

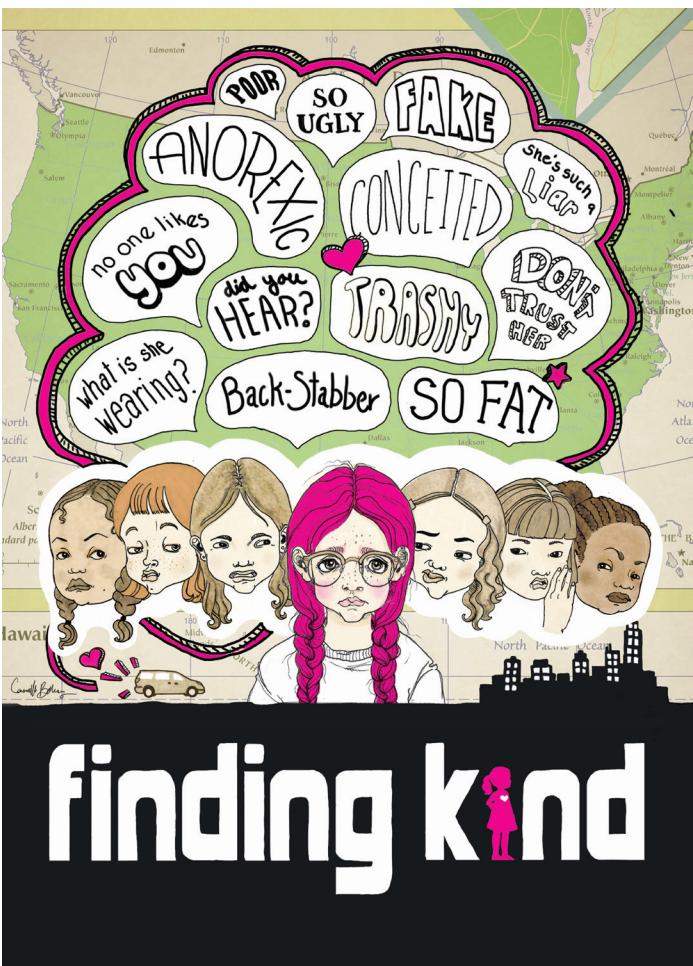


KIND CAMPAIGN IS AN INTERNATIONALLY RECOGNIZED NON-PROFIT ORGANIZATION THAT BRINGS AWARENESS AND HEALING TO THE NEGATIVE AND LASTING EFFECTS OF GIRL-AGAINST-GIRL BULLYING THROUGH THEIR GLOBAL MOVEMENT, DOCUMENTARY FILM, IN-SCHOOL ASSEMBLIES AND EDUCATIONAL CURRICULUMS.

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.

Upon graduating with degrees in Film and Television production, Lauren and Molly drove across the country for two months to shoot their documentary and began to implement their assembly program into schools across the



nation. Girls across the country were deeply impacted and word spread quickly about their life-changing assembly program. After a year of working on their documentary and spreading their movement, they were ready to bring their finished film into schools and venues across the world. Their documentary, *Finding Kind*, was released in theaters in New York and Los Angeles, was accepted and awarded in over 20 film festivals and has screened in thousands of schools across the world. *Finding Kind* is at the heart of the Kind Campaign Assemblies, which are facilitated in schools by faculty and Kind Ambassador volunteers almost every day of the school year and serves as a life-changing educational tool for students, faculty and parents across the globe.

Since 2009, Lauren and Molly have held Kind Campaign Founders Assemblies in hundreds of schools across North America and have completed thirteen international Founders Assembly tours. Kind Campaign releases new and exciting initiatives each year such as their 19-week Kind Club Curriculum, Kind Camps, their Kind Ambassador Volunteer Program and their Give Kind holiday challenge.

With their documentary, assemblies, annual tours, Kind Club Curriculum, Kind Camps 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.





QUICK FACTS

This information reflects Kind Campaign programming through 2017

- Kind Campaign co-founders have held Founders Assemblies in 480 schools across North America and the UK since September 2009.
- Approximately 1,600 Kind Campaign assemblies have taken place in schools and communities since September 2010.
- On average, about 300 Kind Campaign Assemblies take place each school year, all of which are free of charge.

- Kind Campaign Assemblies have been held for about 400,000 students across the world.
- Kind Clubs have been implemented into 461 schools.
- We have 250 Kind Ambassador volunteers spreading Kind Campaign Assemblies and Kind Clubs into their local communities.
- Kind Campaign school programs and their online community have directly impacted millions of individuals globally.



FREE TO BE KIND



Because of their fundraising efforts in Fall 2013, as of January 2014, Kind Campaign was able to provide free programming to schools. Here is a look at their Free To Be Kind initiative.

SPRING 2014

- Kind Campaign co-founders spoke in 30 Title One schools with their Founders Assembly free of charge.
- Kind Campaign gave away 100 free Kind Campaign Assemblies to schools worldwide.

FALL 2014

- Kind Campaign co-founders held Founders Assemblies in 30 schools across North America free of charge.
- Kind Campaign gave away 50 free Kind Campaign Assemblies to schools worldwide.

SPRING + FALL 2015

- Kind Campaign co-founders spoke in 70 schools free of charge with their Founders Assembly: 30 in the Spring and 40 in the Fall.
- Kind Campaign offered 200 Kind Campaign Assemblies to schools free of charge.

2016 AND BEYOND

- Kind Campaign co-founders continue to personally speak in about 70-80 schools every year during their Spring and Fall Founders Assembly tours.
- Due to their ever-growing support, ALL Founders Assemblies and Kind Campaign Assemblies continue to be free of charge.

Kind Campaign donates free assemblies to all the schools that are not chosen for their Founders Assembly tours.



KIND CAMPAIGN ASSEMBLY STATISTICS

- 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.
- 87% felt happier after a Kind Campaign Assembly than they did before.
- 86% of survey respondents felt that Kind

Campaign gave them hope for a better rest of the school year.

- 90% of girls surveyed realized they were not alone because of the Kind Campaign Assembly.
- 86.8% of girls surveyed felt like a better person after participating in a Kind Campaign Assembly.

These statistics reflect data collected in a survey that was administered after Kind Campaign Assemblies from August 2014-May 2015. Approximately 4,000 students participated in this survey. Survey results were analyzed by HK Impact Advisors.

KIND CAMPAIGN PROGRAMMING

“ 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 onto Kind Campaign's Instagram account by a girl named Rachel after a Kind Campaign Assembly.

ARE YOU INTERESTED IN BRINGING KIND CAMPAIGN PROGRAMMING
TO YOUR LOCAL SCHOOLS OR COMMUNITY?

FOUNDERS ASSEMBLY

The filmmakers and Kind Campaign founders, Lauren Paul and Molly Thompson, have traveled across North America since 2009, speaking in hundreds of schools and communities. As a result of their fundraising efforts, all Kind Campaign Founders Assemblies are free of charge for schools. Lauren and Molly go on two school assembly tours a year; one in the Fall during October's anti-bullying month and one throughout the Spring, totaling at about 70 Founders Assemblies a year.

If you are interested in applying for a Founders Assembly, please follow Kind Campaign on Instagram, Facebook and/or Twitter at **@KINDCAMPAIN**. If you don't have social media, email **FINDINGKIND@INDIEFLIX.COM** with the subject Founders Assembly Mailing List and you will be contacted when the submission windows are open.

You will be informed via their social media platforms when the application period is open. After filling out an inquiry form, your school will then be entered into the pool of schools that have applied. Lauren and Molly then analyze the locations of all the applicants and put together a tour that allows them speak in as many schools as possible. Because there are hundreds of applicants for this high-demand program and because Lauren and Molly can only speak in so many schools a year, there is no guarantee that your school will be chosen for the free Founders assembly. All schools that are not chosen for the Founders Fall or Spring tour are offered a free Kind Campaign Assembly.

KIND CAMPAIGN ASSEMBLY

The Kind Campaign Assembly gives schools the opportunity to host assemblies without the founder's presence. The Kind Campaign Assembly is such a successful and impactful experience, on average the assemblies take place every single day of the school year across the globe. When an assembly is booked, Kind Campaign's booking agents at IndieFlix work closely with the facilitator through every step leading up to their assembly. Kind Campaign provides the school or organization with the *Finding Kind* documentary, along with the Kind Campaign Assembly Guide, which includes detailed instructions, a script for the facilitator, interactive activity templates, discussion questions and talking points, assembly checklist, fundraising ideas and much more. Every week the founders have a conference call with all of the schools that are hosting events that week and walk the facilitator through each step of the assembly to ensure that their students have a successful and inspiring experience. All Kind Campaign Assemblies are free of charge.

Visit www.findingkind.com for more information on how to book an assembly.

KIND CLUB CURRICULUM

Kind Club is a 19-week curriculum written by the Kind Campaign founders and is endorsed by self-esteem expert and author, Jessica Weiner. Kind Clubs were designed to help ensure that the conversation and change created during the assemblies would extend through the rest of the school year. Kind Clubs were designed to be led by a mentor, which includes but is not limited to a faculty member, college student, parent, or a local community member. The curriculum was written based on a school that is able to meet every other week, but can be adjusted to meet the schools needs and time restrictions. The Kind Club curriculum includes a variety of inspiring and introspective activities, all of which were created by the Kind Campaign founders. Kind Club is an interactive program that encourages female students from all walks of life and various social cliques to come together in a safe place, to break down social barriers and talk about important life topics.



Kind Campaign's hope is that the participants will feel inspired to filter kindness into their own school hallways and to take the Kind Campaign message out into their local community.

The Kind Club Curriculum is available for \$99 at www.kindcampaign.com.

The Kind Club Curriculum is free of charge for all registered Title 1 schools.

KIND AMBASSADOR VOLUNTEER PROGRAM

Kind Campaign's official volunteer program, Kind Ambassadors, gives girls and women across the world the opportunity to spread Kind Campaign Assemblies and Kind Clubs into their local schools and communities. We currently have just over 250 active Kind Ambassadors 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. After review of your application, our Director of Communications will contact you to provide you with all the information about how to get started! Thank you so much for your passion to create change!

KIND CAMPAIGN WEBSITE AND ONLINE COMMUNITY

Kind Campaign has developed an interactive website that provides educational resources, curriculum, and activities to foster the healing process as well as create a safe and inspiring community for their users. The website features space for people to apologize to others, share their own stories, spread kind words about others and leave their mark by adding their name and photo to the Kind Girls mural. The site also features virtual magazines with stories submitted by girls from around the world, allowing people to read about other's experiences.

Kind Campaign has developed a strong online community through their social media platforms. With inspiring content and interactive calls to action that promote conversation around kindness, healing and reconciliation, Kind Campaign has created a compassionate and proactive space on social media.



For more information about the Kind Campaign movement and Kind Campaign Assemblies,
please visit:

WWW.KINDCAMPAIN.COM

or email:

ADMIN@KINDCAMPAIN.COM

For more information about our Kind Club Curriculum or our Kind Ambassador Volunteer Program,
please visit:

WWW.KINDCAMPAIN.COM

or email:

PRODUCTMANAGER@KINDCAMPAIN.COM