

The Kindness Factor - Project Info

UNSCRIPTED HUMAN-INTEREST TV SHOWCASING POWERFUL STORIES OF TRIUMPH OVER ADVERSITY AND INSPIRING LOVE IN ACTION THROUGH KINDNESS



PROJECT INFO AT A GLANCE

The Kindness Factor International, LLC



Co-Founder
Dr. Elia Gourgouris
Happiness Doctor



Co-Founder
Randy McNeely
Kindness Champion

WATCH OUR TEASER



Company Name	The Kindness Factor International
Program Name	The Kindness Factor
Company Type	Limited Liability Company
Genre	Unscripted Human-Interest Series
Format	10 x 45' IPTV and VOD
TV Playout	TV, Tablets, Smartphones, Streaming Services
Nationality	USA
Language	English
Filmed in	4K
Created by	Dr. Elia Gourgouris, Randall D. McNeely- MS
Hosts	Barbara Brooks
Producer/Director	Dr. Elia Gourgouris, Elgin Cahill
Executive Producers	Randy McNeely
Co-producer	Dr. Elia Gourgouris, Sona Gourgouris



www.thekindnessfactor.com

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WHY THE KINDNESS FACTOR?

2019:

- Recognized small kindness-driven non-profit organizations need broader fundraising venues
- Urgent need for greater kindness in the world
- Idea for Reality TV show to address both needs

2020:

- Covid pandemic severely curtails non-profit ability for in person fundraising
- Pandemic isolation impact on mental, physical and social well-being driving urgent need to re-establish human connection through kindness

The need for greater love in the world has never been more urgent.

WITH KINDNESS EVERYBODY WINS!™

WHAT IT IS



Unscripted human-interest TV showcasing powerful stories of triumph over adversity and inspiring love in action through kindness.

HOW IT WORKS

- Mission director and two co-hosts
- Two organizations showcased per episode
- Compelling interview clips revealing the "WHY" behind the participants
- On-location clips capturing in-the-moment impact
- Connect audience hearts to hope and humanity
- Motivate audience to donate/volunteer for participant organizations or organization of their choice
- Highlight clips in the credits from service projects sponsored by TKFI in communities where episodes were filmed



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POWERFUL RESULTS

- Compelling exposure for participant organizations
- Audience connection to hope and humanity through kindness
- Audience motivation to pay it forward
- Greater love, hope, and happiness in the world

SUPPORTING DATA

HUNGER FOR KINDNESS

Google Search - Kindness

1 day: 1, 930,000
1 year: 83,900,000

Google Search – Kindness Articles

1 day: 9480
1 year: 8,990,000

Google Search: Covid isolation impact on mental health

1 day: 3790
1 year: 344,000

Mental health in general

1 day: 2,610,000
1 year: 704,000,000

COVID IMPACT ON NONPROFIT ORGANIZATIONS AUGUST 2021 SURVEY

- More than 75% of nonprofits had an increased demand for services compared with pre-pandemic levels
- Expenses had increased for nearly 75% of the responding organizations
- Staffing levels were down for more than 40% of these nonprofits
- Individual donations and corporate donations were each down for nearly 50% of the nonprofits – and significantly down for nearly 25%

(Source: The Data Show What We Know: The Non-Profit Helpers Need Help)

ADVANTAGES

- We meet the need for nonprofit exposure to greater fundraising opportunities and increased hope and humanity in the same show
- *The economics of kindness (pay-it-forward power) provides our partners with a powerful opportunity to reap the benefits of unleashed social goodwill, global franchising (kindness knows no barriers), and global merchandising.*

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COMPETITIVE EDGE

- Small experienced crew with cutting edge equipment that allows for simultaneous post-production
- Own professional post-production studio
- Mobile agility and faster post-production resulting in saved time and money



We are looking for co-production, distribution, and investment partners. *If this project resonates with you - reach out!*

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