



Dear Community Leaders,

On behalf of the **Community Kindness Movement**, we would like to invite the entire Treasure Valley to unite in a movement of kindness by proclaiming and participating in a **Community Kindness Week** in September. **Save the dates for September 16th-22nd, 2019.** Governor Brad Little has signed an Idaho Community Kindness Week Proclamation this year for us too!

WHAT IS THE CKM?

The **Community Kindness Movement** is a community and school-wide kindness initiative created on the fundamentals of spreading the vital message that **Kindness is the powerful answer to Bullying and Suicide Prevention**. Our mission is to promote and advocate for a kinder Idaho for our next generation.

HOW IT ALL BEGAN

The CKM was founded in 2015 by the Nelson family. It evolved from their own child dealing with bullying and how their family chose to perform **acts of kindness**, hoping that it would encourage a change of heart. Their family sent *twenty-six single yellow roses* to the school anonymously. The bullying diminished. The yellow roses inspired the bright yellow kindness shirts and a family advocacy. The CKM started in Pocatello and Chubbuck, Idaho, where the first Community Kindness Week was proclaimed and celebrated. In May of 2016, Professor Bagley's Accounting Class at ISU wanted to turn our movement into it's own non-profit organization. The CKM continued to spread with the partnership of the Idaho PTA Congress. The Nelson family relocated to Meridian, at the end of 2016. Mayor Tammy of Meridian, became an instant supporter and proclaimed a CKW for the City of Meridian, in 2018. The City also supported a relationship with West Ada School District and the CKM was able to get their school program approved for the biggest District in Idaho.



2019 CKM Vision

Our **Kindness Begins with Me Program** has been implemented in **thirty-four schools** in Idaho. Through generous sponsors and grants, we have had the opportunity to fund **24,000+ Kindness Shirts**, since 2015. In 2019, we hope to have Governor Brad Little proclaim a Kindness Week for the State of Idaho. We also would like involve as many Treasure Valley Cities and Counties. We also are encouraging Middle Schools to start a



Kind Club in their schools and will continue to award grants for Kindness Shirts to schools across Idaho.

COMMUNITY KINDNESS INITIATIVE and SCHOOL PROGRAM



Our *Community Kindness Week* kicks off our *Community Initiative and our Kindness Begins with Me School Program* at the beginning of each school year. The celebration has been held annually since 2015 and is the third week in September. It's amazing when an entire communities can come together for a week to join in movement of kindness and to advocate for Bullying and Suicide Prevention.



The CKM has a School **Kindness Video** that stars local students in the Treasure Valley and includes all grade levels (K-12). The video is shown in all schools participating in our program to launch the kick-off of their assemblies and includes our Acts of Kindness Challenges for each day of the week. This year, the CKM will spend funds on filming an Idaho Community Kindness Week Video for the community to share on social media and view at community events.



Kindness Day is celebrated each month, on every **third Thursday**. Each month includes a kindness theme for the city and lesson plan for the teachers to facilitate in their classrooms. The CKM also sends out a **Monthly Newsletter** to the Community and Schools reminding them of the current month theme. Join us on our Facebook page www.Facebook.com/CommunityKindnessMovement, and on Instagram at @CommunityKindnessMovement



Our yellow **CKM Kindness Shirts** are distributed and worn during Kindness Week and are encouraged to be worn throughout the year, on Thursdays. Our Kindness shirt embodies the spirit of UNITY and builds camaraderie in our communities. It's also a vital learning and reminder tool. Our yellow shirts are given through raised donations to *every student and faculty member*. Our message is that *every child matters* and anyone can aspire to be a world changer out on the playground, in their home, friendship circles, online, and out in the community.

The Community Kindness Movement is a Non-Profit Corporation 501(c) 3. Our Employer Identification Number is 81-2437008.

To answer any questions, you may contact Melissa Nelson, President of the CKM, at 208-521-6574 or email at CommunityKindnessMovement@gmail.com.

Thank you for your kindness,

Community Kindness Movement Inc.

www.TheCKM.org

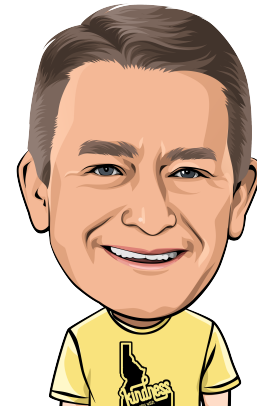




2019 School Shirts

Sponsors on back

2019 City Shirts



Kindness Cartoon Character

CKM Community Involvement Pricing

Sponsorship Opportunities, Fees, and Benefits.	ORGANIZATION/ BUSINESS SPONSORSHIPS	BRONZE SPONSORSHIP	SILVER SPONSORSHIP	GOLD SPONSORSHIP
PROGRAM INVESTMENT	\$500+	\$1000	\$1500	\$2000
Online access to our online Community Kindness Week Materials.	X	X	X	X
City Leader/Business Owner Cartoon Character		X	X	X
Proclamation Community Kindness Week Template. (City Involvement)		X	X	X
Customized CKM YELLOW Kindness Shirts with organization name printed on them.		25	25	25
ORDER BELOW >>>>>>>>	Shirts start at \$5.00	Extra Shirts \$5.50	Extra Shirts \$5.50	Extra Shirts \$5.50
CKM Logo Placement printed on the back of Kindness Shirts for the schools.	X	X	X	X
Sponsor a school in your city with our Annual Kindness Program and \$1000 Grant toward Kindness Shirts.				X

SIGN UP AT: <http://www.communitykindnessmovement.com/city-sign-up/>

View testimonials from Idaho kids: <https://youtu.be/9pGGd4Mt5OE>