



## *Thoughts From The Kindness Cloud*



### **DO KINDNESS** ***Be a Kindness Butterfly***

When you begin to experience the benefits of treating yourself and others with **Kindness**, you have found your **Kindness Purpose**, a higher purpose that goes beyond the focus of your own daily existence. When you approach your life with a genuine desire to be **Kind**, you are traveling down your **Kindness Path**, embodying **Kindness** in your actions and your relations with others.

***Your Kindness Path Never Ends***  
***Your Kindness Purpose Never Ends***

Each time you touch someone with your own unique **Kindness**, you are generating a gust of wind that has the potential to increase the amount of **Kindness** in the world. This is called the **Butterfly Effect**.

***Set Kindness in Motion***  
***Keep Kindness Moving***  
***Share Kindness Forward***

For decades, people have referred to the **Butterfly Effect**, the mathematical probability that a small event, like the flapping of a butterfly's wings, can cause a large event, like a hurricane. Imagine how one **Act of Kindness** can influence another, and then yet another **Act of Kindness** to occur, connecting us all in ways we never envisioned. This **Butterfly Effect** is also often called a **Ripple Effect** to convey the image of dropping small pebbles into a pond to cause a large wave.



How can you initiate the **Butterfly Effect of Kindness** in your life? It's easy. Just **Do Kindness for Others**.

When you are **Kind**, you are, by definition, a **Kindness Butterfly**. Your **Kind Act** initiates a **Butterfly Effect of Kindness**. Your daily acts of empathy and compassion influence everyone you meet in ways you cannot imagine. The **Butterfly Effect of Kindness** is powerful. A simple greeting, smile, or gesture may change someone's life. Maybe they have just had a negative experience with their boss or colleague or received bad news from a relative or friend. You will never know the positive result of your **Kindness**.

As a **Kindness Butterfly**, you take small butterfly decisions that resonate in the actions of those with whom you connect every day. For example, you might find yourself in an elevator with someone who seems very stressed and upset. The decision you make to share a smile and a conversation might change a life. You might even notice that you feel a sense of purpose and your mood is uplifted, too. With this one simple spontaneous interaction, you have just created a way for more **Acts of Kindness** to keep occurring.

Think back to a time when someone's **Kindness** changed your attitude and really touched you and helped you out. That one small act given to you changed your perspective, and, in turn, your positive attitude rippled onto another person, and so on.

Sharing a **Kind** gesture can make someone feel noticed, give them a positive lift, and change their day in a positive way.



***Give the Gift of Kindness Every Day  
You Will Enrich Others and Ennoble Yourself  
You Will Never Run Out of Kindness***

***You Have an Infinite Supply  
Let Kindness Ignite a Fire Within You  
Inspire Others with Your Kindness Passion***

Ultimately, a part of the greatest good we can do in the world comes from finding ways to increase the **Amount of Kindness**. You will never know how far your **Act of Kindness** will eventually go. Your **Kindness Actions** will influence everyone you meet in ways you cannot imagine, and they become part of your **Kindness Legacy**.

The **Power of the Butterfly Effect of Kindness** is immeasurable. It can **Make the World a Kinder Place**. Your **Kindness** will help more butterflies to flap their wings and produce a hurricane of **Kindness**!





# CERTIFICATE

OF APPRECIATION



Is Hereby Recognized as a  
**Kindness Butterfly**

*Kindness Cloud Foundation*

*Member  
of the  
Kindness  
Movement*

Made with TechSmith Snagit