

2024 - 2025 Great Kindness Challenge

# Partnership Opportunities



The **Great Kindness Challenge**







Kindness is a necessity, not just a nicety. It must be taught, practiced and remain intentional. Kindness stands as a potent remedy for many of the societal challenges we encounter today. Whether we're mitigating the long-lasting and detrimental impacts of the COVID-19 pandemic or tackling the widespread issue of loneliness and anxiety among our youth, cultivating a culture grounded in kindness, compassion, and interpersonal connections is more crucial than ever.

With our yearly, expansive, well-organized and immersive kindness week, we enhance students' social and emotional well-being while fostering avenues for meaningful connections. We are instilling hope and spreading joy throughout schools and communities.





# Our Approach & Success



## SCHOOLS LOVE IT & NEED IT

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

## IT'S EVIDENCE-BASED

The Great Kindness Challenge works! Through our program impact evaluation and reputable kindness research, the evidence shows a significant improvement in school climate, increase in student happiness and strengthened peer-to-peer relationships.

## IT'S POWERED BY KIDS IN ACTION

The Great Kindness Challenge is student-driven, action-based and inclusive. Like no other program, EVERY single student has the opportunity to actively participate in creating a kinder culture at their school, home and community.

## TEACHABLE & HABIT FORMING

Educators love how simple it is to teach kindness using our turnkey Great Kindness Challenge tools. With our provided kindness checklist in hand, students are challenged to complete as many kind acts as possible. By consistently performing acts of kindness, the brain can undergo a rewiring process, turning kindness into a habitual behavior.

## The Great Kindness Challenge Impact

Over 20 million  
students

20,329,103



Over 41 thousand  
schools

41,103



Over 1 billion  
acts of kindness

1,016,455,150



Over 110  
countries

115





# The Media Loves Kids & Kindness!

Year after year, The Great Kindness Challenge enjoys robust media attention. From local news to national networks, magazines to newspapers, the media loves to showcase the power of kindness in action.



501(c)(3) nonprofit organization #26-1564351

**FamilyFun**

edutopia



**Good Housekeeping**





# Who Are We?

## We are a global youth empowerment organization.

Founded in 2006, we are a 501(c)3 nonprofit organization that is building a worldwide community of kind, compassionate and empowered young people.

## We are the pioneer of kindness education in schools.

We introduced the very first structured kindness program to schools. In 2011, with bullying on the rise, we recognized a need to create safer and kinder schools. With students' input, the innovative idea of a challenge emerged, providing every single student an opportunity to co-create a culture of kindness at their school.

## We have the credibility and trust of the education industry.

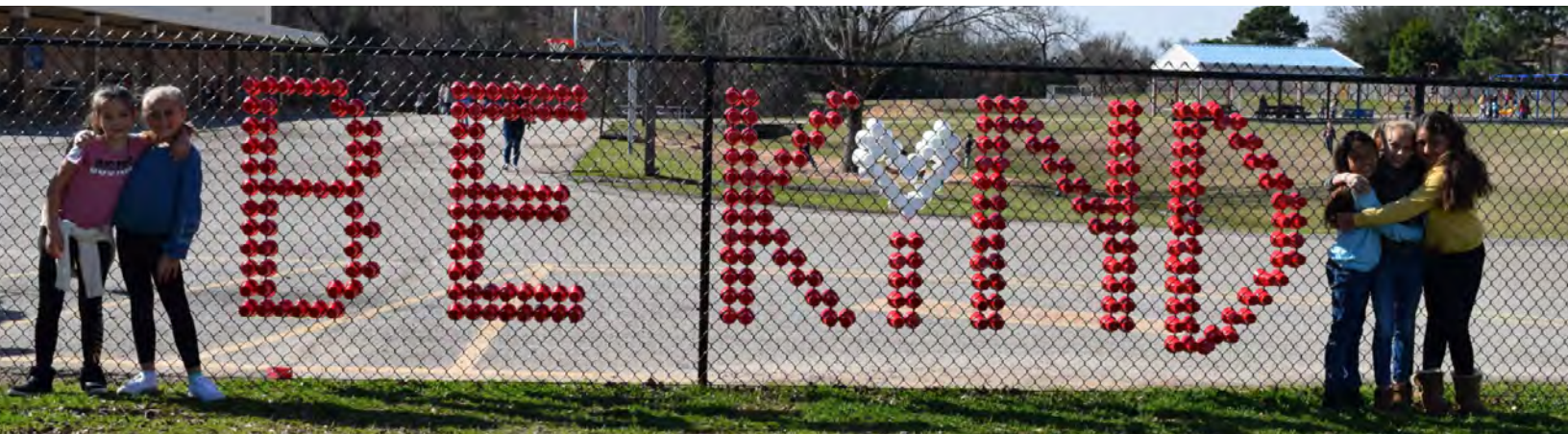
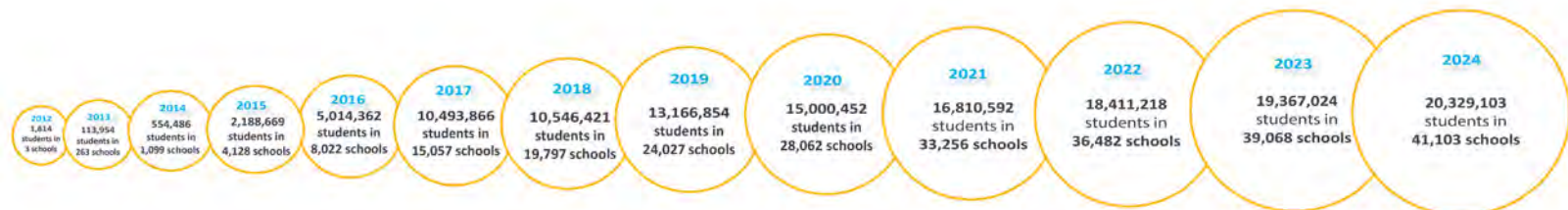


Through our steadfast commitment, contagious enthusiasm and consistency in providing valued resources, we have become a trusted source for educators worldwide.

Recognizing the importance and power of our program, The California Department of Education has officially endorsed The Great Kindness Challenge and has actively promoted it for the past six years.

## We ignited a kindness movement that's 20 million students & 82,000+ adult volunteers strong.

Real change happens in movements. Our goal is to transform the world through kindness by bringing The Great Kindness Challenge to all 120K US schools and every country around the globe.



# Why Partner With Us?

No matter how big or small, we'll work with your business to create a strategic partnership that reflects your interests and strategy while uniting the world through kindness.



## Positive Branding

Connect your brand with our established kindness movement that has swept across the nation, around the world and shows no signs of stopping! Reinforce the fact that you support kids and value kindness. It's as simple as that!

## Paramount Reach

The Great Kindness Challenge presents a unique opportunity to promote your brand directly to 20 million students and their families. We engage more youth than the Boy Scouts and Girl Scouts combined!

The Great Kindness Challenge generates worldwide exposure and is annually featured in national and regional [media](#), including Good Morning America!

## Powerful Influence

85% of surveyed schools reported they perceive our sponsors more favorably because of the sponsors' support of The Great Kindness Challenge.

79% of surveyed schools stated they are more likely to purchase products or services from a brand that sponsors The Great Kindness Challenge.

## Priceless Employee Engagement

Uplift and inspire your employees through a multitude of volunteer opportunities, directly impacting kids and creating kinder communities.



# Partnership Examples



## CORPORATE SUPPORT

Dignity Health's motto is "Human Kindness Heals". As a multi-year strategic partner and the presenting sponsor of the GKC, they provided financial support in exchange for unprecedented brand exposure, employee engagement and additional co-branded projects, showcasing to their stakeholders their commitment to fulfilling their mission. A true win-win!



## CORPORATE MATCH

In 2018, more than 80,000 students raised funds to build playgrounds in hurricane affected communities. Hasbro, through its BE FEARLESS BE KIND philanthropic initiative, matched \$100,000 of the funds raised to ensure all playgrounds could become a reality. That's the way to walk the talk and affiliate your brand with pure grassroots goodness!



## GIFTS IN KIND

KIND Snacks provided a KIND bar for every student who participated in our campaign to set a Guinness World Record for the most Kind-Hearted Handprints. We succeeded and 180,000+ students enjoyed the yummy KIND bars. What a great way to award kindness and create a kinder healthier world!



## JOINT PROGRAMING

Together with the Toy Foundation, we launched a peer-to-peer giving program, The Great Toy Giveaway. Nearly 14k donated toys were lovingly distributed to kids in need at children's hospitals, homeless shelters, military bases, foster care facilities and more. That's how you play it forward!

# Partnership Examples Cont'd



## EMPLOYEE ENGAGEMENT

With hands-on volunteer projects, employee fundraising, co-hosted events and even a customized company-wide kindness challenge, ViaSat has been our esteemed partner for the last 7 years - truly being part of the community and connecting their employees to the causes they care about.

## COMMUNITY OUTREACH

Caring for students' social and emotional well-being, McGraw Hill Education has tapped into their community of educators to promote the GKC. They have co-hosted webinars, created videos, written articles and organized twitter chats - clearly demonstrating their commitment to the whole child.



## CAUSE MARKETING

With a perfectly aligned message, we promoted the delightful "What Does It Mean To Be Kind" book. In exchange, Little Pickle Press donated a percentage of sales. Additionally, all GKC program participants received a free e-book! We love facilitating a targeted promotion that benefits our audience and makes our world a better place!

## MEDIA SUPPORT

Southard Communications, our PR partner, has helped amplify our impact by executing a successful media plan. When they secured an extraordinary week-long coverage on Good Morning America, we knew we were in the best hands. With their pro-bono work and big hearts, media miracles happen!



# Our 2024 Partnership with OOLY

*"We love our partnership with Kids for Peace and their Great Kindness Challenge! Their small but mighty team leads with love and is wonderful to work with.*

*I'm very happy to say that we've received lots of new brand exposure, increasing our presence both locally and nationally.*

*We are honored to support such a great cause!"*

Carol Pankiw, OOLY Founder & CEO



OOLY logo on checklist used by 20 million students



OOLY logo featured during GKC kick-off rallies by participating schools



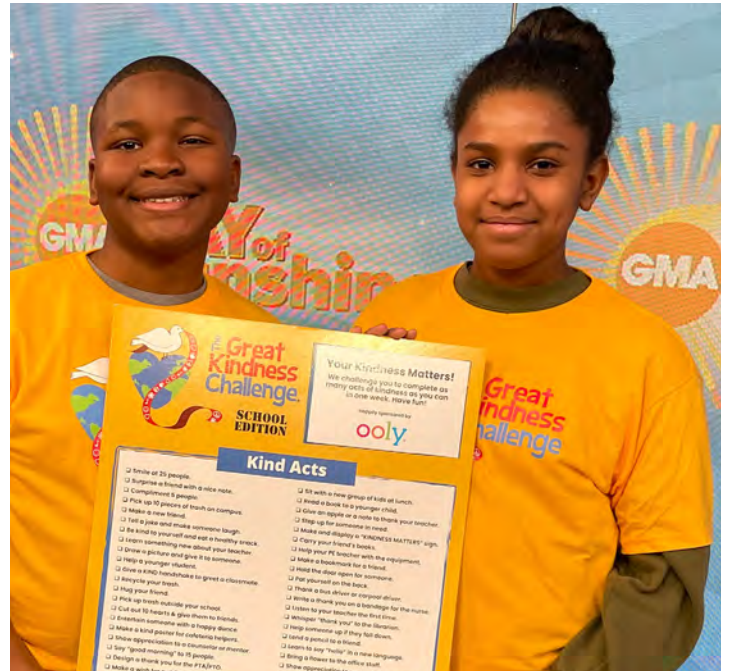
OOLY products used to create a KINDNESS MATTERS landmark in Carlsbad



# Our 2024 Partnership with OOLY Cont'd



Received great local media exposure



Featured on GMA with OOLY product placement



Activated the GKC theme with "Create Kindness Caps" social media campaign



# Our 2024 Partnership with OOLY Cont'd



Kids for Peace hosted an interactive Kindness Station at OOLY's annual Warehouse Sale event



Product placement in the official GKC Kick-Off Video available to 41,000 schools



Hosted OOLY Kindness Stations during the GKC week



Showcased OOLY products at local community events



OOLY employees created a giant chalk art for the GKC Kick-Off Video



# 2024-2025 Partnership Opportunities



## **2024 - 2025 Theme: Kindness Moves**

This year's theme is KINDNESS MOVES and there are endless ways your company can be part of this compelling theme. We will joyfully customize a plan for your team to support our schools and uplift our communities. Together, let's MOVE everyone towards KINDNESS!

## **2025 Great Kindness Challenge Kick-Off Event**

To build upon the success of the 2024 kick-off event, we will host another spectacular community-wide event to kick off the 2025 Great Kindness Challenge. Details to be determined.





# The Great Kindness Challenge®

## 2024-2025 Partner Benefits

	Presenting Partner \$100,000	Diamond Partner \$75,000	Platinum Partner \$50,000	Gold Partner \$25,000	Silver Partner \$10,000
Logo featured on the Great Kindness Challenge School Edition checklist actively used by 20 million+ students	✓				
Logo placed on the Save the Date postcard available to 41,000+ schools	✓				
Logo featured on the Great Kindness Challenge posters available to 41,000+ schools	✓				
Customized company Kindness Challenge & specialized volunteer opportunities	✓	✓			
Logo featured on the GKC website landing page	✓	✓			
In-app advertisement on the Great Kindness Challenge checklist app landing page	✓	✓			
Logo featured on the cover of the GKC toolkit, utilized by 41,000+ schools	✓	✓	✓		
Recognition in all press releases, media alerts, and other publicity materials	✓	✓	✓		
Logo on promotional flyer available to all participating schools, students, and their families	✓	✓	✓	✓	
Logo displayed at industry conferences and special events	✓	✓	✓	✓	
Acknowledgement in our GKC newsletters	✓	✓	✓	✓	
Booth or table at our GKC Community Kickoff Event in Carlsbad, CA	✓	✓	✓	✓	✓
Logo on Sponsors' page of GKC & Kids for Peace websites	✓	✓	✓	✓	✓
Logo featured in the Sponsors' section of the GKC toolkit, utilized by 41,000+ schools	✓	✓	✓	✓	✓
Social media recognition on Facebook, Twitter, and Instagram	✓	✓	✓	✓	✓
Recognition as a <a href="#">Kindness Certified Company</a>	✓	✓	✓	✓	✓





# The Great Kindness Challenge®

We would be honored to join forces with you to create a culture of kindness and compassion in homes, schools, communities, and the world!

To express an interest in sponsorship, please contact:

**Jill McManigal**

Co-Founder and Executive Director

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