



Kind Campaign Brings First-Ever Virtual Founders Assembly to Schools Across the Globe

Nonprofit offers free virtual assemblies for students to help prevent girl-against-girl bullying

Press Contact:

Kathryn Nielsen

(805) 232-3977

knielsen@girlscoutscoc.org

FOR IMMEDIATE RELEASE

October 13, 2020

Ventura, CA —

Amidst the continued uncertainty brought on by COVID-19, and in an effort to ensure all schools can adhere to essential safety protocols this fall, internationally recognized nonprofit Kind Campaign has created its first-ever Virtual Founders Assembly for schools. Each school year, Kind Campaign's co-founders, Lauren Paul and Molly Thompson, travel across North America for Founders Assemblies during October for National Bullying Prevention month and again throughout the Spring, totaling about 70-80 Founders Assemblies a year. While the Fall 2020 Kind Campaign Founders Assemblies will be live-streamed rather than in auditoriums, the signature content and personalized care that Lauren and Molly provide students will remain as they work to bring awareness and healing to the negative and lasting effects of girl-against-girl bullying.

In an effort to create positive change and to educate students on the negative effects of girl-against-girl bullying, Girl Scouts of California's Central Coast is hosting a Virtual Kind Campaign Founders Assembly with our Girl Scouts. Through education and empathy, Girl Scouts of California's Central Coast is deeply committed to empowering all girls to Be a Better Sister, and we are delighted to partner with Kind Campaign for this incredible event.

During the Virtual Founders Assembly, girls will receive the same experience as an in-person Founders Assembly, with Lauren and Molly virtually welcoming the students, sharing their personal testimonies, introducing their award-winning documentary *Finding Kind*, and facilitating life-changing interactive activities.

For more than 10 years, Kind Campaign's founders have toured schools across America and internationally offering girls, elementary through college age, the opportunity to understand the true effects that bullying has and to unite in kindness to create safer, kinder and more inclusive relationships, school hallways and communities. Thanks to Kind Campaign's fundraising and corporate partnerships, the nonprofit is able to offer their assemblies and curriculum to all schools and organizations free of charge.



Survey data from Kind Campaign Assemblies have shown that:

- 96% of girls surveyed were compelled to be kinder to girls after experiencing a Kind Campaign Assembly.
- Two out of every three girls apologizes to someone during or after a Kind Campaign Assembly.
- 90% of girls surveyed agreed that they did not want to participate in gossip or drama after experiencing a Kind Campaign Assembly.
- 87% felt happier after a Kind Campaign Assembly than they did before.
- 86% of survey respondents felt that Kind Campaign gave them hope for a better rest of the school year.
- 90% of girls surveyed realized they were not alone because of the Kind Campaign Assembly.
- 86.8% of girls surveyed felt like a better person after participating in a Kind Campaign Assembly.

Each year, Kind Campaign releases new and exciting initiatives, and while the effects of COVID-19 have slightly shifted their offerings, they have created virtual Kind Community Activations available [@kindcampaign](#) on Instagram.

###

About Kind Campaign:

Kind Campaign is the leading nonprofit ending girl-against-girl bullying. Founded by Lauren Paul and Molly Thompson, Kind Campaign offers in school assemblies, educational school curriculums, Kind Clubs, online resources, volunteer programs, and a supportive community all dedicated to bringing awareness and healing to the negative long-lasting effects of bullying.

Since embarking on their first tour in 2009 when they captured the impact of the assemblies in their widely acclaimed documentary *Finding Kind*, Lauren and Molly have personally attended and curated hundreds of in-school assemblies spanning from across the US to internationally, continuously expanding their movement to spread kindness to girls across the globe. Kind Campaign Assemblies are also hosted and facilitated by faculty members and Kind Ambassador volunteers throughout the school year. Kind Campaign provides schools with their Kind Campaign Assembly Guide which includes detailed instructions on how to execute the assembly, a script for the facilitator, the documentary *Finding Kind*, virtual opening and closing video messages from Lauren and Molly, interactive activity templates, discussion questions, an assembly checklist, fundraising ideas and more. On average, about 300 Kind Campaign Assemblies take place around the world every school year.

About Girl Scouts of California's Central Coast

Girl Scouts of California's Central Coast serves over 8,800 girls across six counties and is committed to making the Girl Scout Leadership Experience available to girls in ways that impact their lives both in the moment and into the future. Girls participate in troops, individual projects, council events, day camps, resident camps and more. A variety of leadership, outdoor skills, and Science, Technology, Engineering, and Math (STEM) based programs and events provide girls with opportunities to learn and explore in fun and informative ways. To join or volunteer in Santa Cruz, San Benito, Monterey, San Luis Obispo, Santa Barbara or Ventura County, visit:

<http://www.girlscoutscoc.org>.