

Dear Friends, Partners, and Supporters,

As we reflect on the year gone by, we are proud to share the progress and impact Values-in-Action Foundation (VIA) has made in advancing kindness, connection, and community. Together, with your support, we have reached new heights and created meaningful change across Ohio and our nation.

As we continue to grow and expand our reach, our mission remains the same: to build a more connected and compassionate world. We are deeply grateful for your continued support and belief in our work. Together, we are proving that kindness is not just a soft skill—it's a transformative force that can shape the future of individuals, organizations, and communities alike.

Thank you for being a part of this incredible journey. We look forward to another year of making kindness a universal language that connects us all.

Warm regards,

Stuart Muszynski
President and CEO

Mike Gibbons
Board Chair

Stewart Kohl
Advisory Board Chair



SCHOOLS

This year, VIA activated and impacted **1,442 new schools**, reaching **497,381 students** across **all 50 states**. By providing schools with lessons, activities, and employability skills, we build a culture of kindness within schools and empower students to practice empathy, respect, and a commitment to community. Our efforts are nurturing a generation of leaders who will carry the value of kindness forward into the future.



KINDNESS + EDUCATORS

One breakthrough program that we initiated with the Ohio State School Board is emphasizing Educator Kindness, launched by a video at the Ohio Teachers of the Year Ceremony, in which the eleven teachers of the year comment on how kindness has impacted them. We are expanding this in 2025 through state-wide PSAs with iHeart Radio asking individuals to share their stories of how an educator's kindness changed their lives.



OHIO: THE KINDNESS STATE

With our focus on making Ohio "The Kindness State," we activated Central Ohio and the Ohio Appalachian Region with our immersive Kindland Program, which merges schools, communities, media, and business in a collective movement that develops kindness as a common language. It is our hope to activate Toledo, Dayton, Cincinnati, and Ohio's public higher education institutions with Kindland programming in 2025. This would not be possible without our partners and benefactors in the **Ohio General Assembly**, the **Ohio Department of Mental Health and Addiction Services**, and the **Ohio Department of Education and Workforce** which have supported, advanced, and funded our Kindland and VIA Workforce programming.



Ohio The Kindness State



SCHOOL KINDNESS EVENTS

With the support of the NFL Foundation and the Pro Football Hall of Fame, Kindland launched **Kickoff for Kindness**, a video presentation provided to schools prior to the **Super Bowl** that brought together **100,000 students** across the nation **ON THE SAME DAY** to hear compelling kindness stories from NFL players and others. This was followed by the **Kindness Games**, a collaboration with the Ohio Education Association and the Ohio Department of Education and Workforce, where students and educators participated in friendly competitions designed to cultivate kindness in schools across Ohio.



PARTNERSHIPS



Our partnerships with businesses and organizations flourished in 2024. VIA proudly introduced **Kindness is Served Here**, an initiative with the **Ohio Restaurant and Hospitality Alliance** to promote kindness in the hospitality industry among servers and customers. Kindland messaging was introduced in over 60 Northeast Ohio restaurants and will expand throughout Ohio in 2025.

Looking ahead, we are excited to launch the **Corporate Challenge for Kindness**, in collaboration with the **Ohio Chamber of Commerce** and the **Weatherhead School of Management**. This challenge will engage businesses in recording acts of kindness and adopting and implementing kindness practices in the workplace, demonstrating that kindness isn't just a value—it's a strategy for success.

We are also thrilled to announce our new relationship with **George Mason University's Costello College of Business**. Together, we are curating an annual **"100 Kindest Companies List"**, recognizing organizations that prioritize kindness to employees and corporate social responsibility. This initiative will highlight the companies leading the way in fostering inclusive and compassionate environments.



2024 YEAR IN REVIEW

Published February 2025



SUMMER TIME

While school was out for the summer, we kept kids and families engaged in kindness activities by presenting our annual **"Summer of Kindness,"** a challenge board of 20 acts of kindness for families to do with their children and grandchildren. Each reported act of kindness received an entry into a prize lottery at the end of the summer which made it extra fun for all!



ACTS OF KINDNESS

This year, through reporting on our Just Be Kind app and reporting from our 200 Kindland partner organizations, we documented almost 100 million acts of kindness. This demonstrates that kindness is all around us...if only we notice.



Download the app ▶



Everyone at Values-in-Action thanks you for your support. Without your kindness, none of this is possible. Here's to our work creating positive change in our schools, workplaces, and communities for a safe, happy, and kindness-filled 2025.

THANK YOU

To donate, visit viafdn.org or scan the provided QR code.

