

INTERNATIONAL KINDNESS RESET

ANNUAL REPORT FY 2024

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Organization Overview:

International Kindness Reset, IKR, is a 501 (c) (3) Minnesota-based charity founded in late 2023 by Amy N. Spangler and Tatyana Tsyrlina-Spady. Its mission is to provide customized kindness-related educational materials, resources, and training to organizations that serve children and vulnerable adults. IKR's vision is to “reset” all organizations it serves by fostering kindness, empathy, and compassion, triggering a ripple effect and thus transforming prevailing behavioral norms in society.

Key Accomplishments:

A. Formation of 501 (c) (3), Board of Directors and

Senior Advisory Council: IKR has seven voting Directors. Five Directors are elected, serving one-to-two-year terms along with the two Co-Executive Directors (and Founders) who are automatically voting Members of the Board. The IKR Board of Directors has been instrumental in raising initial operating funds. The two Co-Executive Directors run the day-to-day operations of IKR. They developed all learning materials and professional development training presentations and resources; managed all social media accounts as well as all back-of-the-house aspects of running the business, such as bookkeeping, correspondence, and all other regulatory requirements. The Senior Advisory Council (SAC) is an advisory group and does not have voting members. The SAC comprises eleven globally diverse educators and academics who advise the Co-Executive Directors. The SAC has an active subcommittee that is currently developing the Kindness School Certification process.

B. Development of the Website and Social Media

Presence: IKR has a professional website, kindnessreset.org, where interested parties and potential donors can visit to learn about IKR’s past and current projects, professional services and fees, to make a donation, as well as to request copies of the free of charge “Connect with Kindness,” preK-12 supplementary SEL curricula, or to inquire about the Kindness School and Kindness Care Facility Projects. IKR has a strong social media presence on [Facebook](#), [YouTube](#), and [Instagram](#).



C. Kindness School Projects: IKR has five active Kindness School projects in process in Cote D'Ivoire, Croatia, Italy, Lithuania, and the United States. These learning organizations represent over 500 students and 30 teachers and administrators. As part of Phase 1, the teachers and administrators participated in two hours of training to learn how to implement Connect with Kindness curricula. Training sessions were delivered in the teachers' native languages: French, Italian, and Lithuanian. The data from pre-and-post-implementation surveys from students and staff in Phase 1 indicate that the use of the Connect with Kindness curricula had a highly positive impact on students and staff while also transforming the schools' overall culture of kindness. Phase 2 training was launched with Cote D'Ivoire and Lithuania in January 2025. Phase 2 training for Croatia, Italy, and the United States will be completed by spring 2025.



D. Kindness Care Facility Project: The Connect with Kindness curricula was adapted as a self-study pocket guide resource for healthcare providers who work with vulnerable seniors and reformatted into a pocket guide. A 90-minute training and 12-week pilot was conducted with 30 healthcare providers and facility administrators at a care center in Minnesota. Data from the pre-and-post-implementation surveys indicate that the training and use of the resource had a highly positive impact on the overall wellness of the healthcare providers and the residents they serve.

E. Revenue from Professional Services: Both Co-Executive Directors conducted a six-hour professional development class for 13 teachers through the Professional Development Center at the University of Hawaii; and a two-hour training session plus two hours of consultation for North Cedar Academy, an international boarding school in Wisconsin. Training for 30 teachers and leaders also took place at The KOÇ School which is a prominent private school in İstanbul, Turkey. The fees collected from these activities were used to support the overall operations of IKR.

F. Professional Conference Presentations: To maintain an active association with other global researchers and scholars, IKR presents its research at prestigious conferences. In October 2024, IKR presented its projects' findings at the annual Association of Moral Education Conference.

G. FY 2024 Financial Activity:

Revenue:

Private Donations (23)	\$13,331.07
Corporate Donation: Dick's Drive-In Restaurants	\$5,000.00
Income from Paid Services	\$3,381.25
Total	\$21,712.32

Expenditures:

Translation Contractors	\$9,852.27
Insurance	\$1,267.20
Operations	\$2,923.76
Conference Registration & Travel	\$1,700.00
Meals & Entertainment	\$74.63
Total	\$15,817.86

H. FY 2023 Notation: Since IKR was formed in November of 2023 the fiscal year for 2023 was very less than three months. The two Co-Founders/Co-Executive Directors donated seed-money in the amount of \$2,400 in December. By the end of FY 2023 there was a balance of **\$1,057.93**.



I. FY 2024 In-Kind Donations: IKR was successful because all professional training and development fees provided by both Co-Executive Directors were waved and two other professionals also waived their fees. Note the hours listed below for the Co-Executive Directors do not represent all hours spent to form, operate, and sustain IKR’s mission and vision, these are merely professional fees for one aspect of the work conducted by the Co-Executive Directors:

In-Kind Donation of Professional Services:

24 hours digital formatting	\$1,245.00
30 hours editing, SAC member	\$750.00
800 hours, Co-Executive Directors	\$80,000.00
Total	\$81,995.00

Strategic Initiatives and Goals for FY 2025

Listed in Order of Importance



1. Increase revenue by 100%

- a. **Goal:** Double revenue from last year to \$45,000 by:
 - i. Publishing and selling at least one booklet/guide.
 - ii. Increasing the number of individual donors via widening IKR's social media presence and professional and personal connections.
 - iii. Applying for at least one viable grant.
 - iv. Identifying at least one corporate sponsor.
 - v. Increasing the number of paid professional services provided by IKR Co-Executive Directors, from 3 in FY 2024 to 5 in FY 2025.
 - 1. **Who:** Both Co-Executive Directors, Board of Directors, Senior Advisory Council, and past donors.
 - 2. **When:** By 01/31/2026

2. Determine the US Marketing Potential of Kindness School Concept

Goal: Develop and implement a marketing strategy to expand Kindness School Concept in the United States with at least 5 schools or one school system/district, to include independent or private schools.

- i. **Who:** Professional marketing advisor with both Co-Executive Directors
- ii. **When:** Have marketing plan no later than 7/1/25; have a contract for schools no later than 01/31/26
- iii. **Budget:** \$3,500 for professional marketing advisor

3. Complete Phase 2 Kindness School Pilots

- a. **Goal:** Continue to support current schools in Cote d'Ivoire, Lithuania, Croatia, Italy, and the United States
 - i. **Who:** Both Co-Executive Directors
 - ii. **When:** Throughout FY 2025, by 01/31/26
 - iii. **Budget:** \$1,500 for verbal translations, written translations, and shipping.

4. Explore CASEL Endorsement for Connect with Kindness Curricula

- a. **Goal:** Seek influential endorsement by the US social and emotional learning gold standard. This is also to support marketing in the US.
 - i. **Who:** Both Co-Executive Directors with Board Member Janice Darias.
 - ii. **When:** Throughout FY 2025, by 01/31/26
 - iii. **Budget:** TBD

5. Expand International Kindness School Concept

- a. **Goal:** Expand the Kindness School concept to 2-4 entire schools in countries where we have translated documents: Italy, Lithuania, French-speaking Africa, and/or Croatia and English-speaking Africa.
 - i. **Who:** Both Co-Executive Directors
 - ii. **When:** Throughout FY 2025, have schools identified by 01/31/26
 - iii. **Budget:** \$1,000 for verbal and some written translation

6. Launch Kindness School Certification

- a. **Goal:** Certify at least 5 Kindness Schools.
 - i. **Who:** Both Co-Executive Directors with SAC Subcommittee members
 - ii. **When:** Throughout FY 2025, have all schools certified by 01/31/26
 - iii. **Budget:** \$1,000 for printing/shipping

7. Elevate Global Participation with Scholars and Educators

- a. **Goal:** Present the IKR projects and research findings at 2-3 conferences.
 - i. **Who:** Both Co-Executive Directors and Kindness School partners when appropriate.
 - ii. **When:** Throughout FY 2025; present at least 2 by 01/31/26
 - iii. **Budget:** \$2,000 for registration and some travel reimbursement

8. Pay Staff for Professional Services

- a. **Goal:** Pay each Co-Executive Director for some of their professional services provided. Reimburse Co-Executive Directors for all meals, and accommodations when traveling, and up to \$1,000 each for flight costs as general budget permits.
 - i. **Who:** Board of Directors
 - ii. **When:** Pay both Co-Executive Directors, by 01/31/2026
 - iii. **Budget:** \$2,500 each; total \$5,000

9. Expand Kindness Care Facility Pilot

- a. **Goal:** Expand Kindness Care Facility Pilot with one entire healthcare facility or organization.
 - i. **Who:** Amy Spangler
 - ii. **When:** Throughout FY 2025, have facility identified by 01/31/26
 - iii. **Budget:** \$1,000 for printed and other related costs



Impact Snapshot

In the last four months since adopting Connect with Kindness Curricula, I have seen more kindness in students. They are finding kindness in everyday things—Principal from Lithuania

I noticed a lot of changes as a result of using Connect with Kindness Curricula. It became the most important part of all the schoolwork. It was wonderful—*Teacher from Coté d'Ivoire, Africa*

Due to the Pocket Guide Implementation and training I feel like the staff grew a bit closer because we got to see a different side of each other than we were previously used to—Health care provider, Minnesota

81% of 112 Croatian students, ages 10-15, want to always use Connect with Kindness Curricula at their school.

Our environment became more welcoming and positive because of the Pocket Guide—Health care provider, Minnesota

Donors

A special thank you to all our bighearted donors. We are honored and grateful that you choose to give to International Kindness Reset.

We could not do this work without your kindness and generosity.

Beth and Hector Dalton

Lois and Bill Lydens

Bill Bode

Maureen and Walter Grant

Carolyn Bell

Maureen Barnowski

Cynthia and Robert Baur

Melinda Pierson

Dick's Drive-In Restaurants

Michele and Todd Markley

Ginger MacDonald

Renee and Jim Gottwald

Janelle and Curt Roberts

Robert Wiggins

Jean Grossman and Maria Torres

Sterling Morris

Jeri Meola and Judy Osborne

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