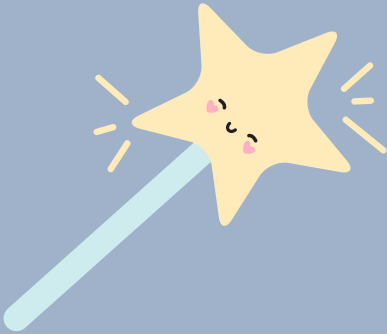




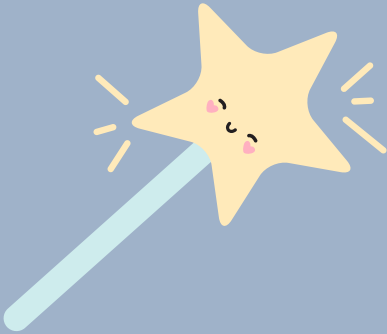
KINDNESS  
MATTERS!

®kawanimals 🍓 🍓



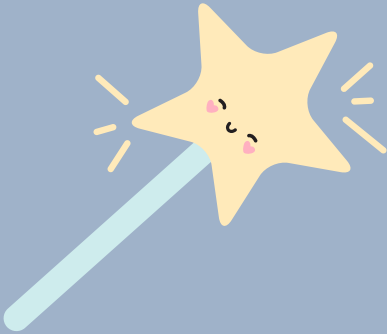
## KINDNESS MATTERS!

Did you know that kids that have kindness as a core value get better grades in school?\*



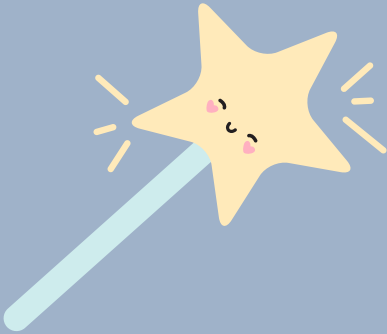
## KINDNESS MATTERS!

Kids who are rated as helpful by their kindergarten teachers earn more money 30 years later.\*



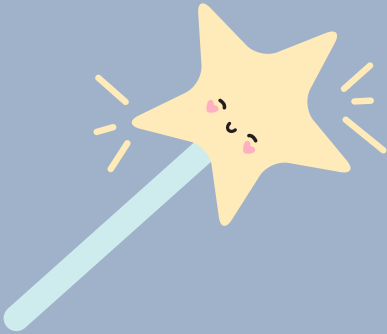
## KINDNESS MATTERS!

College students who care about others  
tend to see their education as  
preparation for contributing to society.\*



## KINDNESS MATTERS!

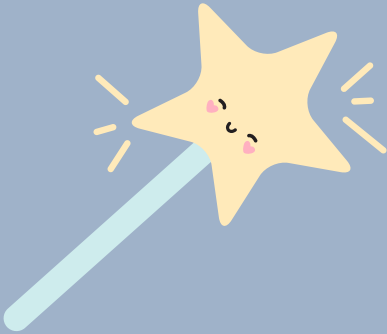
Generous adults earn higher incomes, get better performance reviews, and more promotions.\*



## KINDNESS MATTERS!

Through facial expressions, researchers found that for kids, sharing generates more happiness than receiving.\*

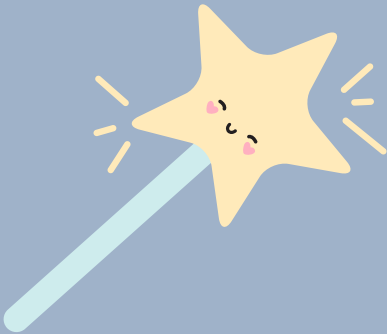
\*Adam Grant. Psicólogo de Wharton



## KINDNESS MATTERS!

“Quite a bit of evidence suggests that children who help others end up achieving more than those who don't.”\*

\*Study by the Center for Creative Leadership

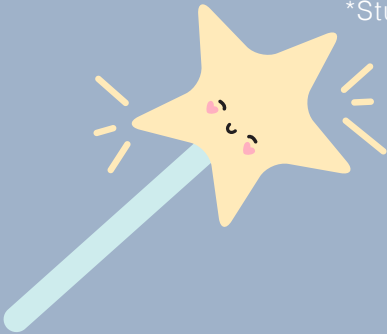


## KINDNESS MATTERS!

Empathy is a critical driver of workplace performance and overall effectiveness of a leader.\*

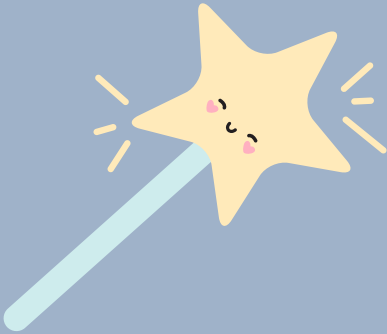


\*Study by Amy Cuddy. Harvard Business School



## KINDNESS MATTERS!

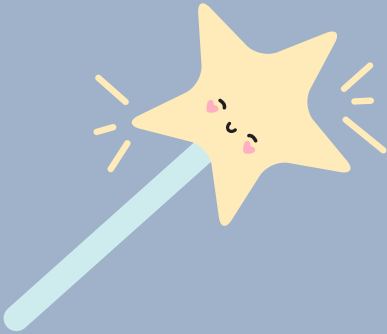
Harvard researchers have demonstrated that leaders who project warmth, are more effective. Kindness accelerates trust.\*



## KINDNESS MATTERS!

Researchers at Oxford University  
uncovered 21 studies that explicitly  
prove that being kind to others  
makes us happier.\*

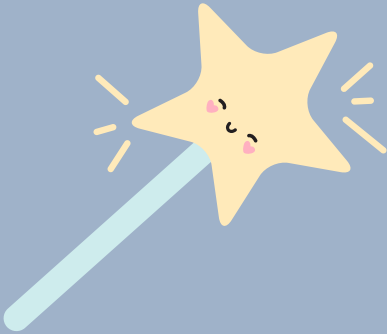
\*Rick Weissbourd. Faculty Director  
of the Making Caring Common  
project at Harvard University.



# KINDNESS MATTERS!

“Kindness is the basis of a  
democratic and ethical society.”\*

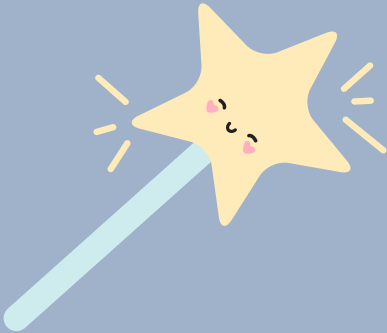
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of the Making Caring Common  
project at Harvard University.



## KINDNESS MATTERS!

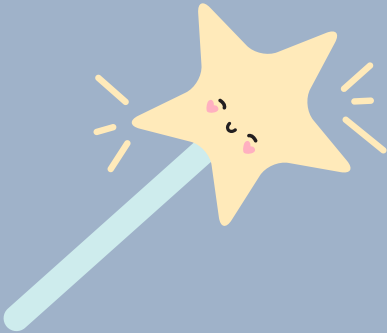
“Having empathy, managing one’s  
own emotions and actions -all of  
which are connected to kindness-  
are linked to academic success.”\*

\*2011 Study from NCBI from 213 school programs designed to teach social and emotional skills.



## KINDNESS MATTERS!

Kids who took part in programs designed to teach soft skills improved their behavior toward others, had better academic performance and showed improved social-emotional awareness.\*

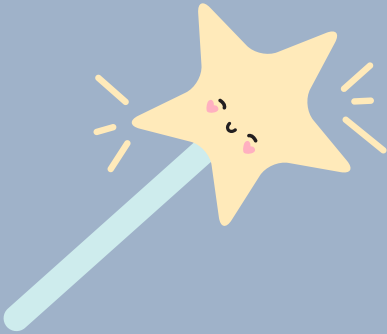


# KINDNESS MATTERS!

Kindness has a positive effect on kind people's happiness, life satisfaction, compassion, trust, positivity regarding humanity, and social connection.\*

\*quietrev.com

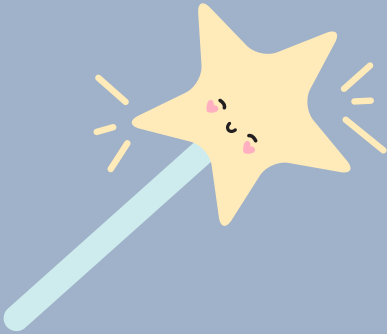
6 Science-Backed Ways Being  
Kind Is Good for Your Health



## KINDNESS MATTERS!

Doing nice things for others boosts your serotonin, the neurotransmitter responsible for feelings of satisfaction and well-being.\*

\*Study on Happiness.  
University of British Columbia.

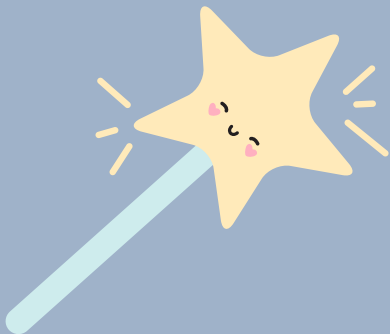


## KINDNESS MATTERS!

People who engage in kind acts display significant increases in PA (Positive Affect), where as low PA is associated with social anxiety.\*



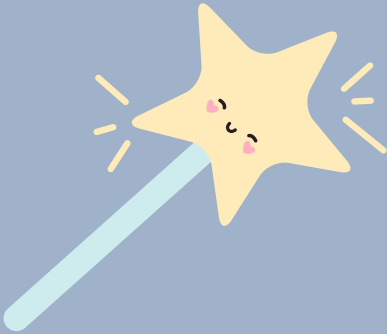
\*Dr. David Hamilton. PhD in organic chemistry and author on kindness.



## KINDNESS MATTERS!

Kindness releases oxytocin, known as a 'cardioprotective' hormone that lowers blood pressure.\*

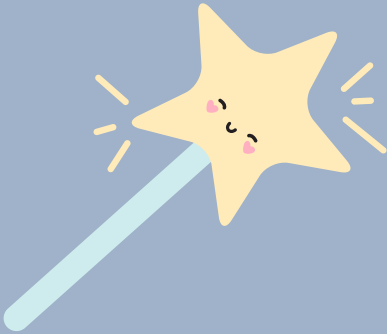
\*Oxford Academic Study of  
adults 57-85. 2013



## KINDNESS MATTERS!

According to an Oxford Academic study,  
of all activities, volunteering had the  
strongest association with lower levels of  
inflammation in the body.\*

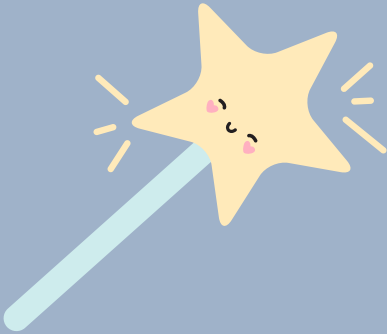
\*2003 study by Dr. Stephanie Brown. University of Michigan



## KINDNESS MATTERS!

A study found that people who regularly offered practical help to others had a lower risk of dying over a five-year period than those who did not.\*

\*Study by the Department of  
Psychology of Tohoku Gakuin  
University in Japan



## KINDNESS MATTERS!

A recent study showed that happiness is increased simply by counting kindnesses performed over the course of a week, an exercise that also increased both kindness and gratitude of the individual.\*