

FROM CLEVELAND TO *Kindland*

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 America.

HOW TO GET INVOLVED

▶ TAKE THE PLEDGE

Sign your name at www.kindland.us and become a Citizen of Kindland

▶ POST ON SOCIAL MEDIA

Acts of kindness can be big or small. When you see one or read about one, share the story and include **#Kindland**

▶ SHARE THE KINDLAND BADGE

[Download](#) the Kindland badge and share to spread kindness in and around Cleveland. Don't forget to use the **#Kindland**

▶ START YOUR OWN KINDNESS PROJECT

Don't just report other acts of kindness, start your own project! Businesses, employees, communities and neighborhoods can work together on any project that makes a difference to others. Just make sure you report it by posting it along with **#Kindland** and promote that you're doing it because you live in **#Kindland**

▶ COMING FEBRUARY 2021 DOWNLOAD YOUR KINDLAND PASSPORT

Do your own act of Kindness throughout Cleveland, log them and earn rewards towards free merchandise and other amazing incentives



SPREAD THE MESSAGE

Merchandise and yard signs are available.
Shop now at shop.viafdn.org.



@justbekindusa

www.kindland.us

OUR OBJECTIVE

As a part of the Values-in-Action national campaign, Just Be Kind, 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.

These values will be the guiding force behind our community coming together to find solutions to our nation's most prominent issues including navigating through the COVID-19 crisis, social justice, racism, and political polarization.



WHY KINDNESS

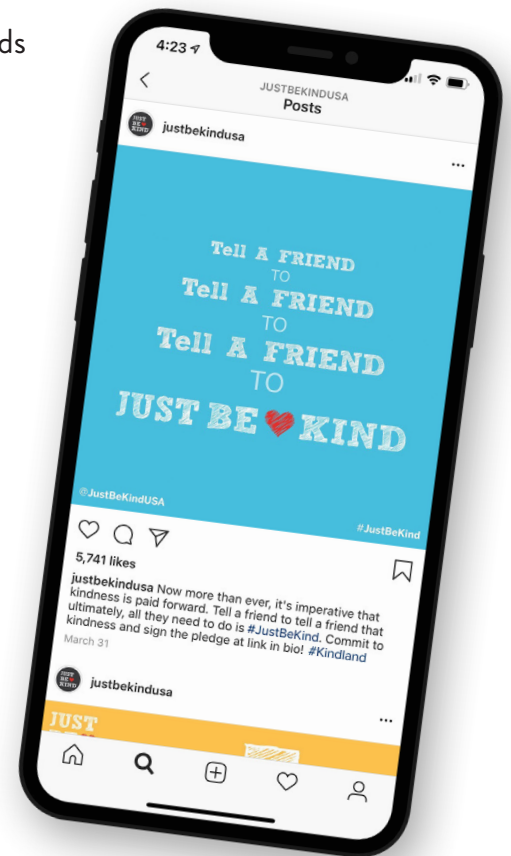
Recent history has shown us that just as easily as our country can come together in a time of crisis, it can be torn apart by meanness, intolerance, and hatred. We want to focus on **how kindness can continue to be the inspiring link** and the bridge that brings our nation together as we work to find 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 because it is good for life and good for business. The effects of kindness have been proven to have an **impact on personal, medical and workplace issues** and 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 25 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 or contact Amanda at amanda@viafdn.org or **(440) 463-6205**.



@justbekindusa

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