



Strategic Agenda

2025-2028

Make a ripple, change the world.

Our Mission

SevenDays overcomes hate by promoting kindness and understanding through education and dialogue.

Our Strategic Imperatives

Promote Kindness

First, be kind. Foster a culture of belonging, compassion and empathy. Clarify the need and impact. Collaborate and resource experience to raise understanding once another over hate.

Grow the Organization

Build operational excellence and financial health while continuously adapting to changing economic needs. Attract and retain talented staff and board members who are committed to the mission.

Engage Youth

Develop the next generation as catalysts for positive change by providing them with skills, tools, platforms, and opportunities to lead kindness initiatives in their schools and communities. Equip young people to coach others.

Drive Collaboration

Ensure SevenDays' long-term impact and growth through strategic resource development and partnerships.

Our Themes



Love



Others



Discover



Connect



You



Go



Onward

