

# THE KINDNESS INJECTION



*Experience the joy of being kind at work and become a company that cares.*

## What is the Kindness Injection?

- The goal of the Kindness Injection is to accelerate corporate/individual wellness by allowing participants to experience the joy of being kind.
- A high-energy, mixed-media experience followed by a volunteer excursion into the community that will help raise your corporate profile.
- An outrageously fun and captivating day spent with a group of guys committed to kindness, otherwise known as THE KINDNESS CREW.
- A simple program that can be implemented in any workplace.



## The Kindness Injection focuses on:

- Corporate Social Responsibility (CSR) giving back to the community in the places where you live and work.
- Kindness to SELF, CUSTOMERS, CO-WORKERS and the COMMUNITY
- Infusing fun and passion back into life and into the workplace
- Teaching participants how to empower themselves and others through random acts of kindness
- Team building



## Thoughts from a past Kindness Participant

*"We care about the people in our communities and one of our values is appreciation and respect for all that means for our associates, for the community and for our customers. What this does is it creates an emotional bond with our associates and the community we live in, and that is just good business."*

*- Minaz Abji, CHIP President*



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## The Excursion Adventures in Altruism!

We tailor make an experience based on your needs. Here are a few examples of programs that have been developed for corporate clients:

- Kindness Marathon An exciting route through picturesque Victoria: plug parking meters, pack groceries at a food bank, hand out helium balloons and enjoy some street theatre. And get some exercise!
- Human Bumper Stickers Cover yourself in Post-It compliments and watch people's reactions as you hand them out.
- Kindness Scavenger Hunt Catch kindness on film and take part in a unique teambuilding exercise. Hold open a door, serenade a bus driver, bonus points for the most creative team.
- Lend some helping hands to a local non-profit organization for a few hours serve a meal, paint a wall, plant a neighborhood garden.
- And more...

*"In need of some kindness? These are your guys."  
- The Sault Star, Oct. 9th, 2002*



*"Good news for do-gooders: doing good is good for you!  
Studies track benefits of altruism and improved mental health with giving" - Toronto Star, Dec 1<sup>st</sup> 2003*

## Who are the Kindness Crew?

The Kindness Crew is made up of four professional speakers that specialize in injecting kindness and compassion into the workplace. The four Injection facilitators share stories and videos from their Extreme Kindness Tour, which saw them dispense extreme kindness across Canada for over 109 days. It was a groundbreaking charity marathon that rallied companies like SAS Canada, Columbia Sportswear, CHIP Hospitality, Telus and SOLE Footbeds under the banner of kindness. Networks like CNN, CTV, CBC and the BBC broadcast their message around the globe.

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