



HISTORY, MISSION, PROGRAMS & IMPACT



KIND CAMPAIGN IS AN INTERNATIONALLY RECOGNIZED NONPROFIT ORGANIZATION THAT BRINGS AWARENESS AND HEALING TO THE NEGATIVE AND LASTING EFFECTS OF GIRL-AGAINST-GIRL BULLYING THROUGH THEIR GLOBAL MOVEMENT, DOCUMENTARY FILM, IN-SCHOOL ASSEMBLIES AND EDUCATIONAL CURRICULUMS.

In February 2009, the topic of bullying was still being swept under the rug and had not yet been addressed as a mental health crisis. That is, until Lauren Paul and Molly Thompson, while finishing their degrees at Pepperdine University, joined forces. Having both been affected by bullying throughout their youth, the young women decided to create change by giving girls a platform to speak out about this universal experience. What began as an idea for a documentary about girl-against-girl bullying, ultimately became Kind Campaign, a multi-platform movement that has transformed hundreds of thousands of lives, friendships, classrooms and communities around the world.

Kind Campaign is proud to offer all of their school programs free of charge. With their documentary, assemblies, annual tours, Kind Club Curriculum, Kind Camp and their connected and deeply supportive online community, Kind Campaign serves as the premiere anti-bullying movement for girls and has impacted millions of individuals across the globe.

REACH

Assemblies have been held for over
530,000 STUDENTS



LAUREN & MOLLY

have personally held Founders Assemblies in over 766 schools through 26 Founders Tours

3,000+ ASSEMBLIES

have taken place in schools since 2010

EACH SCHOOL YEAR

about 150 Kind Campaign Assemblies take place

700+ SCHOOLS

have implemented Kind Clubs

400+ KIND AMBASSADORS

volunteer to spread Assemblies and Kind Clubs in their communities



VIRTUAL ASSEMBLY TOOLS

have allowed assemblies to take place in New Zealand, Mexico, Denmark, South Africa, Jamaica, Australia, Ireland, Singapore, Democratic Republic of Congo, Pakistan, South Korea, Turkey, and Cambodia

This information reflects Kind Campaign programming through 2024.



FOOTAGE FROM KIND CAMPAIGN ASSEMBLIES



IMPACT



2 out of every 3 girls apologized to someone during or after the assembly



96% of girls surveyed were compelled to be kinder to their peers after experiencing the assembly



90% left feeling more unified with their classmates



90% agreed that they no longer wanted to participate in gossip and cyberbullying



88% said they felt happier after experiencing a Kind Campaign Assembly

These stats reflect survey data collected from 4,000 students after having experienced a Kind Campaign Assembly. Survey results were analyzed by: HK Impact Advisors.

PROGRAMS

“ I WAS AT THE KIND CAMPAIGN ASSEMBLY AT DRAPER PARK. YOU GUYS REALLY CHANGED MY POINT OF VIEW ON EVERYTHING. EVERY GIRL FRIEND I'VE HAD, I HAVE LOST. THIS MORNING WHEN I WOKE UP I WAS THINKING ABOUT COMMITTING SUICIDE. I CAME TO SCHOOL TODAY ON THE VERGE OF TEARS. I CAME UP AND SHARED MY KIND CARD. ONCE I GOT HOME I REALIZED THAT EVEN THOUGH SOME GIRLS CAN BE MEAN AND DON'T UNDERSTAND WHAT THEIR WORDS CAN DO THAT IT SHOULDN'T BE WORTH DYING OVER. YOUR ASSEMBLY TODAY? YEAH, IT SAVED MY LIFE.

– POSTED BY A GIRL NAMED RACHEL ONTO KIND CAMPAIGN'S INSTAGRAM AFTER A KIND CAMPAIGN ASSEMBLY

 **rachelshareex** I was at the assembly at Draper Park. You guys really changed my point of view on everything. I can relate to everyone in the film. Every girl friend I've had I lost. This morning when I woke up I was thinking about committing suicide. I came to school today on the verge of tears. Once I got in and sat down I wasn't really paying attention. I watched the movie and I was in tears. I came up and spoke about my Thank You letter. It was about one of my best friends. He stood by me through all my hard times. Once I got home I realized that even though some girls can be rude and don't understand what their words can do that it shouldn't be worth dying over. I called my best friend and talked to him for an hour. I was just crying my eyes out. Your assembly today? Yeah it saved my life.

KIND CAMPAIGN FOUNDER'S ASSEMBLY: The Kind Campaign Co-founders go on two tours a school year speaking in elementary, middle and high schools throughout America, Canada and the UK. During the Founder's Assembly, Lauren and Molly share their personal testimonies, screen their documentary film, *Finding Kind*, and facilitate life changing discussions and activities including the kind apology card, which gives every student the opportunity to write a handwritten apology to someone.

KIND CAMPAIGN ASSEMBLY: Kind Campaign Assemblies are facilitated by faculty and volunteers almost every day of the school year in communities across the globe. Kind Campaign provides each school with a comprehensive Assembly Guide, their documentary *Finding Kind*, and Kind Campaign's life-changing interactive activities. On average, 150 Kind Campaign Assemblies take place every school year. Kind Campaign Assemblies take place in elementary, middle and high schools. Kind Campaign offers an elementary school version of their documentary and assembly program edited to be suitable for students as young as 3rd grade. The elementary school assembly is 60 minutes and the middle and high school assembly is 90 minutes.

VIRTUAL ASSEMBLIES: When the Covid pandemic hit and schools shut down, Kind Campaign immediately took action and built an online virtual assembly platform. From Fall 2020 until schools were ready to have assemblies again, Kind Campaign was the only organization in existence that was hosting virtual school assemblies directly into students homes, in an attempt to provide connection, friendship and healing for students who were feeling so deeply isolated. The Founders still utilize their virtual assembly platform to this day, to speak in schools in various countries all over the world that they would otherwise not have the opportunity to travel to.

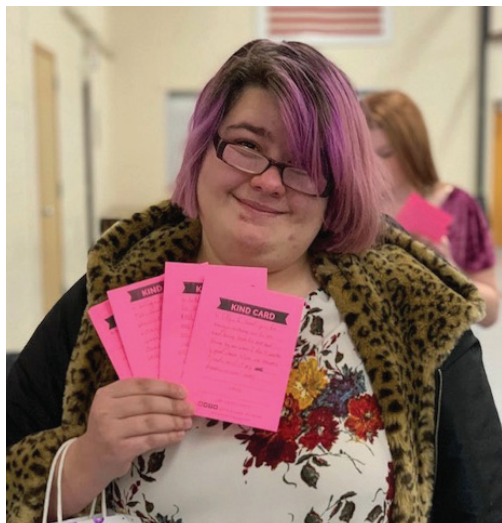
KIND CLUB CURRICULUM: Kind Clubs offer a safe and supportive space for students to come together to have deep and meaningful discussions and to create stronger and healthier relationships with themselves and their peers. This year long curriculum encourages students from all walks of life to come together to create kinder and more inclusive communities and has empowered hundreds of school hallways. Introspective exercises, team-building activities and community service projects throughout the curriculum provide students with life-changing experiences and tools.

KIND AMBASSADORS: Kind Campaign's official volunteer program, Kind Ambassadors, gives people across the world the opportunity to spread Kind Campaign Assemblies and Kind Clubs into their local schools and communities. There are currently over 400 active Kind Ambassador volunteers creating change in their communities across the world! If you are interested in learning more about this program, please fill out the application on www.kindcampaign.com and email the completed form to kindambassadors@kindcampaign.com

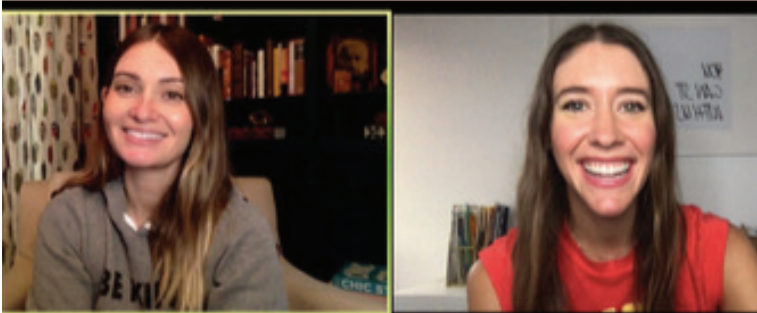


KIND CAMPAIGN ASSEMBLIES

For info on booking a Kind Campaign Assembly, email assemblies@kindcampaign.com.
To start a Kind Club, email productmanager@kindcampaign.com or contact your Kind Ambassador.

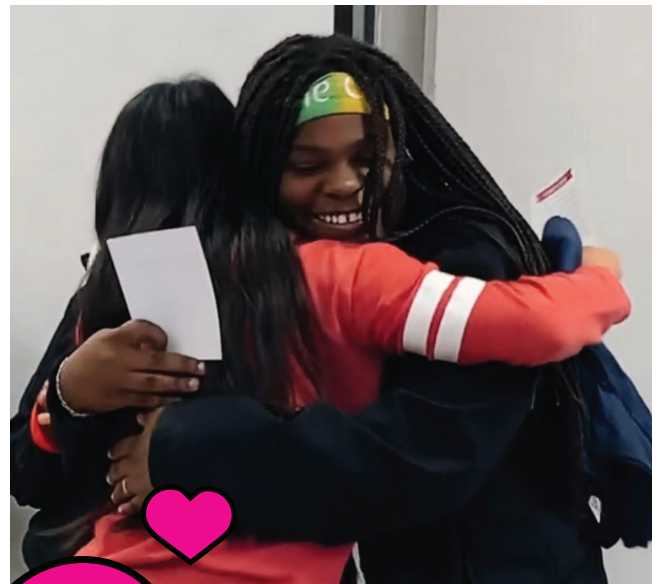














Kind Card
 Dear L & M,
 Thank you for doing this assembly, lately it's been hard for me to handle all of my problems. I've been thinking about suicide but thanks to you guys... I'm stronger. **KINDLY**, not to do it.
Mattie
 www.kindcampaign.com
 @kindcampaign
 #KindCard
 Thank you so much!

Kind Card
 To Loren & Molly,
 Thank you so much for coming to Lincoln & talking about the Kind Campaign. It really brightened my day to hear your experiences and know I'm not alone. This talk has brought me hope that things will change and my life will get better.
Marcus
 KINDLY,

Kind Card
 To Loren & Molly
 Thank you so much for visiting our school. You have seriously changed my perspective on life and I just repeat everything you two have done. It really inspires me to change the way I live.
Emily
 KINDLY,

Kind Card
 Dear Loren & Molly,
 IF you didn't come I would still be hurting things and leaving them out so thank you you're the best.
Maula
 KINDLY,
 www.kindcampaign.com
 @kindcampaign
 #KindCard

Kind Card
 to Molly and Loren
 I really want to tell thank you for the assembly because I have been bullied before and I do not want other people to go through what I did.
Lisette
 KINDLY,

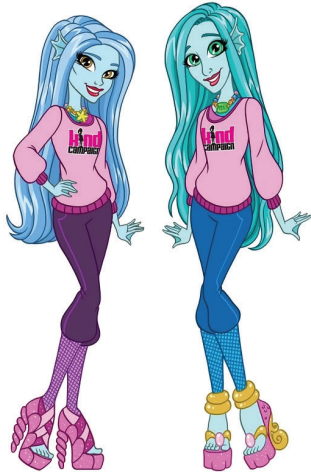


KIND CARD
 To Kind campaign
 Thank you, for letting me reflect on my past and to realize that my past might have actually been for the best. Thank you for helping me know that what happened to me wasn't okay and normal. So thank you for ^{leading me through the} a path of finding myself.
[Redacted Name]
 KINDLY,
 JOIN THE MOVEMENT
 @kindcampaign #kindcard
 www.kindcampaign.com



PARTNERS

To-date, Kind Campaign has partnered on its Founders Tours, Kind Campaign Assemblies and in various creative capacities with global brands including but not limited to: Kleenex, Mattel, TLC, Hollister Co., Bloomingdales, Mean Girls on Broadway, Eddie Bauer, Kohl's, Alo Yoga, ProActiv, Zoe Chicco, The Little Market, AMC Theatres, Kendra Scott, and Royal Bank of Canada among others.



PRESS

Kind Campaign in the Press



Reader's Digest, January 2020



The Hollywood Reporter, April 2016



Forbes, July 2019



E! News, March 2020



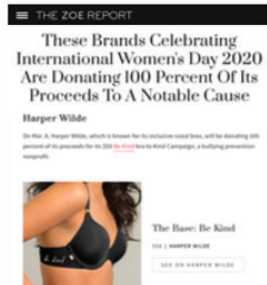
Today, September 2018



Associated Press, July 2019



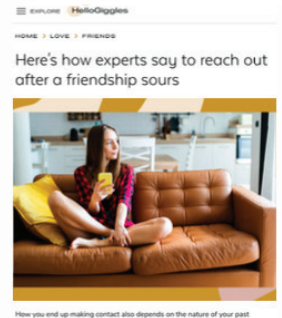
InStyle, October 2017



The Zoe Report, March 2020



People, August 2019



HelloGiggles, March 2020

