

KiNDNESS MATTERS

Join the kindness movement!

The **Staunton Kindness Challenge** is a campaign led by Staunton City Schools to spread goodwill, good deeds, and good vibes in our schools and community. In a time of great uncertainty and challenges in our world, we are working to bring our community together with kindness.



BECOME A COMMUNITY PARTNER

We are seeking community organizations, businesses and houses of worship to become **official partners** of the Staunton Kindness Challenge. Partners can:

- Join us for monthly Kindness Days on the first Friday of each month, October through May, by our Kindness Matters wristband and organizing acts of kindness by your organization or business.
- After you do a random act of kindness (RAK), raise a friendly challenge to another business or organization to do a RAK.
- Offer an educational or volunteer opportunity for students.
- Provide financial donations to **The Kindness Fund**.

JOIN NOW



MATERIALS FOR PARTNERS

To create a consistent, positive message throughout the city, SCS has produced Kindness Matters wristbands, window clings and yard signs for the Staunton community to wear and display!

Community partners can request a Swag Kit that includes several Kindness Matters promotional items. Fill out our [online registration form](#) to receive your kit, and we would be glad to deliver it to you!



SHARE YOUR ACTS OF KINDNESS

We encourage all partners in the challenge to use the hashtags [#StauntonKIND](#) and [#KindnessMattersSCS](#) together when you challenge someone to a random act of kindness and post your activities on social media.

Thank you for joining us in the kindness movement!
Let's keep [#StauntonKIND](#).



5 WAYS TO JOIN THE STAUNTON KINDNESS CHALLENGE

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FOR BUSINESSES & ORGANIZATIONS

- 1** Display a kind quote or message at your business (window, marquee or sidewalk sign) during SCS Kindness Matters Kickoff Week in October (2025 dates TBA). We also have Kindness Matters yard signs you can display outside or in your window! Email kindnesschallenge@staunton.k12.va.us to let us know your plans to participate.
- 2** Join us for our kickoff event, the Kindness Matters Walkathon in early October (2025 dates TBA) Register to walk as a team to support our schools.
- 3** Perform a random act of kindness (RAK) during Kindness Matters Kickoff Week as a team and challenge another business or organization to a RAK. Post it on social media using #KindnessChallenge, #KindnessMattersSCS and #StauntonKIND.
- 4** Offer a special for your clients on our monthly Kindness Days, the first Friday of each month, such as a discount, coupon or message of kindness.
- 5** Donate to The Kindness Fund. Donors will be recognized on our Staunton Kindness Challenge website and on social media.

THANK YOU FOR BEING #STAUNTONKIND!

STAUNTONKINDNESSCHALLENGE.ORG