



kind CANADA
généreux

HELPING CANADA BECOME THE KINDEST COUNTRY IN THE WORLD.

BE KIND

MAKE A DIFFERENCE

kindcanada.org

THE POWER OF KINDNESS

*"Science has established that
there are at least 5 measurable
side effects of kindness"*
— Dr. David R. Hamilton *

1

Kindness
makes us
happier

2

Kindness
gives us
healthier
hearts

3

Kindness
slows
aging

4

Kindness
makes
for better
relation-
ships

5

Kindness
is
contagious

* Author of *Why Kindness is Good for You* (2010) and *I Heart Me: The Science of Self-Love* (2015), London, England

Making a difference

WE ARE SEEKING DEDICATED PARTNERS AND FUNDERS TO GIVE THEIR SUPPORT AND TO HELP ADVANCE OUR COUNTRY.

As a national not-for-profit organization, our goal is to educate and inspire Canadians to create a pervasive culture of kindness from coast-to-coast-to-coast. Scientific research and studies demonstrate that being kind transforms lives and is effective in addressing issues such as bullying in schools, presenteeism and absenteeism in the work place, wellness and mental health. We are committed to being a strong national voice and to working hand-in-hand with our partners to bring the power of kindness to homes, communities, schools and workplaces across Canada.

In Ottawa, eight years ago Kindness Week was launched. With the help of United Way/Centraide, the community eagerly embraced this initiative. From this experience, we realized that opening the door to kindness is a gift that everyone can share. Today, with the generous support of Ferguslea Properties, Kindness Week has become an Ottawa institution. Now,

having seen firsthand the positive impact that kindness makes, we are excited to go national, in ways that encourage the kindness culture to define our great country.

Join us in making a difference to the health and well-being of Canadians.

To become a partner or for more information contact Jeff Turner,
Vice President, Chief Development Officer
at jturner@kindcanada.org or 613-738-5241

Kind Canada Généreux promotes and encourages all Canadians to purposefully include kindness in their daily lives, support charitable causes and enhance the well-being of others.

“
SCIENCE HAS PROVEN THAT
**KIND PEOPLE
LIVE HEALTHIER**

AND LONGER, ARE MORE POPULAR AND
PRODUCTIVE, HAVE GREAT SUCCESS IN BUSINESS
AND ARE HAPPIER THAN OTHERS ”

— Dr. Piero Ferrucci *

* Author of *The Power of Kindness* (2007) and *Your Inner Will* (2014), Florence, Italy.

The kindness prescription

From our research we have discovered the depth of scientific findings that prove the positive impact of kindness on health and well-being. Scientific studies demonstrate that kindness is physiologically necessary to live a full, productive, happy life.

- Kindness stimulates the production of Serotonin, which heals our wounds, calms us, and makes us happy.
- 8 out of 10 patients in Mental Health Centres are serotonin deficient.
- Kindness boosts serotonin in the giver, the receiver and the observer, so when we embrace kindness we spread it.
- Kindness also boosts endorphins, the brain's natural painkiller.

- Kindness is also related to the release of oxytocin, which promotes social bonding, calming, trust and generosity, strengthens the immune system and boosts virility.
- Compassionate people have twice the amount of DHEA, which slows down aging, and 23% less of the stress hormone cortisol.

Kindness is completely free to give and receive and as we are all learning it is so beneficial to our health.

Our plan

Kind Canada Génèreux:

- Aims to be the national champion for the advancement of kindness in Canada, focusing on the power and science of kindness.
- Will lead a National Awareness Campaign to share the benefits of kindness with all Canadians.
- Encourages all Canadians to sign the Kindness Pledge.
- Connects individuals and programs to inspire acts of kindness everyday across Canada.
- Shares resources, information and tools that foster acts of kindness.
- Actively promotes volunteerism and charitable giving for the benefit of all Canadians.
- Cultivates partnerships with Boards of Education to support their efforts to have kindness programs be a fundamental part of the school experience.
- Will establish a National Kindness Week to activate greater community engagement and participation.
- Supports all kindness organizations in Canada.
- Will join with other countries, through the World Kindness Movement, to share the kindness being done all around the world.

OUR → IMPACT

1

Canadians will have a better understanding of the benefits of kindness on their lives and the lives of others.

2

A greater commitment to kindness by Canadians.

3

An increase in acts of kindness in Canada.

4

Improved well-being and mental health of Canadians.

5

Sharing of the kindness experience among Canadians.

6

Expanded opportunities for community engagement and participation.

7

An increase in giving through financial, blood, organ and tissue donations.

8

Kindness programs implemented as a key part of the school experience, as an effective antidote to bullying.

Partnership opportunities

Kind Canada Génèreux is establishing partnerships and developing programs in the education, business and health care sectors.

- Our business approach will demonstrate the benefits of kindness to mental health in relation to absenteeism and presenteeism in the workplace, and the high cost associated with both.
- Science shows that delivering health care with kindness and compassion leads to faster healing, reduced pain and shorter hospital stays. We are exploring the opportunity to launch this model in Canada.
- In celebration of Canada's 150th Anniversary, we are seeking 100 partners to purchase Kindness Cards for distribution through their networks, sales channels and constituents promoting the message of kindness and reaching the goal of 1.5m acts of kindness by 2017.

- School boards have been given a mandate to establish safe, inclusive, accepting schools. Scientific evidence demonstrates that embedding the values of kindness in the curriculum would achieve that goal.

These focus areas represent partnership opportunities to invest with us to help create an environment where acts of kindness drive social change and generate significant impact in communities across Canada.

**For further information please contact
Jeff Turner, Vice President,
Chief Development Officer at
jturner@kindcanada.org or 613-738-5241.**

**We welcome conversations on how you
can join us to really make a difference.**

Our recipe for success

NO ONE HAS EVER DONE THIS BEFORE ON A NATIONAL SCALE SO
WE ARE BLAZING A NEW TRAIL

OUR DYNAMIC TEAM :

Rabbi Dr. R. Bulka,
President and CEO

Jeff Turner, Vice President and
Chief Development Officer

Nancy Oakley, Chief Operations Officer

Stephen McGill, Chief Marketing and
Communications Officer

*Never doubt that a small group
of thoughtful, committed citizens
can change the world. Indeed, it
is the only thing that ever has.*

—Margret Mead

OUR BOARD OF DIRECTORS:

Rabbi Dr. Reuven P. Bulka, C.M.,
President and CEO

Ron Prehogan, Vice President

Jeffrey Miller, CPA, CA, LPA, CFE, TEP,
Treasurer-Secretary

Derick Fage

Mark Sutcliffe

Michelle Valberg

SHARE A SMILE

*"a warm smile is the universal
language of kindness"*

- William Arthur Ward



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