We are having a
KINDNESS CLUB
Community Mural Festival
at Whittier Elementary School

March 22nd – 30th

You're invited!

It's not just about murals.
It's about mentoring!

Join us and
BE the CHANGE
a local school needs.

Help us be 100%
Community Funded
with **1,000+ Participants**

PRIDE
WHITTIER

We are the CHANGE.

Pre-Festival Activities
3/07 – 3/21 Community Meetings WES
3/19 – 3/21 Mural Preparations

Community Mural Festival Week
March 22 – 28th *8:00 am to 5:00 pm*
Come help install 4 murals and work with students! Each day focuses on different grade levels. Volunteers are needed to help students, lead teams, and run activities.

Follow festival activities on our Facebook page! Sign up online to volunteer!

March 29th - Sneak Preview Event
Get your tickets for this special evening benefit with music, food, and art activities.

March 30th- BIG Mural Reveal Celebration
FREE FUN FOR ALL AGES! with all-day arts & crafts, LIVE music, entertainment, mural painting for everyone, community tree, face painting, Bubble Zone, games, chalk talk and more!

10:00 am Health Resource Fair
12:00 pm Lunch
1:00 pm Kindness Ambassador Presentation
1:30 pm Mural Reveal
5:00 pm Closing Ceremony

Festival Information at: www.theKindnessClub.net
FB: Kindness Club International
Twitter: @Kindness_Clubs IG: Kindness Club Project
EMAIL: melindasforward@gmail.com

Kindness Club International
Where Everyone Belongs

MURAL FEST .CoM

Do you know the statistics?

100% of students at Whittier ES are on Free & Reduced Lunch. Students don't have art classes this year. Funding is unavailable for Kindness Club Artful Literacy Projects and Leadership Programs that would give students tools to create a more connected, healthy and inspired learning environment where **everyone feels welcomed, valued, and safe**.

● **Acute Chronic Stress** is at an all-time high in schools of ALL AGES.

● **Millions of students of ALL AGES** struggle with Anxiety, Depression, ADHD, and other mental health issues.

● **Suicide** is the 2nd leading cause of death for youth ages **12** to 17.

● **7,000 students** drop out of school, every day in the US.

KINDNESS CLUB
♥ International
Where Everyone belongs
and we All have a voice

WHY a Mural Festival?
"Brains learn best when interacting with the environment. Environments not only directly influence our behaviors, but also can trigger long-term changes."
– Dr. Eric Jensen
Expert in neuroscience and teaching students in poverty, Teaching with the Brain in Mind Workshop, June 2015

GOOD NEWS:
Community Members CAN HELP!
Supporting a student could mean saving a life!
Sponsor. Donate. Volunteer.

MARCH 22 – MARCH 30
COMMUNITY MURAL CHALLENGE:
4 Murals in 7 Days with 1,000 Participants
Whittier Elementary School

Community Tree

BE the CHANGE! Tree

#1 Community Savanna

#3 Happy Hearts & Hands

GOAL: GIFT a 100% COMMUNITY FUNDED Mural Festival & Kindness Champion Leadership Program to 322 Whittier Elementary School Students

Simple ways you can financially help make this experience possible:

ADOPT-a-Cub for $60

Take it to the next level…
Adopt-a-Pack $300
Adopt-a-Den $1,200
Adopt-a-Pride $2,400

DONATE Supplies, Funds, Services

BENEFITS TO EACH STUDENT INCLUDE:

7-day Mural Festival and Activities
12-Weeks of Leadership Classes
BE the CHANGE T-shirt & Canvas Art Kit
Mural Supplies & Painting Lessons
Dream Journal
Career Cafés
Mentoring

PLUS their own copy of
Linnea McFadden's book:
for a schoolwide book study

IT'S COOL TO BE KIND

LINNEA McFADDEN

Be the Change

Go to: www.theKindnessClub.net to sponsor a student online or donate!

KINDNESS CLUB
Community Mural Festival &
Kindness Champion Leadership Program

COMMUNITY SPONSOR PROGRAM
Circles and Benefits

CIRCLE	SPONSORSHIP	BENEFITS
"Adopt-a-Pride" $2,400	Two classes **(40 students)** and their teachers	- Engraved Partnership Plaque - Logo on student guidebooks and all promotional materials - Shout outs during media interviews and in news articles *Plus…*
"Adopt-a-Den" $1,200	A class of **20 students** and their teacher	- Framed Certificate of Partnership - Logo on Community Mural Festival t-shirts - Listing on the Kindness Club Project website with links to your business *Plus…*
"Adopt-a-Pack" $300	A team of **5 students** with similar interests	- Logo on festival banner - A Community Mural Festival t-shirt - Invitation to the Mural Preview Event March 29th *Plus…*
"Adopt-a-Cub" $60	One student with an interest in your profession	- An Official Certificate of Adoption - A thank you note from a Cub along - 2 tickets for door prizes at the Mural Reveal Party *Plus…*
FRIEND of the Festival	Up to $60	- Shout out on social media - Heart on the: *"Kindness in Giving"* Sponsor Tree

Sponsorship information at: www.theKindnessClub.net
EMAIL: melindasforward@gmail.com

KINDNESS CLUB ❤

Community Mural Festival &
Kindness Champion Leadership Program

COMMUNITY SPONSOR FORM

YES! I'd like to sponsor a student for the Community Mural Festival!

NAME _____

EMAIL_____

PHONE NUMBER: _____

MAILING ADDRESS: _____

_____

BUSINESS/ORGANIZATION:_____

PROFESSION: _____

SOCIAL MEDIA:_____

Sponsor Level		*Number*	*Total due*
□ **"Adopt-a-CUB"**	$60	X _____	$_____
□ **"Adopt-a-PACK"**	$300	X _____	$_____
□ **"Adopt-a-DEN"**	$1,200	X _____	$_____
□ **"Adopt-a-PRIDE"**	$2,400	X _____	$_____
□ **OTHER:** _____			$_____
		TOTAL SPONSORSHIP:	**$ _____**

Be the change

Kindness begins with us.

Next steps: Volunteer. Mentor. Share your story.

□ I would more information about volunteering to help with the festival.

□ I would more information about opportunities to mentor students.

□ I would more information about speaking at a Career Café.

Method of Payment
□ CHECK # _____ AMOUNT $ _____

□ PAY PAL: EMAIL _____

□ OTHER: _____

Kindness Club International (KCI)

started as a lunch club at Del Norte High School in Albuquerque, NM with a small group of students who wanted to make a difference in their school by helping others. KCI is now a growing global network of students, educators, counselors, community members and organizations. Together they are working to build connected, healthy, inspiring learning environments to increase students' social-emotional development, relationship-building skills, and academic achievement.

Through innovative StressLess Schools curriculum, schoolwide challenges, and engaging community activities KCI offers students new opportunities to engage in positive conversations that inspire relationships, build stronger voices. and make community connections. KCI StressLess School Culture-Builders are especially powerful in high-poverty schools where students experience higher levels of trauma, stress, and are at a high risk of dropping out.

KCI StressLess School Culture-Builders have been proven to improve school climate, school culture and student behaviors. At Van Buren Middle School in Albuquerque, New Mexico students participated in two hands-on engagement projects including the "Kindness in Giving…" Tree mural *(see left)*. When asked at the end of the day if the experience had made an impact on how they felt, CJ said: *"I liked it and I had fun. When I walked into class, I was bored but this was fun, so I'm not bored anymore."* KCI prosocial art projects help students shift mindsets from negative to positive so they are more willing to engage in class activities and work harder with better attitudes.

KCI StressLess Schools structure, systems and curriculum complement one another to develop an engaging school culture boosting social-emotional skill development, positive behaviors, and academic performance. It's not just about students. It's also about engaging staff and families. Kindness Club strategies are evidence-based and supported by neuroscience, poverty research by Dr. Eric Jensen, and embrace Whole Child tenants.

KCI strategies address the obstacles that impede student engagement and performance. They focus on:
● Fostering Relationships ● Reducing Stress and Anxiety ● Creating Environments to Highlight Student Voice

Kindness Club International Founder and Creative Director Melinda Forward is an innovative educator, trainer, author, artist, and TEDx Speaker. She shared her idea for a Revolution through 1,000 Thank Yous at TEDxABQ Education 2017 and schools around the world continue to sign up for the challenge. Melinda's strategies have been featured in the media by KRQE13, the Albuquerque Journal, online podcasts, and in books, including *Poor Students, Rich Teaching by Dr. Eric Jensen.* She also connects schools with community arts through partnership with ABQ Mural Fest. Her 2018 "Be the Change" Tree mural can be found in Nob Hill. She has also contributed to public arts with her work on the Riverscape Mural at the Albuquerque Aquarium otter exhibit.

Kindness Club International Programs
Empower School Culture Transformation by:

__Fostering Relationships__: Why? Positive relationships mediate stress, improve growth mindset, and impact achievement. Dr. Eric Jensen is an expert in engaging students from poverty. In his book, "*Poor Students, Rich Teaching*" (Solution Tree Press, 2016, Bloomington Indiana) he shares "Secrets of the Relational Mindset." Based on a study by the Commission on Children at Risk, he states "…the need to connect is hardwired. When students feel more connected, they stay in school, achieve more, and are more likely to graduate." Kindness Club strategies are designed to promote prosocial behaviors, teaching students __how__ to connect with other students, staff, and community members. *TOOLS: schoolwide kindness challenges, Kindness Clubs, Community Murals, and Tokens of Kindness*

__Reducing Stress and Anxiety__: Why? Research shows that 6.3 million American adolescents (25% of all teens) suffer from anxiety disorder. (Susanna, Schrobsdorff. *"Teen Depression and Anxiety: Why the Kids Are Not Alright."* Time 188 no. 19 (2016)) Mindfulness strategies like the practice of gratitude have been found to help student manage their emotional state and focus on the positive in their lives which can boost effort and prosocial behaviors. *TOOLS: Daily Mindful Moments, 1,000 Thank Yous CHALLENGE, Thankful Thursday, and mindful art projects*

__Creating environments to highlight student voice & vision__: Why? When students have opportunities to share their thoughts, emotions, hopes, and dreams, they feel important, valued, and respected. Students from poverty often feel out of control. When their voices are heard, they are more willing to work hard and gain self-confidence. KCI leadership projects encourage students to write and speak in public. Students learn that they can be inspiring and be inspired by sharing their ideas in common spaces and at school events. Even students who normally resist sharing and participation engage and gain new confidence that impacts their academic achievement. Ms. Shakawy at Van Buren Middle School noted that one of her student's attendance, attitude, and grades improved after she started attending our Arts & Murals Club. *TOOLS: DREAM Wall Community Chalkboard, Mirror Messages, Sidewalk Talk, and Experiential Leadership Projects*

LOCAL IMPACT - In Albuquerque, New Mexico more than:
- 10,000 students attended schools committed to implementing Kindness Club strategies
- 7,500 students have been celebrating others on their Community Gratitude Trees
- 5,500 students had opportunities to share their voices on chalkboard DREAM Walls
- 4,600 students attend schools with Kindness Club Community Murals
- 2,000 educators and university students were formally introduced to KCI programs

GLOBAL IMPACT – Around the world…
- 89 schools in 44 United States and 5 countries have committed to starting Kindness Clubs
- 19 schools in 11 states and 2 countries registered for the 2018 Global Gratitude Challenge
- 9,293 thank you notes were written by just 6 schools in December 2018 alone!

> If you are struggling with negative attitudes, behaviors, and/or discipline
> we may have some powerful solutions for you! Get started, today.
> Each program is tailored to meet the needs of each school.
> Contact Melinda about opportunities for your school: melindasforward@gmail.com