



#KIND20

Let's Turn COVID19 Into #KIND20

THE UNITY OF FAITH FOUNDATIONS IN ICELAND (TUFF)

TUFF bridges community sectors, organizations and government, rebuilding social integration and global community cohesion.

TUFF empowers youth through participation in sports and leisure, teaching education in human values, acceptance integration, individual liberty, gender equality, understanding environment, respect for other cultures, the rule of law and democracy.

MEET THE TEAM



#KIND20

Welcome Note from the Founders

Dear Kierstyn and Valdis,



#KIND20

Let's Turn COVID19 Into #KIND20

On behalf of TUFF and the Kind20 campaign task force , we welcome you both to our ever growing family. What an amazing chemistry we are creating together and with our combined passions, not to mention discipline, leadership & organisational skills, enthusiasm guarantees our partnership is an industrious and successful one. #Kind20 is as much yours as it is ours, and is for everyone on the planet.

We have come together to devise a way to beat the effects of the Covid crisis through a simple social media campaign, which will ensure that by the year end with your support there will be more cases of Kindness than cases of COVID19.

We would like you on board for this once in a lifetime global campaign as our creative, media, sales and marketing team in Iceland and supporting the task force globally.

#KIND20 will identify, create and deliver a compelling and emotionally-driven, unique narrative. We invite citizens of our world to post a video, photo, music or arts video, expressing what kindness means to them and nominate at least 3 others to do the same.

The first ever 'Global Kindness WebApp' is being created on the #KIND20 [website](#), to focus on rarely seen, positive statistics. Each post will register immediately. Additionally, mayors of global cities are being requested to feature a digital counter, showcasing the number of #KIND20 posts to inspire people.

The #KIND20 count is also a manifestation of global love to each person who has lost a loved one. We encourage the media to feature relevant 'posts' and our daily count as part of a new positive agenda.

With your help we can turn the tide to create a wave of positive and beneficial humanity, the likes of which the world has never known before and all that it takes is one simple post.

Love & Kindness,

Anna Bornholt Prior & Dr Shamender Talwar

TUFF/#KIND20 Co-founder/ Trustee





#KIND20

Let's Turn COVID19 Into #KIND20

Anna Bornholt Prior Co-Founder, Trustee, Philanthropist

- University of Sydney, Conservatorium Music
- Lahumiere Gallery Paris
- Anna Bornholt Gallery London
- International Art Dealer
- Discovered Damien Hirst curated shows, private and corporate collections
- Humanitarian, philanthropist
- TUFF Global Charity Winner of the Pride of Britain Sports Award 2015.
- 2016 European Parliament Extremism Conference.

- Anna has introduced many sports programs supporting youth in community cohesion and integration through education in Human Values as Co Founder of TUFF.

- She firmly believes there is no colour of the skin, there is no colour of the flag, only the colour of our hearts .



#KIND20

Let's Turn COVID19 Into #KIND20

Dr. Shamender Talwar

- ❑ Dr. Shamender Talwar is a social psychologist who has supported many governments, organizations worldwide. With his unique approach to human behavior he has introduced many programs supporting youth in community cohesion and integration through education in human values.
- ❑ As the Co founder of Global charity TUFF, he created the Life Boards project for the NHS, which is used to help patients with Mental health and dementia.
- ❑ Winner of the British Indian of the year 2016 and Pride of Britain Sports award 2015.
- ❑ Recently he was chosen in the Top 100 Global Indians of the decade by the Indian Government.



#KIND20

Let's Turn COVID19 Into #KIND20



Valdis Ran Samueldottir is an Icelandic-born marketing enthusiast with a global commercial and marketing expertise dealing with different professionals from various fields.

She started her first company at the age of 16 doing sales and became the Marketing Director of ABC Children's Aid, Iceland.

After 2 decades of successful marketing and sales practice, she founded her company called **Needs Marketing Agency**, Iceland (www.needs.is) -- a company that deals with publishing, marketing and sales amongst many others.



Kierstyn Evans, marketing strategist, and expert is an American living in Iceland working on the Global team for #KIND20. She studied Marketing & Communications with an interest in Social Media Marketing in New York.

Kierstyn is the CEO of **Needs Marketing Agency** (www.needs.is) in Iceland. She brings a fresh approach to the new world of marketing. Her mission on the #KIND20 team is to ensure that the campaign is reaching its full potential and exposure across the globe.

Skjal sótt af '00000000000' dags: 25.03 2026





#KIND20

Let's Turn COVID19 Into #KIND20

Sanyam Mittal is the CEO and Co-Founder of Plane Crazy, a creative agency based in Mumbai, India. Upon graduating from Jindal Law School, he realized the design industry was his calling. His eye for design and technical ability is unmatched. He is a core member of the #KIND20 India Task Force and manages the Website UI/UX, Advertising, and Marketing strategy of the campaign.

Tanishaa Cunha is the Creative Director of Plane Crazy, a creative agency based in Mumbai, India. She has completed her Bachelor's degree in Design from Goldsmiths, University of London. She volunteered with TUFF during her studies and worked in the leading design and advertising agencies in London before moving back to India. She is a core member of the #KIND20 India Task Force and is responsible for the social media management and visual identity of the #KIND20 Campaign.

Skjal sóttar '0000000000' dags: 25.03 2026





#KIND20

Let's Turn COVID19 Into #KIND20

TUFF IN ACTION

Skjal sótt af '000000000000' dags: 25.03 2026





#KIND20

Let's Turn COVID19 Into #KIND20

EQUAL OPPORTUNITY FOR ALL CHILDREN

Equal opportunity is the guiding principle in the work of the TUFF Iceland Association. TUFF works for all children, but special emphasis is placed on helping children who, due to social or economic circumstances, do not have the opportunity to participate in sports or leisure activities. It has also been looked at to equalize the share of children of foreign origin when it comes to pursuit of sports. The project started as an experimental project in Breiðholt and has now entered into all sports activities in Kópavogur, is to start a project in other parts of Reykjavík and aims to be the next point of arrival in Akureyri.

The TUFF (The Unity of Faiths Foundation) was formed in the United Kingdom in 2011, but Hrund Hafsteinsdóttir, a missionary in the Foreign Ministry, first heard of the project in a lecture by Dr. Shamender Talwar social psychologist in London and got him to join with them to promote the project for the locals. In addition to them is Friðjón Friðjónsson, Managing Director of KOM Consultants, on the board of TUFF Iceland. Guðni Th . Jóhannesson, President of Iceland, and Pope Francis are the protectors of TUFF. Former US President Barack Obama also formally expressed support for the organization.





Children in Breiðholt have been actively involved in the TUFF Iceland project.

They say that the participation in the TUFF project in Iceland has been very good during the first months of operation, but it has been promoted in all Kópavogur and Breiðholt schools. Because of the good reputation of TUFF, they are allowed to enter compulsory schools during school hours and present it to students after TUFF has been introduced to school administrators and teachers. The clubs that are participants in TUFF Iceland today are: Valur, HK, IR, Gerpla, KR, Breiðablik, Kópavogs Tennis Club, Kópavogs Dance Club, Dance Club Hvönn, Equestrian Club Sprettur and GKG golf club.



Start a game at Bessastaðir in September.



All sports teams in Kopavogur participate in the project.
Source : mbl.is/ Hari

Skjal sótt af '000000000000' dags: 25.03 2026





GLOBAL MARKETING STRATEGIES

Social Media Report and Strategy

FACEBOOK

Insights

- #KIND20 campaign was launched on May 1st on Facebook.
- As of May 28th we have gained **25.2K new followers** through organic and paid promotion.

Performance



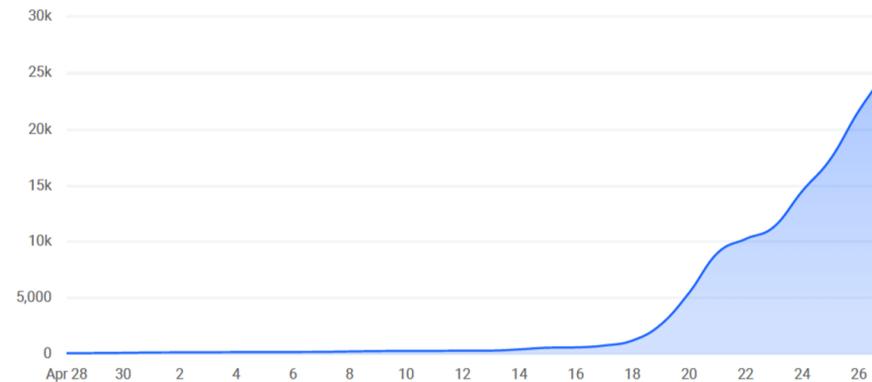
Overall Facebook Statistics

Engaged Users 39.8k ▲31.5k%	Post Impressions 641.2k ▲27.7k%	Reactions 14.3k ▲17.5k%	Post Reach 507.7k ▲37.2k%
Page & Post Engagements 26.7k ▲17.9k%	Link Clicks 3,433 ▲343k%	New Fans 25.5k ▲36.3k%	Posts 95 ▲266%

Total Fans



Facebook Followers Growth



Total Fans
25.2k ▲36.4k%

Previous Period
69

Insights

- #KIND20 campaign was launched on May 1st on Facebook.
- As of May 28th we have gained **25.2K new followers** through organic and paid promotion.



#KIND20

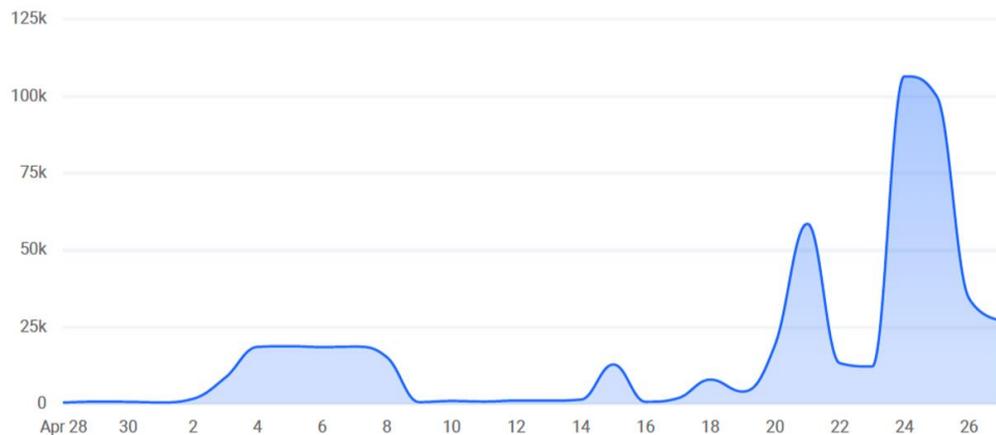
Let's Turn COVID19 Into #KIND20

Skjal sótt af '00000000000' dags: 25.03 2026

Post Reach

Kind20

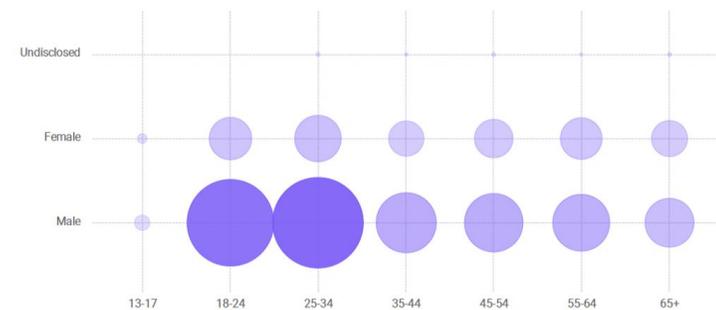
Facebook Reach



● Post Reach
507.7k ▲37.2k%

● Previous Period
1,360

- Our Target audience is in the age group of **18-34 years** on Facebook primarily



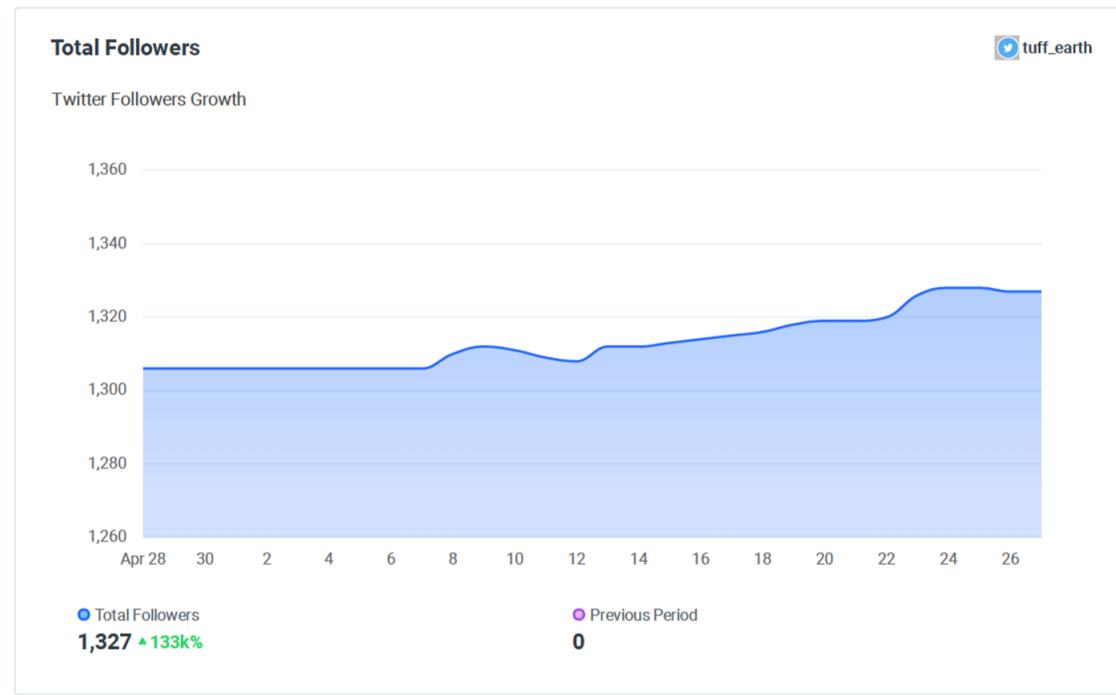
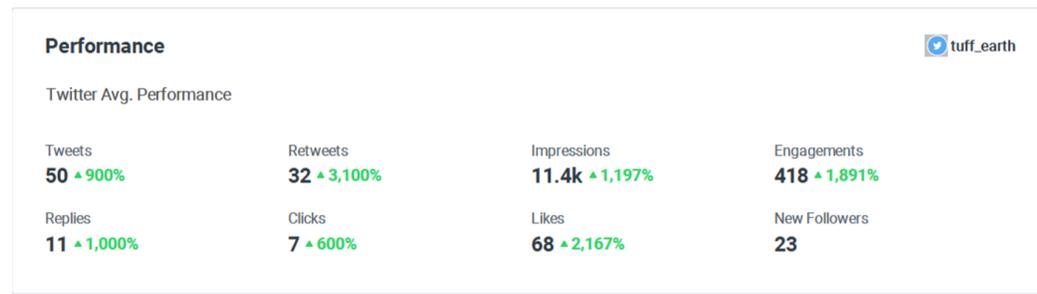
Rank	Gender and Age	Your Fans
1	Male, 25 to 34 years old	5,402
2	Male, 18 to 24 years old	4,978
3	Male, 35 to 44 years old	2,358



Proposed Activities

- Create content to increase engagement. This will be done by adding a call to action to each post.
- Interactive stories will be created since the engagement on stories is higher than posts.
- Commenting on all posts using #KIND20
- We will post about national days using relevant and trending hashtags to increase reach.
- Aim to showcase the global reach through montages and collages at the end of each campaign

TWITTER



- The followers have been consistently growing on twitter.

Insights

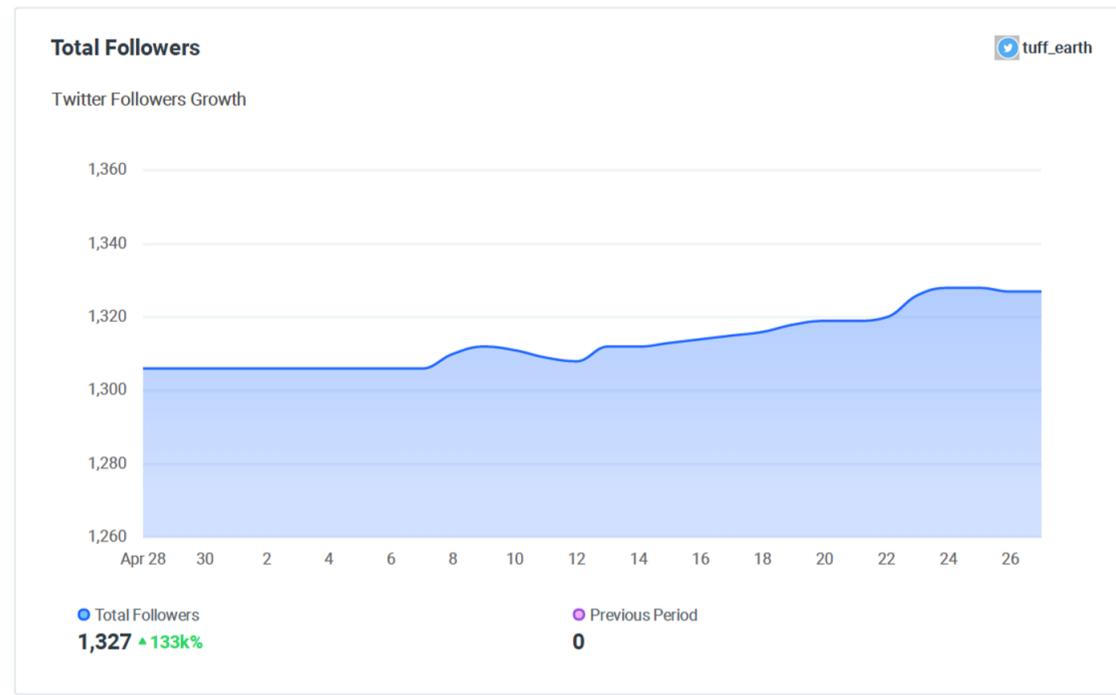
- #KIND20 campaign **was launched on May 1st** on twitter
- As of May 28th we have gained **1327 followers** through organically



Proposed Activities

- Create content to increase engagement. This will be done by adding a call to action to each post.
- Interactive stories will be created since the engagement on stories is higher than posts.
- Commenting on all posts using #KIND20
- We will post about national days using relevant and trending hashtags to increase reach.
- Aim to showcase the global reach through montages and collages at the end of each campaign

TWITTER



- The followers have been consistently growing on twitter.

Insights

- #KIND20 campaign **was launched on May 1st** on twitter
- As of May 28th we have gained **1327 followers** through organically

Proposed Activities

- Re tweeting content that shows act of kindness
- Commenting and interacting with all posts using #KIND20
- Posting topical content and finding new stories to be shared on twitter
- Relevant and trending hashtags are being used



#KIND20

Let's Turn COVID19 Into #KIND20

INSTAGRAM

Performance



Posts

82 ▲ 310%

Impressions

72.4k ▲ 10.3k%

Reach

54.3k ▲ 26.9k%

Likes

1,051 ▲ 668%

Comments

50 ▲ 2,400%

New Followers

2,796 ▼ 1,804%

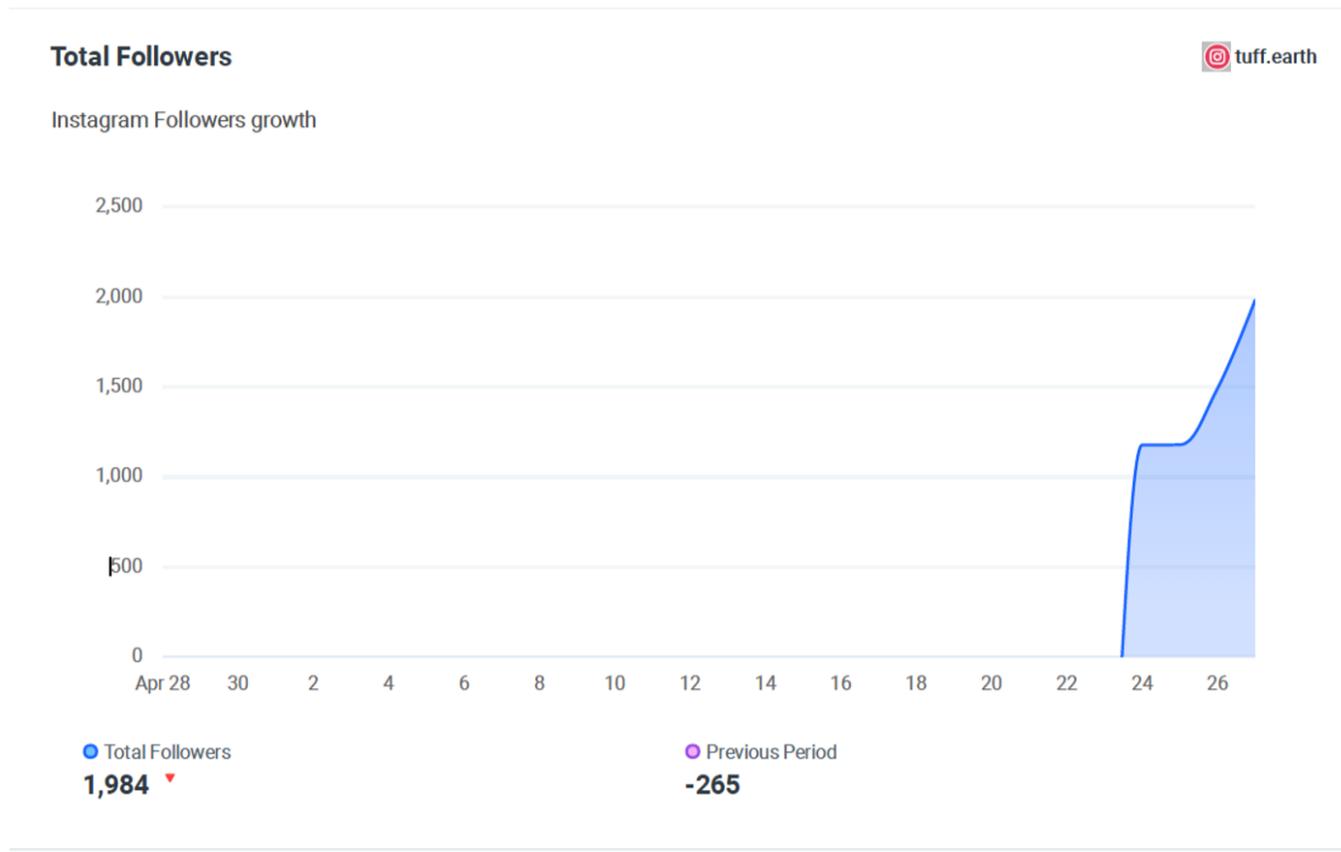


#KIND20

Let's Turn COVID19 Into #KIND20

Insights

- #KIND20 campaign **was launched on May 1st** on Instagram
- As of May 28th we have gained **2796 new followers** through organic and paid promotion.





#KIND20

Let's Turn COVID19 Into #KIND20

PROPOSED ACTIVITIES



- ✓ • Create content to increase engagement. This will be done by adding a call to action to each post.
- ✓ • New campaigns will be launched on Instagram that are focused on certain industries – for example – music, business, arts, pride month
- ✓ • Interactive stories will be created since the engagement on stories is higher than posts. Using Polls, Questions and Challenge sticker
- ✓ • Interacting with all posts using #KIND20
- ✓ • We will post about national days using relevant and trending hashtags to increase reach on stories
- ✓ • Aim to showcase the global reach by using country flags and creating collages and montages.



#KIND20

Let's Turn COVID19 Into #KIND20

OVERALL STRATEGY

In the month of June we would like to focus on –

MUSIC CAMPAIGN This campaign encourages our audience to express “what kindness means to them?” through music

- ✓ Create engaging stories relevant to the music campaign.
- ✓ Encourage people to submit their personal anthem. This will help us in putting together a playlist for our audience on platforms like Spotify and Apple Music.
- ✓ Graphic posts along with a call to action will be created using song lyrics, that people will be able to relate to.





#KIND20

Let's Turn COVID19 Into #KIND20

PRIDE MONTH:

This campaign focuses on celebrating the LGBTQ month.

- ❑ We will create engaging stories and posts to support the LGBTQ community • We will be bringing on influencers as well as people who represent this community on board to share their stories. • Live sessions with influencers will be planned on Instagram to get more eyeballs on the KIND20 Page • Custom stickers will be created to use during the month on social media





#KIND20

Let's Turn COVID19 Into #KIND20

NURSES

- ❑ This is a global campaign where we want to thank the entire frontline staff that is working tirelessly to fight this pandemic to be recognized and featured on our social media platforms. Their act of kindness can inspire millions around the globe.
- ❑ To be part of this global campaign we require all Medical Staff to send us a selfie with your PPE gear/ masks on. These selfies will then be a part of a global montage of doctors/nurses/staff from all over the world.
- ❑ Through this campaign we want to highlight the fact that KINDNESS cannot be quarantined and has the power overshadow COVID19 and move towards a #KIND20





#KIND20

Let's Turn COVID19 Into #KIND20

**WE WANT TO PARTNER
WITH YOU!**

Skjal sótt af '000000000000' dags: 25.03 2026





#KIND20

Let's Turn COVID19 Into #KIND20

Samstarfssamningar:

Leið 1

1,000,000kr +vsk á mánuði lágmark 5mánaða samstarfssamningur.

Innifalið; Við gerum allt saman!

- ✓ Við merkjum ykkur hjá okkur og öfugt, þið eruð með í öllum auglýsingum hjá okkur, ykkar fyrirtæki er á heimasíðu www.Tuff.earth
- ✓ Þið eruð með á öllum eventum og við verðum með sérstaka kind daga tileinkaða ykkur sem er promótuð um allt land
- ✓ Við erum auglýsingapláss á Rúv fyrir og eftir fréttir sem verður nýtt í að promotera sponsorana okkar með okkur.
- ✓ Ásamt því þá fáið þið sérstakar þakkir á alþjóðlegum grunni í viðtölum, Gala kvöldi ásamt Kind cam compile af starfsfólkinu ykkar sem er sýnt um allan heim
- ✓ Þið yrðuð með okkur á öllum mótum KSÍ ásamt mótum hjá ÍTR og myndum við finna grundvöll sem hentar hverju fyrirtæki fyrir sig

Skjal sótt af '00000000000' dags: 25.03 2026





#KIND20

Let's Turn COVID19 Into #KIND20

Leið 2

- 700,000kr+vsk pr mánuð Við vinnum saman innanlands (sjá leið 1) alltaf hægt að færa upp um þrep

Leið 3

- 500,000+vsk vertu með á facebook, instagram og lógóið þitt er með okkur í honorable mentions á www.tuff.earth ásamt því að vera með á pop up eventum

Leið 4

- 1000.000kr+vsk eingreiðsla aðeins fyrir bæjarfélög

Við munum nota þessa fjármuni til að búa til auglýsingar fyrir þitt bæjarfélag sem segir; Mitt góðverk í #Kind20 er að styðja við æskulýð míns bæjarfélags. Íþróttafélögin fá merktan varning með sínu bæjarfélagi ásamt því að kynningarmyndband verður gert þar sem bæjarstjórinn kastar #Kind20 harðpappa og æskulýðurinn grípur sem svo kastar áfram. Við teljum það mjög mikilvægt að í öllu sem hefur gengið á í heiminum að unga fólkið okkar finni fyrir stuðningi ykkar.