

FROM CLEVELAND TO

Kindland™

BUSINESS PARTICIPATION

THE IMPACT OF BUSINESS

Kindland is a Cleveland-focused initiative which aims to make kindness the overriding, embedded, and unifying value in our city and the surrounding area. The participation of Cleveland businesses is crucial to our efforts in making Cleveland Kindland. Businesses serve as a direct link to employees and customers who can spread the message throughout the community. As businesses, nonprofits and community members come together, we will begin a city-wide campaign that recognizes and encourages kindness.

HOW TO GET INVOLVED

SHARE & ENDORSE KINDLAND

Join other businesses and organizations 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 employees, clients, and customers know that your business stands for kindness and believes that Cleveland is Kindland. You can do this by doing any or all of the following:

- Ask your employees to take the Kindland pledge at BeKindland.com. This an easy way for anyone to show their commitment to kindness.
- Give us a shout out on social media using [@BeKindland](#) and [#Kindland](#) letting all your followers know that you support kindness in Cleveland.
- Post signage in your store, lobby, windows, or on your property. Shop now at shop.viafdn.org.



KINDNESS IS REWARDING

Take it one step further and encourage your employees to 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. Sharing kindness creates a ripple effect and inspires more kindness AND your employees, friends and families 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 with the help of the community. To get started reporting acts of kindness, a person can post directly to their social media using [#Kindland](#) or go to BeKindland.com to report acts of kindness.



Use [#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.



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 or contact Amanda at amanda@viafdn.org or (440) 463-6205.



KINDLAND HONOR ROLL

Businesses and organizations that go above and beyond and report the most acts of kindness throughout 2021 will be recognized for their extraordinary efforts on the Kindland web site as well as a community-wide, print publication at the end of the year.



@BeKindland

www.BeKindland.com