

Baraboo's **BE KIND** Initiative

BE KIND. It's THAT simple!



What is "BE KIND"?

The "Be Kind" initiative was born out of tragedy in the Sauk City area when a child, devastated by bullying, took their own life. The heart-wrenching incident prompted the Sauk community to rally together and launch the "Be Kind" initiative as a proactive response to combat bullying and promote empathy. Recognizing the urgency of this cause and the need for suicide prevention, the initiative expanded to Baraboo, driven by the shared commitment to create a supportive and compassionate environment where kindness is a powerful force against bullying, fostering mental well-being, and ultimately working towards preventing such heartbreaking outcomes.

Our Mission



We are dedicated to promoting a culture of compassion and understanding by emphasizing the critical value of simply being kind to one another in a world where there is just not enough of it. We firmly believe that these constant reminders and small acts are inseparable components of this mission, working hand-in-hand to create a community where kindness prevails, voices are heard, and support is extended to all.

What do we do?

- Host a diverse range of campaigns and events throughout the year to raise funds.
- Engage the community in activities that not only generate financial support but also raise awareness about this initiative.
- Establish strong partnerships with local businesses and individuals who share our commitment to creating a kinder and more empathetic community.
- Directly allocate fundraising proceeds to community organizations that align with our mission of spreading reminders of the importance of kindness and showing others the same courtesy.
- Aim to make a tangible and lasting difference in Baraboo and foster a community where kindness prevails.



Get Involved: baraboobekindinitiative.org