



ARK: CHANGE OUR WORLD FOR GOOD

HOW CAN WE CHANGE THE WORLD?

We all have the ability to Change our World for Good. It's all about kindness, and how one act of random kindness can Change our World for Good. That's why we have created ARK, a program that encourages Acts of Random Kindness. Get an ARK, a small plastic container shaped like an ARK, fill it with change and give it to someone in need.

It is not about the money, but the awareness that each and every person has the ability to help and change someone else's life. By doing so, we can actually change our world for the good!

LET'S WORK TOGETHER TO TURN THIS WORLD AROUND

Now, more than ever, we must find new ways to unite our community, to focus on what brings us together rather than what keeps us apart.

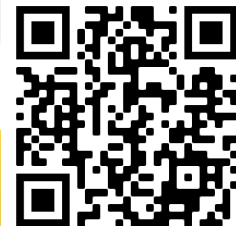
ARK is one way to begin that change. Launched in South Africa, it has helped hundreds of thousands of people change our world for good through acts of random kindness. It's not about the money. It's about the awareness that each and every person has the ability to help and change someone else's life for the better.

This is something we All Recognize and Know: goodness and kindness are a universal language, understood by all. It doesn't matter your political beliefs, your faith or the color of your skin. We all know and want the good.

Our mission is to help people realize their own self-worth, the dignity of others and to help increase understanding and goodwill through acts of kindness and generosity.



ARK has captured the imagination of people from around the world. Hear from legendary broadcaster Bob Costas about why he supports the initiative.



HOW CAN YOU HELP?

We are in the early stages of developing this program for Wisconsin and are looking for partners who share our belief that every person has worth and can be an agent for change in the world.



SPORTS PARTNERSHIPS

“Changing the world is a team sport.” Wisconsin’s sports teams play a unique role in bringing people together. They have a proud tradition of using that platform to advocate for change in our community. ARK is another powerful tool to help leverage the prominence and prestige of our marquis teams and players to make our world a better place. There are opportunities for co-branded social media and in-person promotional opportunities with co-branded ARKs available at games.



RETAIL PARTNERSHIPS

Retail businesses have been a lifeline for people throughout the pandemic, helping ensure they have the necessities of life. As we return to a post-pandemic, new normal, there is an opportunity to engage the increasing foot traffic to your site in an effort to support our community.



PHILANTHROPIC SUPPORT

“Kindness is a good investment.” ARKs can be co-branded with specific organizational messages and priorities to help advance the cause and message that is most relevant to your mission.



SCHOOLS

There is no more important life lesson than learning to do good for others. Schools are in a unique position to create change that impacts our future. ARK has curriculum and programs available for classes and schools to participate in.



UNIVERSITIES

Universities serve an important role in both educating the next generation and serving as change agents in their communities. Through student outreach and the megaphone of Athletics, Universities are uniquely positioned to change our world for good.