

Subject Line: It's Random Acts of Kindness Day! Learn How Jeunesse Is Giving Back Through New Charitable Initiatives

*"We make a living by what we get, we make a life by what we give." — Sir Winston Churchill*

Today, February 17, is Random Acts of Kindness Day! The purpose is simple: do something kind for a friend or stranger for no reason at all. Random Acts of Kindness Week (Feb. 14–20) is actually going on all week long, so you have plenty of time to come up with thoughtful ways to pay it forward.

A [New York Times article](#) revealed, "Social scientists have conducted experiments demonstrating that the effect of a single act of kindness can in fact ripple through a social network, setting off chains of generosity that reach far beyond the original act."

[Random Acts of Kindness](#) (RAK) don't need to be grand in gesture. In fact, the more personal in nature, the more appreciated they are to the recipient. Here are just a few ideas that don't take a lot of time or effort:

- Give words of encouragement or praise to a friend in need
- Give a warm coat or a free lunch to a homeless person
- Give up your seat on a crowded bus, train, or ferry
- Give blood
- Give of your time at a hospital, shelter, nursing home, etc.

Because social responsibility is at the heart of Jeunesse, we take great pride in paying it forward through our charitable organization, Jeunesse Kids™. We believe so strongly in having a servant's heart—one of our cultural attributes—that we want to further cultivate a spirit of giving back in our employees and Distributors.

Beginning in March, Jeunesse employees will lead several new charitable initiatives. From shoe and blanket drives to monthly fundraisers, they will all align with the Jeunesse Kids mission: ***Empowering communities to give children a brighter future.***

Jeunesse Kids Days will be our first campaign launching in late March. We can't wait to share the details in hopes that our Distributors will follow our journey, join our cause, and make a difference in their local communities.

Until then, in honor of Random Acts of Kindness Day, what will you "give" and to whom? Remember, the ripple effect starts with just one person. You never know when others will follow your lead and pay it forward.