



KINDNESS WEEK

NOVEMBER
11-18, 2023

a community collaboration

SPONSORSHIP DETAILS

Be a part of the movement...

HOW IT BEGAN

A young woman traveled 2.6 miles to return a wallet to its owner at the precise moment he realized it was lost. This act of kindness inspired him to “pay it forward” in a heartwarming story that will inspire us all. All are invited to write its subsequent chapters during a Community Celebration of Kindness culminating with Kindness Week.

OUR MISSION

Kindness Week Worldwide aims to encourage good deeds in communities throughout the world. Through acts of kindness, we strive to celebrate and improve our communities and spread the joy of kindness to all.

YOUR OPPORTUNITY

Community-minded businesses and individuals have a unique opportunity to lead by example in reinforcing the ideals of Kindness Week through charitable giving and organized participation in acts of kindness and service. Sponsorship donations endow a Kindness Legacy while also potentially supporting countless nonprofit organizations. Among the many causes supported:

- Hunger Relief
- Homelessness
- Community Health
- Animal Welfare
- Arts & Culture
- Literacy & *more!*



SPONSORSHIP LEVELS

Contact Us

\$26,000 **(\$10,000 per mile)**

\$13,000 **(\$5,000 per mile)**

\$6,500 **(\$2,500 per mile)**

\$2,600 **(\$1,000 per mile)**

Donation

EXEMPLAR OF KINDNESS

PRECEPTOR OF KINDNESS

COMPASSIONATE COMMUNITY LEADER

KINDNESS CRUSADER

NURTURING NEIGHBOR

HEARTFELT CONTRIBUTOR

EXEMPLAR OF KINDNESS

- Be the preeminent leader and ideal model as a visible benefactor of Kindness in our community through your support of the inaugural Kindness Week at the sole exclusive presenting sponsorship level.
- Most prominent recognition as exclusive sponsor in press releases and media coverage
- Most prominent logo display on event materials, digital platforms, and promotional flyers when applicable, and KindnessWeekWorldwide.org with link to company website
- Featured exclusive 3 - 5 minute remarks during November 9 launch of “Community Celebration of Kindness”
- Most prominent recognition on social media platforms with multiple dedicated monthly posts, including posting of your company’s own unique “kindness stories”
- Event presence opportunities and additional featured recognition throughout the year at future events and promotions
- Customized ability to designate Sponsorship Donation for maximum community impact
- Unique banners/ribbons for self-promotion throughout company social media and communication channels

PRECEPTOR OF KINDNESS

- Be a true champion of humanity by setting the tone in teaching Kindness to others through your leading example in supporting the inaugural Kindness Week as the sole exclusive sponsor in your industry category.
- Prominent logo display on event materials, digital platforms, and promotional flyers when applicable, and KindnessWeekWorldwide.org with link to company website
- Recognition in press releases and media coverage when applicable
- Mention and “shout out” by company name and personal representative in attendance during November 9 remarks that launch “Community Celebration of Kindness”
- Prominent recognition on social media platforms with dedicated monthly posts, including posting of your company’s own unique “kindness stories”
- Event presence opportunities and additional prominent recognition throughout the year at future events and promotions
- Customized ability to designate Sponsorship Donation for maximum community impact
- Unique banners/ribbons for self-promotion throughout company social media and communication channels

COMPASSIONATE COMMUNITY LEADER

- Lead the way in fostering a caring community by having your radiant generosity illuminate the path of kindness and compassion for all to follow during Kindness Week.
- Logo display on event materials, digital platforms, and promotional flyers when applicable, and KindnessWeekWorldwide.org with link to company website
- Periodic posting of your company’s own unique “kindness stories”
- Prominent acknowledgement on social media platforms
- Mention by company name during November 9 event remarks that launch “Community Celebration of Kindness”

- Customized ability to designate Sponsorship Donation for maximum community impact
 - Unique banners/ribbons for self-promotion throughout company social media and communication channels
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KINDNESS CRUSADER

- Stand tall during Kindness Week as a notable advocate for empathy and compassion leading others to embrace kindness in all walks of life.
 - Name listing on event materials, digital platforms, and KindnessWeekWorldwide.org
 - Mention by name during November 9 event remarks that launch “Community Celebration of Kindness”
 - Unique banners/ribbons for self-promotion throughout company social media and communication channels
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NURTURING NEIGHBOR

- Shine as a beacon of compassion and care while demonstrating the nurturing spirit of Kindness Week through selfless service to others.
 - Name listing on November 9 event materials and KindnessWeekWorldwide.org
 - Listing on social media platforms
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HEARTFELT CONTRIBUTOR

- Embrace the spirit of Kindness Week through your heartfelt support and pure and noble heart. Your caring contribution makes a meaningful impact and reveals that even the smallest donations are made by those with the largest of hearts.
- The importance of ALL community-minded individuals and businesses cannot be overstated and will be acknowledged in a meaningful way TBD

KINDNESS co[∞]tails

Inspired by an act of kindness Good Friday morning and events that followed it, “Kindness Co-Tails” is a uniquely innovative Donor Advised Fund (DAF) recently established with the York County Community Foundation where sponsorship monies will be applied.

KINDNESS Co-Tails are the profound broader positive implications that one simple act of kindness can achieve that often are unfathomable initially, much like a butterfly effect. “Co” implies joint; mutual; common. It’s also the first two letters of the word, “Community.” “Tail” is the literal reference to the hindmost appendage of a dog or pet companion, which wags as an expression of joy and happiness. “Tail” can also be a twist on the word “tale”, which refers to an imaginative narrative of an event or story - in this instance, a fascinating one. What began innocently enough to acknowledge a Good Samaritan in a more meaningful way subsequently evolved into an adventure of a lifetime – full of countless coincidences, amazing plot twists, and palpable proof that “pets are the 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. While a portion of monies will remain within the DAF to endow a “Kindness Legacy”, distributions of principal can be made to any qualifying nonprofit organization not merely in York County but regionally and throughout the country. This flexibility is attractive to any community-minded sponsor, including those with a broader regional presence, since it affords a customized approach to how sponsorship monies can be applied for the benefit of practically any and all charitable causes in their local or regional reach.

Kindness Co-Tails was designed in the spirit of fostering a culture of Kindness in our community. Funding Kindness is its core objective. Examples include, but are not limited to, funding programs and academic curriculums such as those provided by the global nonprofit Life Vest Inside or providing financial support to nonprofit organizations for which Kindness is specifically referenced in their mission statements and/or as a core objective. A tertiary objective entails supporting worthwhile causes in which overlap between animal welfare and community welfare exist that may foster a kinder, safer, and more vibrant community. Examples include funding service animals, therapy pets, and/or K-9 units of local police departments.

LIFE VEST INSIDE

Founded by Orly Wahba, a central figure in the World Kindness Movement renowned for her efforts to promote kindness and positivity, Life Vest Inside is a global non-profit organization dedicated to inspiring, empowering and educating people of all backgrounds to lead a life of kindness.

Among the many great works and initiatives of Life Vest Inside are its efforts centered upon children, such as through its “Dance for Kindness” Worldwide Flash Mob, Project Hope Exchange, and in particular its [Kindness Curriculum](#). The Kindness Curriculum brings kindness to the classroom in a manner intentionally aligned with Common Core State Standards (CCSS) and Bloom’s Taxonomy to promote kindness, tolerance, and social interaction to our children. The curriculum includes units of study from Kindergarten through Fifth grade.

Additional resources and information are available at [Life Vest Inside](#).

“Real change begins with one person, and one act, at a time. The events of Good Friday morning 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, *Kindness Week Visionary*

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly... who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.”

– Teddy Roosevelt

To engage as a sponsor or make a donation contact
us at info@kindnessweekworldwide.org



www.kindnessweekworldwide.org

FIND US ON SOCIAL MEDIA!



#KindnessWeekWorldwide

“Be the reason someone believes
in the goodness of people.”

– KAREN SALMANSOHN

