



Looking for a program that will energize your students and staff AND have a positive effect on your school culture? Make **KINDNESS** your school's main mission for the 2026-2027 school year!

*Kindland*<sup>TM</sup>

**JUST BE  KIND<sup>®</sup>**

## Kindland's School Programming checks off all your boxes:



### Is it cost effective?

**Yes!** This is a **FREE** program. Kindland sends you all the supplies and materials you'll need for a successful kindness-driven program for the whole school year.



### Is it easy to implement?

**Yes!** You can pick and choose from a menu of activities and lessons that fit into your school schedule. All you need are a couple dedicated volunteers or staff members, and our team is always available for questions and support!



### Is it something everyone can do?

**Yes!** You can involve students, staff, families, and community members. Let everyone know that your school stands for kindness and that you're all working toward a common goal - to be **KIND, CARING, AND RESPECTFUL!**



Watch a  
**VIDEO**



Sign up  
**NOW**



Values-in-Action  
6700 Beta Dr. Ste. 120  
Cleveland, OH 44143  
440-463-6205  
BeKindland.org

### **We're based in Cleveland, Ohio, and we serve schools around the country!**

Founded in 1994 as Project Love, Values-in-Action (VIA) Foundation is committed to empowering students and adults to build communities of kindness, caring, and respect. By delivering programs that teach, promote, and provide kindness-focused skills and tools, VIA enables individuals to make values-based decisions every day. Over 32 years, VIA has trained more than 2,600,000 students in 5,000 participating schools in all 50 states (with 350 in NE Ohio and 750 in the state of Ohio).

**Be a part of our KINDLAND!**

# Together, We're Building a Kinder Country.

The United States of Kindness is a nationwide campaign launching in 2026 to mark America's 250th anniversary through action.

Americans are invited to take part in 250 Acts of Kindness and share their stories, creating a visible, unifying movement that reaches every corner of the country.

## Why Kindness Now.

Kindness is not soft. It is a proven force that strengthens trust, wellbeing, learning environments, workplaces, and communities.

Research shows that kind cultures perform better and build stronger relationships.

## Every Act Counts.

The United States of Kindness is led by Kindland, an initiative of the Values-in-Action Foundation, with 32 years of experience delivering research-based, kindness programs nationwide.

This is not a new program to build. It is a call to elevate the good already happening in your school and connect it to a shared national purpose.

**Kindland**  
JUST BE ♥ KIND™



Join us.  
**Kindness works.**

USofKindness.org

@USofKindness #USK250



## The Call To Action:

### Sign Up.

Have your school join the movement at [www.USofKindness.org](http://www.USofKindness.org)

### Announce.

Share your participation internally and externally. Encourage students, families, your community, or other schools, to join. This movement grows through relationships.

### Act.

Participate in 250 Acts of Kindness in 2026. Use our USK resources/activities or enact your own!

### Share.

Tell your stories. Tag @USofKindness and use #USK250. USK will help amplify them nationally.

### It's simple.

250 Acts of Kindness in 2026

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