

# #KINDSBY NEWSLETTER

Issue 1 | February 2021

March 2021

## #KINDSBY SPONSORS

- Avery Hall Insurance Agency
- Long & Foster
- Perdue Farms Innovation Center
- Camp Odyssey
- Olde Towne Deli Cafe & Coffeehouse
- Big Brothers Big Sisters
- Community Foundation of the Eastern Shore
- Peninsula Imaging
- Perdue Learning University
- Princess Anne Alumnae Chapter of Delta Sigma Theta Sorority Inc.
- Stephanie Willey
- Robertson & Robertson
- Lori Simon
- Krause Smiles
- Julie Morrison
- Donna Nefferdorf
- Lillian Marzette
- Rapture Ready Ministries, Inc.
- Piedmont Airlines
- Minuteman Press

### School Kindness Achievers

Pittsville Elementary & Middle School  
Wicomico High School  
Salisbury Middle School  
Prince Street Elementary School  
The Salisbury School  
Pemberton Elementary School  
James M. Bennett High School

## KINDNESS COMMISSIONERS

- Brandon Bell
- Rick Briggs
- Karen Bromley
- Heather Brooks
- Lynette Darnell
- Jake Day
- D'Shawn Doughty
- Gwenn Garland
- Martin Hutchison
- Heather Mahler
- Deserea Martin
- Meredith Miller
- Grace Foxwell Murdock
- Michelle Nelson
- Susan Parker
- Dominique Sessa
- Chalarra Sessoms
- Susan Warthen
- Sharon Milbourne Washington
- Sonya Whited
- Stephanie Willey



## SECRETARY OF KINDNESS



Hello friends of kindness,

We are thrilled to present our inaugural #kindSBY newsletter. We hope you enjoy getting to know us and our work. The kindness we have spread throughout our city and surrounding communities is phenomenal. Your support was key to the success of our projects. We, along with many key community groups, proved Covid can't stop kindness. We are asking for your continued support through sponsorships at [www.kindsby.org](http://www.kindsby.org) and occasional donation requests from our generous public supporters.

Huge thanks to Mayor Day and Acting Mayor Julia Glanz for their support. Our 1st World Kindness USA City designation is safe right here in Salisbury "where kindness lives."

Kind on,

Grace

## FOLLOW US ON SOCIAL MEDIA

Facebook: KindSBY

Twitter: @kindSBY

Instagram: kindsby\_

## BECOME A SPONSOR

#kindSBY is our community's initiative to highlight all things kind in the city of Salisbury. Schools, businesses, churches, corporations and citizens are invited to become sponsors, be recognized as #kindSBY Ambassadors and continue to improve our kindness climate.

Sponsorships are based on a rolling one year period.

### Kindness Champion: \$300

- #kindSBY window cling
- Logo prominently displayed on #kindSBY website
- #kindSBY logo may be used on your social media
- Name listed as Champion in all press releases
- Name announced and persons introduced at public events

### Kindness Collaborator \$150

- #kindSBY window cling
- Logo prominently displayed on #kindSBY website
- #kindSBY logo for use on your social media
- Name announced and persons introduced at public events

### Kindness Connector \$50

- #kindSBY window cling
- Logo prominently displayed on #kindSBY website
- #kindSBY logo for use on your social media

### Individual Kindness Star \$25

- Mentioned on all social media
- Listed on #kindSBY website

### School Kindness Achiever

Any school with a school-approved, active kindness plan.

- #kindSBY window cling
- Recognized as a #kindSBY school
- Listed on #kindSBY website

Sign up to be a SPONSOR at <https://bit.ly/sponsorkindsby>

or make your check payable to  
Wicomico Grows Kindness  
1709 Timberlake Dr.  
Salisbury, MD 21801

## YEAR IN REVIEW...



2020 was a challenging year for everyone. As the COVID pandemic began to spread, #kindSBY looked for new and safe ways to spread cheer, appreciation and smiles in a world that was continually adapting to new realities. In January, Kindness Commissioners donated to the Community Emergency Shelter Project. In February, Commissioners participated in Read Aloud activities at area schools, celebrated Random Acts of Kindness with Salisbury Mayor Jake Day and donated toys to Brooke's Toy Closet at Tidal Health Peninsula Regional. #kindSBY held a tremendous First Responders campaign that brought smiles to the faces of essential workers in the Salisbury area. Food was donated to those experiencing food insecurity, and Personal Protective Equipment was donated to Dove Pointe. Later, in fall, kindSBY held a successful Celebrate Diversity Book Campaign. The objective was to provide books written by or featuring people of diverse cultural, racial and ethnic backgrounds to ensure children would find a book about people familiar to themselves. Books were delivered to every Wicomico County public elementary and middle school. Dance for Kindness was held virtually, and the commission supported the Race to Kindness event, where 1482 meals were collected for the homeless. Lastly, we held a World Kindness Week to inspire the community to spread kindness in a variety of ways.

## COMMISSIONER CORNER

Match the commissioners with the correct facts:

1. Sharon Milbourne Washington
2. Karen Bromley
3. Grace Foxwell Murdock
4. Heather Brooks

- A. Daughter received a WeHeart SBY award
- B. Secretary of Kindness
- C. Chaplain at Tidal Health
- D. Works for Avery Hall Insurance



## SPONSOR SPOTLIGHT

Christine Benoit,  
Perdue Learning  
University  
Learning &  
Development  
Administrator:



As a Perdue Farms Inclusion Council member, I became very interested in the #kindSBY kindness movement in Salisbury. As we navigated the many challenges of 2020, it became increasingly clear to me that kindness was possibly the most important, universal way to bring people together. I work with Sonya Whited, one of the current Kindness Commissioners, and asked her for more information after seeing her social media posts on the amazing work #kindSBY is doing in the community! Sonya was able to connect me with Grace Murdock, and her passion and enthusiasm for all things Kindness is so inspiring that our team just had to be a part of it!

Perdue Farms is a fourth-generation family-owned company that started and remains headquartered here in Salisbury, MD. Perdue is committed to supporting the communities where our associates live and work. We are excited to participate in future opportunities to support #kindSBY and the wonderful residents of Wicomico County.



## OUR ACCOMPLISHMENTS



We are very proud of our work as a commission where we met critical community needs and gave everyone involved a well-received morale boost during each project.

The support of sponsors and donors made our roles as Kindness Commissioners meaningful and rewarding. Thank you and please enjoy the following list of our activities that reflect our involvement in our community. Each item reflects either direct involvement, monetary support, development and implementation or all four.

- Women Supporting Women
- Blessing bags to Genesis Rehab Center
- Random Acts of Kindness School Challenge with winners receiving funds for their Kindness Clubs
- Random Acts of Kindness Week 2020
- Community Emergency Shelter Project 2020
- Toiletry bags for our homeless population
- Brooke's Toy Closet at Tidal Health Peninsula Regional
- Blessings to local restaurants, 1st Responders and Essential Workers \*
- Food for Vulnerable Task Force distribution
- Celebrate Diversity Book Campaign 2020\*\*
- World Kindness Week 2020
- Candy for Covid Teams 2020
- Operation We Care box items for Covid teams 2021
- Meals on Wheels goody bags 2021\*\*\*
- Random Acts of Kindness Week 2021
- Shop Local for a Sweet Donaton 2021

If you would like more information on each of the projects above, please visit our website, [www.kindsby.org](http://www.kindsby.org).

\*The Blessing Campaign was coordinated with the City of Salisbury to order meals or packaged treats from local businesses to help them stay afloat during Covid. The orders were then delivered to 1st Responders and Essential Workers to honor them as they met the challenges of Covid. The costs were covered by 72 donors totaling \$5494.71 that blessed 18 businesses who delivered 872 treats over a 12 week period.

\*\*The Celebrate Diversity Campaign was created to provide books in Wicomico County schools for all children to see themselves in print and as authors. We shared a wish list with the community, and we received funds for over 200 books totaling \$2034.35. Commissioners distributed the books to 21 elementary and middle schools in November 2020.

\*\*\*Meals on Wheels goody bags were packed by commissioners and community members at MAC Inc. on Snow Hill Road. The contents included a coloring book or word search book, tissues, a pen, and items donated by our sponsors. We also had some cheerful cards in some of the bags, and every bag contained a few chocolate kisses with a kindness message attached. The nearly 500 bags were delivered by the Meals on Wheels folks.

If you know of a need that our commission might be able to address with kindness, please share it with us at [kindsby@outlook.com](mailto:kindsby@outlook.com).

Thank you for your amazing support! May kindness find you every day!