



**Grow the Kindness Movement
You Can Make a Difference
We Can Make a Kinder World**



Kindness Cloud Overview

What is the Kindness Cloud Foundation?

The **Kindness Cloud Foundation** is a small, tax-exempt, nonprofit foundation with a big vision:

- To increase the **Amount of Kindness** in the world.
- To spread a **Culture of Kindness** around the world.
- To spark a **Global Kindness Movement**.
- To encourage everyone to **Unite Around Kindness**.

What is the Kindness Cloud?

Kindness is a value as old as human history. In recent years, the word “**cloud**” has come to refer to ideas and activities related to the interconnected, online world. When we invite people to **Join the Kindness Cloud**, we are inviting people to **Join the Global Kindness Movement**, not our organization. All our resources, tools, and ideas are provided free of charge.

How Will We Know If We Have Been Successful?

No one can ever truly know the result of a **Kindness Effort**. This is because **Kindness** can have **Ripple Effects** that last for a long time. And this is true for the **Kindness Efforts** of individuals, groups, or organizations. All that can ever be known is that if one person’s life has been made easier, then the effort has been worthwhile, and the world has been changed for the better.

What is the Kindness Ripple Effect (sometimes called the Kindness Butterfly Effect)?

These are names for the statistically provable idea that a small action (e.g., the dropping of a pebble in a pond or the flapping of a butterfly’s wings) can produce a very large effect (e.g., a huge wave or a weather event on the other side of the world), even though the results of that specific effect may never be known, measured, or traced.

What Can People Do?

Everyone already has the **Power of Kindness**. Everyone is already on their own **Kindness Path**. Anyone can answer a **Kindness Call to Action**. Anyone can help to **Create a Kinder World**. And this is true for people, groups, and communities, for schools at any level, and for both for-profit and nonprofit organizations.

What Does It Mean to Be on a Kindness Path?

There are **Different Kinds of Kindness**, and they are often called **Steps Along a Kindness Path**. Most importantly, a **Kindness Path Never Ends**. It is a **Lifetime** or an **Organizational Experience**.

The first **Kinds of Kindness Steps (Self-Kindness, Acts of Kindness for Others, and Creating Kindness Communities)** are for the **Direct Benefit of the Recipients**. This is how most people think of **Kindness** and what most people do. These steps are often called **Retail Kindness**.

The other **Kinds of Kindness Steps (Teach Kindness, Spread Kindness Forward, and Lead Kindness Projects)** are called **Wholesale Kindness**. In simplest terms, **Retail Kindness** is directed at **Being Kind to People**, whereas **Wholesale Kindness** is directed at creating more or broader **Kindness Institutions or Activities**, which would then lead to **More Kindness Benefitting More People**.

In fact, there are many **Kindness Steps** along any **Kindness Path**, and the world needs both **Retail** and **Wholesale Kindness**.

What are Some Ways to Get Started?

Besides doing specific **Acts of Retail Kindness**, like donating money, providing food or shelter, giving clothing or other necessities, or creating organizations to do these things – which we strongly encourage – there are an unlimited number of ways to **Spread a Culture of Kindness**. The activity itself may not seem to be related to **Kindness** (e.g., teaching an online class on any subject), but the teaching activity itself is part of the **Process of Kindness**.

People, groups, and organizations interested in an area, such as **Alleviating Hunger**, can unite around a common cause, from sharing stories to working together. In this time of trial and dislocation, more and more schools, companies, and groups are sponsoring and encouraging people to engage in **Kindness Projects**.

Imagine if more groups, communities, and companies engaged in and shared their stories of **Different Kinds of Kindness** activities, projects, and steps. This would inspire others and would increase the amount of **Kindness** in the world. The possibilities are endless, and this would create a huge **Kindness Ripple Effect**.

There is no one size fits all. Not only will every **Kindness Path** be different, but within your own **Kindness Campaign** you will have different components and contexts. You may, for example, treat your family differently from your friends. And you can **Share Your Kindness** stories forward to encourage others.

- **Create a Kindness Campaign**

Think of yourself as creating an **Outreach Campaign** to increase interest in, and awareness of, both the idea and value of **Kindness**, as well as a **Specific Kindness Project**, like raising money, making food, building shelter, community service, etc. There are three major parts in your **Kindness Campaign**: your *messages*, your *methods*, and your *audiences*.

1. **Kindness Messages** – What will you do, say, tell, or post, to encourage others to **Join a Kindness Campaign to Spread Kindness**? What, if anything, will you suggest that they do?
2. **Message Methods and Channels** – How will you reach people? Traditional media or online social media, calling or mailing people, and so on.
3. **Message Audiences** – Which group or groups of people will you target? Your teachers, classmates, or students? Your friends, family, neighbors, or colleagues?

- **Create a Kindness Project**

When it comes to serving others, we can do so much more working together than we can alone. So, invite your friends to join you in your **Kindness Service Project**. Whether you gather food for a local food bank, donate clothing, or give of your time, your team can make a huge difference in the lives of others.

- **Encourage People to Act**

Share ways to help others in need. Whether you are a teacher encouraging your students to engage in a service project, a business owner hosting a volunteer day, or a student creating a **Kindness Culture** in your school, your guidance can change lives and can create a ripple to reach people that you could have never reached on your own.

- **Spread Kindness on All Your Social Media Channels.**

These days, we are all communicating on social media. We can use these tools to spread messages of hope, empathy, and compassion. If you really want to have a huge impact, you can foster a **Culture of Kindness** that can reach millions. It is just that easy.