

FROM CLEVELAND TO

# Kindland™

## COMMUNITY PARTICIPATION

### WHAT IS KINDLAND

It seems as though there is little we all can agree on. But we believe that we can agree that our community and the world needs more kindness. If we can Just Be Kind® to one another, our community, country and world will change. Let's create a community united through kindness. Let's create Kindland, a Cleveland-focused initiative that aims to make kindness the overriding, embedded, and unifying national value in Northeast Ohio.

### HOW TO GET INVOLVED

#### SHARE & ENDORSE KINDLAND

Join other community members and be a proud supporter of the kindness campaign that binds all of Cleveland together. Show that you are a “fan” of Kindland by letting your family, friends, and neighbors know that you stand for kindness and believe that Cleveland is Kindland. You can do this by doing any or all of the following:

- Take the Kindland pledge at [BeKindland.com](http://BeKindland.com). This is an easy way for anyone to show their commitment to kindness.
- Give us a shout out on social media using [@BeKindland](https://twitter.com/BeKindland) and [#Kindland](https://twitter.com/Kindland) letting all your followers and friends know that you support kindness in Cleveland.
- Merchandise and yard signs are available. Shop now at [shop.viafdn.org](http://shop.viafdn.org)

#### KINDNESS IS REWARDING

Take it one step further and participate in **Kindness is Rewarding**. Individuals can choose to share acts of kindness that they do or see and earn the opportunity to win amazing prizes. The benefits are two-fold: Sharing kindness creates a ripple effect and inspires more kindness AND you can get some great stuff while doing a good thing!

The goal is for Kindland to collect and document **1,000,000** acts of kindness by the end of 2021. To get started reporting acts of kindness, a person can post directly to social media with [#Kindland](https://twitter.com/Kindland) or go to [BeKindland.com](http://BeKindland.com) to sign up and track their own acts of kindness.



Use [#Kindland](https://twitter.com/Kindland) on Facebook, Instagram and Twitter to be entered to win prizes from your favorite Northeast Ohio shops!



@BeKindland

[www.BeKindland.com](http://www.BeKindland.com)

## OUR OBJECTIVE

Kindland is a part of Values-in-Action's Just Be Kind® national campaign. The objective is to make Cleveland and its region the **kindest place in the country**. Cleveland will serve as the example for the rest of the country by focusing the collective efforts of our surrounding communities, businesses, schools and local organizations on creating and sustaining a unified sense of kindness, compassion, empathy and understanding.

**Our collective kindness** will allow us to come together and find solutions to our nation's most prominent issues including navigating the COVID-19 crisis, social justice, racism, and political polarization.



## WHY KINDNESS

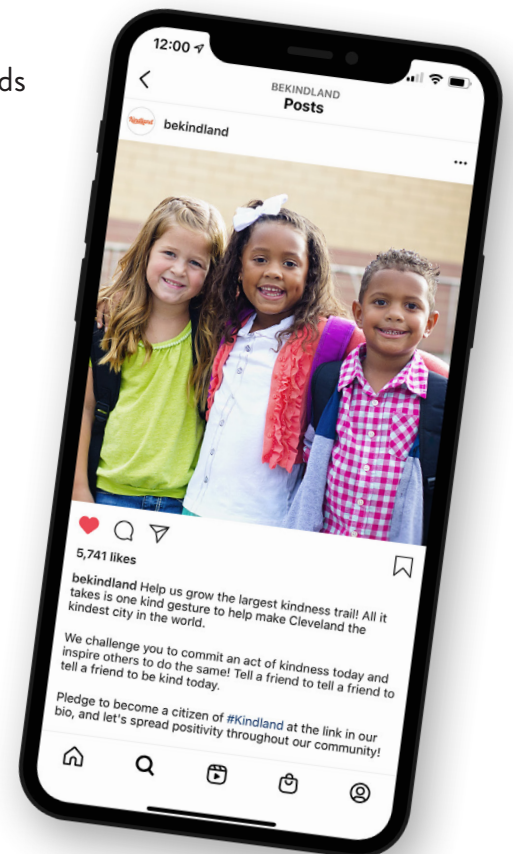
Recent history has shown us that just as easily as our country can come together in a time of crisis, it can be torn apart by meanness, intolerance, and hatred. We want to focus on **how kindness can continue to be the inspiring link** and the bridge that brings our nation together as we work to find solutions and common ground.

Kindness has the ability to make us feel good, and a community that leads with kindness will be able to achieve more. The effects of kindness have been proven to have an **impact on personal, health and workplace issues** and an overall effect on a person's quality of life.

## WHAT IS VALUES-IN-ACTION®

Values-in-Action® is a non-profit organization that has been in the business of spreading positivity and kindness for **over 26 years**. It has created and implemented a variety of programs to service all demographics in schools, business, the community, and its programming has reached almost 1,000,000 students.

To learn more about Kindland and Values-in-Action, please visit [viafdn.org](https://viafdn.org) or contact Amanda at [amanda@viafdn.org](mailto:amanda@viafdn.org) or **(440) 463-6205**.



@BeKindland

[www.BeKindland.com](http://www.BeKindland.com)