

# Together, We're Building a Kinder Country.

The United States of Kindness is a nationwide campaign launching in 2026 to mark America's 250th anniversary through action.

Americans are invited to take part in 250 Acts of Kindness and share their stories, creating a visible, unifying movement that reaches every corner of the country.

## Why Kindness Now.

Kindness is not soft. It is a proven force that strengthens trust, wellbeing, learning environments, workplaces, and communities.

Research shows that kind cultures perform better and build stronger relationships.

## Every Act Counts

The United States of Kindness is led by Kindland, an initiative of the Values in Action Foundation, with more than 31 years of experience delivering research-based, kindness programs nationwide.

This is not a new program to build. It is a call to elevate the good already happening and connect it to a shared national purpose.



## The Call To Action:

### **Announce.**

Share internally and externally that your organization is part of the United States of Kindness.

### **Act.**

Encourage employees or members to participate personally in the USK 250 Acts of Kindness Call to Action in 2026.

### **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.

### **It's simple:**

**250 Acts of Kindness in 2026**



Join us. Kindness works.

USofKindness.org  
@USofKindness #USK250

