

WOMEN'S MAGAZINE

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Four local women share their stories

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Heather Tocquigny,
of Boulder

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Elva Pellouchoud

Elva Pellouchoud, of Boulder, thinks the little things add up to make a big impact, and she started a nonprofit to prove it.

This month marks the nonprofit's 1-year anniversary. Through Resort2Kindness, anyone can log "random acts of kindness" on the Web site, www.resort2kindness.com. Today, the 1,900 entries span more than 27 states and seven countries. The number grows daily.

By the end of the year, Pellouchoud hopes to have at least one entry from every state. The nonprofit aims to have 10,000 acts logged.

One person held the elevator doors for a stranger. Another left her "honey" a love note. Others stepped up to help people in need, like cleaning

the house for a new parent or buying a friend a pick-me-up dinner.

For every act of kindness logged, corporate sponsors agree to make monetary donations to the charity of their choice.

Right now the sponsors are resort real-estate developers, a group not typically lauded for its altruism, Pellouchoud says. But she says she has a different perspective. Pellouchoud runs a marketing firm for developers.

The acts of kindness logged in the last quarter of 2007 translated into \$5,000 for charities. This year, the nonprofit has raised nearly \$12,000 in charitable donations.

Pellouchoud says she started Resort2Kindness to honor her parents' legacy of generosity. Pellouchoud has 14 siblings,



Elva Pellouchoud
at Chartauquag
Park with her
parents.

nine are biological, and six, including Pellouchoud, were adopted.

"Just think what a difference could be made in every person's life in this world if we each did one kind act for another human being particularly someone that we don't know each day of the year," she says.

By Aimee Heckel

How you can help

This is the easiest volunteer work you've ever done. Simply log on to www.resort2kindness.com and enter something nice that someone did for you recently. Or reach out in kindness to others around you and share it here. Every act of kindness translates into money donated by corporate sponsors for charity.