



TM

A vision takes flight.



Sometimes the world seems heartless...

"It's not our job to toughen our children up to face a cruel and heartless world. It's our job to raise children who will make the world a little less cruel and heartless." – L.R. Knost

Even if we can't stop bad things in their tracks, we can help stop them before they start. What if we worked to build character in our kids, turning them into everyday heroes who wouldn't dream of putting hurt on another kid? Yes! Let's do that! Let's bring up kids who will create a kinder, better world.

...but that doesn't mean we can't raise our kids to have heart.

Yo, check this:

Wear the Cape for all kidkind is the first global, mission-powered brand with the nerve to equate being kind with being cool. We embrace an audacious vision that by coaching kids to be “Better Than That,” we break down barriers and bring people together— a world of new values prevails. It’s cool to be inclusive, tolerant and socially responsible. You feel me?

Word: Kind is the new cool.



Building heroes, a kid at a time.

From our line of kickin' apparel and accessories, to our educational tools and our own non-profit the kidkind foundation, we spark awareness and raise money to move our mission: **building heroes, a kid at a time.** Our products and educational materials are designed to create teachable moments between kids and the grown-ups they look up to, conversations about what it means to stand up and stand out, to stick up for the underdog, to...

...do what's right, not what's easy.

How we roll.

Our Junior Board, a think tank of 7- to 13-year-olds, shares the struggles they face and fuels us with inspiration and ideas to help tackle those challenges with products and education that make it cool to be kind.

The cape itself, our junior board and our programs for recognizing “Cape Kids” speak directly to a social shift in sensibility. We use positive, character-reinforcing messages and steer clear of anti-anything—an instant conversation-stopper.

The retro-cool factor of our branded products and educational materials appeals to both kids and their grown-up heroes, launching on-the-fly exchanges about what it means to be a good kid in a sometimes big-bad world. Kids are motivated to earn the right to Wear the Cape by doing the right thing – what we like to call “The Cape Effect.” Wearing the cape means knowing what you stand for, what’s right and doing it.



Words to fly by.

When we talk to our kids, this is how we sound:

Don't forget to wear the cape.

Choose kind.

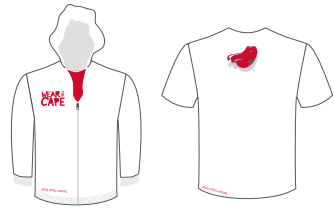
Be Cool. Be Kind.

Do what's right, not what's easy.

You're Better Than That.

Be the hero you are.

Stand up for the kid who can't.



The shirts off our back. And then some.

Every Wear the Cape product comes with a Hero Tag designed to tee up a teachable moment between kids and grown-ups about what it looks like to be an everyday hero. They're like getting a toy surprise inside, without all the sugar.

We donate 10% of our net profits directly to the kidkind foundation and the rest becomes the proceeds we reinvest in the design and production of new products, as well as character-building educational materials for parents and teachers to help the kids they love.

Our trademarked creed Better Than That reminds our little heroes that we believe in who they are. It encourages them to show the world that they know their value, and they know what's right – and they're backing it up with action!

Our work with communities and schools takes our mission to the streets where we live, work, play and learn, helping build the great kids that will create that better, kinder world.

Partners in Character



**WEAR THE
CAPE**
for all kidkind

the kidkind foundation™

wearthecapekids.com

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