



**Would You Like to Make the
World a Kinder Place?
Well, You Can!**



Join the Kindness Movement

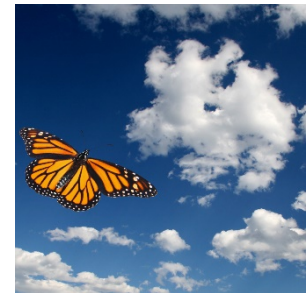
Kindness is a moral value. **Kindness** is a language that we all know how to speak and that unites us all. We are all born with the **Kindness** gene. We are all born knowing how to **Be Kind**.

- **Find Your Kindness Passion**
- **Develop Your Kindness Path**
- **Contribute Toward Making the World a Kinder Place**

The success of the **Kindness Movement** depends upon all of us. Use your **Kindness Power!**

Do Kindness

- **Start** by being a **Kindness Butterfly***
- **Create Your Own Kindness Initiatives and Projects**
- **Do an Act of Kindness Every Day**



Spread Kindness

- **Invite** your friends to be **Kindness Butterflies** and **Kindness Ambassadors**
- **Create Kindness Challenges** for groups and others
- **Encourage** organizations to be **Kindness Partners**
- **Display Kindness Cloud Badges and Logos**
- **Support** people and organizations who are **Kindness Leaders**

Increase the Amount of Kindness in the World

* **Kindness Butterfly** comes from the widely used and mathematically proven metaphor, called the **Butterfly Effect**, in which small actions like the flapping of a butterfly's wings can have large consequences elsewhere in the world, even if the outcome is not immediately known.