



Desjardins Kindness Initiative in support of the Empty Stocking Fund

Desjardins has partnered with The Empty Stocking Fund to create an initiative for students from K-8 that focuses on kindness. With everything we have gone through as a result of the pandemic and the amount of negativity that seems to exist, it is important for the children to focus on being kind to each other and spreading kindness in the community. There are three grade levels for participation in the initiative: K-3, 4-5 and 6-8. The corresponding package for each level is also attached. The deadline for all submissions is **Oct. 15th**. They will be picked up by Rob Fowler of the Empty Stocking Fund at which time, they will be reviewed by Desjardins and the winners will be selected by a random draw.

The top 5 entries from the K-5 submissions can appear on the Empty Stocking Fund Telethon, Saturday, Nov. 20th to read their Kindness submission (or if they don't want to appear on live tv they can submit a video of them reading their winning submission).

The top 2 videos for the Grades 6-8 submissions will have their video played at the Telethon and can appear live on stage to be recognized.

The top 10 submissions from K-5 will be printed in the special Empty Stocking Fund supplement that will be in the newspaper Nov. 13th and uploaded to the Empty Stocking

Fund website. The top 10 video submissions will be uploaded to the Empty Stocking Fund website for the public to view.

Grade	Appear on Telethon	Printed in Newspaper Supplement
K-5	Top 5 submissions	Top 10 submissions
6-8	Top 2 videos	Top 10 videos

All of the winners will be contacted through the school principals so parental approvals can be obtained prior to any publications.

Thank you very much for your participation in this initiative and helping the children spread kindness while supporting the Empty Stocking Fund. We appreciate it very much.

Sincerely,
Patti Blake and Rob Fowler

Blake.Patti@brunswicknews.com
Fowler.Rob@brunswicknews.com

Empty Stocking Fund Coordinators





Grades 6-8:

Create a 15 second video about Kindness and upload to the Empty Stocking Fund website. You can use any type of recording app: You Tube, Tik Tok, iPhone videos. Be creative. The idea is to express what kindness means to you. Some prompts could be :

- Do you volunteer somewhere? Create a video clip.
- Do you know someone who is kind? Interview them or feature them on the video.
- Create a rap video about kindness.

Once you have created the video visit the Empty Stocking Fund website :

www.emptystockingfund.ca to upload your video

1. Scroll on the Home page to the “Kindness Initiative” box and choose a language
2. Enter your Name, Teacher’s name and School
3. Click “Select file” and choose the video you want to upload. It should start uploading as indicated by the blue bar. If it hasn’t uploaded in a few seconds or the progress has stalled, click cancel and try again.
4. Your video has been uploaded successfully if the green check mark appears on the right of the blue bar.

5. Click submit and the blue bar will turn white and your file name will appear below it.
6. Hit submit again and it will say "Processing"
7. Once it has been processed, you will have a notice that it has been successfully submitted.

All of these guidelines are suggestions. Please feel free to interpret the Kindness initiative however you think will engage the students creativity and enthusiasm. We appreciate your participation in this project as it is a key element in the Empty Stocking Fund fundraising initiative.

If you have any questions please contact Rob Fowler at Fowler.Rob@brunswicknews.com.