

# 21 Day Kindness Challenge

## The big picture:

it's about empowering today's youth to be effective, caring and proactive leaders for the future.



The 21 Day Kindness Challenge program is a proactive approach to bullying that emphasizes positive interactions that take place around campus. As a result, attention is taken away from bullying behaviors and negative interactions.

The Kindness Challenge is a student-led program with support from their kindness coaches.

During the Kindness Challenge students, teachers, principals, and staff are encouraged to do 5 acts of kindness every day for 21 school days. When promising to do 5 acts of kindness every day for 21 days, the students, teachers, and staff unite together and develop a stronger school community.

Programs are designed for three levels: elementary, middle school and high school with age-appropriate activities to meet each school's needs.

For more information please email:  
[team@21DayKindnessChallenge.org](mailto:team@21DayKindnessChallenge.org)

Or visit our website:  
[www.21daykindnesschallenge.org](http://www.21daykindnesschallenge.org)

## Easy to Implement

The 21 Day Kindness Challenge integrates seamlessly with your school's existing curriculum. The program is run by student leaders with assistance from a school-identified "Kindness Coach."

The student leaders are responsible for planning, announcing, and organizing the Kindness Challenge. Student leaders encourage everyone on campus to participate.

Kindness Coaches provide guidance and support as needed. Kindness Coaches can be anyone with a commitment to making a difference on your campus: a teacher, parent, yard duty, counselor, librarian, office staff, etc.

## Program Materials

For about \$1/student we provide all the resources your school needs to run a successful Kindness Challenge!

- Planning Guide
- Kindness Wristbands
- Kindness Cards
- Daily Kindness Videos
- Weekly Kindness Projects
- Classroom Kindness Boxes
- Kindness Measurement Tools
- Online Training Course & Support
- Access to Exclusive Website
- Daily Writing Prompts
- Home Extension Projects
- A Kindness Challenge Completion Award

## Impact of the 21 Day Kindness Challenge on Campus

The mission of the 21 Day Kindness Challenge is to empower youth to change their world with kindness.

The 21 Day Kindness Challenge is making a difference! So far, the challenge has resulted in more than 180,000 acts of kindness. Students, teachers, administrators, and parents agree the 21 Day Kindness Challenge is making an impact for their school community.

Studies have proven that teaching kindness in schools is critical to the emotional, physical and mental well-being for children. Teaching kindness in schools has been reported to have the following benefits:

- Happy, Caring Children
- Greater Sense of Belonging and Improved Self-Esteem
- Increased Peer Acceptance
- Improved Health and Less Stress
- Increased Feelings of Gratitude
- Better Concentration and Improved Results
- Reduced Depression
- Less Bullying

*"Kindness changes the brain by the experience of kindness. Children and adolescents do not learn kindness by only thinking about it and talking about it. Kindness is best learned by feeling it so that they can reproduce it."*

*- Patty O'Grady, PhD.*

## What People Are Saying

*"The Kindness Challenge is easily integrated into the classroom as well as the entire school environment." ~ 3rd Grade Teacher*

*"The Kindness Challenge has made such a profound impact on my entire classroom, including me. The Kindness Challenge helped me focus more on the positive behaviors than the negative behaviors." ~ Kindergarten Teacher*

*"The 21 Days of Kindness Challenge has shifted our school community in such a positive way! Thank you for making a difference in the lives of our children." ~ Elementary School Principal*

*"Learning about kindness is so essential. The 21 Day Kindness Challenge is so much fun for the students and staff. They are excited to do their daily acts of kindness. The students keep me in check too by asking me how many acts of kindness I've done." ~ Middle School Principal*

*"My children would come home and tell us all about the acts of kindness that were happening at school. They shared with such excitement that I starting doing acts of kindness in the community." ~ Parent of Elementary School Students*

*"I really noticed a difference on the playground. The students were going out of their way to make new friends and include others in their games. And I love that the kindness chain is hung up in the cafeteria because it is such a great daily reminder of all the kind acts they did." ~ Yard Duty*

*"I was excited to come to school every day. I think the Kindness Challenge made such a difference." ~ Middle School Student*

*"I liked being a kindness leader and spotting acts of kindness." ~ 3<sup>rd</sup> Grade Student*