



# **KINDNESS MATTERS** 365™

Gratitude | Compassion | Kindness

We invite you to read about KM365, our programs,  
and how we can work together.  
Then, take a virtual tour of the easy-to-use resources that bring our  
fun and engaging content to life in your classrooms -  
to support your students' emotional well-being.

Together, we will guide our students' exploration and discovery in  
caring for themselves and each other, today and for our future.



A World of Gratitude, Compassion, Kindness.  
Healthier Kids. Safer Schools. Stronger Communities.

*Through education and community engagement, KM365 guides kids and teens in exploring and discovering how to care for themselves, each other and our world.*

**\*\*Beginning with the 2020-2021 academic year, KM365 provides all programming either onsite or online, depending on the district policy and school directives.**

### **KM365 Overview**

In 2008, KM365 Founder Laura Reiss started an after-school Kindness Club at her child's elementary school. Pre-pandemic, we encompassed over 100 programs in 10 states nationwide, educating thousands of children each month in our after-school Kindness Clubs and our Kindness-in-Schools classroom programs. Powered by the KM365 Kindness Curriculum, our programs seek to address a gap in traditional education; our focus is on self-awareness, self-regulation, growth mindset and service learning, which yields more resilient and healthier students, better relationships, safer environments and stronger communities. We provide tools to help overcome life-challenging stressors that can contribute to obstacles to learning & well-being. KM365 teaches lessons and skills for participants to use instantly, lessons and skills that can be internalized and applied in other aspects of life, now and in the future.

The unique combination of skill building and community engagement is effective, fun, and inclusive for people from all backgrounds, abilities and learning styles.

*"Tell me and I forget, teach me and I may remember, involve me and I learn."  
Benjamin Franklin*

## KM365 Kindness Framework

The KM365 Kindness Framework delivers an innovative program that is grounded in the principles of Social Emotional Intelligence while providing skill-building through experiential learning activities. Our unique three-phase approach teaches Kindness to yourself, Kindness toward each other and Kindness in our world by developing self-awareness, self-regulation, empathy, a growth mindset, and a dedication to service-learning.

KM365 developed the Kindness Framework in conjunction with top experts in the field of child development and education. The Framework provides kids, teens, parents and educators with the tools necessary to help overcome life-challenging stressors that can contribute to obstacles to their learning and well-being; it helps them become the best version of themselves. Social Emotional Learning initiatives are proven to be effective in helping to reduce stress, anxiety and depression – all of which contribute to bullying, dropping out of school, teen suicide and school shootings.

KM365 works with individual schools to customize program that work for your students, faculty, and administration.

## KM365 Kindness Topics

### *School Year*

Month	Topic	Explanation
Aug.	What's in it for Us	Why Kindness Matters 365 is so important! Gratitude, Compassion, Kindness and Social Emotional Intelligence.
Sept.	Optimistic Thinking	Having gratitude & feeling hopeful; even in challenging times, understanding those things we can control and confidently directing our actions toward the positive.
Oct.	Self-Awareness	Personal Insight: Recognizing your emotions, values, strengths and limitations and realizing those affect how we feel and act.
Nov.	Self-Navigation	Being able to manage ourselves and learning the tools to help us navigate any situation.
Dec.	Understanding & Respecting Others	Diversity, Equity, Inclusion, Belonging. The ability to have empathy; demonstrate compassion; appreciate diversity; respect others, and be inclusive.
Jan.	Relationship skills	Building and maintaining healthy connections with others including those different from us; cooperation, seeking and offering support when needed; listening well; negotiating conflict; resisting negative social pressure; showing appreciation.
Feb.	Goal Directed-Behavior	Having a goal and working towards it, individually or as a team. Using focused attention to start and finish tasks of varying levels of difficulty.
March	Personal Responsibility	Determining what is our responsibility, and what is NOT our responsibility. Deciding our role in helping ourselves, our community, our world. Accepting responsibility for our decisions and actions.
April	Responsible Decision-Making	Making conscious choices: Identifying problems, analyzing situations and making thoughtful decisions that consider the consequences to ourselves and others. Learning from experience; seeking help when needed.
May	Reflection	Reflect upon the amazingsness from the past school year with KM365; celebrate your accomplishments and contemplate what you have how you will incorporate what you learned and did into your life.

### *Summer Months*

Month	Topic	Explanation
June	Summer Recharge	Kindness to Yourself / Taking Care of yourself.
July	Gear up with Gratitude	Gratitude! Finding what you are grateful for helps you gear up for the upcoming school year.

Throughout a year of programming, KM365 presents concepts and skills in engaging and understandable ways so kids can feel and be their best. Children and teens are also able discover how to be kind to themselves, each other, and our world - for a lifetime.

### **KM365 Kindness Club Program**

Kindness Club programs are interactive clubs that guide children and teens to explore the Kindness Framework topics each month and collaborate with local organizations to promote awareness and a dedication to community. KM365 collaborates with community foundation and business leaders to share their inspiring stories and engage kids in hands-on projects. These interactions give the child an understanding that they are important and can give back at any age in a myriad of ways. KM365 projects include toy drives, collections for food banks, writing thank you letters to soldiers, creating get-well art for sick children in hospitals, and making care packages for foster kids as well as disaster relief fundraising and drives, local projects such as building and maintaining a garden or painting a school bench, and helping at local hospitals.

### **KM365 Kindness Anywhere Program**

Kindness Anywhere are age-specific club programs that provide children and teens with vital life-skill tools for greater coping, well-being, and mental health. Meetings are online and led by trained KM365 Ambassadors; they address Kindness Framework topics each month, are packed with interactive lessons, educational videos, engaging speakers, and hands-on service projects. Kindness Anywhere is a popular option for high school students who prefer an on-line format, kids who enjoy a club comprised of students from various geographic locations, home schooled students, kids where there is no school-based club on their campus, and more.

### **KM365 Kindness in Action (KIA) Program**

Kindness In Action is a school-wide program that provides monthly projects organized around the monthly Kindness Framework topics. Each school selects 4-6 projects to engage over the course of a year; projects include hands-on activities, community engagement, and give-backs that address a school/community need. KIA was inspired by our deep commitment to encourage community problem solving and demonstrate that everyone plays a role and can contribute to the common good. KIA gets the entire campus involved!

### **KM365 Professional Development/Teacher Training Program**

KM365's Teacher Training Program delivers an experiential training for educators to engage social emotional intelligence concepts and tools to develop their own abilities to self-regulate and be self-aware. Additionally, teachers learn how they can share these concepts and tools in their classrooms to support their students. Teachers explore:

- the neuro-science and mind-body science behind each of the techniques and skill sets
- techniques for being teaching ready / taking care of yourself
- strategies for creating learning-ready environments
- tools for building stress free classrooms

### **KM365 Leadership Program - Kindness Ambassadors**

Kindness Ambassadors are certified and insured educators, parents, high school and college students, community leaders, and volunteers who undergo our one-of-a-kind training, which is specifically geared to their program participants' grade level. M365 trains all Ambassadors with a workshop that aligns with the KM365 Kindness Framework and includes education around self-care, tools for self-awareness and self-regulation, techniques for being teaching-ready / creating learning-ready environments.

KM365 engages Ambassadors in Continuing Kindness Education (CKE) throughout the year to teach and reinforce social emotional intelligence concepts. KM365 Ambassadors have access to resources and support, innovative materials including an on-line lesson plan creator, sample lesson plans, robust video resource library, and exclusive, on-line support forums around the world to share best practices. Those interested in becoming KM365 Ambassadors must undergo a third-party background check, participate in training and pass an exam, and update their child-safety and KM365 training annually.

### **KM365 Student Assemblies/Parent Workshops and PTA Meetings**

KM365 brings impactful, interactive programs to students and parents (in school or on-line) to address issues relevant to each school and community. Most requested assembly topics include:

- Kindness in Social Media and Cyberbullying
- Self-Awareness & Self Navigation (Self-Regulation)
- Kindness to Each Other / Relationship Skills
- Celebrating Diversity: Finding Commonality Instead of Difference
- Kindness to Yourself
- How to Navigate Challenge and Challenging Times

### **KARMA (Kindness Mobile) Kindness on the Move Program**

The Kindness Mobile allows KM365 team to visit SFL schools, organizations and workplaces to bring educational programming and service projects on site! A one-hour visit from KARMA enables a life-skill building presentation in alignment with the KM365 Framework and a service project.

KARMA is the KM365's creative brainchild of a 2019 Children Services Council "Great Ideas Initiative" grant. Wrapped with Kindness messaging, you can spot her on SFL highways and streets, spreading Kindness and vital programming...while reminding passersby that Kindness Matters!

### **KM365 Kind Space Designation Program**

Kind Space Designation (KSD) is a coveted distinction that designates and recognizes K-12 schools, community-based childcare centers, and community programs who make voluntary commitments to:

- have immediate impacts on the mental health and wellbeing of children as individuals and the school/center as a whole
- explore and develop ways to take care of themselves, each other, and our world, and
- engage in community problem solving

KM365 collaborates with schools and community centers to engage a whole-system program of evaluating social emotional skill level, learning and discovering skills for navigating our best lives, setting goals / taking specific actions to continuously grow emotional wellness as individuals, and strengthening our communities. KM365 provides materials and collateral, resources, training and education, assemblies, service projects, and support to guide the Kind Space designation; practices are implemented and evaluated with the objective to support healthier children, families, schools/centers, and communities.

Completion of the KSD program signifies successful exploration of the KM365 Framework and significant community engagement. Through KSD, children access:

- Skills and tools that are not traditionally taught in school, such as how to be resilient, grateful, compassionate and kind.
- How to appreciate diversity, understand and welcome difference, and respect others - so we see a reduction in bullying and an increase in Diversity, Equity, Inclusion, and Belonging
- How to develop healthier relationships
- How to have better mental health and well-being

Key components of the KSD program include:

- Integrated, year-long program that enriches the entire student body with Kindness
- Meeting plans and activities rooted in social emotional intelligence and service learning
- Community service projects
- Relevant assemblies for kids
- Educator training and access to KM365 online, on-demand Ambassador Suite (mindfulness tools, videos, take homes, projects)
- Campus Kindness Clubs and leadership development opportunities for kids
- Teacher trainings and Continued Kindness Education modules
- Continuous support to faculty/administration
- PTA/Parent workshops
- Dedicated programming and coordination to implement the program and ensure alignment with participant's needs
- Kind Space Award Showcase and a coveted Kind Space designation

KSD provides the social emotional skills needed to bolster cognitive intelligence, and creates a whole-system experience that will transform kids from feeling worthless to worthy, isolated to included, fearful to empowered, and intolerant to kind.

The Kind Space program makes real impacts on health, well-being, and community building.

### **KM365 Program Evaluation**

KM365 partners with Aperture Education to administer the DESSA-Mini comprehensive, confidential cloud-based assessment.

The DESSA-mini and DESSA-HSE mini are brief yet powerful universal screeners that allow educators to rate a student in under 60 seconds. The DESSA-mini is used in grades K-8 and the DESSA-HSE mini for grades 9-12. The assessments provide a highly reliable estimate of a student's social-emotional competence. Sensitive to change and offering reliable data, the DESSA-mini and DESSA-HSE mini are great for universal screening and progress monitoring. Consisting of four different, yet equivalent, 8-item forms, the DESSA-mini and DESSA-HSE mini provide a simple and effective way to track changes in social emotional competence over time. <https://apertureed.com/dessa-overview/the-dessa-mini/>

This standardized universal questionnaire aligns with the 5 core competencies identified by CASEL (the Collaborative for Academic, Social, and Emotional Learning) <https://casel.org>. It provides an industry standard for validity and reliability and enables KM365 to report on social emotional competence and understand when we need to implement more kindness training and tools.

The results provide our KIS administrators and teachers with valuable data about social emotional gains in individual classrooms and in their schools as a whole.

## **KM365 Impact**

-  Over 700+ teachers, adults and teens trained as KM365 Ambassadors to date.
-  100+ KM365 programs in 12 states.
-  KM365 delivered 740,000+ hours of community-service to date.
-  KM365 works with 60+ local charities in each community where there is a program, each year.
-  KM365 raised approximately \$3.5 million in disaster relief efforts in 2018.
-  KM365 collected and distributed \$1.4 million+ in goods annually to date.

## **KM365/Social Emotional Outcomes**

- Increased Focus and Academic Performance
- Decreased Challenging Behaviors
- Improved Attitudes (self, school, others)
- Improved Health and Well-Being
- Reduced Stress and Anxiety (including test anxiety)
- Less Bullying
- Increased Peer Acceptance (tolerance, appreciation for adversity)

Social-emotional outcomes yield positive impacts on people's ability to take care of themselves, each other, and our world. For students, these impacts include a greater sense of happiness, increased graduation rates, increased college persistence, and career readiness/success.

## **KM365 Certification**

Became a vetted vendor of programming and training for the FL Department of Education Safe and Healthy School Enrichment for Learning division.

Designated "Consultants" to provide services to any public school in the state of FL (valid thru Feb. 2025)

## **KM365 Recognition**

2020 OPAL Award

Women of Palm Beaches Leadership Award

Good Coin Foundation Recipient

2019 Points of Light Award

2018 L'Oreal Paris Woman of Worth Honor

Speak up for Kids Acknowledgment

Research shows in a world filled with stress, uncertainty and information overload, people who can manage their thoughts, feelings, emotions and behavior will be set up for multi-levels of success as children and adults.

## KM365 Testimonials:

*"Since 2015 when KM365 came to our school, the super magnificent KM365 team has modeled and taught me what is important! This program is the support for so many of us...thank you! Imparting my learning and tools for emotional well-being to my students is the most important goal which is what the KM365 program is all about!"*(Allyne C., K-1 teacher)

*"I am so proud and excited how Kindness Matters 365 teaches our students values they need moving forward – to be awesome, empathetic members of our society. We have implemented the KM365 program in every grade level of our school, and not only do our students love it, but our teachers have seen the difference it makes in their classrooms."* (Allison C., M.Ed, NBCT Elementary School Principal)

*"We have had the KM365 programming in our school since 2008. As an educator, I can tell you...you can never have enough time to teach kids the social emotional skills that will last a lifetime. So, for us to wrap that into a program with Kindness Matters 365, it's a win-win".* (Alicia S., K-6 Principal)

*"Our KM365 Kindness Club students were so excited to know that they were making a difference. They expressed keen insights and generated more ideas than they did before."* (Debra C., KM365 Ambassador Program)

*"Our children, many times, go through life –living on the surface and going through day to day activities without thinking of the effects of the choices they make. Through KM365 Kindness Clubs, our children have learned about making choices with intention - in every part of their lives!"*(Jill M., Teacher Ambassador, KM365 Title One Schools Program)

*"These experiences have inspired the students to start their own charities. They have already brainstormed ideas."*(Lori M., Parent Ambassador, Kindness Club Program)

For a virtual tour of materials and resources or  
to discuss what will work in your classrooms, please contact:

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