

INTERNATIONAL KINDNESS RESET

ANNUAL REPORT FY 2025

TAX ID#: 93-4536074

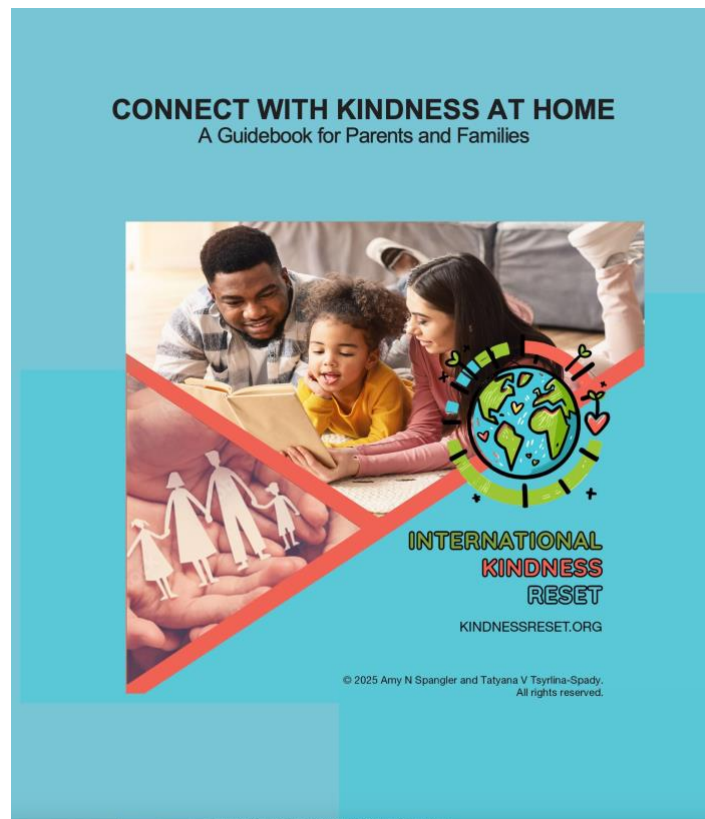


Organization Overview:

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:



1. **Publication of the *Connect with Kindness at Home A Guidebook for Parents and Families***: IKR launched its first officially published book, *Connect with Kindness at Home: A Guidebook for Parents and Families*, on November 13, 2025, World Kindness Day. Since its debut on Amazon, the guidebook is also available online at Barnes and Noble. Roughly 100 copies of the book were sold in FY 2025. The guidebook parallels the successful learning themes and processes used in the *Connect with Kindness* curriculum. The guidebook is designed to strengthen family bonds and communication, help parents discover how their child understands and can express kindness, support families in reimagining everyday moments as opportunities for kindness, and provide ways for families to establish meaningful kindness traditions rooted in empathy and self-reflection. IKR is grateful to the 15 families and 30+ children aged 3-18 who tested the first version of this guidebook over the summer of 2025. To promote book sales, IKR successfully registered its organization with Google Ad Grants, which will provide free advertising to qualified charities. Actual ads will be

created in FY 2026 to use these resources. Work is underway to translate the guidebook into Spanish and Italian.

2. Expansion in the United States: IKR has expanded its efforts in schools nationwide. In December, IKR trained half the teachers in one grade level at an elementary school in Michigan. Only half the grade level is participating in the curriculum implementation to scientifically test it with control and intervention groups, using research-based surveys, so IKR can attain an endorsement from the Collaborative for Academic Social and Emotional Learning (CASEL). Attaining this endorsement is important for expansion in the United States because many states and school districts require that all social and emotional learning curriculum used in their state be endorsed by CASEL.

In January 2026, IKR trained teachers and student leaders at a large, urban high school in Portland, Oregon. Student leaders will work with faculty to implement the curriculum for all students, which is a new and unique model for IKR. Data will also be collected and analyzed as part of this implementation.

IKR has also conducted a firsthand test of the curriculum by using the lessons with students at an elementary school in Minnesota. This is the first time a classroom has welcomed IKR to guest-teach. Lessons learned from this experience will help enrich future editions of *Connect with Kindness*.





3. Entire school Curriculum Implementation: Prior to FY 2025, IKR implemented the *Connect with Kindness* curriculum in various school configurations, such as an entire grade level, a “slice” of one school with teachers representing each grade level, as part of afterschool programming, and in a family center. Beginning in the fall of 2025, IKR trained 14 teachers representing an entire preschool in Italy that serves 114 preschool students, ages 3-5. This full-school implementation will help IKR determine whether or not *Connect with Kindness* for the age range 4-10, with adaptations, can be successfully implemented with much younger children and whether implementing the curriculum school-wide has the same or greater transformative impact on the entire school community as it has with other programs. Preliminary observations and qualitative data indicate that *Connect with Kindness* can be successfully implemented when adapted for younger children and that doing so is having a highly transformative impact on the entire learning community.

4. Phase II Kindness School Projects: IKR has three active Phase II Kindness School projects underway in Cote d’Ivoire, Croatia, and Lithuania. These learning organizations represent over 400 students, 20 teachers, and

administrators. As part of Phase I, conducted in FY2024, the teachers and administrators participated in two hours of training to learn how to implement the *Connect with Kindness* curricula and the neuroscience of kindness. Training sessions were delivered in the teachers' native languages: French and Lithuanian. Phase II training was launched with Cote d'Ivoire and Lithuania in January 2025. Phase II training for Croatia took place in February 2025. Kindness Schools are continuing to provide IKR with updates on their experiences.

5. **4th Edition Publication of the *Connect with Kindness***

Curricula: In the fall of 2025, all three levels (4-10, 11-13, and 14-18 years of age) of the *Connect with Kindness* curriculum were refined, and we have now published our 4th Edition. This was a comprehensive process, that took several weeks to complete.

6. **Revenue from Professional Services:** Both Co-Executive Directors conducted a six-hour professional development class for 8 teachers through the Professional Development Center at the Hanahau'oli School, which is affiliated with the University of Hawaii, generating \$780 in revenue. \$1,000 in revenue was also earned from the 2-hour training session for Portland Public Schools. The fees collected from these activities were used to support the overall operations of IKR.

7. **Professional Presentations and a Published Article:** To maintain an active association with other global researchers and scholars, IKR presents its research at prestigious conferences. In March 2025, our co-executive directors virtually presented at the [Comparative and International Education Society \(CIES\), 69th Annual Conference](#), and in August, they traveled to Tampere, Finland, to present at the [annual Association of Moral Education Conference](#). An article coauthored by both co-executive directors was published in the peer-reviewed *Journal of Contemplative and Holistic Education*.

8. **Kindness-Based Affiliations:** IKR has recently partnered with [Kindness Worldwide](#). Both co-executive directors have been named Kindness Ambassadors by Kindness Worldwide. IKR collaborated with its founder, Kevin

Smith, on several initiatives during Kindness World Week, including obtaining proclamations for Kindness Week Worldwide from one mayor and one governor. Kevin Smith has since joined IKR as a Senior Advisory Council Member.

IKR co-executive directors were also recently awarded a Lifetime Achievement Award as Visionary Leaders by the [Visioneers](#) International Network based in Vancouver, BC.

Impact Summary: The below table summarizes the number of teachers, students, parents, and schools who have been impacted by IKR in FY 2025. These data specifically highlight the implementation of the Kindness School Phase 1 and Phase 2.

Country	Teachers	Students	Parents	Training Hours	Language(s)	Age Range	School Details
Côte d'Ivoire Phases I & II	10	429	0	4	French	7–18 years	10 Urban Public Schools; 1 Out-of-School Time (OST) Program
Croatia Phases I & II	4	112	0	6	English	11–13 years	1 Suburban Public School (all middle schoolers)
Italy Phase I	25	254	27	8	Italian	4–10 years	1 Suburban Toy Library; 6 Public Schools; 1 Entire Preschool
Lithuania Phases I & II	5	73	0	8	Lithuanian & Russian	4–13 years	1 Rural Public School
United States Phase I	15	1,576	0	6	English	14–18 years	1 Rural Private Boarding School, 1 Suburban 3 rd grade, 1 Urban High School.
Totals	59	2,503	27	32	5 Languages	Pre-school–HS	22 Schools; 1 OST Program; 1 Toy Library

Financials

FY 2025 In-Kind Donations Received: IKR was successful because all professional development fees provided by both co-executive directors were waived, and two other professionals also waived their fees. Note that the hours listed below for the co-executive directors do not represent all hours spent maintaining, operating, and expanding 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:

10 hours book launch moderator	\$500
8 original paintings	\$6,100
650 hours, Co-Executive Directors (325 each at \$150 per hour)	\$97,500
Total:	\$104,100

FY 2025 Financial Activity:

Revenue:

Book Royalties	\$314.56
Private Donations	\$14,822.59
Corporate Donation: Dick's Drive-In Restaurants	\$5,000.00
Income from Paid Services	\$780.00
Total	\$20,917.15

Expenditures:

Advertising/Marketing	\$2,000.00
Conference Registration & Professional fees	\$900.76
Conference Travel	\$986.12
Contractors	\$3,542.50
Information Technology	\$4,111.31
Insurance	\$1,251.00
Operations	\$1,830.29
Total	\$14,621.98

Donors

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

Andres Kask

Carla Butts

Catherine J. Gibson

Coletta Vigh

Daisy Lindenauer

Dick's Drive-In Restaurants

Diviya Naidoo

Ginger MacDonald

Jennifer E Delaney

Jodie and Steve Skolnick

Kathryn Everett

Laura Liberty

Linda Maschhoff

Lois and Bill Lydens

Melinda Pierson

Michelle Beste

Mihaela Aurora

Shannon Harris

Soraya Schwaegler

Susanne Duren

Tatyana Tsyrlina-Spady and John Spady

Vikki Bell and Tom Sawyer

Wayne Spangler

Weldon and Amy Spangler

International Kindness Reset Strategic Plan: 2026-2027

IKR’s **mission** is to provide high-impact, kindness-based educational services and customized materials to professionals, organizations, and communities that assist children and vulnerable adults.

IKR’s **vision** is to reset all organizations we serve by fostering kindness, empathy, and compassion, triggering a ripple effect, and thus transforming prevailing behavioral norms in society.

To further our mission and vision the following strategic goals have been established:

Goal	Who	Timeline	Strategies	Updates
<p>1. Double revenue each fiscal year.</p> <p>2025 Revenue: \$20,917.15</p> <p>2024 Revenue: \$21,712.32</p> <p>2023 Revenue: \$2,400</p>	<p>Co-Executive Directors, Board and SAC Members</p>	<p>FY 2024-2026</p>	<p>Publish and sell <i>Connect with Kindness at Home: A Guidebook for Parents and Families</i> on different Amazon platforms in multiple languages, and at Barnes and Noble stores and online.</p> <p>Advertise the guidebook for nonprofits through Google Ad Grants.</p> <p>Increase the number of individual donors via personal connections and social media presence.</p>	<p>Guidebook published on Amazon.com 11/2025, https://www.amazon.it/ 2/6/26, and BarnesandNoble.com 1/26; royalties are coming in, monthly.</p> <p>Was approved by Google Ad Grants for Nonprofits and set-up an account. Currently pursuing support for first ad campaign with a volunteer expert.</p> <p>IKR slightly increased the number of new donors in FY</p>

			<p>Identify a second corporate sponsor.</p> <p>Increase the number of paying clients.</p> <p>Establish a fundraising committee to launch an online auction to sell the remaining paintings donated by Laura Liberty.</p> <p>Evaluate the expansion of the <i>Mindfully Kind Pocket Guide for Care Providers</i> resource.</p>	<p>2025, but the size of each donation was smaller.</p> <p>Dick's Drive-Ins has continued to be a corporate sponsor.</p> <p>IKR still possesses 4 donated paintings from the artist Laura Liberty. Gallery value: \$3,125.</p> <p>IKR has become part of Walmart's Round-up Program.</p> <p>IKR will be paid by one school for services in March 2026. Other interested schools will also be clients who pay for professional fees.</p>

Goal	Who	Timeline	Strategies	Updates
<p>2. Obtain CASEL Endorsement of the <i>Connect with Kindness</i> curricula.</p>	<p>Co-Executive Directors, Board and SAC Members</p>	<p>FY 2026</p>	<p>Identify cooperating school.</p> <p>Collect and analyze pre-and post-implementation student survey data.</p> <p>Submit data and answers to specific questions to CASEL.</p> <p>Market results of endorsement if it is granted. Continue to identify schools willing to participate in a study if endorsement is not granted.</p>	<p>School in Whitehall, Michigan, is participating in the study.</p> <p>SAC Member, Dr. Hyemin Han, has agreed to analyze the data for IKR.</p> <p>SAC Member, Janice Darias, will assist with the submission of all final CASEL documents.</p> <p>IKR will pursue other studies if the first attempt with CASEL is declined.</p>

Goal	Who	Timeline	Strategies	Updates
<p>3. Determine the US Marketing potential of Phase 1 of the <i>Kindness School</i> concept.</p>	<p>Co-Executive Directors, Board Member Jonathan Muthar</p>	<p>FY 2025-2026</p>	<p>Advertise the <i>Kindness School</i> concept through written publications that principals and other school leaders read.</p> <p>Test <i>Kindness School</i> concept in at least one entire US school.</p> <p>Enlist all Board and SAC members to follow IKR on Facebook, make comments and reposting posts on their personal social media accounts.</p> <p>Explore other ways to advertise.</p>	<p>The article by IKR co-executive directors was published in the NAESP e-newsletter, the <i>Communicator</i> 2/26, highlighting the <i>Kindness School</i> concept. Thus far, 2 schools (in HI and MN) have inquired as a result.</p> <p>A large charter school in Florida where IKR SAC member Sanders Gwin teaches, is in the planning stages of Phase 1 implementation.</p> <p>Michigan pilot school will determine if the <i>Connect with Kindness</i> curriculum will be adopted school-wide by May 2026.</p> <p>High school in Portland Public Schools has adopted the curriculum school-wide.</p>

Goal	Who	Timeline	Strategies	Updates
<p>4. Complete Phase II of the <i>Kindness School</i> with initial pilot schools.</p>	<p>Co-Executive Directors</p>	<p>FY 2025-2026</p>	<p>Continue to support efforts toward Kindness Schools implementation in Côte d’Ivoire, Lithuania, and Croatia.</p> <p>Explore pathways for guiding schools through either a comprehensive or an abridged certification process.</p> <p>Continue to post schools’ progress on IKR’s Facebook page.</p>	<p>All participants are continuing to use the curriculum and are striving to become Kindness Schools.</p> <p>Six additional teachers and principals were added to the group in Cote d’Ivoire.</p> <p><i>IKR’s Kindness School Certification Process</i> has been established. This process will be added to the next edition of the <i>IKR Kindness School</i> concept publication to be revised in the summer of 2026.</p>

Goal	Who	Timeline	Strategies	Updates
<p>5. Expand the implementation of the <i>Kindness School</i> concept in Phases I and II in Italy.</p>	<p>Co-Executive Directors</p>	<p>FY2026</p>	<p>Identify one entire school to implement the <i>Connect with Kindness</i> curriculum.</p> <p>Provide training for all teachers.</p> <p>Identify at least 10 Family Centers (Toy Libraries) that will use the <i>Connect with Kindness</i> curriculum and the <i>Connect with Kindness at Home</i> guidebook activities.</p> <p>Include the sale of the <i>Connect with Kindness At Home</i> workbook as part of Basic Implementation Agreements.</p>	<p>One preschool (114 students) in Italy is using the curriculum; 14 teachers have been trained. IKR posts updates on its Facebook page, every few weeks.</p> <p>Meetings are ongoing with Family Center contact, Dr. Colapinto, and her supervisor. IKR has already outlined the pedagogical approach for this new model and the work agreements to include the sale of 75 guidebooks. Training will take place in the late spring.</p>

Goal	Who	Timeline	Strategies	Updates
<p>6. Establish consistent payment for the professional services provided by Co-Executive Directors and reimbursement for registration expenses.</p>	<p>Board of Directors</p>	<p>FY 2025 and FY 2026</p>	<p>Pay a minimum of \$1,500 to each Co-Executive Director for professional services provided to IKR as independent contractors.</p> <p>Reimburse Co-Executive Directors for all registration fees and selected expenses related to participation in national and international conferences.</p> <p>Continue to present IKR research and findings at 2-3 national and international conferences.</p>	<p>In FY 2025, each Co-Executive Director was paid \$1,000 for documented professional services as contractors.</p> <p>In FY 2025, Co-Executive Directors were reimbursed for some conferences' registration fees and other expenses.</p> <p>Co-Executive Directors will be presenting at the CIES conference in San Francisco in March 2026 and have submitted two papers to present at the AME conference in Spain in June 2026.</p>

