Together, our kind acts are changing the world.

KINDNESS.ORG ANNUAL REPORT 2017
Mission: to educate and inspire people to choose kindness.

Dear World,

We believe that everyone has the capacity for kindness. When I look back at 2017, I see the remarkable story of what happened when people came together to build a kinder world. As we grew our community to over 250,000 people in 187 nations, you showed a passion for our mission and carried it forward in ways we never could have imagined.

You taught us that kindness is deeply personal, subjective, and often met with skepticism. We launched kindlab to deepen our understanding of kindness, create long-lasting behavioral change, and measure the positive impact of your kind acts. By year’s end, we completed 8 studies with 7,481 people from 92 countries, and over 21,000 surveys were submitted. 236 people in 43 countries made a contribution to our research as Citizen Scientists in your communities.

You told us thousands of stories of caring for strangers, honoring the planet, deepening human connection, and finding inspiration to do more for others. As our research grew, we proved the powerful relationship between kindness and overall well-being, published our findings, and recommended simple and effective kind acts to do online or in person.

Behind the data of 58,826 recorded acts, you shared with us the full range of human emotions from grief to joy. You demonstrated the role kindness plays in every issue, from welcoming refugees, to addressing inequality, to providing hope to those experiencing a mental health crisis.

Every day in our community there are people doing kind acts, witnessing kind acts, and receiving kindness. Every act matters.

Together, we are changing the world. We can’t wait to see what’s next.

Thank you.

Jaclyn Lindsey
Co-founder and CEO
Glossary

What is kindness, anyway?

There is no existing scientific definition that captures the full experience of kindness. We want to change that. In 2017, we launched kindlab to expand our knowledge and conduct our own groundbreaking research into the science of kindness. We reviewed all kindness research, asked people how they define kindness, analyzed thousands of stories of kindness, and collected over 21,000 surveys about kind behaviors and their effects.

As we continue to define and develop a measurement index for kindness, here’s what we mean when we talk about it in our work.

Kindness
Giving, helping, or caring for the well-being of people, animals, and the planet. There may be a cost to the person doing the kind act, or it may not seem like there is any cost at all. It may simply involve an exchange between two people that is acknowledged as benevolent human connection.

Kind act
Kindness in action, which can be observed or measured.

Cyber-kindness
The use of digital technology, such as the internet, to perform or facilitate acts of giving, helping, or caring for the well-being of people, animals, and the planet.
Anyone can choose kindness.

Kindness transcends difference.

With the conviction that everyone has the capacity for kindness, we grew our community to over 250,000 people in 187 nations. People joined through our website, social media, and live events.

To spark behavior change, we captured people’s attention with content designed to educate and inspire them to choose kindness. Our content reached more than 116,369,800 people and our videos were viewed over 95 million times. We used kind comments, emojis, and gifs to build relationships and bridge the 166 languages our community speaks. They sent us 2,065 private messages, and we answered every single one.

Kids, teenagers, and adults all made the decision to #choosekindness. We even spent a Saturday asking total strangers on the streets of Brooklyn to stop and take the pledge. In just 3.5 hours, over 1,000 people covered the side of a building with their signatures in chalk.
Even small acts can have a big impact.

Our research found that kindness to family and friends, strangers, and self, all had equally positive effects on boosting happiness and well-being (Curry, Rowland, et al., 2018). We studied which kind acts work best in different contexts, to make kindness accessible to everyone.

Free or low-cost acts. Acts of cyber-kindness, or acts done in person. Acts for people with five minutes—or five hours. Acts for the holidays, back-to-school, or every day. From tagging a friend to say “I’m here for you”, to complimenting a stranger, to picking up litter, we shared ideas for every circumstance.

Our video “Does Kindness Matter?” showed how kind acts change lives. We asked people to share how one person’s kindness affected their life, and then connected them to that person to say thank you. We released the video with a call for others to do the same.

It went viral, was viewed 17.9 million times, and triggered 8,982 acts of cyber-kindness.
We recorded 58,826 acts of kindness in 2017.

Our work is designed to motivate action and long-term behavior change. We know that kindness affects the giver, receiver, and the observer of the act. Research shows that kindness spreads through others, and that every act has the potential to triple its impact. (Christakis & Fowler, 2017)

On World Kindness Day, we showed how public art installations and strategic partnerships make kind acts scalable at the global level. Kindness walls were built in cities including New York City, London, and Cape Town, and filled with thousands of kind words by passersby.

Schools from Canada to Brazil and companies from Zappos to SoulCycle partnered with us to bring kindness walls to students and employees.

We released shareable graphics, videos, and gifs for use on social media, and a kindness wall toolkit for anyone to download.

As our ripples of kindness turned into waves of change, our community shared stories of rekindled friendships, lonely elders who found companionship and meaning, and children who stood up against bullying. Doing one act often sparked a commitment to do many more.

Together, our kind acts are changing the world.
**kindlab**

With the leadership of experienced researcher and behavior change psychologist Dr. Lee A. Rowland, we completed 8 studies with 7,481 people from 92 countries.

Over 21,000 surveys were completed about topics including cyber-kindness, kindness in the workplace, and the relationship between kindness and overall well-being. We began building a kindness database, and completed phase one of the world’s first kindness measurement index.

---

**kindlab IRL**

We launched the world’s first Citizen Scientist program on kindness to study human interaction outside the lab.

Our team of volunteer Citizen Scientists collected stories from people experiencing homelessness, data on kind acts in workplaces, and reports on kindness in unexpected places like Kibera, Kenya, the largest slum in Africa. By the end of the year, 236 Citizen Scientists from 43 countries submitted a total of 500 interviews and surveys. Their work helped us take action toward creating a kinder world.
Developing Public Living Rooms.

Public Living Rooms are pop-up or permanent spaces where everyone is welcome, and people in crisis are asked to help others in addition to receiving help. With our investment into the UK-based organization Camerados, we explored the complexity of kindness in these innovative environments.

Camerados tested Public Living Room prototypes in cafes, college campuses, an art gallery, garage, hospital, prison, church garden, an immigrant center, and a community center.

An estimated 10,000 people in the UK and US made use of these unique spaces in 2017.

Participants contributed to a bank of data which contains 55,000 words of reflections, experiences, and stories. This valuable resource helped Camerados create a toolkit that anyone can use to build their own Public Living Room, which has been requested by communities across the globe.
Community Voices

“My country is in dire need of this and I want to take the lead here for you.”
Kindness.org platform user, Pakistan

“This is the only place I feel comfortable outside my home. People aren’t trying to fix me, but we’re looking out for each other.”
Public Living Room participant, United Kingdom

“I have been feeling depressed, but this has changed my outlook on life.”
Kindness.org platform user, United Kingdom

“There are a lot of reasons for people being unkind to homeless people, and I understand that. A lot of people are unkind based out of fear. And I don’t blame them. When someone finally gives you the chance, acknowledges you, and lets you share your truth, that’s genuine kindness.”
Person experiencing homelessness, New York City

“Kindness is the art of putting yourself in someone else’s shoes.”
Liz, Citizen Reporter, Kibera, Kenya

“Machismo culture clashes with empathy, and to see men who are kind and caring toward each other brings tears of joy and hope to my eyes.”
Stefania, Italy, responding to our video, “Does Kindness Matter?”

“I have Cerebral palsy - kindness is what lights me up.”
Kindness.org platform user, Australia

“Kindness means not stomping on other people’s hearts. Walking softly so you can help them feel better.”
Anuschka, Age 9

“This is the only place I feel comfortable outside my home. People aren’t trying to fix me, but we’re looking out for each other.”
Public Living Room participant, United Kingdom

“I have been feeling depressed, but this has changed my outlook on life.”
Kindness.org platform user, United Kingdom

“There are a lot of reasons for people being unkind to homeless people, and I understand that. A lot of people are unkind based out of fear. And I don’t blame them. When someone finally gives you the chance, acknowledges you, and lets you share your truth, that’s genuine kindness.”
Person experiencing homelessness, New York City

“Kindness is the art of putting yourself in someone else’s shoes.”
Liz, Citizen Reporter, Kibera, Kenya

“Machismo culture clashes with empathy, and to see men who are kind and caring toward each other brings tears of joy and hope to my eyes.”
Stefania, Italy, responding to our video, “Does Kindness Matter?”

“I have Cerebral palsy - kindness is what lights me up.”
Kindness.org platform user, Australia

“Kindness means not stomping on other people’s hearts. Walking softly so you can help them feel better.”
Anuschka, Age 9
2017 Financials

Total Expenses

- Administrative: $222,771
- Fundraising: $15,328
- Programs: $1,417,665

Program Breakdown

- Program General: $587,884
- Kindlab: $183,136
- Public Living Rooms: $646,645
Board & Advisors

**Board Members:**

- Jaclyn Lindsey  
  Co-Founder & CEO of kindness.org
- Mark Krassner  
  Founder and CEO of Expectful
- Neil Hutchinson  
  Co-Founder of kindness.org
- Sergio Navarro  
  Associate Director of Engagement at Ogilvy & Mather

**kindlab Advisors:**

- Amy Jo Martin
- Dr. Dana Klisanin
- Dr. Oliver Scott Curry
- Dr. Tara Cousineau
We’re continuing to grow our community, scale our research, and develop applied programs to become the trusted destination for all things kindness.

Kindness.org began with YOU. And by YOU, we mean ALL of us.

Join us and do a kind act today.


