

Australian based group promoting intersectional kindness voted Most Uplifting Facebook in the World 5th November 2021

The inaugural Facebook community awards were held overnight and The Kindness Pandemic Facebook group took out the award for the Most Uplifting Facebook Group in the World.

The Kindness Pandemic was set up in March 2021 to promote acts of intersectional kindness for people who were doing it tough because of the COVID19 Pandemic. The group became one of the fastest growing Facebook groups in the world; growing at 50,000+ members a day to 570,000+ members in two weeks.

With a team of 12 amazing volunteers, the group has helped to establish over 70 local kindness pandemic groups around the world, has had over 40 campaigns and worked with 35 partners.

The Kindness Pandemic Group was one of 21 Facebook groups shortlisted from 13,000 applicants – and the final decision made by community vote. Founder/Director of the Kindness Pandemic Dr Catherine Barrett said:

Everyday we see how acts of kindness change people's lives. But this is no ordinary kindness – this is intersectional kindness, or kindness for EVERYONE. We curate kindness campaigns to encourage our members to reach out to people who are marginalised. We use our space to share stories from people whose voices are not heard. We are learning about each other – building compassion and empathy for people whose stories we don't understand. That helps to create a bridge, that connects us. Its what so many of us need to get through tough stuff.

The COVID19 Pandemic drew people to the Kindness Pandemic – but so many of us wanted to live in a kinder world before coronavirus. This is our opportunity to decide how we want to live our lives. We need to make acts of kindness a habit – and I love that this award will help to raise awareness of the power of kindness.

The Kindness Pandemic will utilise the award prize money to support more acts of intersectional kindness. For more information go to: thekindnesspandemic.org or call Dr Catherine Barrett on: 0429 582 237

