

# Happy Kindness Week!

www.CommunityKindnessMovement.com



May 2, 2017

Dear World Changers,

On behalf of the *Community Kindness Movement* and \_\_\_\_\_ (school), we would like to spread our kindness efforts to empower the lives of our children for the 2017-2018 school year.

The CKM is a community and school-wide kindness initiative created on the fundamental importance of providing students with the tools needed to teach **Bullying Prevention**. With the help of generous individuals and sponsors, our program has spread rapidly throughout our entire community and to other Idaho communities. The CKM Program has been implemented in *twenty four schools* and has funded "Kindness Begins with ME!" t-shirts for over 12,639 students and faculty. In addition to the Kindness t-shirts, the program includes several tools and activities for implementation in the school and home that is available on our website.



## How it all began

The CKM was founded in July 2015 and evolved from a bullying story and how a family chose to perform **Acts of Kindness** to help their child solve a bullying problem. The family sent *twenty-six single yellow roses* into the school anonymously, hoping that the **Act of Kindness** would inspire a **Change of Heart**. They saw the bullying diminish and many other wonderful things transpired. The yellow roses inspired the bright yellow color of the Kindness t-shirts and an advocacy for Kindness as a tool for Bullying Prevention.

The "**Kindness Begins with ME!**" t-shirt is one of the most important visual tools used in the CKM Annual School Program. The yellow Kindness T-shirts are given to every child in the school. The t-shirt inspires unity and to build camaraderie. For a child, this is not just another t-shirt. The Kindness t-shirt symbolizes that each child is

unique, but each one of them matter and can come together with their differences and be ONE. The CKM is an annual program starts with a **Kindness Week** that is celebrated the third week in September and January. The **Kindness t-shirts** are distributed during Kindness Week and worn throughout the week. We launch Kindness Week with our locally produced **Kindness Video** that stars Idaho students ranging from K-12 and ties in an "**Acts of Kindness**" **Calendar**. On the third Thursday of each month, we celebrate a school and community-wide **Kindness Day**. Each Kindness Day has a Kindness Theme. We encourage the students to wear their Kindness t-shirts every Thursday in hopes to get as many students in their Kindness T-Shirts for Kindness Day. Many of our Community Sponsors have participated in our "Buy 1 T-Shirts, Give 1 T-Shirt" Program and have ordered Kindness T-Shirts for their organizations or business to wear with us during Kindness Week and on Kindness Day. This way, the community also gets involved. If interested in ordering t-shirts, you can go to [www.CommunityKindnessMovement.com](http://www.CommunityKindnessMovement.com). For each Kindness t-shirt ordered, it donates one to a student in school.

To bring the CKM Program to more schools, we are needing 2017-2018 sponsorship. We would greatly appreciate ALL donation amounts that your business or organization is able to contribute. We are offering logo placement on the back **ALL Kindness T-Shirts** printed for our 2017-2018 schools year. Last year, the CKM printed 12,600+ Kindness T-Shirts. The sponsorship starting amounts are attached to page 3 of this packet. By supporting the CKM Program, you will be supporting our local schools and also two wonderful non-profit organizations that have partnered with the CKM such as: The Idaho PTA Congress and New Day Products and Resources ( our Printing Company for the Kindness T-shirts and they employ Special Needs, Down-Syndrome, and Disabled Residents). The Idaho PTA's mission statement is "Every Child. One Voice." and the PTA believes that the CKM achieves this mission through our Kindness Initiative and why PTA and PTO Organization help implement our program in participating schools.

The Community Kindness Movement is a Non-Profit Corporation 50(c) 3. The Community Kindness Movement's Employer Identification Number is 81-2437008. Your charitable donation will be tax deductible.

Thank you, for your consideration. Our deadline for Sponsorship, is August 1<sup>st</sup>, 2017. To answer an questions, you can contact \_\_\_\_\_ at \_\_\_\_\_.

May we all be Models of Kindness,



**Melissa Nelson**

Founder and President

Community Kindness Movement Inc.

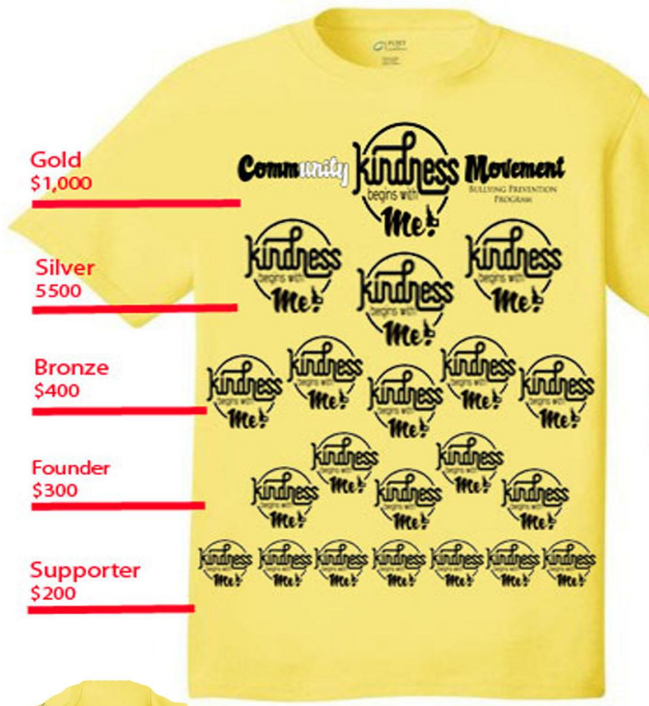
CommunityKindnessMovement@gmail.com

Learn more about the  
**Community Kindness Movement**  
[www.CommunityKindnessMovement.com](http://www.CommunityKindnessMovement.com)

Meet the 2017 Kindness Crew

			
<small>Melissa Nelson CKM President and Founder, Former Mrs. Picastello 2013</small>	<small>Terry Frederickson Vice President - CKM Executive</small>	<small>Teresa Costello Secretary, CKM Executive</small>	<small>Tina Mitchell Treasurer, CKM Executive</small>
			
<small>Sam Nelson President - Board of Directors</small>	<small>Becky Dodge VP - Board of Director</small>	<small>Sarah Davidson VP - Board of Director</small>	<small>Melanie Mortensen Secretary - Board of Director</small>
			
<small>Tim Roth Treasurer - Board of Director</small>			

# School Donation Levels



Gold  
\$1,000

Silver  
\$500

Bronze  
\$400

Founder  
\$300

Supporter  
\$200

## Donation Levels

T-SHIRT LOGO PLACEMENT

<b>GOLD</b>	\$1000
<b>SILVER</b>	\$500
<b>BRONZE</b>	\$400
<b>FOUNDER</b>	\$300
<b>SUPPORTER</b>	\$200
<b>BUILDER</b>	\$100 to \$199
<b>BOOSTER</b>	\$50 to \$99
<b>HERO</b>	\$25 to \$49
<b>HELPER</b>	\$1 to \$24



## COUNT US IN!

MAIL PAYMENTS TO:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

EMAIL TO: \_\_\_\_\_

PLEASE BILL ME

ENCLOSED IS A CHECK

MAKE CHECKS PAYABLE TO:

\_\_\_\_\_

**CONTACT:** \_\_\_\_\_ **BUSINESS:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**GOLD**    **SILVER**    **BRONZE**    **FOUNDER**    **SUPPORTER**

**OTHER PLEDGE AMOUNT:** \_\_\_\_\_

**WE GREATLY APPRECIATE ALL DONATIONS**

**DUE BY: AUGUST 1ST**

*Thank You!*

Watch our **Locally Produced Kindness Video** that stars Idaho students.

This video is shown to launch our two annual Kindness Weeks.

<https://youtu.be/Z8ZS3-mzWhs>



Watch Our Locally Produced Kindness Video

### KINDNESS ASSEMBLY

Plan your own Kindness Assembly or Invite the CKM to come to your school.

We present *“The 6 Scientific How Kindness Benefits You”*.

<https://youtu.be/20r2pTq3Iv8>

**6 SCIENTIFIC REASONS WHY**  
**KINDNESS**  
**IS GOOD FOR YOU!**

**Kindness**  
*Builds and Strengthens*  
**Relationships**

**Kindness is**  
*Spread your smile!*  
**Contagious**

*Kindness begins with me!*  
Community Kindness Movement