Jeannette Mar – 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 100,000 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 believing in the power of kindness, thank you for your generosity, and thank you for being kind.

Dev Sethi

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

Jeanette Mar - Founder/Executive Director/Ben's Mom

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 daily, making our community a better place to live.

With gratitude,

Jeanette Mar

Ben’s Bells

Ben’s Bells Distributions

<table>
<thead>
<tr>
<th>Year</th>
<th>Bells Distributed</th>
<th>Total Bells Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>6,545</td>
<td>36,874</td>
</tr>
</tbody>
</table>

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.

Weekly Bellings

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

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.

Board of Directors • 2013

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State of Kindness Report 2013

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

20 Murals Installed

Studio Locations

2013
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 read a scenario and think about what a kind choice would be. The program encourages them to stop and think about what a kind choice would be.

— Sahuarita Intermediate School teacher, Sahuarita AZ