

# JUST BE KIND<sup>®</sup>

**Just Be Kind<sup>®</sup>** is the initiative that can make kindness an overriding, embedded, and unifying national value in America.

## The Goal

The way we treat one another is worsening and something needs to change. The Just Be Kind campaign will increase awareness of kindness and lead to a change in behavior throughout our nation. This campaign will exemplify how kindness can go further than one individual and impact the lives of citizens through efforts in businesses, schools, and communities.

Just Be Kind will mobilize corporations and celebrities as sponsors and supporters of the campaign across all marketing and media platforms.

## Why Just Be Kind

There is a pervasive negativity problem in our society that has led to violence and bullying in schools, workplaces, and over the internet. Created by Values-in-Action, the Just Be Kind campaign will overpower the negativity swirling in society by bringing forth the benefits of kindness and keeping it at the forefront of day-to-day activities.

## Who is Values-in-Action

Values-in-Action<sup>®</sup> is a non-profit organization who has been in the business of spreading positivity and kindness for over 25 years. We have created and implemented a variety of programs to serve all demographics in schools, businesses, and the community.

## Our Mission

Our mission is to empower students and adults to build communities of kindness, caring, and respect through programs that teach, promote, and provide skills and tools to enable individuals to make positive, values-based decisions every day.

**35%**

of people in the **workforce** are **bullied**

**160,000**

teens **skip school** everyday because of **bullying**

**1 in 10**

students **drop out of school** because of **repeated bullying**

Over **7,000**

**hate crimes** are reported each year

Nearly **400**

**mass shootings** occur every year

   @justbekindusa #justbekind

We encourage you to share stories of kindness by tagging us at **@justbekindusa** on all social platforms.

Together, we can spread positivity across the nation.

For more information on the Just Be Kind campaign or Values-in-Action please contact **justbekind@viafdn.org**