

JUST BE KIND®

Just Be Kind® 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 negative 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® is a nonprofit organization that 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

www.JustBeKind.us

For more information on the Just Be Kind campaign and sponsorship opportunities, please

contact justbekind@viafdn.org.

JUST BE KIND[®]

IT
TAKES

5

**POSITIVE
INTERACTIONS**
TO COUNTERACT

1

**NEGATIVE
INTERACTION**

WHAT WE KNOW

In the last five years, our program Be Kind[®] Stick Together[®] has educated over **one million students** on social-emotional learning concepts that help them understand the power of kindness. **Our school programming has increased graduation rates, decreased violence and promoted cultural change in schools while igniting kindness throughout the nation.** But we are not stopping now - with the Just Be Kind campaign, we plan on reaching millions of children and adults.

WHY BE INVOLVED

Values-in-Action[®] is asking for sponsors to allow us to leverage, implement, and deploy the Just Be Kind[®] initiative to the masses and achieve our goal of reversing the negative trends in society. Your involvement can help energize your employees and stakeholders and reinforce your brand principles.

Support the Just Be Kind[®] campaign to reverse the negativity and meanness in society. With your help we can spread kindness to the masses and make real change.



Based on a study at the University of California, when specific employees were tasked with the responsibility to show forms of kindness in the workplace, there was an increase in productivity, creativity, employee engagement and inclusivity. Kindness attracts and retains talent.



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