

# random acts OF FLOWERS® KNOXVILLE



## IMPACT REPORT 2020

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.

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



*"I want to express my sincere appreciation for the love and kindness that goes into Random Acts of Flowers' mission. Thank you to the staff and to the volunteers who artistically and carefully arrange the flowers in beautiful containers for the opportunity to brighten someone's day - they even take the time to sign hand written signatures for each bouquet. Your personal touches, kindness, and generosity are greatly appreciated by our patients, residents, and staff." - Daniel M.*

In 2020, Random Acts of Flowers faced many of the same challenges that most organizations and nonprofits faced due to the pandemic. We closed for seven weeks due to the pandemic, and when we re-opened, we adhered to all Knox County Health Departments guidelines. Despite these challenges, Random Acts of Flowers was able to deliver more than 12,000 bouquets of repurposed flowers to individuals in healthcare facilities here in the Greater Knoxville area. In addition, we repurposed over 20,000 vases and recycled over 10 tons of green waste. Not only do we deliver smiles and moments of kindness to individuals in healthcare facilities, we also focus on being good stewards of the environment by leaving a minimal environmental footprint. With a staff of only three full-time employees, the only way Random Acts of Flowers can create and deliver this many personal moments of kindness is due to the support of our dedicated, fun-loving, and hard-working volunteers, and our generous, committed donors.

- Made our 500,000th delivery arrangement to the University of Tennessee Medical Center
- Relocated to a new workshop (2936 Middlebrook Pike, Knoxville, TN 37921) that has great visibility and is centrally located for our floral donors, our floral deliveries, and for our volunteers
- Participated in volunteer fairs and presented Random Acts of Flowers to garden clubs, service organizations, and local businesses
- Hosted groups of intellectual and developmentally disabled individuals and provided them with socialization activities that contribute to our mission

*"I just wanted to call and say thank you very much for the lovely flowers I received from Random Acts of Flowers. I wanted to thank Rachel, the volunteer who created my wonderful bouquet. What Random Acts of Flowers does for people is incredible. These flowers will be greatly enjoyed, thank you!" - Dorothy P.*

Thank you for your continued support of RAF Knoxville and our mission of spreading hope and encouragement.

Mick Reed, Executive Director





# 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. Design 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 firsthand

## CONNECT

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





# OUR 2020 IMPACT

## ADAPTING, STILL SMILING

Random Acts of Flowers rose to 2020's challenges by tapping into our greatest strengths: creativity and community support! From virtual fundraising to working with volunteers and partners in inventive ways to ensure safety and efficiency, we kept delivering smiles, even in the toughest of times.

Thank you for being there for my mom when I couldn't visit her. I'll always have the photo of her smiling with her beautiful flowers. What you do is so important. Thank you!



## 500,000th DELIVERY

August 27th marked our half-a-million nationwide delivery! Founder Larsen Jay delivered the 500,000th arrangement to the facility where our journey began: the University of Tennessee Medical Center. In greater Knoxville alone, we've delivered 133,600 repurposed floral arrangements since 2008.

Thank you for helping celebrate our veterans. They enjoyed the beautiful flowers; it made them feel so honored and special!



## VETERANS WEEK

We cannot thank our veterans enough. With the support of Pilot Flying J, we delivered 513 beautiful, patriotic floral arrangements to honor veterans.

## OUR NEW WAREHOUSE

We took advantage of the pandemic lockdown by moving! In April and May, we relocated to 2936 Middlebrook Pike.

We cannot wait to host an Open House to celebrate this great new space with all of you. Stay tuned!



Thank you, thank you for your act of kindness to all of us. My flowers add a beautiful ray of sunshine to my day.

## TOAST TO LARSEN

In October, we said farewell to our founder and former CEO, Larsen Jay. Supporters joined us in "raising a glass" to Larsen and all he's done for this nonprofit during the virtual "A Toast to Larsen" event. Find the recording on our Youtube channel!

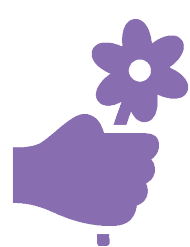


Last summer our son got a bouquet of flowers from Random Acts of Flowers while he was in the hospital. They were the only flowers he got during his stay. It made us all smile.

## DECEMBER 2020

We ended the year having made more than 12,000 deliveries of hope and encouragement.

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



**Deliveries of Hope and Encouragement**  
more than 133,600 Knoxville



**Vases Recycled**  
more than 163, 524 Knoxville

**Volunteer Hours Served**  
more than 75,200 Knoxville



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)**