

2025-2026 KICKOFF FOR KINDNESS VIDEO CONTEST

RULES AND GUIDELINES:

1. Students, hereafter referred to as “entrant(s),” must be between 12 and 19 years old
2. You may have younger and/or older people in your video and assistance from adults, but your video concept, direction and editing must be an original work done primarily by you.
3. Qualifying submissions must be 4:00 minutes or less in length.
4. Your cinematic creation must depict the power of kindness in the most creative way you can imagine. A dramatic scripted short-story, documentary style. Any eye catching, attention grabbing, message driven approach you choose so long as your theme is kindness.

5. JUDGING CRITERIA:

- **Creativity**

Your unique, entertaining approach to the subject

- **Message**

Your ability to convey the power of kindness and motivate others towards kindness

- **Technical presentation**

Your final video must be shot and edited in **1920 x 1080**. If you're shooting on a cellphone that can record this format, it must be shot **landscape**, not portrait. Feel free to ask others for help finalizing your video prior to submission.

6. Submissions may not contain any video or audio that is owned by or controlled by a party other than yourself without the written permission or proof of a licensing agreement from the owner of the property or proof that it is public domain content. Finalists will be checked for any unauthorized content.
7. As a competition for students, we expect entries to be free of profanity, gratuitous violence, gore and derogatory content. A good way to gauge what is acceptable would be to think of whether the completed documentary is something that teachers and your school administration would be comfortable showing your video in a school setting with invited parents and guests.

8. Submissions must include the following in an opening slide/card at the beginning of your video:

- Title of your video
- Your name

(This information is for judging purposes only and will not appear in your video if you are selected.)

9. **DEADLINE:** Submissions must be completed by midnight December 18, 2025. Please check our site often for possible deadline extensions.

10. **SUBMISSION LINK FORMAT:** Your video must be submitted as a YouTube link (uploaded and shared from your own YouTube account). When uploading to YouTube you must designate your video **“UNLISTED”**. Videos listed “Public” or “Private” will not be accepted. If you are unfamiliar with how to upload to YouTube, watch the following:

<https://www.youtube.com/watch?v=tsu01TR7Ofk>

11. Students who are under the age of 18 will also be emailed a separate **Parental/Guardian Release Form** that must be digitally signed by a parent or guardian. Release forms will be emailed after submissions are received. For those students uploading their work on or just before the submission deadline, the release form may be completed by a parent/guardian **AFTER** the submission deadline has passed.

12. Family members and employees of Values-in-Action or any of its affiliates are prohibited from entering the contest.

13. School staff and faculty may provide guidance and critiques but may not participate in conceiving and producing the video. Students are not required to have a teacher adviser in order to participate.

14. Winning entries will become the shared property of Values-in-Action also d.b.a. Kindland and United States of Kindness.

15. Prize-winning entrants grant permission to Values-in-Action d.b.a. Kindland and United States of Kindness to use their names, likenesses, and videos for purposes expressly related to Kindland such as award ceremonies, school communications, and media announcements following the announcement of the winning entries.
16. By submitting an entry, entrants (i) represent that their entries constitute original works of creativity that do not violate the property rights of any other person, and (ii) grant Values-in-Action the right to televise, link to their video on their website, and publish it on our social media platforms if their video is selected as one of the prize winners.
17. Students retain all other rights and are free to independently publish their video elsewhere online and on social media and enter their work in other video competitions and/or film festivals.
18. Prize recipients will be determined by judges selected by Values-in-Action and the judges' decisions will be final.
19. Per IRS rules on reporting income, prize recipients who win cash prizes of a higher value than \$600 will be asked to complete and return IRS Form W-9, provide a social security number and will be responsible for any taxes associated with their prize. If a student who wins a cash prize higher than \$600 does not provide their social security number, they will still be recognized as a winner but will not receive the prize money.
20. In unforeseen circumstances, Values-in-Action reserves the right not to award all prizes in all categories; and Values-in-Action reserves the right to not share or televise a winning video.