

Peabody Schools Celebrate Kindness During Anti-Bullying Month



Peabody, MA- November 1, 2025. The City of Peabody is proud to announce that **every elementary and middle school participated in a citywide kindness initiative during October's National Anti-Bullying Month.** Thanks to the generous sponsorship of the **Peabody Education Foundation, all Peabody elementary and middle schools (5,157 students) participated in the Be Kind Challenge, an enrichment program developed by Connor's Kindness Project (CKP)** to help combat bullying and inspire students to lead with empathy, inclusion, and kindness.

The Be Kind Challenge, created by the Lynnfield- and Woburn-based nonprofit Connor's Kindness Project, provides schools with hands-on resources for students, educators, and parents to foster a culture of compassion and respect. Since its launch in 2023, the Be Kind Challenge has been implemented in over 50 schools, engaging more than 20,000 students who have collectively completed nearly 400,000 acts of kindness.

Sharon Marrama, CKP's Executive Director, personally visited each Peabody school this fall, delivering an engaging and interactive presentation that encouraged students to share personal stories of kindness and learn practical ways to make a difference in their schools and communities.

Each student received a Kindness Packet, which included:

- A Kindness Pledge to sign and commit to treating others with empathy and respect.
- A Kindness Challenge Checklist with simple, actionable activities that can be completed at school, at home, or in the Peabody community.
- A Kindness Certificate, awarded after completing 20 acts of kindness, signed by their teacher.
- A “Kindness Is My Superpower” Sticker as a reminder that small acts can make a big difference.

To ensure the program’s message continues throughout the school year, CKP provided a framework for each school to start its own Kindness Club, encouraging ongoing student leadership, collaboration, and community engagement.

About Connor’s Kindness Project:

Founded in 2021 by then 12-year-old Connor Wright, Connor’s Kindness Project is a nonprofit organization dedicated to improving the lives of children facing adversity through kindness-centered initiatives. The organization’s two signature programs, the Kindness Kit Program and the Be Kind Challenge, have reached more than 16,000 children across New England through partnerships with over 85 hospitals, shelters, and schools. CKP’s mission is to comfort, inspire, and empower children to create a ripple effect of kindness in their communities.

The Importance of the Kindness Program:

Bullying prevention and social-emotional well-being are top priorities for Peabody Public Schools. Programs like the Be Kind Challenge help reinforce empathy and inclusion as core values, teaching students that their words and actions have a lasting impact. By focusing on kindness as a learned and practiced behavior, Peabody schools are equipping students with lifelong skills that strengthen classroom environments and build stronger communities.

“Kindness is a powerful force that transforms classrooms and communities,” said Assistant Superintendent Mark Higgins. “Through this partnership with Connor’s Kindness Project and the support of the Peabody Education Foundation, we’re helping our students see that being kind is not only the right thing to do it’s what makes our schools and our city stronger.