



THANK YOU!

Your kindness matters.

Thank you to the young people, educators, volunteers, donors, and partners who made 2025 extraordinary. Together, we continue empowering youth to put their kindness and compassion into action and create lasting change.

KidsForPeaceGlobal.org