



Steadfast Kindness

A Journey of Growth Among Change

2021-2022 Annual Report | [kindness.org](https://www.kindness.org)





a message from

Jaclyn Lindsey

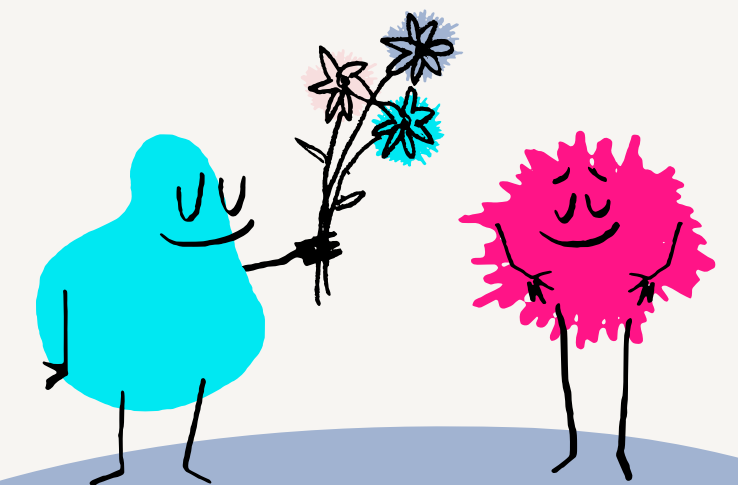
Co-Founder & CEO

Hello,

During a time of fear and uncertainty, the mission of kindness.org was needed more than ever. Unbowed by the pandemic, we maintained a laser-sharp focus on delivering our services where our mission was most needed. Our steadfast commitment to learning led us to execute meaningful research on kindness in a time of crisis and encourage meaningful and effective action. And our appetite for impact, led us to deliver our new social-emotional learning curriculum, Learn Kind, to schools around the world. We quickly adapted the program to ensure that it equipped educators with the tools to promote their students' mental health, emotional regulation, social connection, and overall kindness. Because of these changes, and the ability to offer Learn Kind virtually, we came close to quadrupling our anticipated reach in our first year, serving nearly 40,000 students around the world.

In the two years of navigating the global pandemic, we focused first on stability and then on meaningful growth. I am grateful to our extraordinary team of staff, interns, volunteers, advisors, partners, and

Board members who showed up consistently and with a deep commitment to amplify the mission. We are so proud of what we were able to accomplish together as we worked to put kindness at the forefront of our world.





Who We Are

We are a nonprofit that conducts scientific research and creates a kinder world. Through our research hub, Kindlab, we investigate the costs and benefits of kindness, and the role it can play in solving modern problems. Using these learnings, we then create action-based products and programs to bring effective kindness to schools, communities, and workplaces around the world.



Mission

Our mission is to educate and inspire people to choose kindness.



Vision

A kinder world.





*Sincerely,
Drew*

How We Work

SCIENCE

Grounding our work is Kindlab, our research hub, where rigorous and transparent science informs and inspires everything we do. We conduct pure and applied research on the causes and consequences of kindness, integrating across social, behavioral, and life sciences.

SOLUTIONS

We apply our findings into products that can meaningfully and measurably activate kindness across classrooms (Learn Kind), communities (Live Kind), and companies (Work Kind). We build products that are designed to make it easy for anyone, anywhere to bring kindness into their environments.

SCALE

We work with individual and corporate change-makers around the world who are uniquely positioned to amplify the mission, message, and work of kindness. This allows us to achieve rapid and sustainable growth and impact.



KINDLAB

Overview

Grounding our work is Kindlab, our research hub where rigorous and transparent science informs and inspires everything we do. We conduct pure and applied research on the causes and consequences of kindness, integrating across social, behavioral, and life sciences. Using the latest and best scientific insights, we craft and test real-world solutions to help others choose kindness in classrooms, workplaces, and throughout their daily lives. We

collaborate with academic and industry researchers and kindness advocates to amplify our impact in helping more people choose kindness more often.

Kindlab in 2021-22

From 2021's stability to 2022's growth, Kindlab's journey was investigating a deeper understanding of kindness to inspire more action. We've expanded our understanding of kind acts through Kindbase, the largest-ever database of researched kind acts

which will help people discover the kindest, most impactful things they can do for others. We've shed light on understanding the role of kindness in police-community relations through our work with the Mt. Vernon Police Department. And we've helped support brilliant researchers by providing small grants for kindness-related research through our Kindfund program. We're proud of our work to bridge the gap between knowledge and action, and we're excited to continue to inspire a kinder world through the remarkable science of kindness.



KindLab in 2021-22

Kindbase: The world's first ever database of research-rated kind acts

What are the kindest things you can do for others? After our initial Kindbase planning was put on pause in 2020, we were able to return to our efforts in 2021. Previously, our team developed a list of 1,692 kind acts that one could do for family, friends, colleagues, and neighbors. Using this database, the public then rated the acts of kindness for cost, benefit, and kindness. This is the first-ever study of the costs and benefits of everyday acts of kindness. We found that, not surprisingly, amazing acts of heroism were among the kindest things you could do for others. But the study also revealed that even small acts - like acknowledging others and saying hello, holding doors open, and giving up your seat on public transport - were among the most beneficial things you could do. We are now able to use this data to help people find the kindest, most impactful things they can do for others, and we will continue to build on this research.

The Mt. Vernon Police Department Project

How kind are cops to the citizens they serve? How kind do cops expect citizens to be to them? And what role does kindness play in the relationship between police and how they feel about the communities they serve? To find out, we conducted a study in collaboration with Deputy Commissioner Jen Lackard and the Mount Vernon Police Department throughout 2022. Both police and citizens completed surveys answering questions in the context of the police-community relationship. We found that both the kindness police officers feel for citizens and the kindness they expect from them predicts the attitudes they have about their job and department. This connection could highlight an important opportunity to improve officer morale and well-being, and in turn, have a positive impact on the communities they serve. The results of this research furthered our understanding of the role of kindness in police-community relations.





Kindfund

Working together toward a greater understanding of kindness

In order to support the good ideas of others, foster high-quality and creative research, and make connections in the field, Kindfund provides modest grants (< \$5k) to support kindness-related research. In 2021 and 2022 we received many compelling submissions and awarded funds to five innovative projects spanning a range of important topics: environmental kindness and conservation, the benefits of kind romantic partners, social status and individual differences, the behavior of law enforcement, and moral emotions. One Kindfund-backed project achieved publication in 21-22: Love Thy (Partisan) Neighbor: Brief Befriending Meditation Reduces Affective Polarization was published in *Group Processes & Intergroup Relations*. We're proud of our collaborators and their ongoing research, and look forward to supporting new and groundbreaking science of kindness in the future.



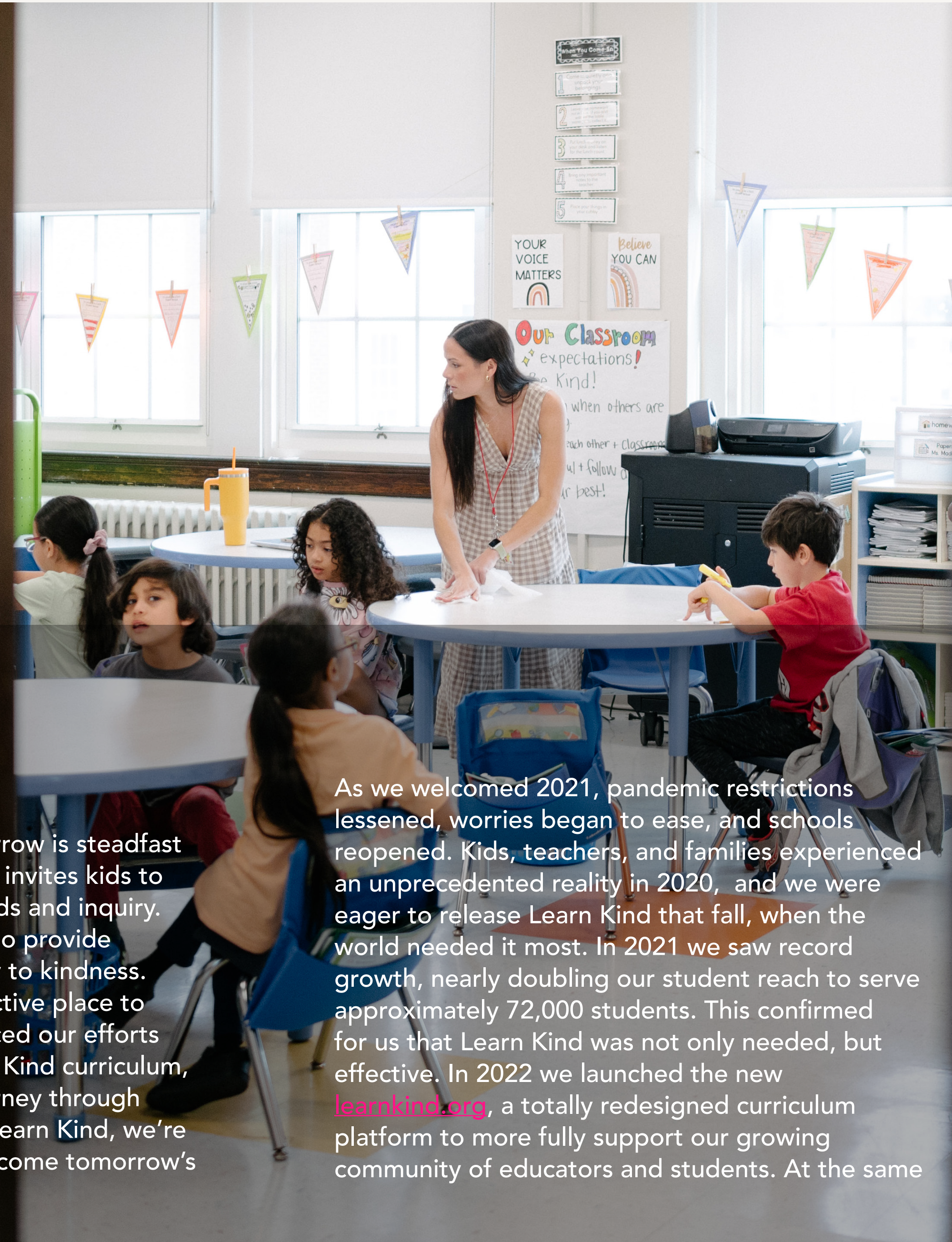
LEARNKIND

Overview

Our desire to build a kinder tomorrow is steadfast with Learn Kind, our program that invites kids to explore kindness with curious minds and inquiry. Learn Kind resources are created to provide kids with an experiential discovery to kindness. Understanding that the most effective place to reach kids is in schools, we've placed our efforts into the amplification of the Learn Kind curriculum, a one-of-a-kind, inquiry-based journey through kindness. Through the vehicle of Learn Kind, we're giving today's kids the tools to become tomorrow's leaders in kindness.

As we welcomed 2021, pandemic restrictions lessened, worries began to ease, and schools reopened. Kids, teachers, and families experienced an unprecedented reality in 2020, and we were eager to release Learn Kind that fall, when the world needed it most. In 2021 we saw record growth, nearly doubling our student reach to serve approximately 72,000 students. This confirmed for us that Learn Kind was not only needed, but effective. In 2022 we launched the new learnkind.org, a totally redesigned curriculum platform to more fully support our growing community of educators and students. At the same

time, our team wanted to understand the true impact of the Learn Kind curriculum on students and conducted a rigorous research study to find out. We designed and launched a randomized controlled trial with educators and students across the U.S. in September 2022, and will gather and analyze data through the end of the school year in 2023. At the close of 2022, we were poised for another year of record growth across all metrics and a deeper understanding of Learn Kind impact.





Learn Kind in 2021-22

Curriculum on track to reach 100K+ kids

After the success of the curriculum's pilot launch in 2020 and the growing interest in Learn Kind throughout 2021, it became evident that a new curriculum platform was needed to keep up with the growing demand from educators. Not only would the new experience need to be streamlined and highly supportive, it would need to improve the Learn Kind experience for kids and educators everywhere.

After user testing and iterative development, the brand new learnkind.org was launched on August 1, 2022. The platform includes features like a personalized dashboard, newly released teacher

support tools, and easy-to-find supplemental resources. More than 400 educators have joined the platform since the launch.

To further support our rapidly growing community of Learn Kind champions, we updated and enhanced the existing curriculum to reflect educator feedback and insight, as well as updates to better support the ever-evolving education landscape. At the close of 2022, the Learn Kind curriculum was on track to reach 100K+ students by the end of the 2022-2023 school year. We continue to make Learn Kind more visible and accessible, sharing the story of its impact in classrooms worldwide.

"The best part [of Learn Kind] was showing students that there is a science behind being kind and how it affects us."

June, Teacher, OH

Learn Kind Reach to Date



138,644
STUDENTS
REACHED



911
ACTIVE
USERS



758
SCHOOLS



46
STATES



46
COUNTRIES



49
RCT
SCHOOLS

Learn Kind in 2021-22

What impact does Learn Kind have on kids? Let's look to the research.

Learn Kind was developed through extensive research within the education landscape, best practices for social-emotional learning, leading research in child development, and most importantly, deep insights directly from educators. And while the curriculum received strong evaluative feedback in its first two years, the education landscape throughout the pandemic limited the depth of analysis we'd targeted initially.

With the stabilization of the education landscape in the fall of 2022, we were able to launch a randomized controlled trial (a gold star of research-based evaluation) to study the effect of the Learn Kind curriculum on students. Through the study, we asked the critical question, "What impact, if any, does the Learn Kind curriculum have on students?" 52 teachers and 1,216 students participated in the RCT, with one half incorporating Learn Kind in their classrooms during the fall, and the other half waiting until the spring. At the close of December 2022, the first round of data has been collected for analysis, and we eagerly await the results from Kindlab analysis in 2023.

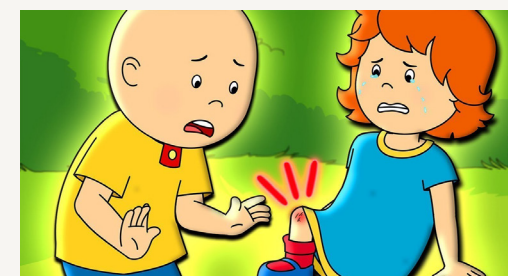




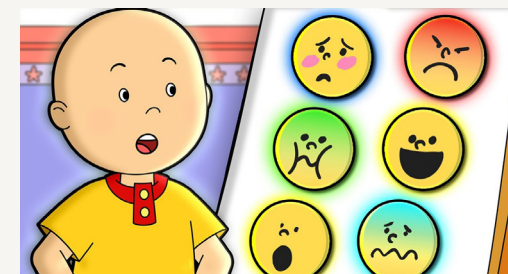
kindness.org x Wildbrain

Learn Kind helps Caillou choose kindness in brand new episodes

In 2021 we were thrilled to partner with Wildbrain, the creative team behind the long-running children's show Caillou, to co-produce 3 episodes and an original song highlighting what happens when Caillou chooses kindness. In each episode, Caillou, an imaginative four-year-old boy, explores kindness through lessons and activities inspired by the Learn Kind curriculum. The videos can be found on Wildbrain's YouTube channel, and have garnered over 3.4 MILLION views to date. With program growth in mind, the Learn Kind curriculum was able to reach an even wider audience of educators, caregivers, and kids through the creative collaboration.



Caillou and the Kind Challenge
1.6M views



Caillou's Kind Party
1.4M views



Caillou the Kind Hero
205K views



Caillou's Kind Song
196K views





LIVE KIND

Overview

A kinder world takes all of us. Through evidence-based tools and resources, inspiring content, and compelling stories, we're working to give every human, everywhere, exactly what they need to activate kindness as a way of life. 2021 and 2022 brought us opportunities for major initiatives to help people around the world live kind.



World Kindness Week 2021

In 2021 we put kindness in the spotlight through our collaboration with Verizon's A Call for Kindness campaign. Notable partners joined the mission, including Simple, Sanrio, Learn Kind, Jada Toys, and Project K. Talk about sounding the call!



World Kindness Week 2022

In 2022, we took kindness to the NASDAQ screen in Times Square to celebrate the top 3 videos from our A Call for Kindness Video Contest with AudPop and Verizon. The event put kindness front and center in one of the busiest crossroads in the world, creating a ripple effect carried out around the world.



Live Kind 2021-22



kindness.org Site Redesign

Both our name and our one-stop source for all things kindness, the kindness.org site underwent a multi-phase project to elevate the user experience and share the story of our growing impact. In 2021 we completely redesigned and relaunched the site, and in 2022, began laying the groundwork for the next iteration, designed to give everyone visiting access to the tools they need most, exactly when they need it.



Podcast Foundations

Kindness.org began building the infrastructure for a new and thought-provoking podcast, Why Kindness?, centering discussions with CEO and Co-Founder Jaclyn Lindsey alongside celebrities, thought leaders, and everyday changemakers on the unexpected power of kindness. In 2022, we began pre-production work in brand development and design. The podcast is set for production and launch in 2023.



WORK KIND

Overview

What if kindness was the standard at work? We know that prioritizing kindness leads to happier, healthier employees. We know that thriving employees improve business goals. Through Work Kind products and services, we help companies activate and amplify kindness across consumers, vendors, media, and humankind.





The Kind Company Study

The Big Question: "How kind is your company?"

The Kind Company Study was a groundbreaking research study that explored the relationship between a new, comprehensive kindness measure (the Company Kindness Quotient, or cKQ) and measures of company culture and employee well-being. The Kind Company Study partnered with six companies across multiple sectors, and 1,365 employees to examine the impact of kindness in the workplace and empower companies to foster thriving workplace cultures. In this study employees reported on how likely they were to perform a range of kind acts for their coworkers, allowing us to calculate a company Kindness Quotient (cKQ), which reflects comprehensive workplace kindness and was able to predict both happiness at work and happiness in general. This allowed us to provide tailored feedback to nurture a kind environment, to test and confirm the reliability and validity of our innovative new measure, and to shed light on the critical role of kindness in company culture and overall success.



College of Arts & Letters
MICHIGAN STATE UNIVERSITY

Nestlé

nextdoor



traackr

ULTA
BEAUTY

Kind Company Study

“We are committed to creating a working environment where our associates feel cared for and supported so they can thrive in their careers. We believe that the power of kindness is strong and only further elevates our values-driven culture at Ulta Beauty. We were happy to participate in this unique study and excited to see that the results revealed our teams share in this belief. Moreover, it’s encouraging to see how the positive impact of kindness resonates so richly in the workplace. As we continue to evolve for and with our teams, we will ensure kindness is consistent across our employee engagement.”

Molly McCabe
*Vice President of People Success
Corporate and Communications*





Looking Ahead

We're only getting started, and the impact that Work Kind solutions are positioned for is exciting, to say the least. Based on our groundbreaking Kind Company Study, our product offerings have evolved to include a range of innovative solutions to help businesses thrive. These include the Kind Company Assessment, immersive Science of Kindness workshops led by kindness.org team members, the Work Kind Toolkit to give companies plug-and-play resources to create a kind environment, and Kind Company Campaign Consulting to help businesses bring kindness to life for their consumers and the public. Realizing the potential of kindness in the world takes thoughtful and strategic collaboration with like-minded partners. Looking ahead, we can't wait to see who will join the growing movement making kindness the standard at work.



Partnerships

Collaboration with leading organizations was a strong theme in 2021 and 2022, enabling us to compound the impact of our work globally, and in new ways. Grounded in research and our unique approach to kindness, each partnership sounded a call for kindness to audiences around the world and laid the foundation for long-lasting impact.

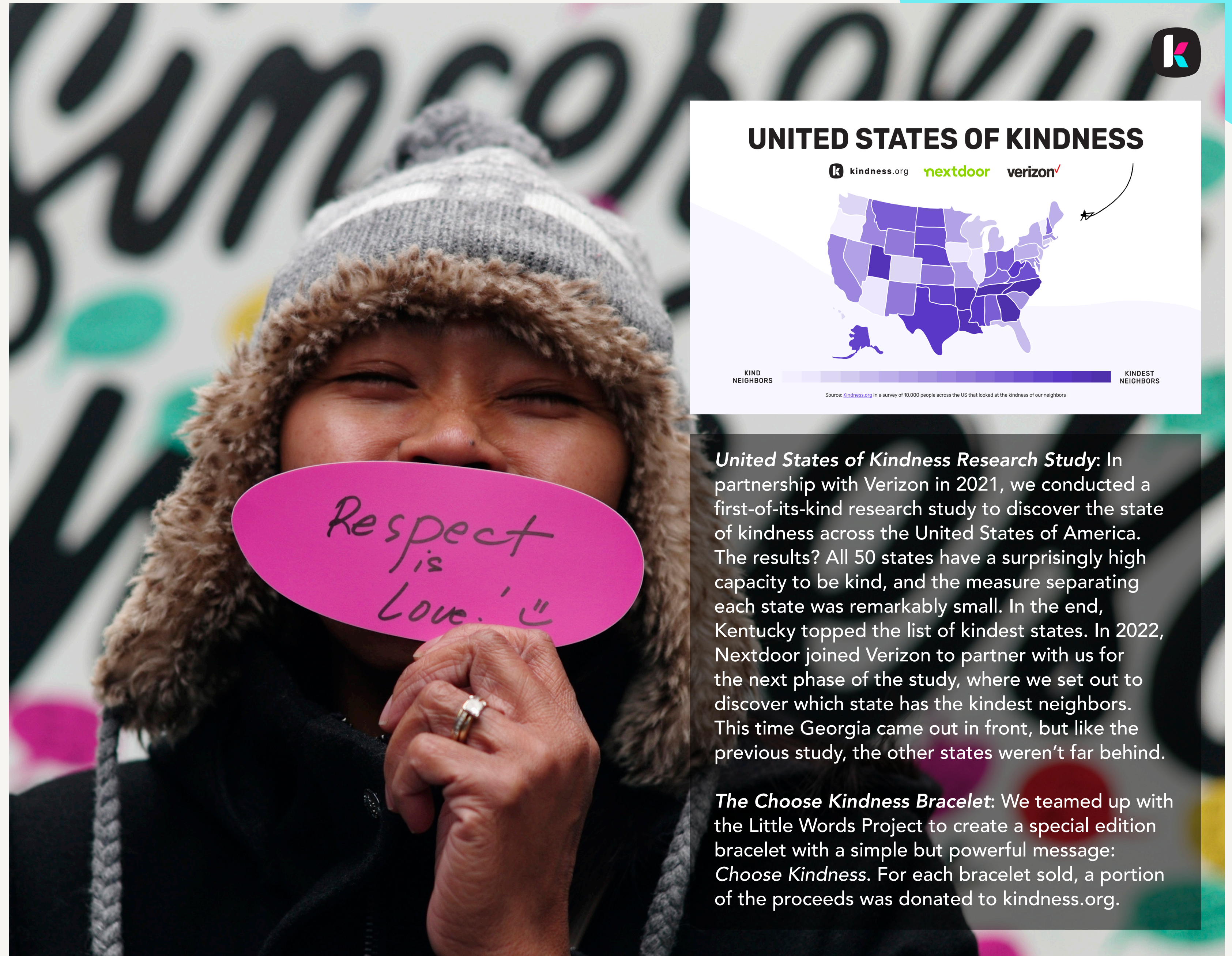


Partnerships

A Call for Kindness Campaign

We partnered with Verizon for the campaign *A Call for Kindness*, an initiative to put kindness front and center and mobilize as many people for kindness as possible. Throughout the campaign, we partnered with Verizon, Nextdoor, Audpop, and the Little Words Project in dynamic ways.

Video Contest: In 2022, we partnered with Audpop and Verizon to create A Call for Kindness Video Contest. The contest called for filmmakers and everyday people alike to submit videos that display how kindness appears across the country in its many forms. Through both narrative and nonfiction storytelling, the videos show why kindness matters, how it shows up in our lives, and inspire others to choose kindness. The top three videos were shown on New York City's Times Square NASDAQ billboard for World Kindness Day, November 13th, 2022.



United States of Kindness Research Study: In partnership with Verizon in 2021, we conducted a first-of-its-kind research study to discover the state of kindness across the United States of America. The results? All 50 states have a surprisingly high capacity to be kind, and the measure separating each state was remarkably small. In the end, Kentucky topped the list of kindest states. In 2022, Nextdoor joined Verizon to partner with us for the next phase of the study, where we set out to discover which state has the kindest neighbors. This time Georgia came out in front, but like the previous study, the other states weren't far behind.

The Choose Kindness Bracelet: We teamed up with the Little Words Project to create a special edition bracelet with a simple but powerful message: *Choose Kindness*. For each bracelet sold, a portion of the proceeds was donated to kindness.org.



BEEKMAN 1802

There is beauty in kindness

Beekman 1802 is the world's largest goat-milk skincare company and puts kindness at the center of it all. They are additionally committed to the science of kindness and have entered into a multi-year partnership with kindness.org. In 2022, we partnered with Beekman 1802 to conduct a pioneering research study, The Kind Company Study. Through it, we investigated the correlation between kindness and employee engagement and well-being with 6 companies across a variety of sectors. To read more about the study, see the Work Kind section on page 18.



The Choose Kindness Alliance

Founding member of The Choose Kindness Alliance

In 2021, kindness.org was one of fifteen national charities selected to become a founding member of the Choose Kindness Alliance formed by ESPN/DISNEY and the Walton Family Foundation. The alliance, the first of its kind, consists of the nation's leading organizations on bullying prevention, intentional inclusion, and mental wellness. In 2022, we were awarded an Innovation and Collaboration Grant to partner along with National School Climate Center and Welcoming Schools to create Kid Kindbase, a database with acts of kindness rated by ~2,000 children ages 5-17 across the US. The research that will take place in 2023 will generate evidence-based guidance and recommended acts for children, parents, educators, and caregivers to bring effective kindness in their respective communities.



Come From Away

The Tony Award-winning musical, *Come From Away* is a story of kindness at its core, chronicling the real-life experiences and human connections of the people of Gander, Newfoundland, and the nearly 7000 airline passengers who were forced to land there on September 11, 2001. As *Come From Away*'s charity partner in 2022, kindness.org was featured throughout their social channels, from the stage, and more. The team was invited to see the show on Broadway during the 2022 company offsite in NYC where kindness.org CEO Jaclyn Lindsey led a conversation with a panel of the show's creators and stars following the performance.

Media Highlights

EF Global Summit 2022: Becca & Jaclyn attended to speak

Jaclyn Lindsey and Becca Reed were 2022 EF Global Leadership Summit speakers at the 3-day conference in Berlin. During the event they led seven workshops for 250 youth leaders and 30 educators on how to ground action and change in kindness.

Ad Week NYC 2022

Jaclyn Lindsey and Dr. Oliver Scott Curry were invited to sit on a panel at Advertising Week in NYC. Kindness.org, alongside Verizon and Nextdoor, led a discussion on the power of kindness and community, as well as the power, impact, and significance of kindness. The discussion revealed that kindness is the key to making the world a happier, healthier place.

100+ Media Mentions



Board of Directors 2021



Mike Savatovsky



Neil Hutchinson



Yukari Matsuzawa Pass



Aditya Alurkar



Sergio Navarro

Board of Directors 2022



Yukari Matsuzawa Pass



Debbie Wasserman



Sergio Navarro



Jen Lackard



Neil Hutchinson



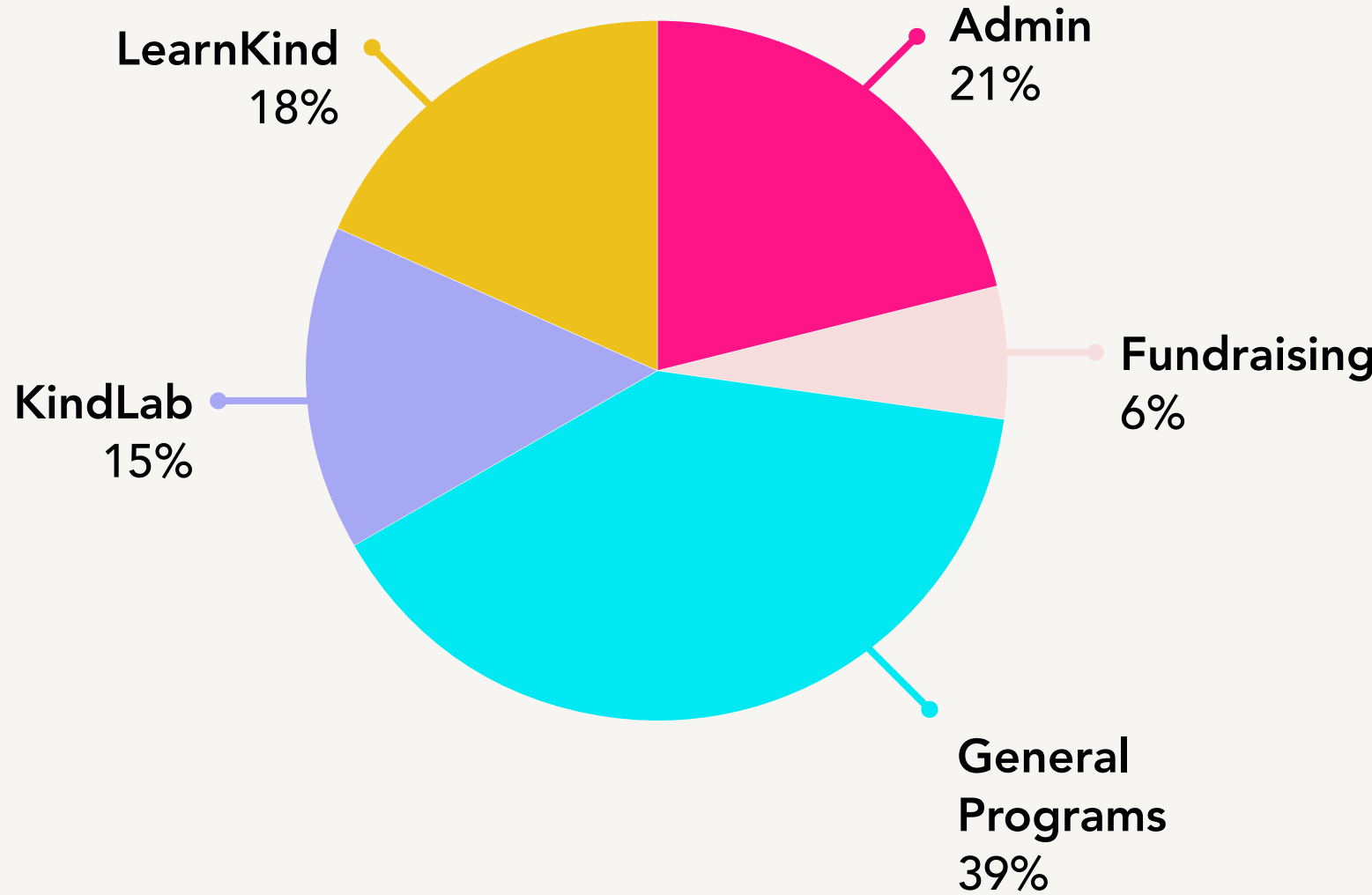
Gelila Bekele

Financials



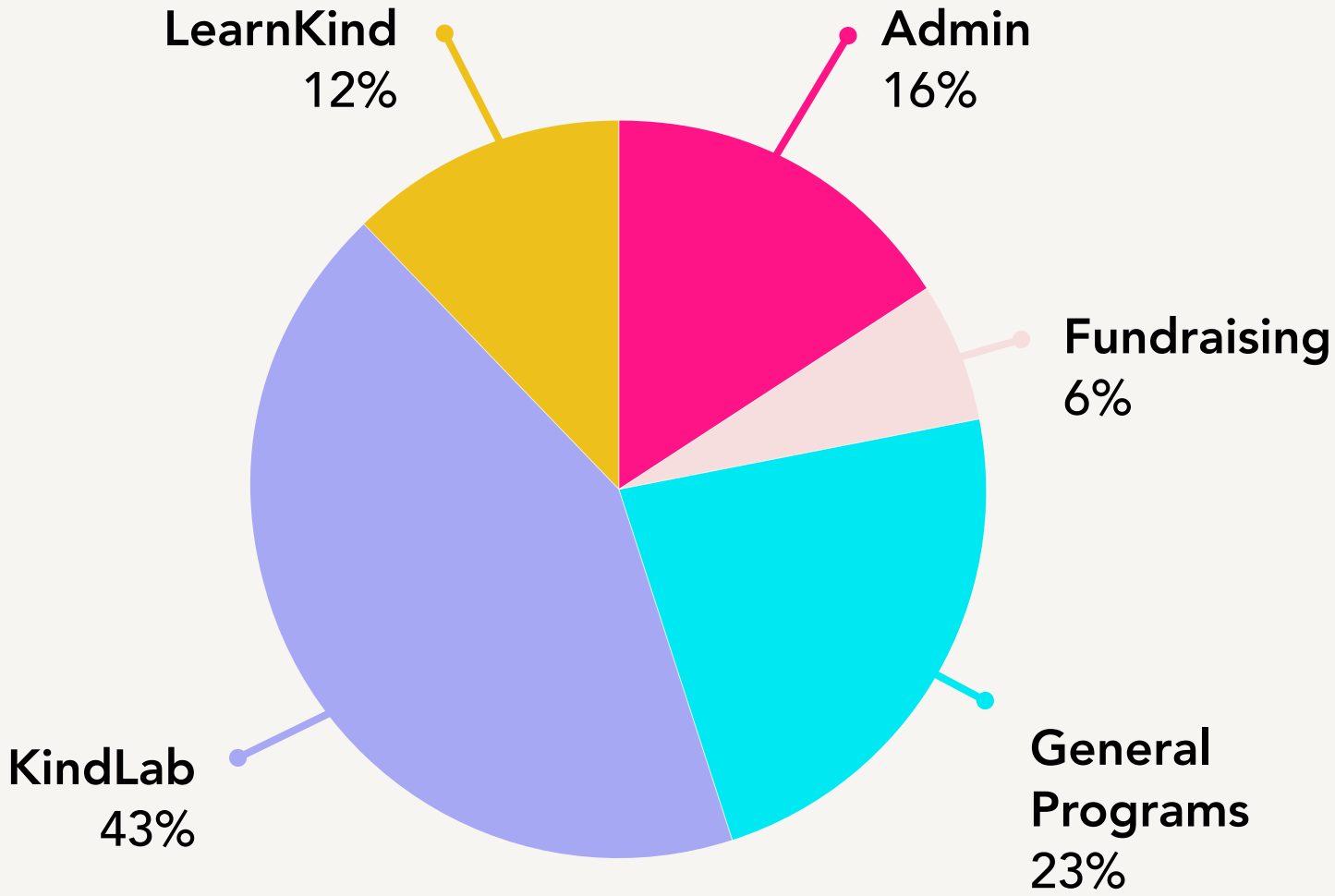
Total Expenditures 2020

Efficiency Total Programs 72%



Total Expenditures 2021

Efficiency Total Programs 78%



We're Building a Kinder World

We believe that creating a kinder world takes all of us, and we're committed to empowering anyone, anywhere in the world, to choose kindness often and effectively. We apply insights from our groundbreaking research to create programs, toolkits, sharable content, and other materials to allow anyone to bring kindness to where they live and work. We all have the capacity to choose kindness. We're making it easy to choose.