



KINDNESS WORLDWIDE



KINDNESS WEEK

NOVEMBER
9-16, 2024

a community collaboration

SPONSORSHIP DETAILS

Be a part of the movement...

HOW IT BEGAN

A young woman traveled 2.6 miles to return a wallet to its owner at the precise moment he realized it was lost. This act of kindness inspired him to “pay it forward” in a heartwarming story that will inspire us all. All are invited to write its subsequent chapters in supporting the ideals of Kindness Worldwide and its core initiative “Kindness Week!”

VISION & MISSION

We aspire to create a culture of kindness in communities throughout the world by encouraging good deeds to celebrate and improve our communities and spread the joy of kindness to all.

YOUR OPPORTUNITY

Community-minded businesses and individuals have a unique opportunity to lead by example in reinforcing the ideals of Kindness Worldwide through charitable giving and organized participation in acts of kindness and service. Sponsorship donations endow a Kindness Legacy and potentially support countless community causes including:

- Hunger Relief
- Homelessness
- Community Health
- Animal Welfare
- Arts & Culture
- Literacy & *more!*



SPONSORSHIP LEVELS

Contact Us

\$26,000 (\$10,000 per mile)

\$13,000 (\$5,000 per mile)

\$6,500 (\$2,500 per mile)

\$2,600 (\$1,000 per mile)

Donation

TEMPLAR OF KINDNESS

EXEMPLAR OF KINDNESS

PRECEPTOR OF KINDNESS

COMPASSIONATE COMMUNITY LEADER

NURTURING NEIGHBOR

HEARTFELT CONTRIBUTOR

EXEMPLAR OF KINDNESS

Be a leader and representative model as a visible community benefactor of Kindness.

- Prominent recognition and logo display on KindnessWorldwide.org with link to company website
- Prominent recognition on social platforms with dedicated minimum monthly “shout outs”
- Ability to post your company’s own “kindness stories” and means of showcasing kindness monthly on social platforms
- Maximum ability to customize sponsorship donation to optimize community impact
- Resources to self promote engagement through company’s own social and communications networks
- Opportunities for additional featured recognition at events, promotions, and media interview “shout outs”
- Frequent “likes” and supportive endorsements on company social networks



PRECEPTOR OF KINDNESS

Set the tone in teaching Kindness and guiding others through your supportive role in encouraging the best of humanity.

- Recognition and logo display on KindnessWorldwide.org with link to company website
- Recognition on social platforms with dedicated minimum bi-monthly “shout outs”
- Ability to post your company’s own “kindness stories” and means of showcasing kindness bi-monthly on social platforms
- Ability to customize sponsorship donation for maximum community impact
- Resources to self promote engagement through company’s own social and communications networks
- Opportunities for prominent recognition at events and promotions
- Periodic “likes” and supportive endorsements on company social networks



COMPASSIONATE COMMUNITY LEADER

Foster a caring community as a notable advocate for empathy, compassion, and embracing Kindness in all walks of life.

- Recognition and logo display on KindnessWorldwide.org
- Recognition on social platforms with dedicated minimum quarterly “shout outs”
- Ability to post your company’s own “kindness stories” and means of showcasing kindness quarterly on social platforms
- Resources to self promote engagement through company’s own social and communications networks
- Opportunities for recognition at events and promotions
- Intermittent “likes” and supportive endorsements on company social networks

NURTURING NEIGHBOR

Demonstrate the nurturing spirit of Kindness as an advocate of selfless service to community and others.

- Name listing on KindnessWorldwide.org
 - Recognition on social platforms with dedicated minimum semi-annual “shout outs”
 - Ability to post your company’s own “kindness stories” and means of showcasing kindness semi-annually on social platforms
 - Resources to self promote engagement through company’s own social and communications networks
 - Occasional “likes” and supportive endorsements on company’s social networks
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HEARTFELT CONTRIBUTOR

Embrace the spirit of Kindness through your heartfelt support and noble heart. Your caring contribution makes a meaningful impact and demonstrates that even the smallest of donations are often made by those with the largest of hearts.

- The importance of ALL community-minded individuals and businesses cannot be overstated and will be acknowledged in a meaningful way TBD

KINDNESS co ∞ tails

Inspired by an act of kindness Good Friday morning 2023 and events that followed it, “Kindness Co-Tails” is a uniquely innovative Donor Advised Fund (DAF) that endows a Kindness Legacy for the perpetual benefit of our communities.

KINDNESS **Co∞Tails** are the profound broader positive implications that one simple act of kindness can achieve that often are unfathomable initially, much like a butterfly effect. “Co” implies joint; mutual; common. It’s also the first two letters of the word, “Community.” “Tail” is the literal reference to the hindmost appendage of a dog or pet companion, which wags as an expression of joy and happiness. “Tail” can also be a twist on the word “tale”, which refers to an imaginative narrative of an event or story - in this instance, a fascinating one. What began innocently enough to acknowledge a Good Samaritan in a more meaningful way subsequently evolved into an adventure of a lifetime – full of countless coincidences, amazing plot twists, and palpable proof that “pets are the glue that bond people and communities together.” Hence the name, “**Kindness Co∞Tails.**”

Many may have their own story, like this one, in which an act of kindness may have touched their lives in a profound way. **Kindness Co∞Tails** serves as an ongoing reminder that an act of kindness can endure forever through its perpetual legacy. While a portion of monies will remain within the DAF to endow a “Kindness Legacy”, distributions of principal can be made to any 501(c)(3) organization throughout the country. This flexibility is attractive to any community-minded sponsor since it affords a customized approach to how sponsorship monies can be applied for the benefit of practically any and all charitable causes in their reach.

Kindness Co∞Tails was designed in the spirit of fostering a culture of kindness in communities. Funding Kindness, including programs and academic curriculums like those provided by the global nonprofit Life Vest Inside, is its core objective. Monies may also be used to support organizations that feature kindness as key to their mission, or causes that foster kinder, safer, and more vibrant communities

LIFE VEST INSIDE

Founded by Orly Wahba, a central figure in the World Kindness Movement renowned for her efforts to promote kindness and positivity, Life Vest Inside is a global non-profit organization dedicated to inspiring, empowering and educating people of all backgrounds to lead a life of kindness.

Among the many great works and initiatives of Life Vest Inside are its efforts centered upon children, such as through its “Dance for Kindness” Worldwide Flash Mob, Project Hope Exchange, and in particular its [Kindness Curriculum](#). The Kindness Curriculum brings kindness to the classroom in a manner intentionally aligned with Common Core State Standards (CCSS) and Bloom’s Taxonomy to promote kindness, tolerance, and social interaction to our children.

Additional resources and information are available at [Life Vest Inside](#).



“Real change begins with one person, and one act, at a time. The events of Good Friday morning, 2023, were a catalyst for me to ‘look in the mirror.’ I can be better, and am trying to do my part. The truth is, we all can do better in our own ways. I welcome you to ‘enter the arena’ with me in this shared community collaboration to make our community, state, country, and broader world a better place.”

– Kevin Smith, Founder *Kindness Worldwide*

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly... who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.”

– Teddy Roosevelt

To engage as a sponsor or make a donation contact us at info@kindnessworldwide.org



www.kindnessworldwide.org

FIND US ON SOCIAL MEDIA!



#KindnessWorldwide

“Be the reason someone believes in the goodness of people.”

– KAREN SALMANSOHN

