

## **Anaheim Elementary Schools One Million Acts of Kindness, Anaheim, CA**

<http://cityofkindness.org/portfolio/kindness-in-your-city/>

**Grades and setting:** elementary school grades, all settings throughout the community

**Summary:** In 2015, Mayor Tom Tait challenged the students in the 24 Anaheim elementary schools to do a million acts of kindness. The mayor stated his hope that with increased kindness, “Everything gets better. Certainly crime will drop, bullying at schools will drop, senior citizen neglect will drop, alcohol and drug addiction will drop, and so on. We know kindness has the power to connect people and build community. It is the mortar that connects the blocks that builds a city’s social infrastructure. A community connected by acts of kindness is safer from crime and more prepared for an inevitable disaster, either natural or man-made. Kindness is what makes a city, a school, a neighborhood, a family more resilient. It makes us healthier individually and collectively. In fact I think kindness is the antidote to all the bad things going on these days.”

**Context:** City of Kindness ([cityofkindness.org](http://cityofkindness.org)) is a coalition of organizations working to inspire kindness in our world. It serves as a center for the kind movement. Mayor Tait ran on a platform of creating a culture of kindness. He described the culture he intended to create as one in which people are expected to do kind acts as a sort of civic duty. He envisioned a city with the chance of everyone doing a kind act being just a little greater than it would have been otherwise.

**Effectiveness/Outcomes:** Anaheim elementary students met the goal of one million acts of kindness. According to Mayor Tait, the One Million Acts of Kindness “has changed our schools. Although there are no academic studies measuring the collateral effects of this effort, we do know that each individual act of kindness has the power to transform a life. And the kids did a million of them.” The mayor commented that one principal said discipline referrals were cut in half, and the superintendent told him that during this campaign, suspensions were cut in half.

**Cost:** There were no specific costs associated with this initiative. The Disney company donated \$1000 to each school that met their goal. Mayor Tait commented that this donation was not the motivation for students to complete the tasks, but that the money would help with expanding the kindness campaign. Each school decides how to use the money to advance the idea of kindness.

### **Contact information and useful links:**

<http://cityofkindness.org>

<https://www.anaheim.net/DocumentCenter/View/15109/Mayor-Tait-on-Kindness-3-27-17?bidId=>