



CONNOR'S KINDNESS
PROJECT

2024 IMPACT REPORT





A MESSAGE FROM OUR EXECUTIVE DIRECTOR

I am filled with gratitude and pride for all that Connor's Kindness Project (CKP) has accomplished to date. What started as a simple idea—bringing comfort and kindness to children in difficult situations—has grown into a movement, thanks to the unwavering support of our community.

This year, we expanded our **Kindness Kit Program**, delivering over **10,000** kits to hospitals, shelters, and crisis centers across New England since inception. Each Kit represents more than just a box of items; it is a moment of relief, a spark of hope, and a reminder to a child that they are not alone.

Our **Kids Kindness Club** continues to foster a culture of kindness in schools, reaching over **20,000** students who collectively completed over **400,000** acts of kindness. These young changemakers are shaping a future where empathy and service lead the way.

None of this would have been possible without our incredible supporters—volunteers, donors, corporate partners, and grantors—who believe in our mission. Your generosity has allowed CKP to grow, ensuring we can continue to provide comfort, inspiration, and kindness to those who need it most.

As we look ahead in 2025 and beyond, we remain committed to expanding our reach, growing our programs, and making kindness a way of life for even more children. Thank you for being part of this journey. Together, we are changing lives, one act of kindness at a time.



With Gratitude,

Sharon Marrama



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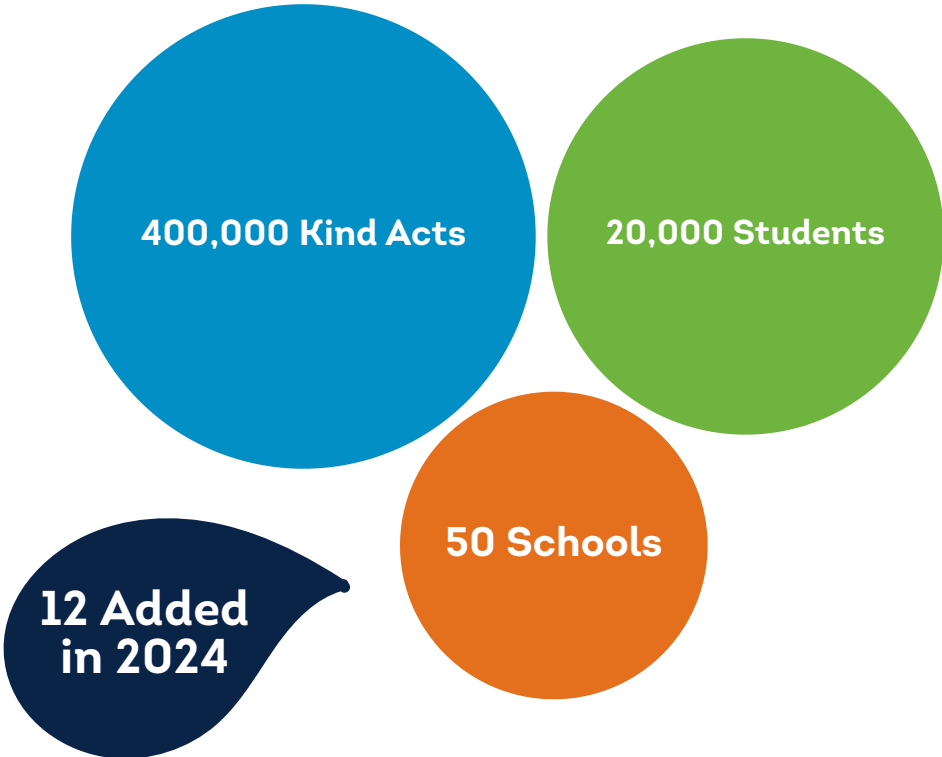
OUR MISSION

To spread kindness by uplifting children that are faced with a challenging situation and to inspire our youth to care for others, be inclusive, and engage in community service.

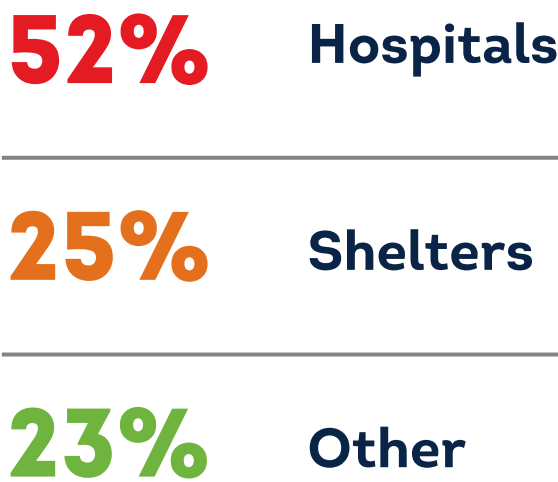


IMPACT

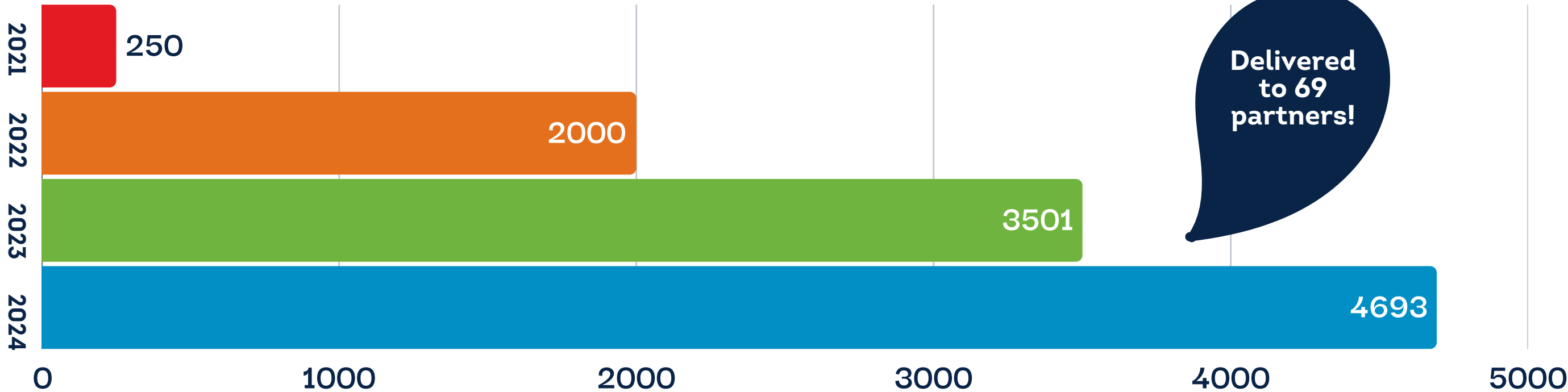
KIDS KINDNESS CLUB



WHO RECEIVED KINDNESS KITS?



KINDNESS KITS DELIVERED

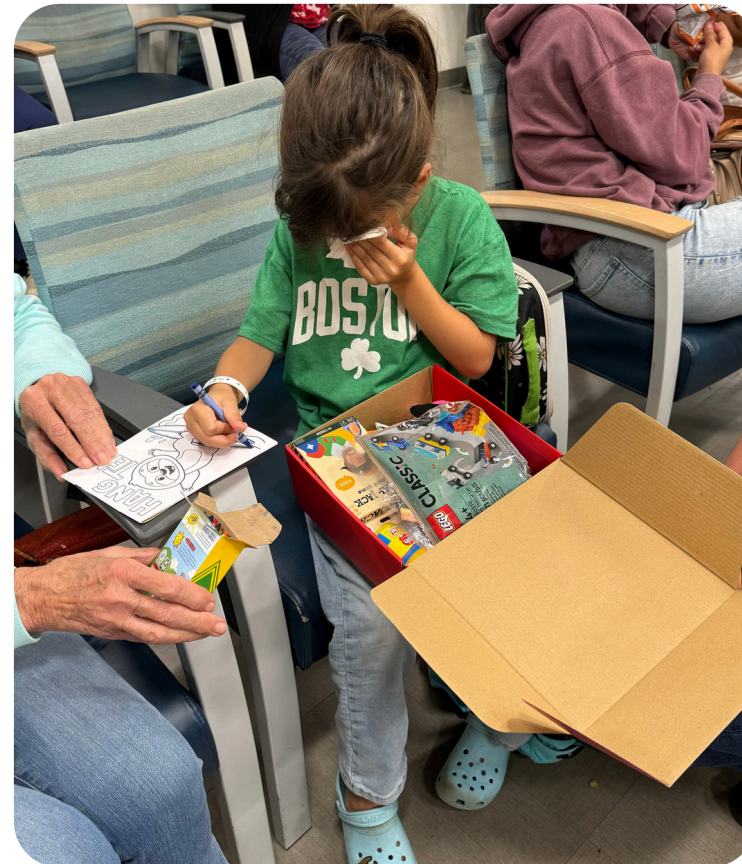


KINDNESS KIT



“We just wanted to thank you for the AWESOME Kindness Kit and the wonderful project you created. It’s day 3 in the hospital, and we are finally off oxygen - this sweet red box was delivered and brought the BIGGEST smile to my daughter’s [Kallie’s] face. You are a special person, Connor! Thank you for your kindness and the joy you bring ❤️”

- Shannon M. Parent

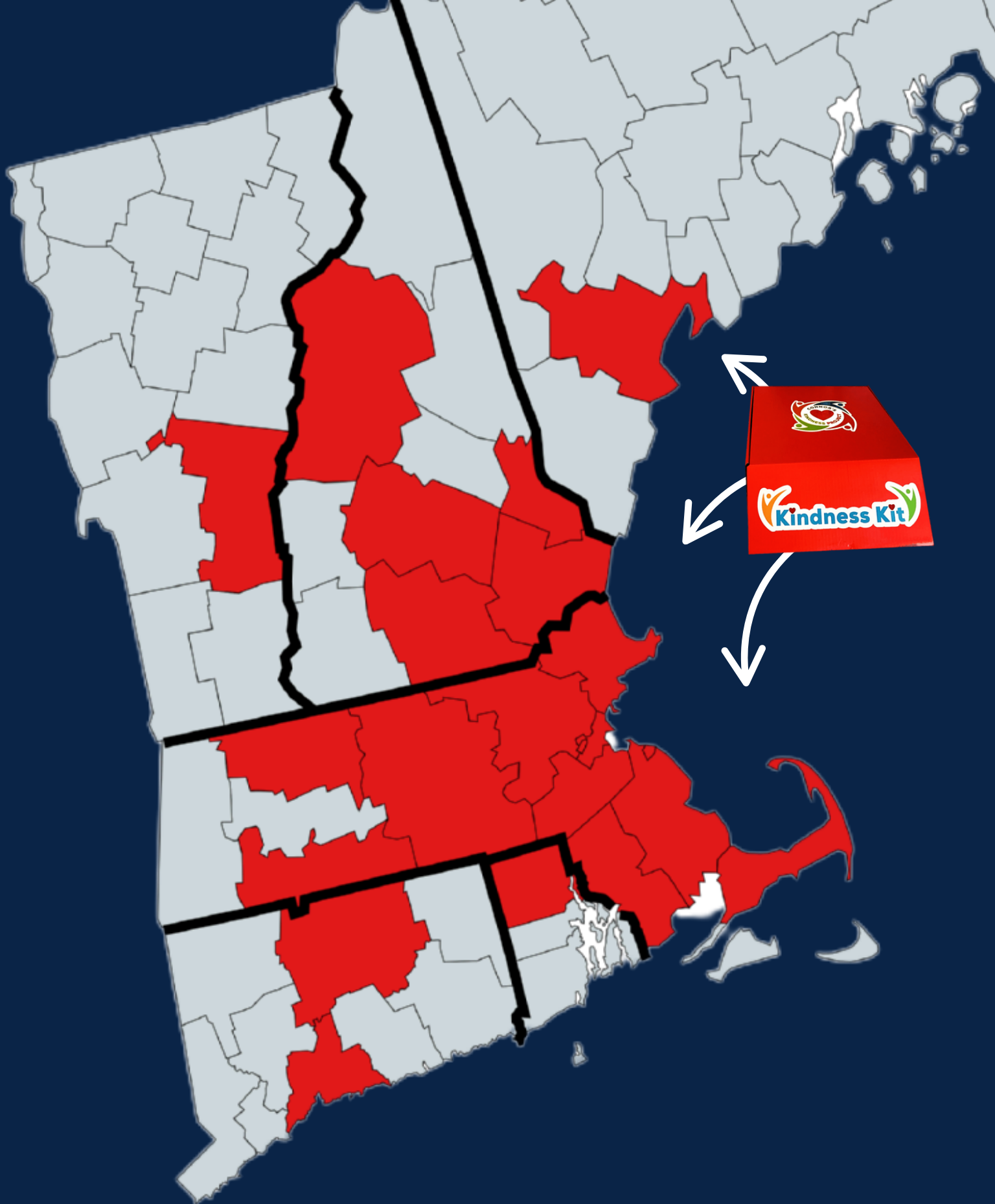


WHAT IS A KINDNESS KIT?

A Kindness Kit is a captivating red box full of carefully thought-out items (selected by Connor) that addresses the critical need to support children facing adversity, including medical issues, housing insecurity, and traumatic life events. Kindness Kits are a vital resource for children facing these challenging circumstances, offering comfort, hope, and a sense of support during their most vulnerable moments. Kits are curated with trendy, entertaining, educational, and comforting items, such as a mini Lego sets, Bombas socks, an Etch A Sketch, Play-Doh, slime, crayons, a coloring book, a card game, stickers, a Rubik’s Cubes, MadLibs and Pop-Its. The kit provides emotional relief by alleviating the stress of a challenging situation and fosters resilience. They are delivered to 70 plus partner organizations in New England for distribution.

HOW CAN I GET INVOLVED?

There are plenty of ways to contribute to our Kindness Kit program. You can volunteer in our Woburn office and assemble Kindness Kits yourself (or with friends), set up a team building event at your workplace to build Kits together, purchase an item from our Amazon Wishlist, or make a donation to the program. Every \$25 supports one Kindness Kit.



AREAS WE CURRENTLY SERVE:

MASSACHUSETTS

- Barnstable County
- Bristol County
- Essex County
- Franklin County
- Hampden County
- Middlesex County
- Norfolk County
- Plymouth County
- Suffolk County
- Worcester County

CONNECTICUT

- Hartford County
- New Haven County

RHODE ISLAND

- Providence County

MAINE

- Cumberland County

VERMONT

- Windsor County

NEW HAMPSHIRE

- Grafton County
- Hillsboro County
- Merrimack County
- Rockingham County
- Strafford County

Don't see your area listed? We are always looking for new opportunities to spread kindness. Reach out to us to inquire about a partnership!

TESTIMONIAL QUOTES

“These kits provide that important reminder [to kids] that someone cares about them, while also providing lots of comfort and fun! It’s a bright light for them, and makes a direct impact through spreading kindness.”

- Jennifer Noonan, Program Director - Center-Based Services at The Children’s Room

“I have been a DCF foster parent for over 21 years... When foster kids are presented with a Connor’s Kindness Kit, it helps reinforce comfort, goodness and compassion... The Kindness Kits provide a positive profound impact and offer a glimmer of joy for kids facing an uncertain future.”

- Karen Manna, Ambassador/Trainer at the Department of Children & Families

“Your ongoing contributions have made a significant impact on the lives of the children and families here at Boston Children’s.”

- Victoria at Boston Children’s Hospital

“I have seen these Kindness Kits in action, and they truly make a difference each and every time they are handed to a patient... What might seem like a box of toys is really so much more than that.”

- Bridget Migliozi, Child Life Specialist at Lowell General Hospital

“My son, Eli, age 7... has been through a lot medically including many very serious illnesses and major surgeries... He was given one of Connor’s Kits today by our child life specialist... unpacking the box and playing with the toys took his mind off of the discomfort and stress for the whole afternoon. It gave me a chance to relax and unwind a little bit knowing that he was happy, entertained and distracted from his discomfort... Our whole family felt seen and cared for by this box... [it] turned a tough experience into a better one.”

- Eli’s Mom

“The Kindness Kit made a world of a difference for my daughter during a very scary and stressful day. I cannot express how much it meant to me that she was able to walk away from it holding on to something positive.”

- Heather M., Parent

KIDS KINDNESS CLUB



WHAT IS THE KIDS KINDNESS CLUB?

The Kids Kindness Club is an educational enrichment program designed to foster empathy, inclusivity, and social-emotional learning among elementary-age children. Launched in January 2023, this initiative introduces students to community service while encouraging them to be mindful of others' feelings and well-being. By engaging in activities that promote kindness and inclusion, participants develop essential life skills that serve as a proactive approach to preventing bullying without explicitly using these terms.

HOW DOES IT WORK?

For a modest fee, each school who participates in Kids Kindness Club will receive: a CKP support liaison to design implementation, a live in-person assembly for the program launch, kindness books for the school library, and a 48x63 kindness coloring poster. Each participant takes a Kindness Pledge and completes 20 Acts of Kindness from a provided list within a timeframe set by their school or classroom. These simple, meaningful activities—such as writing thoughtful notes to others, donating items, volunteering, or helping a classmate or neighbor are designed to encourage children to make compassion a habit. Upon completion, students will receive a Kindness Certificate, and a Kindness is My Superpower sticker, reinforcing their commitment to making a difference and being thoughtful about others.

PARTICIPATING SCHOOLS

Warren-Prescott School, Charlestown MA

Harvard-Kent School, Charlestown MA

Titlton Elementary School, Haverhill MA

Pentucket Lake Elementary School, Haverhill MA

Silver Hill Elementary School, Haverhill MA

Golden School Elementary School, Haverhill MA

Bradford Elementary School, Haverhill MA

Walnut Square Elementary School, Haverhill MA

Caleb Dustin Hunking School, Haverhill MA

Liberty Elementary School, Boise ID

Alexander B. Bruce School, Lawrence MA

Shaughnessy Elementary School, Lowell MA

Pawtucketville Memorial Elementary School, Lowell MA

Tracy Elementary School, Lynn MA

Aborn Elementary School, Lynn MA

Huckleberry Hill Elementary School, Lynnfield MA

Summer Street School, Lynnfield MA

Teachable Moments LLC, Peabody MA

J. Turner Hood Elementary School, North Reading MA

Loella F. Dewing Elementary School, Tewksbury MA

Ambrose Elementary School, Winchester MA

Reeves Elementary School, Woburn MA

Malcolm White Elementary School, Woburn MA

TESTIMONIALS

“The Kids Kindness Club” came to all our elementary schools and the response was fantastic!
... A sampling of feedback received by our principal’s included “Kids Kindness Club was an uplifting assembly that showed students that they can work to make the world a better place by sharing kindness”... “positively transformed the school culture by showcasing Connor, a student exemplar, as a compelling role model, demonstrating the profound impact children can have, while fostering a collective belief that kindness is undeniably cool”... “reminds students not only what it means to be kind, but how and where they can show kindness”. Sharon and Connor work as a team inspiring the youth to reach for their goals while sharing kindness along the way. It was fantastic! She was so interactive with the students and the videos were relatable - the students and staff loved it!”

Dr. Mark Higgins, Assistant Superintendent of
Peabody Public Schools

“Working with CKP’s Kids Kindness Club helped us to cultivate a community of empathy and support. The impact on students was immeasurable and we are grateful that we could work alongside such a dedicated group. We took on the Kindness Challenge, and as a result the Ambrose School Community is a better place, one kind gesture at a time.”

- Andrea Phelan, Principal
of Ambrose School
Winchester

“The Reeves Elementary School's motto is Throw Kindness Around Like Confetti, so of course we were excited to collaborate with Connor's Kindness Project. Connor's Kindness Club was an amazing opportunity to help spread kindness throughout our school and our community. Connor and his campaign of kindness created an opportunity for each and every student in the building to take a hands-on approach to kindness and create a meaningful difference in their daily lives. The kindness challenge taught students that every act of kindness makes a difference and allowed them to see it first- hand. We'd like to thank Connor's Kindness Project for their collaboration and participation in their assemblies, leading our school in the kindness pledge, following up with our challenge progress, and helping celebrate our success at the end of the school year.”

- Matthew Comenitz, Assistant Principal of Reeves
Elementary School

CKP IN THE NEWS



NEWS FEATURES



AWARDS



JEANNE D'ARC
CREDIT UNION
we share a common thread

Jeanne D'Arc
Credit Union
Give-a-click
Winner



Woburn
Chamber
Humanitarian
Award



Woburn
Chamber
November
Business of the
Month



Myra Kraft
Community MVP
Award



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KINDNESS IN ACTION: UPLIFTING CHILDREN IN
NEED, INSPIRING YOUTH TO MAKE A DIFFERENCE.

FINANCIALS

*We now use Network For Good, a CRM Software, to track our donations, deliveries, and more!

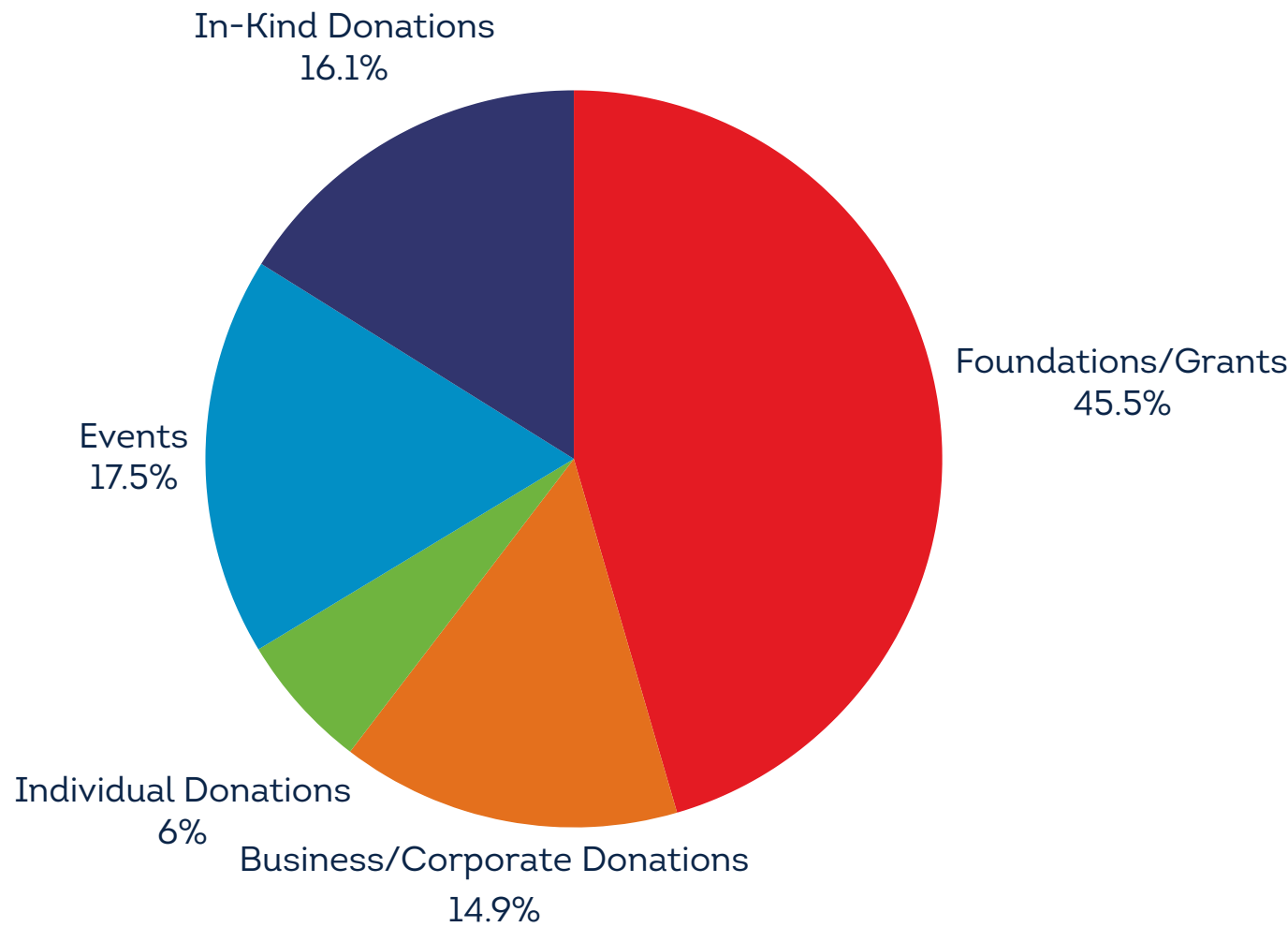
As a growing nonprofit founded just four years ago, we are committed to expanding our impact each year. With the generous support of individuals, businesses, and foundations, we continue to raise funds to spread kindness in meaningful and effective ways. Every donation directly supports our mission, fueling programs like the Kindness Kit initiative and the Kids Kindness Club. Your contributions help bring comfort and joy to children facing difficult or vulnerable situations, ensuring kindness reaches those who need it most and influences children engaging in acts of inclusiveness, caring for others and community service,



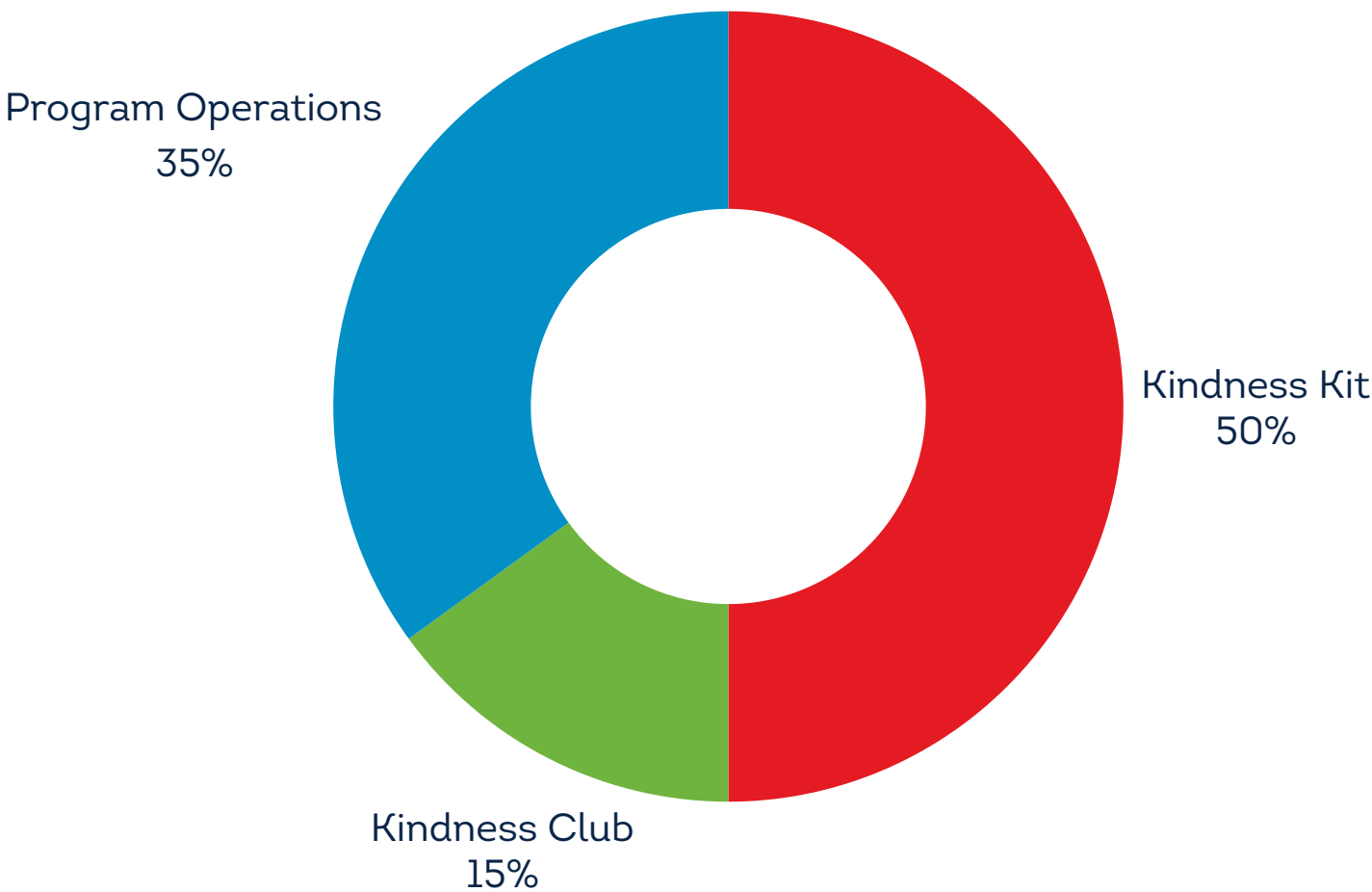
Candid Gold Seal of Transparency

- Recognition of our financial accountability and transparency
- <5% of nonprofits receive this distinction

REVENUE



EXPENSES



CONNOR'S KINDNESS
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KINDNESS IN ACTION: UPLIFTING CHILDREN IN NEED, INSPIRING YOUTH TO MAKE A DIFFERENCE.

2024 DONORS \$100-\$100,000: KINDNESS CHAMPIONS, LEADERS, AND BUILDERS

Kindness Champion

MABEL LOUISE RILEY
FOUNDATION

Kindness Leaders

ALTAR'D STATE



BOSTON EVENING CLINIC
FOUNDATION



WE COULD NOT DO WHAT WE
DO WITHOUT THE SUPPORT OF
OUR AMAZING DONORS,
GRANTORS AND SPONSORS.

2024 DONORS \$100-\$100,000 KINDNESS CULTIVATORS AND KINDNESS CREATORS

Kindness Cultivators

DCU for Kids
John Alden Trust
Laz Foundation
Mariner Wealth Advisors
Project Kompass
Ramlose Foundation
Stoneham Bank
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Kindness Creators

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Bloom Med Spa
Boston Board Up Emergency Services
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Magical Beginnings
McLane Middleton, Professional Association
Mooney Dental
MP: Wired for HR
Neighborhood Cooperative Preschool
Pinnacle Office Solutions
Red Sox Foundation

Rodman for Kids
RWH Holdings
Salon 77
Sourcepak Inc
The Savings Bank
Toro Construction
Walmart Danvers
Walmart Salem NH
Walmart Saugus
Webster Bank
Winchester Savings Bank
Woburn Chamber of Commerce
Woburn Pediatrics

2024 DONORS \$100-\$100,000 KINDNESS INFLUENCERS

Kindness Influencers

Donna Adgate
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Social Capital, Inc
Those Who Can For Those In Need
Walmart N Reading
Walmart Raymond NH
Window World

2024 IN-KIND DONORS

DUNKIN'  **Staples**



ooly  **BOMBAS**

OUTFRONT

Schylling



Blistex
Inc.

P&G
Gillette



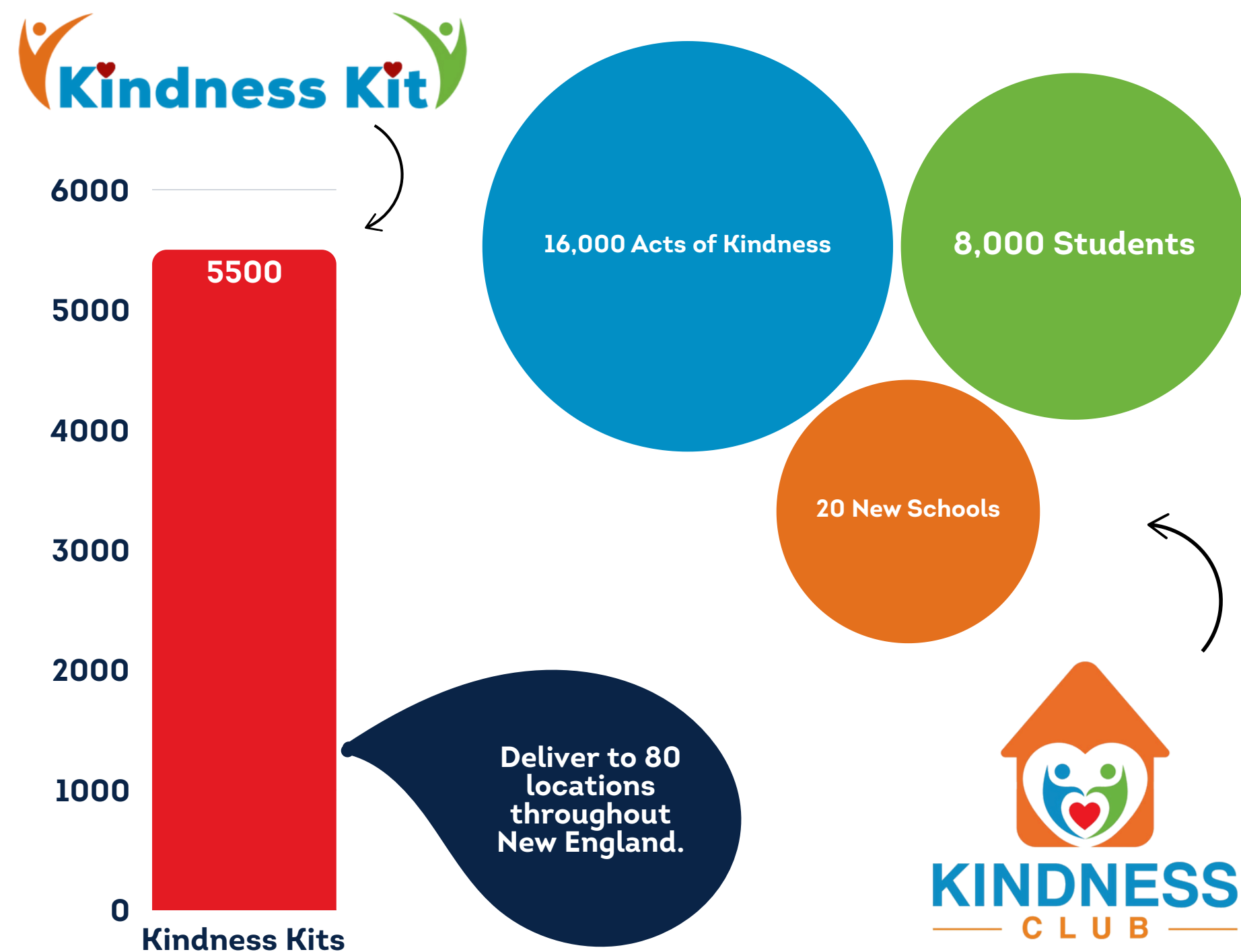
Amy Gaaber
ACTION COACH

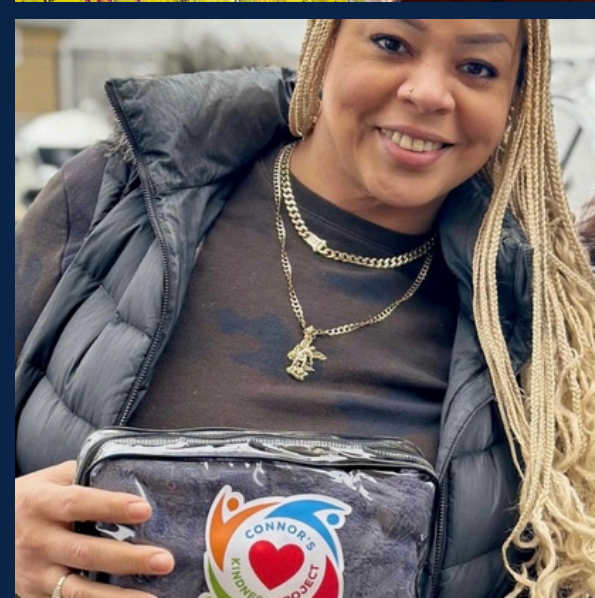
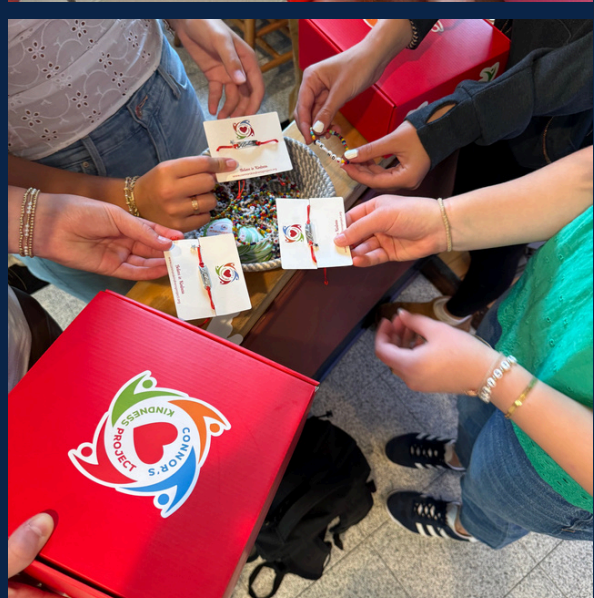


PRESCHOOL PLAY-DOH DRIVE

- Little Folks Day School (Woburn)
- Magical Beginnings
- Ocean Breeze School (Marblehead)
- Tiny Treasures Schoolhouse
- Reading Montessori School
- The Goddard School of Reading
- Tower Day School
- For Kids Only Afterschool
- Immaculate Conception School (Revere)
- Run-A-Muck Preschool (Salem)
- Little Treasures Schoolhouse (N. Reading)

OUR 2025 GOALS







CONTACT US



@CONNORSKINDNESSPROJECT



CONNOR'S KINDNESS PROJECT



SHARON@CONNORSKINDNESSPROJECT.ORG



WWW.CONNORSKINDNESSPROJECT.ORG

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