

Message from our Team

Dev Sethi - President, Board of Directors

Our programs are growing and impacting more and more people every day. Our profile – nationwide – is rising, and we are seeing the real world results of our work. As Ben's Bells moves into its 11th year, the State of Kindness is strong.



The past several years have been marked by explosive growth. Our original Main Gate studio is humming along. The downtown studio, housed in the historic Brown House, the oldest adobe building in Tucson, is a hub of activity, highlighted by our signature store, Shop KIND. Outside of Tucson our reach continues to expand with programming in Connecticut, Illinois, Idaho, North Carolina and a bustling operation in Phoenix, which is just starting to get off the ground.

Our biggest challenge remains meeting the demand. We run a very tight ship and strive to be excellent stewards of the support we receive. Our budget has steadily grown, allowing us to do more for more people. Kindness improves all of our lives, and it can be developed and practiced. Partnerships and philanthropic dollars are essential to delivering on the Ben's Bells mission. In the year ahead we will build upon the success and excitement of all of our programming. We will work hard to deepen our relationships with our community of supporters. Thank you for believing in the power of kindness, thank you for your generosity, and thank you for being kind.

Dev Sethi

Jeannette Maré - Founder/Executive Director/Ben's Mom



Something remarkable is happening. At the same time scientists from around the world are uncovering the myriad benefits of the practice of kindness, Ben's Bells programming is being embraced by tens of thousands of people across our nation. The 'be kind' message is being enthusiastically adopted in an organic, bottom-up way in diverse communities from coast to coast. We are thrilled with the engagement and are committed to growing and improving our programs and services with your help!

The work we are doing together not only benefits us, but also contributes to the science of kindness and human connection. Our Scientific Advisory Council (SAC) ensures that sound scientific knowledge supports all Ben's Bells educational programming. Members of the SAC help develop, make recommendations for and review educational programming, monitor its effectiveness and create and oversee a research portfolio for Ben's Bells. We are so fortunate to have their support!

But the stories we hear from kids and adults, alike, are what inspire. Whether it's a third grader sharing how safe and secure she feels at her Kind Campus school, or a family whose day is brightened when it finds a Ben's Bell at just the right moment, the stories center on connectedness, kindness, and in the end, happiness.

The numbers are astonishing. More than 300 schools participate in the Kind Campus program. That is over 168,000 students! This number goes up every week. Over 25,000 community volunteers will visit our studios and outreach programs this year. Our business training program, Kind Colleagues, has proven immensely popular, and our weekly Bellings allow us to share the inspirational stories of our community. If you would like to learn more about any of these programs, please visit our website, www.bensbells.org.

There is no question – we are in this together. Thank you for your belief in this work and for supporting Ben's Bells programming with your time and your money.

With gratitude,
Jeannette Maré

Board of Directors - 2013

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Ben's Bells

Ben's Bells Distributions

2013 - 6,545
Bells Distributed

Total - 36,074
Bells Distributed

The last couple of months have been particularly hard...and I have been very down, stressed and sad. I came out of work today, and there, on a tree, by my car, was a Ben's Bell! I read the card, and felt a magical feeling I haven't felt since I was little. My spirits lifted. Thanks for the magic and I will spread kindness. (Nancy - March 31, 2013)

Weekly Bellings

Weekly Bellings honor those in the Greater Tucson community who spread kindness daily, making our community a better place to live.

Murals



2013
20 Murals Installed

The Radiate Kindness mural was created in partnership with program participants of Primavera, a Tucson non-profit that provides opportunities to help people transition from poverty to greater well-being and security.



State of Kindness Report 2013



The mission of Ben's Bells is to *inspire, educate,* and *motivate* people to realize the impact of intentional kindness, and to empower individuals to act according to that awareness, thereby strengthening ourselves, our relationships and our communities.



Studio Locations

Tucson - Downtown • 40 W Broadway Blvd, Tucson, AZ 85701
Tucson - Main Gate • 816 E University Blvd, Tucson, AZ 85719
Newtown • 17 Church Hill Road, Newtown, CT 06470

Kindness Education

Ben's Bells Kind Campus is a unique outreach program provided free-of-charge to elementary, middle, and high schools.

- Kind Campus is a universal, whole-school approach.
 - Kind Campus is a strengths-based intervention with a focus on proactively creating positive interactions and reinforces rather than punishing problems.
 - When implemented in elementary schools, Kind Campus reaches students from a young age on. Promoting the development of social-emotional skills among the youngest of students provides a crucial foundation of skills to build on throughout the school years.
 - Kind Campus is integrated into the fabric of the school. The Kind Campus materials are not a stand-alone curriculum, but rather a series of approaches and skills that can be integrated into all of the ongoing activities of a productive classroom.
- The Kind Campus program includes individual, classroom, and school-wide exercises in practicing kindness recognition, active gratitude, and intentional kindness towards oneself, one's peers, one's community, and one's overall environment.

University of Arizona/Ben's Bells research partnership:

The core evaluation team, headed by Dr. Michele Walsh, has worked together for seven years, and has expertise in data management, coordinating web-based surveys, qualitative data collection and analysis (in both English and Spanish), mixed method projects, sophisticated multi-level and structural equations modeling.



Individuals

Thank you to all of our donors who support Ben's Bells during 2013. Below is a special acknowledgement of individuals who made a charitable contribution of \$100 or more during the year.

- | | | | |
|----------------------------|-----------------------------|-----------------------------|--------------------------------|
| Michelle & Felix Aguto | Debra Drysdale | Bruce and Yvette & LeCompte | Mark Rubin |
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| Eva Harris | Catherine & Jerry Cook | Tommilee Phillips | Paula Weech |
| Lisa & Mike Hawkins | Mary Croft | Steven & Sheryl Pincus | Leslie Welles |
| Barney & Kyra Holtzman | Michael & Paula Culbert | Paul & Diann Plunkett | David Welsh |
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| Jennifer Hutchison | Susan Danis-Grossmann | Mary & Ron Pridmore | Michael Williams |
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| Tracey Kurtzman | | | |
| Naomi Landau | | | |

Organizations

We are grateful to all of our corporate, foundation, and non-profit organization supporters. Below is a special acknowledgement of those who supported Ben's Bells with a contribution at \$300 or more during the year with in-kind and cash gifts. Please consider supporting these businesses as they have committed to kindness in our communities.

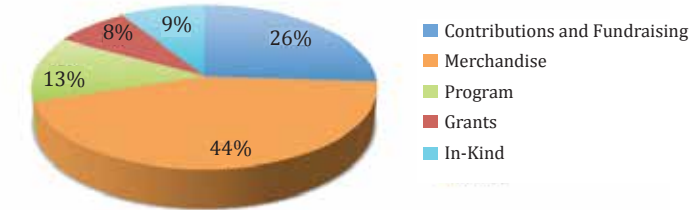
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|------------------------------------------|----------------------------------------|------------------------------------------|-----------------------------------------|
| 47 Scott | Design Definitions | Kindred | Rotaract Club of Tucson |
| AFP Southern Arizona | DiMosaico | Kinerk, Schmidt & Sethi, PLLC | Session Yoga |
| Alexander Carrillo Consulting | Diversified Design & Construction Inc. | LG Hanelin Photography | Simpleview |
| AlphaGraphics | Downtown Tucson Partnership | Lerua's | Sky Island Riders |
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| Comotion Studios | Gloria Gray Foundation Inc. | Perimeter Cycling Association of America | United Way of Tucson & Southern Arizona |
| Community Food Bank of Southern Arizona | Gluck Foundation | Pop Cycle | UPS |
| Community Foundation of Southern Arizona | Goodmans Interior Structures | RBC Wealth Management - Schaefer Present | Valley of the Sun United Way |
| COPE Community Services | Harrington Technologies | Investment Group | Vantage West Credit Union |
| Cox Communications | Jankovksy General Insurance Agency | | VerVe Salon Lifestyle |
| Dakota Com | JCMarcotte Consulting | | Wist Office Products |

If you believe we have made an error on the omission or listing of your name, please notify us immediately so we can correct our records.

Donors

Financials

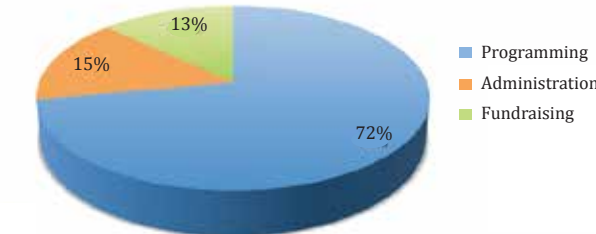
Income - \$614,631



Total Net Assets - \$201,214



Expenses - \$576,111



Community Engagement

Tucson Volunteer Stats:

Volunteer Hours
44,605

of Volunteers
27,260

of Groups
972



Dear Ben's Bells,
Thank you so much for making us a kinder school. It has helped us alot. So thank you.
Love,
Samantha

San Cajetano Elementary



Thank you, Printex, for donating the printing of this report!

2013-2014 School Year Schools: 303 Students: 168,104

Southern Arizona
170 schools
92,756 students

CT/NY area:
61 schools
31,383 students

Phoenix area:
17 schools
12,691 students

Other areas:
55 schools
31,274 students

This program is extremely positive! Instead of the negative, "no bullying," it encourages children to be kind and make good choices in a positive way. The program encourages them to stop and think about what a kind choice would be - so if they were about to be mean they might look at a poster or just remember what their teacher has gone over with them and choose a kinder direction.

- Sahuarita Intermediate School teacher, Sahuarita AZ

