



A GLOBAL MOVEMENT MISSION STATEMENT

The mission of “#DaretobeKind - a Global Movement” is to reveal how Kindness can be used in practical ways to build safer communities and healthier relationships.

We believe one person’s purposeful act of Kindness within a two-mile radius can launch positive and exceptional outcomes within governments, industries, justice systems, and throughout every sector of society.

By providing a platform for sharing Kindness ideas and inspirational readers’ stories, our aim is to shift everyone into becoming Kindness Instigators.

Every inspiring story that showcases the good in humanity sparks further ideas of how we each can #BEthedifference in our corner of the globe.

Now is the time for Kindness to grow more Kindness.

The vision is a SAFER world.

The method is KINDNESS.

The vehicle is YOU!

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Gabriella van Rij [pronounced “ray”] articulated what would become the #DaretobeKind movement in 2010, while writing her first book *With All My Might*. She expanded on the concept during her travels and speaking engagements in 2012 with the #DaretobeKind campaign, which gathered momentum and is now a full-fledged Kindness movement, with Kindness instigators across the globe.

