

KINDNESS MATTERS 365 CELEBRATES NATIONAL NONPROFIT DAY

A Word from Our Founder & Chief Kindness Officer, Laura Reiss (@laurawaldorfreiss)

Today, August 17, is National Nonprofit Day, a tremendous opportunity to recognize, acknowledge, and celebrate nonprofits' positive impact on communities across the country. It is a privilege to serve as the founder of Kindness Matters 365 (KM365), this incredible organization that began as a simple vision, a single club, conceptualized and brought to life in 2008, for my children, which has since grown to the established 501(c)(3) nonprofit, for ALL children, has exceeded my wildest dreams.

My heart is filled with gratitude for our amazing staff, dedicated volunteers, and powerful Executive Board; our tireless volunteers, super-supportive donors, and our incredible Ambassador leaders and participants—our KM365 family. Together and in community, we put in the work to create a better, kinder world.

Dedicated to supporting youth's mental health, and social and emotional well-being through SEL-based programming, Kindness Matters 365 is one of nearly two million nonprofits in this country. According to the Bureau of Labor Statistics, nonprofits are one of the most significant sources of employment, making up over 11.4 million or 10.2 percent of the American workforce. Nonprofits address some of society's most challenging issues. In fact, for nearly every critical cause, there is a nonprofit. When children return to school, nonprofits step in to provide backpacks and school supplies to those who need them; when it's cold outside, a nonprofit gives coats to people from all walks of life. Every second of every day, there is a child, family, senior citizen, student, or animal that benefits from the incredible work of a nonprofit. Nonprofits are the heart and soul of the community, the pulse of every region for which they touch, and we are proud to be a part of this important work.

This year has been one of the most challenging seasons most nonprofits have faced in their existence. According to the Chronicle of Philanthropy, 73 percent of charities say they have seen a decline in contributions. According to a new global study, half say they expect to see a revenue decline by more than 20 percent over the next year. Thirteen percent have suspended all or most of their operations. Unfortunately, vulnerable populations, the poor and elderly are most impacted.

Nonprofits weather all kinds of storms. This year is different—needs have shifted, communication methods have changed, giving has evolved, and the demand for services is higher than ever before. But here's the silver lining. Some people are using skills they didn't realize they had. We're using technology in new, different ways, and we're finding ingenious methods upon which to get things done.

Yes, this year has been a most difficult, heart-wrenching one for nonprofits. However, I am so encouraged and deeply moved by the resilience, ingenuity, and creative fundraising strategies I've seen and the love shown by people who make extraordinary sacrifices to help others. And, during this time, like other challenging times, nonprofits are on the frontlines, addressing society's most pressing issues.

And so today and every day, I ask you to please join us in celebrating the phenomenal work of those in the trenches who are impacting lives and transforming communities. In honor of National Nonprofit Day, step up and make an impact, one simple act, one kind gesture at a time. Here's what you can do to make a lasting difference in the lives of people in our communities:

- **Extend gratitude.** Thank those who volunteer and work for a nonprofit.
- **Volunteer.** Use your talents and skills for the good of the community.
- **Give.** Giving is a great way to improve our communities.
- **Be socially active.** Follow your favorite nonprofit on your social channels. Share the good news about your favorite nonprofit with your family, friends, and co-workers.

National Nonprofit Day is an excellent reminder that nonprofits impact society in positive ways too numerous to count. Visit [kindnessMatters365.org](https://kindnessmatters365.org). Subscribe to our newsletter for more information. Stay up to date with the latest on all things KM365 via Facebook [@kindnessmatters365org](https://www.facebook.com/kindnessmatters365org) and Instagram [@kindnessmatters365](https://www.instagram.com/kindnessmatters365).

I am so grateful for my fellow nonprofits and the selfless villages who sustain them—each giving of tremendous heart, time, and resources to make positive impacts in our world.

Laura Reiss
Founder & Chief Kindness Officer
Kindness Matters 365 (KM365)