



“Kindness Community” creates social change that makes Kindness a way of life. It is taking root in our region and beyond, and expanding through...

- Active social communication platforms and increasing numbers of posts and shares about Kindness;
- Enhanced marketing
 - The creation of a Kindness Community App is being explored
 - The creation of a Snapchat or other photo filter is being explored
 - Posters are available and being offered to interested entities
- Over 14K individuals have signed the online Kindness Pledge at www.experienceGoodwill.org/kindness;
- Over 1,600 people are following the Kindness Community Facebook page;
- Interest in speaking engagements to civic groups and other organizations about the critical link of Kindness to their missions is increasing;
- The inaugural “Kindness in the Workplace Speaker Series” was completed between June and August 2017 in:
 - June 23rd – Bradenton
 - July 28th – North Port
 - August 11th – Sarasota
- In-kind support from an increasing number of local businesses such as:
 - Lolablue, eco-lux goods manufacturer in North Port
 - The Local Tea Company in Sarasota that created a Kindness Community-branded tea whose proceeds benefit Veterans served by Goodwill Manasota
 - Rough & Ready Media, Sarasota
 - JNA Media Global, Punta Gorda
 - Out & About Sarasota
 - Lunch Sponsorship by Sarasota Memorial Hospital for 2017 Kindness At Work Speaker Series
- Organizing “Pop Up” conversations around our region about Kindness and ways to engage personally and collectively in expanding it;
- The Kindness Community website is under construction;
- Planning is underway to engage high profile individuals in Kindness Community efforts to spread and reinforce the message and help effect behavior change;



- Planning is underway with the Sarasota County School District to ramp up Social Emotional learning throughout the system;
- Creating and seizing opportunities to educate and engage our Community via various media, including:
 - ABC7 TV updates
 - Bi-monthly updates in North Port Magazine, starting May 2017
 - Tell Me Something Good on WSRQ Talk Radio, weekly emphasis on Kindness Community
 - Article being finalized for this month's Venice Gondolier and related newspapers
- Reaching out to counties, municipalities, and school boards (beginning in our region and ultimately encompassing all of Florida) to invite them to take official stands for Kindness via Kindness Community Proclamations or Resolutions, including:
 - North Port, Florida Resolution adopted on May 4, 2017 (first in the state of Florida)
 - Sarasota County, Florida Proclamation on May 24, 2017 (first in the state of Florida)
 - Manatee County, Florida Proclamation on June 6, 2017
 - Sarasota County, Florida School District Proclamation scheduled for August 15, 2017 (first in the state of Florida)
- Expanding the network of businesses that embraces the focus on Kindness Community by integrating it into their operations and community engagement strategies, e.g.:
 - Bailes Consulting Services, Inc.
 - Culver's
 - Lolablue
 - West Villages
- Engaging and connecting with diverse and complementary organizations in grassroots expansion, e.g.,
 - Area Leagues of Cities in Florida
 - Sarasota Junior League
 - Area Chambers of Commerce
 - Macaroni Kid – founded to enrich communities and empower moms (E2)
 - Kindness Rocks Project of SWFL – will create displays of masterfully decorated rocks from which individuals may select ones that appeal to them
- Collaborating with the City of North Port to facilitate strategy development and planning with regional stakeholders to remove the stigma associated with depression, suicide, and mental illness in general