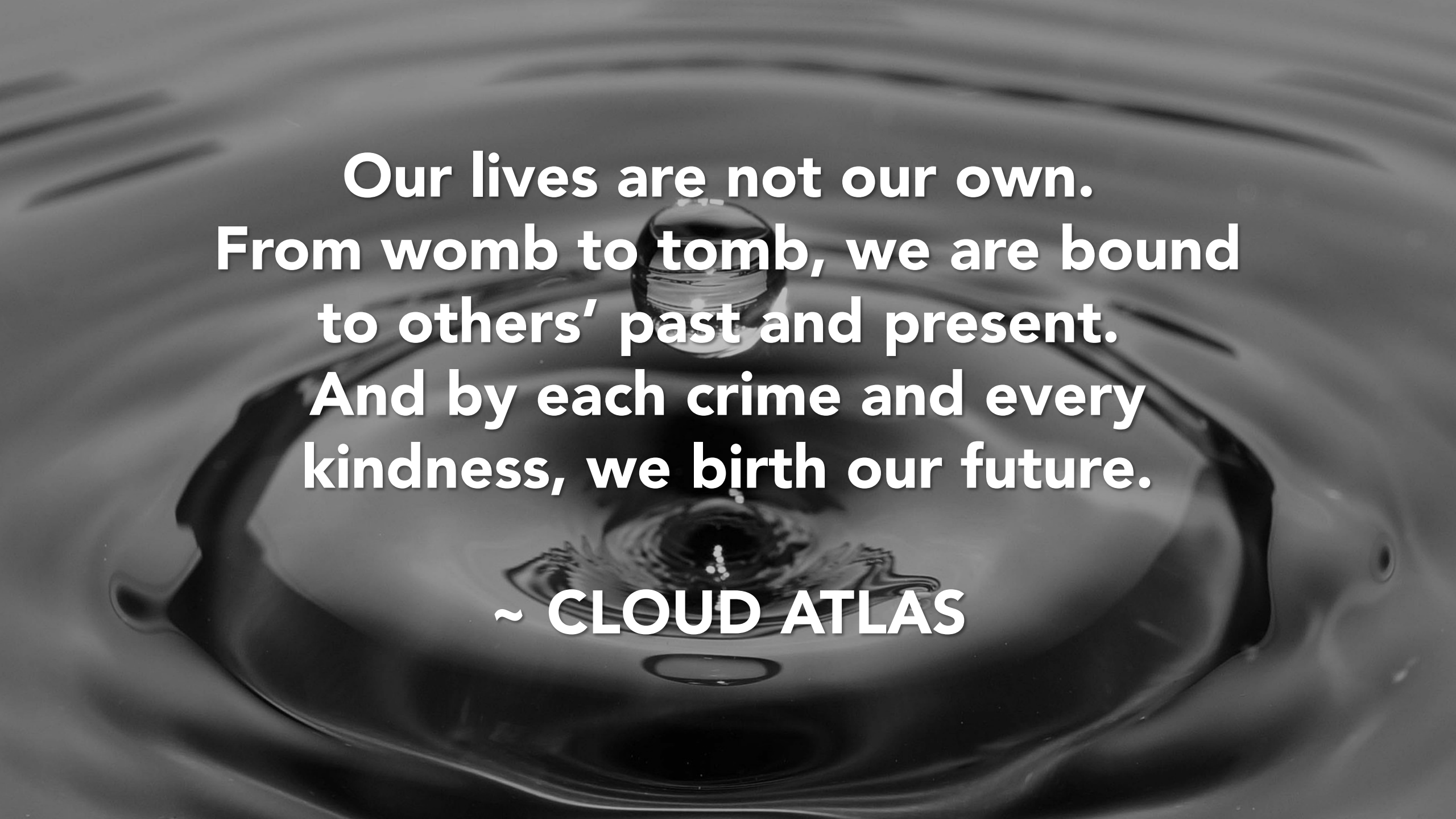




Reverberate With Stillness



**Our lives are not our own.
From womb to tomb, we are bound
to others' past and present.
And by each crime and every
kindness, we birth our future.**

~ CLOUD ATLAS

#ReverberateWithStillness: GUIDING FRAMEWORK

- Every Action Counts
- Butterfly Effect of Every Act
- Demonstrate Their Potential via Simulation
- Every Story is Connected in the Grand Scheme

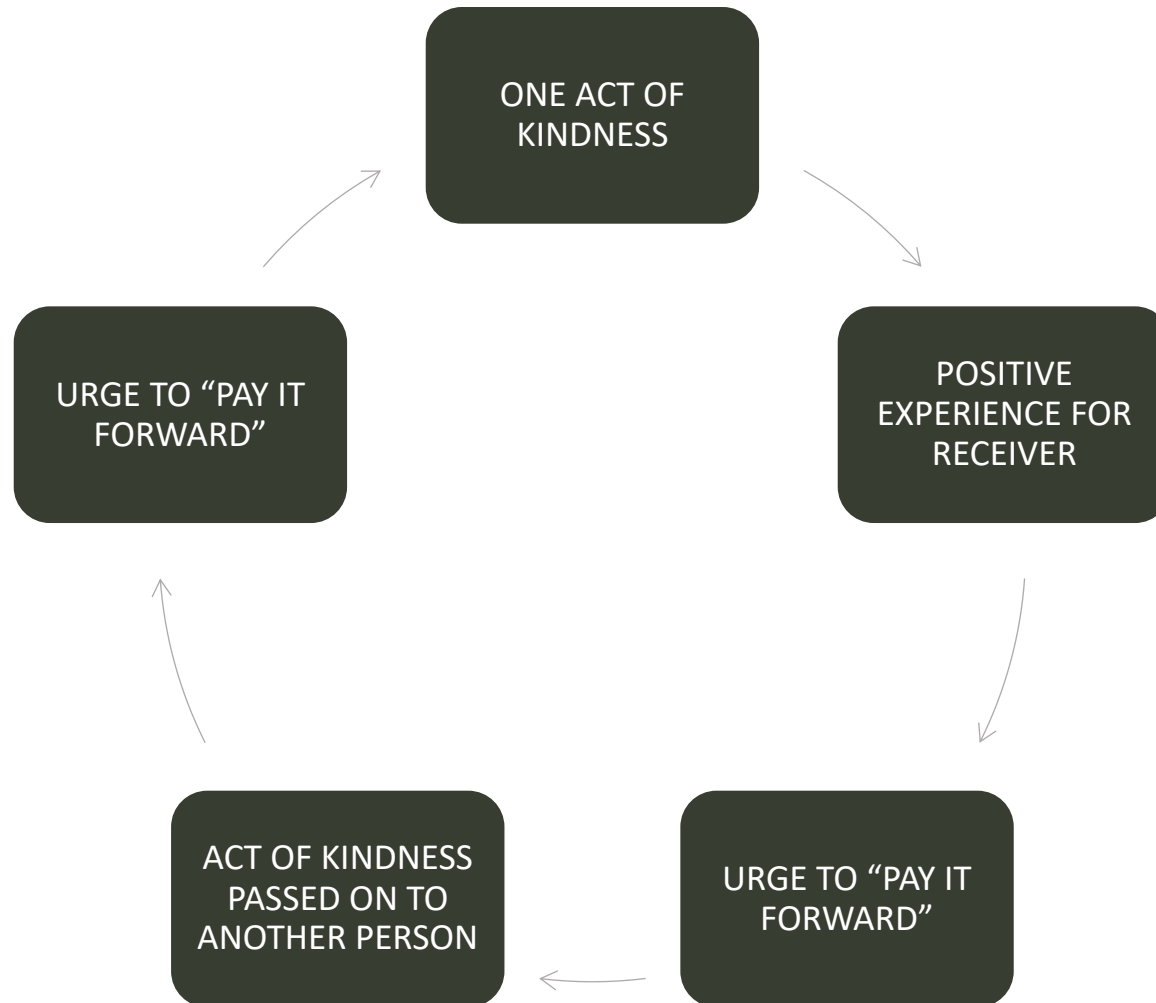
MISSION :
TO CO-CREATE 2023 ACTS OF KINDNESS



#ReverberateWithStillness

Pledging 2023 Acts of Kindness before we enter 2023
Creating 2023 ripples of positivity!

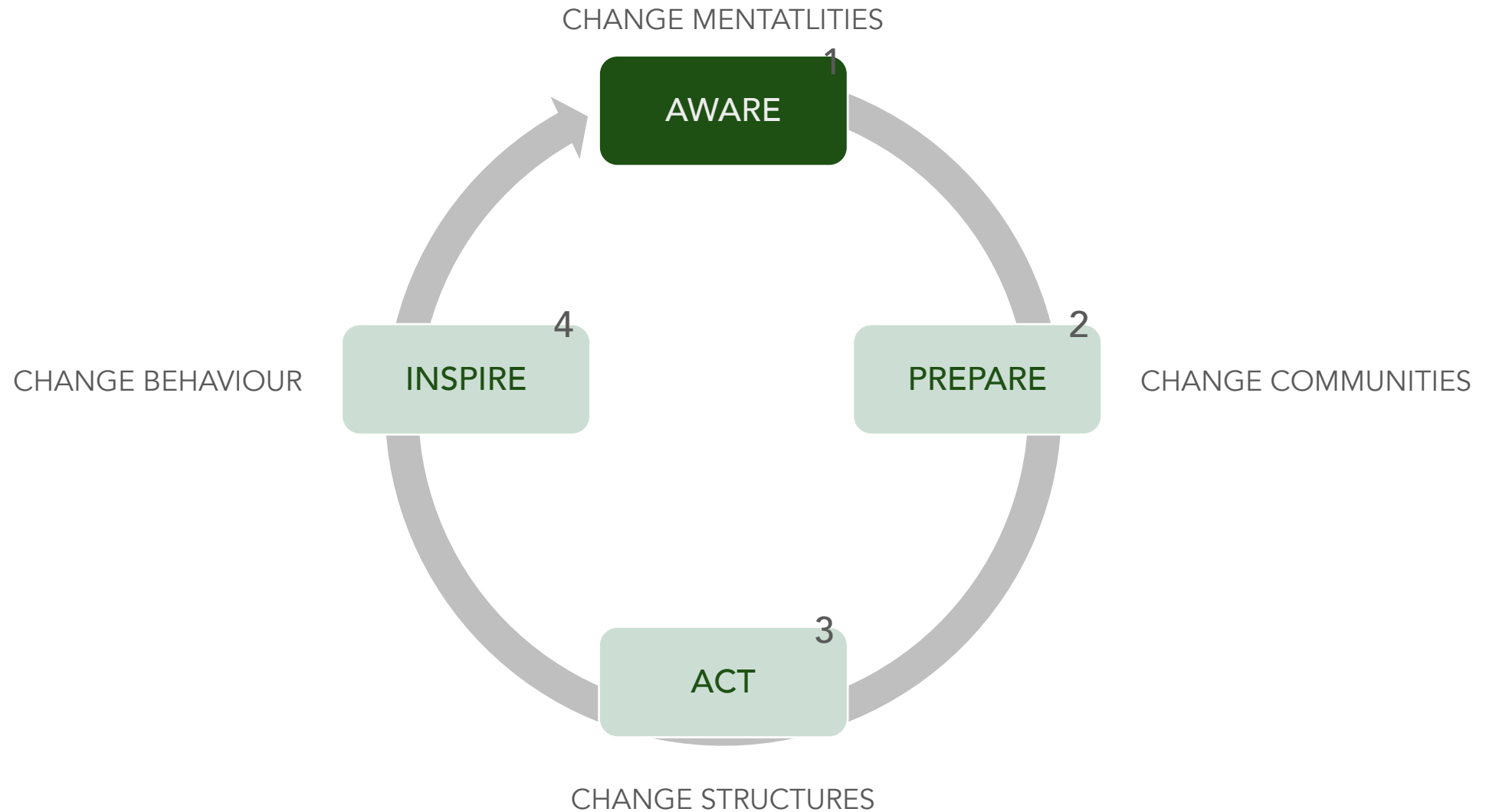
#ReverberateWithStillness: IMPACT SIMULATION



- Show value of every action
- How a small action leads to a big change
- How we will keep an account of every action
- Make people feel like they're a part of a big picture
- THIS CAMPAIGN MATTERS!

EXAMPLE

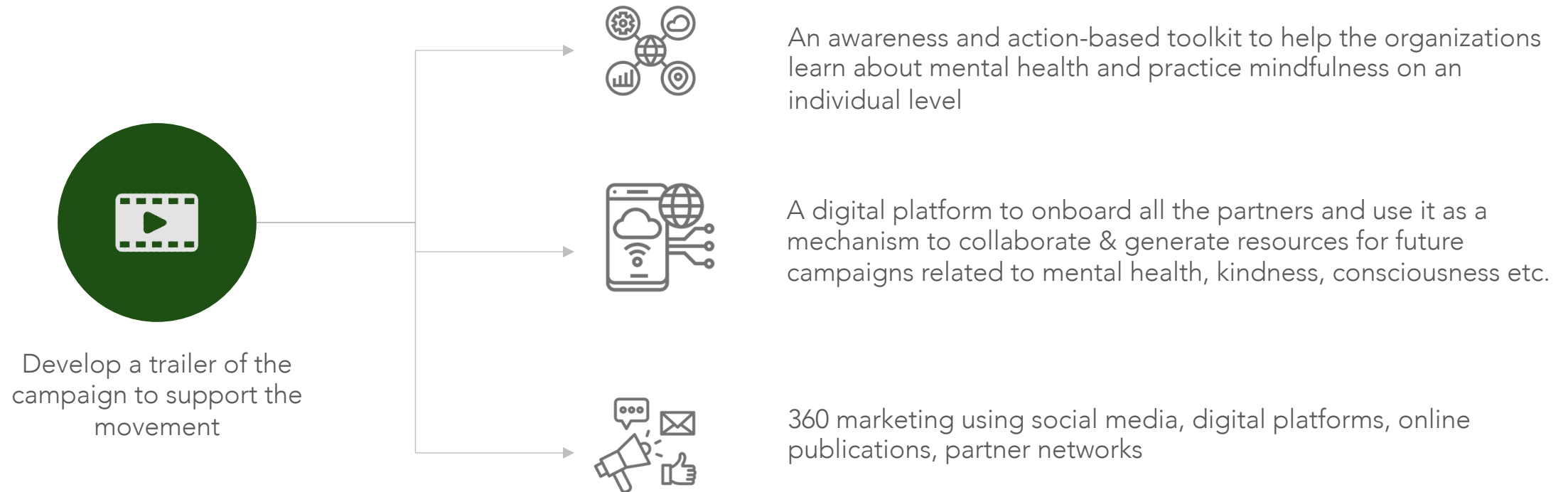
Creating Collective Consciousness for Inspired Change



Campaign Enablers

ReverberateWithStillness: Creating collective consciousness

Use the campaign as a medium to generate global awareness and encourage people to partner for the cause



The campaign trailer become a part of all digital assets mentioned above for collaboration & engagement

Participant Accountability

WHAT CAN I DO AS A PARTICIPANT?

SHARE YOUR KINDNESS STORY

- Share your story on our RWS campaign page and we would love to share it with the world

REFER A FRIEND

- Share our campaign on your social media and spread the word about our campaign

PARTICIPATE IN OUR WORKSHOP

- Participate in our mindfulness workshops or subscribe to our 21-days of mindfulness practice project
- Encourage your co-workers and friends to participate as well

BRING MINDFULNESS TO YOUR WORKPLACE

- Install a poster/graphic in your office/studio about the benefits of mindfulness as a physical reminder to practice self-care
- Get petitions signed from your co-workers to bring RWS to your workplace

#ReverberateWithStillness: WHAT PARTICIPANTS GET

- Feature on our Gratitude Wall
A digital wall where we will showcase pictures of participants with their names
- Thank You Card
A personalized e-card for every participant sent via email
- An exclusive mindfulness workshop on Stillness
A 30-minute session with Q&A

GRATITUDE WALL



We want to express our immense gratitude to all the supporters of #ReverberateWithStillness



**YOUR ONE
ACT OF
KINDNESS
CAN CREATE
RIPPLES
OF POSITIVE
CHANGE**

#REVERBERATEWITHSTILLNESS