

World Kindness Day Timeline

1997 World Kindness Movement is launched

Hosting the first conference this year in Tokyo, Japan, the World Kindness Movement is formed as an international platform to bring together like-minded kindness organizations from around the world.

1998 Inaugural World Kindness Day

With the simple intention of inspiring people to commit acts of kindness, World Kindness Day is launched to become an annual observance on November 13th.

2005 UK Kindness Movement begins

Following her efforts with the Cool to Be Kind anti-bullying campaign in 2001, Louise Burfitt-Dons initiated the joining of forces with the World Kindness Movement.

2009 Singapore recognizes World Kindness Day

On this day, more than 45,000 yellow flowers were shared in celebration of Kindness.

2010 First Kindness Day UK is celebrated

Influenced by Louise Burfitt-Dons, the initial Kindness Day UK is launched.

2012 Australia makes Kindness Day part of school calendar

Per the request of the Chairman of the World Kindness Australia, the Federal School Calendar for over 9000 schools in the country.

2015 World Kindness France is launched

Even though tragedy came to Paris on this day through an infamous bombing, World Kindness Day France overcame the darkness with acts of kindness and support popping up all over the city (and the world).

2018 World Kindness USA launched

For the 20th anniversary of the World Kindness Movement, Americans officially join in and work to get important cities all over the US to take a stand for kindness.

2019 World Kindness Movement reaches 27 countries

After meeting for more than 20 years, the World Kindness Movement adds more countries to total 27 countries, including South Korea, Nigeria, India, Netherlands, China and many others.

2019 World Kindness Movement becomes NGO

After a couple of decades, the World Kindness Movement is finally recognized as an official Non-Governmental Organization in Switzerland. That same year, a slightly different organization with similar aims, the World Kindness Project, was recognized as an NGO in Washington DC (USA).

2020 UN tweets about World Kindness Day

Though not yet officially recognized by the United Nations, in 2020 the organization gave a nod to the day by tweeting about the day, sharing its hashtag, and encouraging folks to participate.