

KINDNESS RISING



ABOUT THE KINDNESS RISING CAMPAIGN

The Kindness Rising campaign calls on youth to BE FEARLESS BE KIND, by standing up for others, being inclusive, and making a difference. Through service projects or kind acts, young people develop empathy, learn powerful life skills and can be the catalysts to keep Kindness Rising!

HOW DOES IT WORK?

From October 4th through December 20th, educators, youth program leaders, caring adults, and youth are encouraged to visit YSA.org/KindnessRising where they can take the BE FEARLESS BE KIND pledge on behalf of themselves or their class or group, put that pledge into action through service projects and kind acts, and show the impact of their work to be eligible for grants.

For each person who takes the BE FEARLESS BE KIND pledge, Hasbro will donate a toy or game to Toys for Tots for up to 250,000 children in need this holiday season. Plus, participants who complete a service project can show their impact at YSA.org/KindnessRising to be eligible for grants. Ten participants will receive a \$250 grant.

WHO CAN PARTICIPATE?

Youth of all ages and the caring adults in their lives can participate! The Kindness Rising site adheres to COPPA (Children’s Online Privacy Protection Act) so it cannot collect identifying information from a young person under the age of 13. Youth under the age of 13 can participate by asking an adult to register on their behalf.

WHY SHOULD YOUTH PARTICIPATE?

We can see examples of kindness every day in ways big and small, from the student who stands up for a peer who is being bullied, to groups of youth fundraising for the victims of the recent hurricanes, to kids sending letters to first responders in Las Vegas to thank them for what they do every day. Through service projects or kind acts, young people develop empathy, build powerful life skills and can be the catalysts to keep Kindness Rising!

WHAT WILL YOUTH LEARN?

Through service with YSA, youth develop the skills necessary to succeed in school, work and life — skills like empathy, critical thinking, creativity, collaboration, and communication. They will come away with an appreciation for difference, an awareness of how their work fits into the UN’s 17 Global Goals, and the knowledge that they can make a real difference in their community.

GET INVOLVED!

Visit YSA.org/KindnessRising and follow these three simple steps to help Kindness Rise!



- 1 TAKE THE PLEDGE
- 2 START YOUR PROJECT
- 3 SHOW YOUR IMPACT