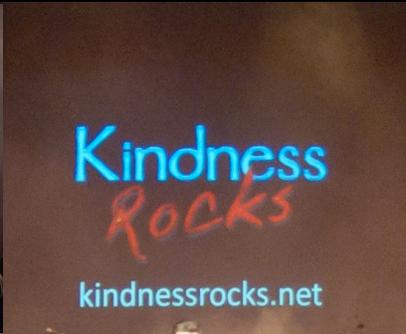


# Kindness Rocks



**Our Goal:** To help stop bullying, environmental abuse, violence and depression in schools and communities throughout Canada by inspiring and empowering our youth with the messages of kindness, empathy, compassion, forgiveness & social responsibility. The young people of today are our future leaders, parents, teachers and law-makers. We feel that by reaching them with these essential messages and letting them know how important their individual contributions are to the world we live in, it will help to inspire long-lasting, positive change throughout Canada and the world.



*"Kindness Rocks is such a powerful performance which should be brought to a much broader audience where the youth of today's generation can see and learn from the messages the concert and its performers give out. The emphasis on kindness is ever so powerful." - Carol Todd (Amanda Todd's Mother)*



And No Message Could Have Been Any Clearer  
If You Wanna Make The World A Better Place,  
Take A Look At Yourself,  
And Then Make A Change

## What is Kindness ROCKS and how can it help?



Kindness ROCKS is an educational, interactive & inspirational youth empowerment show, engaging students of all ages with the messages of kindness, empathy, compassion, forgiveness, environmental awareness and social responsibility. By using the power of live music, dance, entertainment and the sharing of true personal stories we are able to convey serious and important messages in a fun, captivating and relatable way. Our goal is to help stop violence, environmental abuse, depression and bullying in schools and communities throughout Canada by

inspiring our youth to take kind and positive action and to let them know how important their words, actions & individual contributions are to the world we live in. The young people of today are our future leaders, parents, teachers and law-makers. We feel that by reaching our youth with these essential messages it will help to inspire long-lasting positive change throughout Canada and our world. Kindness ROCKS has been performing at schools throughout BC for over a decade and has reached over 100,000 BC youth to date.

### Videos:

[Kindness ROCKS Mini Documentary](#)

[Kindness ROCKS Community Feedback](#)

[Kindness ROCKS Student feedback](#)

### Show topics and content:

**Kindness to Self:** Many of the cast members share their personal stories about over-coming different challenges in their lives; From moving to Canada at a young age not knowing the language, growing up with alcoholism & abuse, dealing with low self-esteem, being both a victim of bullying and also sharing what it was like to be a bully! We discuss how our 'Core Beliefs' (what we believe to be true about ourselves) are formed, and how they affect our entire life. We discuss positive ways to fulfill the human need of feeling significant without being destructive to ourselves and others, the power of staying true to yourself, breaking the cycle of being a victim and how to start defining your life's purpose. We impart on the students that we are all human and capable of making mistakes and talk about the power of forgiveness, not only to others but to ourselves.

**Kindness to others:** We discuss the root causes of bullying and how it is often not about the victim but more about the bully. We discuss the power of our words and actions and impart on the students that they have the power within them to help positively affect the outcome of any situation. We discuss the importance of not being a 'bystander' and how one act of personal power, kindness or compassion towards another (including towards the bullies) can create a positive outcome. We encourage students to make amends with anyone they have hurt in the past and let them know that they can make a fresh start any time they choose.

**Kindness to the Earth:** We explain our close connection to the earth and how small, individual actions and choices can make a huge impact on the earth. We impart on the students that everything we do matters and we share ideas on things they can do to help make a positive difference.



## Student Involvement:

There are a number ways to get your students involved in the Kindness ROCKS show. Here are a few options to choose from...

### Student Leaders

Prior to the show, the Kindness ROCKS Producers ask to meet with a group of student leaders who are positive role models in their school to discuss the different issues they are facing in their community and to help brain-storm possible solutions. We are interested in meeting with individuals who connect with their peers in a positive way, regardless of their social status, academic or sports achievements. We feel that by getting key students on board with the initiative of Kindness in their own school it will help keep the positive momentum going long after the show is over.

### Student Singers

The choir at the host school (or a choir from one of the schools in the catchment) are invited to join the cast in singing 2 songs during the finale of the show. The choir teacher at the school will be provided with a copy of the song and a lyric sheet in advance to teach the students the song. If your school doesn't have an official choir, we can still involve a group of students who love to sing. The Producers of Kindness ROCKS will come to the school a couple of weeks prior to the show to rehearse with the choir/ student singers as well as share with them some great insights on performance skills and vocal technique.

### Student Dancers

If there is a Dance team or simply a group of students who are passionate about dance, we would invite them to choreograph their own dance to one of the songs in the Kindness ROCKS show. We can also arrange to have our Kindness ROCKS Choreographer come into the school prior to the show to work with the student dancers.

### Student Technical Crew

This would involve having anywhere between 1 to 4 students assisting the sound & lighting crew with load-in, set-up, sound-check, operating the follow-spot, tear-down and load out. This gives the students a great look behind the scenes of putting together the technical side of a show.

### Student Film or Photography Project:

Each school that offers a film program or photography course/club, has the option of involving their students in a Kindness ROCKS film and/or photography project. There are many different angles this project can be approached from. Please contact us at [mooncoin@shaw.ca](mailto:mooncoin@shaw.ca) to discuss the various options.

### Students inspiring Students

We are always interested in hearing about outstanding students who have an exceptionally inspiring personal story to share during the Kindness ROCKS show! This may be an individual who has done a kind act for another person, their community or the environment. It is also impactful to hear from a student who has overcome a great personal challenge or obstacle, including students who have been bullied or have been a bully them self. Please contact us at [mooncoin@shaw.ca](mailto:mooncoin@shaw.ca) if you have a student you feel would be a good candidate for this student participation option.



## Set-up/ Show duration:

Kindness ROCKS is a large 15 person production and comes with a live band, professional sound & lighting production and technical crew. Set-up and sound-check are done after school the day before the show, so we are ready to go first thing in the morning on show day. Each Kindness ROCKS presentation is 75 minutes in duration and we would do up to 3 presentations in one day for the maximum possible number of students in the community. We aim to have a venue/ gym capacity of about 1000 so we are able to reach 3000 students in one day. Two shows are presented for the student body of the host secondary school and one show is presented for the grade 3 to 7 students from the surrounding elementary/middle schools in the community.

## Sample Show Day schedule:

Here is an example of what a show day schedule might look like, although each Kindness ROCKS event is customized to suit the host school's class/ bell schedule.:

Show #1: 9:30am to 10:15am (Grade 3 to 7 students from surrounding schools)

Show #2: 10:45am to 12:00pm (Grade 8, 9 & 10 students)

(Cast & crew lunch break)

Show#3: 1:00pm to 2:15pm (Grade 11 & 12 students)

## What is required from the host school:

- Access to the gym from 3 pm to 8 pm the day before show day and from 8 am to 5 pm on show day
- We ask the host school to send out an invite to their family of elementary / middle schools (grades 3 through 7) to invite them to one of the shows
- Sufficient power at the venue (6 separate 15 amp wall plugs or access to a 220 range plug)
- A stage (if no stage is available from the school district we can set up on the gym floor)
- 2 Projectors and screens
- Lunch for cast & crew on show day

# TESTIMONIALS

*"I was so impressed. The show was so pertinent. It dealt with many of today's issues and it did it in a way that today's youth could relate. As a former high school teacher I can assure you that this presentation had all the earmarks of a high powered lesson. It touched the students on many levels. It used rock music, it involved students, it related personal stories involving bullying but this show went even further. It promoted other positive themes - the importance of inner strength, compassion for one another, appreciating what we have, respecting differences, appreciating and preserving the earth - and so much more. This production has been developed by people who are successful professionals and want to give back to the community. Their dedication and professionalism has resulted in a well thought out and dynamically presented show. You could feel the sincerity of the performers oozing through to the audience. It is about caring and promotes those human qualities that so often seem to be lacking in our society."*

**Grant Anderson** - Retired Teacher (34 years of service)

---

*"WOW what an emotionally moving show...it brought tears to my eyes and a lump in my throat!!! Thank you for sending us the invitation. We need everyone in the world to see how Kindness Rocks...Jonas was very inspirational along with his partner, Jeanette. Everyone there was so kind and inspiring and made you feel that you should go out and do acts of kindness and chat about it....Have a wonderful afternoon."*

**Lisa de Leeuw**  
**Coast Capital Savings - Branch Manager** – Nanaimo, BC

---

*It is with pleasure that I write this letter in support of Jeanette O'Keeffe, Jonas Falle and their outstanding performance, "Kindness Rocks". Jeanette, Jonas and their group performed two incredible shows at our school on September 20<sup>th</sup>. The first, to 1200 elementary school students (grades 1-7) from our community of schools and the second show, to the entire Templeton Secondary body of 1100 students (grades 8-12). Jeanette and Jonas first proposed their performances to some Templeton staff and myself back in June. Their incredible enthusiasm and pure drive gave us all little doubt that Kindness Rocks was indeed something special. In addition to the positive message and impact the students would receive, they outlined their desire to include a number of students from out school in dramatic, choral and dance routines they would incorporate into the show. Within an extremely tight time line, only the first two weeks back at school, they connected with and transformed our student performers. The Kindness Rocks staff worked countless hours after school to ensure the students were prepared and rehearsed in their routines. Their commitment and confidence helped establish a buzz throughout the school even before the show date. Kindness Rocks is a show that touches people of all ages. Using a variety of mediums it appeals to everyone. Students, staff and community members in attendance were encouraged to sing and dance along. Hundreds did. The interactive, participatory show allows for students to express themselves in a comfortable and secure environment, while at the same time, encounter the heartfelt and important messages of acceptance, perseverance and generosity. Regardless of whatever they were part of the show or part of the audience there was something for all. The atmosphere and energy of Kindness Rocks created helped break some of the barriers and stereotypes that ordinarily influence many students. In particular, new students. As one staff commented, "this was easily the best start to the school year we have had in the 14 years I have been here." I attribute a significant part of the success to the environment Kindness Rocks helped establish. I would like to thank the entire Kindness Rocks entourage for the spirit, enthusiasm and message they delivered to our school. It was a remarkable educational event that I encourage all schools to experience. Sincerely,"*

**Mr. Michael Finch**  
**Vice-Principal - Sentinel Secondary**  
West Vancouver, BC  
Tel: 604-981-1130  
E-mail: [mfinch@sd45.bc.ca](mailto:mfinch@sd45.bc.ca)

---

*"Brock Tully and the members of Kindness Rocks performed their concert for the 560 students of our school last year. It was an exceptional performance and worthwhile for its performance value alone. The kindness message that was woven into the performance from beginning to end was simple, important, applicable, appropriate information that we continue to refer to in support of our school code of conduct and the ongoing development of social responsibility in our students. Brock, Jonas, Jeanette and the whole crew were some of the most genuine people that I have ever met and this certainly came through in their performance. The performance is built around the concept of kindness and that all of us are powerful people who, by performing simple kind acts, can profoundly affect the world that we live in. I am not sure that there is a more important message to give to young students. Kindness Rocks delivers in spectacular form. Sincerely,"*

**Mike McEwan - Principal**  
**Edith Cavell Elementary School**  
Vancouver, BC  
Tel # 604-713-4864  
E-mail: [mmcewan@vsb.bc.ca](mailto:mmcewan@vsb.bc.ca)

Read more testimonials [here](#)

## REFERENCES

**Tara Mackenzie**  
Senior Community Relations Specialist - Coast Capital Savings  
(Presenting Sponsor of Kindness ROCKS 2007 to 2013)  
[Tara.MacKenzie@coastcapitalsavings.com](mailto:Tara.MacKenzie@coastcapitalsavings.com) / 604-517-7653

**Robert Laing**  
Vice Principal – MacNeill Secondary - Richmond, BC  
[RLaing@sd38.bc.ca](mailto:RLaing@sd38.bc.ca) / Direct cel: 604-880-4392

**Navshina Savory**  
Vice Principal - Guildford Park Secondary – Surrey, BC  
[Savory\\_n@sd36.bc.ca](mailto:Savory_n@sd36.bc.ca) / 604-588-7601

## CONTACT

Jonas Falle: (604) 312-4078  
Jeanette O'Keeffe: (604) 312-1041

[mooncoin@shaw.ca](mailto:mooncoin@shaw.ca)

[www.kindnessrocks.net](http://www.kindnessrocks.net)

 [@Kindness ROCKS](https://twitter.com/Kindness_ROCKS)

 [facebook.com/kindnessrocks.net](https://facebook.com/kindnessrocks.net)