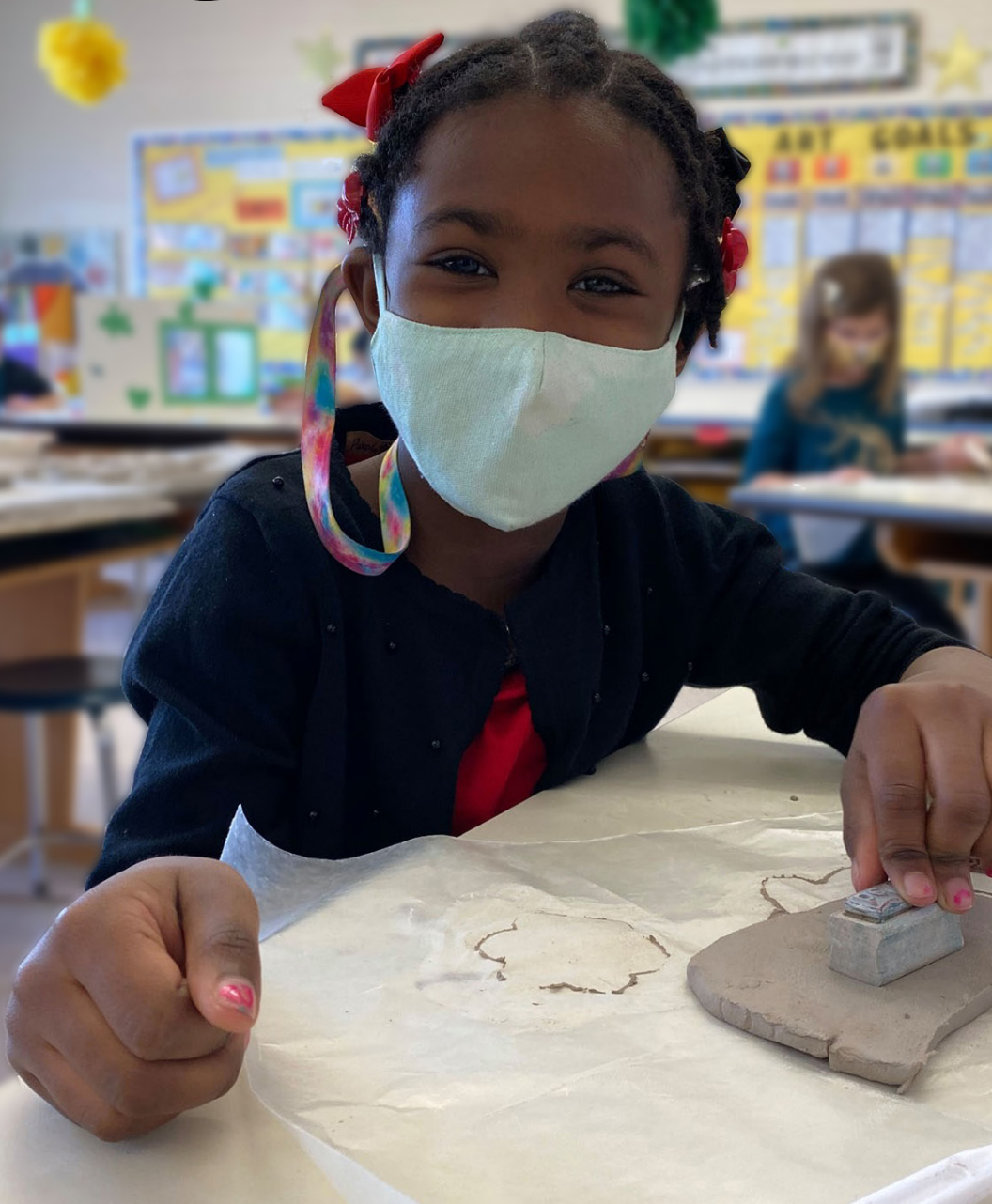




2020 - 2021 *Annual Report*



Founder's Story

In 2002, Jeannette Maré's life changed forever when her son, Ben, died suddenly just before his third birthday. In the months following his death, she and her friends and family began making ceramic wind chimes, the first Ben's Bells, in her backyard studio. The therapeutic effect of working with clay, and the power of being surrounded by people talking and working toward a common goal, helped Jeannette and her family begin to heal.

She and her friends decided to make hundreds of the Bells and distribute them randomly in the community to encourage the kindness she had depended on to help her through each day. Jeannette had noticed how a small kind act from a stranger or a friend could be the thing that kept her going in any given moment, and she wanted to find a way to pass on that kindness and help others in the process. The Bells are a symbol of kindness and its power in healing, meant to touch the lives of others and make our community a more gentle place to live.

Mission

Ben's Bells teaches individuals and communities about the positive impacts of intentional kindness and inspires people to practice kindness as a way of life.

Words from our Executive Director

Gratitude and kindness go hand in hand, especially during times of growth and evolution. After a roller-coaster year of ups and downs, it is important to focus on appreciation. The stories shared here are just a few of the stories that have inspired us.

This year, you have inspired us through your intentional acts of kindness, your time spent volunteering, and your donations. You've worked together to support and enable us to accomplish a shared goal of creating kinder communities. We hope you know how grateful we are for you.



Helen Gomez, Executive Director





Year At A Glance

Income

Individual Charitable	\$159,682	25%
Organization Charitable	\$65,421	10%
Special Events	\$22,147	3%
Shop Sales	\$259,121	40%
Program Fees	\$85,864	13%
Gifts In-Kind	\$60,985	9%
Total	\$653,220	100%

Expenses

Program Services	\$543,648	68%
Administration	\$98,380	12%
Fundraising and Development	\$161,777	20%
Total	\$803,805	100%



For more information and to
support our work visit BensBells.org

Ben's Bells

Ben's Bells are handmade ceramic wind chimes that encourage those who find them to practice kindness in their communities. Throughout the year we hear stories from the individuals who have found Bells, like:

"My boyfriend and I recently went for a hike at the Painted Hills Trailhead in Tucson. We happened to park right next to a tree where a Bell was hanging in a deserted parking lot. As I read the note attached to it, it reminded of how I used to be more kind to others. I remembered how good it felt to lend a helping hand and how my experiences with unkind people had started to change me. This special Bell was a gift that touched my heart. Thank you for your kindness!"



Bellees

52
Bellees

Ben's Bells is proud to honor those in the community who inspire kindness daily, making our communities a better place to live. This past year Ben's Bells Belled 43 Bellees in Tucson, 6 in Phoenix, and 3 in Connecticut.

The restaurant industry was one of the hardest hit during the pandemic. Despite this, many restaurant owners stepped up with food donations for those in need. Owners of Seis Kitchen and Feast, two local Tucson restaurants, were nominated and Belled for coordinating donations. These donations were then distributed to healthcare workers, first responders, and many others. Ben's Bells is proud to honor community members for their selfless acts of kindness through Bellings, which are made possible by your donations.



Community Murals

24
Murals

Ben's Bells programs are based on the belief that everyone has the capacity to be kind and that kindness can be cultivated through education, visual reminders, and ongoing practice. One way Ben's Bells promotes visual reminders of kindness is with our Murals Program. This year 12 murals were installed in Tucson, 5 murals were installed in Phoenix, and 7 murals were installed in Connecticut.

In January 2021, Ben's Bells installed a flower mural at the Pascua Yaqui Wellness Center and Lawrence Intermediate School. This mural featured the Yaqui translation of "be kind", hiva tu'i hiapsek. Featuring different translations of our be kind mural showcases how kindness is a universal human trait that benefits all cultures.

Kind Colleagues

Over
2,000
Impacted
Employees

The Kind Colleagues program utilizes evidence-based principles for developing and honing social-emotional skills and provides a month-by-month framework that businesses and organizations can use to create a kind and effective work environment.

Kind Colleagues at the Pima County Procurement Department kept their focus on kindness and made an impact in the community by putting together self-care packages for the veterans of Esperanza en Escalante for their Valentines for Vets activity in February. The EEE Veterans shared this note of thanks: "Thank you to the PCPD and their Kind Colleagues program for bringing us snack backpacks with all sorts of yummy goodies for our veterans. Everyone had a good snack and now has a light pack with which to travel. You are all awesome."



Kind Campus

1,520,752

total students impacted by Kind Campus Program since 2007

Kind Campus is an innovative, school-based program that educates students, faculty, and staff about the benefits of kindness, and then empowers them to create a culture of kindness in their school and beyond.

Grace is a future leader and 7th grader who thought students at her school needed positivity. She worked hard to create inspirational notes, placing them all over her school. This simple act made a huge impact with the entire community. We can never underestimate how powerful words of encouragement can be to someone who might be struggling. Our free Kind Campus program encourages the practice of kindness as a skill and helps students like Grace build kinder communities.

Your donations allowed us to offer weekly virtual programming to over 150 schools, serving 79,952 students, as part of Kind Campus.

162

Registered
Schools

79,952

Impacted
Students

9,766

Faculty
Served



4,875
Volunteer
Hours

Volunteer

Ben's Bells is successful because of the tremendous support of the community. Volunteers help create the Ben's Bells that are distributed in communities, and the 'Be Kind' ornaments and merchandise that are sold in our shops, helping to fund open art studios and kindness education programs.

In March 2020, all of our studios closed to the public, but our staff and volunteers rose to the occasion. Kindness is crucial in times of uncertainty and our community stepped up in so many ways. Volunteers pulled together and helped from the safety of their homes. Teen service clubs and schools including National Charity League, The Assiteens, Boys Team Charity, Salpointe Catholic High School, National Honor Society at Empire High School, and Tucson Unified School District's Advanced Community Training Program donated over 1,600; hours supporting our mission through projects in the studio and shop. Your donations provide a home away from home for volunteers to gather, learn about kindness, and create visual reminders to be kind.

Shop Kind

Every handmade and hand-selected item sold in Shop Kind helps fund Ben's Bells open art studios and kindness education, and inspires kindness in our communities through visual reminders.

Due to the pandemic, Shop Kind was closed March 2020 through April 2021. During this time Shop Kind worked to promote online sales resulting in a 42% increase in online sales over the previous year.

42%
Increase of
online sales



be
kind
ben's bells project

Tucson- Downtown

40 W. Broadway Blvd.
Tucson, AZ 85701
(520) 622-1379

Tucson- Main Gate

816 E. University Blvd.
Tucson, AZ 85719
(520) 622-1379, ext. 1100

Phoenix

918 N. 2nd St.
Phoenix, AZ 85004
(602) 374-5523

Connecticut

32 Stony Hill Rd.
Bethel, CT 06801
(203) 501-9999