



MAKING
CARING
COMMON
PROJECT



KIND Schools Challenge Toolkit

The KIND Schools Challenge is a partnership between The KIND Foundation, started by KIND Healthy Snacks, and Making Caring Common to support students seeking to make their schools kinder and more inclusive. Out of 200 ideas that were submitted from across the country, 10 incredible finalists were selected to implement their projects. This toolkit highlights selected concepts that are easy and fun to bring into any classroom.

why kindness?

Making Caring Common's research has found that the importance of kindness and caring can get lost as a result of competing demands. Schools say they value caring but only 30% of students reported that adults in their school valued caring above academic, athletic, or artistic success.* Meanwhile, when asked to rank achievement, caring, and happiness for themselves, 76% of students ranked either achievement or happiness above caring.

At times, students can also fall short in expressing kindness in their relationships with one another. 43% of students reported being called mean names, being made fun of, or being teased and 46% of students agree that other students at their school are just looking out for themselves.

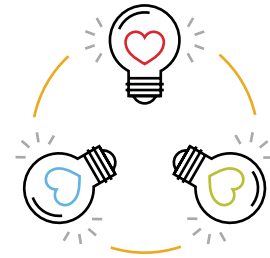
Fortunately, the 10 middle and high school finalists from the KIND Schools Challenge are leading the way in showing how students and their teachers can make kindness a priority in their communities. These student leaders identified areas in their own schools where understanding and empathy may have been lacking, took action, and made a positive impact. As one student said, "If we can recognize what another person struggles with, we can find a way to lend a helping hand, which will overall make the world a better place to live."

We hope these tips will inspire you to bring more kindness to your classrooms, schools, and communities.

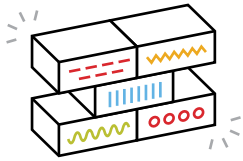
**Survey data was collected in the 2016-2017 academic year from more than 20,000 students at more than 50 schools in the Making Caring Common network in the United States. More than 2,000 students of every major racial group in the United States were represented.*

three ideas to get you started

Fostering kindness and inclusivity is important business, but it can be fun! Here are some of our favorite ideas from the KIND Schools Challenge finalists that anyone can bring to life.



A Great Wall of Kindness



With some bricks and a few cans of paint, you can celebrate the diversity and unity of your school. Invite your whole school community – students, faculty, and parents – to decorate a brick representing their personality. Display these bricks in a main part of your school to show how each person brings something special to the community.

Inspired by Allendale Columbia School (Pittsford, NY).

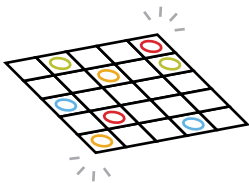
The Power of Kind Words



Everyone needs a note of encouragement from time to time. Station a box in a high-traffic area of your school and have students drop in notes filled with kind words. Anytime someone in your school needs a pick-me-up they can stop by and get a note to brighten their day.

Inspired by Fair Park Preparatory School (Shreveport, LA).

Kindness BINGO



What happens when you take a classic game and give it a kind twist? You make kindness fun for your entire school community. Create a kindness-inspired bingo card (or use the one on the last page!) and get the whole school involved. We bet kindness will stay top of mind even after bingo is called.

Inspired by Dodge County High School (Eastman, GA).

While these are just a few ideas to get you started, we want to celebrate all ten of our finalists, whose projects show that there are so many creative and meaningful ways to promote kindness and inclusivity. You can learn about each of their projects at the [**Making Caring Common website**](#).

winner spotlight

ELL Give Back Program, Medford High School

Students – Rubia, Luiza, and Jenna – along with their faculty advisor – Michael Skorker – brought their school together by offering a way for new English Language Learner (ELL) students to navigate their community. In an effort to make the transition more comfortable and less stressful, the team created videos in seven different languages explaining everything from opening a locker to obtaining a bus pass. The project not only creates a helpful, welcoming environment for new students, but also raises awareness for the obstacles ELL students face. Below is some advice from Michael on how to bring this project into your own school.



time & staff

To make this program a success, it will likely take a year to create, launch, and raise awareness around the initiative. Students and their faculty advisor should collaborate with ELL teachers and students to ensure they identify and meet the most pressing needs of that community.

project review

- Talk to ELL teachers and students about the topics and languages that are the most helpful and needed.
- Have students write out the scripts for each video in English. Identify a native speaker who can translate these scripts for your team.
- Record videos featuring native speakers. Don't forget, you will need a signed release form from the parent or guardian of each student in your videos.
- Design a website to upload and host your videos – there are many free website design programs out there.
- Get the word out about your videos! The ELL Give Back team hosted a schoolwide advisory to show both students and faculty how the platform works.

materials required

It is helpful to have a high-end camera to produce the best quality videos. If you don't have access to a video camera, you can easily provide translated handouts/pamphlets to students and store all these materials in a centralized place.

helpful tips

- Stay organized and remember that a project like this takes time, dedication, and good management.
- Take it one step at a time – if it seems overwhelming, start with a smaller number of languages then add on.
- This is a big endeavor, but you can do this!

kindness BINGO

Bring kindness BINGO to your school by using the card below and entering kind acts into each square. Who can get to K-I-N-D-O first?

K	I	N	D	O
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