FEEDING SAN DIEGO TO BENEFIT FROM #KINDHUMANSCHALLENGE ON SOCIAL MEDIA TO SPREAD KINDNESS

Community encouraged to post photos of the word KINDNESS; for every post, Kindhumans will donate 20 meals for people facing hunger

SAN DIEGO (March 2, 2021) — Feeding San Diego, the county’s leading hunger relief and food rescue nonprofit, will benefit from a new social media challenge started by local company Kindhumans to inspire a dialogue surrounding kindness and to drive donations for San Diegans facing hunger. Started on “Random Acts of Kindness Day”, February 17, the challenge asks participants to creatively spell the word kindness with whatever is around them, then share on social media with the hashtag #KindhumansChallenge. For every post shared, Kindhumans will donate 20 meals to Feeding San Diego, with a goal of 20,000 meals.

Kindhumans is a company rooted in spreading kindness to people and the planet. Its “Marketplace for Good” is a planet-friendly e-commerce site that makes it easy to shop sustainably and offers givebacks through each purchase. Founders Justin and Suzi Wilkenfeld encourage people to practice acts of kindness big and small through the brand’s merchandise, like their signature hat that reads “Kindness. Pass It On.” Whether it’s a simple smile, donating to people in need or supporting organizations providing services in the community, they prioritize helping people with basic needs. The #KindhumansChallenge on social media inspires others to get involved.

“We are excited to partner with Feeding San Diego on their mission to provide sustainable solutions for hunger, in our hometown,” said Justin Wilkenfeld, Co-founder of Kindhumans. “The goal of this challenge is to inspire others to donate to local chapters, while spreading kindness in a fun, engaging way. Together we can spark a broader campaign to help solve for basic needs, like hunger, in communities across the country.”
To get involved, find instructions at kindhumans.com/kindhumanschallenge and follow along with @kindhumans_movement on Instagram. Post a photo that creatively spells out the word kindness and use the hashtag #KindhumansChallenge to donate 20 meals to people in need through Feeding San Diego.

“It’s incredible to see a local company step up to create excitement around kindness and giving, which are two things we rely on heavily here at Feeding San Diego with our work in the community,” said Dana Williams, Director of Marketing and Communications at Feeding San Diego. “We love collaborating with those in our community to spread the word about hunger relief and providing services to those in need. The pandemic has only made hunger a more prevalent problem in our community and we are working daily to address it.”

Internationally renowned photographer, Robert Erdmann, captured a moment of kindness at a recent food distribution hosted by Feeding San Diego in support of the #KindhumansChallenge. Photo above.

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ABOUT FEEDING SAN DIEGO

Feeding San Diego is a non-profit organization on a mission to connect every person facing hunger with nutritious meals by maximizing food rescue. Established in 2007, Feeding San Diego is the leading hunger-relief and food rescue organization in San Diego County and the only Feeding America affiliate in the region. Feeding San Diego provides more than 31.2 million meals every year to children, families, seniors, college students, military families, and veterans in partnership with a network of 320 local charities, schools, faith communities, meal sites, and food pantries. Last year, more than 92 percent of the food provided to the community was rescued. By diverting more than 27 million pounds of food from the landfill, Feeding San Diego reduced greenhouse gas emissions by nearly 25,000 metric tons of CO2 equivalent, which is comparable to taking 5,300 cars off the road for one year. To learn more about Feeding San Diego and its COVID-19 response, visit feedingsandiego.org.

ABOUT KINDHUMANS

Kindhumans is a 1% For the Planet, Climate Neutral B-Corporation on a mission to drive kindness into the world, to unite and grow a community of kind humans around the world. We strive to cultivate kindness, promote conscious consumption and give back to causes that support kids, the planet and humanitarian aid. We envision a brighter future where being kind—to ourselves, to the Earth and to each other—is a top priority of people and businesses everywhere. This kindness will manifest as happier, healthier communities; greater sustainability; ethical treatment of everyone; and a cleaner planet to call home.