

FROM CLEVELAND TO

Kindland

SCHOOL PARTICIPATION

THE IMPACT OF SCHOOLS

We know that, as educators, you are devoted to teaching your students the importance of citizenship and community. Kindland is a Cleveland-focused initiative which aims to make kindness the overriding, embedded, and unifying national value in our community. As an educator in Kindland, we ask you to encourage your students and their parents to become Ambassadors of Kindland, and for your school to become a School of Kindland.

With your help, Northeast Ohio can become Kindland, and you and your students can help change the world.

HOW TO GET INVOLVED



SHARE KINDLAND WITH YOUR SCHOOL

Join other schools and be a proud supporter of the kindness campaign that binds all of Cleveland together. Show that your school is a **School of Kindland** by letting your staff, students and parents know that your school stands for kindness and believes that Cleveland is Kindland. You can do this by doing any or all of the following:

- Encourage your staff, students and families to take the Kindland pledge at 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 your school supports kindness in Cleveland.
- Post signage to show your support – FREE signage is available for schools by contacting Amanda Guarnieri at amanda@viafdn.org



TEACH YOUR STUDENTS

Utilize our available [lesson plans](#) to include in your classroom education.

- Be Kind Stick Together (K – 8th)
- Wouldn't It Be Nice (K – 4th)
- Planting Seeds of Kindness (K – 8th)
- Kindness or Meanness Smoothie (4th – 12th)
- Kindness in the Storm (6th – 12th)
- Operation Comic Book Program



KINDNESS IS REWARDING

Take it one step further and participate in **Kindness is Rewarding**. Your staff, educators, students and families can work together 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 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

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.

**JUST
BE 
KIND®**

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 **Project Love®** programming has reached almost 1,000,000 students.

project love 

To learn more about Kindland and Values-in-Action, please visit viafdn.org or contact Amanda at amanda@viafdn.org or (440) 463-6205.



SPREAD THE MESSAGE

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



@BeKindland

www.BeKindland.com