

WORLD KINDNESS MOVEMENT

Handbook



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THE PRESIDENT'S REMARK

Dear Friends in Kindness,

On behalf of the World Kindness Movement (WKM), I wish to congratulate and sincerely thank you for choosing to be part of the solution in creating a kinder and more compassionate world.

Our world has been seriously affected by the global pandemic and now more than ever we need to unite to spread our positive and kind intentions and actions and together foster goodwill throughout the broader worldwide community.

Every member of WKM plays a vital role to help us all achieve the organisations' mission which is to inspire, influence and engage with individuals, communities, organizations, businesses, cities and nations to create a kinder world through the collaboration of ideas and solutions.

I encourage you to keep our WKM International Executive Committee and other fellow members in the loop of your activities by sharing your stories, ideas and activities via one or more of our social media avenues.

- **Facebook** - www.facebook.com/theworldkindnessmovement/
- **Instagram** - <https://www.instagram.com/theworldkindnessmovement/?hl=en>
- **Linkedin** - <https://www.linkedin.com/company/the-world-kindness-movement/>
- **Whatsapp** – you will be invited to our open chat

Thank you again for becoming a member of the World Kindness Movement and we look forward to a long and rewarding association.

Kind regards.



Nirmala Mehendale

1st October 2020

Welcome to the World Kindness Movement.

The purpose of this handbook is to provide our members with further guidance and information to assist them in establishing and/or continuing an innovative, meaningful and world-changing organisation.

The World Kindness Movement (WKM) is a coalition of various kindness movements around the world. The movement was initially conceptualized in 1997 to bring like-minded kindness movements across the globe together. The current members of the movement include;

Australia, Bangladesh, Brazil, Canada, China, France, Germany, India, Italy, Japan, Liberia, Malaysia, Mexico, Netherlands, New Zealand, Nigeria, Pakistan, Romania, Scotland, South Korea, South Africa, Switzerland, Thailand, Uganda, United Kingdom, the USA and Zimbabwe.

World Kindness Week takes place in the second week of November with world Kindness Day on the 13th of November.

The World Kindness Movement Constitution ensures that membership is open to all countries and to organisations whose engage primarily in kindness-related programs and activities and promote kindness in their own countries.

WKM Vision

Our members acknowledge the fundamental importance of simple human kindness as a basic condition of a satisfying and meaningful life, and pledge to join together through the individual networks of each member country, to build a kinder and more compassionate world.

WKM Mission

is to inspire individuals, communities, organizations, businesses and connect nations and cities to create a kinder world.

Our Mission is to inspire, influence and engage with individuals, communities, organizations, businesses, cities and nations to create a kinder world through a collaboration of ideas and solutions to the world challenges by adopting the UN Sustainability Developmental Goals.

WKM Aim

As an organisation with no religious and political affiliation, the WKM's chief object shall be to foster goodwill among the broader global community by way of kindness and in so doing, create greater understanding and co-operation between all people and all nations throughout the world.

Membership Requirements

- The applicants are required to be either a registered Not for Profit/Non-Governmental Organization or a Government Agency with the primary purpose dedicated to promoting kindness.
- Members have the responsibility of;
 - organizing activities related to kindness within their community
 - Planning and implementing activities for World Kindness Day on the 13th of November each year.

- Attending the international General Assembly (AGM) which is convened every 2 years.
- Any member can be invited by the International Council to participate in WKM committees.

Social media accounts

- **Facebook** - www.facebook.com/theworldkindnessmovement/
- **Instagram** - <https://www.instagram.com/theworldkindnessmovement/?hl=en>
- **Linkedin** - <https://www.linkedin.com/company/the-world-kindness-movement/>

Membership Benefits

- Members will network and **be linked up with other WKM members** and will receive **communications** produced by WKM and or its members.
- **Listing** on the WKM Website.
- **Use of the WKM logo.** (Subject to strict guidelines)
- Support and advice from the Secretariat **on forming a Kindness organization, National Body and or a Kindness campaign.**
- Access to WKM **members' database** and material and programs for kindness activities.
- Invitations to **participate** in or host **international events.**
- Invitations to **present** at **international events.**
- Assistance in making **representations** to engage governments and other key stakeholders.
- Invitations to **participate** in **WKM Committees.**

World Kindness Movement (WKM) Youth Ambassador Program

In July 2020, the WKM Youth Ambassador Program has launched the Inaugural Regional Youth Council formed with representatives from Bangladesh, Malaysia, Sri Lanka and India.

Background

COVID-19 has changed the world. Over 200 countries and territories have registered corona cases, and the entire world is buzzing with uncertainty and fear. No doubt, there are devastating effects of the virus on both individual and collective economies along with increasing physical and mental impacts of the pandemic on the vast majority of the world population. Having said this, there are certain advantages of the pandemic which have never been seen in the recent past eg: On the environment and individual reflections on life's purpose among others. The paradox is on one hand the coronavirus is a threat to the entire world and on the other hand, it represents a unifying force. The World Kindness Movement (WKM) joins other visionaries in helping make the pandemic a source of human unity and plans to develop youth Kindness Ambassadors in directing world youth towards peace, environmental conservation and kindness.

The plan:

- 1) The World Kindness Movement will select two National Youth Ambassadors from every member Country, in the nationwide educational institutes and or workplaces and invite them to the regional forums and meetings to be arranged from time to time.
- 2) The Youth Ambassador Program aims to help WKM in its mission of spreading Kindness among youth in their own countries and the world at large.

- 3) The WKM national Youth Ambassadors will brainstorm three core issues each causing unkind and aggressive attitudes in their society and suggest solutions to address those issues.
- 4) The National Youth Ambassadors with their organizational head(s) will look to further form teams - where each country is free to look at the country's specific projects.

Roles, Responsibilities and Expectations of the WKM - Youth Kindness Ambassador

Title: WKM Youth Ambassador

Number: 2 Lead Youth per country (who will lead a team of youth with help of National body head)

Age: 20-35 years

Period of appointment: 9 months minimum - 2 years

Appreciation: WKM Youth Kindness Ambassadors will be awarded special Appreciation letters and Certificates jointly signed by Head of the representing organization, WKM President or Secretary-General.

Role:

To Represent their nation in different forums and meetings held by WKM and contribute actively in promoting WKM and its objectives among the youth of the region.

Responsibilities/ Task List:

1. Projects undertaken by respective countries to be regularly sent to WKM Youth Committee Chair and then shared on WKM social media handles, thus helping increase the brand and profile of WKM
2. Promotion of WKM Online Kindness stories/talks etc and publicize and promote the same among youth in their respective countries
3. Assist with WKM website updating and improvements.
4. WKM social media handles (Facebook, Instagram, LinkedIn) to cross-promote WKM to the Country and Country to WKM
5. Organize WKM Online Panel discussions, webinars and workshops especially for youth and encourage youth from their respective countries to participate.
6. Create a Youth newsletter and or Facebook Youth group for WKM and share kindness related news from across the World regularly
7. Enrol more youth as members in their country bodies and strengthen the National Movement
8. Help with Creating innovative posts and videos on Kindness for WKM

9. Help Celebrate World Kindness Day 13th November every year based on the pre-determined theme and assist in spreading the word and encouraging youth across all countries to participate in one simple global project.

WKM Youth Ambassador Values:

Friendly	Understanding	Positive	Kind	Inspirational	Empathic
Grateful	Compassionate	Resilient	Passionate	Patient	Courageous
Respectful	Determined	Forgiving	Humble	Honest	

Out Clause: If a WKM Youth Ambassador has been noted being unkind and/or unprofessional, they will need to 'show cause' and explain why they should continue to remain a WKM Youth Ambassador.

Membership: Applicant must provide an essay as to why and how they would make a good WKM Youth Ambassador (500-600 words)

How to Form a Kindness Body

Establishing a body enables the entity to act as a platform for collaboration for all agents of positive change. The fostering of kindness and goodwill together with sharing ideas to create synergy and support adds to the overarching global strategy of positive influence.

The body will act as a cohesive force amongst like-minded kindness organisations in each country. The successful entity will be recognised and endorsed by The World Kindness Movement to be an advocate for kindness, engaging all sectors of the community, business and government.

In the first instance to form a Kindness Body, it is recommended that interested parties be sought to form the executive. It is also recommended that the board of the body be representative of all sectors of the community.

Collaboration is Key

The World Kindness Movement believes that the real vehicle for change is to influence through engagement and collaboration, inspiring everyone involved to contribute towards a kinder world.

Organisations will need to establish their funding model.

Board Positions

It is recommended that the kindness Body seek applications or expressions of interest for board positions to serve on the Executive.

It is further recommended that an Advisory Council be representative of all sectors of the community from across the nation. Sectors include but are not limited to:

Government, Business, Education, Media, Sport, Hospitality-Tourism, IT, Health, Community Groups, Kindness Organisation/s, Legal, Finance, Banking, Arts-Theatre-Film etc.

The Kindness Body, whilst maintaining its independence would be internationally endorsed allowing for all organisations to meet the KPIs (Kindness Performance

Indicators) regardless of their primary purpose and to collaborate in sharing ideas, programs and strategies to place Kindness firmly on the national agenda.

Refer to Appendix A - Key Performance Indicators

The Kindness Organization:

- Will be registered as a Not-for-Profit and apply to be a full member of the World Kindness Movement.
- Will have no Political or Religious affiliations.
- Will support the overarching endeavours of the World Kindness Movement.
- Is **not** a governing body, it is a platform for national **collaboration** designed to encourage and support all sectors of our communities to engage in the global campaign for a kinder world.
- The membership base is not specifically for Kindness organisations as it seeks engagement with Cities, Government, Business, Education, NFP Community Groups, Peak Association Bodies and Individuals.

It is recommended that members of the Kindness Body are not to be based on members receiving or expecting benefits of membership but rather allowing others to contribute and provide a value add to the campaign for a kinder world.

Apply for Membership to The World Kindness Movement

<https://www.theworldkindnessmovement.org/member-nations/become-a-member/>

World Kindness Cities

A key component to creating change through subtle influence is engaging cities as they are the gateway to all sectors of the community. WKM can officially list a city as a **World Kindness City** subject to meeting the criteria. Expressions of interest are received online and the International Council will observe the cities activity to ensure it meets the KPIs (Kindness Performance Indicators)

Please refer to Appendix A – Key Performance Indicators

If you would like your city to be officially listed by The World Kindness Movement please email the Secretary-general@theworldkindnessmovement.org.

City Listing Process

In 2015 The World Kindness Movement (WKM) invited “Expressions of Interest” from cities seeking to receive the official international endorsement and global listing as a “World Kindness City”.

The World Kindness Movement Secretariat is responsible for facilitating the review and approval process for each application. The WKM International Council approves all listings for World Kindness City applications which meets the defined updated criteria. All submissions are subject to the endorsement of the national representative body. Cities wishing to qualify must have met the minimum criteria below.

Cities which are officially listed as a "World Kindness City" by The World Kindness Movement International Council will formally announce City on World Kindness Day (13th of November) or at the General Assembly.

Successful Applicants

In the USA, the City of Salisbury received formal confirmation that their submission to the peak global kindness body was successful, making the City one of the first in the movement's 20-year history to receive official listing as a "World Kindness City" after the listing of the City of Gold coast, QLD, Australia in 2016. This was resolved unanimously in Lugano Switzerland by international delegates convening from around the globe to attend the 10th General Assembly in 2019.

How to Engage Cities

The first declaration/letter of support for a national Kindness body is best to come from a non-political member eg Member of the Royal Family, State government, Retired Head of State. This will assist in having cities approving motions for a unanimous declaration of support.

It is recommended to have the motion officially noted, commenting the campaign as an official activity of the City listed in the council minutes. By doing this it secures on-going support and is unlikely to be rescinded overtime when representatives retire.

1. Secure the formation of a registered NFP kindness body
2. Kindness body then completes a Membership Application submitted World Kindness Movement with references and interview completed by the WKM Secretariat. Once the membership is approved the newly formed body seeks official for a "Declaration of Support for the endeavours to create a kinder world from a City signed by all members of City Council
3. The City appoints Goodwill Ambassadors adopts a Kindness Policy and KPIs "Kindness Performance Indicators."
4. The city places World Kindness Week and World Kindness Day on City Calendar
5. Governor/Mayor sends letters to schools, Universities introducing the campaign and inviting them to an information day with community leaders speaking on the important role kindness plays,
6. Hold City kindness event. This may be a national or regional event or public activity such as a Goodwill Ambassador Dinner, Flash Mob, Big Hug, Festival, Concert Film Festival, Awards night.
7. Mayor/Governor writes to local Politicians, to also provide a Letter of Support for the global campaign.
8. The city hosts a launch event, invite WKM members and International Council.
9. City submits an application to WKM for official listing as a World Kindness City. One would build a media event around this to receive their certificate and listing (Note: we are also seeking to implement an online kindness index)

10. Official presentation and media event in the successful candidate's City where the new City Welcome

A sign is erected with the bottom signature "Officially Listed as a World Kindness City since 20---"

Refer to Appendix D - Example of a Mayoral Minute

Criteria for listing

1. The City has a resolution at a full council meeting to Declare Support for World Kindness _____endeavours for a kinder world. (Activated by a Mayoral Minute or independent motion sponsored from the floor of the council)
2. The City has placed World Kindness Week/Day 13 November on the council calendar
3. Council publicly displays a Declaration for Support signed by all councillors for the endeavours to create a kinder world both on the website and on council premises.
4. Appoint Council/City Goodwill Ambassadors to identify and support community initiatives leading up to World Kindness Week.
5. Host annual Kindness Awards for all sectors of the community during World Kindness Week second week November.
6. Identify and support Schools in the municipality/district which have or intending to promote World Kindness and have appointed Goodwill Ambassadors, including programs.
7. Have to invite local state and Federal Members of Parliament to declare their support for the World Kindness campaign.
8. Participate in a Global Initiative e.g. through the launch officially branded community World Kindness Cards, BIG HUG, A Conversation in Kindness event and Global Flash Mob, Kindness Concert of Kindness themed Short Film or Arts festival.
9. Introduce a neighbouring City/Council or sister City or peak government body to the global campaign.
10. Mayor invites local sports clubs, Hotels, Schools, Universities, Chambers of Commerce, Businesses and NGO's to attend and or co-host Community Goodwill Ambassador bi-monthly network events.

A country's kindness body can assist in guiding and reviewing initial submissions from participating cities to ensure minimum criteria is met. The City can make a direct approach and a kindness organisation which is an official WKM member in that country can be nominated by the Secretariat to liaise with the City wishing to apply.

Presentations can be a combination of a digital and hard copy including interviews, short film productions awards, hosting International Kindness events with media highlights of activities showcasing participation from all sectors including education, business, community and government. Any data collected including results from a City Kindness Index are welcomed.

Once the application process is complete it will be put to the WKM Intentional Council and ratified through the office of the General Secretary. Whilst this will take time there are still many components for a City to prepare for submission. City submissions will be presented 6 months before the Biannual WKM General Assembly.

The Secretariat is expected to work with the committees to assist the facilitation and provide resource material and ideas for interested cities wishing to participate.

Embedding a culture of kindness

Leadership is important to instigate and drive positive change, however, rarely does the influence last more than a generation past the tenure of the individual if the policy is not embedded through a cultural change in thinking and attitude. Kindness needs to be layered at all levels of an organisation and a community. If you were to do a word search on company job descriptions, handbooks, websites, emails and minutes of meetings how often would the word Kindness appear? Zero? It does not even appear in our national curriculum. The good news is as our membership grows you will find kindness appearing more often, the challenge is to ensure it takes hold and that's why we encourage Signing Ceremonies, the appointment of Goodwill Ambassadors and Declarations of Support which many schools, businesses and councils can adopt,

Placing kindness on the agenda

To ensure an inclusive culture exists Kindness must first be on the agenda to start a "Conversation In Kindness" A motion can be formally adopted by placing "Kindness" on the agenda at the next meeting through a motion and driven by individuals whether they are appointed or chosen from a hat as Goodwill Ambassadors have an important role to play.

KINDNESS AMBASSADOR

A Kindness Ambassador is someone who makes a difference to others with a simple smile or hello. They offer a helping hand when your hands are full, or an invitation to join in rather than leave someone standing alone. They can be anyone, however, they stand out, they have the presence of somebody willing and capable of making a difference because they choose to do something rather than nothing.

Appointment of Kindness Ambassadors

Kindness Ambassador are;

- Friendly** **Understanding** **Positive** **Kind** **Inspirational**
- Grateful** **Compassionate** **Resilient** **Passionate**
- Respectful** **Forgiving** **Humble** **Determined** **Honest**
- Patient**

If kindness begins at home where does it start in a City or an organisation? Appointment of Kindness Ambassadors in the workplace is encouraged within the council and amongst the various departments within Council/ Boardroom (1) Executive Management (2) Line staff Customer Services (3) Sales & Marketing/ Community Engagement /Hr & Admin etc. Providing an Ambassadors section on the organisation's kindness landing page should include a photo and 150 words providing a brief statement or video as to why they were nominated and accepted the role. Option to nominate City Kindness Ambassador for the Year, based on applications in the second year of the campaign.

Council Kindness Ambassadors

A Kindness Ambassador for the Council undertakes to support the City's on-going kindness campaign which the council has unanimously resolved at a Signing Ceremony.

Whilst it is about the promotion of events leading up to World Kindness Week in November, it's also about engaging the whole village to create a better environment within the greater community by promoting the good work that is being done by individuals and or groups within all sectors of the community.

IT'S ABOUT WALKING THE TALK

- Ambassadors will be asked to sign, with other members of the council a Declaration of Support for

World Kindness Movement endeavours in creating a kinder society. Ambassadors will be asked to work within their own networks/departments either (directly or through social media) to raise awareness on events leading up to World Kindness Week updating council on the progress of the campaign both locally and internationally.

- Working within the community on a volunteer basis, Ambassadors will be directly involved in bringing about positive change by raising awareness of the important role kindness plays in our society.

- Ambassadors will be actively involved in the celebration of The World Kindness Week attending events such as The Big Hug, The Cool To Be Kind & Courage To Be Kind Awards - Global Kindness Flash Mob Dance for Kindness, World Kindness Day Event e.g. "Conversations In Kindness" Panel Suggested topics include "Does Seeking The Kinder Option Mean Taking The Path of Most

o Resistance? What is meant by having "The Courage to Be Kind? "Kindness Applies to Everything"

- Ambassadors may from time to time, be invited to address staff, public meetings panels, schools, sports clubs and or organisations encouraging them to celebrate World kindness Week

o Ambassadors may be asked from time to time to acknowledge and present individuals, students and or organisations with "Cool To Be Kind Awards"

- Ambassadors will be asked to identify goodwill initiatives within the community in the lead up to World Kindness Week and through Council will raise awareness to the good work that's being done by individuals and organisations.

- Ambassadors will be invited to meet periodically (once every 2 months) attend network evenings to share ideas and communicate their progress as major events unfold leading up to World Kindness Week.

- Ambassadors may from time to time be requested for media engagements, interviews, join panels, forums to address current events in which Kindness could be a factor.

- Ambassadors will highlight the importance of engaging the whole village in raising the child seeking opportunities to promote the campaign and engage participation.

APPENDIX A. - KPIs Kindness Performance Indicators

Here are steps to positive change:

1. Place Kindness on The Agenda at the next meeting.

2. Host a panel "Conversations in Kindness" What does this look like in an ideal world and why is taking the "Kinder Option" often the path of most resistance?
3. Develop a Kindness Policy and Workshop. (we can help)
4. Pledge to use your best endeavours to Always Seek the Kinder Option in all decision-making processes both professional and personal.
5. Acknowledge Acts of Kindness with an Award. This can support your CSR programs and be used as a fundraising tool for your chosen charity rather than a novelty cheque., It requires engagement through telling and sharing the stories that inspire.
7. Seeking three ideas from all staff on their thoughts on how to create a kinder organisation, school or community: A) Community B) For clients and Suppliers C) In the Workplace
8. Aim for your organisation to become an "Agent for Positive Change" through having a purpose greater than its bottom line.
10. Join the Global Campaign to Create a Kinder World with the board signing a Declaration of Support in an official Signing Ceremony inviting all key stakeholders to attend.

APPENDIX B. - Kindness Clause

- a) Members will use their best endeavours to ensure they will not either intentionally or unintentionally exclude members from conversations, at gatherings online groups or social events. Members will always be aware of those who may be on the outer or social fringe. Our members will be compelled to not just notice but to act ensuring all WKM members and visitors are welcomed in with a warm smile, hello providing a secure sense of belonging. We will always be alert and on-guard to ensure politics never has a part to play in our organization and that we will be transparent in all our matters and dealings. Conversations behind closed doors will only ever be undertaken with the best of intent and as a step to seek council.
- b) Should any dispute or disagreement arise between members, our management, staff, executive members or any WKM stakeholder, parties in question must exhaust all options to resolve the differences amicably and directly in a safe environment created through seeking the kinder option of compromise, we will remind each other of the Kindness Clause of the WKM constitution which supports members to address the issue rather than the person and find patience and clarity, as what is often lost in translation can be found through conversations in kindness.
- c) Finding the courage to choose the kinder option in all decision making processes ensures we remain focused on our greater purpose.

To this end, Members will endeavour to not vent their frustrations, project blame, criticism or make defamatory remarks either verbally or through expression. (eg; smirks, hand gestures and or eye-rolling) which may be perceived to malign an individual in an attempt to discredit either online, in public places, at meetings, amongst third parties or social gatherings, especially in the event the party in question is absent or out of the line of sight. WKM members will demonstrate patience and understanding not allowing small issues to jeopardize relationships and sabotage the

collaboration of our collective campaign for a kinder world. When we find ourselves feeling frustrated, tired or annoyed we will look within taking a deep breath before we address any concerns with honesty tempered with compassion.

d) Escalating Process for Mediation

Members who may find it intimidating to resolve their issues by dealing directly with a person, then they can seek assistance and guidance to resolve a dispute having earnestly sought to adhere to article the aforementioned a) b) & c) of the Article. Members can request the General Secretary and or select a support person to assist in a mediation process either over a coffee/tea or through an online conference or Skype call. Members can take comfort in the thought that there is no judgement for coming forward to raise issues whether it be with an individual or with the organisation no matter how uncomfortable the subject matter.

- e) All members have a responsibility to ensure they support members who find themselves conflicted to remind them with gentle persuasion to be the best they can be. If the matter in question cannot be resolved and the difference of opinion is just that, then parties agree to disagree without harbouring any ill-will or resentment to another but rather maintaining respect and best practice with our communication choosing to play the ball rather than the person.
- f) If any member who feels that they may have not had their issue addressed fully, fairly and promptly following items d) & e) of the article, they can present their concerns to the International Council for consideration and deliberation to arrive at an appropriate amicable resolution.

WORLD KINDNESS MOVEMENT

LOGO GUIDELINES

The WKM logo symbolizes the universality of kindness. The blue circle represents the world. The different coloured hearts of various sizes represent the diversity of mankind, with its many racial, cultural and religious strands woven together by the common thread of kindness.



1. The WKM logo is a registered trademark of the World Kindness Movement. The logo can only be used by organizations, which are members of the World Kindness Movement.
2. Members of the WKM may use the logo provided they seek written approval from the WKM secretariat. Upon approval, the logo may be used in the following ways only (see also 4):
 - o In members' stationery, including letterheads, flyers, newsletters and promotional materials, together with their logo;
 - o In members' calling cards, together with their logo;
 - o On official vehicles of member organizations;
 - o In all collateral produced for the WKM Conference when the Conference is hosted by a member country; and
 - o In publications produced by members provided these are directly related to their kindness movement.
3. The WKM logo should be preceded with the words: 'Member of the'.
4. The logo may be used only in the original colours as specified in Annex A. The logo may also be used in black and white based on the black and white photocopy of the original.
5. The logo should not be modified in any way. However, it may be used in an embossed form or as a watermark.
6. The logo should not be used by members for purposes other than those specified above (2).
7. The WKM logo shall not be used by anyone or any organization as a trademark on any merchandise or for any commercial purpose. Also, it may not be used in conjunction with other logos, other than those of WKM members, no matter how worthy the cause.
8. Members should report any misuse of the logo to the WKM Secretariat immediately. They should ask the individual, company or organization concerned to stop the misuse immediately.
9. Enquires about the WKM logo can be sent to the WKM Secretariat through the WKM website at www.theworldkindnessmovement.org or email: secretary-general@theworldkindnesmovement.org

STATUTES OF ASSOCIATION

World Kindness Movement

NAME AND HEADQUARTERS

ARTICLE 1

- 1 1.1 World Kindness Movement (therefor WKM) is a non-profit association governed by the present statutes and, secondly, by Articles 60 et seq. of the Swiss Civil Code.
- 2 1.2 It is neutral politically, and non-denominational.
- 3 1.3 The current organization inherits all the history, contents and projects of the WKM founded in 1997 by the following list of founding fathers and their respective countries

ARTICLE 2

2.1 The Registered Office of WKM shall be in Geneva or any such address as may be decided and by the General Assembly of WKM.

2.2 The address of the WKM "place of business/head office" will be at the elected host nation for the Secretariat or any such address as may be decided at and by the General Assembly of WKM.

2.3 The Association shall be of unlimited duration.

ARTICLE 3

AIMS

The Association shall pursue the following aim(s):

Inspire individuals, communities, organizations, businesses and connect nations and cities to create a kinder world.

For these purposes the association offers:

- Free ideas and projects to improve the quality of life, Inspire, engage and influence basic acts of kindness.
- Educational projects aimed particularly at childhood and adolescence,
- Promotion of international surveys,
- To spread knowledge at the Institutions and the community organizing studies, conferences, seminars, study days and using all appropriate means of information and propaganda,
- To establish a positive and productive relationship with the institutions and other actors of the territory

It generally performs all useful actions for the pursuit of the association's goals.

It is forbidden for the association to carry out activities other than those mentioned above, except for those directly connected to them.

For the achievement of the above-mentioned purposes, the WKM may carry out its activities in collaboration with any other public or private institution, or associate with other institutions.

VISION: The members of WKM shall:

- (a) Acknowledge the fundamental importance of simple human kindness as a basic condition of a satisfying and meaningful life, and
- (b) Pledge to join together through the individual networks of each member country, to build a kinder and more compassionate world.

ARTICLE 4

RESOURCES

The Association's resources are derived from:

- donations and legacies;
- sponsorship;
- public subsidies;
- membership fees;
- any other resources authorized by the law.

The funds shall be used in accordance with the Association's social aims.

MEMBERS

ARTICLE 5

To become a member of the Association, in accordance with the chief object of WKM, membership is open to all countries subject to the following:

- a. All that engage primarily in kindness-related programs and activities and promote kindness in their own countries are eligible to apply for membership as long as they subscribe to the chief object of WKM subject to the rules and procedure of admission into membership provided herein.
- b. There may be more than one WKM member in a country. An organization can apply to be listed as **an official member of WKM** subject to meeting criteria and adopting a specific constitution **and must be approved by the International Council. The body will consult with fellow members from that nation to determine their vote.**

- c. Each member shall have equal rights and privileges and shall be eligible to attend WKM General Assemblies and vote according to the rules provided herein. Each member shall have equal rights and privileges and shall be eligible to attend WKM International Council Meetings as observers.
- d. Any member of the WKM absenting themselves from three (3) consecutive meetings (online, or offline) without satisfactory explanation shall be deemed to have withdrawn from the WKM or the International Council.
- e. Every member must demonstrate their dedication to the goals of the Association through their commitments or actions.

The Movement shall comprise of:

The membership of WKM shall consist of Kindness based Organizations from Countries which continue to perform the obligations as outlined in this constitution and the bylaws.

The Movement shall be composed of active members each of whom must have completed its membership registration to be recognized as an official member of the WKM in the country, committed to the cause of the Movement. The active members have voting rights.

HONORARY MEMBERS

Persons who have distinguished themselves by meritorious service in the furtherance of World Kindness Movement ideals and those persons considered Kindness Ambassadors for their permanent support of WKM's causes may be elected to honorary membership. The term of such membership shall be as determined by the board of the WKM and should be conferred only in exceptional cases.

ASSOCIATE MEMBERS

All who engage in kindness-related programmes and activities and promote kindness in their own countries but may not have kindness as the organizations primary focus thereby not meeting the requirements of membership herein may be eligible to be associate members, and when admitted shall be granted an observer status at the General Assembly and other meetings of the Movement.

MEMBERSHIP APPLICATION:

- (a) All membership applications shall be proposed and seconded by an existing member and shall be made in an authorized form provided to the Membership Committee.
- (b) All applications shall be forwarded to the Chair of the Membership Committee via the Secretary-General for verification and recommendation.
- (c) Upon recommendation for acceptance of the application for membership to the General Secretary, the General Secretary shall welcome the new member on

behalf of WKM and shall issue a certificate of membership with its rights and privileges.

Membership shall cease:

- On death;
- By written resignation thereby notifying the Membership Committee of the Movement at least six months before the end of the financial year;
- By exclusion ordered by the Committee, for just cause, with a right of appeal to the General Assembly. Appeals must be lodged within 30 days of the Committee's decision being notified;
- For non-payment of dues for more than one year.

In all cases, the membership fee for the current year remains due. Members who have resigned or who are excluded have no rights to any part of the Movement's assets.

Only the Association's assets may be used for obligations/commitments contracted in its name. Members have no personal liability.

ARTICLE 6

ORGANS

The Association shall include the following organs:

1. General Assembly,
2. International Council
3. Executive Body,
4. Auditor.

ARTICLE 7

GENERAL ASSEMBLY

The General Assembly is the Movement's supreme authority. It is composed of all the members.

The General Assembly is presided over by the President and other Executive members, The attendance of all members or representative is compulsory.

A General Assembly shall be held no later than December of every other year to transact the following business:

- (a) To confirm the minutes of the preceding General Assembly;
- (b) To receive and, if approved, adopt the annual report and audited statement of accounts;
- (c) Approves the annual budget
- (d) To elect the members of the International Council, where applicable;

- (e) Shall approve the admission and expulsion of members;
- (f) Decides on any modification of statutes;
- (g) Decides on the dissolution of the Association;
- (h) Fixes the annual membership fees.
- (i) To appoint the Honorary Auditor(s);
- (j) To transact any other business of which not less than 28 days' prior written notice before the General Assembly has been given to the General Secretary at the place of business of WKM

The General Assembly shall be considered valid regardless of the number of members present.

ARTICLE 8

Decisions taken at the General Assembly shall by a simple majority vote of the members present (physically or via online). In case of deadlock, the President shall have the casting vote.

Decisions concerning the amendment of the Statutes and the dissolution of the Association must be approved by a two-thirds majority of the members present (physically or online).

ARTICLE 9

Every resolution submitted to a General Assembly shall be decided by a show of hands, by voice vote, online or by poll (where it is demanded by the voting members).

ARTICLE 10

The agenda of the ordinary annual session of the General Assembly must include:

- Approval of the Minutes of the previous General Assembly
- Approval of the Committee's annual Activity Report
- Approval of the report of the Treasurer and the Auditor
- The setting of membership fees
- Approval of the budget
- Approval of reports and accounts
- Election of Committee members and Auditor
- Miscellaneous business

ARTICLE 11

EXECUTIVE BODY

MANAGEMENT AND ORGANISATIONAL STRUCTURE:

- (a) The administration of WKM Secretariat shall be entrusted to an International Council consisting of the following:**

- A President, Secretary-General, Treasurer and At least three (3) executive members Attendance at IC meetings and General Assemblies are mandatory and will be at their own cost unless a budget is allocated or a host offers to subsidise.
- (b) At any General Assembly, a maximum of 2 representative members of all members of WKM **and eligible to vote may be nominated for any office by a proposer and seconder from the floor**, provided the proposer and seconder are members of WKM in good standing and present at the General Assembly.
 - (c) The term of office of each member of the International Council shall be two (2) years and every officer shall be eligible to be re-elected at the General Assembly for a maximum of 6 years in any one position except for the Treasurer who shall not be elected to the same position for more than two consecutive terms of two years without an intervening period of at least one term of two years.
 - (d) **The Secretary-General shall be the executive officer of WKM and shall head the Secretariat.** The Secretary-General shall have secretariat support staff and Regional Executive Officers to assist in the executions of the duties of the Secretariat. The place of business of the Secretariat shall be located in the country where the elected Secretary-General resides.
 - (e) The International Council shall meet once every month, and the meeting may be conducted through teleconferences, video-conferences or forum chat lines provided that at least half the members of the Council are present at the same time for the proceedings to be valid.
 - (f) Notice of the meeting and its agenda shall be given to all members of the International Council at least 7 days before the meeting is held.

Any Executive Member of the International Council absenting himself or herself from three (3) consecutive meetings (online, or offline) without satisfactory explanation shall be deemed to have withdrawn from the International Council, and a successor may be co-opted by the International Council to serve until the next Annual General Assembly.

ARTICLE 12

DUTIES OF THE OFFICE BEARERS:

- a) **The President** shall chair all General Assemblies and International Council Meetings. He or She shall also represent WKM in dealing with any external parties provided he/she reserves the right to delegate these duties to the Vice-President. The President will be actively involved in sourcing and or reengaging with new members. The President will be on the Membership and any other committee as deem fit. The President will provide a column and update in the WKM quarterly newsletter.

Attendance at IC meetings and General Assemblies is mandatory and will be at their own cost unless a budget is allocated or a host offers to subsidise.

- b) **The Secretary-General** shall keep an up-to-date register of the members, minutes of meetings and all other documents relating to the affairs of WKM, and transact all correspondence, and send out all notices of meetings. Attendance at IC meetings and General Assemblies will be at their own cost unless a budget is allocated or a host offers to subsidise. The cost of fulfilling the duties of the Secretary-General role and the functions of the office of the Secretary-General will be offset by funds channelled through the WKM from members contributions when available, however, if not available will be borne by the Secretariat.

Duties of the Secretariat (note this is current with exception to regional Secretariats)

- d) The Secretary-General shall oversee all Regional Secretariats and support the role of the Executive Officers in their capacity to drive membership and global campaign strategies.
- e) The Secretary-General will Chair and convene bi-monthly meetings of the Regional Secretariats and compile a summary of reports for the IC meeting.
- f) The General Secretary will endeavour to create opportunities to engage government officials and executives from the corporate sector to assist their engagement with the members of WKM.
- g) The Secretary-General will be present at all IC Meetings and Committee Meetings. The Executive Officer's Report and any necessary updates.
- h) The Secretary-General will provide a column and update in the WKM quarterly newsletter
- i) The Secretary-General will at times make themselves available to give keynote addresses and attend special international events to represent the WKM.

- j) The Office of the Secretary-General will be a primary point of contact for regional offices in regards to the day to day business of WKM.
 - k) The Secretary-General will assist to source and support interested parties to participate and form kindness organisations and peak national kindness bodies.
 - l) The Secretary-General will be responsible to manage social media and the WKM website.
 - m) The Office of the Secretary-General will vet communications all incoming mail from the website and social media and share with appropriate IC members and committees
 - n) The Office of the Secretary-General will manger the WKM Email Accounts
 - o) The Office of the Secretary-General will oversee the connection and liaison with Guest Speakers and dignitaries for WKM events.
 - p) The Office of the Secretary-General will oversee the bookings and travel arrangements for WKM events
 - q) The Office of the Secretary-General will ensure programs for WKM events run smoothly and venues meet the required standard
 - r) The office of the Secretary-General will ensure telephone lines and PO Box numbers are maintained and messages are responded to within reasonable timeframes.
 - s) The Office of the Secretary-General will do all things to support the IC and provide advice and guidance to the IC
 - t) The Office of the Secretary-General will collect data and stay abreast of world events providing relative information for members.
 - u) The Office of Secretary-General will provide training and support for members and update manuals and handbooks.
 - v) The Office of the Secretary-General will be responsible for the printing and allocation of WKM stationary including merchandise and presentation certificates and collateral.
 - w) The Office of the Secretary-General will provide advice and demonstrate an understanding of the WKM Constitution.
- (d) **The Treasurer** shall oversee all monetary transactions managed by the Secretariat. The Treasurer will be on the Finance, Governance and General Assembly committees. Attendance at IC meetings and General Assemblies is mandatory and will be at their own cost unless a budget is allocated or a host offers to subsidise. The Treasurer will liaise with the appointed auditors and present monthly financial reports and annual returns at the General Assembly and the annual IC meeting.

ARTICLE 13

Regional Executive Officers:

Regions determined by:

Africa - Asia Pacific - North Asia – Eastern European - Western Europe - Northern America
– Latin America & Caribbean - Oceania

The Regional Executive Officer will be appointed by the International Council and are separate to the International Council. Regional Executive Officers are appointed following responding to invitations to Express Interest for the roles from the IC. They shall keep an up-to-date register of the members, minutes of bi-meetings and all other documents relating to the affairs of the respective regional WKM Secretariats, and transact all correspondence, and send out all notices of meetings to respective members and the Secretary-General. An IC member cannot hold both an Executive Member role and Regional Secretariat role, however, an IC member can join the meetings of the regional secretariat which their nation belongs.

ARTICLE 14

COMMITTEE

A full member of WKM for more than 12 months is eligible to be appointed to the Executive member by being nominated and having the nominated seconded and then put to members to vote at a General Assembly.

The Committee is authorized to carry out all acts that further the purposes of the Association. It has the most extensive powers to manage the Association's day-to-day affairs.

ARTICLE 15

COMPOSITION OF COMMITTEE

The Committee is composed of at least 3 members elected by the General Assembly. Each member's term of office shall be four (4) years and can be re-elected on the second term. The Committee meets at least every two months.

ARTICLE 16

The Committee members work on a volunteer basis and as such can only be reimbursed for their actual expenses and travel costs. Potential attendance fees cannot exceed those paid for official commissions. For activities beyond the usual function, each Committee member is eligible for appropriate compensation.

The paid employees of the Association have only a consultative vote on the Committee.

ARTICLE 17

FUNCTIONS OF THE COMMITTEE

The functions of the Committee are:

- to take the appropriate measures to achieve the goals of the Association;
 - Assist the Secretariat in convening the ordinary and extraordinary General Assemblies;
 - review decisions about admission of new members as well as the resignation and possible expulsion of members;
 - to ensure adherence to the applications of Statutory rules, draft rules of procedure, and administer the assets of the Association.
- a) **The Membership Committee:** shall be responsible for the active recruitment of new members, researching and verifying the suitability of candidates and correspondence.
 - (b) **The Finance Committee** shall be responsible for the financial governance of the WKM.
 - (c) **The Communications Committee:** shall be responsible for producing an annual publication and other information dissemination with highlights of the WKM member activities, media projection and anything deemed related to kindness to showcase the accomplishments of the WKM.
 - (d) **Award Committee:** shall be responsible for the selection of deserving individuals, cities and nations nominees for an International Award on kindness.
 - (e) **Governance Committee:** Shall be responsible for ensuring strict compliance with the rules and regulations of the organization.

ARTICLE 18

AUDITOR

Each year the General Assembly appoints two auditors composed by two members.

The auditors shall check the operating and annual accounts prepared by the committee and present a written and detailed report to the annual ordinary general meeting.

ARTICLE 19

WORLD KINDNESS MOVEMENT YOUTH COUNCIL:

WKM shall establish a sub-body known as World Kindness Movement Youth Council (WKMYC), to breed future leaders and ambassadors of kindness. The WKMYC is created through International partnerships inviting youth organizations to nominate youth representatives from its youth executive to participate in the global campaign. The age shall be from 17years-25years and they will conduct their meetings in the same manner and conjunction with WKM meetings.

World Kindness Movement Youth Council shall comprise of a Chairperson, Secretary-General, Treasurer and youth representative from member countries.

The General Assemblies of the WKMYC shall be held during the General Assembly of WKM at a different venue.

ARTICLE 20

SIGNATURE AND REPRESENTATION

The Association is legally bound by the joint signature of President, Secretary and Treasurer

ARTICLE 21

FINANCIAL YEAR

The financial year shall begin on 1 January and end on 31 December of each year.

ARTICLE 22

OFFICIAL WEBSITE & WKM Logo:

- a. The official website address of WKM is **www.theworldkindnessmovement.org**. It will be updated and maintained by the WKM webmaster with the help of the WKM Secretariat.
- b. The WKM logo will be Trade Marked and will only be for the use of current WKM Members. The logo cannot be altered or appear in conjunction with any other logo which is not an official WKM member without the written consent of the International Council.

ARTICLE 23

AMENDMENTS TO THE CONSTITUTION

- a. The Secretariat shall inform all members of any proposal to add, delete or amend any Article of the Constitution by notice in writing. The notice shall specify all the proposals and shall be sent to all members at their last known address or email address as shown in the records of WKM at least 21 days before the date of the General Assembly.
- b. No additions, deletions or amendments to the Constitution shall be made except at a General Assembly and with the consent of at least seventy-five per cent (75%) of the voting members present.

ARTICLE 24

PROHIBITED ACTIVITIES:

- a WKM shall not indulge in any political activity or allow its funds and/premises to be used for political purposes.
- b WKM shall not raise funds from the public for whatever purposes for the benefit of any individual or individual member without the unanimous approval of all voting members.

ARTICLE 25

DISSOLUTION OF WKM

- a) WKM shall not be dissolved unless seventy-five per cent (75%) of the voting members in a good standing vote in person for its dissolution at a General Assembly convened for that purpose.
- b) At least 7 members or one quarter (1/4) of the voting membership, whichever is less, may requisition a General Assembly for the dissolution of WKM and notice of such meeting shall be given to all voting members in good standing.
- c) If WKM is dissolved, all debts and liabilities of WKM shall be discharged and the balance thereof shall be donated in the name of WKM to the International Red Cross or other charitable international organization as the members deem fit.

ARTICLE 26

WORLD KINDNESS DAY:

World Kindness Day shall be observed annually on 13 November. The purpose of World Kindness Day is to provide a springboard for promoting kindness that begins with individuals and expands to connect communities around the world. It is a day set aside to celebrate and appreciate kindness around the world.

For the World Kindness Movement,

President



Cristina Milani

Secretary-General



Stephen Oke