



# KINDNESS WORLDWIDE

*Kindness Pays It Forward™*

Our Vision: To Create a “Culture of Kindness” in  
Communities Throughout the World

## SPONSOR/DONOR OPPORTUNITIES



FOR COMMUNITY-MINDED INDIVIDUALS, ORGANIZATIONS, AND BRANDS

YOUR OPPORTUNITY TO AMPLIFY LOVE THROUGH KINDNESS



Position YOUR Brand as a leading advocate for the ideals of Kindness and supporter of Kindness Worldwide's impactful initiatives!

[www.kindnessworldwide.org](http://www.kindnessworldwide.org)

## A MOVEMENT SPARKED BY A SIMPLE ACT OF KINDNESS

Kindness Worldwide, Inc. a 501c(3) tax-exempt nonprofit inspired by a Good Samaritan who drove 2.6 miles to return a lost wallet on Good Friday morning 2023, has been featured on multiple news and radio programs, in popular major podcasts, viral social media campaigns, numerous interviews on mainstream media and sector-specific news outlets, and embraced by celebrity-influencers including Lady Gaga on the Born This Way Foundation's *Channel Kindness*.



# KINDNESS WEEK

NOVEMBER  
9-16, 2024

a community collaboration



IS GARNERING LOCAL, NATIONAL,  
AND INTERNATIONAL ATTENTION!

Yahoo Finance  
<https://finance.yahoo.com/video>

Good Samaritan returns York  
County man's lost wallet



wgal.com  
York County man wants to thank good  
Samaritan who returned lost wallet

NEWSBREAK

yahoo!news



NBC NEWS

AND SPREADING AROUND THE  
GLOBE!

Our signature initiative, *Kindness Week Worldwide*, has now spawned a global movement and international acclaim.

Click [HERE](#) to see the magic launched in York, PA which is now spreading to communities throughout the world!

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The World Kindness Movement, formed in 1997 in Tokyo, Japan and the creator of World Kindness Day observed globally November 13th each year, is coalescing around our efforts.

Founder Kevin Smith has been invited to deliver keynote remarks at its 11th General Assembly in Palermo, Italy this October 17 - 20.

A documentary film crew will be capturing Kevin's speech and all the festivities during this historical time of Kindness Celebration.

11th World Kindness Movement Assembly  
17th-20th October 2024 - City of Palermo - Italy



*WKM Assembly Speaker Kevin Smith*

## YOUR OPPORTUNITY

Community-minded businesses and individuals have a unique opportunity to lead by example in reinforcing the ideals of Kindness Worldwide through charitable giving and organized participation in acts of kindness and service. Sponsorship donations endow a Kindness Legacy and potentially support countless community causes including:

- Hunger Relief
- Animal Welfare
- Community Health
- Homelessness
- Arts & Culture
- Literacy and More!

## SPONSORSHIP LEVELS

### CONTACT US

**\$78,000**

**\$26,000**

**\$13,000**

**Other**

**\$30,000 x 2.6**

**\$10,000 x 2.6**

**\$5,000 x 2.6**

Your caring contribution makes a meaningful impact and demonstrates that even the smallest donations are often made by those with the biggest hearts.

### TEMPLAR OF KINDNESS

**EXEMPLAR OF KINDNESS**

**ECOSYSTEM ENVOY**

**NURTURING NEIGHBOR**

[www.kindnessworldwide.org](http://www.kindnessworldwide.org)



# ♥ EXEMPLAR OF KINDNESS

**Be a leader and representative model as a visible community benefactor of Kindness!**

- Prominent recognition and logo display on KindnessWorldwide.org with link to company website
  - Prominent recognition on social platforms with dedicated minimum monthly “shout outs”
  - Ability to customize sponsorship donation to optimize community impact
  - Opportunities for featured recognition at events, promotions, and media interview “shout outs”
  - Frequent “likes” and supportive endorsements on company social networks
- .....

# ♥ ECOSYSTEM ENVOY

**Be a prominent Kindness messenger to unite others and bring your community to life!**

- Recognition and logo display on KindnessWorldwide.org with link to company website
  - Recognition on social platforms with dedicated minimum quarterly “shout outs”
  - Opportunities for recognition at events and promotions
  - Intermittent “likes” and supportive endorsements on company social networks
- .....

# ♥ NURTURING NEIGHBOR

**Demonstrate the nurturing spirit of Kindness as an advocate of selfless service to community and others!**

- Name listing on KindnessWorldwide.org
  - Recognition on social platforms with dedicated minimum semi-annual “shout outs”
  - Occasional “likes” and supportive endorsements on company’s social networks
- .....

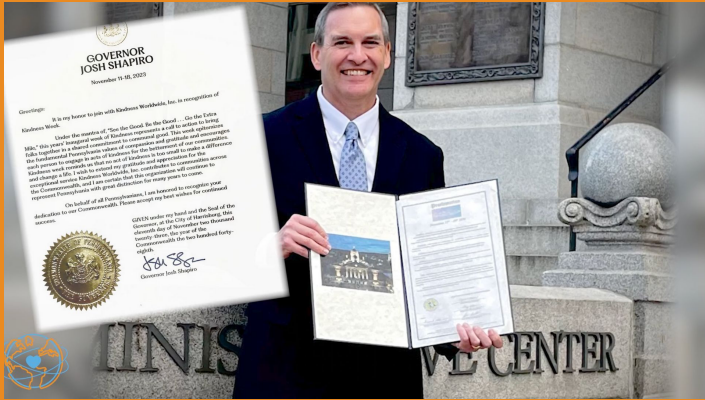
**Creating a “culture of kindness in communities throughout the world” requires a global coalition of the willing who share our conviction this vision can be achieved. If you are heart-centered, guided by passion and purpose, and wish to play a role we want to hear from you!**

**Strategic alliances and collaborations with like-minded businesses and brands can be individually customized for the betterment of our shared aims.**

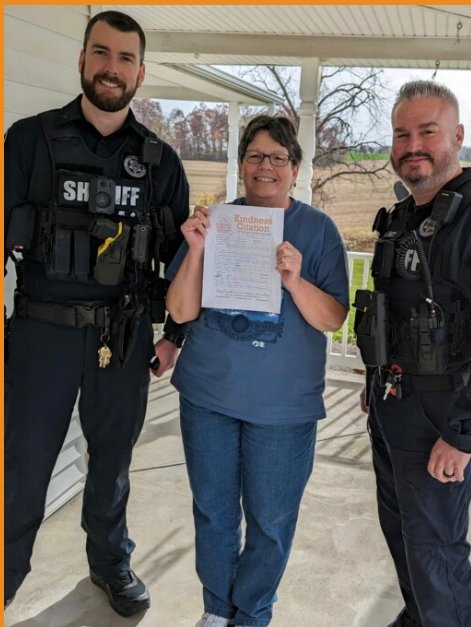
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# THE MAGIC OF KINDNESS WEEK



Kevin Smith and official declarations of *Kindness Week Worldwide*



American Red Cross blood donation



School children embracing the spirit of Kindness



Kindness Citations issued by law enforcement

SCAN HERE TO  
ENGAGE AS A  
GLOBAL SPONSOR  
TODAY!





# KINDNESS Co∞Tails

Inspired by an act of kindness Good Friday morning 2023 and events that followed it, “Kindness Co-Tails” is a uniquely innovative Donor Advised Fund (DAF) that endows a Kindness Legacy for the perpetual benefit of our communities.

**KINDNESS** Co∞Tails are the profound broader implications that one simple act of kindness can set into motion much like a butterfly effect. “Co” implies joint; mutual; common; and represents the first two letters of the word “Community.” “Tail” is the literal reference to the hindmost appendage of a pet companion which wags as an expression of joy and happiness. “Tail” is also a twist on the word “tale” meaning an imaginative narrative of a story - in this instance, a fascinating one full of countless coincidences, amazing plot twists, and palpable proof that “pets are like social glue that bond people and communities together.” Hence the name, “**Kindness Co∞Tails.**”

Many may have their own story, like this one, in which an act of kindness may have touched their lives in a profound way. **Kindness Co∞Tails** serves as an ongoing reminder that an act of kindness can endure forever through its perpetual legacy. Its flexible nature affords an attractive customized approach to allocating sponsorship monies across multiple markets for the betterment of numerous charitable causes, and represents an evergreen ecosystem contribution to fund kindness initiatives and programs that foster safer and more vibrant communities.

## What Others Are Saying

“Thank you for your leadership and inspiration, Kevin, in taking what could have been a one-off moment of kindness and instead of it just becoming a moment, you turned it into a movement. And I think that's pretty fantastic.”

~ Steven Martinez, Executive Director - York County SPCA

“Kevin Smith is a force of nature, a gift to humanity, and a warrior for kindness. In a very short time, he has melded his vision, his resolve, and his persistence to develop Kindness Worldwide into a formidable organization that is gaining not just a national audience, but a worldwide one. Kevin is a great example of how a small act of kindness -- like returning a lost wallet from a grocery store -- really can change the world.”

~ Seth Davis, Sports Journalist, Broadcaster, Author

“Kindness Week reminds us that no act of kindness is too small to make a difference and change a life. I wish to extend my great gratitude and appreciation for the exceptional service Kindness Worldwide Inc contributes to communities across the Commonwealth.”

~ PA Governor Josh Shapiro



“Let's get it done!”

~ MD Governor Wes Moore

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# **~3 Million Media Impressions**

## **of Launch Event and York Kindness Week**

**100+**

**Ecosystem  
Partner Organizations**

**50+ Countries**

**Set to Engage via Palermo  
Keynote**

**+> 35 Million**

**Follower Impressions via  
Lady Gaga's Born This Way  
Foundation Recognition**

**+> 5 Million**

**Social Media Impressions of  
KW Launch and Year One  
Growth via Broadcast, Print,  
Social Media, Influencer and  
Blog Interviews/Coverages**

**FIND US ON SOCIAL MEDIA!**



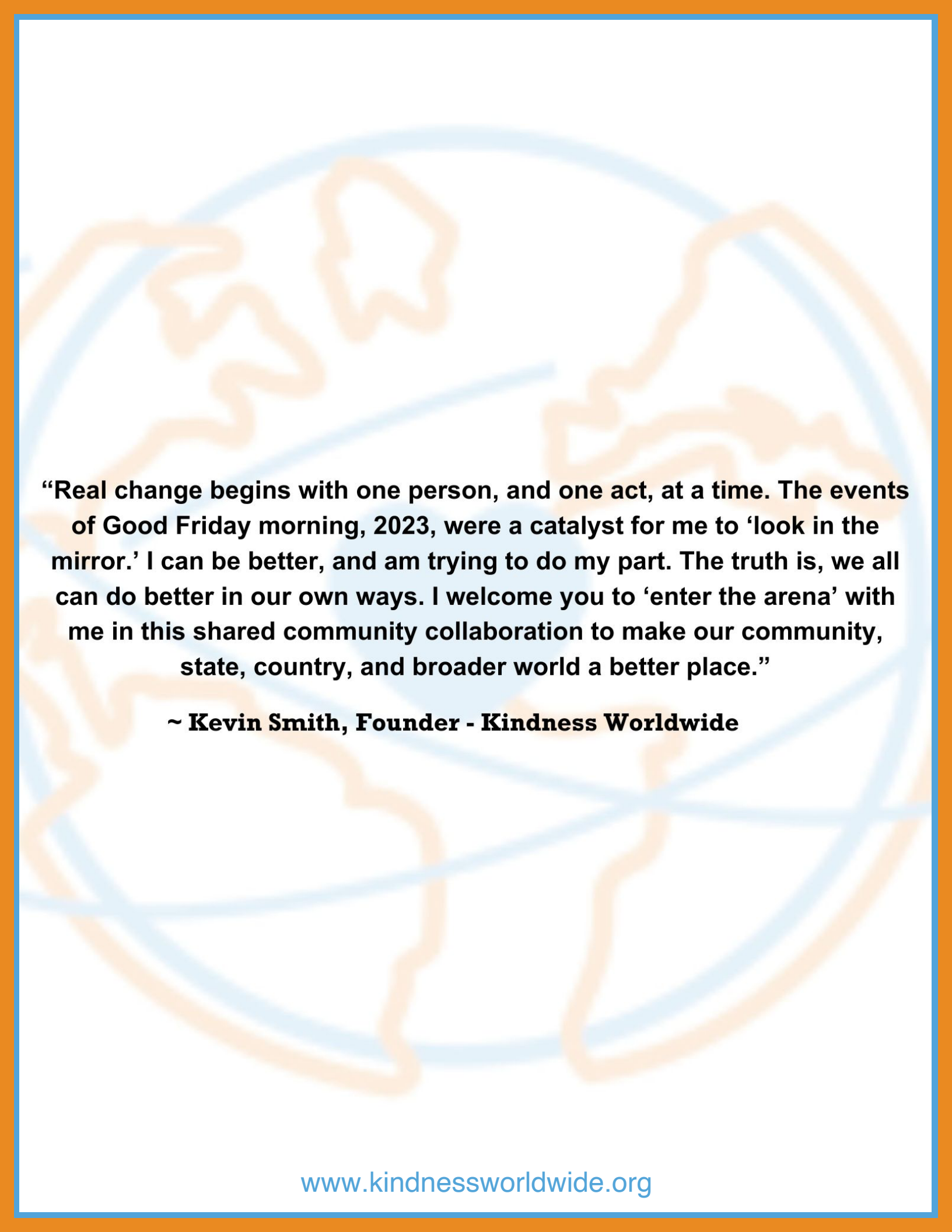
**#KindnessWorldwide**

**"Be the reason someone believes  
in the goodness of people."**

**- KAREN SALMANSOHN**

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**“Real change begins with one person, and one act, at a time. The events of Good Friday morning, 2023, were a catalyst for me to ‘look in the mirror.’ I can be better, and am trying to do my part. The truth is, we all can do better in our own ways. I welcome you to ‘enter the arena’ with me in this shared community collaboration to make our community, state, country, and broader world a better place.”**

**~ Kevin Smith, Founder - Kindness Worldwide**