APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact Gage Harter.

PROGRAM INFORMATION

County: Louisa

Program Title: Kindness Day

Program Category: Customer Service

CONTACT INFORMATION

Name: Christian Goodwin

Title: County Administrator

Department: Administration

Telephone: 540.967.3400   Website: louisacounty.com

Email: cgoodwin@louisa.org

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Christian R. Goodwin

Title: County Administrator

Signature:

2019 Virginia Association of Counties - Achievement Award Submission

OVERVIEW

The power of kindness is infectious, positive, and necessary in our society today. Kindness Day, initially organized by the Louisa County Public Schools, has been an extraordinarily effective tool in spreading kindness both within our County and outside of our borders.

The program is simple: staff plan and publicize Kindness Day projects such as helping out at community functions, donating to worthy causes, assisting those in need, and others. The projects take place on designated Kindness Days which occur every few months. On Kindness Day, those who are helping out wear their Kindness Day t-shirts, perform their projects, and we watch kindness spread!

Several businesses and organizations have taken notice and gotten involved in the efforts, which have stretched from communities here in Louisa all the way to the Carolinas as we have assisted in their Hurricane Recovery efforts.

PROGRAM DETAILS

Kindness Day is a community-wide effort intended to foster kindness through working together to help one another within the intent of spreading a spirit of "paying it forward" within our County and beyond. The program was initiated by the Louisa County Public Schools, and the County government soon became involved as well. The effort has since spread to local businesses and other organizations.

The program is extremely simple – staff each receive a Kindness Day tshirt, and a team in each organization (County, Schools, etc.) works together to identify worthy projects and efforts for upcoming Kindness Days, which take place several times a year. Team efforts are planned and staff sign up to assist.

On Kindness Day, staff are allowed to dress casually if they wear their Kindness Day tshirts, and they participate in projects during business hours. Project examples include:

- Donating hours to community causes, such as food banks and animal shelters

- Spending time visiting with the elderly at nursing homes and related facilities

- Bagging groceries and carrying them to cars at local stores

- Road cleanups

- Donations of money or supplies to worthy causes

Pictures are posted on social media, others take notice, more projects are planned, the program builds on itself, and our community is better for the effort! The program costs are minimal, and the time investment pays dividends as others in our community take up the charge as well. Having the program in our schools adds further benefit – at an early age, we are teaching future members of our community the power of kindness and simple ways to positively impact those around them.

RESULTS

Kindness Day continues to generate significant, positive and long-lasting effects in our community and beyond. Project-specific examples and pictures are included below.

Staff volunteer at the local nursing home, playing games and spending time with the elderly. Their appreciation was heartfelt and heartwarming.

County and school personnel loading food (twice, in this case!) at the Louisa Resource Council for warehousing and distribution.

Several local businesses have been involved. Here, staff from Dominion Energy volunteer time and donate supplies at the Animal Shelter.

Below from Facebook - a local gas station sold fuel for $1.99/gallon for several hours on Kindness Day!

October 30, 2018

In honor of Louisa County KindnessDay.... Louisa Mini Mart(shell) has GAS for 1.99 a gallon until 2pm today! Stop by and have one of OUR STUDENTS SHOWING KINDNESS fill your tank!

The local newspaper has been involved and supportive, both participating in projects and helping to get the word out.   Their team is pictured below in Kindness Day t-shirts.
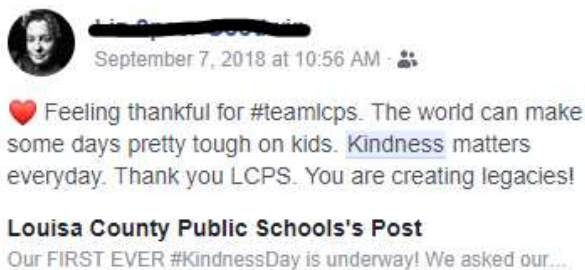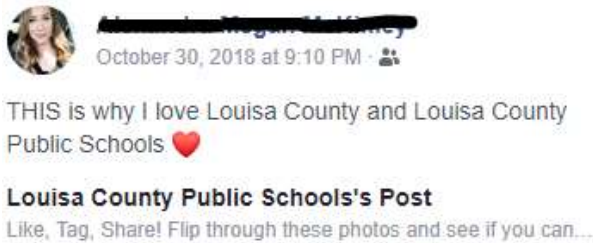

Louisa schools and County staff donated to several causes in the Carolinas to assist in school and community recovery efforts from hurricane damage.

Kindness spreads – the program's efforts generated online awareness and positive feedback which incentivized others to participate.

THIS is why I love Louisa County and Louisa County Public Schools ❤️

Louisa County Public Schools's Post
Like, Tag, Share! Flip through these photos and see if you can...

September 7, 2018 at 10:56 AM

❤️ Feeling thankful for #teamlcps. The world can make some days pretty tough on kids. Kindness matters everyday. Thank you LCPS. You are creating legacies!

Louisa County Public Schools's Post
Our FIRST EVER #KindnessDay is underway! We asked our...

Several regional media outlets have followed the program as well – examples are below:
- https://www.cbs19news.com/video?vid=501487501
- https://www.myhorrynews.com/news/virginia-town-donates-to-city-of-conway-staff/article_f3e2c692-f405-11e8-9f9d-1b8db4f46f65.html
- https://youtu.be/ZrddTtpDN64

Louisa County believes in the power of kindness – Kindness Day continues to be a simple and wonderful method for spreading it in our community and beyond!