Would YOU like to help people around the world, especially but not limited to during the COVID-19 pandemic? Now, more than ever, your help is needed to Share Kindness Forward.

With a history that predates the Coronavirus Crisis, the tax-exempt, nonprofit Kindness Cloud Foundation is working to increase the amount of Kindness in the world. The goal of the Kindness Cloud Foundation is to spark a Mass Movement of Kindness.

A Kindness Mass Movement has a Butterfly Effect, the mathematically true 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 cause other Acts of Kindness, connecting us all in ways we never envisioned. This Kindness Ripple Effect is like dropping small pebbles into a pond to cause a large wave.

YOU Can Create a Kindness Ripple Effect by Encouraging and Enabling the Spread of Kindness. YOU Can Do Acts of Kindness and YOU Can Share Kindness Forward.

- **Recruit Others.** Invite your friends, relatives, colleagues, and neighbors to join the Kindness Movement. Call, write, and contact people in this time of isolation. The possibilities for Kindness are endless.

- **Broadcast Kindness.** Share Kindness stories, challenges, videos, and positive messages on social media. Reach out to local newspapers or other news media about your Kindness activities and initiatives. We’ll try to redistribute the Kindness stories sent to us at info@KindnessCloud.org.

- **Use and Promote Kindness Tools.** Share the free Kindness Certificates, Cards, and Badges at KindnessCloud.org/Tools.

Everyone must Practice and Share Kindness. We all have a role to play. The World Needs Your Help.

**Ask Not What Others Can Do For You**
**Ask What Kindness You Can Do For Others**