

RANDOM ACTS OF KINDNESS IN THE RAT

A 'pay it forward' movement

Resilient Ararat brought some much-needed joy to the community in 2021 when it launched its second annual mental health campaign. **Random Acts of Kindness in the Rat** emphasised the importance of practicing empathy through kindness by encouraging Ararat residents to complete a random act of kindness for a friend or stranger during Mental Health Week.

One thousand 'kindness calling cards' were widely distributed to create a 'pay it forward' movement of kindness throughout the week. People who received a calling card were encouraged to complete a random act of kindness for somebody else and pass the card on to keep kindness circulating.

Social media played an important role in the campaign by ensuring the community could share their kind acts with others. By the end of the week, Facebook and Instagram were flooded with images and stories of individuals and businesses making people smile with thoughtful gestures and gifts - a nice reminder of the kindness and community spirit that exists in Ararat.

