

Not So Random Acts Of Kindness

Altruism on Purpose

Many Hands. One Heart. Limitless Impact.



Working model infographic generated during concept development.

Compiled June 8, 2026 from a brainstorming transcript and follow-up concept development conversation between Ken Granderson and ChatGPT. This document is the latest 'Hare-Brained Scheme™' from Ken's over-active imagination, and is being shared with Good People Ken knows for ideas, criticisms or assessments of viability or to indicate interest in helping make it a reality.

Please send responses to Ken at ken@blackfacts.org.

1. Executive Summary

Not So Random Acts Of Kindness is a proposed nonprofit, humanist-led program that turns everyday goodwill into intentional acts of care for real people in real communities. The public-facing tagline is “Altruism on Purpose.” The simplest description is: Supporters fund specific Pools of Kindness; Ambassadors guide the local effort; Doers help make it happen when needed; Providers are paid fairly; Neighbors (shout out to Mister Rogers!) receive support with dignity and no strings attached; and, with informed consent, stories are shared to normalize intentional kindness and inspire copycats.

The idea grew out of years of watching social media videos where someone helps a person in need, such as a haircut, meal, clothes, or other small but meaningful act. The insight was not simply that these moments are moving. The deeper question was: what if Acts Of Kindness could be organized intentionally, transparently, ethically, and at scale, without exploiting the people being helped or turning kindness into a performance?

The proposed starting structure is to launch Not So Random Acts Of Kindness as a program of the BlackFacts Educational Foundation, rather than immediately creating a separate organization (which is the longer-term plan). This allows the concept to be piloted under an existing nonprofit umbrella while building a distinct public brand, operating model, and set of values.

We do not create Kindness to make content. We share Kindness to make more Kindness possible.

2. Core Concept

Not So Random Acts Of Kindness is built around a simple idea: people want to help, but most do not have a trusted, practical, small-dollar way to turn that impulse into something real.

The model creates categories of Kindness called Pools. A Supporter can contribute to a Pool for haircuts, meals, clothing, shoes, essentials, groceries, rides, or another clearly defined Act Of Kindness (AOK). Once a Pool reaches the amount needed to act, an Ambassador helps coordinate the AOK locally.

The Neighbor receives the Kindness for free. The Provider is paid fairly. The Ambassador makes sure the moment is handled with dignity, transparency, consent, and no strings attached.

The act is recorded (by visibly present camera operators) and shared only with informed consent. The point of sharing is to normalize intentional Kindness, spread the idea, and encourage others to copy the model in their own communities.

One-sentence summary

Not So Random Acts Of Kindness is a community-powered model for turning generosity into intentional acts of Kindness.

Public positioning

A nonprofit, humanist-led effort to help people support real Acts Of Kindness for real neighbors, with dignity, transparency, and no strings attached.

3. Core Taxonomy and Ecosystem Language

The language of the system matters. The terms should feel warm, simple, operational, and non-clinical. The goal is to avoid language that turns people into cases, clients, beneficiaries, props, or abstractions.

Term	Meaning
Supporters	People who contribute the money that makes Acts Of Kindness possible.
Pools	The supported categories of Kindness, such as Haircut Pool, Meal Pool, Clothing Pool, Shoes Pool, or Essentials Pool.
Ambassadors	Trusted local connectors who help activate relationships, identify opportunities, coordinate with Providers, speak with Neighbors, and manage informed consent and story capture.
Doers	People who help make the Act Of Kindness happen on the ground. Doers may be formal volunteers, helpers connected through the Ambassador, or convenience participants connected by proximity to a Provider.
Providers	People or businesses who provide the goods or services and are paid fairly, such as barbers, restaurants, stores, drivers, shops, or professionals.
Neighbors	People who receive Acts Of Kindness. This term is deliberately warmer than recipient or beneficiary.
Graduates	Neighbors who later choose to pay it forward, support a Pool, become a Doer, become an Ambassador, or otherwise continue the cycle. There is no obligation for anyone to become a Graduate.

Full ecosystem language

- Supporters fund the Kindness.
- Pools organize the giving.
- Ambassadors guide the local effort.
- Doers make it happen.
- Providers supply goods or services.
- Neighbors receive the Kindness.
- Graduates continue the cycle.

4. How the Model Works

1. Supporters give. People contribute to specific Pools such as meals, haircuts, clothing, shoes, or essentials.
2. Pools grow. Each Pool collects support until it reaches the amount needed to act.
3. Ambassadors activate. Trusted local connectors help identify opportunities and coordinate next steps.
4. Doers make it happen. Volunteers, helpers, or proximity participants help carry out the Act Of Kindness when needed.
5. Providers are paid. Businesses and professionals provide goods or services at a fair rate.
6. Neighbors receive. A Neighbor receives thoughtful support with dignity and no strings attached.
7. Stories are shared to inspire. With informed consent, Acts Of Kindness are shared on social media to normalize intentional kindness, spread the idea, and inspire copycats.

Example Pools

- Haircuts
- Meals
- Clothing

- Shoes
- Essentials
- Tents or Sleeping Bags
- Groceries
- Emergency small needs

5. Human-Facing Overview Draft

Most of us have seen somebody do something kind and thought, “I wish there was more of that in the world.”

A stranger buys someone a meal. A barber gives somebody unable to pay a fresh cut. A neighbor quietly helps another neighbor get through a hard day. Those moments matter. They remind us that people still care. They remind us that a little bit of help, offered at the right time, can mean more than we know.

Not So Random Acts Of Kindness is built around a simple idea: what if we made it easier for people to do good - not in some vague way, but in Real communities, for Real people, through Real acts of care?

Not randomly. On purpose.

People who want to help become Supporters. They contribute money toward specific Pools of Kindness - meals, haircuts, shoes, clothing, groceries, or everyday essentials. As those Pools grow, trusted local Ambassadors help guide the effort. They know the community. They know who is already doing good work. They know where a small act of kindness could make a real difference.

Then Doers help make it happen. A meal gets bought. A haircut gets paid for. A pair of shoes gets delivered. A Neighbor gets seen.

And the people or businesses providing the service are treated with respect too. Providers should be paid fairly. If a barber gives time, that time has value. If a restaurant provides a meal, that meal has a cost. Good intentions should not depend on asking the same generous people to keep sacrificing.

This model is about spreading the care around.

The Kindness is the gift.

With informed consent, stories may be shared on social media. Not to embarrass anyone. Not to turn anyone's hard moment into entertainment. Not to make charity a performance. The point is to let people see Kindness happening in real life.

Because people copy what they see. If all we see is outrage, cruelty, conflict, and humiliation, that starts to feel “normal.” But if we see people helping each other - thoughtfully, respectfully, and on purpose - that can become “normal” too.

That is the heart of Not So Random Acts Of Kindness: a simple, transparent, community-powered way to turn goodwill into action. Be the Change You Want to See in the World.

6. Naming, Taglines, and Signature Language

The main public-facing name is Not So Random Acts Of Kindness. The phrase plays on the well-known term “Random Acts of Kindness” while making clear that this model is intentional, organized, and designed to move resources where they can become real care.

Use	Language
Primary name	Not So Random Acts of Kindness
Primary tagline	Altruism on Purpose
Support phrase	Many Hands. One Heart. Limitless Impact.
Model phrase	Kindness becomes stronger when a community designs it together.
Humanist phrase	Human beings have to look out for one another - on purpose.
Content ethics phrase	We do not create Kindness to make content. We share Kindness to make more Kindness possible.
Consent/signature phrase	Thank you Neighbor, for sharing the world through your eyes with people who care.

7. Core Principles

- Intentional: The Kindness is not random; it is organized with purpose.
- Transparent: Supporters, Ambassadors, Providers, and Neighbors should understand how the system works.
- Community-powered: The model depends on people of goodwill, trusted local relationships, and human care.
- Fair to Providers: Providers should be paid fairly rather than expected to absorb the cost of compassion.
- Dignity for Neighbors: Neighbors should never feel like props, cases, content, or charity objects.
- No strings attached: A Neighbor should not have to join, perform, believe, promote, or repay anything to receive Kindness.
- Secular and humanist-led: People may be motivated by any faith, philosophy, culture, or conscience, but the Act Of Kindness itself should not become religious (or non-religious) promotion.
- Social sharing with informed consent: Video and storytelling are tools for inspiration and replication, not coercion or exploitation.

8. Nonprofit Structure and Program Home

The intended early structure is to launch Not So Random Acts Of Kindness as a program of the BlackFacts Educational Foundation rather than creating a new standalone entity immediately.

This allows the concept to be tested as a defined charitable program with its own public brand, accounting categories, policies, and operating rules. It also avoids the overhead of creating a new board, bylaws, bank account, IRS recognition application, and state-level compliance structure before the model has been tested.

Recommended public phrasing:

Not So Random Acts Of Kindness is a program of the BlackFacts Educational Foundation.

Important guardrails for the nonprofit structure include separate accounting for the program, written policies for conflicts of interest and provider payments, clear donation language, video consent forms, and careful handling of any social media revenue.

The videos are not the product. The Kindness is the product. Social media is a tool for documentation, storytelling, transparency, normalization, and replication.

Nonprofit/legal notes for later professional review

- Have the BlackFacts Educational Foundation board approve Not So Random Acts Of Kindness as a program or pilot.
- Track income, expenses, Pool balances, provider payments, and any social media revenue separately.
- Use written conflict-of-interest procedures for any insider, related-party, or affiliated-provider payments.
- Use clear donor language about restricted versus mission-discretionary funds, especially if Pools are overfunded, underfunded, or impossible to execute.
- Have an accountant or attorney review any social media monetization, sponsorship, or advertising revenue.

IRS reference points for later review: 501(c)(3) organizations must avoid private inurement/private benefit; qualified charitable contributions are generally deductible when made to qualified organizations by taxpayers who itemize; unrelated business income rules may apply to revenue from activities such as advertising depending on facts and circumstances. See IRS references in Appendix C.

9. Humanist-Led, Faith-Welcoming, No-Pressure Positioning

The program should be transparent that it is humanist-led and humanist-inspired while openly welcoming people from any faith tradition, or no faith tradition at all. The key distinction is between motivation and imposition.

People may come to the work because of religion, ethics, philosophy, culture, community, personal experience, gratitude, or conscience. All of that is welcome.

What is not welcome is using the Kindness itself to push, promote, recruit for, or elevate one belief system over another.

Short FAQ language

Can faith be part of why someone participates?

Yes! People may be inspired by faith, ethics, humanism, culture, personal experience, or a simple belief in helping others.

What matters is that the Act Of Kindness itself remains free from pressure. We welcome people who are motivated by their faith. We do not welcome assuming someone else's faith, preaching to them, recruiting them, or making help feel tied to a particular religion or belief position.

Kindness should be offered with dignity, humility, and no strings attached.

Internal principle

We do not tell people what to believe. We do insist that Kindness be offered without strings.

Another formulation:

You are welcome to do for others because your faith, ethics, or philosophy inspires you. What is not welcome is assuming the Neighbor shares your faith position or using the moment of Kindness to promote your belief system as better than others.

10. Social Media, Informed Consent, and Story Capture

Social media is part of the model, but it must be handled carefully. The purpose is to normalize intentional Kindness, spread the idea, and inspire copycats. The purpose is not to embarrass, exploit, shame, or turn vulnerable moments into entertainment.

A central operating rule should be: no consent, no posting - but the Kindness still happens.

This is also where the Ambassador's role becomes especially important. Doers may not be formally connected to the organization. They may be selected by convenience or proximity to a Provider. Therefore Ambassadors must carry the responsibility for speaking with the Neighbor, explaining the program, securing informed consent, and capturing or coordinating social media content.

We Share to Inspire tile language

With informed consent, Acts Of Kindness are shared on social media to normalize intentional Kindness, spread the idea, and inspire copycats.

Consent and dignity principles

- The Neighbor must understand that receiving the Kindness is not conditional on having their video retained or shared.
- The Ambassador must disclose that the Kindness is funded by Supporters through Not So Random Acts Of Kindness, not by the Ambassador personally.
- The Neighbor must understand there are no strings attached.
- The Neighbor must understand why sharing is requested: to inspire others and normalize Kindness.
- There should be a takedown or follow-up process if a Neighbor later changes their mind or has concerns.
- No humiliating framing, poverty-porn framing, or spiritual/political pressure.

11. Ambassador Script Draft

This script is not meant to be robotic. It is a recommended structure and set of talking points so Ambassadors cover the essential ethical and transparency points.

Hi, my name is _____. I'm working with Not So Random Acts Of Kindness, a program where everyday people contribute money to help make small Acts Of Kindness happen for neighbors.

This is not my personal money, and there are no strings attached. Some people simply wanted to help, and today that help is being offered to you.

You do not owe us anything. You do not have to join anything. You do not have to say anything. This is just a gift.

We do record and share these moments on social media, but only with permission. The reason we share them is to encourage other people to copy the idea and do more good in their own communities.

Are you comfortable with us sharing our recording with people online who care? If not, that is completely fine, and you can still receive the Kindness.

Thank you, Neighbor, for sharing the world through your eyes with people who care.

Essential line

If not, that is completely fine, and you can still receive the Kindness.

12. Supporter Reflection: What Moves Us

At the moment a Supporter gives, the system should offer an optional opportunity to share what is on their mind and why they are supporting. This should not be required and should not become a competition.

The question turns a transaction into a moment of reflection. It also helps everyone in the ecosystem understand what moves people who care.

Suggested prompt

What moved you to support this Pool today?

This is optional. You can share a sentence, a thought, a dedication, or simply skip it. There is no right answer. We ask because part of this work is helping people who care understand one another a little better.

Possible responses

- It just feels good to help.
- Someone helped me once, and I never forgot it.
- My faith teaches me to give.
- I believe human beings have to look out for one another.
- I know what it feels like to need a hand.
- This is in memory of someone who cared for me.
- I may not be able to fix everything, but I can help make one good thing happen.

Possible display name

What Moves Us

This could become a public or semi-public section showing anonymous or approved reflections from Supporters. It should not show donation amounts or create leaderboards. It should simply reveal the range of reasons people care.

13. Technology Platform Concept

The technology platform is the system that turns the philosophy into repeatable operations. It should be a mobile-friendly digital application that supports Supporters, Pools, geography, Ambassadors, Providers, consent, payments, reporting, and storytelling.

Core platform functions

- Supporter account creation or lightweight guest giving.
- Pool selection by category and optionally by geography.
- Optional Supporter reflection: What moved you to support this Pool today?
- Pool thresholds and status tracking.
- Ambassador dashboard for local opportunities, Provider coordination, Neighbor interaction, and consent status.

- Provider payment/disbursement tracking, possibly via one-use digital cards or controlled reimbursement workflows.
- Consent capture and media release workflow.
- Video upload, review, approval, and takedown tracking.
- Transparency reporting: money in, management fee, provider payments, Pool balances, acts completed.
- Notification system for Supporters when Pools activate or stories are shared.
- Separate accounting categories for nonprofit reporting.

Possible MVP

- One geography.
- Three to five Pools: Haircuts, Meals, Clothing, Shoes, Essentials.
- Small number of trusted Ambassadors.
- Manual or semi-manual Provider payment process.
- Simple consent form and upload workflow.
- Basic web page with model explanation, Supporter form, and story updates.
- Internal spreadsheet or database to track Pool balances and acts completed.

14. Role Clarifications and Early Operating Model

Ambassadors are the trust layer. They are responsible for the Neighbor-facing interaction, transparency, consent, and local coordination. Doers may help, but Doers are not necessarily the official representative of the program.

This matters because it prevents the project from relying on random helpers to understand the ethical responsibilities of the system.

Ambassadors should be responsible for

- Local coordination and community judgment.
- Finding or coordinating with Providers.
- Explaining the program to Neighbors.
- Disclosing that funding comes from Supporters, not personal money.
- Making clear there are no strings attached.
- Requesting informed consent for filming or sharing.
- Capturing or coordinating video when appropriate.
- Submitting receipts, documentation, and media.
- Following no-proselytizing, no-pressure, and dignity policies.

Doers may be

- Volunteer helpers.
- People connected through the Ambassador.
- People connected to the Provider.
- Convenience participants who help make the moment happen.
- Formal volunteers only in later versions of the program, if the model evolves that way.

15. Outreach Drafts and Social Posts

Short social media teaser for original inspiration video

This is the kind of video that makes you think: what if Kindness like this could happen more often - and on purpose?

I'm exploring an idea called Not So Random Acts Of Kindness: a way for people to contribute to Kindness Pools that pay for things like haircuts, meals, clothes, shoes, and essentials for neighbors in need.

Providers get paid fairly. Neighbors receive support for free. The stories get shared, with informed consent, to normalize intentional Kindness and inspire copycats.

Would you support or get involved with something like this?

16. Visual Branding Direction

The preferred visual direction centers on many hands lifting someone up. The inspiration was the "He ain't heavy, He's my Brother" idea, but updated into a visual system where multiple hands represent shared responsibility and the idea that many hands make light work.

The brand should feel welcoming and gentle, but also strong, protective, and trustworthy. The logo direction uses hands, a central uplifted figure, a heart, and a circular or shield-like composition.

Brand feeling

- Warm but not weak.
- Gentle but not soft to the point of fragility.
- Protective without being militaristic.
- Humanist, not religious.
- Community-centered.
- Trustworthy and transparent.
- Designed, intentional, and modern.

Color direction

- Deep navy
- Teal / sea glass
- Warm gold
- Sage green
- Soft cream / stone background

17. Open Questions for Future Work

- What are the first pilot geography and first three to five Pools?
- What is the minimum safe and ethical consent workflow?
- What type of Provider payment system is most scalable and fraud-resistant?
- Should Neighbors ever be eligible for repeated Acts Of Kindness, and under what guidelines?
- What information should be collected, and what should intentionally not be collected?
- How should Ambassadors be selected, trained, and evaluated?

- What insurance, liability, and safety policies are needed before the first pilot?
- How will the program handle takedown requests or later consent concerns?
- What are the boundaries around GoFundMe-style follow-up support for exceptional cases?
- How should social media revenue, if any, be accounted for and reinvested?
- How does the program avoid becoming poverty-porn or charity-as-performance?
- What is the right degree of public transparency around management fees and operating expenses?

Appendix A: Originating Brainstorm Highlights

The original brainstorm described a nonprofit with minimal staff, operated mostly by technology and relationships. Supporters would donate toward acts such as food, clothing, shoes, haircuts, and essentials. They could also identify a geography where they would like to see the act happen.

Once enough money accumulated for a specific act or Pool, trusted networks would help identify local Ambassadors, Providers, and opportunities. Rooted in Ken's longtime community experiences and connections, the brainstorm emphasized using Black community networks like the NAACP and Divine Nine fraternities and sororities as a practical starting points because they are broad, trusted, intergenerational, and geographically distributed.

A major ethical insight was that Providers should be paid fairly. The model should not ask barbers, restaurants, stores, or small businesses to shoulder the financial burden of Kindness. Volunteers may donate time, but Providers should not be expected to provide goods or services for free.

The brainstorm also made clear that social media should be used to inspire and normalize Kindness, not as the central revenue model. If social media revenue happens, it should be reinvested into more Kindness.

Appendix B: Early Launch Checklist

1. Confirm nonprofit program home under BlackFacts Educational Foundation.
2. Draft a board memo or program authorization.
3. Set up accounting categories for Not So Random Acts Of Kindness.
4. Create initial Pool categories and sample dollar thresholds.
5. Write donation language that explains Pool support and organizational discretion.
6. Create consent/release forms and an Ambassador script.
7. Create no-strings, no-proselytizing, dignity, and social media policies.
8. Identify a small pilot geography and trusted Ambassadors.
9. Identify Providers who can participate at fair-market rates.
10. Run a small manual pilot before building the full platform.
11. Document lessons learned and revise before scaling.

Appendix C: Reference Points for Professional Review

This document is not legal or tax advice. The following official IRS pages were identified as reference points for later review with an attorney or accountant.

- IRS - Inurement/private benefit: Charitable organizations: <https://www.irs.gov/charities-non-profits/charitable-organizations/inurement-private-benefit-charitable-organizations>

- IRS - Charitable contribution deductions: <https://www.irs.gov/charities-non-profits/charitable-organizations/charitable-contribution-deductions>
- IRS - Unrelated business income tax: <https://www.irs.gov/charities-non-profits/unrelated-business-income-tax>
- IRS - Advertising unrelated business taxable income and third-party contractor issues: <https://www.irs.gov/charities-non-profits/advertising-unrelated-business-taxable-income-and-3rd-party-contractor-issues>

Appendix D: Generated Working Assets in This Session

- Brand identity concept boards using many-hands/uplift/protection imagery.
- Landscape infographic model with taxonomy, workflow, example Pools, and core principles.
- Human-facing overview draft, social media teaser, Ambassador consent script, FAQ language, and outreach email draft.