



# FACT SHEET

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## HOW CAN YOU BE A PART OF THE KIND30 MOVEMENT?

Join us for the full month of October 2024 and make the commitment to participate in one small act of kindness each day.

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## WHO CAN JOIN THIS MOVEMENT?

Everyone! From age 3 to 103, every single one of us can find a way to be kind every day.

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## NEED IDEAS?

Absolutely! We have a growing list of kindness ideas for all age groups and all different stages of life.

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## WHY IS THIS SO IMPORTANT?

We know that everyone is struggling with something. The Surgeon General of the U.S., Vivek Murthy, writes, "We need to acknowledge the loneliness and isolation that millions are experiencing and the grave consequences to our mental health. *KIND30 will bring connection to our isolated community.*"

## HOW CAN I PARTICIPATE?

Visit [www.kind30.org](http://www.kind30.org), where you can access a participation form, kindness ideas and much more information. If you would like to start a KIND campaign in your organization, we also have some great ideas of how best to promote this initiative on our website. Contact [info@KIND30.org](mailto:info@KIND30.org).

## WHAT IS THE KIND30 MOVEMENT?

It is our GOAL to start a KIND (Kindness Is Needed Daily) movement, community-wide, that inspires others to participate in one small act of kindness every day. Kindness benefits everyone! It brings joy to the giver and peace to the receiver, and if you are a person of faith, it aligns with the outward expression of inward beliefs. Imagine if all of us made the deliberate decision to participate in one daily small act of kindness, the incredible impact it would have on our community!

A RECENT SURVEY SHOWED THAT 63% OF RESPONDENTS SAID THEIR MENTAL HEALTH IMPROVED BY BEING KIND TO OTHERS.

