

board profile



Beverly Mackin

Beverly Mackin is the owner and administrator of Belle Vista Assisted Living Facilities, which she founded in 1988 to provide a quality lifestyle and support for seniors in a "Bed & Breakfast" environment. Initially one of her homes catered to adults with developmental disabilities. Because of her board involvement with Advocate Trust Inc; however, that home is now a secure memory care facility for seniors with Alzheimer's and dementia, a rapidly growing need in our community.

When first approached by friend Nancy Ridenour about the new concept of Random Acts of Flowers, Bev fell in love with the simple yet unique idea of recycling flowers and delivering smiles to individuals in senior living centers and hospitals. She invited a few friends and neighbors to learn more about RAF, and immediately the momentum surged with enthusiasm and endorsements!

As a board member, Bev is able to plan, develop and implement significant changes and positive impact on seniors in our community. It is a perfect fit. Bev states, "Doing what I love to do by bringing smiles and happiness one bouquet at a time". RAF is a blessing to all who give, as well as those who receive. ■

supporter profile

Melba Rilott learned about RAF from her friend Nancy Ridenour. She met Random Acts of Flowers Founder, Larsen Jay at Nancy's home and the mission really touched her. She started supporting RAF that very evening.

Melba says, her parents taught her to always give of herself and she witnessed them opening their hearts and purses to their chosen charities. She considers it a privilege to support RAF and other organizations. Among Melba's charities are Florida Sheriffs Youth Ranches, St. Petersburg Women on the Way scholarships, the ARC for the mentally challenged, Bay Area Pregnancy Center, Inner Wheel USA Foundation, Rilott Endowed scholarship, St. Jude's Children's Research Hospital, Raising Hope foster children, Dunedin Historical Museum, and Dunedin Public Library.

Melba states, "I have been blessed in many ways and thank God for all the blessings he has bestowed upon me. I had 31 years of marriage to a man who also picked selective charities to support." Melba has encouraged many of her friends to attend RAF events and become supporters too. Please join Melba and help us deliver more smiles. ■



Melba Rilott

random acts OF FLOWERS TAMPA BAY

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in bloom

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events

VOL-A-BRATION

April 14th
Weaver Park in Dunedin

CHARITY BINGO

April 27th
Hamburger Mary's in Clearwater

BLOOMS & BREWS

June 17th
Eddie's Bar & Grill in Dunedin

blooms & joy!

Random Acts of Flowers recently celebrated our 25,000th floral delivery. The milestone was celebrated at Brookdale Countryside ALF on McMullen Booth Rd. Volunteers and board members came to join in the festivities. It was an exciting day for both the volunteers who created the special bouquets and the senior recipients that reside at Brookdale. Since launching Random Acts of Flowers in November of 2013, we have grown to average almost 1,200 bouquets per month. Our volunteers have blossomed into 18-20 per shift which has allowed us to continuously increase the people we serve. Our flower partners remain very generous. The consistent flow from Publix Supermarkets, funeral homes, wedding planners and Hall's Wholesale has increased the flow of flowers. Our vase drives have been hugely successful. Thrift stores, churches, youth groups, garden clubs, and many individuals continue to donate vases and various types of containers for our use.



were delivered to the VA hospital at Bay Pines. The volunteers also created 350 Christmas mugs that had been donated throughout the year just waiting to be distributed with beautiful holiday flowers. It was a joyous day for 700 residents in our long term care centers



Volunteers creating holiday joy!

and hospitals. We would like to thank Dunedin Rotary North, Dunedin Waterside Rotary, and the Dunedin Rotary Club from downtown Dunedin for contributing financially to support the Christmas delivery. These clubs were recognized with their club name imprinted on the delivery cards that accompanied the bouquets on December 24th. Many Rotarians also took part in the delivery spreading joy and moments of kindness. It was a day of warm Florida wishes to all that received the plants and bouquets.

The growth of our branch is possible with the support of many. Due to limited space in the workshop, it was necessary to redesign the work space. A generous donor, Jeff Stern, was instrumental in creating the new look. With his gift we were able to install a new garage door, purchase six new work tables, paint, and improve the space and work flow for the volunteers. Another donor assisted in purchasing new lighting for the back room. Our next project is to build out and redesign the "cold room" through a potential community grant. The improvements to the space allowing more volunteers will help us reach our goal of 16,000 "happy customers" in 2016. ■



Volunteers and staff delivering the 25,000th RAF Tampa Bay bouquet

Even there were teams of volunteers delivering moments of holiday cheer to our hospital partners. "Santa's workshop" was busy the entire month of December in preparation of the busy day. On December 24th, volunteers delivered 350 poinsettia plants adorned with Christmas bows and ornaments, half of which

random acts OF FLOWERS®

you can help deliver a smile

DID YOU KNOW??

RAF offers automatic recurring monthly donations that will sustain our mission all year long. Donate as little as \$10 a month to bring joy to someone in your community. Check out the enclosed donation envelope to learn more or...

donate online www.RAFTampaBay.org

thank you! national partners



volunteer training

When Random Acts of Flowers opened in 2013, we began floral design workshops to engage our volunteers and the community in our mission. The purpose was to give everyone the opportunity to create a beautiful table centerpiece for their home. As our mission has evolved, so have our floral workshops.

For 2016, we have revised our workshops to include standards of excellence training for our volunteers. We will be teaching the standards of floral design that are expected from all branches of RAF across the nation. As expansion continues across the country, so does the constant need to improve and refine our processes.

We are pleased to have Shari Schwartz here for the winter, sharing her expertise in floral design. She has conducted our first two training sessions of 2016 with great success and feedback from our participants. Attendees were challenged to work outside of their comfort zone and create something totally new and exciting to take home from the training.

Contact RAF today to learn about our next training!
Volunteer@RAFTampaBay.org ■



"Just wanted to say thank you very much. We appreciate the joy and happiness you deliver. Also for all the volunteers who take their time to bring smiles to all our residents. Your kindness and care for our community is one in a million."

- Lisa P., Recipient Facility Staff Member

save the dates

VOL-A-BRATION

April 14th
5:30pm
Weaver Park in Dunedin

CHARITY BINGO

April 27th
Play 10 games for \$10
Hamburger Mary's Clearwater

BLOOMS & BREWS

June 17th
Tickets \$35.00
Eddie's Bar & Grill, Dunedin



2015 board of directors

- Gwin Londrigan, President
- Leah Bergoffen, Vice President
- Nancy Ridenour, Treasurer
- Susan Benjamin, Secretary
- Dawn Cooper
- Diane Gobo
- Patrick Lainhart
- Beverly Mackin
- Jordan Myers
- Luanne Reese
- Betsy Schweitzer



testimonials

Share your story... Info@RAFTampaBay.org

"I was a patient in Morton Plant Hospital last week when a lovely lady brought me a beautiful bouquet of flowers. What a wonderful thing you are doing, I feel very lucky to have benefited from your kindness."

- Virginia H., Recipient



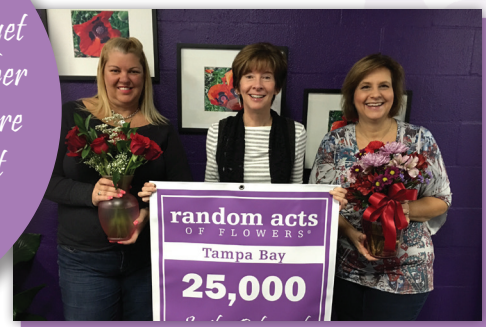
"I am enjoying your beautiful flowers that RAF delivered to Coral Oaks. You made this old lady's day! Keep up the good deeds."

- Betty, Recipient



"Thank you so very much for the flower bouquet you delivered to my Mother in hospice. The flowers were delivered on her very last 'good day'."

- Tina, Recipient Family



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.

As a recycling sustainable nonprofit organization, Random Acts of Flowers is committed to nourishing the health of the environment, individuals, and the community.

fulfillment

The below statistics represent the all-time mission fulfillment numbers for both Tampa Bay and RAF across the nation (as of 3/28/16).

BOUQUETS DELIVERED
27,418 TAMPA BAY
125,716 NATIONWIDE

VASES RECYCLED
33,503 TAMPA BAY
140,980 NATIONWIDE

VOLUNTEER HOURS
12,553 TAMPA BAY
57,486 NATIONWIDE

group spotlight/teambuilding

On December 5th, an exceptional team from Molina Healthcare participated in a RAF team building day. The team participated as part of the company's Volunteer Time Off program.

Molina provides managed health care services under the Medicaid and Medicare programs and through the state insurance marketplaces. The company's mission is to provide high quality and cost-effective health care to those who need it most. What great synergy between Molina and RAF!

Frank Rodante, community engagement coordinator from Molina and the team leader said of the team building, "Our staff really enjoyed the hands on experience of creating the bouquets and then the smiles received



Molina employees prepare to deliver smiles!

when we delivered them. A very uplifting time of giving joy." It was a good fit for Molina since both organizations serve the elderly in senior facilities. When asked if the team would do it again and recommend the RAF team building experience to other companies, the answer was "Most Definitely!" Thank you Molina Healthcare for supporting our mission. ■

around tampa bay

On November 14th, 2015 RAF Tampa Bay held their Fall Fundraiser called "Petals and Patriots", paying tribute to our veterans. It was a huge "Red, White, and Blue" success at raising money and awareness throughout the community! The event was held at the Dunedin Community Center and featured Tampa Bay's hottest band, The Black Honkeys. Corrine Olivii kicked off the night by singing the National Anthem, then the Black Honkeys took over. Guests also had numerous activities to do throughout the night, such as the balloon pop where guests could pay \$20 to pop a balloon and receive a prize valued at least \$25 or more. The balloon activity generated \$1000 for the evening and sold out before the band even started. Guests also enjoyed BBQ-themed food, danced the night away and got to take home a "Patriotic" picture to remember the evening. "Petals for Patriots" was so much fun and such a huge success that we are already planning for this fall's event. Stay tuned for more details!



Ray & Kim Ferrara at Petals and Patriots

"Coast to Coast Flowers & Food" was the big spring fundraiser held Sunday, March 13, 2016 at the Carlouel Yacht Club on Clearwater Beach. At this year's premier

event, guests enjoyed taking their "Passport Book" to visit each state that has an RAF location. Guests sampled dishes from each state and answered trivia questions to receive a stamp on their passport book. This was a fun and exciting way to learn more about all of our RAF locations and each guest walked away with a special treat for participating. The event featured both a



Larsen Jay, Judy Sableski & Patrick Lainhart enjoy Coast to Coast event

silent and live auction and guests got the opportunity to bid on items such as Disney World tickets, a lobster dump for 8, a Fire & Rescue Experience, a VIP concert featuring Gin Blossoms and Mark McGrath from Sugar Ray, an Innisbrook Resort and Dunedin Golf Club golf experience and much, much more. Corrine Olivii entertained the evening with her smooth sound of Jazz, R&B, Pop and Soul music.

Such a special event would not have been possible without the generous support of our sponsors. Thank you to Publix, Ivon & Jane Culver, Johnson Pope Bokor Ruppel & Burns, LLP, Jeffrey & Barbara McDonald, PDR-CPA, Ray & Kim Ferrara, Bruce & Deidra Livingston, Marion Rich, Glenn & Leah Bergoffen, Dr. Garland & Martha Forbes, Mel & Pam Ora, Melba Rilott, Clearwater Eye & Laser Center, Palm Harbor Dermatology, Generations At Home, Belle Vista, Syd Entel Galleries, Mease Manor, Dr. Dean & Diane Gobo and Betsy Schweitzer.

We want to thank everyone who joined us for our events and hope you had as much fun as we did! We are looking forward to bigger and better events next year and hope that everyone will come and support RAF Tampa Bay so we can reach our 2016 goal of 16,000 smiles! ■

volunteer profile

A friend of Dell Kosfeld told her about a charity that she thought would be right up her alley. She came to visit once and she was hooked!!

"I JUST LOVE IT!" says Dell.

She is very creative in her own right. In addition to beautiful bouquets, she is a designer of greeting cards. She sells them in the warehouse and donates to RAF. In fact, Dell and her husband make an annual donation to RAF.

Dell has been a regular volunteer since 2014. She volunteers 3 to 4 days a week and helps with all phases of the mission. She makes bows to embellish the bouquets, stops at garage sales for vases, and has regularly picked up flowers



Dell Kosfeld

from two Publix stores for a year and a half. She even takes things home to work on, including stuffing envelopes and repairing cups and saucers with her special glue.

As if that isn't enough, Dell is always sharing our mission with everyone she meets. Dell is the perfect example of a volunteer and person that makes this community great! She helps us spread joy one bouquet at a time.

Get involved today!
Contact: Volunteer@RAFTampaBay.org ■

around the nation

Since the founding of Random Acts of Flowers in July 2008, the mission has remained simple and focused; to deliver a moment of kindness and compassion to a person in a healthcare facility. Yes, the actual delivery of a bouquet of flowers is what's "front and center," but the RAF mission is so much more. We believe that the quality of our community's emotional and physical health can be improved one smile at a time. Medical studies have proven what we have all known – that a person's emotional state often correlates to their physical wellbeing. Happiness and healthiness go hand-in-hand and Random Acts of Flowers is proud to be a part of building better, healthier communities.



RAF Tampa Bay celebrates the 100,000th delivery!

In November 2015, RAF volunteers, team members and supporters around the country celebrated a significant milestone, the 100,000th delivery! Even as we recognize this momentous achievement, we also understand that our

mission impacts so many more people beyond the recipient. Every person throughout the mission fulfillment process benefits emotionally; the person who donates their flowers; the volunteers who pick up and deconstruct/prep them; the dedicated teams who put their artistry and love into creating every bouquet; the volunteer who makes the delivery; the doctor, nurse and caregiver who decide who the flowers go to, etc., etc. - the list of people who receive an emotional boost because of RAF's mission goes on and on. It's likely our mission has reached well over a million people!

This fiscal year (July, 2015 – June, 2016) has been focused on building the national team and internal resources dedicated to supporting each branch's success. In early January, the national board of directors approved a strategic plan with a goal of expanding the RAF mission to seven new cities across the nation over the next four years. If achieved, Random Acts of Flowers will have the potential to serve over 200,000 people annually. This ambitious plan begins with RAF Indianapolis, IN which is scheduled to launch in mid-September. Early development meetings have already begun and the enthusiasm from the Indianapolis floral, healthcare, civic and philanthropic communities is abundant.

Random Acts of Flowers' future is very bright indeed. With more inquiries coming in each week from around the country paired with an unbridled enthusiasm for our mission, the potential to help improve the emotional health of people across the country is limitless. ■



branch highlights

Chicago, IL

Celebrating its one-year anniversary in January, RAF Chicago has experienced extraordinary growth in floral donors, volunteers, vase donations and new healthcare partner facilities. RAF Chicago is bringing cheer and compassion to those who need it most, and is happy to have a thriving staff of four, including new Executive Director, Joanie Bayhack. Over the Valentine's Day season bouquets were delivered to 6,090 individuals, and the branch celebrated the 25,000th person served in March.

Silicon Valley, CA

RAF Silicon Valley will celebrate its one year anniversary on April 30th. The branch has been blessed to deliver flowers to nearly 7,000 recipients in the Menlo Park Community. Two large hospital groups were recently added to the roster of recipient partners. The branch was very fortunate to receive a donated delivery van in January! The generous donation will fuel the outreach to our community.

Knoxville, TN

Everyone loves a good news story! The folks at WATE Channel 6 news had such a good time spending their Day of Service with RAF last year that this year they returned to the RAF Knoxville warehouse for another day of creating beautiful floral bouquets and delivering them to area nursing home residents.

On February 11th, residents of the Elmcroft Assisted Living facility were treated to a visit from their favorite TV news personalities, in addition to a random delivery of beautiful floral bouquets. One of the most highly respected sources for news in the Knoxville community, WATE Channel 6 has proven to be a valuable publicity partner for RAF Knoxville. RAF is so grateful for their contributions during their annual Day of Service, and every other day! ■