



**Join the Kindness Cloud  
You Can Make a Difference  
We Can Make a Kinder World**



### **Kinds of Kindness**

Everyone knows that **Kindness** embraces generosity, consideration, and concern for others, with no expectation of praise or reward. But the world needs more **Kindness** and different types of **Kindness**.

The first two **Kindness Steps** along a person's **Kindness Path** (**Self-Kindness** and **Kindness for Others**) are what most people do, and they are called **Retail Kindness**. As examples, think of **Being Kind to Yourself** as eating a (sugar-free) cookie and **Doing Kindness for Others** as giving cookies to others. The other two **Kindness Steps** (**Sharing Kindness Forward** and **Leading Others in Kindness**) are called **Wholesale Kindness**. To continue the examples, **Sharing Kindness** would include teaching others to bake cookies and **Leading Kindness** would include helping others to create cookie bakeries.

To increase the amount of **Kindness** in the world, besides **Being Kind** and **Doing Kindness**, we need more **Kindness Sharing** and **Leading**. The list of possibilities is endless, especially in these troubling times. As examples, think of setting up food banks for distribution or food kitchens for preparation, or of helping teachers and families teach **Kindness**. Share your stories of different **Kindness** activities, projects, and steps. They will inspire others. **Kindness Really Matters Now.**

