

The Why...

There should always be a “Why” when starting a business because it provides the crucial purpose and motivation that will guide your decision making and help you persevere through challenges. The Why for Kindness Full Stop and its meaningful mission to help others is MY DAD.

I am so proud of the man My Dad was and so proud to be his daughter. My Dad was so loving. The unconditional kind that gave you the confidence that he would be there for you – no matter what – with open arms. My Dad was selfless. It was never about him, instead always about his family and friends. My Dad was kind to all and led by example every day.

He will forever be my North Star. He is my WHY. I want to honor him by providing resources to help you care for your loved one, friend or client who has become weaker or unable to confidently complete everyday tasks. My hope is that you discover that there are products available to limit the physical strain for you and allow your loved one to remain independent. No matter what stage of the journey, there are tools that will help, and you can implement them immediately and effectively. I, personally, was a caregiver to my dad and know first-hand how extremely difficult it is to see someone lose their ability to be independent. It is heartbreaking. I want to share with you the templates, trackers and tools that were especially useful and necessary to best navigate this very emotional journey. My wish is that these resources allow you to feel better prepared knowing that you have all the information you need documented and tracked and that the suggested products make your life easier and enable your loved one to feel empowered, useful and comfortable.

