



The Great Kindness Challenge

January 26-30, 2026



JX Wilson Elementary, Santa Rosa, CA, USA



2025-2026 School Year

The Great Kindness Challenge Toolkit

A turn-key resource to planning the *happiest week* of the year

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THE 2025-2026 GREAT KINDNESS CHALLENGE TOOLS

The Great Kindness Challenge tools and resources support students in creating a culture of kindness and compassion while also strengthening their social and emotional well-being.

We invite you to implement The Great Kindness Challenge through the following programs:

The Great Kindness Challenge - School Edition

[The Great Kindness Challenge - School Edition](#) focuses on one immersive week of kindness. Students from preK through 12th grade will concentrate on spreading kindness by sharing smiles, expressing gratitude, and performing thoughtful acts of compassion throughout their school and community! With our updated A-Z list of activities, planning for the *happiest* week of the year will be easy peasy!

The Great Kindness Challenge - Classroom Edition

The [Great Kindness Challenge Classroom Curriculum](#) is a multi-week kindness program for grades 1-8, featuring a dedicated Classroom Edition Checklist and 50 corresponding SEL-focused kindness lessons.

The kindness lessons are designed to provide 15 to 45 minutes of interaction, reflection and fun! Each act of kindness from the Classroom Edition Checklist has a corresponding kindness lesson. The easily sharable lessons include a visually captivating student flyer with art from youth around the world (available in PDF, JPEG, Google slides & PowerPoint). Corresponding teacher guides make the facilitation of the 50 kindness lessons a breeze!

Lessons featuring happy quotes, interesting facts, physical energizers and fun activities uplift students and inspire them to extend their kindness out to the world!

The Great Kindness Challenge - Hybrid Edition

Students learning virtually and on campus, will be able to participate in The Great Kindness Challenge using the [Hybrid Edition Checklist](#). We are thrilled to offer ALL students the opportunity to unite in kindness!



THE 2025-2026 GREAT KINDNESS CHALLENGE THEME

Show Us Your Kind!

We want to see your beautiful kindness in action.

To unite our participating schools and to keep the experience fresh, inspiring, and fun, every year we introduce a new theme for The Great Kindness Challenge celebration week. We are thrilled to share that the 2025–2026 theme is *Show Us Your Kind!*

We recognize our kids and communities are exposed to more negative content than ever, and we want to offset this by infusing an abundance of positivity and uplifting images into the world.

This uplifting theme invites everyone — students, teachers, staff, and parents — to express and capture the unique ways they bring kindness to life. Whether embraced as an entire school, within a single class, or by individuals, *#ShowUsYourKind!* provides countless opportunities to demonstrate that kindness has the power to spark change, bring healing, and inspire a ripple of goodness.

#ShowUsYourKind



SHOW US YOUR KIND PHOTO CONTEST

Show Us Your Kind - Schoolwide Group Formation Photo Contest

We're so excited to see how your school comes together to show kindness and unity!

To enter the contest, have your entire school form a heart, peace symbol or a kind message on the field or in the gym. Photograph the joyful formation with a drone or from a tall ladder. Check out this [short video of our favorite schoolwide formations](#).

Please [submit this form](#) and upload your schoolwide formation photo(s) by **Friday, February 6**. If you're unable to meet the deadline, we still encourage you to submit your photos which will be featured on our website to celebrate the kindness and creativity from schools around the world!

Each school that submits photo(s) by February 6 will be entered into a random drawing for the three prizes:

- **1st Place:** A Pizza Party for your school (up to \$1,000 value)
- **2nd Place:** An amazing OOLY art supplies basket
- **3rd Place:** Another amazing OOLY art supplies basket

SUBMIT PHOTOS



SHOW US YOUR KIND THEME IDEAS

Happy ideas to put this year's *Show Us Your Kind!* theme into action

- Host a student-led *Show Us Your Kind!* Kick-Off Assembly. Feature skits, songs, and stories about everyday kindness.
- Produce a school-wide *Show Us Your Kind!* video. Capture students and staff sharing acts of kindness or finishing the phrase: "I show kindness by..."
- Launch a kindness photo campaign and encourage students to capture kindness in action.
- Create a TikTok-style kindness challenge. Students record short clips finishing the sentence: "I show kindness by..." and post on social media.
- Empower students to "pass the kindness mic." Each student records a kindness message and passes it virtually to the next.
- Host a *Show Us Your Kind!* Spirit Day. Students wear outfits with positive messages.
- Organize a Kindness Parade. Each class showcases a banner or sign to promote the joy of kindness.
- Start each day with a kindness spotlight. Share one student's or class's story of kindness over morning announcements.
- Display *Show Us Your Kind!* posters. Each student/class decorates theirs with examples of kindness unique to them.
- Launch a writing or art contest. Prompts: "What does kindness look like to you?" or "How do you Show Your Kindness?"
- Organize a "Kindness Doors & Walls" decorating contest. Each classroom designs their door around their unique way of showing kindness.
- Invite students to create sidewalk chalk art. Showcase their personal definitions of kindness with colorful messages.
- Create a kindness mural or collage. Each student adds a handprint, drawing, or word that represents their kind.
- Invite community members. Parents, local leaders, and alumni share how kindness has shaped their lives.
- Create a 2026-2027 school calendar using photos from The Great Kindness Challenge week.
- Invite your local paper or a TV station to feature photos/videos of your school's kindness in action.
- For schools with a photography class, invite the students to capture acts of kindness throughout the week.



The Great Kindness Challenge

All kids deserve to learn in a safe, supportive and caring environment. The Great Kindness Challenge provides powerful tools that actively engage students, teachers, administrators, families and communities in creating a culture of compassion, acceptance, unity and respect.



About: The Great Kindness Challenge is a proactive and positive bullying prevention program that improves school climate and increases student engagement. The Great Kindness Challenge - School Edition is one week devoted to performing as many acts of kindness as possible on campus. Using the provided kindness checklist, students accept the challenge and show the world that KINDNESS MATTERS!

Where: Every school, everywhere

How: It's easy! Simply [sign up](#) and get access to The Great Kindness Challenge tools. With our turnkey tools, planning is a breeze!

Who: All students, grades PreK-12.

When: Annually, the last week in January (January 26 - 30, 2026 or the best week for your school)

Our Impact

Over 21 million
students

21,287,464



Over 43 thousand
schools

43,255



Over 1 billion
acts of kindness

1,064,373,200



Over 135
countries

135



PREPARING FOR THE GREAT KINDNESS CHALLENGE (GKC)

PREPARING FOR THE GKC IN 3 STEPS

1. PRINT checklists for all students

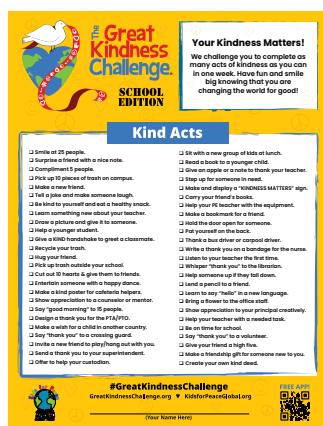
Print age-appropriate kindness checklists for your students. The kindness checklist is an interactive tool that empowers every single student to *practice* kindness in their own way and at their own pace. You may use the editable kindness checklist to customize the acts of kindness specifically for your school community. Spanish translations and print-friendly versions are available on the [GKC tools page](#).

GKC- School Edition
Grades: 2-12
(editable version available)

GKC- Junior Edition
Grades: PreK-1

GKC- Classroom Edition
Grades: 2-8

GKC- Hybrid Edition
For School & Home
Grades: 2-12



2. PLAN complementary activities

Make the experience even more impactful by planning complementary activities from our favorite [A-Z Ideas](#) list! These [weekly schedule samples](#) will make planning of the GKC week a breeze!

The program has proven to be most successful when implemented as a schoolwide event involving as many stakeholders as possible. Here are some easy suggestions on how to involve your [students, school administration & staff, PTA/PTO](#) and [community members](#) in making it an uplifting and transformational experience for all.

3. PROMOTE

1. Share the [Save the Date](#)
2. Post GKC on school marquee
3. Feature GKC on district website and include in your district calendar
4. Feature GKC on your school website and in your newsletter using the provided [newsletter samples](#)
5. Prepare a [Press Release](#) and send to local media outlets
6. Include the [Parent Letter](#) in the weekly student envelope or eblast
7. Share the Great Kindness Challenge joy on [social media](#) using hashtags: #GreatKindnessChallenge, #ShowUsYourKind, #KindnessWeek2026
8. Proudly display your [Kindness Certified School certificate](#) and [seal](#) at your school and on your website

STEP 2:
PLAN COMPLIMENTARY
ACTIVITIES



The Great Kindness Challenge

Creating Kindness: A-Z Ideas

Participating in The Great Kindness Challenge is as simple as printing the kindness checklists, distributing them and encouraging student participation. Below are additional ideas to enhance the experience and multiply the impact for your students, school, community and the world!

Assembly

Host an assembly or rally to kick off the official Great Kindness Challenge celebration week (January 26-30, 2026). Or, host an assembly at the end of the week to celebrate your students' accomplishments. For inspiration, check out our [sample scripts](#). We invite you to kick off the GKC celebration week with our inspirational GKC Kick-off Video (available in January)!



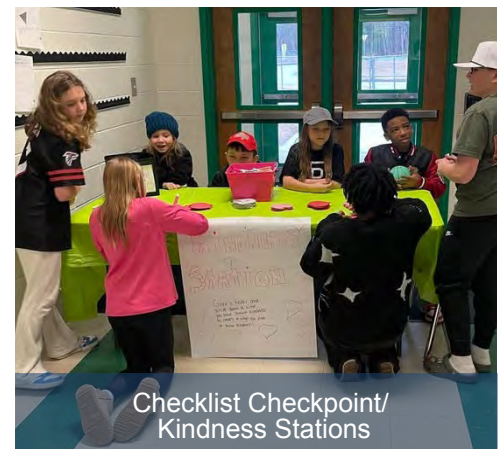
GKC Kick-Off Assembly
Jefferson Elementary, Carlsbad, CA

Backpack Clothes Pin

Write a happy message on a clothes pin and clip it to a friend's backpack.

Book

Use the [Kindness Matters: 50 Ways to Create a Kinder World](#) book to inspire conversations with your students. The book was created by students who participated in The Great Kindness Challenge. Invite your students to create their own classroom or school Kindness Matters book.



Checklist Checkpoint/
Kindness Stations

Bring Kindness to Your Community

Organize a [service project](#) to help your community: make sack lunches for the homeless, deliver coffee/pizza to service teams/healthcare workers, greet your community members with uplifting signs at a local grocery store, say thank you at your city council meeting, make Kindness Matters signs for your local hospital, nursing home, local businesses, or organize a clothing/toy drive for families in need.

Checklist Checkpoint

Organize [Checklist Checkpoint](#) zones around campus to encourage students to complete specific acts of kindness from the GKC checklist.



Teddy Bear T-shirt Decorate Project
for Kids in Distress

CREATING KINDNESS A-Z CONT'D

City Council Celebration

Partner with your city to celebrate your students' commitment to kindness at a City Council Meeting. This is a great way to honor an entire school district or just one school. [Learn more](#)

Class to Class Kindness

Plan a class to class surprise such as writing letters, giving snacks, creating posters, or performing a song.

Classroom Curriculum

Uplift your students and inspire more kindness year-round with the [turn-key SEL-focused kindness lessons](#).

Coffee Shop Kindness

Invite your students to create [kind notes](#) and provide them to your local coffee shop to place on all their to-go beverage cups for the whole GKC week.

Color Me Kind Fun Run

Organize a color run! Prepare small bags full of colorful chalk and ask students to wear white plain t-shirts. Invite students to run through a tunnel to get chalked! Remember to be gentle and kind. Have fun!

Community Kindness

[Engage your community in fun and meaningful ways](#) on and off campus.

Compliments For All

Share kind and encouraging words with a [compliment booth](#), compliment wall, compliment board, compliment train, compli-mats, compliment jars and even a [compliment relay](#). We love all these creative ideas on how to spread compliments far & wide.

Contest

Enter our [Show Us Your Kind! Photo Contest](#) by submitting a picture of a schoolwide heart, peace symbol or kind message formation.

Conversation Starters

Print, cut and place these [conversation starters](#) on lunch tables to facilitate the act of kindness, "Sit with a new group of kids at lunch". You may also display the conversation starters at a designated Buddy Bench.

Cooperative Kindness Games

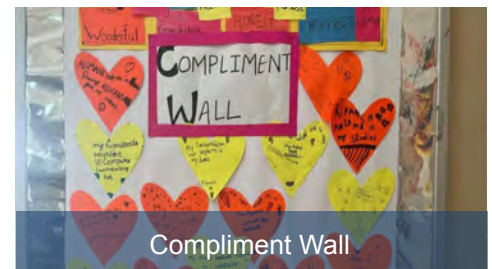
Host cooperative games during lunch or recess breaks to unite students in fun.



City Council Celebration
Carlsbad, CA



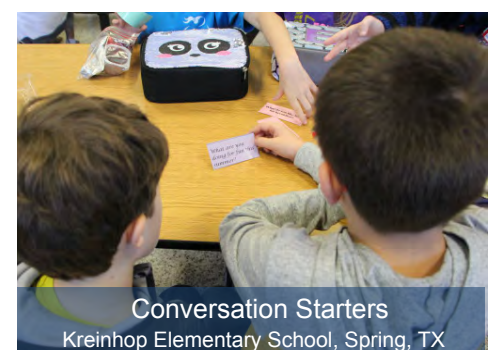
Coffee Shop Kindness
North River Elementary, Mt. Solon, VA



Compliment Wall



GKC Classroom Curriculum
Pembroke Pines Charter, Pembroke, FL



Conversation Starters
Kreinhop Elementary School, Spring, TX

CREATING KINDNESS A-Z CONT'D

Decorate Your School

Decorate your doors, halls, walls, pillars and posts with inspiring kindness art and decor. Check out [these beautiful ideas](#) from schools world-wide.

Essay Contest

Host a kindness-themed essay contest.

Family Edition

Extend The Great Kindness Challenge beyond the school walls! Access [The Great Kindness Challenge Family Edition](#) checklist [HERE](#) and invite your school families to join the kindness movement.

Fence Decorating

Spell out a kind message on a chain-link fence.

Follow Us On Social Media & Share Your Experience

Find us on Instagram (@kidsforpeace, @thegreatkindnesschallenge), and Facebook (@thegreatkindnesschallenge). Make sure to include our Great Kindness Challenge hashtags to promote kindness.

#GreatKindnessChallenge, #KidsforPeace, #KindnessMatters, #KindCoins

Give the Earth a Kind Helping Hand

Invite your students to create, implement and promote environmental projects that are personally meaningful and geographically relevant, choosing from our curated [Care For Our Earth projects](#).

Gratitude Jars

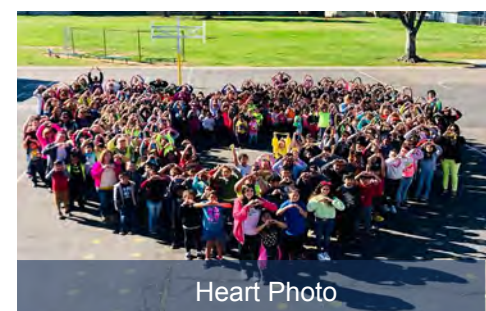
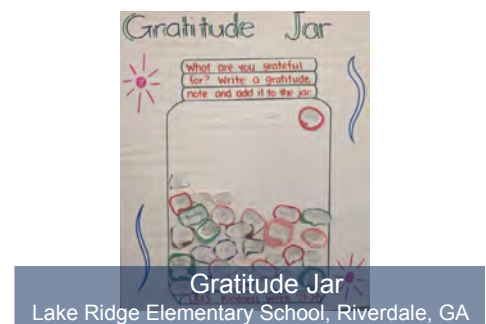
Practice gratitude by creating a classroom gratitude jar. Ask students daily to write down their gratitude statements and add to the jar.

Heart Photo

Gather your students to take an inspiring school-wide heart photo and be sure to enter our [Show Us Your Kind! Photo Contest](#).

Human Library

Organize a [Human Library](#) session for students to meet other students, learn their stories, connect, explore and build relationships. We all have a unique story to share.



CREATING KINDNESS A-Z CONT'D

Inspiring Quote Signs

Have your students pick their favorite kindness quotes and invite them to create the inspiring quote signs to be used throughout the GKC week!

Incentives

- Provide incentives to encourage school-wide participation, such as: a special reward from the principal (dance on the roof, dye hair, etc.), extra recess time, no homework night, pizza party, ice cream social, uniform-free day, celebrity visitor. Need inspiration? Check out: "[Carlsbad Elementary School Goes 'Gangnam Style'](#)" or "[The Great Kindness Challenge Founding School District Takes Kindness to New Heights](#)".
- Invite a pro athlete, local celebrity or a famous alumnus to the school to congratulate students for their participation in The Great Kindness Challenge.
- Partner with local businesses to provide incentives, such as: an ice cream parlor for an ice cream social, a pizza place to host a pizza party, bakeries to provide kindness-themed cookies/cupcakes or businesses can provide discounts/coupons.
- Provide individual incentives for students who complete the challenge, like Kindness Matters bracelets or Kindness Certified Student Buttons ([order here](#)), a homework pass, stickers, pencils, gift certificates, books, you name it!
- Customize and print the Kindness Certified Student certificates.

Join Together for a Community Kindness Tunnel

Invite [community members](#) (e.g., police, firefighters, elected officials, etc.) to join staff members and parents in welcoming students with waves, encouraging signs and smiles.

Joy Journals

Help students create their own Joy Journals where they list "3 Good Things" everyday.

Judges

Invite community members to judge a kindness-themed essay, poetry, poster, door or art "contest."

Kindness Ambassador Program

Become a Kindness Ambassador and help us create a culture of kindness on campuses worldwide! [Learn more.](#)

Kindness Cart

Surprise teachers and students with yummy kind treats from a kindness cart.



Inspiring Quote Signs



Community Kindness Tunnel



Certificate Incentives



Kindness Cart

CREATING KINDNESS A-Z CONT'D

Kindness Chain

Each student adds a paper link to a schoolwide chain. Display the Kindness Chain in the office, auditorium, cafeteria, library or hallway.

Kindness Certified Company

Do you know an extra kind company? If so, [nominate them to officially become a Kindness Certified Company](#)! Their participation not only recognizes and celebrates their commitment to kindness, it allows The Great Kindness Challenge to be available to all schools at no cost.

Kindness Jar

Create a Kindness Jar and invite your students to fill it with notes recognizing acts of kindness they see others doing.

Kind Coins for Kenyan Kids

Building on the incredible momentum of the past two years, we're thrilled to launch the 2025–2026 Kind Coins Campaign in support of students at the Kids for Peace School of Kenya! Whether you've participated before or are joining for the first time, you can make a difference. We invite classrooms or entire schools to help raise funds to sponsor Kenyan students and give them the gift of learning. Stay tuned for more resources coming soon.

Kindness Rocks

Decorate kindness rocks and randomly place them around campus to surprise others or gift the rocks to friends and school staff.

Lunch Tray Love

Invite your cafeteria workers to surprise students with [uplifting notes](#) placed on lunch trays or written on fruit (bananas are fun!).

Marquee

Announce The Great Kindness Challenge on your school marquee.

Mix It Up Lunch

Encourage students to sit with a new group of friends at lunch using this fun color-coded method. [Learn more.](#)

News Coverage

Highlight The Great Kindness Challenge in your school newspaper, radio station or television station and promote the GKC in your local media. Check out our [Media Section](#).



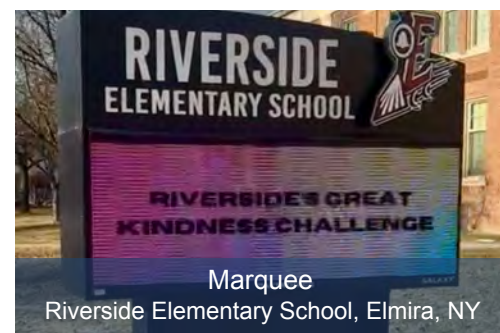
Kindness Chain
Keyes Elementary, Keyes, CA



Kindness Jar



Kindness Rocks



Marquee
Riverside Elementary School, Elmira, NY



Mix It Up Lunch
Katherine Elementary School, Simi Valley, CA

CREATING KINDNESS A-Z CONT'D

Outreach

Inform parents/guardians about The Great Kindness Challenge with our [Parent Letter](#) (available in English and Spanish), schoolwide “all calls”, website announcements and e-mail blasts. Encourage parents/guardians to cheer on their child(ren) as they complete their 50 acts of kindness.

Paper Airplane Kindness Challenges

Organize a Paper Airplane Kindness Challenge, where students write a kind message on a paper airplane and launch it towards a classmate to brighten their day. Let’s see how far our kindness can soar as we spread positive words throughout the school.

Parade

Make the message of kindness loud and clear with happy signs, drums, bells and whistles as you host a school-wide kindness parade.

Photo Booths

Host a kindness photo booth and show off your big kind smiles.

Proclamation

Ask your city council to honor your school with a [Kindness Proclamation](#).

Quotes

Start each day with a kindness quote read over the school’s intercom system. For inspiration, here are some [Kindness Quotes](#). Invite a student/public official, celebrity or other esteemed guest to read the daily quotes.

Recess Kindness Station

Have a designated space where students can work on their kind acts, such as: writing thank you notes, painting Kindness Matters signs and decorating hearts. Encourage the community to volunteer at the [Kindness Station](#).

Reflection Ideas

At the end of the GKC week, use our [reflection ideas](#) to encourage and support your students in reflecting on their experience of giving and receiving kindness.

Roulette Wheel

Write acts of kindness from our checklist on a roulette wheel. Let the students spin the wheel for a fun way to put their kindness into action.



Photo Booth/ Photo Frame



Paper Airplane Kindness Challenge



Parade
Euroamerican College, Lima, Peru



Recess Kindness Station
Paramount Elementary School, Azusa, CA

CREATING KINDNESS A-Z CONT'D

School-to-School Kindness

Surprise a neighboring school with an act of kindness. Check out our [school-to-school ideas](#).

Spirit Days

Check out [spirit days photo gallery](#) & [spirit days flyer](#) examples!

- Kindness Rocks!: Dress like a rock star
- LIGHT UP someone's day with KINDNESS: Wear bright or neon clothing. Or Shine Bright with Kindness: Wear neon clothes
- Team Kindness: Wear your favorite sports uniform
- Ride the Kindness Wave: Wear beach/surf attire
- Global Kindness Day: Dress up in international costumes
- Powered by Kindness: Dress as your favorite Super Hero
- Dream of Kindness: Pajama day
- Peace, Love & Kindness Day: Hippie attire
- Round-Up the Kindness: Western attire
- Make KINDNESS a PATTERN: Wear a pattern: Stripes, plaid, dots...
- Never Too Old for Kindness: Dress as a senior citizen
- Share Your Smile Day: Wear clothes with smiles on them
- Show Us Your Kind! Day: Wear clothes with positive messages
- Warm up your school with KINDNESS: Wear your sunshine - cover yourself in yellow

Staff to Staff Kindness

Surprise your colleagues with a special note and a little treat. It's sure to inspire extra smiles! Indeed "Kindness is sweet, sprinkle it everywhere!"

STEAM

Incorporate kindness into your [STEAM](#) curriculum. Build, design, or explore kindness in creative ways. Make a Kindness Robot, create a Model of Kindness, design a Rube Goldberg Machine to demonstrate the impact of kind acts, or create your own innovative project.

Taxonomy of Kindness

Break down the elements of kindness into categories like Empathy, Acceptance, Integrity, etc. We love combining learning with kindness!

Teacher Kindness Kits

Before the week begins, provide your teachers with everything they need for a successful Great Kindness Challenge week. Here is a [Sample Teacher Kindness Kit](#).



School-to-School Kindness
Hope Elementary, Carlsbad, CA



Spirit Days: Peace, Love & Kindness Day
Pedley Elementary, Jurupa Valley, CA



Spirit Days: Never too old for kindness
Fremont Elementary, Riverside, CA



Teacher Kindness Kits
Crestview Preparatory School, La Canada, CA

CREATING KINDNESS A-Z CONT'D

Unite the Big and Small

Partner older students with younger students and complete a kind act or two together.

Video

Check out our videos and share them with your school: The 2026 GKC Kickoff Video (available in January 2026); [“Kind-Hearted Hand” music video](#); [“KINDNESS MATTERS! Easy Ways YOU Can Make Your School a Kinder Place!”](#); [Great Kindness Challenge Infomercial](#); [The Great Kindness Challenge 2019 News Coverage JOY!](#) Create your own video highlighting the joy of the week and feature it at a celebration assembly, on your school’s website, or on YouTube for the whole world to see!



Unite the Big and Small

Welcome Crew

Assemble a “Welcome Crew” of students, staff or community members to greet the student body and start the day with warmth, energy and smiles.

Express Appreciation with Kindness Cards

Encourage students to create kind cards for classmates, staff, family, or community members. Create a special kindness mailbox for students to place their kind notes.



Kindness Cards
Paramount Elementary, Azusa, CA

Yearbook

Feature The Great Kindness Challenge in your school’s yearbook.

Zones for Kindness

Create a special space in each classroom to work on The Great Kindness Challenge checklist, and adapt language arts centers or stations to include a kindness-themed activity.

Zen for Ten

Encourage your students to be kind to themselves and spend 10 minutes each day stretching, doing yoga, meditating or [practicing mindfulness](#).



Zen for 10
San Joaquin County Office Of Education,
Stockton, CA

PRE-K & KINDERGARTEN ADAPTATIONS



The Great Kindness Challenge (GKC) is appropriate for all grade levels, including our littlest learners, as it's never too early to start practicing kindness. Because of this, we created a Junior Edition checklist that is an abbreviated version of our School Edition kindness checklist.

You may download all checklists from the [GKC tools page](#) on our Great Kindness Challenge website.

Please keep in mind that you can modify the challenges to fit your student and classroom needs, such as grouping the challenges into themes like gratitude, caring for our earth, and making new friends. We also encourage you to perform the challenges in groups and include as many visual clues as possible.



Schoolwide Heart
IUDD, Philippines



Kindness Wall Bright Horizons

PRE-K & KINDERGARTEN STUDENTS IN ACTION

- PHOTO GALLERY -



Spread Your Wings in Kindness
Chapparal Elementary, Calabasas, CA



Great Kindness Challenge Wall



Make & Display Kindness Sign
Concordia Lutheran School
Machesney Park, IL



Junior Edition Checklist in Action



Bring Kindness To Your Community: Drive for an Animal Shelter
Harrisonville Schools, Kindergarten Class, Harrisonville, MO



Kindness Wall



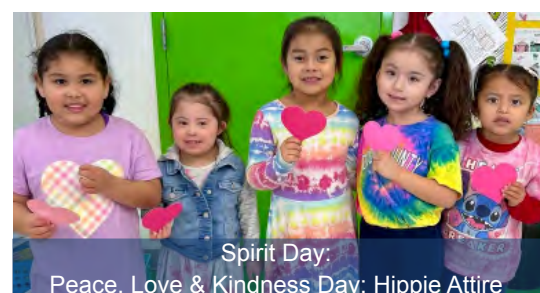
Kindness Notes



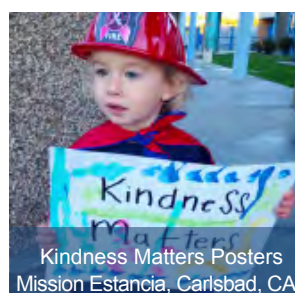
Gratitude Poster for school nurse
Bailey Station Elementary, Kindergarten Class, Collierville, TN



Heart Formation



Spirit Day:
Peace, Love & Kindness Day: Hippie Attire



Kindness Matters Posters
Mission Estancia, Carlsbad, CA

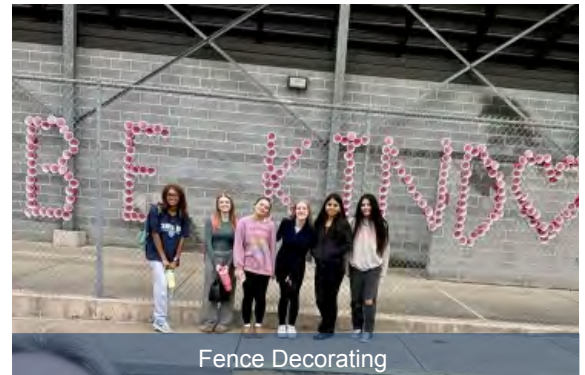


Photo Booth

MIDDLE & HIGH SCHOOL ADAPTATIONS

The Great Kindness Challenge (GKC) is appropriate for all grade levels, including our middle and high schoolers! Most of the [Create Kindness A-Z Ideas](#) work for older students, but keep in mind: they may need to be slightly adjusted. Here are a few tips:

- Distribute the GKC checklist during a period that all students have, such as homeroom or English
- Encourage the ASB (Associated Student Body) or appropriate club to organize and promote the GKC
- Promote the GKC in your school newspaper, television station or radio station
- Offer incentives for participating, such as free homework passes, extra credit, tickets to a school dance/event, certificates for free food, iTunes gift cards, school spirit wear, [Kindness Matters bracelets](#), etc.
- Set-up a “[Kindness Station](#)” during lunch break
- Invite each school club to create a kindness-themed banner to hang on campus
- Ask the art department to create a kindness-themed masterpiece
- Invite the music department, band or choir to perform [Kind-Hearted Hand](#)
- Host a door decorating contest with the homeroom or first period classes
- Have the pep squad/cheer squad create a special rally, cheer or dance with a kindness theme
- Invite each sports team to take a picture with a Kindness Matters sign. Highlight the photos publicly.
- Ask the Speech and Debate Club to moderate a kindness-themed speech contest
- Invite students to organize a community service project or be part of our Kind Coins for Kenyan Kids Campaign!
- Encourage students to post a kind act from the GKC checklist and post it on social media. Use #GreatKindnessChallenge and we will share these with the world!
- School to School Kindness - plan a surprise act of kindness for a neighboring school
- Take a field trip to your local school to accomplish a couple of kind acts together
- Bring your pep squad, marching band and athletic teams to a community kindness tunnel at another local school
- Carry out secret missions of kindness. To learn more check out [Secret Kindness Agents](#)
- Invite students to send kindness grams to their classmates



Fence Decorating



Be the “I” in KIND



Student Incentives
River Valley Middle School, Spring Green, WI



Positive Post Its In Bathroom
Clearview Regional High School, Mullica Hill, NJ

MIDDLE & HIGH SCHOOL ADAPTATIONS

- CONTINUED -

- Do an act of kindness for your elected officials
- Invite students to speak at your city council or school board meeting to encourage the entire community to be kind
- Decorate your sidewalks with chalk-drawn happy and inspiring messages
- Create & sell friendship bracelets to support Kind Coins for Kenyan Kids or other service project your students are supporting
- Host a kindness dance for senior citizens to raise money to support Kind Coins for Kenyan Kids or your local community
- In the spirit of the homecoming court, establish a Kindness Court by nominating a Kindness Queen, King, etc. to help promote kindness activities throughout the week
- Create a book club. Read and discuss books that promote empathy, social/emotional learning and compassion. Meet on a monthly basis to continue the kindness momentum
- Create a PSA to promote kindness on and off campus, in real life and online
- Partner with a local nonprofit to complete a joint service project
- Establish a Kindness Club to promote and implement The Great Kindness Challenge and keep the kindness going year-round



MIDDLE & HIGH SCHOOL ADAPTATIONS

- CONTINUED-

Unite the Big and Small

In recent years we have seen many beautiful examples of elementary, middle and high schools joining together for The Great Kindness Challenge!



High Schooler Read to Younger Students
Augusta High School & Ewalt Elementary, Augusta, KS



High schoolers walk to a nearby school for cross-age kindness, #phskindness18



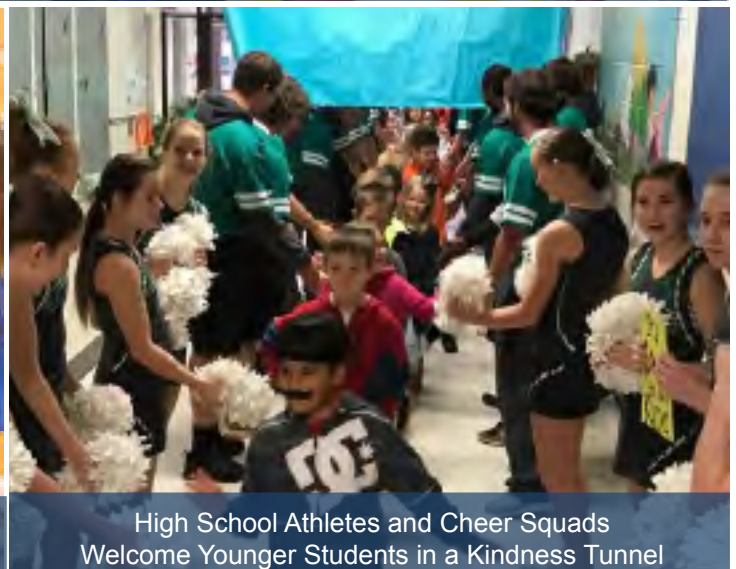
Cross-age kindness Lego building,
Paragould High School & Baldwin Elementary



High Schoolers Read to Younger Students, #phskindness18



Middle Schoolers Play Kindness Game with Younger Students, GSB School



High School Athletes and Cheer Squads
Welcome Younger Students in a Kindness Tunnel

MIDDLE & HIGH SCHOOL STUDENTS IN ACTION - PHOTO GALLERY-



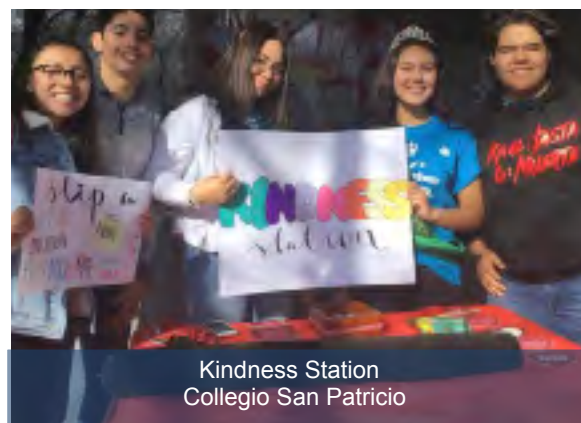
Run Kindness Stations at Neighboring School
Principled Academy, San Leandro, CA



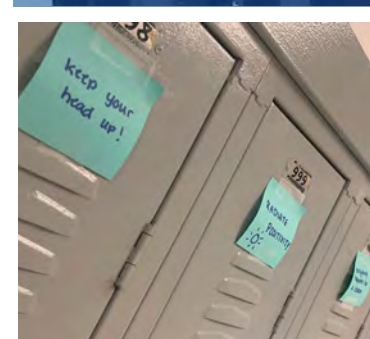
Kindness Matters Sign
Snelson Golden Middle School



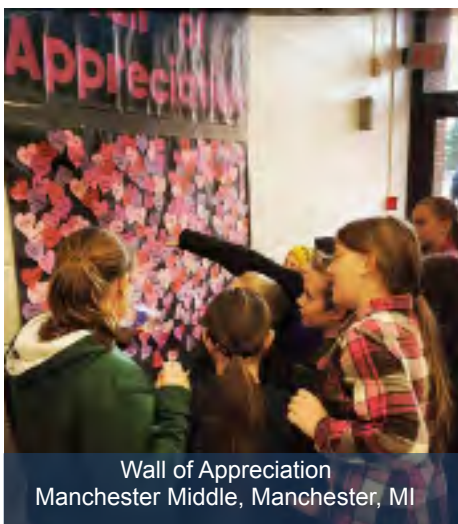
School-to-School Kindness
Grange Middle School, Fairfield, CA



Kindness Station
Collegio San Patricio



Positive Post It Notes on Lockers
Township of Ocean Public Schools



Wall of Appreciation
Manchester Middle, Manchester, MI



Kindness Chain
Whiteaker Middle, Keizer, OR



Kind Coins Campaign
Fairfield High School, Fairfield, CA



Spirit Days
Fairfield High School, Fairfield, CA



Kindness Posters
Lenoir City Intermediate Middle School, Lenoir City, TN

MIDDLE & HIGH SCHOOL STUDENTS IN ACTION

- PHOTO GALLERY CONT'D -



Kindness Posters, Burroughs Middle School



Twitter Frame: Kindness is Trending Here



Wall of Kindness, HMS Bears



Kindness Station, York Chester Middle School

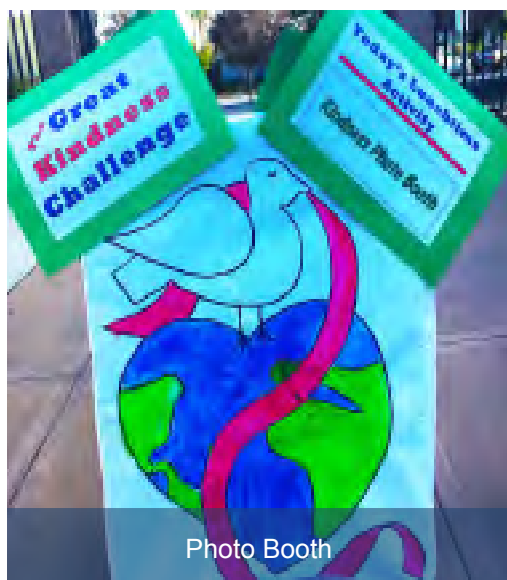


Photo Booth



Kindness Matters School Cake, City Hill Middle School

WEEKLY SCHEDULE SAMPLES

Elementary School

Sample 1

Monday	Tuesday	Wednesday	Thursday	Friday
Welcome Students in a Community Kindness Tunnel	Kindness Quote	Kindness Quote	Kindness Quote	Kindness Quote (read by a special guest)
Distribute GKC checklists	Recess Kindness Station	Recess Kindness Station	Recess Kindness Station	Kind Coins Service Project Wrap Up
Kick-Off Assembly	Spirit Day (Never Too Old for Kindness)	Spirit Day (Kindness Rocks)	Spirit Day (Peace, Love & Kindness – hippie attire)	Door Decorating Contest classroom winner announced; students receive <i>Kindness Matters</i> bracelets
Show the official 2026 GKC Kickoff Video	Door Decorating Contest	Schoolwide Formation (heart formation or a kind message)		Students receive Kindness Certified Student certificates, buttons and/or stickers for participating
Launch Kind Coins Service Project				


Sample 2





Monday	Tuesday	Wednesday	Thursday	Friday
Distribute GKC Checklists	Kindness Quote	Kindness Quote	Kindness Quote	Celebration Assembly
Kick-Off Assembly	Recess Kindness Station	Recess Kindness Station (collaborative games at recess)	Recess Kindness Station	Kind Coins Service Project Wrap Up
Show the official 2026 GKC Kickoff Video				
Launch Kind Coins Service Project	Spirit Day (Dream of Kindness – PJs)	Schoolwide Formation (heart formation or a kind message)	Spirit Day (Peace, Love & Kindness – hippie attire)	Spirit Day (school colors)

Middle School/High School

Monday	Tuesday	Wednesday	Thursday	Friday
Distribute GKC Checklists in Advisory/Homeroom	Kindness Quote	Kindness Quote	Kindness Quote	Celebration Assembly/Rally
Kickoff Segment on School TV	Lunch Time Kindness Station	Lunch Time Kindness Station	Lunch Time Kindness Station	Kind Coins Service Project Wrap Up
Show the official 2026 GKC Kickoff Video	Spirit Day (Dream of Kindness – PJs)	Schoolwide Formation (heart formation or a kind message)	Spirit Day (Peace, Love & Kindness – hippie attire)	Spirit Day (school colors)
Launch Kind Coins Service Project				

WEEKLY SPIRIT DAY EXAMPLES

  **The Great Kindness Challenge**
Stephen Foster Spirit Week Schedule: January 22nd-January 26th, 2024

MONDAY January 22 nd	TUESDAY January 23 rd	WEDNESDAY January 24 th	THURSDAY January 25 th	FRIDAY January 26 th
				
Team Kindness Day	Global Kindness Day	Powered by Kindness Day	Shine Bright with Kindness Day	100th Day of School
Wear your favorite sports shirt or uniform and work as a team with others in class	Wear Green and show kindness to our planet by helping keep our school clean	Dress as your favorite superhero and show kindness by being a leader	Wear Neon Clothes and Sunglasses to show that kindness is bright and positive	Dress like You are 100 Years Old, or Design your own 100 th Day T-Shirt, or Dress In Spirit Wear Blue & Yellow

Riverside Elementary, Elmira, NY

 **The Great Kindness Challenge**
Weekly Schedule of Activities: January 23 - 27, 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				
Shine BRIGHT With Kindness	CRAZY for KINDNESS	Hats OFF 4 Kindness	DOUBLE THE KINDNESS	Dream of a Kinder WORLD
Wear NEON COLORS	CRAZY Clothing DAY!	WEAR COOL Hats	Twin DAY	Pajama DAY

Crestview Preparatory School, La Canada, CA



The Great Kindness Challenge

Weekly Schedule of Activities: January 26 - 30, 2026

MONDAY

**distribute
GKC
checklists**

**kick-off
assembly**

**show the official
'2026 GKC Kickoff
Video**

**launch
Kind Coins
Campaign**

TUESDAY

**morning
kindness
quote**

**recess
kindness
stations**

**spirit day:
dream of kindness
(pajama day)**

po

WEDNESDAY

**morning
kindness
quote**

**recess
kindness
stations**

**spirit day:
show us your kind
(wear clothing with
positive messages)**

THURSDAY

**morning
kindness
quote**

**recess
kindness
stations**

**spirit day:
tied together by
kindness
(wear a tie)**

FRIDAY

**wrap up
assembly**

**wrap up
Kind Coins
Campaign**

**spirit day:
(school colors)**



The Great Kindness Challenge

Weekly Schedule of Activities

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

STUDENT ENGAGEMENT

Kids naturally get excited about planning and doing things for their school. To engage your students in the leadership of The Great Kindness Challenge, we suggest you reach out to your Student Council, Student Leadership Team, Clubs, or create a Kindness Ambassadors Committee.

Students can take the lead in planning the following activities:

1. Kick-off assembly or rally
2. Promotion of the GKC week (school marquee, promotional posters, flyers, etc.)
3. Choosing Spirit Days
4. Preparing Teacher Kindness Kits
5. Choosing/Judging Contests (essay contest or door decorating contest)
6. Recess Kindness Stations
7. Daily Kindness Quotes
8. Incentives to get student body fired up
9. Documenting the week with photos and videos



Students discuss ideas for the GKC week



Coachella Valley Unified



Students make Teacher Kindness Kits

ADMINISTRATION & STAFF INVOLVEMENT

Involve your school's administration and staff in The Great Kindness Challenge. In our post event survey, it has been observed that teachers and staff appeared to be happier thanks to participating in The Great Kindness Challenge.

In order to prepare for The Great Kindness Challenge, some schools form Great Kindness Challenge Kindness Committees, which are comprised of school staff members, PTA/PTO members and other volunteers. It is completely up to your school to decide what will be the best approach for rolling out the Great Kindness Challenge to your students and staff.

Useful resources for introducing The Great Kindness Challenge to your staff:

- [The Great Kindness Challenge Introductory PowerPoint Presentation \(editable; click to download\)](#)
- [Great Kindness Challenge Videos](#)
- [Great Kindness Challenge Informational Flyer](#)

Teacher Kindness Kits

Teacher Kindness Kits make it easy for teachers to implement The Great Kindness Challenge. Ideally, these are provided to the teachers a week before the Great Kindness Challenge begins.

Suggested items for the Teacher Kindness Kits:

- Pre-printed GKC checklists for students
- Schedule for the week including assemblies, Spirit Days, lunch and events
- A Quote of the Day sheet for morning discussion
- Curriculum/discussion topic ideas
- A sweet treat and note of thanks
- [Parent letter](#) for students to take home the week prior to the GKC
- Kind Coins for Kenyan Kids flyer



Teacher Kindness Kits



Teacher Kindness Kit Letter

(download a Word template from the [GKC tools page](#) or use this editable [Canva temaple](#))

The Great Kindness Challenge Teacher Information and Schedule of Events Sheet Monday, January 26th through Friday, January 30th

Dear Esteemed Teachers,

Happy Great Kindness Challenge Week! Below is a list of what is included in your Teacher Kindness Kit:

- ☐ Schedule of Activities
- ☐ Daily Kindness Quotes
- ☐ A Great Kindness Challenge Checklist for each student in your class
- ☐ A sweet treat for being awesome! Thanks for your help in making this a successfully KIND week!
- ☐ Parent Letter to be sent home Thursday prior to the GKC week
- ☐ Spirit Days flyer

Thank you!

Your Great Kindness Challenge Coordinators

Sample Teacher Letter

Provided by Magnolia Elementary in Carlsbad, CA and adapted for the 2025-2026 GKC dates.

The Great Kindness Challenge Teacher Information and Schedule Sheet Monday, January 26th through Friday, January 30th

Dear Esteemed Teachers,

Happy Great Kindness Challenge Week! Below is a list of what is included in your Teacher Kindness Kit and a schedule of events.

- GKC Parent Letter to be sent home **Thursday, Jan. 22nd.**
- Teacher Idea List
- A Great Kindness Challenge Checklist for each student in your class.
- A list of the Daily Kindness Quotes. (*GKC volunteer*) will come to your class each morning immediately after the bell to escort the student to the office to read the quote. (Teachers will be notified of students participating)
- A 'Kindness Matters' bracelet for each student in your class. A gift from the PTA! Feel free to keep the extras.
- Spirit Days flyer
- A sweet treat for being awesome! Thanks for your help in making this a successfully KIND week!

Schedule

Thursday, January 22nd:

GKC Parent Letter sent home

Monday, January 26th:

8:05am Morning Kindness Quote

8:30am (K-2) GKC Kick-off Pep Rally in Auditorium (Approximately 15 min. long)

9:15am (3-5) GKC Kick-off Pep Rally in Auditorium (Approximately 15 min. long)

Spirit Day: Hats Off to Kindness (Wear your favorite hat)

Tuesday, January 27th:

8:05am Morning Kindness Quote (2nd grade)

Spirit Day: Ride the Wave to Kindness (Beach/surfer attire)

Wednesday, January 28th:

8:05am Morning Kindness Quote (3rd grade)

11:45-1:10pm Recess Kindness Station w/ parent volunteers (Blacktop at picnic tables)

Spirit Day: Never Too Old For Kindness (Dress as a senior citizen)

Thursday, January 29th:

8:05am Morning Kindness Quote (4th grade)

Spirit Day: Peace, Love and Kindness (Dress in tie-dyes, peace signs or hippie clothes)

Friday, January 30th:

8:25am Awards Assembly, Morning Kindness Quote at Assembly, GKC Wrap Up

Spirit Day: Kindness is the Magnolia Way (Spirit Wear)

Thank you!

Your Great Kindness Challenge Coordinators

PTA/PTO INVOLVEMENT

Encourage your PTA/PTO to utilize The Great Kindness Challenge as a school community-building event and add it to their list of annually sponsored events.

PTA/PTO's can help lead the way for implementing and promoting a successful Great Kindness Challenge. PTA/PTO's are a great resource as they often have established volunteer lists to help run Great Kindness Challenge events and they also may have an available budget to purchase incentive items from the Great Kindness Challenge [store](#). If that might be an option for your school, please mark your calendars for a big merchandise sale event that we host annually in celebration of the World Kindness Day on November 13th.

Introduce the Great Kindness Challenge to your PTA/PTO by sharing the [Great Kindness Challenge Infomercial Video](#).

How can the PTA/PTO help?

- Promote Great Kindness Challenge among students, staff, community members
- Pass out Save the Date flyers
- Recruit Kindness Challenge Ambassadors (parents, students, local businesses) who would like to be involved in The Great Kindness Challenge planning and preparations
- Kick off the week by cheering on students as they arrive to school
- Support week-long kindness station(s) at recess to assist students with completing the checklist
- Help decorate the school for The Great Kindness Challenge
- Fund end-of-week prizes/incentives (pencils, bracelets, ice cream social, etc.)



COMMUNITY OUTREACH / INVOLVEMENT

Community Outreach

We encourage you to partner with your community to support your efforts in creating a culture of kindness. You may engage local service clubs (e.g., Rotary, Lions, Optimists, Soroptimists, etc.), elected officials, active military, veterans, senior citizens, and/or local businesses.

Volunteer Opportunities for Your Local Community:

Pre-Event

Ways your local community can help prep for The Great Kindness Challenge:

1. Paint and hang “Kindness Matters” and other promotional signs with students
2. Make copies of the GKC checklist for all students
3. Help design a school-wide incentive for students who complete the 50 kind acts
4. Help classrooms decorate kindness-themed doors
5. Assist with the school marquee to advertise the GKC
6. Have a talent to share? Help create the school’s kickoff assembly
7. Help assemble and deliver Teacher Kindness Kits

Event

Ways your local community can help during The Great Kindness Challenge:

1. Greet and encourage students during your Community Kindness Tunnel
2. Assist with the “Kindness Stations” during recess. This is a joyful hands-on work to assist students as they complete several challenges, such as writing thank you notes to staff, painting kindness posters, decorating hearts with inspirational messages, etc.
3. Be a special guest to read the school’s kindness quote over the intercom system
4. Help judge a school’s kindness essay contest and/or door decorating contest
5. Have the mayor or other elected official present the proclamation or attend a city council meeting to receive the proclamation. [Learn more.](#)
6. Organize a joint community service project with community adults and students. For example: food drive, beautify a park project, make recycled toys for an animal shelter, etc.

Post-Event

Ways your local community can help after The Great Kindness Challenge:

1. Help recognize participating students with certificates or other incentives
2. Help with a post-event GKC celebration
3. Help write and send a press release about the success of The Great Kindness Challenge week to local media

COMMUNITY OUTREACH / INVOLVEMENT

Community Kindness

To create a consistent and positive message throughout your school and community, invite your community (businesses, service organizations, school board, city offices, and more) to display kind messages on their digital billboards and marquees. These will serve as great reminders for all students and community members.



KINDNESS MATTERS

Arkadelphia Public Schools encourages community members, businesses and churches to come together and participate in The Great Kindness Challenge, January 29-February 2, 2018. The Great Kindness Challenge is a positive, proactive bullying prevention initiative, reaching millions of students during the last week of January every year.

In order to create a consistent, positive message throughout our school and community, we are asking our business community and churches to display kind messages on their digital billboard or marquee. These will serve as great reminders for our students and all community members.



Visit greatkindnesschallenge.org for more information.

Courtesy of Arkadelphia Public Schools

CREATING KINDNESS A-Z (RESOURCES)

ASSEMBLY/ RALLY SCRIPTS

Assembly/Rally Tips to Engage ALL Children (Introverts and Extroverts)

Created in collaboration with occupational therapist Kathy Patten & ambassador for sensitive kids, Emma Lesko.

We understand that all children are unique and respond differently to rallies and assemblies. The below tips will help you be sensitive to all children, especially those who are more introverted or have sensory sensitivities.

- Keep assemblies at 20 minutes
- Play low-volume calming music as children enter (gentle rhythmic drumming works best)
- Dim the lighting, spotlight the speaker if possible
- Incorporate moments of stillness throughout (i.e. 4-7-8 deep breaths) before transitions
- One at a time of the following: Loud, flashy, or movement (all 3 together is harmful for many kids)
- If doing a loud “Kindness Matters” cheer, funnel down the KINDNESS MATTERS cheer so it stops with a whisper, and funneled down arm movement. -“Sometimes kindness is being quiet”
- Keep dancing activities under 30 seconds. If possible, tell kids how long it will last, or indicate with a timer or a screen.
- Follow up most stimulating peaks with a quick focused activity.” i.e. statues in their seats, kind facial expressions, kindest nonverbal gestures, think about favorite kindness heroes”
- Focused activity on way out (i.e. think of a unique kind act to do this week)



Sample Kick-off Rally Script 1

Download an
editable Word doc
from our online
tools page!

Great Kindness Challenge Kick-Off Assembly Video Version 2025 - 2026

This rally incorporates one video, firefighters, police officers and the mayor. If you can't include your community in this way, staff and/or parents can fill in.

Incorporating the official 2026 GKC Theme: "Show Us Your Kind!"

Good Morning (School Name)! Hello students, teachers, parents, and esteemed guests!

Welcome to our Great Kindness Challenge Kick-off assembly!! We are (name of presenting class/group) class, and we are SO HAPPY to be here to tell you all about this AMAZING week of kindness.

This week, all across (city name), all across (state name), all across the United States of America, and all across the world... students are taking The Great Kindness Challenge RIGHT NOW!!

The Great Kindness Challenge started 15 years ago with just 3 schools in California, and now there are over 22 million students in 43,000 schools and 135 countries participating! We are part of a kindness uprising! Check this out! (Show Official 2026 GKC Kick-off video)

As you saw, this year's theme is "Show Us Your Kind!" We are going to BE kind and SEE kind! Just like a good spy, we are going to be on the lookout for kindness all week long!

I'm ready for all this kindness! Let's do this!

So, how do we do The Great Kindness Challenge?

It's simple! Your teacher will give you a copy of this kindness checklist (hold up checklist). From today until Friday, we challenge YOU (point at students) to do as many kind acts as possible. That's it! Super easy!

I have an idea! Let's do a few of these kind acts together.

Let's start with the first kind act: Smile at 25 people. On the count of three, stay seated and smile at 25 people in front of you, behind you, and beside you. Smile until your cheeks hurt!! Ready?

Class/Group: 1, 2, 3...SMILE!

(Entire school looks around and smiles at others for 30 seconds with upbeat music playing.)

That was awesome! Let's do another kind act together. Making someone laugh is a form of kindness, so let's do this one (points to the checklist), "Tell a joke and make someone laugh."

What did the ocean say to the beach? Nothing. It just waved!

One more – Knock Knock

School: Who's there?

Frank

School: Frank who?

Frank you for being a great friend!

That's funny and sweet! I know someone who's a great friend! Our firefighters and police officers are great friends to us all and they are ready to spread some more kindness. Let's ask them to come up and help us with our next kind act. Come on up, friends!

(Firefighters and police officers come to the front and are handed "KINDNESS MATTERS" signs.)

Our next kind act is "Make and display a KINDNESS MATTERS sign." We've made two KINDNESS MATTERS signs. Let's have a KINDNESS MATTERS shout-off. We're going to split the room in half. The firefighters will be on this side and the police officers on that side. In their hands, they each have a KINDNESS MATTERS sign. We're going to see which side is loudest. We'll start with the firefighters. Mr. Firefighter will hold up his sign and count to three. You'll then shout out "KINDNESS MATTERS." Next will be Ms. Police Officer. We'll go back and forth a few times to see which side is louder.

Mayor (mayor's last name), will you please be our judge? (Waves Mayor up to stage.) Please give a round of applause for our wonderful (name of city) mayor. Welcome Mayor (last name)!
(School claps for the mayor.)

So, let's start our KINDNESS MATTERS shout-off. Is everyone ready?
Mr. Firefighter, please begin.

(Students follow the lead of firefighters and police officers and shout out KINDNESS MATTERS a few rounds.)
Mayor (last name), do we have a winner? And while you have the microphone, would you like to say a few kind words to our school?

(Mayor speaks and if possible, presents a proclamation. See tools page for a proclamation template.)

Thank you, Mayor (last name). Your support means the world to us. Speaking of the world, let's do this kind act (points to checklist), "Make a wish for a child in another country." To learn how we can all make a wish come true for a new friend in Kenya, check out this Kind Coins for Kenyan Kids video:
(Show Kind Coins for Kenyan Kids video.)

I love that we can all come together to sponsor students in Kenya. It feels really good to help people and be part of making their wishes come true. That makes me happy!

Do you know what else makes me happy? Spirit Dress-up Days make me happy! This week, we are going to get creative and dress up each day with different kindness themes. My friends will show you how it's done!

Are you ready for a little kindness fashion show? Come on out, friends!

(One by one, students dressed up in the theme will come to the microphone and announce their spirit day.)

Fill in the script with your chosen Spirit Days. Delete this part if you are not doing Spirit Days.

Hello! My name is _____. I believe kindness moves hearts at any age. Tuesday will be “Never Too Old for Kindness” Day.

Hi! I’m _____ and kindness makes me want to SING!!! Wednesday will be “Kindness Rocks” Day, so wear your favorite rock-n-roll clothes and show your kindness spirit.

Hello! I’m _____. On Thursday, we’re going to get groovy with our “Peace, Love and Kindness Day”. Wear your best hippie or tie-dyed attire to show everyone that kindness is far out!

Hello! I’m _____ and I’m a proud (fill in your school name and mascot). On Friday, we will wear our school spirit shirts to show “Kindness the (fill in school name) Way” because KINDNESS MATTERS at (fill in school name)!

That was GREAT!! I’m feeling all these good vibes! I can’t wait to capture photos of all this joy all week long as we show our kindness to the world!

Tell me more about how we can show our kindness. I saw on the kick-off video that there will be a contest with everyone in the world invited to participate. I even saw that the winning school will get a pizza party. Are we going to be part of that contest?

Yes, we are! On Wednesday morning, the whole school will gather on the field to create a giant heart formation. We’ll take an aerial photo to capture the joy and we’ll submit it for the contest. We’ll send all our love and positivity out to everyone!

That’s cool! We’ll inspire the whole world to Be Kind! Let’s show them what that means. Please start us off (Name of student holding letter “B”)

(Students spell out BE KIND, one letter at a time.)

- B is for Believe. We believe with all our might. (Hold up a large cut-out letter “B”)
- E is for Enthusiasm. We live with joy and delight. (Hold up a large cut-out letter “E”)
- K is for Kindness. We will show that we care. (Hold up a large cut-out letter “K”)
- I is for Inspiration. We’ll inspire everyone to be fair. (Hold up a large cut-out letter “I”)
- N is for Neighborly. We’ll be good neighbors to one and all. (Hold up a large cut-out letter “N”)
- D is for Dedication. We’ll spread kindness winter, spring, summer and fall. (Hold up a large cut-out letter “D”)

Be Kind! I like that! Let’s keep these good vibes going. Let’s do a schoolwide cheer. Will you help me out? When I say BE (point to self) you say KIND (point to entire school).

- BE (point to self)
- Entire School: KIND (point to entire school)
- BE (point to self)
- Entire School: KIND! (point to entire school)

When I say *SCHOOL NAME* (point to self) you say WE CARE (point to entire school).

- *SCHOOL NAME* (point to self)
- Entire School: WE CARE! (point to entire school)
- (*SCHOOL NAME* point to self)
- Entire School: WE CARE! (point to entire school)

When I say KINDNESS (point to self) you say MATTERS (point to entire school).

- KINDNESS (point to self)
- Entire School: MATTERS! (point to entire school)
- KINDNESS (point to self)
- Entire School: MATTERS! (point to entire school)

Good job everyone! Yes, KINDNESS does matter! This whole week, we are going to show everyone that kindness absolutely matters. So remember, when you get your kindness checklist from your teacher, do as many kind acts as possible and check them off as you go.

To give us even more inspiration, (principal's name) has an announcement. Come on up, (principal's name)!

(Principal reveals his/her school-wide incentive. Check out incentive ideas in the GKC toolkit.)

That is so cool! (Principal's name), you are awesome! I sure am fired up and ready to go! Have fun, everyone, and remember... every kind act makes a difference to someone, not just this week, but ALWAYS!

Thank you for coming! Bye!!

(Play [*The Great Kindness Challenge Theme Song*](#) as students leave the assembly.)

Sample Kick-off Rally Script 2

Great Kindness Challenge Kick-Off Assembly No Video Version 2025 - 2026

Download an
editable Word doc
from our online
tools page!

This rally incorporates local firefighters, police officers, and the mayor. If you can't include your community in this way, staff and/or parents can fill in.

Incorporating the official 2026 GKC Theme: "Show Us Your Kind!"

Good Morning (School Name)! Hello students, teachers, parents, and esteemed guests! Welcome to our Great Kindness Challenge Kick-off assembly!! We are (name of presenting class/group) class, and we are SO HAPPY to be here to tell you all about this AMAZING week of kindness.

This week, all across (city name), all across (state name), all across the United States of America, and all across the world... students are taking The Great Kindness Challenge RIGHT NOW!!

The Great Kindness Challenge started 15 years ago with just 3 schools in California, and now there are over 22 million students in 43,000 schools and 135 countries participating! We are part of a kindness uprising! This year's theme is "Show Us Your Kind!" We are going to BE kind and SEE kind! Just like a good spy, we are going to be on the lookout for kindness all week long!

I'm ready for all this kindness! Let's do this!

So, how do we do The Great Kindness Challenge?

It's simple! Your teacher will give you a copy of this kindness checklist (hold up checklist). From today until Friday, we challenge YOU (point at students) to do as many kind acts as possible. That's it! Super easy! I have an idea! Let's do a few of these kind acts together.

Let's start with the first kind act: Smile at 25 people. On the count of three, stay seated and smile at 25 people in front of you, behind you, and beside you. Smile until your cheeks hurt!! Ready?

Class/Group: 1, 2, 3...SMILE!

(Entire school looks around and smiles at others for 30 seconds with upbeat music playing.)

That was awesome! Let's do another kind act together. Making someone laugh is a form of kindness, so let's do this one (points to the checklist), "Tell a joke and make someone laugh."

What did the ocean say to the beach? Nothing. It just waved!

One more – Knock Knock

School: Who's there?

Frank

School: Frank who?

Frank you for being a great friend!

That's funny and sweet! I know someone who's a great friend! Our firefighters and police officers are great friends to us all and they are ready to spread some more kindness. Let's ask them to come up and help us with our next kind act. Come on up, friends!

(Firefighters and police officers come to the front and are handed "KINDNESS MATTERS" signs.)

Our next kind act is "Make and display a KINDNESS MATTERS sign." We've made two KINDNESS MATTERS signs. Let's have a KINDNESS MATTERS shout-off. We're going to split the room in half. The firefighters will be on this side and the police officers on that side. In their hands, they each have a KINDNESS MATTERS sign. We're going to see which side is loudest. We'll start with the firefighters. Mr. Firefighter will hold up his sign and count to three. You'll then shout out "KINDNESS MATTERS." Next will be Ms. Police Officer. We'll go back and forth a few times to see which side is louder.

Mayor (mayor's last name), will you please be our judge? (Waves Mayor up to stage.) Please give a round of applause for our wonderful (name of city) mayor. Welcome Mayor (last name)!
(School claps for the mayor.)

So, let's start our KINDNESS MATTERS shout-off. Is everyone ready? Mr. Firefighter, please begin.

(Students follow the lead of firefighters and police officers and shout out KINDNESS MATTERS a few rounds.) Mayor (last name), do we have a winner? And while you have the microphone, would you like to say a few kind words to our school?

(Mayor speaks and if possible, presents a proclamation. See tools page for a proclamation template.)

Thank you, Mayor (last name). Your support means the world to us and makes us so happy!

Do you know what else makes me happy? Spirit Dress-up Days make me happy! This week, we are going to get creative and dress up each day with different kindness themes. My friends will show you how it's done!

Are you ready for a little kindness fashion show? Come on out, friends!

(One by one, students dressed up in the theme will come to the microphone and announce their spirit day.)

Fill in the script with your chosen Spirit Days. Delete this part if you are not doing Spirit Days.

Hello! My name is _____. I believe kindness moves hearts at any age. Tuesday will be "Never Too Old for Kindness" Day.

Hi! I'm _____ and kindness makes me want to SING!!! Wednesday will be "Kindness Rocks" Day, so wear your favorite rock-n-roll clothes and show your kindness spirit.

Hello! I'm _____. On Thursday, we're going to get groovy with our "Peace, Love and Kindness Day". Wear your best hippie or tie-dyed attire to show everyone that kindness is far out!

Hello! I'm _____ and I'm a proud (fill in your school name and mascot). On Friday, we will wear our school spirit shirts to show "Kindness the (fill in school name) Way" because KINDNESS MATTERS at (fill in school name)!

That was GREAT!! I'm feeling all these good vibes! I can't wait to capture photos of all this joy all week long as we show our kindness to the world!

Tell me more about how we can show our kindness. I heard that there will be a "Show Us Your Kind" contest with everyone in the world invited to participate. I even heard that the winning school will get a pizza party. Are we going to be part of that contest?

Yes, we are! On Wednesday morning, the whole school will gather on the field to create a giant heart formation. We'll take an aerial photo to capture the joy and we'll submit it for the contest. We'll send all our love and positivity out to everyone!

That's cool! We'll inspire the whole world to Be Kind! Let's show them what it means to BE KIND. Please start us off (Name of student holding letter "B")

(Class Spells out BE KIND, one letter at a time.)

- B is for Believe. We believe with all our might. (Hold up a large cut-out letter "B")
- E is for Enthusiasm. We live with joy and delight. (Hold up a large cut-out letter "E")
- K is for Kindness. We will show that we care. (Hold up a large cut-out letter "K")
- I is for Inspiration. We'll inspire everyone to be fair. (Hold up a large cut-out letter "I")
- N is for Neighborly. We'll be good neighbors to one and all. (Hold up a large cut-out letter "N")
- D is for Dedication. We'll spread kindness winter, spring, summer and fall. (Hold up a large cut-out letter "D")

Be Kind! I like that! Let's keep these good vibes going. Let's do a schoolwide cheer. Will you help me out? When I say BE (point to self) you say KIND (point to entire school).

- BE (point to self)
- Entire School: KIND (point to entire school)
- BE (point to self)
- Entire School: KIND! (point to entire school)

When I say *SCHOOL NAME* (point to self) you say WE CARE (point to entire school).

- *SCHOOL NAME* (point to self)
- Entire School: WE CARE! (point to entire school)
- (*SCHOOL NAME*point to self)
- Entire School: WE CARE! (point to entire school)

When I say KINDNESS (point to self) you say MATTERS (point to entire school).

- KINDNESS (point to self)
- Entire School: MATTERS! (point to entire school)
- KINDNESS (point to self)
- Entire School: MATTERS! (point to entire school)

Good job everyone! Yes, KINDNESS does matter! This whole week, we are going to show everyone that kindness is powerful and important. So remember, when you get your kindness checklist from your teacher, do as many kind acts as possible and check them off as you go.

To give us even more inspiration, (principal's name) has an announcement. Come on up, (principal's name)!

(Principal reveals his/her school-wide incentive. Check out incentive ideas in the GKC toolkit.)

That is so cool! (Principal's name), you are awesome! I sure am fired up and ready to go! Have fun, everyone, and remember... every kind act makes a difference to someone, not just this week, but ALWAYS!

Thank you for coming! Bye!!

(Play [*The Great Kindness Challenge Theme Song*](#) as students leave the assembly.)



The Great Kindness Challenge Wrap Up Assembly Script

This script came from Magnolia Elementary School in Carlsbad, CA.

Download an
editable Word doc
from our online
tools page!

Good morning, [Name of School]!

Wow — what an incredible week it's been! Our Great Kindness Challenge Week is coming to an end, and I have just one question: Did you have FUN spreading kindness? Let's hear a big cheer if you did!

Alright, before we wrap up, let's squeeze in a few more acts of kindness together. Ready?
Let's start with something easy — smile at 25 people (without even leaving your seat!) ... GO!
Look at all those smiles — we're already making the world brighter!

Now, let's learn to say HELLO in a few different languages to show kindness across cultures!
Repeat after me:

- In Hebrew: Shalom!
- In French: Bonjour!
- In Swahili: Jambo!
- And in Finnish: Hyvää päivää! — oof, that's a tough one!

Cool! Kindness speaks every language!

This week we've seen so many ways to *Show Your Kindness* — from helping classmates and teachers to sharing smiles, notes, and kind words. Remember, kindness doesn't stop today — it's something we can show every day through our words and our actions.

Imagine this: if each of us keeps showing kindness intentionally — one small act at a time — by the time you're my age (and trust me, that's a long way off!), the world will be overflowing with positivity, connection, and love.

Can I get a big OH YEAH!?

To wrap up The Great Kindness Challenge week, I'd like to invite our Student Council to lead us in one last kindness cheer!

STUDENT COUNCIL CHEER

When I say KINDNESS (point to self) you say MATTERS (point to entire school).

- KINDNESS (point to self)
- Entire School: MATTERS! (point to entire school)
- KINDNESS (point to self)
- Entire School: MATTERS! (point to entire school)

When I say BE (point to self) you say KIND (point to entire school).

- BE (point to self)
- Entire School: KIND (point to entire school)
- BE (point to self)
- Entire School: KIND! (point to entire school)

CITY COUNCIL CELEBRATION

Partner with your City Council to celebrate The Great Kindness Challenge and honor your students' commitment to kindness. This is great for an entire school district or just one school.

For School Districts

Step 1: Reach out to your local city council office and ask if they will help you celebrate the schools within your district that participated in The Great Kindness Challenge. Ask for approximately 10-15 minutes of time at an upcoming city council meeting. Most city councils need 1-3 months of prior notice.

Step 2: Schedule the date and time for the celebration.

Step 3: Invite the schools in your district to choose 1-2 students and one adult leader (ideally the principal) to represent their school at the celebration. See [Invitation Example](#)

Step 4: Plan the agenda: 1. Words of congratulations from the Mayor and presentation of [proclamation](#) 2. inspirational remarks from a student (why kindness matters, the importance of kindness, the impact kindness has on my life, etc.) 3. If time permits, show a compilation video or slideshow highlighting the joy of the GKC week. 4. Presentation of Kindness Certified School and Student certificates to student representatives by the mayor, city council members and school principals 5. Group Picture 6.

Closing remarks

Step 5: Invite the media to attend. See [Media Section](#).

Step 6: A few days before the celebration, communicate with all student representatives and their families the expectations and event details.

Step 7: Print out Kindness Certified School and Kindness Certified Student certificates. Each student rep will receive a certificate on behalf of their school to pass on and one [student certificate](#) with their name on it to keep.

Step 8: Make a list of all attending schools and their student representatives. Give the list to the person who will be calling out names for the presentation of Kindness Certified School & Student certificates.

Step 9: On the day of the event, welcome all student representatives and their families to the meeting. Escort them to their seats. Helpful tip is to have the students sit in the order they will receive their certificates.

Step 10: Enjoy the celebration! Be sure to get individual photos and some group shots.

Step 11: If it is acceptable, excuse the students and their families to go home after the presentation since it will most likely be on a school night.

Step 12: Follow up with the city council to thank them for their kindness.

For Schools

Follow all the steps above, but instead of having student representatives from each school, have a student representative from each classroom or grade level at your school.



THE GREAT KINDNESS CHALLENGE AMBASSADOR PROGRAM

Who

We are looking for leaders in KINDNESS! If you are over-the-top committed to spreading KINDNESS, please consider becoming a Great Kindness Challenge Ambassador. Our Ambassador Program is open to leaders of all ages!

Criteria

Great Kindness Challenge Ambassadors are asked to actively promote and encourage schools to [SIGN UP](#) for The Great Kindness Challenge in the following ways:

- Social media using #GreatKindnessChallenge
- Website promotion and blog posts
- Email communications and newsletters
- Public speaking engagements
- General public relations (news, TV, print, etc.)



Tools

Great Kindness Challenge Ambassadors are given support from The Great Kindness Challenge team and their own Toolkit full of ideas and ready-to-use materials to help recruit schools and spread the message of KINDNESS!

Recognition

Great Kindness Challenge Ambassadors are pivotal in helping us reach our 2025-2026 goal of 23 million students and 45,000 schools in 140 countries participating in the challenge! The Great Kindness Challenge Ambassadors will receive:

- Electronic 'Great Kindness Challenge Ambassador Seal' to show the world your commitment to KINDNESS!
- Name included on The Great Kindness Challenge website
- Mention in our social media campaign
- And, a chance at a dedicated Great Kindness Challenge blog post and interview

If you are interested in becoming a Great Kindness Challenge Ambassador, please contact us at ambassadors@greatkindnesschallenge.org.

KINDNESS CERTIFIED SCHOOL DISTRICTS

We kindly invite you to share your outstanding commitment to kindness with your entire school district! We will honor and recognize districts that have all schools participating in The Great Kindness Challenge as an official Kindness Certified School District.

Each district will receive distinguishing perks like an electronic Kindness Certified School seal, a certificate to proudly display and promotion on The Great Kindness Challenge website and social media outlets.

Inviting all of the schools in your district creates a unifying effort that uplifts the entire community. Let the kindness grow and spread to all of your local schools!

Click on [“Learn more”](#) and share our [Kindness Certified School District Flyer](#) with your Superintendent today!

**Thank You to all 150+ [Kindness Certified School Districts](#)
that are part of this kindness movement!**



... and many more!

KINDNESS QUOTES

"We don't have to agree on anything to be kind to one another (Unknown)

"The world is full of kind people...If you can't find one, be one." (Unknown)

"Happiness is the new rich. Inner peace is the new success. Health is the new wealth. Kindness is the new cool." (Syed Balkhi)

"Despite everything, I believe that people are really good at heart." (Anne Frank)

"How wonderful to think that no one need wait a moment before starting to improve the world." (Anne Frank)

"No act of kindness no matter how small is ever wasted." (Aesop)

"A little consideration, a little thought for others, makes all the difference." (Eeyore)

"The ideas that have lighted my way have been kindness, beauty and truth." (Albert Einstein)

"When words are both true and kind they can change our world." (Buddha)

"Love is the only force capable of turning an enemy into a friend." (Dr. Martin Luther King, Jr.)

"Life's most persistent and urgent question is 'What are you doing for others?'" (Dr. Martin Luther King, Jr.)

"Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world." (Desmond Tutu)

"To be kind is more important than to be right...many times what people need is not a brilliant mind that speaks but a special heart that listens..." (Unknown)

"Treat everyone with kindness and respect, even those who are rude to you...not because they are nice, but because you are." (Unknown)

"Choose to be kind over being right and you'll be right every time." (Richard Carlson)

"Here is my secret. It is very simple: It is only with the heart that one can see rightly; what is essential is invisible to the eye." (The Little Prince)

"There is no greater joy nor greater reward than to make a fundamental difference in someone's life." (Sister Mary Rose McGeady)

"Every time you smile at someone, it is an action of love, a gift to that person, a beautiful thing." (Mother Teresa)

"Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars and change the world." (Harriet Tubman)

"Go into the world and do well. But more importantly, go into the world and do good." (Minor Myers, Jr.)

"Raise your words, not your voice. It is rain that grows flowers, not thunder." (Rumi)

"Nothing can make our life, or the lives of other people, more beautiful than perpetual kindness." (Leo Tolstoy)

"It was only a sunny smile, and little it cost in the giving. But like morning light, it scattered the night, and made the day worth living." (F. Scott Fitzgerald)

"Be kind whenever possible. It is always possible." (Dalai Lama)

"Just one act of kindness that you perform, may turn the tide of another person's life." (Unknown)

"The common mistake that bullies make is assuming that because someone is nice that he or she is weak. Those traits have nothing to do with each other. In fact, it takes considerable strength and character to be a good person." (Mary Elizabeth Williams)

"A smile is the beginning of peace." (Mother Teresa)

"The majority of us lead quiet, unheralded lives as we pass through this world. There will most likely be no ticker-tape parades for us, no monuments created in our honor. But that does not lessen our possible impact, for there are scores of people waiting for someone just like us to come along; people who will appreciate our compassion, our unique talents. Someone who will live a happier life merely because we took the time to share what we had to give." (Leo Buscaglia)

"Be pleasant until 10 o'clock in the morning and the rest of the day will take care of itself." (Elbert Hubbard)

"Imagine all the people living life in peace. You may say I'm a dreamer, but I'm not the only one. I hope someday you'll join us, and the world will live as one." (John Lennon)

"Let today be a day to let Kindness rule all your actions." (Jonathan Lockwood Hui)

"Seek to do good, and you will find that happiness will run after you." (James Freeman Clarke)

"Kind words will unlock an iron door." Turkish Proverb

"The greatest degree of inner tranquility comes from the development of love and compassion. The more we care for the happiness of others, the greater is our own sense of well-being." (Dalai Lama)

"Simple kindness may be the most vital key to the riddle of how human beings can live with each other in peace and care properly for this planet we all share." (Bo Lozoff)

"We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop." (Mother Teresa)

"In about the same degree as you are helpful, you will be happy." (Karl Reiland)

"If someone listens, or stretches out a hand, or whispers a kind word of encouragement, or attempts to understand a lonely person, extraordinary things begin to happen." (Loretta Girzaitis)

"Whatever you say, say with kindness." (Jonathan Lockwood Huie)

"Kind hearts are the gardens. Kind thoughts are the roots. Kind words are the flowers. Kind deeds are the fruits. Take care of your garden and keep out the weeds. Fill it with sunshine, kind words and kind deeds." (Henry Wadsworth Longfellow)

"The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart." (Helen Keller)

"For beautiful eyes, look for the good in others; for beautiful lips, speak only words of kindness; and for poise, walk with the knowledge that you are never alone." (Audrey Hepburn)

"Happiness is when what you think, what you say, and what you do are in harmony." (Mohandas Gandhi)

"A warm smile is the universal language of kindness." (William Arthur Ward)

"Carry out a random act of kindness, with no expectation of reward, safe in the knowledge that one day someone might do the same for you." (Princess Diana)

"There is overwhelming evidence that the higher the level of self-esteem, the more likely one will be to treat others with respect, kindness, and generosity." (Nathaniel Branden)

"Happiness is not a station you arrive at, but a manner of traveling." (Margaret B. Runbeck)

"Kindness is the language which the deaf can hear and the blind can see." (Mark Twain)

"Kindness is love made visible..." (M. Swanepoel)

KINDNESS STATION

A Kindness Station is a designated spot where students can work on various GKC kind acts such as writing thank you notes, decorating hearts, painting Kindness Matters posters, etc. Some schools set up a Kindness Station every recess during the Great Kindness Challenge week. Other schools host a Kindness Station once or twice during the week.

Below are tips to make the Kindness Station a big success.

1. Obtain approval from Principal
2. Recruit Volunteers to assist students with completing their checklist during recess or lunch break.
 - a. Volunteers: PTA, Student Council, parents or staff
 - b. Local organizations: Kids for Peace Leaders, Boys & Girls Club, Girl Scout Troop
3. Select a Kindness Station area
 - a. Library
 - b. Lunch Room
 - c. Empty classroom
 - d. An outside table overlooking the play ground
4. Create Kindness Station Schedule
 - a. Facilitate the Kindness Station during the week of The Great Kindness Challenge
 - b. Provide schedule to Student Council, Principal and Secretary
5. Collect Kindness Station Supplies
 - a. Shoe boxes or bags to create craft kits (One for each table or group)
 - b. Suggested items:
 - Card Stock in various colors
 - Copy of Kindness Checklist (for ideas)
 - Glue Sticks and white glue
 - Scissors
 - Stickers
 - Markers
 - Crayons
 - Large pieces of colored paper
 - Letter or shape Stencils
 - Stamps and stamp pads
 - Cut out hearts from various colors of paper
 - Cut 2 inch by 6 inch strips of paper, cut a hole in the top with a hole punch and tie yarn to the end to make a blank book mark.
6. Create a Kindness Station Sign
7. Assist the students as needed.



Some schools choose 3-4 different kind acts to focus on each day.



Kindness Stations - Gallery



Arcadia Unified



Mexico High School



St. Hedwig TK-8



Euroamerican College, Lima, Peru



PTA Sponsored Kindness Station



Stella Middle Charter Academy



United Estates Primary School



Hope Elementary, Carlsbad, CA



Coachella Valley Unified



Hope Elementary, Carlsbad, CA

MIX IT UP LUNCH

To complete the act of kindness, “Sit with a new group of kids at lunch,” encourage students to “mix it up” using this fun color-coded method. “Talk Boxes” with conversation starters will help break the ice and add to the fun.

Steps:

1. **Choose Colors:** Depending on the number of students who will be participating, choose 4-8 colors for the project.
2. **Label Tables:** Assign and mark each lunch table with one of the chosen colors. For large groups, you may need to designate more than one table per color. You may use colored tablecloths, balloons (but be very careful they don’t blow away and hurt the environment and/or animals!), colored butcher paper or colored construction paper.
3. **Assign Colors:** Have students randomly choose a color using colored popsicle sticks, little colored pieces of construction paper, or any other material that has the same colors found on your tables. Match the total number of sticks (or whatever object you are using) with the total number of students and divide the colors up evenly. Put the sticks in one big container and have students close their eyes and choose one stick. They will then go sit at the table with their chosen color.
4. **Set Out Conversation Starters:** Create a “Talk Box” for each table and fill it with questions to start conversations. Alternatively, set out sheets (laminated if possible) with [conversation starters](#). Encourage students to include everyone and give everyone a chance to answer every question.
5. **Make New Friends:** When it is time for lunch, let the students sit at their designated tables and make new friends. To add to the festivity, play happy music during the lunch period. Enjoy!



Courtesy of Jefferson Elementary, Carlsbad, CA

PROCLAMATION

Download an
editable Word
doc from our
online tools
page!

Sample Proclamation

(download a Word template from the [GKC tools page](#) or use this editable [Canva temaple](#))

Whereas The Great Kindness Challenge was created and launched in 2011 by Kids for Peace, a global nonprofit based in Carlsbad, California; and

Whereas The Great Kindness Challenge was piloted with three Carlsbad public schools and has now expanded to all 50 states with over 22 million students participating; and

Whereas The Great Kindness Challenge is one week dedicated to students performing as many kind acts as possible, using a provided kindness checklist; and

Whereas Name of School proudly demonstrates their commitment to improved school climate and increased student engagement by participating in The Great Kindness Challenge; and

Whereas Name of School is honored to unite all students in the spirit of kindness and respect;
Now, therefore, I, (Mayor's Name), serving as mayor of (City, State) do hereby proclaim January 26 - 30, 2026 as The Great Kindness Challenge Week where KINDNESS MATTERS in (City's Name) and beyond.



Lackamas, Elementary, Yelm, WA



Middletown Township Public Schools



San Diego, CA



Edward Hynes School

Reflection Ideas

Encourage your students to reflect on the kindness they are experiencing. The below ideas will help your students see the positive impact kindness has on their school, peers and themselves!

Sentence Starters For Kindness

Help students reflect on how kindness has impacted their lives by providing sentence starters like “I felt happy when...” or “I’m proud that I accomplished my Great Kindness Challenge checklist because....” You get the idea! Need inspiration? Check out the [Kindness Reflection Worksheet](#).

Kindness Sketch

Invite your students to draw a picture that represents what they’ve learned from The Great Kindness Challenge.

Write About Your Kindness

Sometimes the best way to reflect is to write. Provide writing prompts and kindness quotes to inspire students.

Video Your Kindness

Have your students share what kindness means to them with video. Let them get creative as they reflect on the power of kindness.

Model Your Own Kindness Reflection

Your students will be more inclined to share how kindness changed their lives if you do so as well - so make sure to model your own kindness reflection by participating in any of the aforementioned suggestions. Or try your own! And if you create your own kindness reflection, please share with us as we love to add fresh ideas to our toolkit!





KINDNESS MATTERS!
Complete the following sentences to reflect on the power of kindness.

My Reflections

I felt happy when

My favorite act of kindness was

A classmate helped me with

Something I didn't expect was

After the Great Kindness Challenge, I will

Kindness is

The Great Kindness Challenge changed me by



A Kids for Peace Experience
KidsforPeaceGlobal.org
GreatKindnessChallenge.org
#GreatKindnessChallenge

(Your Name Here)

FREE APP!



SCHOOL-TO-SCHOOL KINDNESS

School-to-School Kindness is another great way to engage students in kind actions that will spill out to your community! Here are some fun ideas of kind acts you can do for another school:

- **Your School is Cool!** Send popsicles to another school.
- **Surprise Newspaper Ad.** Take an ad out in your local paper and say something nice to another school.
- **Surprise Proclamation.** Have the mayor or a local celebrity do a surprise proclamation.
- **Kindness & Friendship Bracelets.** Create and deliver kindness & friendship bracelets to another school.
- **Banners & Posters.** Create banners and posters with positive messages and display them at the neighboring school for a big surprise.
- **Kindness Certified School Seal.** Purchase a Kindness Certified School seal for another school.
- **Kindness Tree.** Create and give a kindness tree.
- **Kindness Flags.** Create and display Kindness Flags for another school.
- **Kindness Mural.** Join together with another school to create a community Kindness Mural.
- **Unite the Big and Small.** Invite high school/middle school students to join together with elementary grade students to jointly complete acts of kindness.



School-to-School Kindness

Magnolia Elementary students created a poster for a neighboring Carlsbad, CA school



School-to-School Kindness

Friendship Bracelets for their neighboring school

SPIRIT DAYS

Students love to showcase the joy of kindness through spirit days. Here are some of our favorite ideas!



Shine Bright with Kindness



Sri Prakash Vidyaniketan



Peace, Love & Kindness
Los Coyotes Elementary School



Kindness Rocks
Miami Trace Elementary, Washington Court House, OH



Never Too Old For Kindness, Briarwood Elementary



Kindness Rocks
Hope Elementary, Carlsbad, CA



Show Us Your Smile Day Instituto CEFI, Guadalupe, Mexico



Dreaming of Kindness, Coachella Valley Unified



Cool Socks Mismatch Day
Andrew Maier Elementary, Blandon, PA



Powered By Kindness
Village School PK-8, North Highlands, CA



Round-up the Kindness
Saul Matinez Elementary School, Mecca, CA



Rays of Sunshine
Riverside Elementary, Elmira, NY



Team Up For Kindness



Global Kindness Day



Tied Together By Kindness



Share Your Smile Day
LifeSchool, Carrollton Elementary, Carrollton, TX




**Powered By Kindness:
Teacher Superhero Capes**

** Please accept our sincerest apologies for not acknowledging all schools in the photos. If you recognize your school/students, please email asia@greatkindnesschallenge.org and we will make sure to correct the captions. Thank you for your understanding.*

Spirit Days Flyer Examples



Download & customize a [Spirit Days Canva Template](#) or download an editable Word doc from the GKC Tools page.





The Great Kindness Challenge.

Spirit Days






January 23rd - 27th


Monday, January 23	Tuesday, January 24	Wednesday, January 25	Thursday, January 26	Friday, January 27
Team Up for Kindness Wear Sports Gear 	Round-Up the Kindness Wear Western Attire 	Kindness Rocks Wear Rock and Roll Clothes / Band tees 	Kindness is a Spectrum Wear Tie Dye, bright colors / neon, etc. 	The Colors of Kindness Wear Grade Level Colors Ortega & K: pink 1 st : red 2 nd : orange 3 rd & Hoffman: yellow 4 th (Adams): green 5 th (Schaefer, Nguyen & Ward): blue 6 th : purple

The Great Kindness Challenge

Stephen Foster Spirit Week Schedule: January 22nd-January 26th, 2024

MONDAY January 22 nd	TUESDAY January 23 rd	WEDNESDAY January 24 th	THURSDAY January 25 th	FRIDAY January 26 th
 <p>Team Kindness Day</p> <p>Wear your favorite sports shirt or uniform and work as a team with others in class</p>	 <p>Global Kindness Day</p> <p>Wear Green and show kindness to our planet by helping keep our school clean</p>	 <p>Powered by Kindness Day</p> <p>Dress as your favorite superhero and show kindness by being a leader</p>	 <p>Shine Bright with Kindness Day</p> <p>Wear Neon Clothes and Sunglasses to show that kindness is bright and positive</p>	 <p>100th Day of School</p> <p>Dress like You are 100 Years Old, or Design your own 100th Day T-Shirt, or Dress in Spirit Wear Blue & Yellow</p>

#GreatKindnessChallenge

GreatKindnessChallenge.Org

STEAM

Incorporate kindness into your STEAM curriculum. Build, design, or explore kindness in creative ways. Make a Kindness Robot, create a Model of Kindness, design a Rube Goldberg Machine to demonstrate the impact of kind acts, or create your own innovative project.



From left, Audrey Link, Madison Morales-Warken and Morgan Aiello. (Courtesy photo)

Kindness robots at Rhoades School

Fifth-graders from The Rhoades School in Encinitas combined STEM with The Great Kindness challenge by building robots to display kindness. The students created the robots using Lego EV3 Mindstorms, which incorporate sensors, motors and other tools. More than 30 students presented robots that performed a variety of tasks, including giving hugs, sharing compliments, offering high-fives and encouraging people to donate to charity. The robot presentation was the highlight of the school's weeklong participation in The Great Kindness Challenge. Students also celebrated with singing, a poetry reading and an open mic night, where they presented their thoughts to make the world a kinder place.

Source: San Diego Union Tribune



Pacific Elementary, Manhattan Beach
Photo source: The Beach Reporter

Pacific Elementary in Manhattan Beach students incorporated art and engineering for this long lasting kindness project.

Source: The Beach Reporter



Shawano Elementary Students

Shawano Elementary students make a STEM model of what kindness means to them.

THE GREAT KINDNESS CHALLENGE - FAMILY EDITION

We are thrilled to invite school communities to take The Great Kindness Challenge - Family Edition!

You may [download](#) The Great Kindness Challenge Family Edition Checklist and distribute it to your school families. The Great Kindness Challenge Parent Letter already includes an invitation to take part in the Family Edition as a way for parents to support their kids during and beyond the official Great Kindness Challenge week. Thank you for your kind leadership. We are excited to see The Great Kindness Challenge extend beyond the school walls!

P.S. We have seen schools print double-sided kindness checklists with the School Edition Checklist one side and the Family Edition on the other! So fun!!!

About: The Great Kindness Challenge is a positive and uplifting program that creates a culture of kindness in schools, communities and the world. Using a 50-item checklist, schools and families are challenged to complete as many acts of kindness as possible.

How: It's easy! Families sign up online, download and print the kindness checklist or use an interactive Great Kindness Challenge app. Guided by the kindness checklist, families have fun and show the world that KINDNESS MATTERS!

Who: For everyone, everywhere.

When: The Family Edition is year-round.

Share: Inspire others with your kindness by posting your photos online and including the hashtag, **#GKCfamily**. You can also upload your content directly through the Family Edition website page.

#GreatKindnessChallenge



THEME SONG - KIND-HEARTED HAND

Written by Peter Seltser

This inspiring song was written and produced by Peter Seltser and joyfully recorded by Kids for Peace to be used as The Great Kindness Challenge theme song. The music video was produced by eMotion Web Video and edited by [Philip K. Ireland](#). Fifty percent of all proceeds from the download of the song will benefit The Great Kindness Challenge.

Download the song [HERE](#)

Find Lyric Sheet [HERE](#)

Find Lyrics with Chords [HERE](#)

Find Sheet Music [HERE](#)

YouTube Video [HERE](#)

Ten Ways to Use Kind-Hearted Hand (KHH)

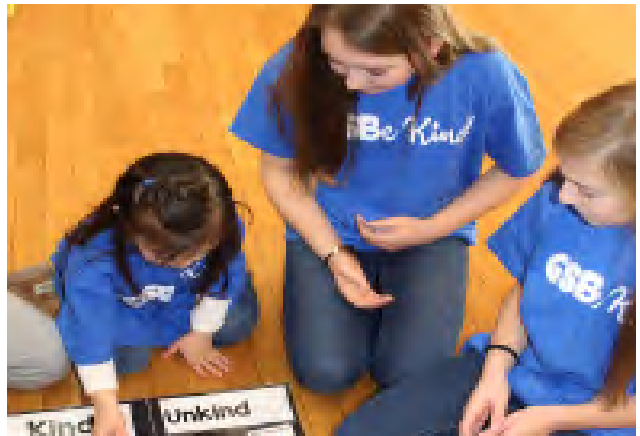
1. Play KHH at your GKC kick-off rally or assembly. (As students enter, during or as students exit)
2. Have your school's choir sing KHH at an assembly or concert.
3. Distribute the song to each classroom to use as desired.
4. Make a slide show or music video of your students' kind deeds using KHH. (Perfect for a post-GKC Celebration!)
5. Show the official Kind-Hearted Hand music video to kick off the GKC.
6. Choreograph the song and perform at a school event.
7. Visit a senior center and sing KHH. Provide song sheets to the seniors and invite them to sing along.
8. Use the song as a classroom brainstorming inspiration. Listen to KHH with your students and then make a list of kind deeds/actions.
9. Listen to KHH and then create a Kind-Hearted Hand chain. Each student traces their hand, cuts it out, decorates it with a heart in the middle and writes a kind deed on the back. Display the KHH chain in your classroom, in the hallways, in the school's office or any other public place.
10. Play KHH at a staff meeting, school board meeting, PTA meeting, etc. to provide an extra dose of HAPPY!



UNITE THE BIG AND SMALL



Making compli-mittens, GSB School



Middle school students playing a kindness game with younger students, GSB School

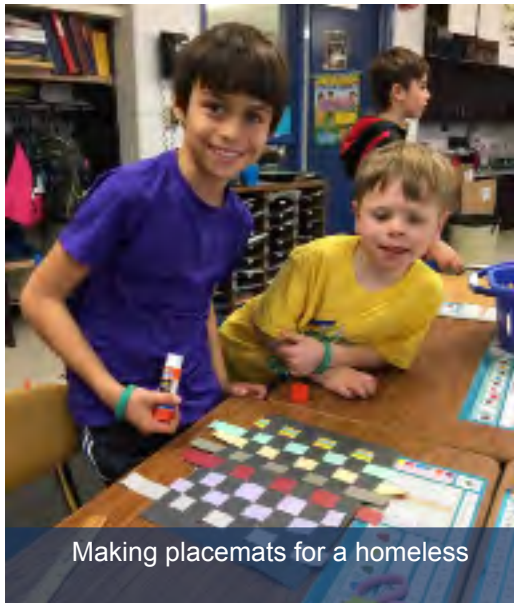


Reading together, Patton School



Kindness notes to older students from younger students, Pilibos School

UNITE THE BIG AND SMALL CONT'D



Making placemats for a homeless



Dancing at a senior center



Reading together



Reading together, Woodcrest Elementary School

MEDIA GUIDE

PLAN AHEAD & BOOST YOUR MEDIA SUCCESS

Partner with the media to uplift and inspire your community with your Great Kindness Challenge story. Local news publications and outlets are always looking for a heart-warming community story. Below is a quick media checklist to help you get media coverage for your students and school.

- ☐ **Two weeks ahead of The Great Kindness Challenge (GKC):**
 - Write a [Media Alert](#) or a [Press Release](#) about the upcoming GKC event. E-mail the Media Alert or Press Release to all your local media outlets (radio, newspaper, and television) - you can locate their contact information on their respective websites.
- ☐ **One week ahead of the GKC:**
 - Call your local media outlets and ask if they received your Media Alert/Press Release. If they received it, ask if they will cover the story. If they did not receive it, ask for the contact name and best email address to resend it.
- ☐ **A couple days prior to the GKC:**
 - Call the media outlets again to politely remind them about the GKC and kindly encourage them to cover the story.
- ☐ **During the GKC week:**
 - When the reporters arrive, have members of your group assigned to greet them, set up interviews with the right people and escort media to the appropriate spokesperson. Remember to take photos to accompany articles in newsletters and other publications.
- ☐ **After the GKC:**
 - Send a new Press Release to reporters who were unable to attend your GKC festivities. Include information on how many students participated, the total number of kind acts performed and any special stories that showcase your students putting their compassion into action. Be sure to include high resolution photos to spotlight your kind and caring students.

PRESS RELEASE - Share Your Story <i>Should include:</i>	MEDIA ALERT - Invite Media To Your Event <i>Should include:</i>
<ul style="list-style-type: none"> ✓ Headline ✓ Sub headline ✓ Compelling story ✓ Images and/or video ✓ Quotations ✓ Contact info 	<ul style="list-style-type: none"> ✓ WHO is involved ✓ WHAT is happening ✓ WHEN will it happen ✓ WHERE will it happen ✓ WHY or HOW is it happening

Sample Press Release

FOR IMMEDIATE RELEASE:[Date]
Contact: [name, phone, e-mail]
[Insert School: address, phone]

Download an
editable Word
doc from our
online tools
page!

[SCHOOL NAME] EMBRACES THE GREAT KINDNESS CHALLENGE **22 Million Youth Are Showing Their Kindness. See It. Feel It. Share It.**

[City, State] – At a time when the world needs more connection, compassion, and positivity, [School Name] is proudly participating in the 15th annual Great Kindness Challenge during the week of January 26–30, 2026. This year’s theme, “Show Us Your Kind,” invites students to creatively express and capture the unique ways they bring kindness to life. The school welcomes the entire community to join in and celebrate as students shine a light on kindness and inspire a ripple of goodness everywhere.

The Great Kindness Challenge, presented by the global nonprofit Kids for Peace, began in 2012 with just three schools in Carlsbad, California, as a way to promote kindness, caring and, connection. Now, it has blossomed into a worldwide movement with over **22 million students in 45,000 schools across all 50 states and 135 countries participating**.

Students at [School Name] will receive a kindness checklist at the start of the week, challenging them to complete as many acts of kindness as possible. Along with favorite kind acts — like helping teachers or inviting new friends to join at lunch — students will have the opportunity to “Show Us Their Kind” in fun and creative ways through a poster contest, a schoolwide heart photo formation, and other special school events including [insert list].

“Kindness is a powerful force that moves us toward greater empathy and unity,” said Jill McManigal, Co-Founder and Executive Director of Kids for Peace. “Show Us Your Kind is a celebration of creativity, positivity, and connection — a reminder that every kind act has the power to heal and inspire. We are deeply grateful to educators who make kindness a priority in their schools and empower students to lead with love.”

The Great Kindness Challenge continues to be a simple yet profound way to nurture a positive school culture and encourage lifelong habits of kindness. Its checklist format ensures that every student can easily participate and contribute to building a community where kindness, empathy, and respect thrive.

Together, let’s embrace kindness and bring more light, joy, and connection into the world — proving that intentional kindness can transform hearts, strengthen communities, and uplift humanity, right here in [City Name].

About The Great Kindness Challenge

The Great Kindness Challenge is a proactive, positive program that fosters kindness in schools and communities worldwide. Using a provided kindness checklist, schools, families and businesses are challenged to complete as many acts of kindness as possible. The School Edition takes place annually during the last week of January, while the Family Edition is available year-round. Participation is free and open to all at www.greatkindnesschallenge.org. The Great Kindness Challenge is made possible by the generosity of our sponsors: ViaSat and Nordson.

About Kids for Peace

Kids for Peace is a global nonprofit based in California that is on a mission to build a global community of kind, compassionate and empowered young people who are uplifting the world through love and action. Founded in 2006 by a mother and a high school honors student, Kids for Peace now engages over 22 million youth through their five programs: The Great Kindness Challenge, The Peace Pledge Program, Global Friends, Care for Our Earth and Community Builders.

For more information about Kids for Peace or The Great Kindness Challenge, please contact Jill McManigal at 760.846.0608.

About [School Name]

[Insert school information: mission, achievements, community involvement, etc.]

###

Media Alert Sample



Download an
editable Word
doc from our
online tools
page!

FOR IMMEDIATE RELEASE:[Date]
Contact: [name, phone, e-mail]
[Insert School: address, phone]

MEDIA ALERT FOR MONDAY, JANUARY 26th, 2026

[SCHOOL NAME] JOINS OVER 22 MILLION STUDENTS WORLDWIDE TO SHOW THE WORLD THEIR KINDNESS

On Monday, January 26, [School Name] will kick off the 15th annual Great Kindness Challenge, presented by Kids for Peace, a California-based global nonprofit organization. This one-week program empowers students to intentionally create and express kindness through meaningful action, creativity, and connection. This year's inspiring theme, "Show Us Your Kind," invites students to capture and share the many ways they bring kindness to life — through art, photos, stories, service, and smiles. Students will receive a kindness checklist and be challenged to complete as many kind acts as possible throughout the week.

To amplify the impact, [School Name] will host [a student-led kindness assembly, decorate the campus with uplifting messages, organize community service projects, set up Kindness Stations during recess, invite community members to cheer students on, and bring everyone together for a schoolwide kindness formation where the entire student body will create a giant heart shape for an inspiring aerial photo].

The Great Kindness Challenge Community Kindness Tunnel & Kick-off Assembly:

WHAT: Firefighters, police officers, business owners, community members, and our mayor will kick off The Great Kindness Challenge week by cheering students on and attending the high-energy student-led kick-off assembly.

WHEN: Community Kindness Tunnel & GKC Kick-Off Assembly: Monday, January 26, 2026, from 8:00 am to 9:30 am.

WHERE: School Name, Address

CONTACT: Contact Name, Contact Title, Phone Number

Weeklong Activities Include:

WHAT: Kindness Stations, school-wide service projects, contests, and themed Spirit Days. Students will complete acts of kindness from their checklists and take part in "Show Us Your Kind" challenges such as photo walls, art displays, and creative reflections.

WHEN: January 26–30, 2026

WHERE: [School Name], [Address]

CONTACT: [Contact Name, Contact Title, Phone Number]

WHY:

In an age of constant noise and negativity, there is a growing need for intentional kindness. Research shows that kindness improves emotional well-being, strengthens relationships, and builds resilient communities. Using The Great Kindness Challenge curriculum and tools, schools are providing all students a dynamic and meaningful way to create a culture of kindness, joy and compassion. For more information or to download the checklist, visit: www.greatkindnesschallenge.org or www.kidsforpeaceglobal.org.

About The Great Kindness Challenge

The Great Kindness Challenge is a proactive, positive program that fosters kindness in schools and communities worldwide. Using a kindness checklist, schools, families and businesses are challenged to complete as many acts of kindness as possible. The School Edition takes place annually during the last week of January, while the Family Edition is available year-round. Participation is free and open to all at www.greatkindnesschallenge.org. The Great Kindness Challenge is made possible by the generosity of our sponsors: ViaSat and Nordson.

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###

GREAT KINDNESS CHALLENGE NEWS COVERAGE JOY

The organic media coverage of The Great Kindness Challenge week across the nation is beyond amazing!

We encourage your school to share your GKC experience with your community and the world! Please visit our [press page](#) for more examples of local grassroots media coverage.

Also, we invite you to check out the snapshot of the nationwide media coverage in the News Coverage Joy videos from pervious years. Enjoy!

2024 Good Morning America Coverage



2019 News Coverage JOY!



2018 News Coverage JOY!



2017 News Coverage JOY!



ADDITIONAL KINDNESS RESOURCES

Research Studies, Articles and Videos on Kindness

[A School's Valedictorian Chooses Social Media to Commit Acts of Kindness \(a video\)](#)

[Acts of Kindness Journal Prompts](#)

[Acts of Kindness: Key to Happiness for Children & Teens](#)

[Bullying in Schools: An Overview](#)

[Brain can be trained in compassion, study shows](#)

[For Those with Social Anxiety, Acts of Kindness May be Therapeutic](#)

[Kinder children are more popular](#)

[Kindness Counts: Prompting Prosocial Behavior in Preadolescents Boosts Peer Acceptance and Well-Being](#)

[Kindness Ideas and Free Printables](#)

[New psychology research shows acts of kindness predict seven types of well-being](#)

[One Simple Act Can Change Your Whole Life...one teen faces bullying with kindness \(a video\)](#)

[Practice the art of Kindness](#)

[The Art of Kindness/Teaching Children to Care](#)

[The Biology of Kindness](#)

[The healing power of kindness- Being kind isn't just gratifying — it's a path to greater well-being.](#)

[The School Kindness Project](#)

[What We Get When We Give](#)

[Why Teaching Kindness in Schools is Essential to Reduce Bullying](#)

School Climate Resources

- Characters Counts. The biggest character education program in the nation: <https://charactercounts.org/>
- GLSEN www.glsen.org
- It Gets Better Project itgetsbetter.org
- National School Climate Center helps schools provide safe, supportive learning environments through their [School Climate Services](#)
- Stopbullying.gov stopbullying.gov



Classroom and Educator Resources

- [Empatico](#): strengthening students' social-emotional learning and empathy through activities and virtual exchanges.
- [Kindness Quotes from Random Acts of Kindness Foundation](#)
- [Moments for MySELF from McGraw Hill](#)

Suggested Reading List

- A Home For Bird by Phillip Stead
- A Sick Day for Amos McGee by Phillip Stead
- Angelo by David Macaulay
- Because Amelia Smiled by David Ezra Stein
- Beyond The Laces by Bob Salomon and Rick Young
- Each Kindness by Jacqueline Woodson
- Evan Meets Bucky Lee by Julie Van Elswyk
- Fill a Bucket by Carol McCloud
- Fly Free! by Roseanne Thong
- Good People Everywhere by Linea Gillen
- Have You Filled A Bucket Today? by Carol McCloud
- Hey Little Ant by Phillip Hoose
- How Dinosaurs Play With Their Friends by Jane Yolen
- How Kind by Mary Murphy
- I See Kindness Everywhere by Shelley Frost
- I'm Gonna Like Me by Jamie Lee Curtis
- If You Give a Mouse a Cookie by Laura Joffe Numeroff
- It's Time to Stand Up and Speak Up!: For Yourself and Others" by Bob Sornson
- Kindness Is Cooler Mrs. Ruler by Margorie Cuyler
- Let's Talk about Being Helpful by Joy Berry
- Little Bird by Germano Zullo
- Loser by Jerry Spinelli
- Mufaro's Beautiful Daughters by John Steptoe
- One Drop of Kindness by Jeff Kubiak
- Ordinary Mary's Extraordinary Deed by Emily Robinson and Fumi Kosaka
- Pauline Pastrami Achieves World Peace by James Proimos
- Pinduli by Janell Cannon
- Rainbow Fish by Marcus Pfister
- Random Acts of Kindness by Conari Press
- Rebels Of Kindness: How Loving-Care Transforms Self, Others & Planet by Aaron Ableman, Justin Wilkenfeld
- Somebody Loves Mr. Hatch by Eileen Spinelli
- Spaghetti in a Hot Dog Bun: Having the Courage To Be Who You Are by Maria Dismondy
- Stone Soup by Jon J. Muth
- The Brand New Kid by Katie Couric
- The Doorbell Rang by Pat Hutchins
- The English Roses by Madonna
- The Girl, the Fish and the Crown by Marilee Heyer
- The Golden Rule by Ilene Cooper
- The Great Kapok Tree by Lynn Cherry
- The Hundred Dresses by Eleanor Estes
- The Invisible Boy by Tracy Ludwig
- The Kindness Quilt by Nancy Elizabeth Wallace
- The Lion and the Mouse by Jerry Pinkney
- The Little Engine that Could by Watty Piper
- The Nice Book by David Ezra Stein
- The Trumpet of the Swan by E. B. White
- Those Shoes by Maribeth Boelts
- Three Strong Women by Claus Stamm
- Under The Lemon Moon by Edith Fine and Rene Moreno
- Wonder by R.J. Palacio



GKC PHOTO GALLERY

GKC 2025 Photo Gallery

Thank you so much for sharing the pictures of your students participating in The Great Kindness Challenge! These not only bring us joy but most importantly provide inspiration and new ideas for other schools, keeping the experience fun and fresh every year!

We invite you to check out our official online [gallery page](#) as well as the [photo book](#) to see the pictures from the 2025 Great Kindness Challenge.

2025 Photo Gallery



2025 Photo Book

KINDNESS CHECKLIST IN ACTION



Make a Kind Poster for Cafeteria Helpers
Emmett S. Finley Elementary School, Holtville, CA



Say "Thank You" to a Crossing Guard



Thank a Bus Driver or Car Pool Driver
Haleiwa Elementary School



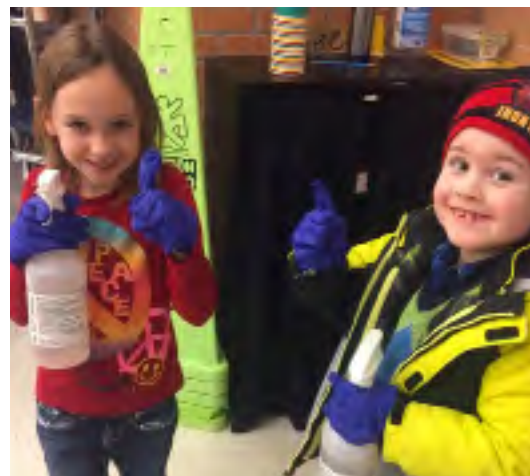
Entertain Someone With A Happy Dance
Central Primary, Arkadelphia, AR



Offer To Help Your Custodian
Springs Elementary



Compliment 5 People
Monroe Elementary



Offer to Help Your Custodian
Selma Elementary School, Selma, NC

KINDNESS CHECKLIST IN ACTION



**Pick Up 10 Pieces of
Trash on Campus**



**Pat Yourself
on The Back**



Bring a Flower to the Office Staff



**Write a Thank You on a Band-Aid
for the Nurse***



**Read a Book to a Younger
Brookfield Academy, Detroit, MI**



Say "Thank You" to a Volunteer



Sit with a New Group



**Send a Thank You to
Your Superintendent**



**Make a Wish for a Child
in Another Country**

THE GKC CHECKLIST IS KEY!

The Great Kindness Challenge checklist provides EVERY single student an opportunity to practice kindness and put their compassion into action. Evidence shows that when all students use the kindness checklist, school climates improve most significantly.



Island Village Montessori School, Venice, FL



Zwink Elementary School, Klein, TX



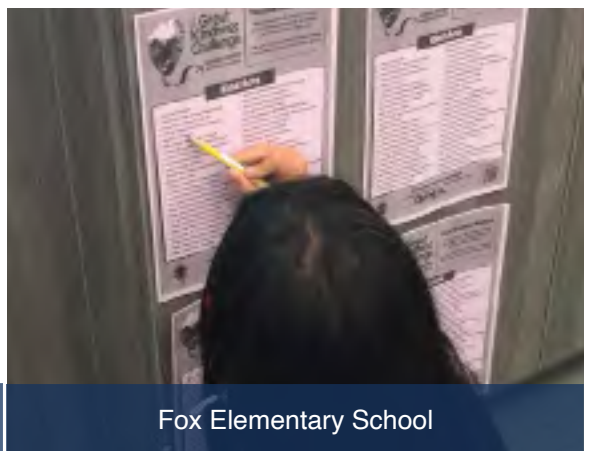
Westside School



Whiteaker Middle School,
Keizer, OR



Carl Waitz Elementary School,
Mission TX



Fox Elementary School

SCHOOL DECORATING



Kindness Matters Window Sign
The Episcopal School of Dallas, Dallas, TX



GKC Chalk Wall
Williams Elementary



Kindness Wall
Courtesy of Oakbrook Academy of the



Positive Bathroom Mirror Messages



Wall of Kindness
Laura A. White Elementary



Kind Thoughts Bulletin



GKC Yard Sign



Pole Posters
Mesa View Elementary



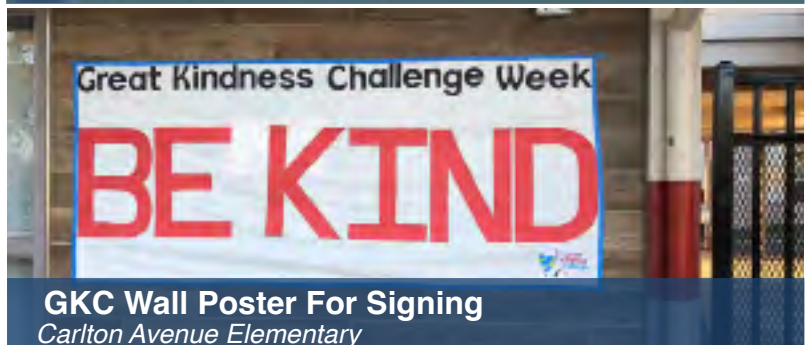
Kindness Wings



GKC Tree Banners
Euroamerican College, Lima, Peru



GKC Sign Central Primary, Arkadelphia, AR



GKC Wall Poster For Signing
Carlton Avenue Elementary

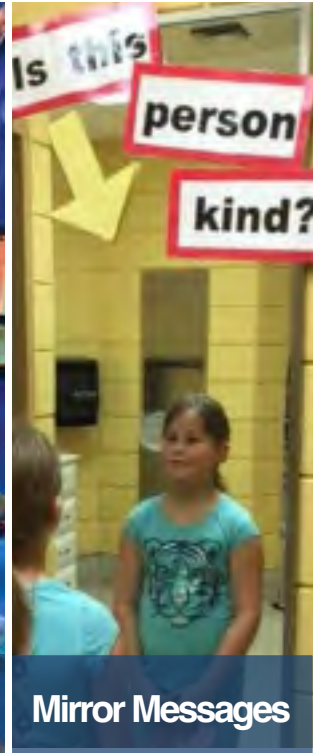


Happy Hearts

Dr. Peter Marshall Elementary, Anaheim, CA



Reach for Kindness Bulletin



Mirror Messages



Oversized GKC Kindness Checklist



Sidewalk Chalk

Mountain View School District



Kind-hearted Hands around School

Courtesy of Torrey Hills, San Diego, CA



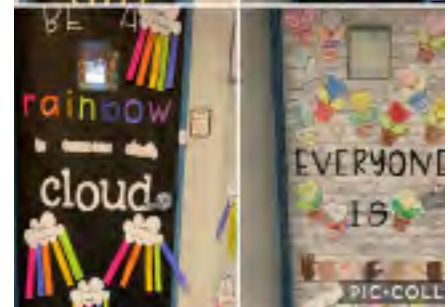
The Great Wall of Kindness
Auburn, MA



Bathroom Decorating



Kind Messages on Stairs



Door Decorating
SPS



Display Case Decorating



Kind-Hearted Hand Mural
Kinry School



Kind Messages on Windows



Kindness Rocks River
Benjamin Franklin Elementary

BEYOND THE CHECKLIST KINDNESS IN ACTION



Deliver Donuts & Milk to Administration
Jimmy Brown Elementary, Star City, AR



Uniting Feet Heart
Normandy Elementary, Centerville, OH



Friendship Bracelets
Esperanza School, Palmdale, CA



Crayon Kindness



Kindness/ Gratitude Cart



Community Kindness- loving letters for cancer patient
Dr. Peter Marshall Elementary



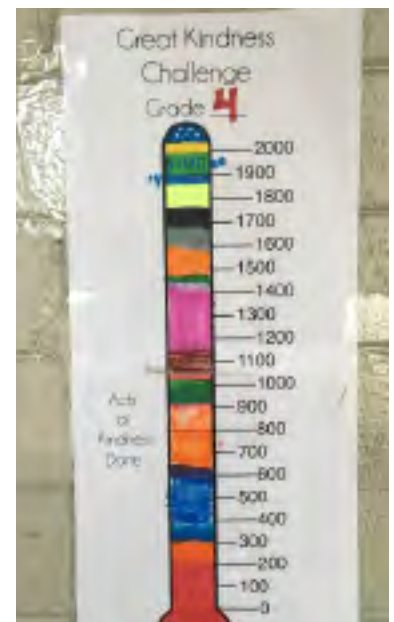
Positive Post-Its on Lockers
West Elementary



Photo Frame



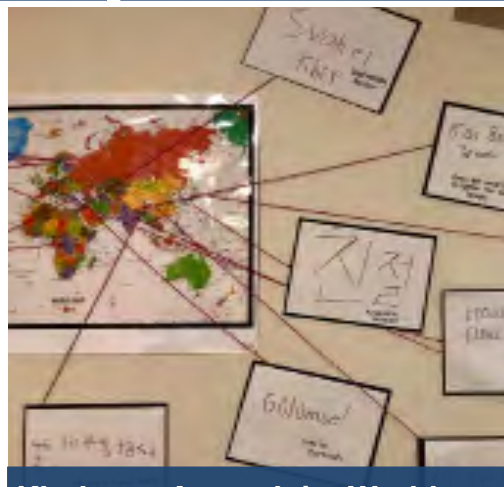
Messages On Desks *Kaiser Elementary*



Acts of Kindness Tally



Kind Coins Fundraiser
Lucy's Kids for Peace



Kindness Around the World



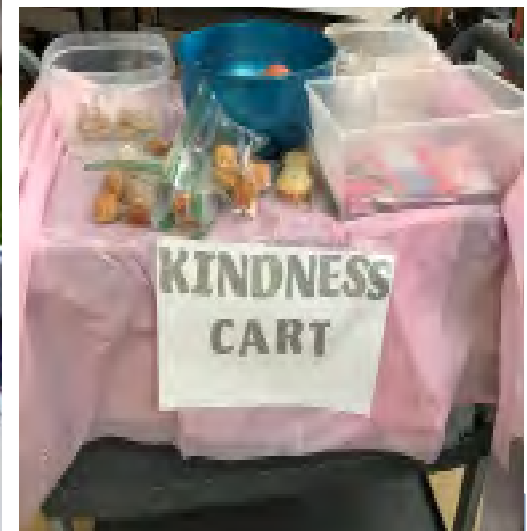
Take What You Need Flyers



Community Judges
West Hollywood Elementary



Coffee for @GuadGrizzly Parents



Kindness Cart



Cool To Be Kind Cafe
Brook Park Memorial Elementary



Daily Inspiration Notes
Bright Horizons



Kindness Paper Airplanes
Bi-Cultural Hebrew Academy, Stamford, CT



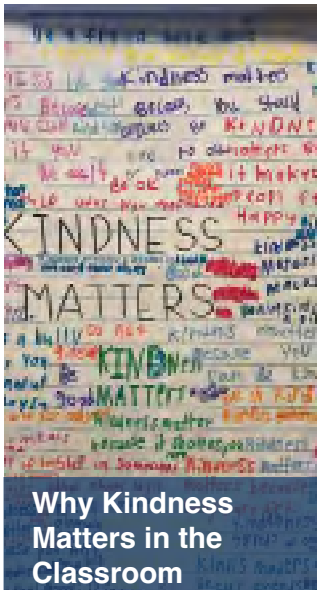
Lunch Tray Happy Messages
Cottonwood School



Kind Notes
Miami Trace Elementary, Washington Court House, OH



Baking For Kindness
Producer of Life International, Egypt





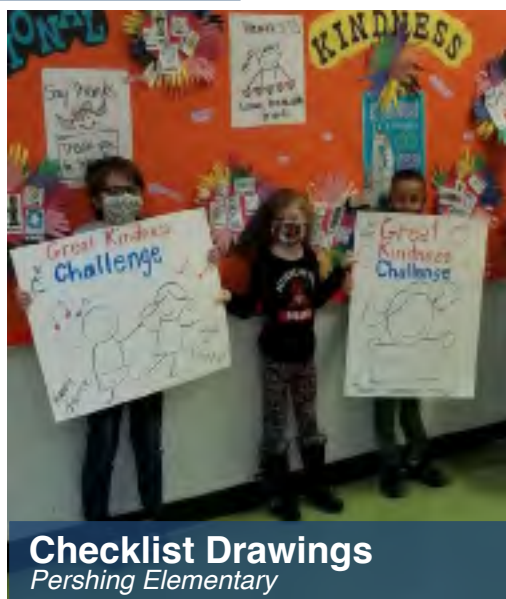
Compliment Train
Rushton Elementary



Be The "I" In Kind



Kindness Pledge Wall
Maxon School, El Monte, CA



Checklist Drawings
Pershing Elementary



Be Kind Bookmarks
Castleman Creek

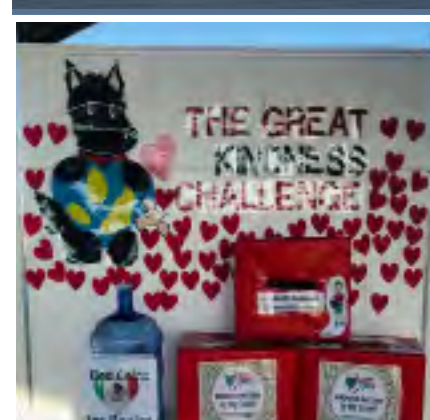


Bus Driver Treats & Notes
Russel Street Elementary



Parents Mints

Bright Horizons,
Park Ridge, IL



GKC Collection Station
Dr. Peter Marshall Elementary



Chalk Wall
Baldwin Elementary



Chalk Mural
Hesperia High School



Fence Decorating
Longfellow School



High School Welcome Crew
Central Primary, Arkadelphia, AR



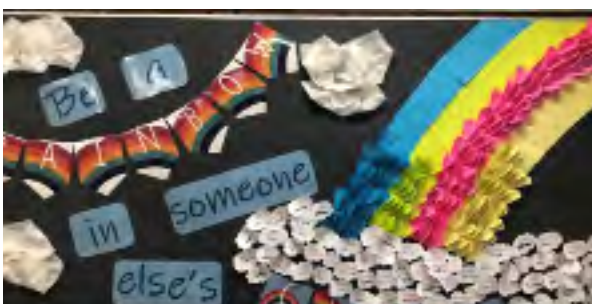
Kindness Begins With Me Wall



Butterfly Wings
College Street Elementary, TX



Fence Decorating
DCTO Kiran Foundation, Pakistan



Be A Rainbow Bulletin Board
FFCE Southeast Campus



Tea Cart for Teachers
Cabot Middle South, AR



Marquee

George C. Kaufman Elementary School



Positive Word Art

Tilton Elementary, Haverhill, MA



Kindness Buddy Bench

El Centro Elementary, Napa, CA



Kindness Around The World

South Thibodaux Elementary, Thibodaux, Louisiana



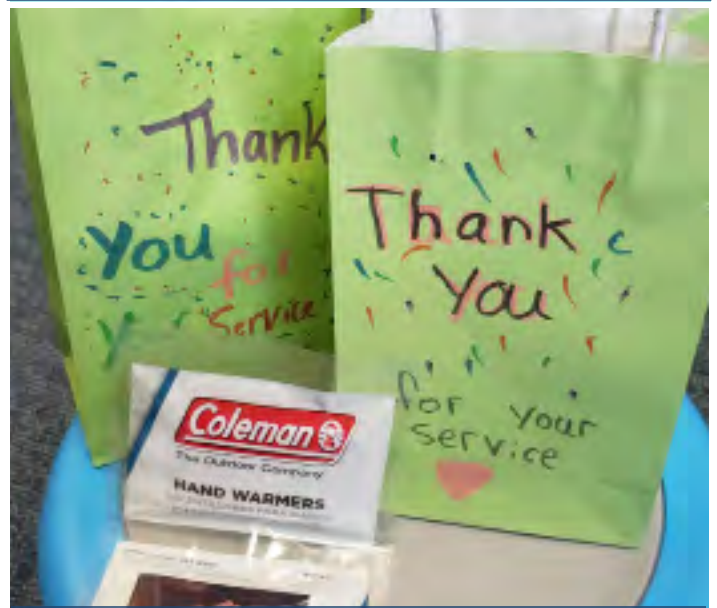
GKC Bulletin Board

Hickory Hills



Kindness Matters Photo Frame

St. Mark's Cathedral School, Shreveport, LA

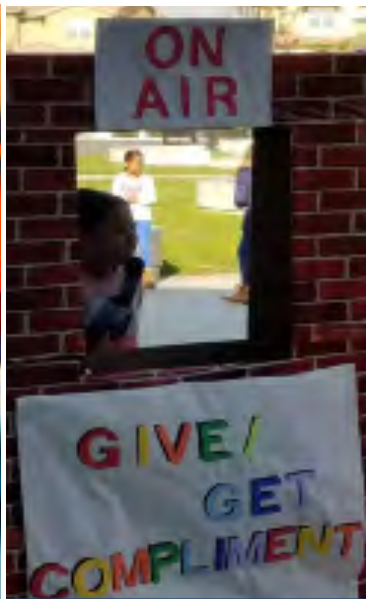


Hand Warmers For Crossing Guards

Barcroft Elementary, Arlington, VA



Kind Shirts
Dunlap Grade School



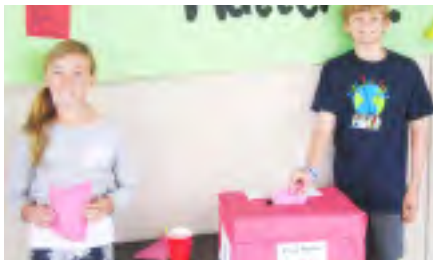
Compliment Booth
Muraoka Elementary



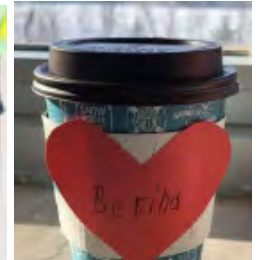
Community Kindness Tunnel
Hudson Falls



Kindness Squad Treats Warwick Valley District



Kindness Mailbox
Del Mar Hills, Del Mar, CA



Coffee Shop Kindness
Vandyke Elementary



Kindness Chain Littleton High School



Friendship Bracelet Center
Hermosa Drive Elementary School, Fullerton, CA



Teacher Kindness Shirts
Northtowne Elementary



Kindness Tree
Cornerstone School, Pakistan



Web Of Gratitude & Kindness
Cornerstone School, Pakistan



Checklist Check Point
Hope Elementary, Carlsbad, CA



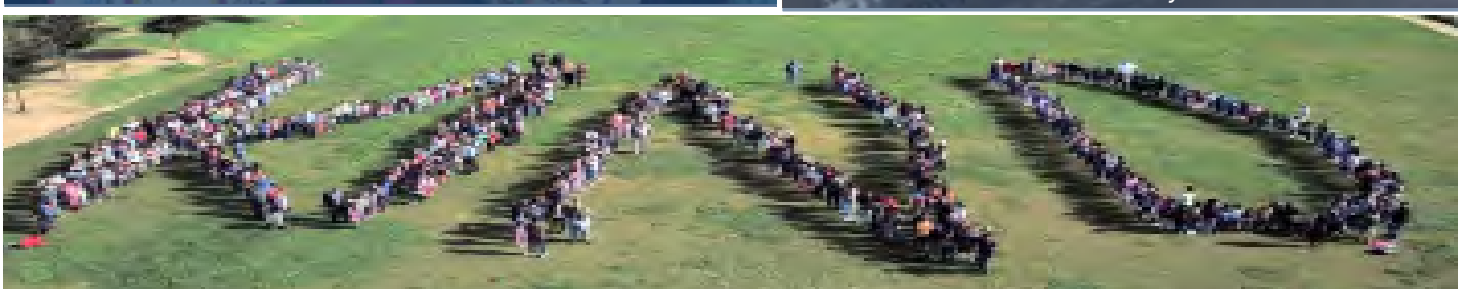
Duck Tape Compliments
Cove Road School, Hazlet, NJ



Kindness Quilt

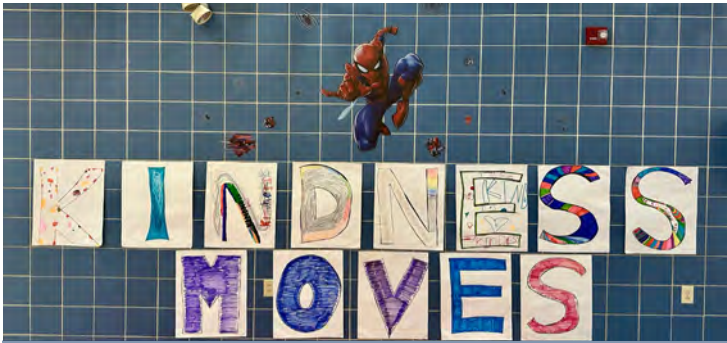


Class To Class Kindness
Lake Forest Central Elementary School



Schoolwide Photo Bardin Elementary School

THE 2025 GREAT KINDNESS CHALLENGE THEME



2025 GKC Theme: Kindness Wall at Elimira Elementary, NY



2025 GKC Theme in Action at Fremont Elementary, Riverside, CA



2025 GKC Theme: Shoolwide Heart at Fremont Elementary, CA



GKC 2025 Theme: School Decorating



2025 GKC Theme: Jazzercise Instructors in Carlsbad, CA

THE 2024 GREAT KINDNESS CHALLENGE THEME



2024 GKC Theme: Create Kindness Paperchain



2024 GKC Theme: Create Kindness Kick Off Assembly



2024 GKC Theme: Grow Kindness Wall



GKC 2024 Theme: Spirit Days



2024 GKC Theme: Celebration Assembly

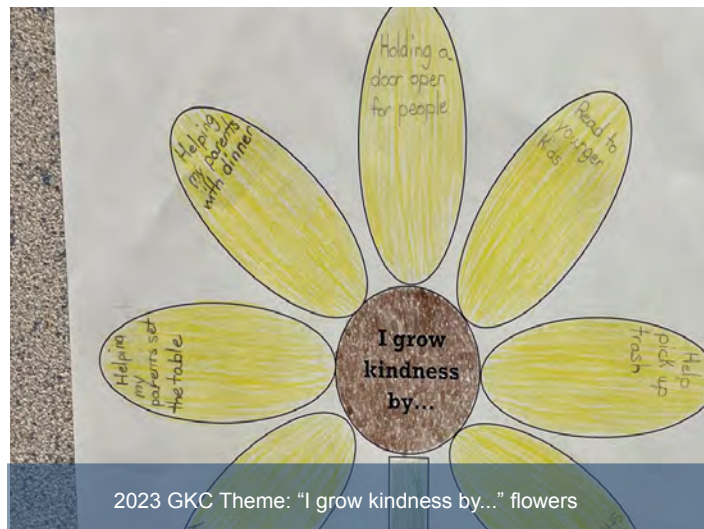


2024 GKC Theme: Create Kindness - Kindness Stations

THE 2023 GREAT KINDNESS CHALLENGE THEME



2023 GKC Theme: Grow Kindness Bench



2023 GKC Theme: "I grow kindness by..." flowers



2023 GKC Theme: Grow Kindness Yard Sign



GKC 2023 Theme: Grow Kindness T-Shirts



2023 GKC Theme: Grow Kindness Planting Project
Robinson Elementary School, Manhattan Beach, CA



2023 GKC Theme: Grow Kindness Mural



2023 GKC Theme: Kindness Decorating Contest
Minisink Valley Intermediate School

BRING KINDNESS TO YOUR COMMUNITY



Post Office Gratitude Sign
Ladd Lane Elementary



Meals For A Homeless Shelter
Lakeside Middle School, Hot Springs, AR



Blankets For The Humane Society
Noddin Elementary



Community Gratitude Baskets
Collier School



Care Baskets For Cancer Patients



Senior Painting Pals
Castleman Creek



Dental Hygiene Kits For A Children's Center
Adrian School District



Hearts For A Senior Center
Pines Elementary



Treats For The Police Station Friends
D'Iberville High School



Blanket Collection For A Homeless Shelter
Lake Forest Central Elementary



Sack Lunches For Homeless
Downtown Value School, Los Angeles, CA



Cards for Police Officers
Phillips Avenue Elementary School



Bird Feeders
St. Mark's Cathedral School

SCHOOLWIDE HEART PHOTOS



**YOUR GREAT KINDNESS
CHALLENGE TOOLS
(REPRODUCIBLES)**

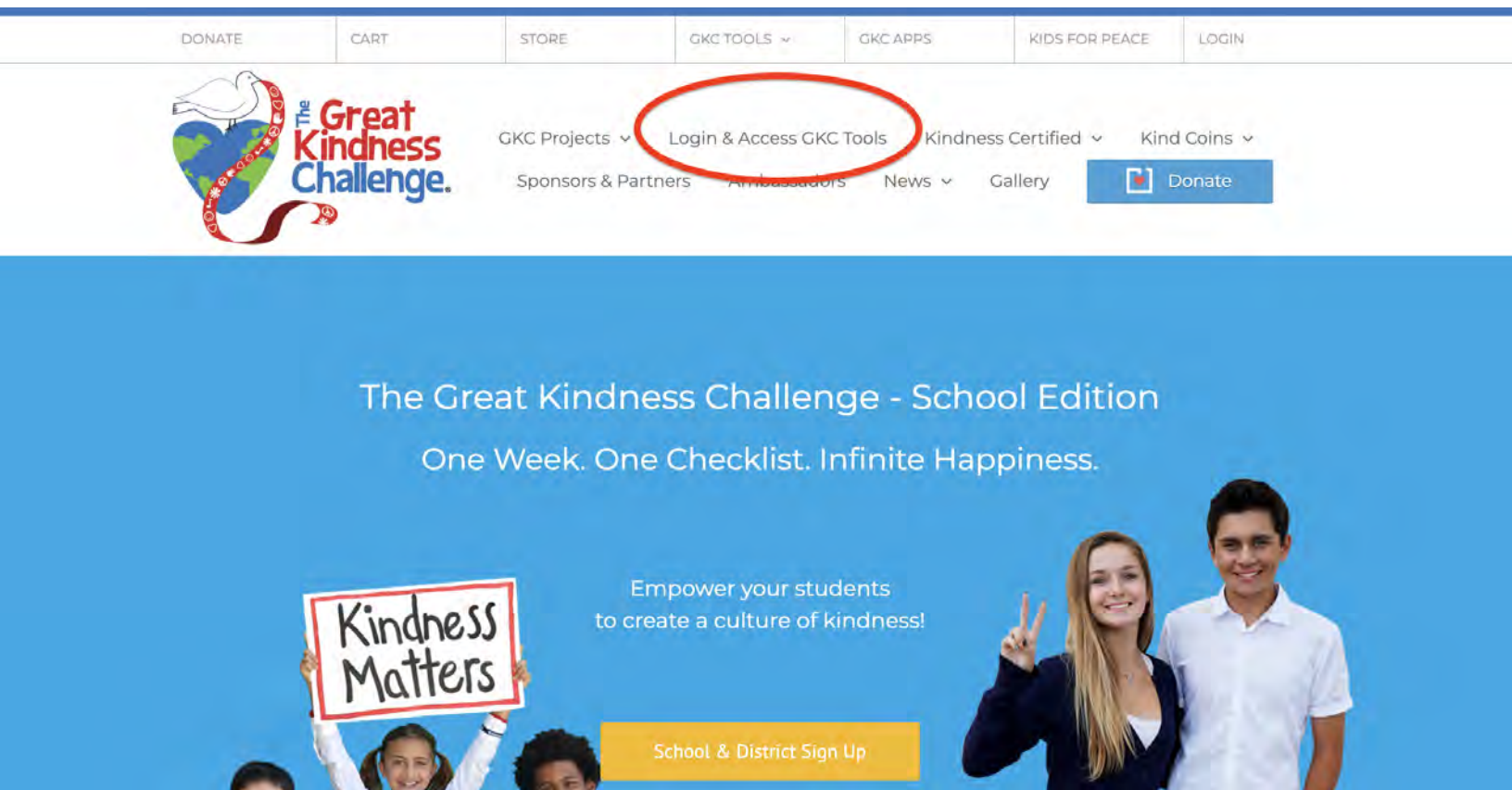
YOUR GREAT KINDNESS CHALLENGE TOOLS

All registered and participating schools are granted access to the GKC tools page on our [Great Kindness Challenge website](#). The [GKC tools page](#) contains everything you might need in order to plan a successful week at your school. You can download all tools with a click of a button. It's that easy!

The GKC tools page includes an editable checklist for you to customize, checklists in black and white versions for ease of printing, checklists and Parent Letter in Spanish and editable Word templates for all key resources.

The Great Kindness Challenge - Classroom Curriculum (50 SEL-focused kindness lesson for year-round implementation) tools are available with a separate registration/account logins at:

<https://www.greatkindnesschallengeclassroom.org/>



The screenshot shows the top navigation bar of the Great Kindness Challenge website. The navigation bar includes links for DONATE, CART, STORE, GKC TOOLS (highlighted with a red circle), GKC APPS, KIDS FOR PEACE, and LOGIN. Below the navigation bar is the Great Kindness Challenge logo, which features a dove and a heart. To the right of the logo are links for GKC Projects, Login & Access GKC Tools (highlighted with a red circle), Kindness Certified, and Kind Coins. Below these links are links for Sponsors & Partners, Ambassadors, News, and Gallery. A blue button labeled 'Donate' is also visible.

The banner below the navigation bar has a blue background. It features the text 'The Great Kindness Challenge - School Edition' and 'One Week. One Checklist. Infinite Happiness.' Below this text is a photo of two students, a girl and a boy, smiling. The girl is holding a sign that says 'Kindness Matters'. To the right of the photo is a yellow button labeled 'School & District Sign Up'.



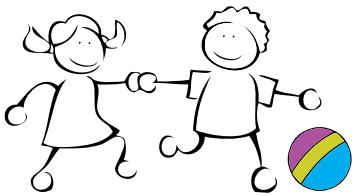
The Great Kindness Challenge®

JUNIOR EDITION

Kindness Matters.
Complete as many acts of kindness as you can.
Have fun!

Acts of Kindness

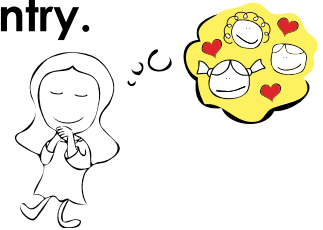
☐ Invite a new friend to play.



☐ Smile at 25 people.



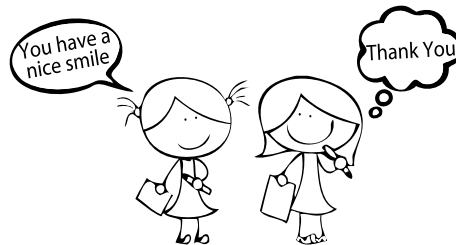
☐ Make a wish for a child in another country.



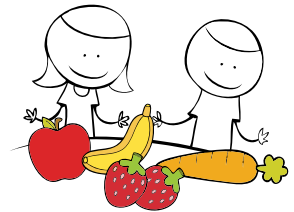
☐ Give your friend a High Five.



☐ Compliment 5 people.



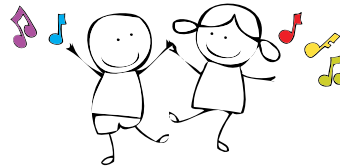
☐ Be kind to yourself and eat a healthy snack.



☐ Decorate 5 hearts and give them to friends.



☐ Entertain someone with a happy dance.



☐ Lend a pencil to a friend.



☐ Help someone up if they fall down.



☐ Thank someone who has helped you.



☐ Create your own kind deed.





The Great Kindness Challenge®

SCHOOL EDITION

Your Kindness Matters!

We challenge you to complete as many acts of kindness as you can in one week. Have fun and smile big knowing that you are changing the world for good!

Kind Acts

- ☐ Smile at 25 people.
- ☐ Surprise a friend with a nice note.
- ☐ Compliment 5 people.
- ☐ Pick up 10 pieces of trash on campus.
- ☐ Make a new friend.
- ☐ Tell a joke and make someone laugh.
- ☐ Be kind to yourself and eat a healthy snack.
- ☐ Learn something new about your teacher.
- ☐ Draw a picture and give it to someone.
- ☐ Help a younger student.
- ☐ Give a KIND handshake to greet a classmate.
- ☐ Recycle your trash.
- ☐ Hug your friend.
- ☐ Pick up trash outside your school.
- ☐ Cut out 10 hearts & give them to friends.
- ☐ Entertain someone with a happy dance.
- ☐ Make a kind poster for cafeteria helpers.
- ☐ Show appreciation to a counselor or mentor.
- ☐ Say "good morning" to 15 people.
- ☐ Design a thank you for the PTA/PTO.
- ☐ Make a wish for a child in another country.
- ☐ Say "thank you" to a crossing guard.
- ☐ Invite a new friend to play/hang out with you.
- ☐ Send a thank you to your superintendent.
- ☐ Offer to help your custodian.
- ☐ Sit with a new group of kids at lunch.
- ☐ Read a book to a younger child.
- ☐ Give an apple or a note to thank your teacher.
- ☐ Step up for someone in need.
- ☐ Make and display a "KINDNESS MATTERS" sign.
- ☐ Carry your friend's books.
- ☐ Help your PE teacher with the equipment.
- ☐ Make a bookmark for a friend.
- ☐ Hold the door open for someone.
- ☐ Pat yourself on the back.
- ☐ Thank a bus driver or carpool driver.
- ☐ Write a thank you on a bandage for the nurse.
- ☐ Listen to your teacher the first time.
- ☐ Whisper "thank you" to the librarian.
- ☐ Help someone up if they fall down.
- ☐ Lend a pencil to a friend.
- ☐ Learn to say "hello" in a new language.
- ☐ Bring a flower to the office staff.
- ☐ Show appreciation to your principal creatively.
- ☐ Help your teacher with a needed task.
- ☐ Be on time for school.
- ☐ Say "thank you" to a volunteer.
- ☐ Give your friend a high five.
- ☐ Make a friendship gift for someone new to you.
- ☐ Create your own kind deed.

#GreatKindnessChallenge

GreatKindnessChallenge.org ♥ KidsforPeaceGlobal.org



FREE APP!



(Your Name Here)

Save the Date

Spread the word far and wide! Let everyone know about the 2025-2026 Great Kindness Challenge. Send our Save the Date to your staff, students, families, district office, elected officials, media, local businesses, etc. You may also post this to your school's website homepage, school newsletters and the district's website homepage.

Please download the Save the Date from the [GKC tools page](#), to ensure the highest quality.



Newsletter Samples

We're excited to provide you with a set of customizable newsletter templates to help you communicate with your school community throughout The Great Kindness Challenge! These templates are designed to make it easy for you to share key updates, engage families, and celebrate your school's participation in this heartwarming initiative.

This year's theme, "Show Us Your Kind," invites everyone to express and capture the many ways kindness shines — through creativity, art, words, photos, and action. Whether it's a smile, a helping hand, or a schoolwide kindness project, each act shows the world that kindness is alive and thriving!

What's Included:

- **Announcement Template:** Use this to announce your school's participation in The Great Kindness Challenge. It's perfect for introducing the theme, program goals, and how your school community will get involved.
- **Kickoff Template:** Start the week with excitement! This template helps you highlight your planned kindness activities, Spirit Days, and creative "Show Us Your Kind" moments.
- **Celebratory Template:** Use this after GKC week to celebrate your school's success, highlight student impact, and inspire continued kindness throughout the year.

How to Use:

These templates are available for [download](#) and fully customizable, allowing you to tailor the content to reflect your school's specific activities and experiences during The Great Kindness Challenge. Feel free to edit the text, add details about your events, and personalize the messages to best suit your school community.



Sample 1: Announcement Template

Subject Line: Exciting News: Our School is Participating in The Great Kindness Challenge!

Dear Parents and School Community,

We are thrilled to announce that our school is participating in The Great Kindness Challenge (GKC) this year! This global initiative encourages students to create a culture of kindness, and we're excited to join over 22 million students worldwide who are making a positive difference through this uplifting movement.

What is The Great Kindness Challenge?

The Great Kindness Challenge is a week-long celebration of kindness, taking place January 26–30, 2026. Students are encouraged to complete as many kind acts as possible from a fun and meaningful checklist. The goal is to inspire a lifetime of compassion while creating a joyful and inclusive school environment.

How Will Our School Participate?

Throughout the GKC week, our students will:

- Complete Kind Acts: Students will use their kindness checklists to perform as many acts as they can.
- Show Us Their Kind: Students will capture and share their kind acts through art, photos, or stories that will be displayed in a variety of ways.
- Join Special Events: Activities will include a kindness assembly, a “Show Us Your Kind” photo wall, and our schoolwide kindness formation, where everyone will form a heart shape for an aerial photo!

Enjoy Spirit Days:

[Insert your Spirit Day Flyer]

- Monday: Shine Bright with Kindness – Wear bright colors and get ready to shine bright!
- Tuesday: Team Up for Kindness – Represent your favorite team and show we're all on the kindness team!
- Wednesday: Powered by Kindness– Dress as your favorite superhero who spreads peace and positivity.
- Thursday: Never Too Old for Kindness – Dress as a wise and kind senior citizen.
- Friday: School Spirit Day – Wear school colors and celebrate that kindness starts here!

We invite families to participate by performing acts of kindness at home and sharing their own “Show Us Your Kind” moments on social media using #ShowUsYourKind.

Why Participate?

The Great Kindness Challenge builds empathy, strengthens relationships, and creates a sense of belonging for every student. Through kindness, we make our school — and our world — a brighter, better place!

Sample 2: Kickoff Template

Subject Line: It's Time to "Show Us Your Kind!" — The Great Kindness Challenge Week Begins!

Dear Parents and School Community,

It's here — The Great Kindness Challenge Week starts on Monday! This year's theme, "Show Us Your Kind," encourages everyone to bring kindness to life through creativity, service and intentional action.

What's Happening This Week:

- Kindness Checklists: Students will receive a checklist and complete as many kind acts as possible.
- Creative Expression: Each class will "show their kind" through art, writing, or photos for our school kindness gallery.
- Spirit Days & Events: Daily themes and fun campus activities will celebrate kindness in action.
- Schoolwide Kindness Formation: The entire student body will come together to form a giant heart shape to send love out to the world.

How You Can Help:

- Encourage your child to complete their kindness checklist.
- Discuss kindness at home and share photos or stories online using this hashtag: #ShowUsYourKind.
- Join us at our school assembly or volunteer to help with kindness stations.

Let's make this week the happiest one ever full of joy, creativity, and kindness that shines across our community!

Sample 3: Celebratory Template

Subject Line: We Did It! — What an Incredible Week of Kindness!

Dear Parents and School Community,

What a week! Our participation in The Great Kindness Challenge 2026 was a huge success — and it's all thanks to the amazing efforts of our students, staff, and families. Together, we truly Showed Our Kind!

Highlights from the Week:

- Acts of Kindness: Our students completed countless kind acts from their checklists — from writing thank-you notes to helping classmates.
- Creative Kindness Displays: The halls came alive with art, photos, and stories showing kindness in action.
- Schoolwide Formation: Our entire school joined together to form a giant heart — a beautiful reminder that kindness connects us all.
- Community Involvement: Parents, staff, and local community members joined in, spreading kindness beyond the school walls.

What's Next:

While The Great Kindness Challenge week may be over, our kindness journey continues! Let's keep showing the world our kindness — through intentional acts of care, positivity, and connection each and every day.

Thank you for your continued support and for helping us create a kinder, happier and more compassionate world.

Social Media Posts

Post 1: The Great Kindness Challenge Is Here!

It's time to Show Us Your Kind!

We're kicking off The Great Kindness Challenge Week (January 26–30, 2026) — a celebration of compassion, creativity, and connection!

Our students are bringing kindness to life through art, service, and action, proving that every smile, note, and kind gesture makes a difference.

Let's fill our school and community with joy & positivity!

#GreatKindnessChallenge #ShowUsYourKind #KindnessMatters #KindnessInAction

Post 2: Kindness In Action!

Kindness looks amazing on you!

This week, our students are showing the world their kindness — through creative projects, kind acts, and joyful teamwork. From writing thank-you notes to creating kindness-themed art and helping others, they're making the world brighter every day.

Let's celebrate all the ways kindness shines!

#ShowUsYourKind #GreatKindnessChallenge #KindnessMatters #ChooseKindness

Post 3: We're Proud to Be a Kindness Certified School!

We did it — and we couldn't be prouder!

Thanks to the amazing efforts of our students, staff, and community, [School Name] is officially a Kindness Certified School!

Through The Great Kindness Challenge 2026, we came together to Show the World Our Kind — spreading positivity, creativity, and love every step of the way.

Kindness doesn't end here — let's keep it going all year long!

#ShowUsYourKind #GreatKindnessChallenge #KindnessMatters #KindnessCertifiedSchool



January 26 - 30, 2026



Dear Parents/ Guardians:

Our school is proudly participating in The Great Kindness Challenge, a week-long program dedicated to creating a culture of kindness and compassion in communities worldwide.

To help our students practice kindness and put their compassion into action, they will receive a Great Kindness Challenge checklist.

We will encourage all students to complete as many acts of kindness as possible at school and hope they feel inspired to continue them at home.

Together, let's lift each other up, cheer each other on and show the world that KINDNESS MATTERS!

Sincerely,

26 - 30 enero 2026



Queridos Padres/Tutores,

Nuestra escuela participa con orgullo en el Gran Reto de la Bondad (The Great Kindness Challenge), un programa de una semana para crear una cultura de bondad y compasión en comunidades por el mundo.

Para ayudar a nuestros estudiantes a poner en práctica su compasión, recibirán una lista de actos del Gran Reto de la Bondad.

¡Alentaremos a todos los estudiantes a que realicen tantos actos de bondad como sea posible en la escuela y esperamos que Uds. los celebren desde casa!

¡Juntos, nos elevaremos mutuamente, nos animaremos y mostraremos al mundo que LA BONDAD IMPORTA!

Atentamente,

KINDNESS CERTIFIED SCHOOL RECOGNITION

We proudly recognize all actively participating schools as Kindness Certified Schools in honor of their dedication to fostering a culture of kindness. This recognition is more than just a title—it's a badge of honor that reflects your school's commitment to making kindness a cornerstone of your community.

While we're unable to feature every participating school on our website due to the large number of schools involved, we wholeheartedly encourage you to showcase your Kindness Certified School status.

You are invited to [download](#) and customize the Kindness Certified School seal and certificates from the GKC tools page online. Display these proudly within your school and share them with your community as a symbol of your school's achievement and ongoing commitment to kindness.

Additionally, you may also purchase a Kindness Certified School window cling from our [online store](#) to further celebrate and display your school's commitment.



KINDNESS CERTIFIED SCHOOL & STUDENT CERTIFICATES

We invite you to download your favorite certificate designs and customize them for your school, class and students. You may download the editable files (in Word) directly from the [GKC tools page](#).

School Certificates



Class Certificates



Student Certificates



Kind-Hearted Hand

Words and Music by
Peter B. Seltser

Lively (♩ = 130)

The introduction consists of four measures in 4/4 time, key of D major. The guitar part features chords D, D(sus4), D, C, and D. The piano accompaniment features a rhythmic pattern of eighth notes in the right hand and a bass line in the left hand.

Verse 1

5



Help me make a stand, ev - 'ry girl, boy, wom - an and

8



harmony

melody

man.

Let your voic - es rise__ you'll be__ sat - is - fied,__ when you

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11

C(sus2) G D

reach out with a kind - heart - ed hand. Reach out__

13

C(sus2) G D D(sus4) D

__ with your kind-heart-ed hand! It's

16 Verse 2

A Bm

eas - i - er than you think. Just be kind to those who you meet.

19

G D A

There's a friend out there, who needs your care. So,

22

C(sus2) G D C(sus2) G

reach out with a kind-heart-ed hand. Reach out with your kind-heart-ed

25

D D(sus4) Bridge Bm

hand! Call - ing out a - cross

28

A Bm C(sus2) G

the o - ceans, call - ing out a - cross the land.

31

Bm A C(sus2) G

Show the world that kind - ness mat - ters reach out with a kind-heart - ed

34

D C(sus2) G D

hand. Reach out with your kind-heart - ed hand!

37 **Verse 3**

D(sus4) D A

When sun-ny skies_ turn grey,___ fol-low me;

40 Bm G D

___ I'll lead the way.___ Here's where we be - gin.___ Let some

43 A C(sus2) G D

love come in,___ and reach out with a kind-heart-ed hand. Reach out.

46

C(sus2) G D C(sus2)

— with your kind-heart-ed hand! Reach out, — reach out, — reach out,

49

G C(sus2) G D

— reach out, — reach out — with your kind-heart-ed hand. Reach out,

52

C(sus2) G C(sus2) G

— reach out, — reach out, — reach out, — reach out — with your kind-heart-ed

61

reach out, reach out with your kind-heart - ed hand.

Kind-Hearted Hand
Words and Music by Peter B. Seltser

Help me make a stand
Every girl, boy, woman and man
Let your voices rise, you'll be satisfied
When you reach out with a kind-hearted hand
Reach out with your kind-hearted hand

It's easier than you think
Just be kind to those who you meet
There's a friend out there, who needs your care
So reach out with a kind-hearted hand
Reach out with your kind-hearted hand

Calling out across the oceans
Calling out across the land
Show the world that kindness matters
And reach out with a kind-hearted hand
Reach out with your kind-hearted hand

When sunny skies turn grey
Follow me; I'll lead the way
Here's where we begin, let some love come in
And reach out with a kind-hearted hand
Reach out with your kind-hearted hand

Reach out, reach out, reach out, reach out
Reach out with your kind-hearted hand
Reach out, reach out, reach out, reach out
Reach out with your kind-hearted hand

Reach out, reach out, reach out, reach out
Reach out with your kind-hearted hand
Reach out, reach out, reach out, reach out
Reach out with your kind-hearted hand

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Kind-Hearted Hand
Words and Music by Peter B. Seltser

Intro: **D**

D **A**
Help me make a stand
Bm **G**
Every girl, boy, woman and man
D **A**
Let your voices rise, you'll be satisfied
C **G** **D**
When you reach out with a kind-hearted hand
C **G** **D**
Reach out with your kind-hearted hand

D **A**
It's easier than you think
Bm **G**
Just be kind to those who you meet
D **A**
There's a friend out there, who needs your care
C **G** **D**
So reach out with a kind-hearted hand
C **G** **D**
Reach out with your kind-hearted hand

Bridge:

Bm **A**
Calling out across the oceans
Bm **C** **G**
Calling out across the land
Bm **A**
Show the world that kindness matters
C **G** **D**
And reach out with a kind-hearted hand
C **G** **D**
Reach out with your kind-hearted hand

Kind-Hearted Hand
Words and Music by Peter B. Seltser

D **A**
When sunny skies turn grey

Bm **G**
Follow me; I'll lead the way

D **A**
Here's where we begin, let some love come in

C **G** **D**
And reach out with a kind-hearted hand

C **G** **D**
Reach out with your kind-hearted hand

C G
 Reach out, reach out, reach out, reach out
C G D
 Reach out with your kind-hearted hand
C G
 Reach out, reach out, reach out, reach out
C G D
 Reach out with your kind-hearted hand

Reach out, reach out, reach out, reach out

Reach out with your kind-hearted hand

Reach out, reach out, reach out, reach out

Reach out with your kind-hearted hand

SPONSORS

The Great Kindness Challenge is supported by donations from generous foundations and business sponsors. We are grateful for their belief in our youth and in the power of positive action.



PARTNERS

The Great Kindness Challenge Team believes whole-heartedly in collaboration and cooperation. We believe that only by working together will we achieve our goal of **all students thriving in a kind, happy, supportive and respectful school environment**. We are extremely grateful to our partners who help us promote the culture of kindness on campuses nationwide and beyond!



GRATITUDE

The Great Kindness Challenge is a labor of love made possible by the dedication, commitment, vision and KINDNESS of many. Our hearts are filled with gratitude to everyone involved in making this trailblazing and transformational project so wildly successful.

To the following kind people, we offer high fives, three cheers and a standing ovation for their spectacular part in making The Great Kindness Challenge possible!!!

♥ **The GKC Kindness Team (comprised of volunteers, interns, contractors & collaborators)**

♥ **The Kids for Peace Board of Directors**

♥ **All Kindness Certified States, Kindness Certified County Offices of Education and Kindness Certified School Districts & Kindness Certified Companies**

♥ **The Great Kindness Challenge Partners and Sponsors**

♥ **Tony Thurmond, California State Superintendent of Public Instruction**

♥ **Dr. Andrea Norman, Carlsbad Unified School District Superintendent**

And a great big thanks to **YOU**, for believing in the power of positive action. This is a true grassroots movement that would not be possible without visionary leaders like yourself.

Thank you ALL for helping us prove that KINDNESS MATTERS!

With great love and great gratitude,



Jill McManigal

Kids for Peace Co-Founder & Executive Director



Asia Moore

Chief Operating Officer



Meg Jansen

Program Director & Volunteer Coordinator

ABOUT KIDS FOR PEACE



The Great Kindness Challenge is proudly presented by Kids for Peace, a global 501(c)(3) nonprofit that is building a global community of kind, compassionate and empowered young people who are uplifting the world through love and action. Kids for Peace was cofounded in 2006 by a high school honors student and a mother of two young children who was an elementary school teacher. What started organically as a neighborhood group of kids wanting to make our world a better place, has grown into an interconnected network of young peacebuilders worldwide.

In 2011, Kids for Peace was asked by an elementary school to help create a more positive, unified and respectful school environment. As a result, The Great Kindness Challenge was designed and then piloted in 2012 at three Carlsbad, California schools. Because of its innovative approach and wildly successful results, word spread and in 2025, **21,287,464 students in 43,255 schools** participated and performed **over 1 billion (1,064,373,200) acts of kindness**.

At the heart of The Great Kindness Challenge is the simple belief that kindness is strength. We also believe that any action that's repeated over and over becomes a habit. With The Great Kindness Challenge checklist in hand, students have the opportunity to repeat kind act after kind act after kind act. As kindness becomes a habit, the culture is shifted and peace becomes possible.

This is a grassroots movement to make our schools, communities and world a kinder and more compassionate place for all. We are grateful to you for helping implement The Great Kindness Challenge at your school. We invite you to encourage other schools to also take the challenge. Through word of mouth, The Great Kindness Challenge will continue to grow and cultures of kindness will thrive on campuses across the globe. Working together, we will indeed prove that **KINDNESS MATTERS!**

www.kidsforpeaceglobal.org



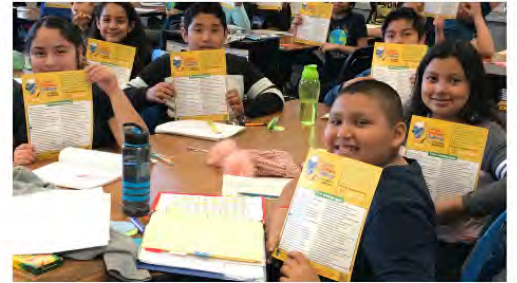
Kids for Peace

Uplifting Our World Through Love and Action

OUR PROGRAMS

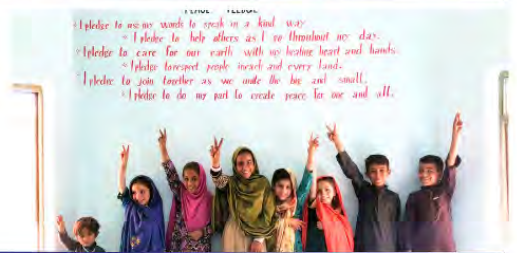
The Great Kindness Challenge

Implemented by schools, families and companies, The Great Kindness Challenge is a positive and proactive kindness initiative that gives students, families and businesses the tools to foster a culture of compassion, acceptance, unity, and respect around their school campuses, inside their homes, within their businesses and across the globe.



Peace Pledge Program

Implemented by Kids for Peace Chapters around the world, our Peace Pledge Program invites kids to meet regularly to put the words of our Peace Pledge into action in ways that are culturally relevant and personally meaningful.



Global Friends

In an effort to create a more peaceful world, we encourage our youth to connect with children in countries outside of their own. We do this through various projects including Kind Coins campaigns, Peaceful Pen Pals, and responses to humanitarian crises.



Care for Our Earth

Our planet is in need of love and care now more than ever before. In this program, our youth work together to address their region's most pressing environmental issues. From idle-free campaigns on school campuses to composting and community cleanups, our youth lead the way to a cleaner, greener future.



Community Builders

If the global pandemic taught us anything, it is that we need each other. Through this program, we connect with our community to enrich the relationship between our youth and the people around them. We've done this through projects like The Grandfriends Kindness Project and the Kindness Unites Paperchain.





Thank you.
Your KINDNESS MATTERS!

