



July 1, 2013 – June 30, 2014

FY'14 Annual Report

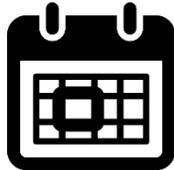
- MISSION -

Random Acts of Flowers recycles and repurposes flowers by engaging dedicated volunteer teams to deliver beautiful bouquets and moments of kindness to individuals in healthcare facilities across the country.

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Year in Review

The 2014 fiscal year was perhaps the most exciting since Random Acts of Flowers' (RAF) founding in July 2008. More positive changes for the organization have occurred these past twelve months as RAF continues to evolve and grow.



For a little over five years, Random Acts of Flowers existed solely as a single 501(c)(3) organization in Knoxville, Tennessee. The successful mission delivery to tens of thousands of individuals in the East Tennessee area coupled with local, regional and national media exposure, lead to numerous inquiries from interested parties across the country. Contact was made with the RAF staff to learn how they too could establish a Random Acts of Flowers in their cities. For two years the Knoxville Board of Directors and Founder, Larsen Jay, created an expansion plan with dreams of one day replicating the successful charitable mission in cities across the country, perhaps even the globe.

With support from generous donors, in May 2013 the Board voted to implement a strategic expansion plan and form a new National Board of Directors with a goal of opening new branches of the organization in the following fiscal year.

New Cities, New Smiles



October 2013 – **RAF Pinellas** opened in Dunedin, FL (Tampa Bay area) and just six weeks later held its official "launch day" on November 13th, delivering flowers to over 100 residents of Mease Manor Retirement Community.



December 2013 – **RAF Greenville** opened its doors in Greenville, TN to serve the northeast Tennessee corridor. On January 22, 2014 a launch celebration was held at Laughlin Memorial Hospital where over 100 patients were delivered a bouquet of flowers and a smile.



"I'm not a flower bouquet person. But when I was in the hospital, the fact that someone cared was nice. Thank you." – Joe M., Recipient

Delivering the Mission



42,604

Total Bouquets Delivered
(07/2008 – 06/2014)

2,244

Most Individuals Served in a
Single Month
(Dec 2013)



1,902

Average Number of Bouquets
Delivered Per Month

46.2%

Year Over Year Growth
(# of annual deliveries)
since RAF's Launch.



18,814

Bouquets Delivered in FY'14
(July 1, 2013 – June 30, 2014)

11,908

RAF Knoxville, TN

4,288

RAF Pinellas Co., FL

2,618

RAF Greeneville, TN



Recycle. Repurpose..., Re-Smile!



RAF strives to be a 100% "green" organization. Each week, volunteers gather donated vases from individuals, companies and civic groups. Hundreds of vases are processed each week and reused to bring a new smile to someone in the community.



56,000



Vases have been recycled by RAF volunteers to date!

Each branch has established compost operations in local community gardens and botanical centers. An estimated 3,000 pounds of green waste is generated by RAF facilities each month!



"Your random act of flowers was just the medicine I need on an especially difficult day. I think it is a great way to make a sad day become a lovely day. That is just what I needed. Your love and care about someone's need to feel loved will never be forgotten and always be appreciated. Thank you! Thank you! Thank you!"

- Johnnie, Recipient at Laughlin Memorial Hospital



Did You Know?



RAF receives floral donations from a wide variety of resources.

Donated flowers are accepted from weddings, memorial services, churches, grocery stores, wholesalers and special events.

Healthcare Facilities Served



Hospitals **21**

Senior Care Facilities **101**

Hospice Centers **15**

Community Health Organizations **27**



Expanding the Mission

RAF is continuing to spread the mission across the country under the strategic plan.

Efforts are underway to establish branches in Chicago, IL (fall 2014), Silicon Valley, CA (winter 2014) and Indianapolis, IN (spring 2015).



Additional expansion efforts are also underway in Cincinnati, OH and Salt Lake City, UT.

Volunteers Drive the Mission

Much of the success of Random Acts of Flowers can be attributed to the dedicated volunteer teams.



RAF is proud to partner with corporate volunteer teams who help support the RAF mission and deliver smiles to their community!



"My mother is a hospice patient with Covenant Home Health and Hospice Care. On Thursday you brought her one of your flower arrangements. It made her day. You have a wonderful organization. Thank you for giving someone a reason to smile when at times they don't feel they have one. May God bless you organization."

- Susan A. Family of Recipient



513

Registered Volunteers

9,338

Volunteer Hours Donated in FY'14

National Board of Directors

Some of our most dedicated volunteers are our national board members. They support RAF with their time, travel and resources. Thank you!

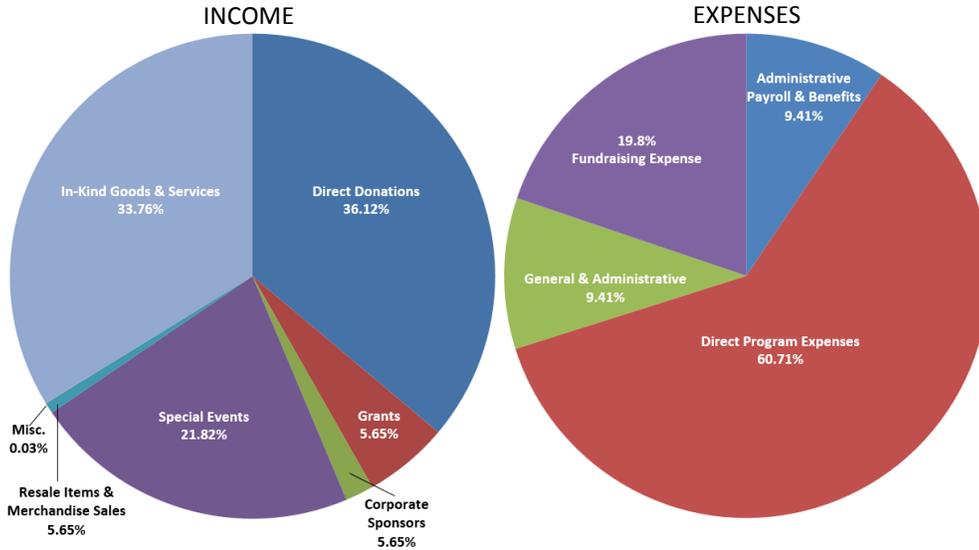


(left to right) Mr. Ali Safavi, Mrs. Maddie Strange, Mr. Jay Hicks (Vice Chair), Mrs. Gillian Growdon, Mr. Dean Gestal (Chair), Mr. Hazen Mirts, Mr. Bill Sansom, Mr. Ron Feinbaum
(not pictured) Mr. Jackie Lacey, Mr. Barry MacLean



Each year, Random Acts of Flowers' staff members hold a special event to celebrate the hard working volunteers who dedicate themselves to the RAF mission.

Financial Results



INCOME (including in-kind goods & services)

Direct Donations	\$360,467.01	36.12%
Grants	\$56,400.00	5.65%
Corporate Sponsors	\$18,900.00	1.89%
Special Events	\$217,708.00	21.82%
Resale & Merchandise Sales	\$7,289.33	0.73%
Misc. Income	\$173.66	0.03%
In-Kind Goods & Services	\$336,901.00	33.76%
	<u>\$997,839.00</u>	<u>100.00%</u>

EXPENSES (including in-kind goods & services)

Admin. Payroll & Benefits	\$75,736.65	9.41%
Direct Program Expenses	\$488,643.00	60.71%
General & Admin.	\$81,106.35	10.08%
Fundraising Expenses	\$159,358.00	19.80%
	<u>\$804,844.00</u>	<u>100.00%</u>

Did You Know?



Since RAF's inception, over

\$1.87m

worth of arrangements have been delivered to communities.

(based on retail value)

Floral Valuation



\$12.57

Avg. Cost to Create a RAF Bouquet



\$44.00

Avg. Retail Value of a RAF Bouquet

Did You Know?



Random Acts of Flowers is 100% privately funded.

No public support is applied for or accepted.

We are an organization serving the community, supported by the community!



"My elderly father who suffers from Alzheimer's was recently admitted to the hospital. Once someone has been diagnosed with this disease

friends and even family begin to distance themselves. I had just thought that I should get Pop some flowers myself when a gentle knock came at the door. The sweetest lady came in carrying a bright yellow basket full of carnations, hydrangeas, daffodils and sunflowers. My dad was so excited. He said, 'Those flowers brighten up the whole room, don't they?' They sure do. Thank you for brightening our room and spirits. It is amazing how something as small as a basket of flowers can mean so much." - Joanie H., recipient family member

Strength in Numbers

Random Acts of Flowers is proud to have the support of



729

individual donors.

Thank you!