



# United States of Kindness

A National Movement to Make  
Kindness America's Defining Legacy

*One Nation, Many Kind Acts Building a Kind Land*

## What Is the United States of Kindness

The United States of Kindness (USK) is a nationwide call to action for Americans to participate in 250 Acts of Kindness and share their stories. In honor of America's 250th anniversary, the goal of this movement is to establish kindness as a defining national value, leaving a legacy of unity that extends beyond 2026.

## Who We Are: Values-in-Action Foundation (Kindland)

For more than three decades, Values-in-Action and its Kindland initiative have led a national movement in values-based education: training 2.6 million students in 9,000 schools across all 50 states to lead with kindness, caring, and respect.

Partnering with trusted brands like the NFL Foundation, American Red Cross, and Forbes, Kindland is now uniting schools, cities, companies, and organizations to make kindness visible, measurable, and contagious nationwide.

## Why It Matters: The ROI on Kindness

Kindness isn't soft. It's a strategic advantage proven to boost performance:

- **Builds Engagement and Productivity:** Companies with kind, respectful cultures see higher morale, lower burnout, and up to 21% greater profitability as employees feel valued and perform at their best.
- **Strengthens Collaboration and Innovation:** Kindness fosters psychological safety, fueling trust, creativity, and teamwork, making kind cultures measurably more productive and adaptable than high-pressure ones.
- **Makes Leaders More Effective:** 70% of engagement is driven by leadership behavior; kind leaders earn trust, loyalty, and sustained performance.
- **Enhances Reputation and Loyalty:** Brands known for kindness generate 5.7× more revenue and deeper customer and community trust.
- **Attracts and Retains Top Talent:** 77% of Gen Z and Millennials prefer to work for kind companies, making empathy and inclusion powerful recruiting and retention advantages.

*"Kindness may well be the secret ingredient that sets the most successful organizations apart."  
— Forbes, October 2024*

*(Sources: Forbes, Gallup, George Mason University's Kindness Index, HBR, VIA research)*



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## What It Means for Your Company

Your company's acts of kindness are already happening. We help you amplify them nationally, earn the recognition you deserve, and spark a ripple effect of kindness across the nation.

## Participation is simple:

- **Announce:** Share internally and externally that your organization is part of the United States of Kindness.
- **Act:** Commit to 250 Acts of Kindness in 2026 across your employees, customers, and communities. There's no need to track every act, we trust and know they're already happening.
- **Share:** Tell your stories. Tag @USofKindness and use #USK250. USK will help amplify them nationally.
- **Invite:** Encourage peers, partners, or other organizations to join. This movement grows through relationships.

## Projected impact



250 Million Acts of Kindness



10+ Million Reached on Social Media



25,000+ schools  
10 million students



10,000+ organizations and non-profits

## Why Join Now

The 250th anniversary of our nation is a once-in-a-generation opportunity for companies to stand for something bigger than business. Joining the United States of Kindness signals authentic leadership defined by unity and shared purpose.

**Kindland**  
JUST BE ♥ KIND



Join us.  
**Kindness works.**

[USofKindness.org](https://USofKindness.org)

@USofKindness #USK250

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