KINDNESS 2027

“It doesn’t cost to be nice, but it’s very costly to be mean.”

— Pemba Umoja

pembaumoja.com

Print • Cut along the border • Hang it where students will see it every day

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For more poems, stories, and aphorisms on kindness, visit pembaumoja.com

Kindness 2027 — kindness cards

Print • Cut along the dashed lines • Take one, leave one for a stranger

“We are each other’s greatest wealth.”

— Pemba Umoja

Take one · Leave one for a stranger · pembaumoja.com

“To see and to be seen are among the greatest gifts that can be exchanged.”

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“Make ‘the other’ a brother (or a sister).”

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Kindness 2027

A Guide for Teachers, Schools & Coordinators

Ten printable kindness cards and a classroom poster,
in thirteen languages — a free gift from the writer Pemba Umoja.

October 2026

pembaumoja.com

What this is

Kindness 2027 is a gift of ten printable kindness cards and a classroom poster, from the writer Pemba Umoja to schools everywhere. It was created for the UNESCO International Day against Violence and Bullying at School (November 5), and it runs through December 2027 — because kindness is the curriculum all year.

Everything is free. There is nothing to buy, no account to create, no app to install, and no mailing list. Print the PDFs, cut the cards, hang the poster. That's it.

What's in the set

- **Ten kindness cards** — short sayings about kindness, belonging, and seeing one another. Each card carries the author's name.
- **One classroom poster** — "It doesn’t cost to be nice, but it’s very costly to be mean."
- **Thirteen languages** — Arabic, Bengali, Chinese (Simplified), English, French, German, Hindi, Indonesian, Japanese, Kiswahili, Portuguese, Russian, and Spanish. Each set is a print-ready PDF: one poster page plus four cut-sheet pages.
- **Black-and-white friendly** — designed to print on any printer.

Download in your language: **pembaumoja.com/en/kindness-2027**

Who this is from

Pemba Umoja is a writer of short stories, poems, and aphorisms about life, meaning, and quiet connection. His work is published freely online in thirteen languages at pembaumoja.com.

A note on UNESCO: These materials are shared with ASPnet national coordinators on the recommendation of the UNESCO ASPnet unit in Paris, and they are aligned with the November 5 UNESCO day against violence and bullying at school. They are not an official UNESCO program or publication.

How to use the cards: the 10-day challenge

The suggested rhythm is simple — **one card a day for ten school days**:

- **Read it together** — read the day's card aloud (one minute).
- **Talk about it** — two minutes of discussion, using the questions below.
- **Live it** — students try to practice the card's idea for the rest of the day.

Ten cards, ten days, one kinder classroom.

Other rhythms work too. One card a week for a term allows deeper discussion each time. All ten cards around a single event — an assembly, a club meeting, the November 5 day itself — works as well. The cards are the point, not the calendar. Start any day; the campaign runs through December 2027.

> **Every community is different:** if any card doesn't fit your community's norms, simply set it aside — no explanation needed. The other cards stand on their own.

The ten cards — with discussion questions

Each card is open-ended on purpose — there is no single correct reading. Use these questions as starting points, not scripts. Adapt the language to your students' age.

Card 1

> *We are each other’s greatest wealth.*

- What does it mean to call people "wealth"? What kind of wealth can't be bought?
- Who has been wealth in your life — someone whose presence made you richer?
- What is one way you could be wealth to someone else today?

Card 2

> *To see and to be seen are among the greatest gifts that can be exchanged.*

- What does it feel like to be truly noticed by someone? To be overlooked?
- Who in your school might feel unseen right now?
- How could you really "see" someone today?

Card 3

> *Make “the other” a brother (or a sister).*

- Who is "the other" in your life — someone different from you?
- What changes when you think of a stranger as family?
- Is there someone you've kept at a distance that you could move a little closer to?

Card 4

> *It doesn’t cost to be nice, but it’s very costly to be mean.*

- What does meanness cost — the person it's aimed at, and the person doing it?
- Can you remember a time when someone's unkindness stayed with you?
- What's one free kindness you can give today?

Card 5

> *A greeting is the human form of a sunrise.*

- Why compare a greeting to a sunrise? What do they have in common?
- How does it feel when someone greets you warmly — and when no one does?
- Who will you greet today that you don't usually greet?

Card 6

> *Be a warm house in a storm.*

- What is the "storm" in this image? What storms do people your age face?
- Who has been a warm house for you?
- How can you be shelter for someone going through a hard time?

Card 7

> *Sometimes sweet fruits grow from bitter seeds.*

- Can something good really come from something painful?
- Can you think of a hard experience that taught you something valuable?

Note for teachers: no one has to share personal pain aloud. This card works as quiet reflection.

Card 8

> *He who excludes others ultimately leaves himself out.*

- Why would excluding others leave you out too? How does that work?
- Have you seen a group become smaller and colder by pushing people away?
- What does an including classroom look like, in practice?

Card 9

> *Never underestimate the importance of a hug.*

- Why do small gestures of care matter so much?
- What are ways to show someone they matter without words?

Note for teachers: respect boundaries — not everyone wants a hug, and care takes many forms. Ask what other gestures say "you matter."

Card 10

> *People would love it if you said hello.*

- Why is something so small also sometimes so hard?
- Who in your school would love to hear hello from you?
- Try it today — and notice what happens.

More ways to use the cards and poster

- **Take one, leave one:** students take a card for themselves and leave one behind for a stranger — on a desk, in a library book, on the kindness wall.
- **The poster** hangs where students see it every day: classroom wall, hallway, library, canteen.
- **Assemblies and clubs:** read one card at the start of an assembly; build a debate or drama club session around one.
- **Counseling and pastoral care:** the cards are gentle openers for one-on-one conversations.
- **Student-led:** let students choose the day's card, lead the two-minute discussion, or design their own kindness wall.
- **Illustrate a saying:** invite students to draw, paint, or design their own version of a card — what does the saying look like through their eyes? A classroom gallery of student interpretations is a beautiful thing.
- **Share the ripples:** photograph your classroom wall, your students' designs, or their favorite cards and share them online — every card carries the author's name, so each share leads back to more. (Please protect student privacy: no names or faces without your school's usual permissions.) **Send us a photo too** — email it to press@pembaumoja.com and tell us your school's name. We'd love to feature your school on pembaumoja.com.

If a student discloses bullying or harm

The cards sometimes open doors. If a student tells you they are being bullied or hurt:

- Listen calmly. Thank them for trusting you. Don't force details or public sharing.
- Follow your school's safeguarding policy — that's what it's for.
- The cards are invitations to kindness, not therapy. Your school's counselor or designated safeguarding lead takes it from there.

Rights and permissions — in plain language

- **Yes, please:** print them, photocopy them, post them on walls, read them aloud, project them, share photos of your displays online, include them in newsletters. Attribution to Pemba Umoja is appreciated — it's already on every card.
- **Make them yours:** take the words and create your own designs — add your school logo, let students draw, paint, or illustrate what a saying means to them, put the words in their own terms around the original. Co-creation is welcome: the one rule is that the sayings themselves stay exactly as written, with Pemba Umoja's name attached.
- **New languages welcome:** thirteen languages are available now. If yours is missing, translate the cards and send your translation to us — we'll review it with a native speaker, and if it sings, we'll add it to the website with credit to your school.
- **Please don't:** sell the cards or use them in commercial products.

The cards are © Pemba Umoja. All rights reserved. They are free to share with attribution — that is the whole idea.

Frequently asked questions

Is it really free? What's the catch?

It's free. These cards are a gift from the writer. There is nothing to buy, no account to create, and no mailing list to join.

Is this an official UNESCO program?

No. The materials are shared with ASPnet coordinators on the recommendation of the UNESCO ASPnet unit and are aligned with the November 5 UNESCO day against violence and bullying at school. They are not a UNESCO publication and carry no official endorsement.

What ages is this for?

The cards work across ages — the teacher frames the discussion. Young children respond to the images and simple actions (greetings, hugs); older students can go deeper into the questions above.

Our school has no printer / only black-and-white.

The PDFs are black-and-white friendly. With no printer at all, read the cards aloud or project them — the discussion is the heart of it.

Is this religious or political?

Neither. The cards are secular and universal — about kindness, belonging, and seeing one another.

Can we skip a card that doesn't suit our community?

Of course. If any card doesn't fit your community's norms, simply set it aside — the other cards stand on their own.

Can we translate the cards into our local language?

Please do — and send your translation to us. We'll review it with a native speaker, and if it sings, we'll add it to the website with credit to your school, so other schools can use it too.

Can we add our school logo or change the design?

Yes — make the designs yours. Add your school logo, let students illustrate the sayings, create new layouts around the words. The one rule: keep the sayings themselves exactly as written, with Pemba Umoja's name attached.

Does it have to be November 5? What about after the 10 days?

No — start any day through December 2027. After the 10 days, revisit favorite cards, let students pick new ones, or run the challenge again with a new class.

Can our school be featured on the website?

We'd love that. Email a photo of your wall or your students' designs to press@pembaumoja.com with your school's name, and we may feature it on pembaumoja.com. Please make sure you have your school's usual photo permissions — no student names or faces without them.

Who do we contact with questions?

Reply to the email this came with, or write to press@pembaumoja.com. Questions are welcome — in any of the thirteen languages.

For coordinators: what you're being asked

If you're a national coordinator receiving this: the ask is simple — **recommend the card set to your ASPnet schools** for the November 5 UNESCO day against violence and bullying at school, or for any ten school days through 2027, through whatever channels you normally use to reach them.

> **What to tell a head teacher** (feel free to forward this): "A writer named Pemba Umoja is offering schools a free set of ten printable kindness cards and a poster in thirteen languages, made for the November 5 UNESCO anti-bullying day. No cost, no sign-up — print and use. There's a short guide for teachers with discussion questions."

Kindness 2027 · October 2026 – December 2027 · pembaumoja.com

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This guide was prepared with care in English. If you find an error or an unnatural phrase, please write to press@pembaumoja.com — we will correct it and thank you.