




 kindness.org

Turning Science Into Impact For A Kinder World

January 1, 2023 - June 30, 2024 Annual Report | kindness.org





a message from

Jaclyn Lindsey

Co-Founder & CEO

Letter from the CEO

As I reflect on this past year, I am filled with both gratitude and determination. At kindness.org we have always believed that kindness is not just a virtue, but a measurable force that has the power to transform lives, communities, and even entire systems. We have taken significant strides in translating the science of kindness into impactful programs and initiatives.

This year, we saw the power of stories in action. From classrooms to boardrooms, the voices of students, educators, and changemakers have shown us that kindness isn't just an ideal, it's a practice that transforms lives and communities.

Our Kindlab research has deepened our understanding of how kindness influences well-being, resilience, and societal progress. Our Learn Kind program has introduced kindness as a pillar of education to thousands of students worldwide. And through Live Kind we have inspired people globally through telling the stories of how kindness can transform lives.

Our community continues to grow, united by a shared belief: that kindness must be more than a feel-good concept - it must be a strategic, measurable force for good. With the upcoming launch of the Kindness Quotient (KQ), we will set a new benchmark for how kindness is understood,

measured, and turned into meaningful action. But we know this work doesn't happen alone. Every breakthrough, every moment of change, is made possible by a network of educators, researchers, partners, and supporters who believe, like we do, that kindness is essential to a thriving future. Together, we are building the science of kindness, and just as importantly, telling the stories that move hearts and minds.

As we look ahead, we remain committed to expanding our impact, deepening our insights, and designing tools that embed kindness into everyday decisions. The journey toward a kinder world is not only about data and discovery - it's about human connection, lived experience, and the stories we choose to share.

Thank you for walking this path with us. Together, we're not only proving that kindness works - we're showing the world that kindness is the future.

With gratitude,

A close-up photograph of a Black man and woman embracing outdoors. The man, with dreadlocks and a light purple shirt, has his eyes closed and a gentle smile. The woman, with long, curly hair and a blue and white striped shirt, is resting her head against his. She has a small, colorful, star-shaped sticker on her cheek. The background is a soft-focus green, suggesting foliage. The overall mood is warm and intimate.

Mission:

To Educate and
Inspire People to
Choose Kindness

Vision:

A Kinder World

The Challenge:

Measuring and Scaling Kindness for Real-World Impact

In a world facing increasing social division, mental health crises, and systemic inequities, kindness is often dismissed as a “soft” ideal rather than a strategic necessity. Yet, research proves that kindness is a critical driver of well-being, stronger communities, and resilient societies. The challenge is clear: how do we move beyond anecdotal evidence and make kindness a measurable, actionable force for change?

At kindness.org, we are bridging this gap—leveraging science, data, and technology to turn kindness into an evidence-based strategy for impact.

Our vision of a kinder world isn’t abstract; it’s a world where:

- ☆ Students thrive in classrooms designed to foster empathy, collaboration, and emotional resilience, leading to improved learning outcomes and well-being.
- ☆ Workplaces prioritize psychological safety and kindness, resulting in increased employee retention, innovation, and productivity.
- ☆ Communities reduce social isolation and polarization, strengthening civic engagement and public trust.
- ☆ Policymakers integrate kindness-informed strategies into mental health, education, and economic policies to create more equitable and effective solutions.
- ☆ Technology and AI promote prosocial behavior, scaling kindness through digital tools that measure, track, and inspire positive actions.



How We Work

We are on a mission to educate and inspire people to choose kindness. Kindness is having a bit of a moment, but we aren't interested in being the cause of the day; we are determined to build a movement to last and stand the test of time.

As a research-led nonprofit, we strive to be the world's trusted source on kindness, exploring its power to transform individual lives, strengthen communities, and improve society at large. Our work begins with science. Through rigorous academic research, we examine the measurable impact of kindness, integrating across social, behavioral, and life sciences.

But we don't stop at research. We translate our findings into evidence-based products that can meaningfully and measurably activate kindness across classrooms, communities, and companies; each tailored to meet the unique needs of the people they serve. We work with individual and corporate changemakers around the world who are uniquely positioned to amplify the mission, message, and work of kindness.

We believe kindness is humanity's greatest asset, but it is a choice. We're here to help everyone, everywhere choose kindness, and be a part of the movement that makes kindness the norm.

Kindlab

Kindlab is the research arm of kindness.org, led by social scientists Dr. Oliver Scott Curry and Dr. Chloe San Miguel. Kindlab investigates the causes and consequences of kindness through a mix of pure and applied research, drawing on the best of the natural, social and behavioral sciences.

Everything learned from Kindlab goes into building high-impact, real-world products and programs, and sharing the organization's knowledge with the world through publications in peer-reviewed scientific journals.



Oliver Scott Curry

Chief Science Officer



Chloe San Miguel

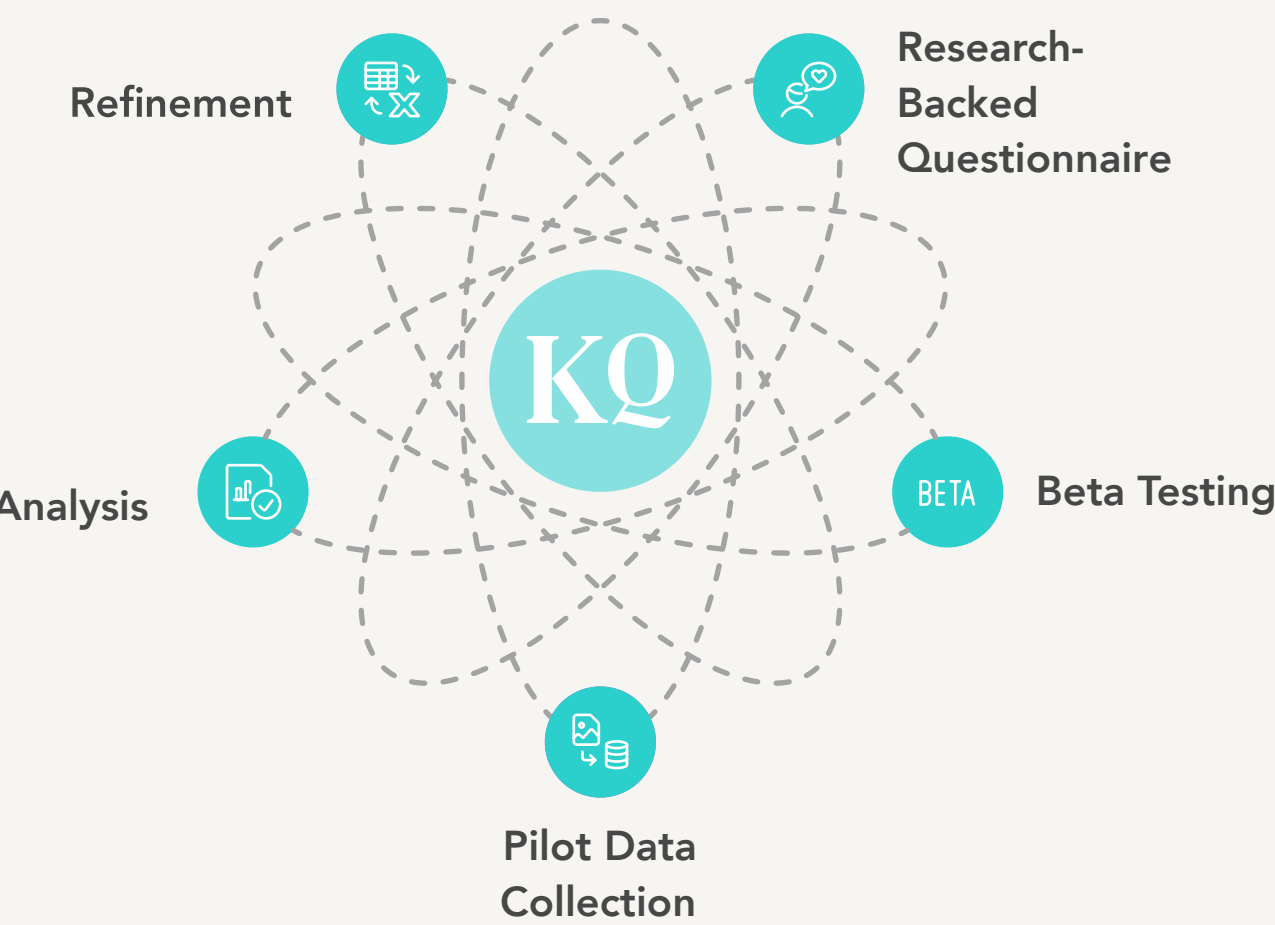
Kindlab Manager



Kindlab

Launched the beta version of the Kindness Quotient (KQ); a scientific questionnaire that quantifiably measures kindness.

Kindlab is turning science into impact for a kinder world by developing tools that measure and inspire prosocial behavior. One of those key innovations is the Kindness Quotient (KQ) — a research-backed questionnaire designed to quantify real-world acts of kindness. Through careful beta testing, including



pilot data collection, analysis, and refinement, the KQ has emerged as a promising, computable measure of everyday kindness.

Kindlab completed a randomized controlled trial (RCT) of the Learn Kind curriculum to test its impact on students’ kindness, well-being, and academic outcomes.

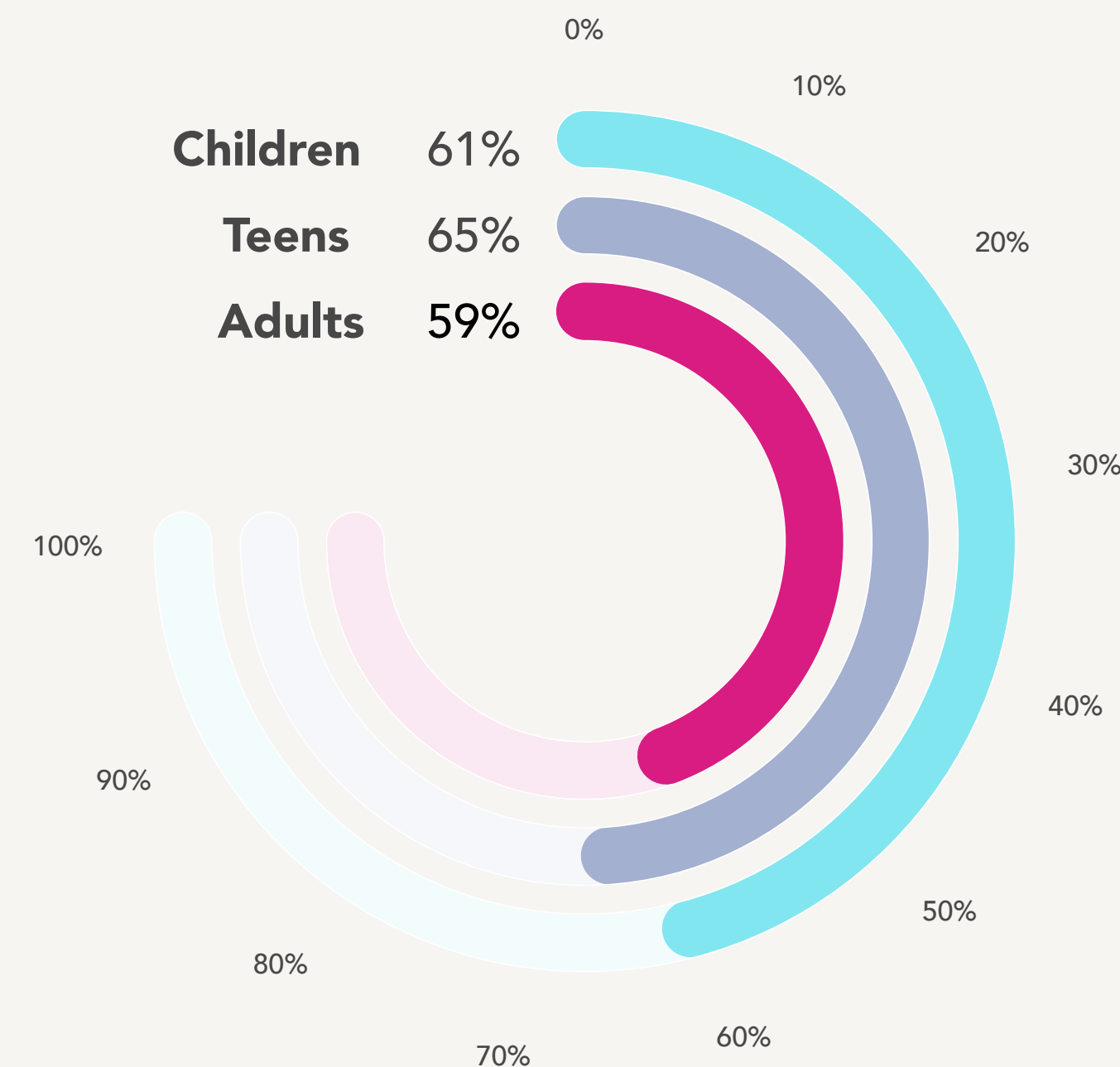
As part of our mission to turn science into impact for a kinder world, Kindlab led a large-scale randomized controlled trial (RCT) of the Learn Kind curriculum, partnering with teachers and students across the United States. The results showed that Learn Kind effectively increased kindness, prosocial behavior, and happiness while reducing emotional difficulties and symptoms associated with attention-deficit/hyperactivity. Notably, it also decreased bullying and conduct issues among students without significant pre-existing behavior challenges. The program did not affect peer problems, math, or reading scores, supporting its divergent validity. These findings highlight Learn Kind as a promising, research-driven approach to cultivating kindness and well-being in schools.

Characteristic	Impact
Kindness	Increased
Prosocial Behavior	Increased
Happiness	Increased
Emotional Difficulties	Reduced
ADHD Symptoms	Reduced
Bullying	Decreased
Conduct Issues	Decreased
Peer Problems	No Effect
Math Scores	No Effect
Reading Scores	No Effect

Top 10 Acts From Kid Kindbase

1. Help someone visually impaired cross the street safely.
2. Stand up for someone who is being picked on.
3. Stand up for someone being bullied or treated unfairly because of their identity.
4. Help someone who falls over in the street.
5. Write a letter to a child who is ill in the hospital.
6. Return lost items to their owners.
7. Get help if someone is in trouble.
8. Create a gift basket for someone who's sick at the hospital.
9. Show sympathy and be there for others who may be going through a tough time.
10. Offer to help someone with a disability, like opening a door or carrying a bag.

Kids Kindbase



Launched Kid Kindbase (KKB); a large-scale study to understand how young people perceive and perform acts of kindness.

Kindlab developed and conducted the Kid Kindbase (KKB) study examining what children, teens, and adults consider a kind act, and how likely young people are to perform kind acts. Children (9–12 years, $n = 945$) and teens (13–17 years, $n = 939$) rated the benefit, cost, and likelihood of performing 173 acts of kindness. Adults (18+ years, $n = 891$) rated how beneficial, costly, and likely the acts would be for young people to perform. Among children and teens, benefit but not cost predicted the kindness of acts, and benefit positively predicted, but cost negatively predicted, the likelihood of performing acts (for “kindness quotients” of 61% and 65%, respectively). Among adults, benefit and cost predicted the kindness of acts, and cost, but not benefit, negatively predicted the likelihood of performance (for a kindness quotient of 59%). Results suggest that recommending cost-effective acts may be the best way to encourage children to be kinder.

Read the Study: [The costs and benefits of kindness for kids](#)



Papers in Preparation

The Costs and Benefits of Kindness: The Surprising Science behind Altruism

Kindlab analyzed data, drafted, and revised the manuscript based on feedback for a study examining how perceived cost and benefit predict judgments of kindness in real-world acts.

Kind Cops: The Impact Kindness has on Relationships Between Cops and Citizens

The data was re-analyzed, results were annotated, and the manuscript was prepared for submission for a series of studies on kindness, reciprocity, and attitudes between police officers and citizens.

Work Kind: Unlocking our Untapped Cooperative Potential

Kindlab drafted and revised a two-study paper investigating how kindness in different workplace roles predict employee happiness.

Learn Kind

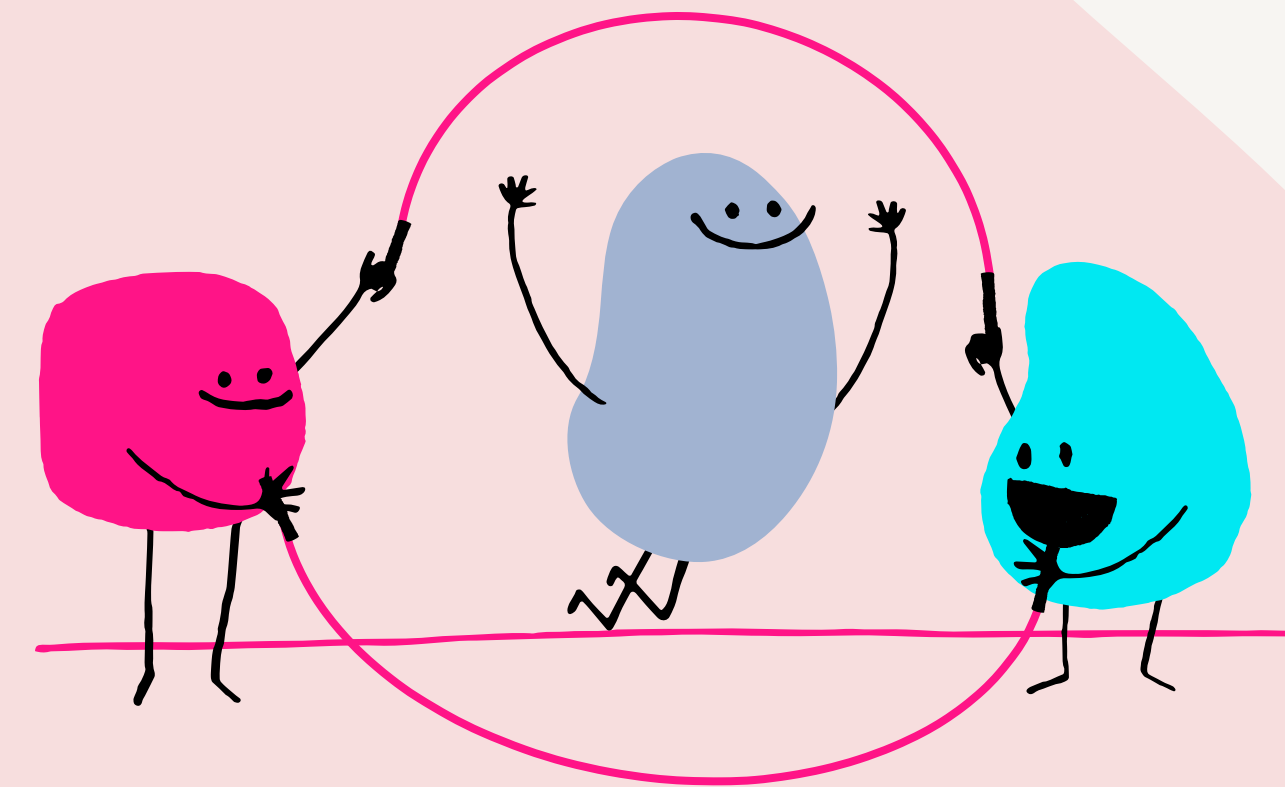
Since the launch of Learn Kind, our team has long speculated over the impact of the social-emotional and inquiry-based kindness lessons from the K-8 curriculum. Were kids benefiting from the kindness curriculum, and if so, in which ways? The results from the Learn Kind Randomized Controlled Trial not only confirmed the efficacy of the curriculum's benefits to kids but also became a testament to the program itself.

Don't all kids deserve to be happier and experience greater pro-sociality and fewer issues of bullying and conflict? In 2023-2024, we took our newfound knowledge of Learn Kind's impact and began testing potential avenues of growth and outreach. Our next chapter in delivering the needed, impactful, and now scientifically-backed Learn Kind resources to kids worldwide begins now with an even greater desire to succeed.



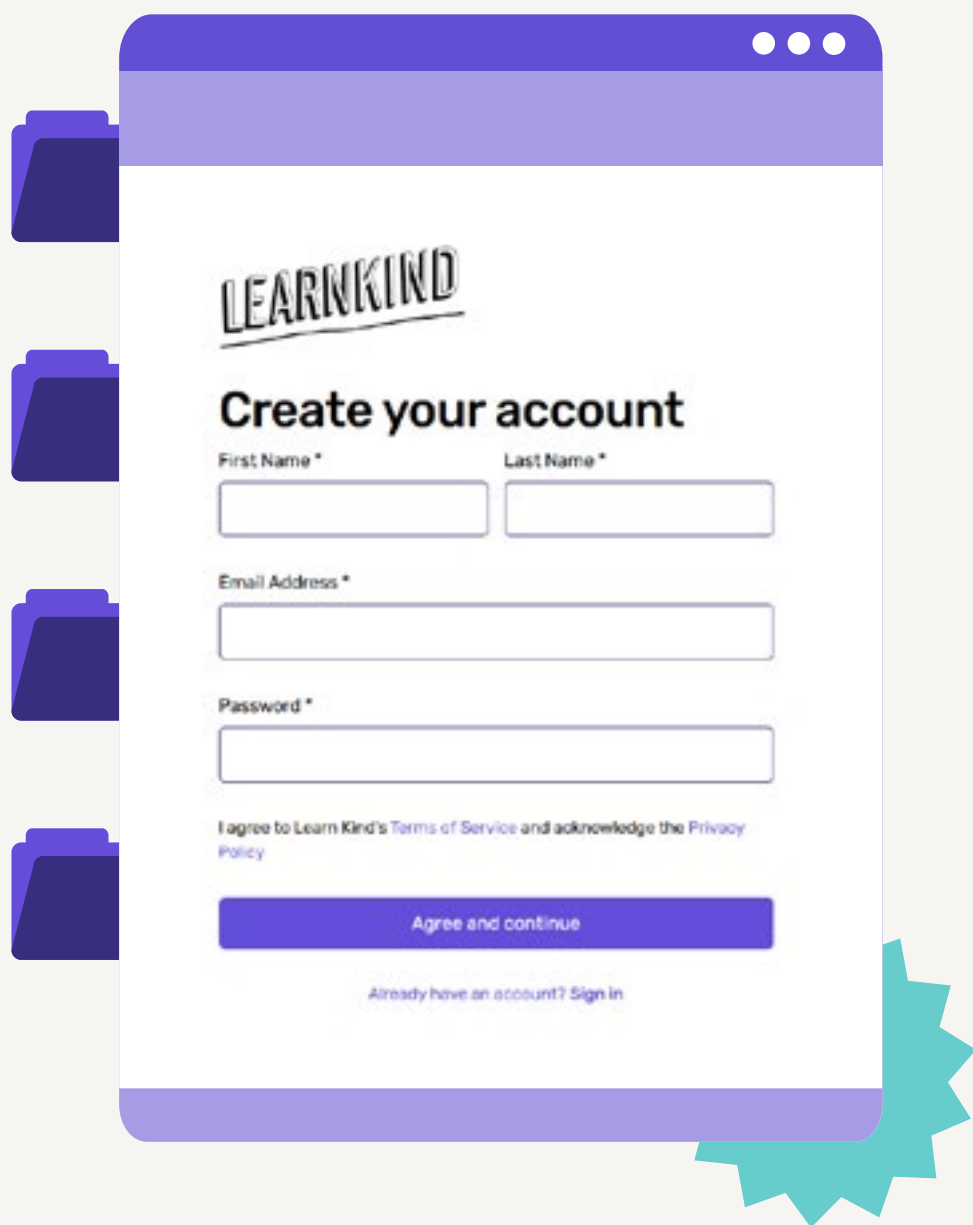
Megan Peterson

Learn Kind Program Manager



Learn Kind

We believe every person who works with kids should have access to our evidence-based, reliable Learn Kind resources without the barrier of an outdated interface. In collaboration with outside partners, www.learnkind.org was created as a new, self-sustainable WordPress site. This update allows Learn Kind users to create an account, track progress, and provide direct feedback to Team Kindness. While this is only the first iteration of the website, the back-end ability for our team to update pages easily provides a powerful peek into our Learn Kind community's actions and interests.



Elementary School Kindness Wall

Team Kindness visited Daniel Webster School in Weehawken, NJ to build a kindness wall with second-grade students, capture LK content for the organization, and see how our lesson plans are being brought to life.

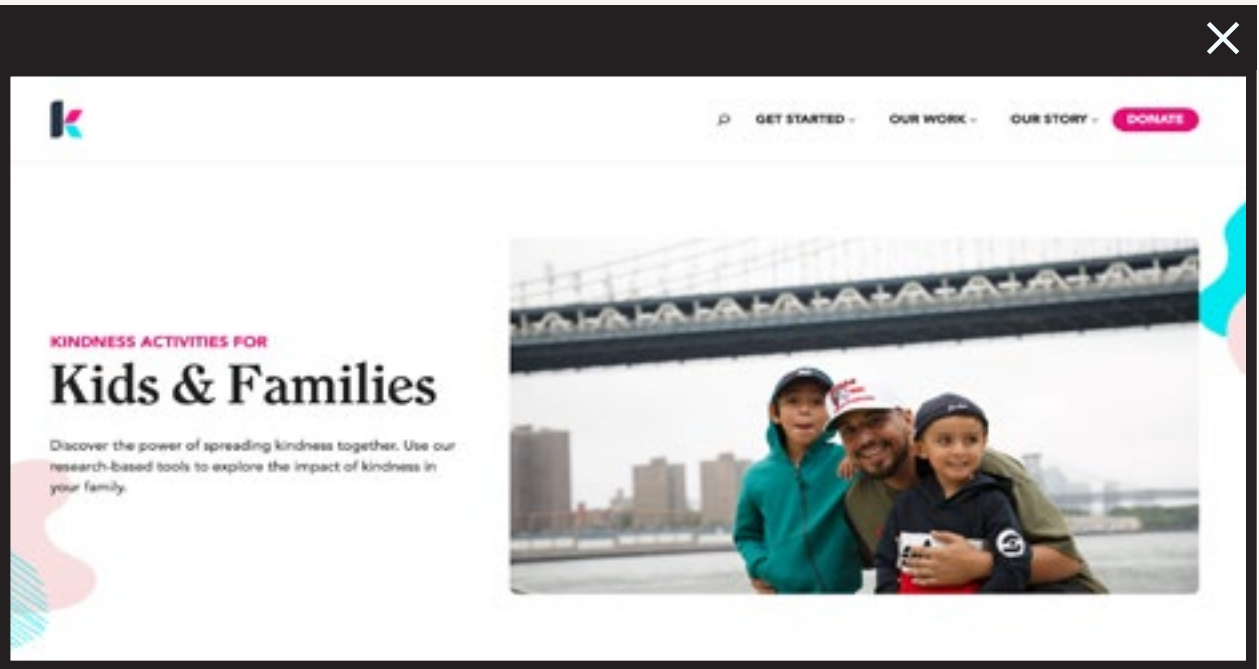


Back to School (July 2023 - September 2023)

A back-to-school social media campaign was created involving influencers Katie Plunkett & Teach Then See the World. We also incorporated in-house posts with new Learn Kind branded characters to expand visibility into the Learn Kind Program leading into the 2023-2024 school year.

Activation Grant received from The Choose Kindness Alliance to Be the One campaign (Bullying Prevention Month | October 2023)

An activation grant was received from The Choose Kindness Alliance for Bullying Prevention Month. The 'Be the One Campaign' included social media posts, as well as Educator Toolkits and Parent Playbooks on the Learn Kind Dashboard and the Kids & Families Page of kindness.org.



New Resources

New resources were created, including a mindful moment video and the [Kind Conversation: A Guide to Difficult Discussions](#) lesson plan. The Kind Conversation guide was built in collaboration with Highlights for Children, and includes practical tips for engaging with others respectfully, even during difficult conversations. The mindful moment video was posted to the orgs social media and added to the Learn Kind Curriculum for classrooms.

School Year Data Comparison

Characteristic	2022-2023	2023-2024	ALL TIME
Active Educators	789	1370	7,955
Active Students	98,354	145,081	453K to date
Countries	40	60	80
States	49	49	52
Schools	553	952	1,842

“Whether life is more difficult in recent years or we’re just more in tune with the need for kindness, lessons like the ones provided by kindness.org are invaluable.

*The curriculum is **incredibly user-friendly** and **impactful**.*”

Doretta Martelli
Learn Kind Teacher

“Students love the opportunity to learn and start thinking as a scientist in a kind way!”

Lorena Harris
Learn Kind Teacher

“I have noticed that after learning about the science of kindness my students were showing more kindness to others. I saw students write positive notes to other people and leave them in a spot for someone to find, students helping others when something falls, and so much more...

*Learn Kind has helped them realize that being kind helps **THEM** feel better, too.*”

Amy Lauerman
Learn Kind Teacher

“I took over from a teacher who left and when I came in, my class was struggling. It’s taken a long time for us to get to this point where my students are genuinely understanding the why behind kindness. And a huge part of that is because of Learn Kind and these consistent lessons that they’re getting in kindness.

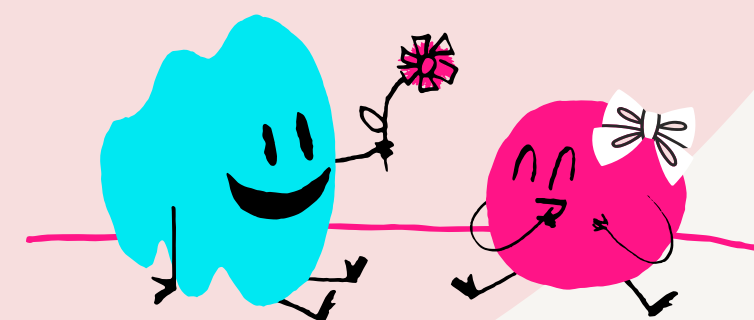
*It’s had a hugely **positive effect** on my **classroom culture**...*

It’s just such a great tool. It’s one of the best I’ve found throughout my teaching career.”

Katie Plunkett
Learn Kind Teacher

“I loved the discussions that Learn Kind sparked in my students—tangible examples of times when they showed kindness to themselves or others. These inspired good deeds from other students.”

Simone Spenner
Learn Kind Teacher



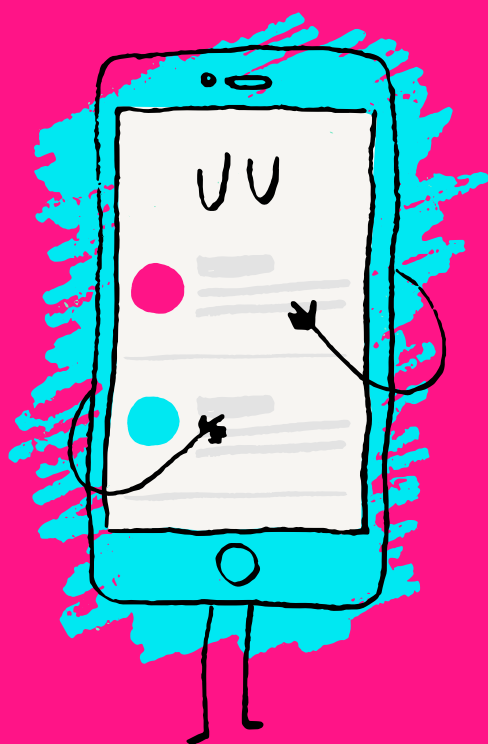


Live Kind

We turn science into impact for a kinder world by sharing compelling stories and evidence-based tools. Our research is transformed into real-life examples of how kindness can enrich everyday experiences, support personal growth, and elevate the well-being of individuals and communities.

Through engaging in-person events, thought-provoking podcasts, and innovative, science-backed products, we provide people of all ages and backgrounds with practical ways to integrate kindness into their everyday lives. These experiences not only inspire but empower, offering simple, actionable strategies to elevate well-being, encourage personal growth, and create a ripple effect of positive change.

We make kindness accessible, practical, and impactful- every single day.



Why Kindness? Podcast launched its inaugural season on Spotify, Apple Podcasts, and everywhere podcasts are streamed.

Kindness is the foundation of all shared experiences, and it is integral to sustained happiness. On the Why Kindness? Podcast, the co-founder and CEO of kindness.org, Jaclyn Lindsey, sits down with entertainers, thought leaders, scientists, and change-makers to talk about the impact of kindness.

Top 5% global rank
Streamed in 50+ Countries



"Kindness is the antidote, I think, to all this anger."

R.L. Stine



"Around the table is where problems are solved and where love stories begin."

Pierre Thaim



"Kindness is the only way forward."

Amy Jo Martin



Social Media

The 2023–2024 period marked an exciting shift as we launched our first wave of social media collaborations – ushering in a new chapter of storytelling-driven impact. We quickly discovered that content rooted in real stories and authentic voices became our most viewed and most engaging. These collaborations didn’t just capture attention– they connected. All creators generously donated their time and talent, helping us amplify kindness through relatable, human-centered content. As we look ahead, we’re making this kind of storytelling a core part of our strategy, recognizing its powerful role in how people connect with information and with one another.

Engagement rate +47% from last year



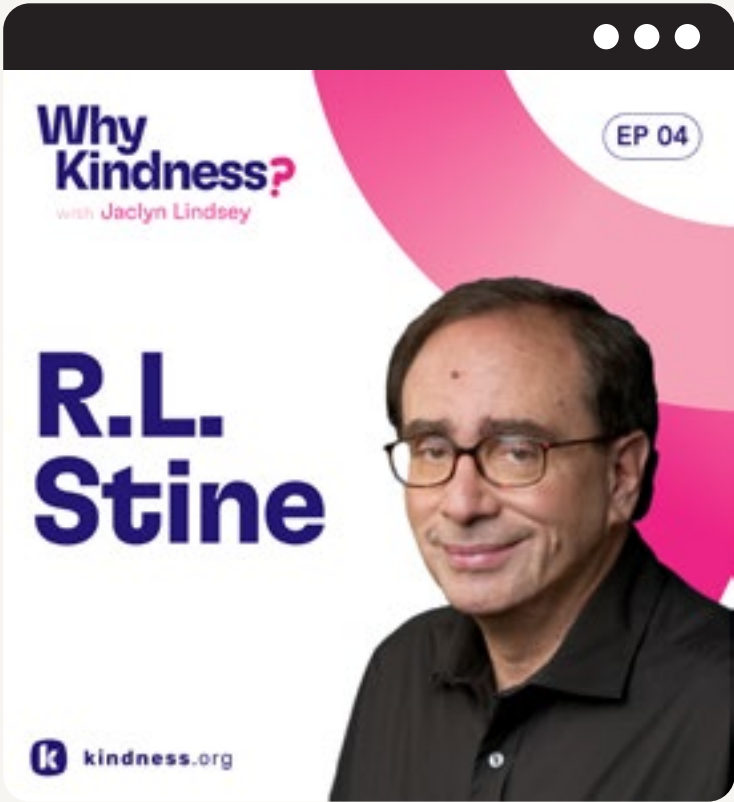
[Influencer Katie Plunkett's "Don't tell kids to be nice..."](#)
500k accounts reached • 5.8k shares



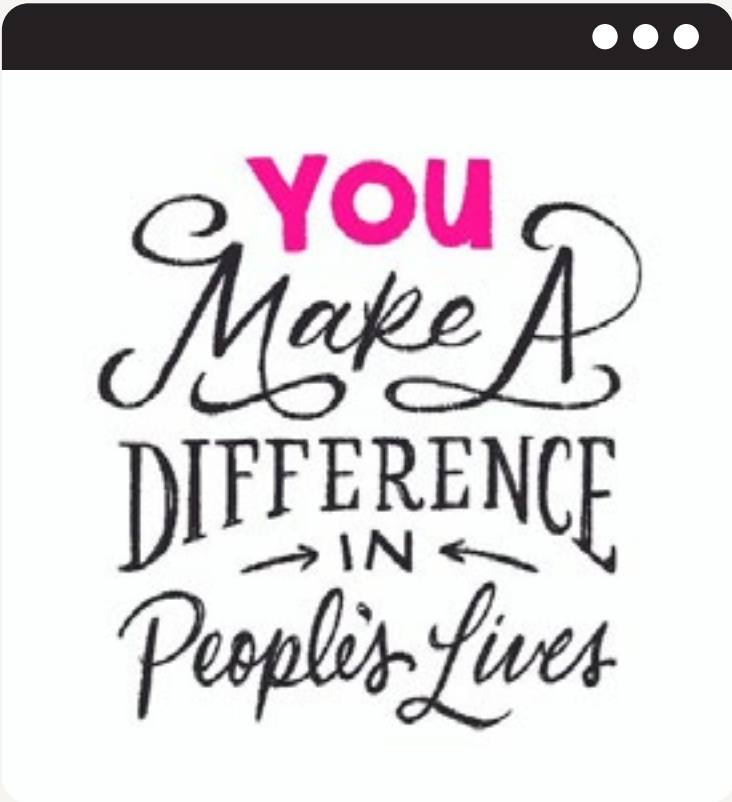
[Influencer Katie Plunkett's Halloween Learn Kind post](#)
53.3k accounts reached • 56 shares • 328 bookmarks



[Influencer Katie Plunkett's Class Commitments](#)
24k Reach • 24 shares • 308 bookmarks



[RL Stine on Why Kindness? Podcast Audiogram](#)
18k Reach • 48 shares • 91 bookmarks



["You Make a Difference" Kind Message](#)
3K Reach • 162 shares • 35 bookmarks

World Kindness Week 2023

NASDAQ: Ringing in the Bell

Kindness.org had the honor of ringing the NASDAQ opening bell as the featured charity partner of Beekman 1802 x Ulta Beauty, spotlighting our shared commitment to spreading kindness on a global stage.



Donate Button Launch

We learned that just \$2 a day sustains a child’s participation in Learn Kind. Armed with this clear, compelling figure, we introduced the organization’s first-ever website donate button on World Kindness Day—providing supporters with a concrete, affordable way to invest in a measurably kinder world.



Live Kind

KQ Beta Test

A test was performed for the KQ Beta- a Kindness Questionnaire experience, resulting in a KQ (Kindness Quotient) to help user gauge their level of kindness toward strangers.

**54% email open
rate (3750 emails)**

**50% of completions
created an account**

**40% of those who
created accounts
took kind next steps**

An online user experience was designed by KindLab and tested by a small sample of users, largely derived from the Beekman 1802 Kindness Krew. The results were evaluated to determine both the psychometric properties of the questionnaire and the participants' user experience.

- ☆ 88% of users who started the questionnaire finished. Suggesting ease of use & user engagement
- ☆ 11% of email opens completed the questionnaire, suggesting an interest in the scores and data
- ☆ 40% of those who created accounts took kind next steps





Partnerships

In partnership with like-minded brands and organizations, we turned science into impact for a kinder world by launching product collaborations and research initiatives that support mental health, amplify youth well-being, and inspire millions to choose kindness in their everyday lives.

[Kindness.org](https://www.kindness.org) is proud to partner with an array of different corporations and organizations that are aligned with our mission. Partnering with collaborators who are interested in unleashing the power of kindness and building synergistic relationships that drive change.

"We're absolutely thrilled to partner with Kindness.org to bring Kind Coffee Cooperative™ to the world and help people choose kindness every day, a practice that resonates deeply with RPG's commitment to genuine generosity."

Chris Capozzoli
Co-Founder & CEO of Real People Giving



Partnerships

Beekman 1802

Our partnership with Beekman 1802 continued to evolve based on our shared commitment to kindness and overall well-being.

We received a percentage of proceeds from Beekman 1802 product sales, and brainstormed ways to grow our partnership through the Kindness Krew. We also collaborated on a groundbreaking study, exploring the role of kindness in influencer culture and its impact on Gen Z mental health.



Kind Coffee Cooperative™



A rich, medium-dark roast, organic coffee that promises more than just energy- it offers wellness. Every cup makes the world a kinder place!

We teamed up with Real People Giving (RPG) to create [Kind Coffee Cooperative™](#)- a unique blend designed to deliver all the health benefits of organic acemannan (aloe) and organic lion's mane in an elevated coffee experience. RPG will donate a percentage of net profits from the sale of each package to kindness.org.



The Choose Kindness Project Alliance

Thought leaders from over 20 nonprofit organizations have come together to offer their expertise and resources to young people affected by bullying.

As a founding member of TCKAP, our team visited The World Anti-Bullying Forum and The Choose Kindness Project Alliance Summit in Raleigh, North Carolina.

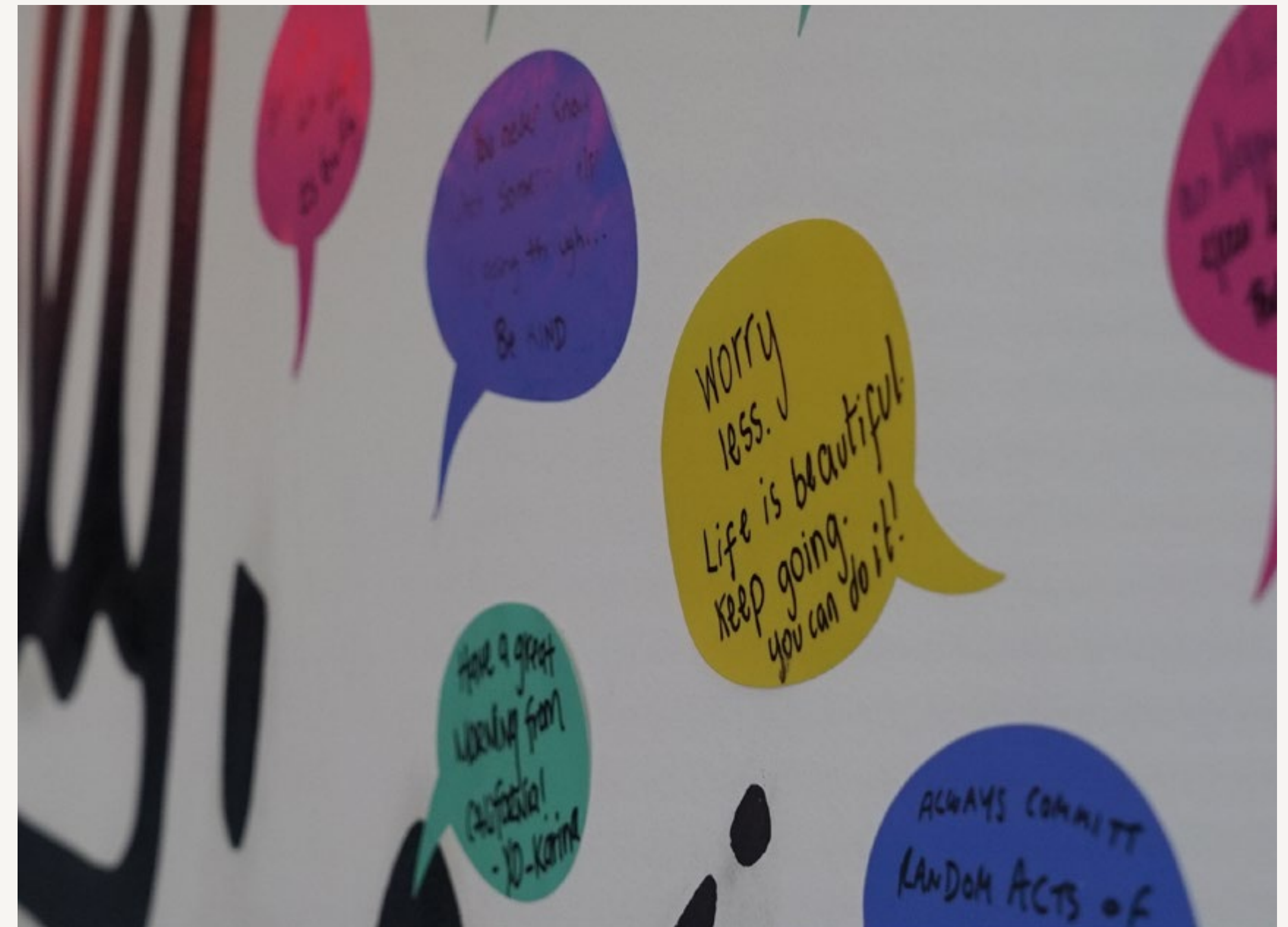


A Case for Love

Kindness.org partnered with documentary filmmaker Brian Ide and Fathom Entertainment to showcase the power of kindness alongside their new film, A Case for Love. The documentary explores the many ways kindness shows up in the lives of people around the country. A 30-second kindness.org video was included in the pre-show reel at 1,000 movie theaters nationwide.

Additional Impactful Partnerships

We worked alongside many partners to bring the mission to life- Simple, Pura Vida, Elisabetta Rogiani, Wildbrain/Caillou and others who have contributed through product proceeds and charitable sponsorships. This support allows kindness.org to turn our groundbreaking scientific research into strong, impactful programs for kinder communities, schools and workplaces.



Media Highlights

WWD Beauty & Wellness Forum

Jaclyn joined Beekman 1802 co-founders on the panel, "Finding Beauty in Kindness" to discuss the benefits of creating a culture of kindness, both internally and externally.

Bloomberg

Jaclyn was featured in [Bloomberg's segment](#), 'Kindness and the Impact on Work and Corporate

Culture,' where she presented key findings from the Kind Company Study. This opportunity elevated our visibility within the business community and meaningfully contributed to the growing dialogue on the impact of kindness in the workplace.

[Kindness and Happiness at Work](#)

- ☆ Kindness was a better predictor of happiness than income.
- ☆ We found that people are kinder to colleagues and subordinates than they are to bosses.

- ☆ And people expect their bosses and colleagues to be kinder than their subordinates.

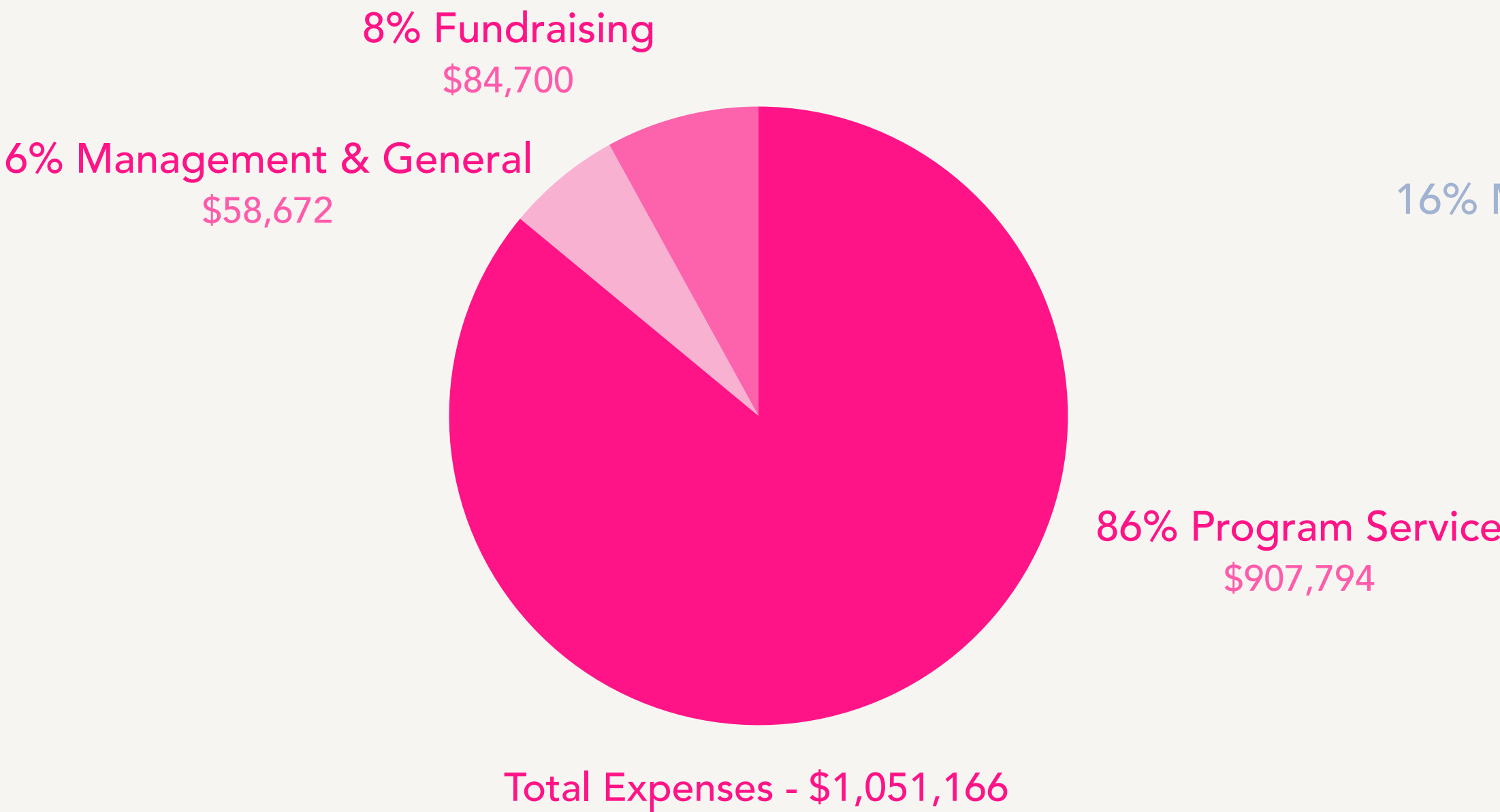
[What Is a Kind Act to a Kid?](#)

- ☆ Kids think kindness is about helping others; adults think kindness is also about paying a cost to help others.
- ☆ Acts that help others in need were viewed as the kindest.
- ☆ Kids and teens say they are kinder than adults think they are.

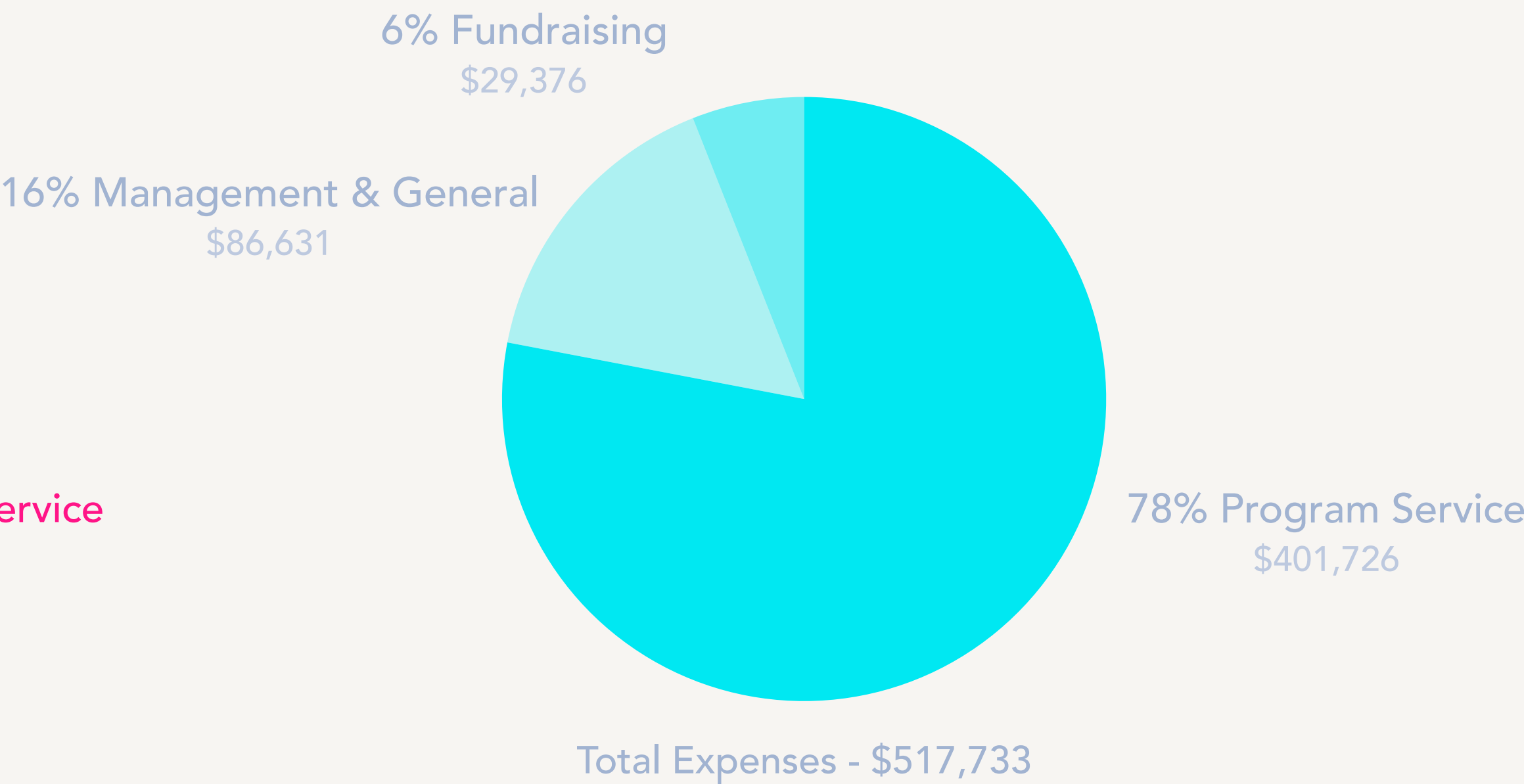


Financials

2023



2024
(Jan 1 - June 30)



To ensure our fiscal year aligns with our programmatic priorities, we have shifted our fiscal year to be July 1- June 30. This is reflective of our stub year.

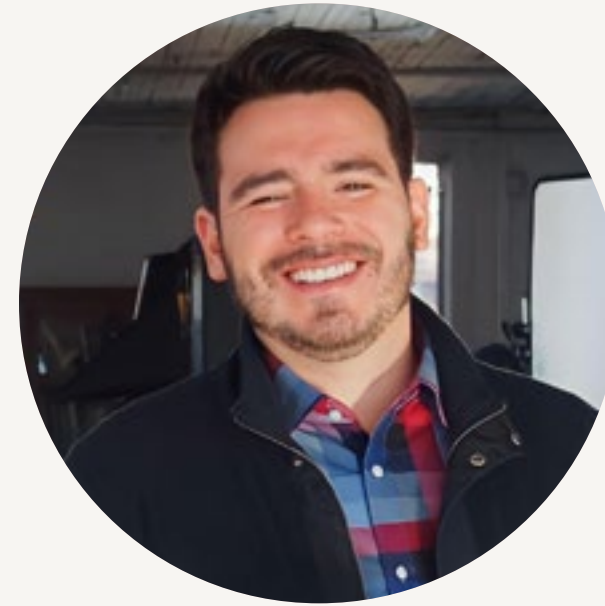
Board of Directors



Debra Wasserman
Board Chair



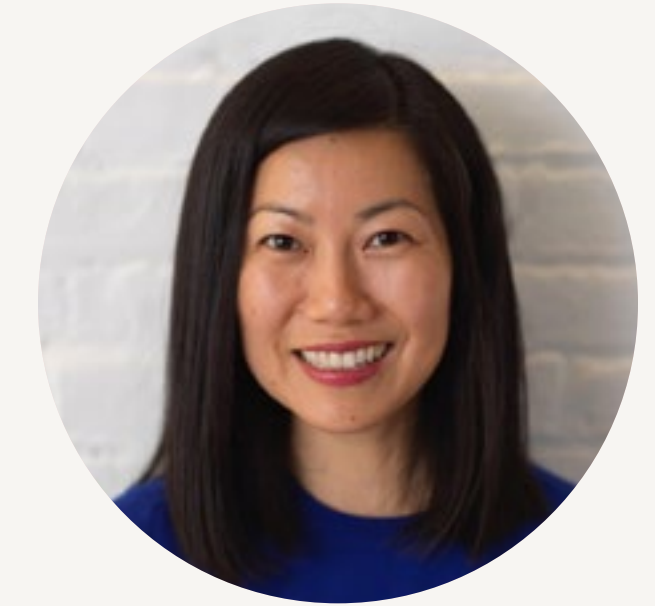
Rana DiOrio
Treasurer



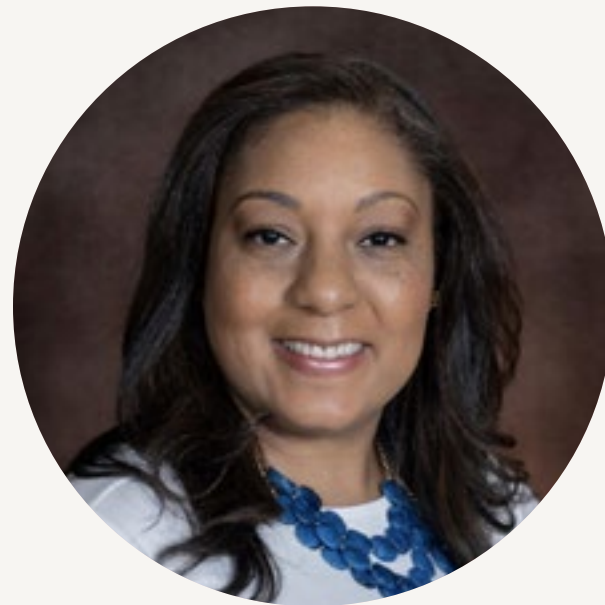
Sergio Navarro
Secretary



Neil Hutchinson
Co-founder & Director



Yukari Pass
Director



Jen Lackard
Director



Lisa Katayama
Director



Gelila Bekele
Director



Jaclyn Lindsey
Co-founder & CEO

Looking Forward

KQ Launch

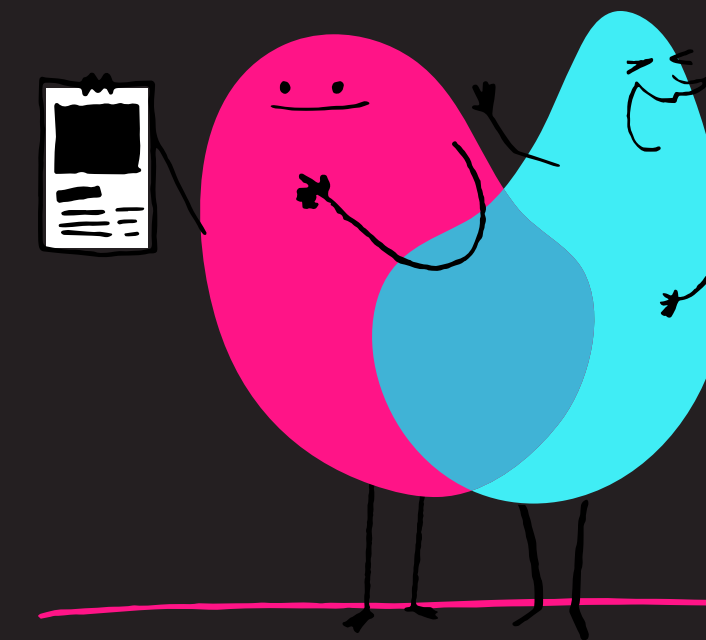
Positive feedback from the KQ Beta has allowed us to make improvements to the questionnaire and user journey. We're excited to publicly launch the Kindness Quotient on World Kindness Day in November 2024, making it a core feature of kindness.org.

Website Redesign and Launch

In an effort to continuously improve user experience and efficiency, we are migrating our website to Pressable in partnership with Automattic. The redesign will reflect our brand, simplify navigation, and give the kindness team better tools for easier updates—strengthening our online presence and service to the community.

Why Kindness? Podcast, Season 2

After a thriving inaugural season, we are excited to embark on a new season of Why Kindness? - set to launch in Fall 2024. This season will feature an impressive lineup of guests, including esteemed country artist Stephanie Quayle and the renowned writer and producer David Kirschner.



At kindness.org, we believe that kindness is humanity's greatest asset. A measurably kinder world requires a global effort. Our team is committed to providing groundbreaking research, applied programs, and authentic, relatable stories that turn science into impact. We all have the capacity to choose kindness; we are making it an easy choice.