

2024 AFFIRMATION DAY

# IMPACT REPORT



Reflecting on our biggest positivity movement



## ABOUT AFFIRMATION DAY

Helping individuals Lead with Kindness!



### ABOUT

We are proud to have hosted our 6th Annual Affirmation Day on Tuesday, May 7, 2024. This event promotes:

- Incorporating positive self-talk
- Spreading positivity and kindness
- Being a supportive member of the community

This year, we expanded our activities to better suit all ages. Our free toolkit offered a variety of fun activities suitable for work, school, or home. Whether online or in-person, participants had endless ways to spread kindness far and wide!

### OUTCOMES FROM EVENT

Participants gained positive outcomes, including:

- Increased self-confidence and belief in their positive impact on others.
- Opportunities to connect with new classmates or co-workers.
- A better understanding of how positive self-talk builds self-esteem and leadership.
- The chance to see the effects of their positive impact on peers firsthand.



We started our management meeting at work by saying an affirmation about our coworker that we were going to pass the conversation to. It made a great start to the day!

**Breanna McIntosh,**  
United Financial Credit Union

Students and Staff alike at North Elementary really enjoyed participating in Affirmation Day. Staff noted that you could FEEL a more positive difference and vibe in the building.

**Kayla Petz,**  
North Elementary School

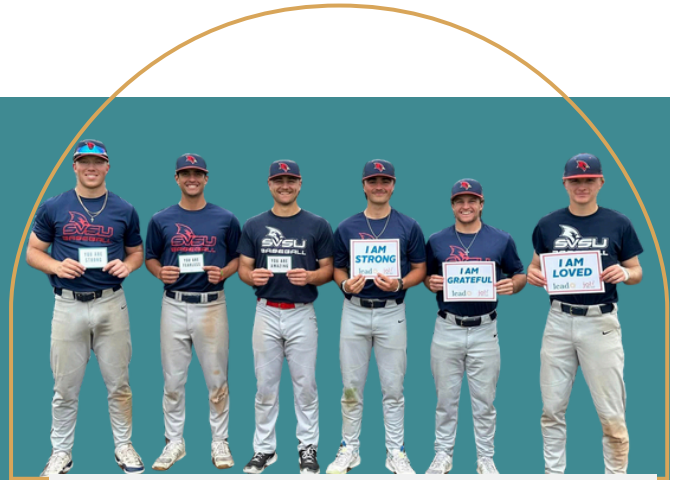
Proud to support the mission of Lead and participate in Affirmation Day 2024 across the region! Positivity is a powerful tool. Lisa and her team help educate others on how to lead from within. We're lucky to have a group like them investing in the PEOPLE in our communities.

**Matt DeVries,**  
Jolt Credit Union



## IMPACT

Empowering our community through affirmations and small acts of kindness



## FAVORITE ACTIVITIES

- Sidewalk chalk affirmations
- Printable coloring sheets
- Affirmation cards and post-it notes
- Coming together as schools or organizations

## COMMUNITY

- Allied Group Fitness hosted a “Affirmation Day Pound It!” Class.
- Serendipity Road and Simple Roots Baking Co. sold selling baked goods and affirmation decals.
- Jolt Credit Union traveled across cities to spread positivity.

The impact of our Affirmation Day this year are as follows:

# 50,000

Individuals impacted from this event which is 20,000 more than 2023.

# 185

Free toolkits downloaded and utilized across the state of Michigan

# 300%

Engagement on social media compared to a regular day

# 20+

More than 20 cities participated in this year's event.

“

We were able to have all of buildings in all our RESD participate in this! It reached elementary, middle, and high school in Clare County and Gladwin County schools!

Farwell Area Schools participant

”





# THANK YOU TO OUR PARTNERS!

We appreciate the support and dedication to spreading positivity in our community



## Overall Lead Partners



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