

REALIZE
the DREAM



Clean feels **GOOD**

Spark good feelings by creating clean spaces

COMMUNITY SERVICE GUIDE

BUILDING STRONG COMMUNITIES, ONE CLEAN AT A TIME

SDG CONNECTION

- 3** GoodHealth and
Well-being.
Promoting healthy lives
and well-being for all ages

SKILLS

-  Action Planning: IDENTIFYING GOALS AND COMPLETING TASKS
-  Social Emotional Learning: SELF-AWARENESS AND SELF-MANAGEMENT
-  Leadership Skills: INSPIRING OTHERS FOR CHANGE
-  Critical Thinking: COMPARING AND CONTRASTING

an initiative of
**MARTIN
LUTHER
KING III**
FOUNDATION

LEGACY+

CLEAN HABITS + SERVICE = FEELING GOOD

Are you ready to make a real difference and share the feel-good effects of clean with others?

Cleaning our surroundings—whether at home, school or in the community—promotes joy, feeling good and a sense of pride. Through the **Clean Feels Good** campaign, you will feel empowered to work together, reflect on how cleaning makes you feel and inspire others to join in, ultimately making cleanliness a shared value and positive habit.

This campaign is your chance to step up and show what it means to be a leader who spreads joy—starting with yourself. By building clean habits every day, you're not just helping yourself—you're setting an example for others.

When you bring these habits into your home and classroom, you help create a culture where everyone looks out for each other and takes pride in shared spaces. And when you take your energy out into the community, you become a true Clean Hero— someone who inspires others to join in, take action and make every corner of the community brighter and, in turn, happier.

Let's work side by side, support one another and lead the way. Together, we can create a ripple of positive feelings—one clean act at a time!

Fact:

- Clean and organized spaces reduce stress and improve mental clarity. Research shows that clutter and unclean environments can increase stress levels, while cleaning activities can promote positive mental states and a sense of accomplishment. <https://extension.usu.edu/mentalhealth/articles/the-mental-benefits-of-decluttering>
- Clean environments support safer, more welcoming communities. <https://arxiv.org/abs/2007.06065?>
- Youth engagement in cleaning fosters leadership and responsibility. <https://files.eric.ed.gov/fulltext/EJ955663.pdf>
- In a national study, 84% of students said they prefer learning in schools that are clean and tidy, and 80% felt they should help keep their school clean. <https://hcl.org.au/10-benefits-of-keeping-your-school-clean/>

About Clorox and the Clean Feels Good Initiative

Grounded in the belief that Clean Feels Good — in homes, in classrooms and in communities — Clorox partnered with **Realize the Dream** to provide resources around introducing kids to the feel-good power of clean. Together, they've developed this free curriculum that reinforces this message through acts of service that feel personal and doable for kids nationwide, like practicing personal care, helping tidy up their classroom or stepping up for neighbors.

Education+ is a free platform designed to help teachers inspire students to change their lives by changing the world. It uses experiential service learning that challenges young people to identify the local issues that spark their passion and empowers them with the tools to take action. Educators and students work together to learn about the world and to take action to create meaningful change.

The goal of the **Clean Feels Good** campaign is to inspire students to take pride in their surroundings and develop lifelong habits of care, responsibility and teamwork by engaging in meaningful cleaning and service activities that make a positive impact on their classroom, home and community.



“CLEANING
is not just about wiping
something away. It’s about
CREATING SPACE
for something better.”

- Anonymous

HOW TO TAKE PART

Join the Clean Feels Good Campaign!

Take action by cleaning your space—at home, in your classroom or your community—and notice how great it feels to make a positive difference. Every small step you take helps create a happier, more welcoming place for yourself and those around you. Let's work together to celebrate how good clean really feels!

Follow the easy steps below:

Investigate and Learn

1. **Explore** the importance of cleanliness and how it can make you feel.
2. **Identify** issues and observe areas that need attention.
3. **Discuss** your findings and the impact of cleanliness on your environment.

Action Plan

1. **Set a goal!** Set a specific goal for the cleaning challenge—personal, home, classroom or community to focus on.
2. **Organize!** Outline steps for cleaning and caring.
3. **Plan an illustration!** Decide how you will visually represent the impact and the feelings associated during cleaning. This could be through drawings, posters or digital art showing the transformation and the feelings associated with each stage.

Take Action

1. **Clean and Care!** Carry out a cleaning project that inspires you to feel pride, joy and positivity! Whether it is cleaning your closet at home, tidying your desk or leading a community clean-up.
2. **Capture the Change!** As you clean, document the process and create a “before” and “after” story. This could be through an illustration, social media post, presentation, etc. Focus on showing not just the physical transformation cleaning brings but how the act of cleaning makes you feel and the pride you have in your efforts.
3. **Share and Track!** Make sure you use the tracker <https://tracker.realizethedream.org/auth?org=Clorox> to record your hours and see your progress!

Reflect and Celebrate

1. **Reflect on the experience!** Discuss or journal about what you learned, how your actions made a difference, and how you felt after cleaning. Consider how these habits can continue and what new responsibilities you can take on.
2. **Celebrate your achievements!** Host a “Clean Feels Good Day!” or a showcase event where everyone can share and present their illustrations. Recognize everyone's efforts and encourage ongoing care and leadership in cleanliness.
3. **Encourage ongoing action!** Keep up your clean habits, support your peers and continue leading by example in your home, classrooms and community.

WAYS TO TAKE ACTION

Here are three simple and powerful ways you can take action—for yourself, your home or classroom, or broader community.

Serve Yourself: Build Clean Habits	Serve Your Home and Classroom: Create a Culture of Care	Serve Your Community: Lead with Clean Action
Focus Personal routines, space cleanliness and organizational skills. How to Take Action - Practice daily habits like making your bed, putting your clothes away or keeping your backpack organized. - Try making a “Clean Feels Good” personal checklist and/or journal to help you remember your routines and recognize how they make you feel. Why It Matters Taking care of your own space helps you feel confident, focused and ready to take on the day.	Focus Teamwork, shared responsibility and caring for spaces together. How to Take Action - Work with family or classmates to spot areas that need attention, like cluttered rooms and messy book shelves. - Implement Clean Feels Good Chore Chart (accessible on pages 6 & 7) as a fun and structured way to take initiative and manage shared responsibilities. - Reflect on how these actions make your home or classroom feel more joyful and positive. Why It Matters When everyone pitches in to keep shared spaces clean, it makes participants feel valued, respected and full of pride in the environments where they live and learn.	Focus Community engagement, problem solving and making a difference. How to Take Action - Identify a shared space that could use cleaning or improvement (library, classroom, or community center). - Plan and carry out a service project that improves a shared space or encourages others to care for it. - Share your project with others through school events, community boards or social media to inspire more clean action. - Host a “Clean Feels Good Day!” to excite other members of the community about all of the good feelings that clean can provide. Why It Matters Leading clean-up efforts in your community shows others how small actions can add up to big changes that make neighborhoods cleaner and happier.

BONUS! TEAMWORK IN ACTION

Use the Clean Feels Good Chore Chart to keep track of your class's cleaning tasks, ensuring everyone has a role. And remember, good habits and routines build confidence!

[illegible]

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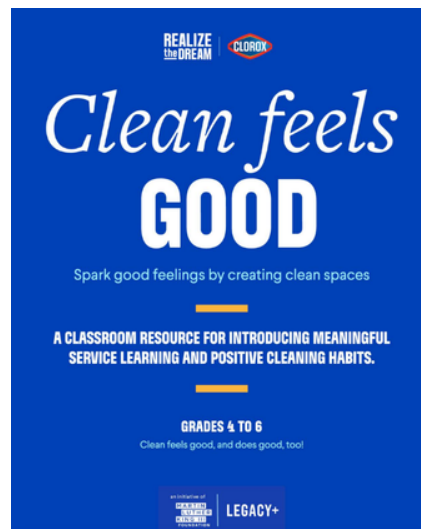
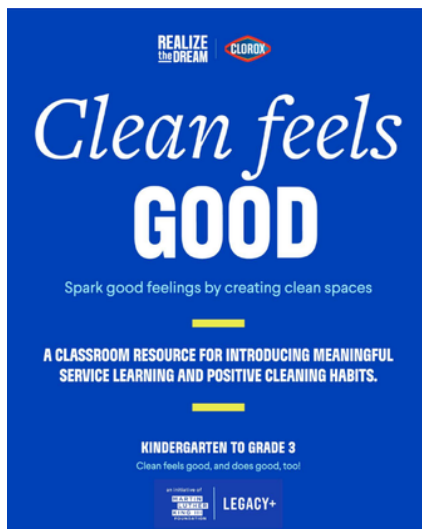
CLEAN SPACES, GOOD VIBES

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CLASSROOM RESOURCE

Bring the power of service-based learning into your classroom with our **Clean Feels Good** curriculum. These ready-to-use lesson packages help educators engage students in meaningful action, deepening their understanding of real-world issues through hands-on projects and reflection. Each lesson is designed to connect

classroom learning with practical experiences, empowering students to take initiative, build positive habits and make a difference in their schools and communities. Download the full lesson plans and educator guides to inspire your students to become leaders of change through the simple act of cleaning and caring for their world.



Grade Levels	Subject Connections	Learning Goals	Skills Developed
Kindergarten to Grade 3	- Science - SEL - Language	- Understand why cleaning is important for themselves and others - Identify and practice personal clean habits - Plan and lead efforts to care for shared environments	- Critical thinking - Action planning - Research and writing - Organization - Reflection - Leadership - Collaboration - Communication - Problem solving
Grades 4 to 6	- Science - SEL - Health - Art		
Grades 7 to 8	- Health - SEL - Science - Arts - Social Studies	Explore how organized spaces shape well-being and community responsibility - leading service initiatives that drive positive change	

LESSON PACKAGE

Kindergarten to Grade 3

Lesson	Theme	Subject Connections	Learning Goals	Brief Outline
1.	Why Cleanliness Matters	Science, SEL, Language	Understand why cleaning is important for themselves and others	Read a story about cleaning; discuss why it matters; draw a “clean vs. messy” scene
2.	Clean Habits for Me	SEL, Health, Art	Identify and practice personal clean habits	Make a personal habit tracker
3.	Caring for Shared Spaces	Social Studies, Art	Learn how teamwork and responsibility create a caring environment	Group activity: clean a classroom area; make a “Teamwork” poster; use the Clean Feels Good Chore Chart
4.	Community Clean-Up Action	Social Studies, Science	Take action to improve the community and reflect on their impact	Schoolyard or neighborhood clean-up; share before/after drawings

LESSON PACKAGE

Grades 4 to 6

Lesson	Theme	Subject Connections	Learning Goals	Brief Outline
1.	Why Cleanliness Matters	Science, SEL, Language	Examine the impact of cleanliness on self and others	Research germs and cleanliness; discuss consequences; write a paragraph on why cleanliness matters
2.	Clean Habits for Me	SEL, Health, Art	Analyze and set personal clean habits	Analyze routines; set cleaning goals; design a personal action plan
3.	Caring for Shared Spaces	Social Studies, Art	Plan and lead efforts to care for shared environments	Plan and organize a home/ classroom cleaning project; reflect on teamwork and leadership; utilize the Clean Feels Good Chore Chart
4.	Community Clean-Up Action	Social Studies, Science	Organize and reflect on a community cleaning initiative	Organize a community clean-up event; create a campaign to raise awareness; present reflections

LESSON PACKAGE

Grades 7 to 8

Lesson	Theme	Subject Connections	Learning Goals	Brief Outline
1.	How Clean Spaces make us feel	Health, SEL, Science	Explore the relationship between clean spaces, mental well-being, focus, and community pride	Investigate how environments influence productivity and well-being
2.	Building Systems that last	SEL, Health	Analyze habits and create systems that support long-term cleanliness and responsibility	Examine routines, identify barriers, and develop sustainable plans
3.	Leading Better Shared Spaces	Social Studies, SEL	Evaluate shared spaces and develop plans for improvement	Conduct a shared-space audit and create a service action plan
4.	Lead the Change, Measure the Impact	Social Studies, Language Arts, SEL	Implement, evaluate, and communicate the impact of a service initiative	Complete a shared-space improvement project and reflect on outcomes

GET DOING



Learn more about the different big and small cleans you can tackle and the positive ripple effects they can have on your family, your classmates and your community at large. Let's get doing!

Step 1: Investigate and Learn

How does cleaning make you feel? Let's experience what it's like to clean your home, classroom or another shared space—not just to make it look nice, but to notice how you feel while you're doing it.

1. Explore the Importance of Cleanliness

■ **Instructions:** Think about why keeping yourself and your surroundings clean matters.

☐ Write two reasons why cleanliness is important to you.

1. _____

2. _____

☐ Circle the items that help keep you clean:

soap toothbrush towel trash can video game

Did you know that when you clean, your brain can release “feel-good” chemicals called endorphins? That's why many people say they feel happier or more relaxed after tidying up.

Studies show that working together to clean can help people feel more connected and proud of their team.

Some people even use cleaning as a way to calm down when they're feeling worried or upset.

■ Let's take five minutes to look up or read one fact about how cleaning affects our mood or teamwork. You can use a classroom book, a safe website or ask an adult for help. Write your fact below.

My cleaning fact:

2. Clean and Notice

Identify Issues and Observe Areas That Need Attention

■ **Instructions:** Look around your home, classroom or community. Find places that need cleaning or organizing.

☐ List three places that could be cleaner.

1. _____

2. _____

3. _____



- ☐ Describe how it looks before cleaning.

- ☐ Choose a cleaning job from your class list (like organizing supplies or sweeping the floor). As you clean, pay attention to:

What are you thinking about?

How does your body feel? (Energetic? Calm? Tired? Strong?)

Do you notice any changes in your mood as you work?

How does it feel to clean with classmates or friends?

3. Reflect and Share

Discuss Your Findings and the Impact of Cleanliness

- **Instructions:** Talk with your family or classmates about what you found. Think about how cleanliness changes the way you feel and impacts your environment.

- ☐ Write three ways cleanliness helps your home or classroom.

1.

2.

3.

- ☐ Share one thing you learned about cleanliness.

Worksheet / Checklist

Instructions for Students

Look at each area and pick at least one place from each column that you think could be cleaner or more organized.

Area	Places to Observe That May Need Attention
Personal Space	■ Backpack ■ Lunchbox ■ Bedroom ■ Locker / cubby
Home or Classroom	■ Desk or table ■ Bookshelves ■ Floor ■ Trash bins ■ Shared supplies (markers, toys, etc.) ■ Classroom library ■ Cubbies or lockers
Shared School Space	■ Playground ■ Gym ■ Cafeteria or lunch tables ■ Bathroom (picking up bath toys or towels from the floor)
Community	■ Park ■ Bus stop ■ Sidewalks ■ Community garden or yard

Describe what you see and talk about why you think it needs attention.

Step 2: Action Plan

1. Set Your Goal

- **Instructions:** What will you focus on for your cleaning challenge?

(Check one and fill in the details.)

☐ Personal space: _____

☐ Home or classroom: _____

☐ Community: _____

- My specific goal is:

- Why did you choose this area?

2. Make Your Cleaning Plan

- **Instructions:** List the steps you will take to clean and care for your chosen area.

1. _____

2. _____

3. _____

- What supplies will you need?

- Who can help you with your cleaning challenge?

- Describe how your artwork can bring good feelings to life.

3.Create a Timeline to Help Plan Your Actions

- **Instructions:** Plot the steps you or your group will take to gear up for your cleaning service around your home, classroom or community, including how you will share your feelings!

Step 1. _____

Step 2. _____

Step 3. _____

Step 4. _____

Step 5. _____



Step 3: Take Action

IT'S TIME TO CLEAN AND CARE!

- **Instructions:** Gather your family or friends to create cleaner, brighter spaces together. When you take action, you're not only improving your surroundings—you're boosting your confidence and inspiring others to feel the power of clean!

TIP: Get creative and find a fun way to rally people together such as creating a catchy name and slogan, hosting an event or getting your family together to CLEAN!

- What cleaning project will you do? (Examples: clean your pet's area, tidy your desk, help with a classroom or community clean-up.)

- List the steps you will take to clean this area.

CAPTURE THE CHANGE!

Before Cleaning:

- Describe what the space was like before you started cleaning.

What did it look like?

How did being in that space make you feel?

Taking Action:

- What steps did you take to clean and organize the space? _____
- Did you work alone or with others _____
- What challenges did you face and how did you solve them? _____
- What changes did you notice in how people used or responded to the space after it was improved? _____

After Cleaning:

- Describe your space after cleaning.

What changes do you notice?

How did you feel while cleaning and organizing the space?

What are you most proud of about your cleaning project?

How did the space make you feel before cleaning, and how does it make you feel now?

Share and Track:

- Track how these habits help you stay focused and feel more at ease.

How will you share your before and after cleaning feelings?

Who do you hope to inspire with your project?

Step 4: Reflect and Celebrate

1. Reflect on Your Experience

- What did you learn from your cleaning project?

- How did your actions make a difference?

- What clean habits do you want to keep doing?

- What new responsibilities can you take on to help keep things clean?

- How did your project improve the space for other people?

2. Celebrate Your Achievements!

- How will you celebrate your hard work? (Circle one or add your own idea.)

- ☐ Host a "Clean Feels Good Day!"
- ☐ Share your illustrations with family or classmates
- ☐ Have a class or group celebration
- ☐ Other _____

- Who would you like to thank or recognize for helping?

3. Encourage Ongoing Action!

- How can you keep up your clean habits and inspire others?

- Write a message or draw a picture to encourage your family and friends to join you in keeping spaces clean.

- **Don't forget to track your hours!** Every hour counts towards **Realize the Dream's** 100 million hours of service goal.

Track your hours here: <https://tracker.realizethedream.org/auth?org=Clorox>

BONUS! Create Your Illustration

■ **Instructions:** How will you illustrate the feel-good power of cleaning?

(Check one or more.)

☐ Drawing

☐ Poster

☐ Digital art

☐ Other: _____



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the **DREAM**



Clean feels **GOOD**

(And does good, too!)