

random acts

OF FLOWERS®
KNOXVILLE



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.

RAFKnoxville.org

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“My mother was in the hospital for three months, and after about two months, I saw the depression really starting to affect her. One day a very polite man came in with a beautiful arrangement and said, ‘I hope this brightens your day.’ You have no idea how much joy those flowers brought to her; she talked about them for days. That simple act brought tears to my eyes. Not only did it lift her spirits, but mine as well.” - Sheila W.

In 2019, Random Acts of Flowers delivered more than 21,200 bouquets of re-purposed flowers to individuals in healthcare facilities here in the Greater Knoxville area. With a staff of two full-time employees and one part-time employee, the only way Random Acts of Flowers can create and deliver this many personal moments of kindness is due to its dedicated, fun-loving, and hard-working volunteer base and committed donors. With their help, we re-purposed more than 23,000 vases and recycled more than 14 tons of green waste. Not only do we deliver smiles and moments of kindness to individuals in healthcare facilities, but we also strive to be good stewards of the environment.

- Made our 100,000th Delivery, to Park West Hospital
- Named the 2019 Non-Profit Recycler of the Year – awarded by the Tennessee Recycling Coalition
- Participated in numerous corporate volunteer fairs, presented to various garden clubs, and had a presence at the annual House and Garden Show
- Engaged multiple groups of high school and college students for workshop organization and clean-up projects
- Hosted days-of-service for individuals with intellectual and developmental challenges, providing opportunities to socialize, learn new skills, and contribute to our mission.

“My husband received one of your bouquets the other day while in the Fort Loudon Medical Center, and I just wanted to call and tell you thank you for the thoughtfulness and kindness. It was very beautiful, and it really made his day!” - Bonnie B.

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

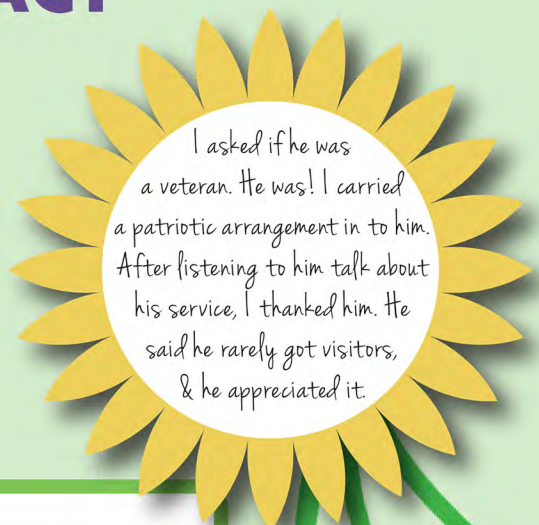
Mick Reed, Executive Director



OUR 2019 IMPACT

NEW YEAR, NEW TEAM

We kicked off 2019 by welcoming Mick Reed to the workshop as our new Executive Director!
In August, we bid a fond farewell to Program Manager Emma Hayes and welcomed Cyndi Dodson into the role. Both Mick and Cyndi have made big strides in expanding delivering hope in Knoxville!



A MILESTONE DELIVERY



One of the first orders of business in 2019 was our 100,000th delivery in Knoxville.
We celebrated the milestone at Parkwest Medical Center on February 19th.
A volunteer there named Rita has been making deliveries since day one, and she got to deliver the milestone bouquet to a very happy recipient!



THE BRIGHTEST WEEK

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

OUR NEW RIDE

We spent much of the summer fundraising for a new delivery van, and thanks to 124 amazing donors, we reached (and exceeded) our goal!
We raised more than \$41,000 in six weeks and hit the road in style in September!



POINSETTIA POWER



We celebrated the holiday season with joyful deliveries, bringing more than 750 poinsettias to those spending the season in healthcare facilities. This was made possible through the generosity of Stanley's Greenhouse, The Regal Foundation, Knoxville Mayor Indya Kincannon, and other sponsors!



DECEMBER 2019

We ended the year having made more than 21,200 deliveries of hope and encouragement.

Random Acts of Flowers continues to blossom in our community.



Deliveries of Hope and Encouragement
more than 121,500 Knoxville
more than 483,500 Nationwide



Vases Recycled
more than 145,500 Knoxville
more than 493,500 Nationwide

Volunteer Hours Served
more than 69,500 Knoxville
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

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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.

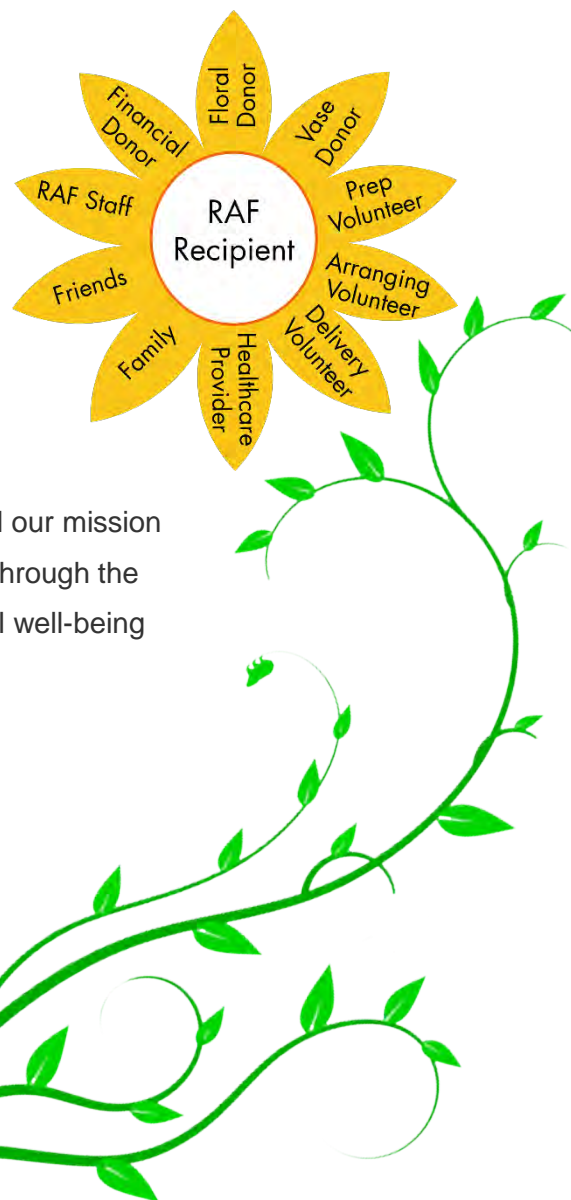
Our 500,000th delivery also means nearly as many vases recycled, and more than 220,000 hours given by volunteers helping to make those deliveries happen.

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!

