

# random acts OF FLOWERS® TAMPA BAY



## IMPACT REPORT 2019

Random Acts of Flowers improves the emotional health and well-being of individuals in healthcare facilities by delivering recycled flowers, encouragement, and personal moments of kindness.

[RAFTampaBay.org](http://RAFTampaBay.org)

TAMPA BAY | KNOXVILLE | INDIANAPOLIS



We had a dream of delivering hope, healing, and encouragement to people in area healthcare facilities, and we made that dream a reality by bringing Random Acts of Flowers to our community. Through this innovative, yet simple, charitable mission, each week we take donated flowers and turn them into new, beautiful bouquets full of love. The power of the human connection can be felt every time we make a delivery; and with every smile, we know our focus of delivering powerful mental and emotional health benefits through flowers is fulfilled.

Since our inception we have accomplished so much:

- Served more than 93,000 people with kindness, compassion, and beautiful, recycled flowers.
- Made regular deliveries to 143 healthcare facilities, including hospitals, nursing homes, and hospice care centers.
- Engaged more than 200 volunteers and civic/youth groups totaling 44,000 hours of community service.
- Recycled more than 100,000 vases, saving them from the landfill.
- Partnered with 80 floral donors including churches, funeral homes, grocery stores, florists, and wholesalers.
- Delivered 1,678 holiday inspired bouquets during the holiday season.
- Delivered to 1,028 individuals battling Alzheimer's, dementia, and other memory issues in 21 memory care units during the Brightest Week.

Thank you for your support. Together, we are making a difference in our community!

Janette Donoghue, Executive Director



# OUR 2019 IMPACT

## FEBRUARY 2019

We kicked off 2019 by celebrating our 75,000th delivery of hope and encouragement. We were so grateful to share this special moment with the patients and staff at Morton Plant Hospital.



These flowers put a smile on my face on a day when smiles were few and far between. Thanks so much to everyone involved. It was quite touching.

## THE NEXT GENERATION



All year long, we welcomed groups of young people from local schools and community groups into the workshop so they could experience our mission first-hand. We also took our mission to several local schools for arranging sessions where students were able to make their own arrangements and write special notes for our recipients.

Thank you for blessing our community with beautiful bouquets. We have enjoyed all the colors and scents. So many special memories have been shared. What a gift!

## THE BRIGHTEST WEEK

We honored those battling memory issues during our second annual Brightest Week in June. We served 1,028 recipients in 21 facilities across our community, making their day a little brighter through flowers and time shared together.

## VETERANS UPDATE

Though we deliver to veterans in Bay Pines VA Hospital all year round - we have made more than 8,000 deliveries there - Veterans Day in November is always extra special. We're so grateful for every chance to thank them for their service.



Thank you for the joy you bring to veterans. My husband enjoyed the flowers when he was in the VA hospital. Seems each time he was blessed with a beautiful bouquet.

## DUNEDIN'S RANDOM WALL OF FLOWERS

~ BE A PART OF DUNEDIN'S NEWEST MURAL! ~



Add the name of a child, grandchild, parent, or someone else you love to our beautiful new flower wall on the side of HOB Brewing, and support delivering hope at the same time.

For more info and to be included, contact [RandomWallofFlowers@gmail.com](mailto:RandomWallofFlowers@gmail.com).

Check us out on Facebook at [@RandomWall of Flowers](https://www.facebook.com/RandomWallofFlowers)

I was recently in the hospital with an extremely painful condition. The flowers lifted my spirits so much and made my day. What a beautiful gesture to people who need it most.

## DECEMBER 2019

We ended the year having made more than 19,000 deliveries of hope and encouragement.

## Random Acts of Flowers continues to blossom in our community.



**Deliveries of Hope and Encouragement**  
more than 95,000 Tampa Bay  
more than 483,500 Nationwide

### Vases Recycled

more than 112,000 Tampa Bay  
more than 493,500 Nationwide

### Volunteer Hours Served

more than 45,500 Tampa Bay  
more than 223,000 Nationwide



help support our mission of delivering hope

Did you know Random Acts of Flowers offers automatic recurring donations that sustain our mission all year long? Donate as little as \$10 a month to deliver hope to someone in our community.

See our complete financial reporting on [randomactsofflowers.org/reporting](https://randomactsofflowers.org/reporting)

# random acts

## OF FLOWERS®

Dear Random Acts of Flowers Supporters,

Some of you may know (and many may not) that I am a devoted gardener. Starting soon and stretching until about Thanksgiving, my vegetable garden in Knoxville is my happy place. It is where I go to relax and think. It's also a place I love to share with my family; the boys enjoy helping out and learning about all the plants.

As I sat down to write to you, I was struck by how much watching Random Acts of Flowers mature over the past dozen years mirrors the cycles I've experienced in my garden.

As those of you who share this passion know, each year of a garden is unique unto itself. Some years are full of bounty - everything thrives, new plants quickly establish roots and easily prosper. Other years, it's more of a struggle - even veteran producers are weak, favorite flowering bushes must be pruned back to rest, and work needs to be done to nourish the soil.

Here at RAF, we have unbelievable moments of joy every day. We witness our positive impact on so many people through the ripples of kindness and compassion we deliver; yet we also have struggles and from time-to-time must dial back on our plans so the overall organization can thrive. Regardless of the journey we take each year, we are always attentive to the most pressing needs so that our mission may continue to flourish.



Such was the case this past December when, after making more than 150,000 deliveries of hope and encouragement, we closed the doors on RAF Chicago's workshop in Evanston, IL, for the last time. While we are immensely proud of the work done there, and extremely thankful for all of our supporters, the branch just couldn't achieve financial stability and it was time to make way for others to blossom.

It was a difficult way to end the year, to be sure.

However a gardener's optimism never dampens, and ours at RAF doesn't either. As we enter 2020, we're focused on the future by undertaking additional changes aimed at providing the most fertile environment for our mission to grow.

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Over the next several months, we'll be restructuring to give each local branch more autonomy, agility, and the ability to best manage its unique needs. As we began expanding beyond our first home in Knoxville, we organized as a "hub and spoke" model with a national team supporting shared services such as finance, legal, HR, marketing, and operations. Now we are moving to an affiliate model, decentralizing our shared services, and creating more connections to each of our local communities. To you - our partners, donors, recipients, and volunteers - there shouldn't be any change in how we interact. Behind the scenes we'll be doing the work to tweak our organizational structure a bit so that our roots continue to dig deep and our impact grows even stronger.

Just like a garden, RAF has much to teach us. Patience, adaptability, and most of all gratitude. I am so humbled and honored to have so many of you join us by giving your time, your talent, your financial donations, and so much more as we work to share the healing power of flowers. This year will see the 500,000th healthcare facility resident receive a friendly visit, a smile, and a beautiful bouquet from one of our volunteers. That is something I couldn't even have imagined back in 2008 and really it is just hard to believe.

For each bouquet we create and deliver, the "ripples of kindness" reach ten people.

That means, by the end of this year well over **five million people** will have felt the positive influence of RAF.

Our 500,000th delivery also means nearly as many vases recycled, and more than 220,000 hours given by volunteers helping to make those deliveries happen.

Thank you for the encouragement and support you've given to RAF to help us grow. I know that if we continue to tend RAF well our mission will prosper - persevering through the tough seasons, burgeoning through the favorable ones, and ultimately bringing forth blossoms of emotional well-being to those who need it most.

With gratitude,



Larsen Jay  
Random Acts of Flowers Founder & CEO



# WAYS TO ENGAGE WITH RAF

## DONATE

Your financial contribution helps:

- \* Deliver flowers along with hope, healing, and encouragement
- \* Support and grow our vital volunteer program
- \* Stock necessary workshop supplies and keep things tidy
- \* Fuel and maintain the RAF delivery van

## CELEBRATE

Flowers After Hours is filled with fun, food, friendship, and - of course - flowers! Be part of a hands-on floral design demonstration, then let your creativity run wild. Fashion floral arrangements that will brighten the day for those in a local healthcare facility, and make one to take home to remember the positive impact you've made. Public and private Flowers After Hours experiences are available.

## COLLABORATE

Teambuilding that makes a true difference:

- \* Experience the RAF mission while enhancing employee engagement
- \* Work alongside our team to prune, prep, and arrange donated flowers
- \* Deliver your arrangements and visit with individuals in a nearby healthcare facility
- \* See the healing power of flowers first-hand

## CONNECT

Join our growing online community and help us spread the word!

