



# The Kindness Campaign® **2022 Impact Report**





# Letter from Founder

## Dear Friends of TKC,

As we reflect upon the past year, I am filled with deep gratitude for the incredible impact we have made together through The Kindness Campaign®. Your unwavering dedication and belief in our mission have allowed us to reach new heights and touch countless lives nationwide.

Together, we have nurtured a culture of kindness that has the potential to shape a brighter and more inclusive future for all. I am inspired by the stories of resilience, growth, and connection that have emerged from our work. This annual impact report serves as a testament to the collective impact we have achieved, showcasing the tangible outcomes and the lives we have touched. It is a celebration of your commitment to making the world a better place, one act of kindness at a time. As we move forward, let us continue to build upon this foundation of kindness and empathy. Let us strive to reach even more individuals, schools, and communities, spreading the message that kindness matters and has the power to create profound change.

Thank you for being a vital part of The Kindness Campaign® and for standing with us in our mission. Together, we can make kindness a transformative force in the world and inspire a future filled with compassion and understanding.

***With heartfelt appreciation,***

**Andra Liemandt**  
Founder & President



**Enoughie Buddy®**  
TKC Mascot & Kind Leader



## Our Mission

The Kindness Campaign® is on a mission to create and provide accessible emotional health curriculum and programs to both children and adults in homes and classrooms.

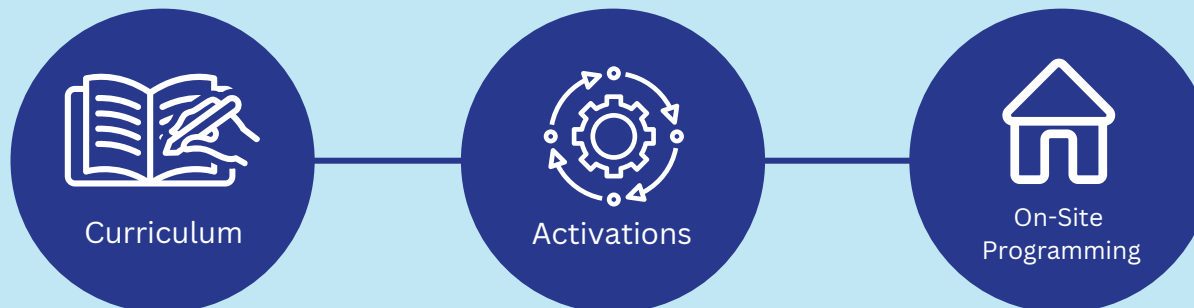
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## Who We Serve

Since its founding in 2015, TKC has provided in-depth, hands-on curriculum and programming to 239,179+ children. As we work alongside teachers, counselors, and parents, we aim to ensure that every child knows that they matter.

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## What We Do

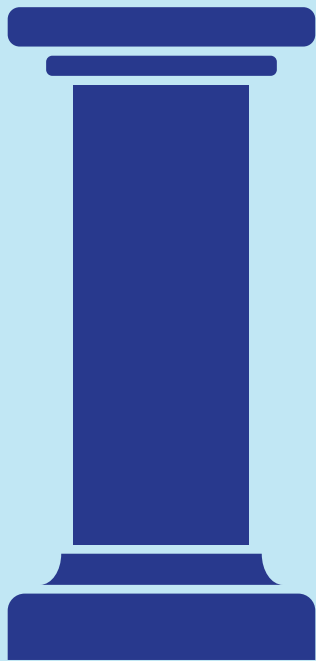




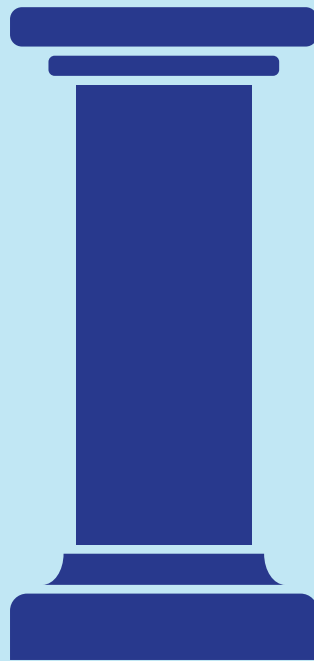
# Our Foundation

We believe that mental health is a fundamental piece of human development and with the right tools, individuals of all ages can build agency and significantly improve their emotional health.

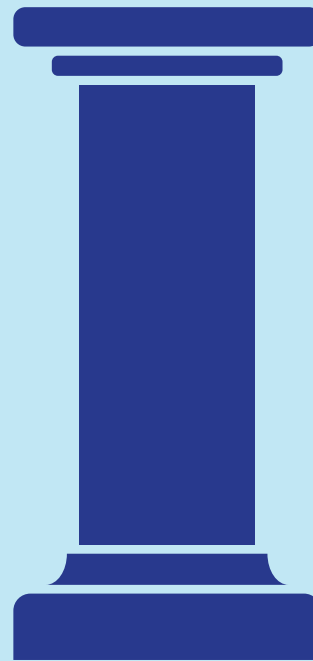
Everything we teach is based on four SEEC pillars:



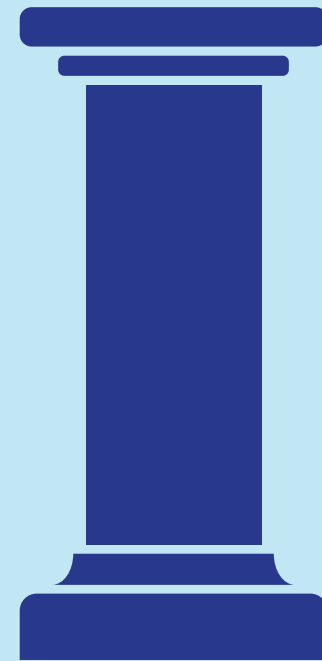
Self-Image



Emotional  
Awareness



Empathy



Community





# Our Offerings

The Kindness Campaign® (TKC) was founded to teach emotional health skills, starting at the age of 3. Our prevention-based curriculum and programming are based on a core message: **I AM ENOUGH.** To learn more about our offerings, please visit [TKCKindness.org](https://TKCKindness.org)



KindMusic™



Magic Mirror



KindArt



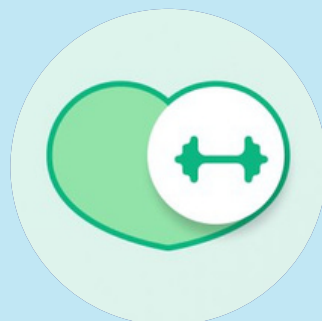
Kind Campus



Curriculum



Kind Store



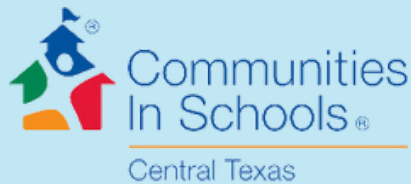
KindGym®



Enoughie Buddy®  
Dance Party



# Community Partnerships



Westlake HS





# TKC Public Service Announcement



The Kindness Campaign®, BK Beauty, AMC Cares, actress Erin Cahill, and Dig Deep Films teamed up to create the impactful TKC Public Service Announcement. This powerful message reached an extensive audience as it was broadcasted on over 7,000 AMC Theatre screens nationwide. The PSA recently garnered attention during its recent re-airing, captivating viewers just before the highly anticipated release of the "Ant-Man" movie.



## 7,000+

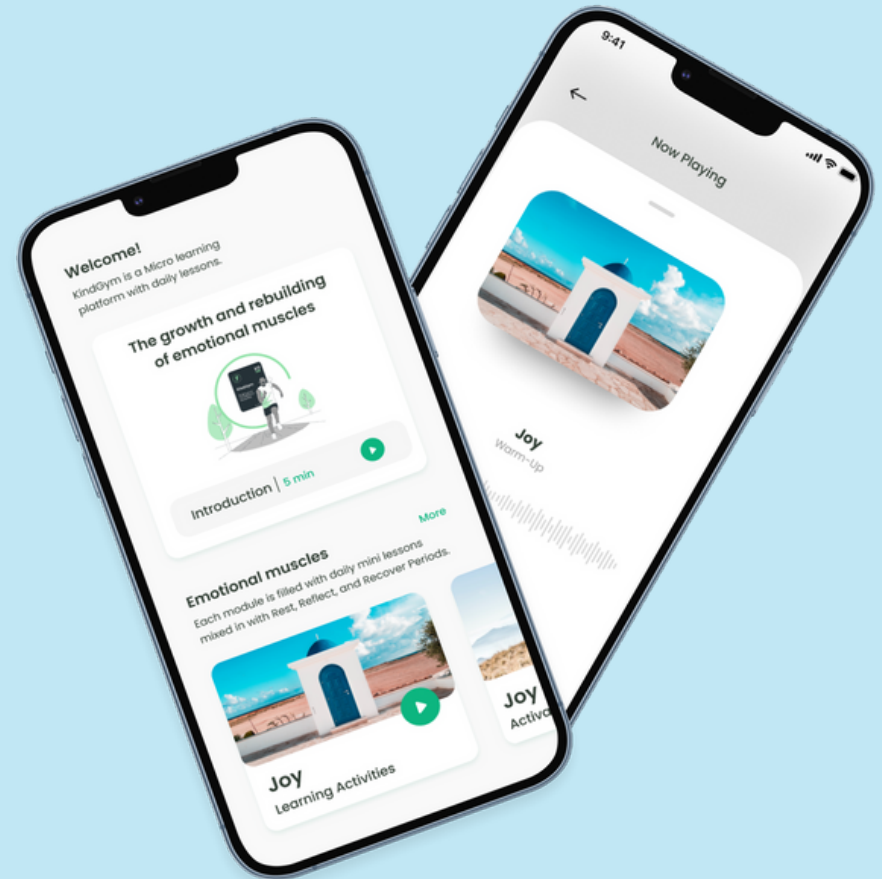
screens nationwide featured TKC's Public Service Announcement,  
produced by AMC Cares





# KindGym®

The Kindness Campaign® has taken a significant step forward in promoting emotional well-being with the launch of its groundbreaking microlearning app. This free app has been meticulously developed to empower individuals in strengthening their emotional muscles. Packed with 365 days of immersive audio learning and activation exercises, this app offers a comprehensive journey toward emotional strength. By providing a daily dose of wisdom, guidance, and practical tools, users can seamlessly integrate these practices into their everyday lives. Visit **KindGym.org** to learn more today.



## KindGym







# Kind Facilitator



# 213

Individuals trained as Kind Facilitators who have a passion for bringing emotional health and mental health into schools

A Kind Facilitator is a dedicated volunteer who has successfully completed TKC's Kind Academy, an intensive training program designed to equip individuals with the necessary skills to implement and support the DIY Mirror, KindArt, and KindMusic™ initiatives on school campuses.

As ambassadors of kindness, Kind Facilitators play a crucial role in guiding and empowering students as they engage with our transformative tools that encourages self-expression and self-acceptance.



**Kind Facilitator**



# TKC in Uvalde

This year, the TKC Team embarked on a meaningful journey to Uvalde, TX, in collaboration with The Texas Cultural Trust, to extend support and provide free emotional health resources to the community in the aftermath of the tragedy at Robb Elementary.

Recognizing the importance of emotional well-being during challenging times, TKC and The Texas Cultural Trust joined forces to offer valuable tools and resources to the Uvalde community. This collaborative effort aimed to assist individuals in navigating their emotional journey and finding solace amidst difficult circumstances.

We remain committed to supporting communities in times of need and working towards a future where emotional well-being is prioritized.

**TEXAS  
CULTURAL  
TRUST**

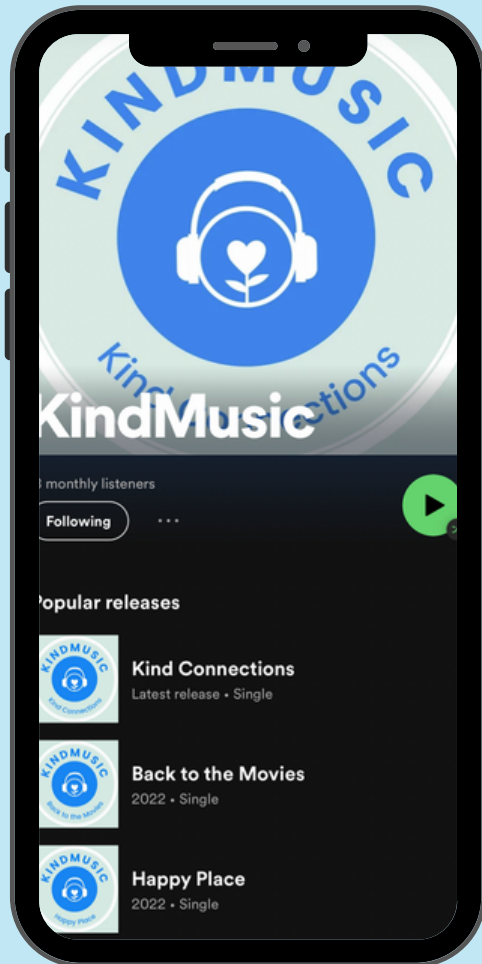




# KindMusic™

KindMusic™ is a beginner-friendly songwriting platform designed to empower schools, companies, and groups in transforming emotions into music. This innovative platform not only facilitates the creative process but also supports local artists. With KindMusic™, participants can explore the art of songwriting, express their feelings, and collaborate to create meaningful musical compositions. It serves as a powerful tool for fostering creativity, emotional expression, and supporting the local music community.

By utilizing the transformative power of programs like KindMusic™ and engaging directly with schools and corporations, TKC extends its reach and impact, inspiring individuals of all ages to create a kinder and more connected world. Please visit **KindMusic.org** to learn more about this program.



## 5+

New songs added to our KindMusic™ Channel on Spotify in 2022

Listen to our KindMusic™ Channel:



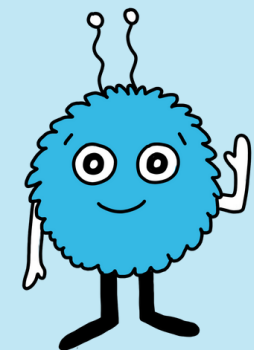




# Kind Campus

At TKC, we are driven by a vision to promote kindness in every school district across the nation. To turn this vision into reality, we proudly introduce our transformative Kind Campus Packages, designed to bring our specialized curriculum and on-site programming directly to students and staff.

Our Kind Campus Packages are carefully crafted to cultivate a culture of kindness and empathy within schools. With our comprehensive curriculum, we provide schools with a framework to integrate kindness into daily activities, fostering a positive and inclusive environment for all. By instilling these values from an early age, we believe we can nurture a generation of compassionate and caring individuals.







# Graham Elementary Spotlight

The Kindness Campaign® brought its transformative tools directly to the campus of Title I School, Graham Elementary in Austin, TX, implementing a highly impactful Kind Week filled with engaging activities and initiatives. This effort aimed to instill empathy, compassion, and positive connections among students and staff, creating a three-day experience fostering a culture of kindness.

The students of Graham Elementary were given a remarkable opportunity to showcase their creativity and kindness by creating their very own KindMusic™ song, "Thinking About You". With the support and collaboration of three-time Grammy-nominated artist Saul Paul, they embarked on a musical journey that culminated in a memorable performance. The stage for this extraordinary moment was set at TKC's annual fundraiser, Art of Kindness, where the students had the privilege to perform their original song in front of a captivated audience of 300 attendees. This transformative experience not only celebrated the students' artistic talents but also served as a powerful reminder that kindness and music have the potential to unite and inspire change in the world.



Listen on Spotify  
KindMusic™ Channel



# Graham Elementary Spotlight



**501**

Children served at Graham Elementary with our emotional health tools during a Kind Week



**84%**

Of children at Graham Elementary qualify for free/reduced meals (low SES)



**68%**

Of children at Graham Elementary have English as a second language



**16%**

Of children have special education needs at Graham Elementary



**GRAHAM**  
ELEMENTARY SCHOOL  
AUSTIN Independent School District



# Mina Elementary Spotlight



**800**

Children served at Mina Elementary with our emotional health tools during a Kind Week



**57.5%**

Of children at Mina Elementary qualify for free/reduced meals (low SES)



**25%**

Of children at Mina Elementary have English as a second language



**15%**

Of children served have special education needs at Mina Elementary





# Annual Events



**Back to School Bash**



**World Kindness Day**



**Art of Kindness**

The Kindness Campaign® hosts three impactful annual events that bring communities together and celebrate the power of kindness. The Back to School Bash kicks off the academic year with a joyous celebration, providing students, families, and educators with a memorable experience that sets the tone for a kinder school year. World Kindness Day is a global initiative where TKC distributes World Kindness Day Celebration Boxes, spreading compassion and making a positive difference on a national scale. The Art of Kindness, TKC's signature fundraiser, combines art, music, and inspirational stories to raise awareness and support for kindness initiatives. These annual events serve as catalysts for cultivating empathy, fostering connections, and inspiring individuals to embrace kindness as a way of life.

To learn more or get involved in our events, please visit [TKCKindness.org/Events](https://TKCKindness.org/Events).

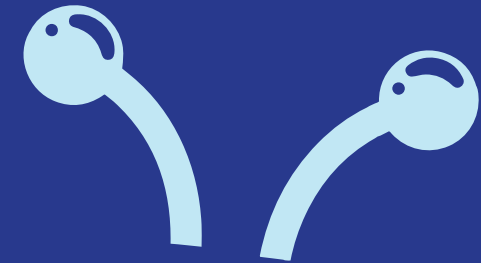
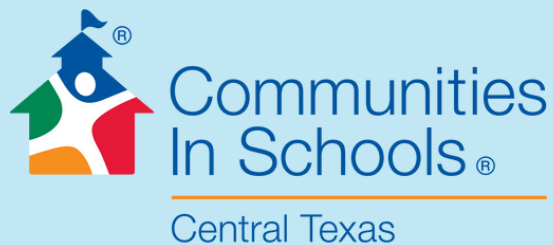




# Back to School Bash 2022

The Kindness Campaign is delighted to report that the 2022 Back to School Bash, presented by Nordstrom & Barton Creek Square Mall, was a monumental success and held even greater significance as it marked the first event since the COVID-19 pandemic. We are immensely grateful for our partnership with Nordstrom & Barton Creek Square, as their support allowed us to bring our community, teachers, and volunteers together for a joyous celebration of kindness.

The Kindness Campaign® provided curriculum resources to our education partner – Communities in Schools, which serves eight districts in Central Texas with grade-level journals for classroom use, promoting kindness education and supporting teachers in creating positive learning environments.



# 1,275

Enoughie Buddy Antenna Kits  
distributed to attendees at the 2022  
Back to School Bash

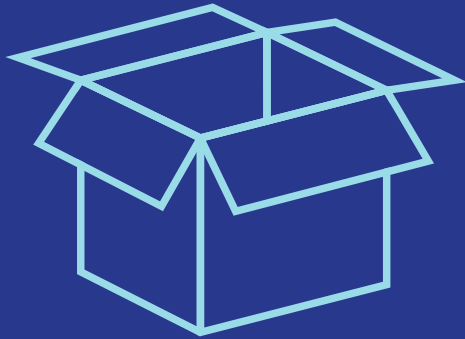
Presented By:

## NORDSTROM

  
BARTON CREEK  
SQUARE  
A SIMON MALL



# World Kindness Day 2022



# 58,363

individuals on World Kindness Day  
in 2022, bringing kind activations and  
activities to 98 schools nationwide

WKD 22 Presented By:



World Kindness Day is a global day, celebrated on November 13 each year that promotes the importance of being kind to each other, to yourself, and to the world.

Last year, TKC marked this special occasion by distributing World Kindness Day Celebration Boxes to children nationwide. These thoughtfully curated boxes were filled with essential emotional health tools, empowering children with the opportunity to explore and understand their emotions. For more information, please visit [TKCKindness.org/World-Kindness-Day](https://TKCKindness.org/World-Kindness-Day).





# Art of Kindness

## Art of Kindness Gala

The Art of Kindness Gala in downtown Austin was a resounding success, with over 300 attendees joining us for a night filled with fun and meaningful connections. The event provided an unforgettable experience, featuring live music by Love & Happiness and DJ Kay Cali, captivating entertainment by Graham Elementary students, live auction and special appeal by Cowboy Auctioneers, signature cocktails, and a delectable dinner by Contigo Catering. It was an exciting opportunity for everyone present to contribute to our life-changing mission and be part of a special evening dedicated to celebrating the transformative power of kindness.

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## Art of Kindness Community Day

Our Art of Kindness Community Day was a vibrant and family-oriented festival that welcomed everyone in our community. Attendees enjoyed a multitude of exciting activities, such as meeting TKC's Mascot: Enoughie Buddy®, witnessing captivating live performances, engaging in mindfulness activities, getting exclusive previews of TKC products, and many other delightful experiences. The event served as the perfect occasion to connect with like-minded individuals and celebrate the tremendous power of community.





# Art of Kindness Sponsors

## PRESENTING SPONSOR



## PLATINUM SPONSORS

Adria and Brian Sheth



## GOLD SPONSOR

Beverly and Will Crenshaw

## SILVER SPONSORS



Katie Jaffe

## FRIENDS OF TKC

Joanie  
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Rebecca & Ted  
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Patiño

## COCKTAIL HOUR SPONSOR



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## VALET SPONSOR



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wines



LALO<sup>®</sup>  
TEQUILA

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TEXAS



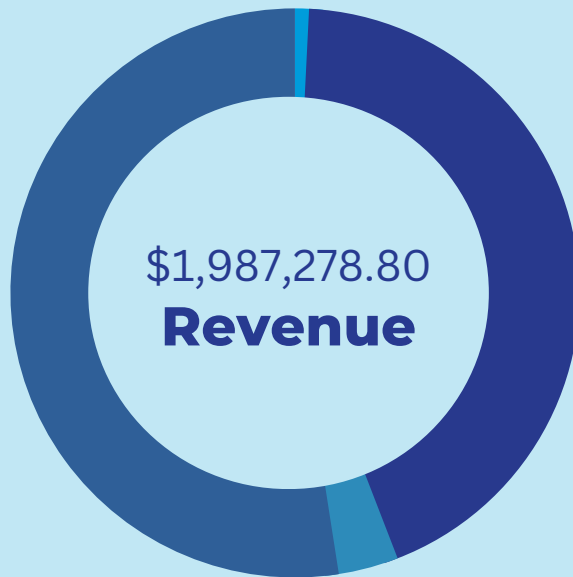
## PRINTING SPONSOR







# Financials



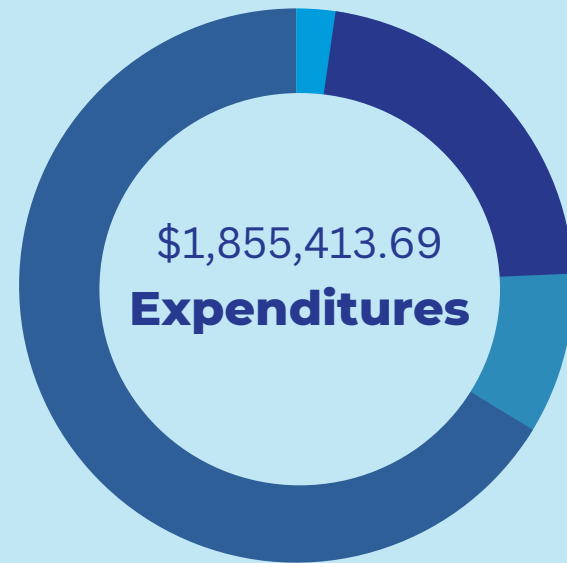
\$1,987,278.80  
**Revenue**

**43.3%** Fundraising

**3.4%** Management & General

**52.5%** Total Program

**0.8%** Events



\$1,855,413.69  
**Expenditures**

**22%** Fundraising

**9.4%** Management & General

**66.3%** Total Program

**2.3%** Events



# Upcoming Events



**Saturday**  
**5**

**August 5, 2023**  
**Back to School Bash**

**Monday**  
**13**

**October 1, 2023**  
**World Kindness Day Pack Day**

**Monday**  
**13**

**November 13, 2023**  
**World Kindness Day**

**[TKCKindness.org/Events](https://TKCKindness.org/Events)**



# Board of Directors



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**TKCKindness.org**