**IDEAS LEADERSHIP REPORT #1**

Providing information regarding Ideas Ready for Incubation

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| **Idea Name** | Kindness out there | **Idea Owner** | Glendon Mar - TSAglendon.mar@salvationarmy.org.au |
| **Season/ Challenge** | NA | **Idea Coach** | Mike Polamike.pola@Seed.org.au |
| **RDL Date** | MAY / JUNE | **Incubator / Pilot Date** | July to December 2021 |
| **Allocated Budget** | $20,000200 boxes $3000Website design $4000Coordinator (1 day a week for 6 months) $6000Contingency $2000Salvo’s expenses coaching etc $5000**Total $20,000** |

**Idea Summary**

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| **Idea Background (Story of Change)** |
| 2021 is a time like no other – a time to connect with kindness.To reach people you need to build a bridge of kindness. ‘Kindness out there’ is an initiative to encourage and empower Salvos and Christians to reach out to people around them with a box of kindness (gifts either bought or made) leading to community connections and ultimately a gospel conversation.  Cultural change initiated and led by the Salvation Army to help Christians take practical steps to share the love of Jesus with their neighbor |
| **Solution Approach (Vehicle of Change)** |
| The creation of KOT ‘Kindness Out There’ cardboard boxes for people to purchaseThe box is Salvo’s branded /designed with gospel messages related to kindness. These boxes are like a bridge made of cardboard – a bridge to express kindness out there by practical displays of the kingdom out there.The idea is Christians pick up (and eventually purchase) the KOT box from Salvos. Then fill with the box with thoughtful gifts (that they make or buy) for a specific person they want to connect with as a practical and loving way to be salt and light in the world (with the hope of leading to a deeper relationship leading to deeper conversations). The goal is to create a safe environment for dialogue, trust and friendship and mobilise Christians to faithfully follow Christ’s great commission to reach people with hope and meaning.Following 6-month pilot the vision would be to have:* KOT box for sale in stores and corps
* Display wall in Salvos Store
* Send personalized KOT box to radio announcers
* KOT box QR code directs recipient to KOT website
* National KOT week
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| **Measurement** |
| Kindness out there will be tested over 6 months200 boxes will be distributed across 10 Salvo’s stores/churchesMeasurement will be via a survey in pre/post survey with 200 Christians who participate and initiate the act of kindness (quantitative data along with qualitative stories of where it led to in relationships). This will include interview questions about how much people would be willing to pay for a box such as thisAnd the 10 Salvo’s stores/churches participating (comms, ease of access etc) |
| ***Key Risks*** |
| More work needs to be done to shape and define project logic. This will be established at the commencement of the incubator as the idea moves to piloting |
| ***Strategic/ Mission Alignment*** |
| This IDEA aligns with the mission of Salvos to be a Christian movement dedicated to sharing the love of Jesus by;* Creating faith pathways
* Caring for people
* Building Healthy Communities
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| ***Financial Sustainability*** |
| Exploration needs to be undertaken to support future / ongoing production costs of boxes.Need to investigate options for reusing/ regifting boxes to reduce costs (to return to Salvo’s stores or pass onto friend?) |
| ***Department Alignment*** |
| BAU department TBA |

**Key Stakeholders (Internal)**

**In future instances key stakeholders would be identified by the newly formed IAG (Innovation Advisory Group)**

*List the key stakeholders that require consultion prior to this Idea progressing to Incubation.*

| **Stakeholder** | **Department** | **Area of Interest (Awareness / Input / Approval)** |
| --- | --- | --- |
| Glendon Mar | Homeless services | IDEA Owner (note staffing costs in budget to cover the additional 1 day a week for 6 months) |
| TBA | Salvos Stores | Input and Approval (to test pick up in 10 stores) |
| TBA | Corps | Input and Approval |
| TBA | Design/Comms | Creation of Design /Messaging for KOT boxes |
| TBA | PR | To assist with marketing and awareness |

**Key Stakeholders- Strategic Partners (External)**

*List the key strategic partners who are or will be working on this idea*

| **Stakeholder** | **Organisation** | **Strategic Partner Role** |
| --- | --- | --- |
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*\*For further information on this idea, please email the Idea Coach or visit the ideas in motion on the* [*ideas platform*](https://ideas.salvationarmy.org.au)*. Please also contact the idea coach if you have any concerns or information about potential duplication or work or collaboration opportunies if you are aware of individuals/ departments working on something similar.*