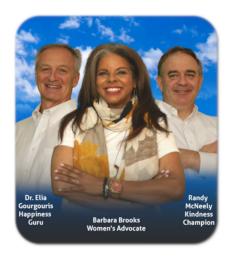
UNSCRIPTED HUMAN-INTEREST TV SHOWCASING POWERFUL STORIES
OF TRIUMPH OVER ADVERSITY AND INSPIRING LOVE IN ACTION
THROUGH KINDNESS





# 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 Program Name Company Type Genre Format TV Playout

Nationality Language Filmed in Created by

Hosts

Producer/Director Executive Producers

Co-producer

The Kindness Factor International The Kindness Factor Limited Liability Company Unscripted Human-Interest Series 10 x 45' IPTV and VOD TV, Tablets, Smartphones,

Streaming Services USA English 4K

4K
Dr. Elia Gourgouris,
Randall D. McNeely- MS
Barbara Brooks
Dr. Elia Gourgouris,
Elgin Cahill
Randy McNeely
Dr. Elia Gourgouris

Sona Gourgouris



www.thekindnessfactor.com

# 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 wellbeing driving urgent need to reestablish 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-themoment 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



## **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.

WITH KINDNESS EVERYBODY WINS!TM





# **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!

#### WITH KINDNESS EVERYBODY WINS!





EMAIL: elia@thekindnessfactor.com PHONE: Dr. Elia - + 1 303-523-6396

LinkedIn

EMAIL: randy@thekindnessfactor.com PHONE: Randy - + 1 304-620-8380

LinkedIn



www.thekindnessfactor.com