

TeachKindness

WE BELIEVE
SCHOOLS CAN
AND MUST TEACH
KINDNESS.



Teaching children the core **skills of kindness**—such as empathy, growth mindset, and relationship-building—helps them treat themselves and others with compassion and respect.

Students who develop positive habits of mind and healthy relationships are more likely to **thrive in school and life.**

Teach Kindness equips K-8 schools with the tools to teach kindness and a clear roadmap to build a culture where **students can thrive academically, socially, and personally.**



TeachKindness

AN URGENT NEED FOR KINDNESS *SCHOOLS ARE GRAPPLING WITH DEEP CHALLENGES*

Chronic student absenteeism has risen sharply.

28% of students were chronically absent in the 2022-23 school year, meaning they missed 10% (~18 days) or more of school.

Teachers are leaving the profession at alarming rates.

Annual teacher attrition reached 10% by the end of the 2021-22 school year, a 4-percentage point increase above pre-pandemic levels.

Shifts in student behavior are making it harder to teach and harder to learn.

In a 2024 RAND survey, approximately two-thirds of teachers said student behavior is making teaching more difficult.



When kindness becomes a shared practice across a school, it can shift the culture—**creating a place where students and teachers want to be**, even in the face of real challenges.

WE BELIEVE A CULTURE OF KINDNESS STARTS WITH EMPOWERED EDUCATORS AND EQUIPPED STUDENTS.



Teach Kindness strengthens two key drivers of school culture—**educator mindsets and student skills.**

Our adult-facing tools help **educators reflect on the root causes of challenging student behavior** and they help educators understand their ability to positively impact that behavior.

Our student-facing lessons avoid lectures and instead teach through personal reflection, guided practice, and opportunities for **students to immediately apply the skills of kindness.**

OUR HIGH-IMPACT LESSONS

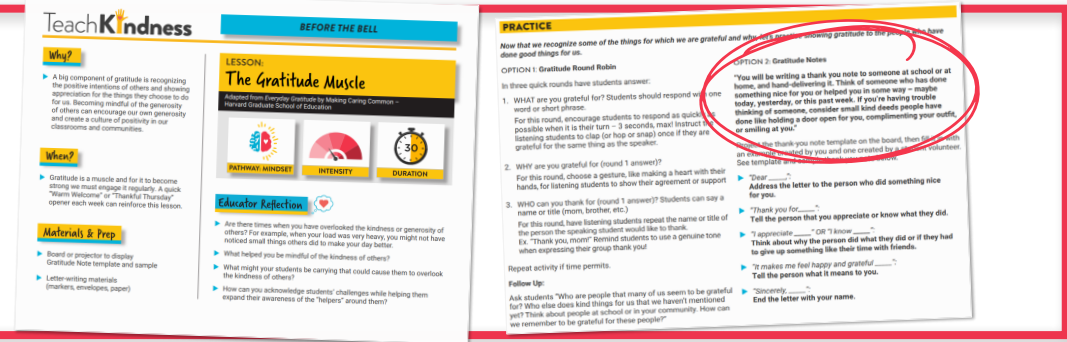
REIGNITE EDUCATOR EMPATHY

Empathy-focused, including an educator reflection before each lesson to encourage greater understanding of student behavior



PRIORITIZE STUDENT PRACTICE

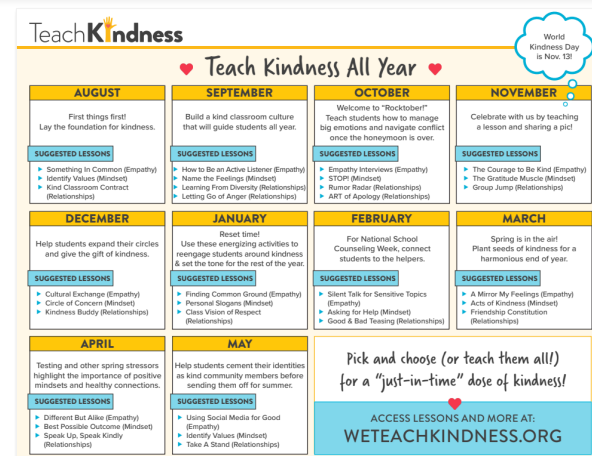
Activity-based lessons, because experiences and practice are more impactful than lectures alone



PROVIDE “JUST-IN-TIME” GUIDANCE

Curated, research-based content with suggested sequencing to guide educators and counter decision-fatigue

- ✓ Contributed by leading learning experts
- ✓ Endorsed and supported by national partners
- ✓ Provided at no cost to schools



WE BELIEVE SCHOOLS
TRANSFORM WHEN
KINDNESS SHIFTS FROM
PRACTICE TO IDENTITY.



Launched in 2025, the Kind School Designation provides schools with a roadmap to make kindness a key part of their identity and an opportunity to receive recognition for their school culture work.

Awarded annually, the Kind School Designation will recognize schools that employ empathy to strengthen relationships among students and between students and educators, teach the skills of kindness broadly, and put their learning into action through schoolwide projects and practices.

TeachKindness



KIND SCHOOL DESIGNATION DESIGNATION PATHWAY

1. Empathy:

Create a schoolwide definition of kindness created by students and staff

2. Skills:

Teach kindness skill-building lessons schoolwide (# of lessons = student enrollment x 2)

3. Actions:

Implement a schoolwide, student-driven kindness project or practice



REWARDS

DIGITAL
BADGES

BANNER
GRAPHICS

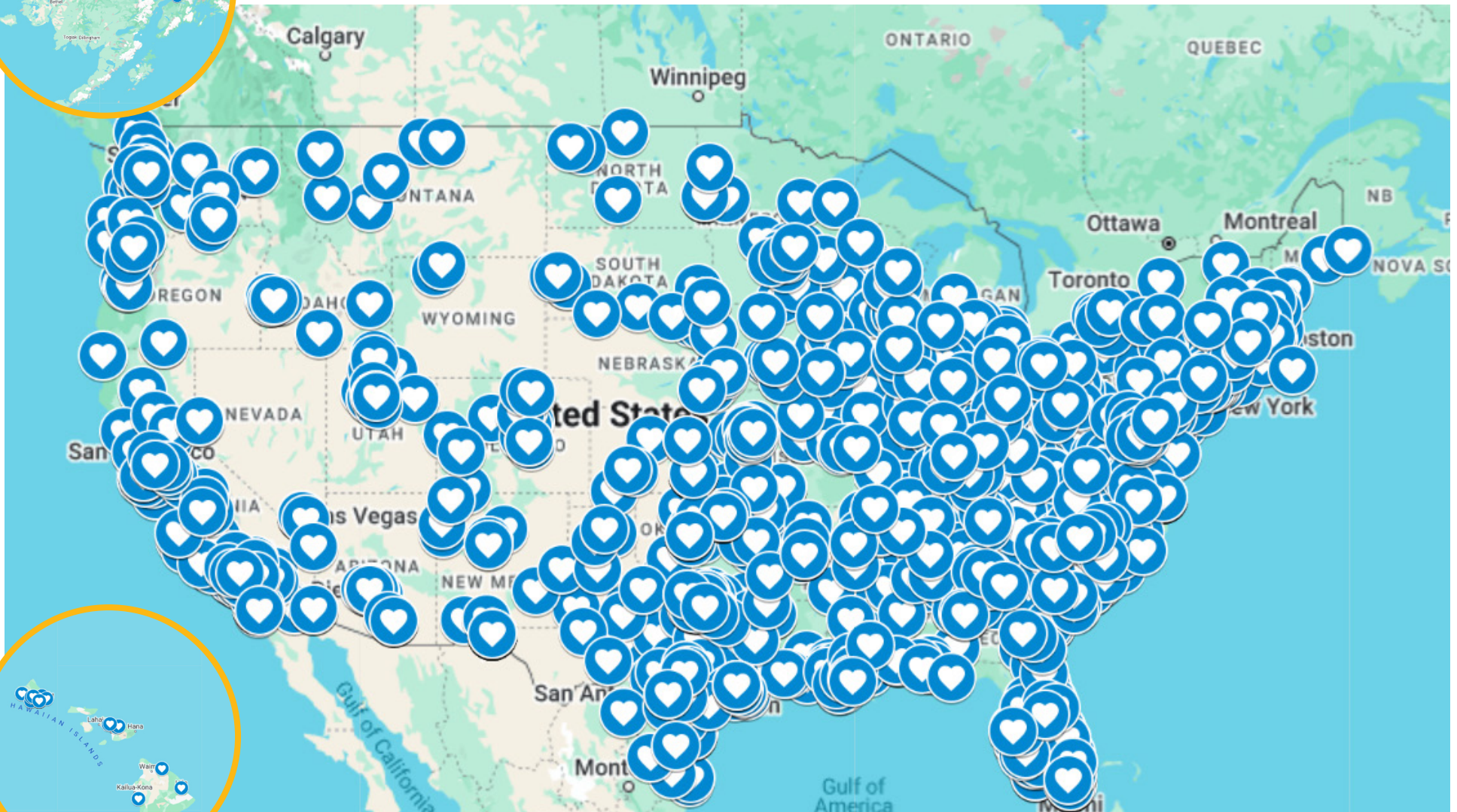
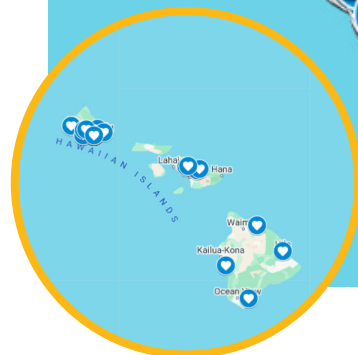
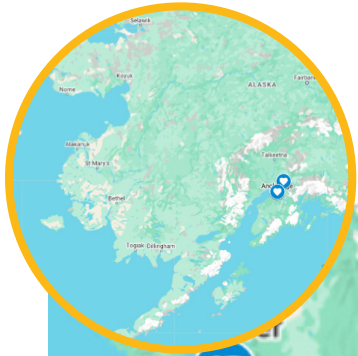
WEBSITE &
SOCIAL MEDIA
FEATURES

INCLUSION
IN PRESS
RELEASES

WE BELIEVE WE'RE AT AN INFLECTION POINT. SCHOOLS ARE RETURNING TO KINDNESS TO ADDRESS THEIR URGENT NEEDS.



Schools in all **50 states** are utilizing
Teach Kindness resources.





WE BELIEVE OUR SCHOOLS AND OUR WORLD
BECOME KINDER WHEN WE TEACH KINDNESS.



JOIN THE MOVEMENT AT
WeTeachKindness.org