



## HISTORY, MISSION & 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, while attending Pepperdine University, Lauren Paul and Molly Thompson joined forces. Having both been affected by female bullying throughout their youth, the young women decided to create change by giving females 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

- Kind Campaign co-founders, Lauren and Molly, have held Kind Campaign Founders Assemblies in over 600 schools across North America and the UK.
- Kind Campaign Assemblies have been held for over 500,000 students across the world.
- Over 2,700 Kind Campaign Assemblies have taken place in schools and communities since September 2010.
- On average, about 350 Kind Campaign Assemblies take place each school year, all of which are free of charge.
- Over 400 Kind Ambassadors volunteer to spread Kind Campaign Assemblies and Kind Clubs into their local communities.
- Kind Clubs have been implemented into over 700 schools.

*This information reflects Kind Campaign programming through 2020.*

### IMPACT

- 96% of girls surveyed were compelled to be kinder to girls after experiencing a Kind Campaign Assembly.
- Two out of every three girls apologizes to someone during or after a Kind Campaign Assembly.
- 90% of girls surveyed agreed that they did not want to participate in gossip or drama after experiencing a Kind Campaign Assembly.
- 90% of girls surveyed realized they were not alone because of the Kind Campaign Assembly.

*These statistics reflect data collected during Assemblies from August 2014 – May 2015. 4,000 students participated. Survey results analyzed by HK Impact Advisors.*

## PROGRAMS

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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



### KIND CAMPAIGN FOUNDER'S ASSEMBLY

The Kind Campaign Co-founders go on two tours a school year speaking 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 interactive activities and discussions. Lauren and Molly speak in about 70 schools every school year.

### 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, 350 Kind Campaign Assemblies take place every school year.

### 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](http://www.kindcampaign.com) and email the completed form to [kindambassadors@kindcampaign.com](mailto:kindambassadors@kindcampaign.com).



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