



FY'15 Annual Report

[July 1, 2014 – June 30, 2015]

Growing, Learning & Focusing

The 2015 fiscal year was an impactful period of time at Random Acts of Flowers. Just a year before, the RAF staff and board took a locally successful program and developed a model to deliver it to new communities across the country. Initial expansion began in Pinellas Co., FL (Tampa Bay) in 2013 and in Greeneville, TN early in 2014. After refining the model and beginning to develop a national strategy, we focused on two new expansion areas. In January 2015, the program was established in the Midwest with the launch of RAF Chicago (Evanston, IL). Throughout the successful launch in Chicago, the national team also continued work establishing our west coast presence with RAF Silicon Valley (Menlo Park, CA), opening in April 2015.



While Random Acts of Flowers has celebrated many successes, this fiscal year also delivered opportunities for learning. In the spring of 2015, RAF Greeneville closed its operations after fifteen months. In many ways, this branch was a tremendous success, having served over 6,000 people in area healthcare facilities while recycling almost 9,000 vases. However, one significant lesson learned was our inability to scale the program to a smaller level in a largely rural, micro-city. Ultimately, there were just not enough local financial resources available to sustain the program's operational expenses. Everyone at Random Acts of Flowers is extremely proud of the RAF Greeneville team and grateful to all who supported the mission. We're also happy to report that in our absence, several dedicated volunteers embraced the program's service model and later that summer formed a club called "*Healing with Flowers*" and are continuing to recycle flowers and deliver smiles to local healthcare facilities, furthering the Random Acts of Flowers' spirit.

After a very full year filled with branch expansion and refining the program, our national board of directors and leadership team decided in the spring of 2015 to spend the next fiscal year on internal development before adding any new locations. Located in Knoxville, TN, the RAF National team serves as the "back-office" support for all the RAF branches handling elements including finance, compliance, insurance, human resources, marketing and operational support. As the number of branches and their needs have grown, so has the team. Three new staff members were added this year bringing the total to six professionals who are dedicated to the success of each RAF location. In the fall of 2015, a new strategic plan will be formed to help map out the future of Random Acts of Flowers. This initiative will outline the growth strategy in the years to come and focus the organization's efforts to helping people in healthcare facilities across the country.

Everyone at Random Acts of Flowers is focused on the individual impact our mission has on our community members. It all comes down to the moment when a RAF volunteer greets the recipient with a smile, offer of flowers and that moment of kindness. As RAF continues to evolve as a national service organization, our goal and vision remains the same: to improve the emotional health of communities through the giving of flowers. The future of Random Acts of Flowers is exciting and we're proud of all that's been accomplished in the name of innovative healthcare and offer our appreciation to those who've helped make it possible.

A handwritten signature in black ink, appearing to read "Larsen Jay".

Larsen Jay, Founder / CEO

Fulfilling the Mission

Random Acts of Flowers strives to improve the emotional wellness of communities. Not only have we opened additional branches to increase the number of people we serve, our operations are more efficient each year.

A quick reminder of how our mission works:



Donated product is sourced from community floral partners.



The flowers are recycled and repurposed into new, beautiful arrangements.



RAF volunteers deliver bouquets and healing kindness to people in area healthcare facilities.



The RAF mission typically is fulfilled in

24
hours

2,218

Most People Served in a Month
June / RAF Chicago

78,247

Total Bouquets Delivered Nationwide
(July 31, 2008 – June 30, 2015)

35,620

Bouquets Delivered this Fiscal Year
(July 1, 2014 – June 30, 2015)

89%

Annual Increase
in People Served Nationwide

2,968

Average Number of Bouquets
Delivered per Month Nationwide

95,635

donated vases collected from the community and are recycled instead of going into a landfill. Any vase we can't use is donated to another charitable organization or traded with a floral partner.



Staying Focused on Who We Serve

As Random Acts of Flowers has grown and developed, we've made a conscious decision to remain focused on impacting individuals in the healthcare community. We serve youth at children's hospitals, veterans in VA hospitals, men and women in nursing homes and everyone in-between. RAF's recipients span all demographics including age, race, gender, and income. When there is someone in need of a moment of kindness and cheer in a healthcare center, we hope to reach them. Every week, RAF branches receive calls, emails, and cards from recipients letting us know how this *random act* impacted them.



"I was the recipient of a lovely vase of flowers as one of your random acts of flowers. This is a lovely thing you do and I thank you very, very much. I am 97 year old resident of a nursing home where I have been for 4 years. It is good to know we are not forgotten. God bless you for all you do." - Winifred S.

"Thank you" for the lovely bouquet. I was surprised and delighted when I opened the door. I am so very happy this week because of your great thoughtfulness. I am a disabled senior and rarely have few visitors...so your wonderful gift is right in front of me now! Thank you all so very much for your Random Acts of Flowers and kindness." – James T.



"Having the opportunity to walk from room to room and see the light in someone's eyes as they receive a gift they had no idea they were getting is unforgettable. I think of all the memories I will cherish from this day, I'll never forget the sweet woman in the entry way whose eyes filled with tears as she saw the beautiful flowers; one arrangement of which she would soon be getting herself." - Justin K.

Healthcare Facilities Served

34

Hospitals

160

Long-Term Care Facilities

19

Hospice Centers

39

Community Health Orgs.

Embracing the Volunteer Spirit

Over 750 individuals volunteered at a Random Acts of Flowers branch during this fiscal year. We are fortunate to have their dedication to help carry out the mission every day. Volunteers pick up donated flowers, compost flowers that can't be utilized, make new floral arrangements, and hand-deliver the bouquets to patients and residents in the healthcare community. Our volunteer base utilizes their skills and passion to serve others in a meaningful way.



Did You Know?

RAF Volunteers Donated

16,591

Hours this Fiscal Year

RAF Volunteers Said...

99% they would

highly recommend volunteering at RAF to their friends and family and stated their volunteer job gives them a sense of accomplishment.



"I enjoy being surrounded by beautiful flowers & people who share a common interest & goal. I feel great after a volunteer shift knowing that my small amount of time has helped another person. I have personally seen that light in people's eyes every time I do a delivery."

- Cathy Palivos, RAF Volunteer



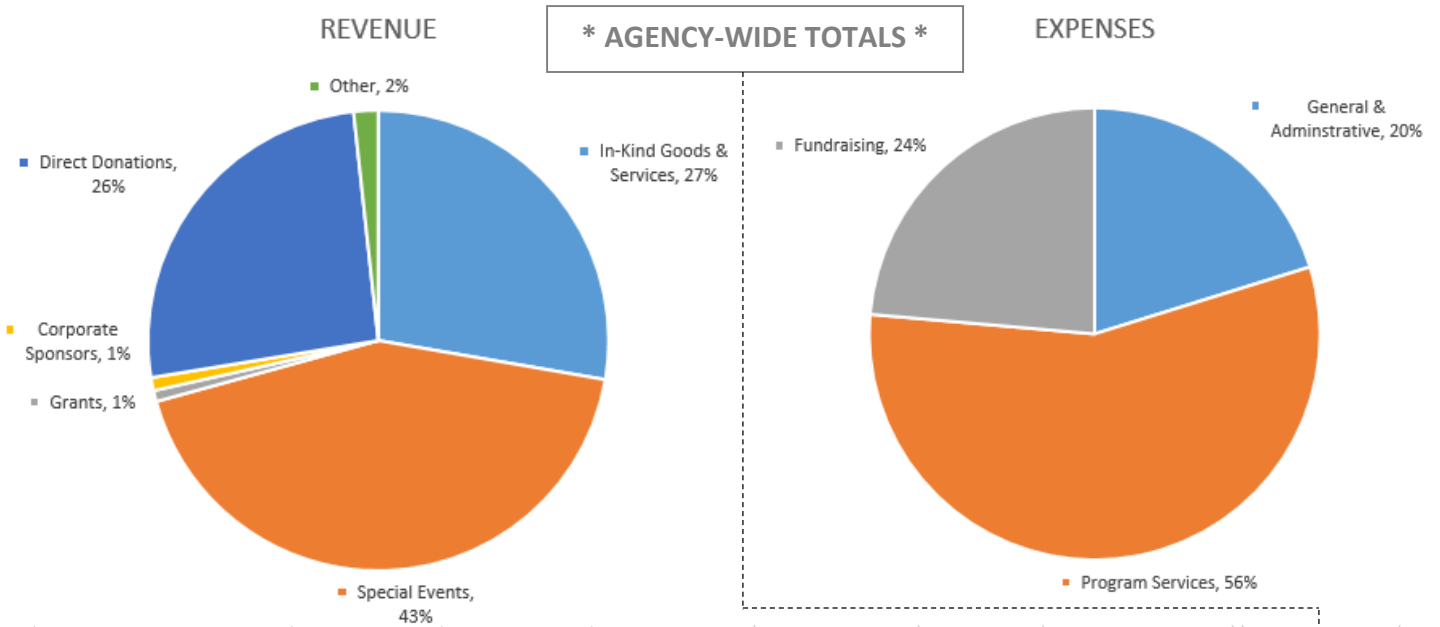
RAF hosted several companies this year for their annual "day of service" during which employees choose organizations and dedicate a day to positively impact the community. In addition to these service days, RAF developed a Team-Building Program so that corporate groups could experience the entire mission in one day: the teams deconstruct the flowers, seasoned volunteers teach arranging techniques and the group hand-delivers the bouquets they create.



Participating Corporate Teams

Building a Sustainable Future

The health of Random Acts of Flowers is certainly measured by the mission we deliver to the community, but is also reflected in the financial stability needed to support the ongoing operations. RAF is 100% privately funded. No public (local, state or federal) funding is applied for nor accepted. We are an organization serving the community, *supported by* the community.



REVENUE	NATIONAL HQ	KNOXVILLE, TN	PINELLAS CO., FL	GREENEVILLE, TN	CHICAGO, IL	SILICON VALLEY, CA	AGENCY TOTALS
In-Kind Goods & Services	\$26,620	\$176,204	\$158,124	\$40,037	\$101,335	\$21,515	\$523,835
* Special Events	\$505,603	\$163,016	\$78,775	\$10,447	\$40,920	\$14,101	\$812,862
Grants	\$2,500	\$6,200	\$3,900	\$2,000	\$0	\$0	\$14,600
Corporate Sponsors	\$0	\$5,000	\$2,000	\$500	\$9,900	\$0	\$17,400
Direct Donations	\$235,048	\$57,837	\$58,875	\$15,667	\$32,818	\$88,445	\$488,690
Other	\$179	\$16,971	\$10,521	\$2,396	\$640	\$1,766	\$32,473
TOTALS	\$769,950	\$425,228	\$312,195	\$71,047	\$185,613 *	\$125,827 *	\$1,889,860

EXPENSES	NATIONAL HQ	KNOXVILLE, TN	PINELLAS CO., FL	GREENEVILLE, TN	CHICAGO, IL	SILICON VALLEY, CA	AGENCY TOTALS
General & Administrative	\$224,085	\$38,639	\$25,684	\$8,752	\$38,267	\$24,603	\$360,030
Program Services	\$141,660	\$256,917	\$243,141	\$70,406	\$203,430	\$84,842	\$1,000,396
* Fundraising	\$228,629	\$99,077	\$40,011	\$15,052	\$23,215	\$14,672	\$420,656
TOTALS	\$594,374	\$394,633	\$308,836	\$94,210	\$264,912 *	\$124,117 *	\$1,781,082

*** NOTE ***

Both RAF Chicago & RAF Silicon Valley branches were initially funded through large gala fundraisers. Each of these special events were hosted by the national dev. team. Proceeds were then passed onto the branch as initial start-up funding.



\$12.29
Average **Wholesale** Value of a RAF Bouquet



\$40.26
Average **Retail** Value of a RAF Bouquet







\$27.34
Average **Cost Per Bouquet / Person** Served by RAF Nationwide

Yes, Flowers Do Heal!

Random Acts of Flowers' work is motivated by the desire to bring moments of kindness in the form of a beautiful floral bouquet and uplifting visit from a RAF volunteer to those recovering from injury or illness. The grateful smiles and responses of recipients is enough to justify the project's expansion, but the impact of these small gifts offer a clinically significant impact as well.



Medical research* has shown that patients with plants or flowers in their room have:

-  Shorter hospital stays
-  Lower ratings of pain, anxiety, and fatigue
-  Lower systolic blood pressure
-  More positive feelings

* Read more about the healing power of flowers and supporting articles/studies at: RandomActsofFlowers.org

Random Acts of Flowers has always concentrated on serving the healthcare industry: hospitals, long-term care facilities, and hospice centers.

In the fall of 2014, our Founder / CEO was honored as an Innovative **Health Care Hero** in the East Tennessee industry for creating Random Acts of Flowers and the impact it has in the healthcare community.



2014
HEALTH CARE
HEROES

Honoring dedication, innovation and leadership



RAF Co-Founders, Larsen & Adrian Jay

Public Recognition

As Random Acts of Flowers continues to develop as a national organization, we've been very fortunate to receive generous attention from the following media outlets.



Heroes Among Us

Larsen Jay's Nonprofit Has Delivered Recycled Flowers to 60,000 Hospital Patients


2.8k

Start on Facebook

Tweet

Pin

Subscribe Now



Larsen Jay
RANDOM ACTS OF FLOWERS

BY ALEXANDRA CASLOW @alexandracaslow 07/20/07 at 12:50 PM EDT

No one ever sent Larsen Jay flowers before he fell off a ladder and ended up in the hospital. Some 22 days later, when he finished his hospital stay, he had more than 50 bouquets — and an idea that would launch more than 60,000 smiles.

On July 29, 2007, Larsen was doing some work on the roof of his "dude oasis,"



THE BATHROOM MINUTES

APRIL 13, 2015

DSC MEMBER: LARSEN JAY, RANDOM ACTS OF FLOWERS

BY JAY BROWN, MEMBER OF THE DOLLAR SHAVE CLUB


MEMBER SPOTLIGHT

There's nothing like building really early every time in your body to inspire a new business idea. After a fall that left him with 15 broken bones and skull fractures, Larsen Jay came the get well bouquets he received helped his heal faster. Latching himself a place in the world TV program Larsen started Random Acts of Flowers, a company that recycles flowers from weddings and delivers them to healthcare facilities around the country to boost the spirits of its patients.

On how Random Acts of Flowers started: "Almost eight years ago I had a near fatal accident where a ladder collapsed underneath me and I fell about a story and a half. I had three very concussions. I broke every bone that I could break. The surgeons and insurance really made me healthy physically, but the get well flowers in my hospital room one what



Random Acts of Flowers brings smiles to Chicago hospitals, senior centers



Random Acts of Flowers is a nonprofit organization that delivers recycled flowers to hospitals, senior centers, and other healthcare facilities across the country.

Chicago Tribune

Random Acts of Flowers brings smiles to Chicago hospitals, senior centers

Random Acts of Flowers is a nonprofit organization that delivers recycled flowers to hospitals, senior centers, and other healthcare facilities across the country.

Reader's Digest

JULY/AUGUST 2008

SPECIAL

Extraordinary AMERICA

Everyday Heroes Who Make Our Country Great

Places That Have Our Hearts

PHOTO CONTEST WINNERS

BURIED ALIVE!
FROM THE BOOK DEEP SPOON BARK

13 THINGS DOGS KNOW ABOUT US
BY JIM O'NEILL

Classic Rules of Parenting... SUSAN SONTAG
When Doctors Charge Extra... CONSUMER REPORTS
Confessions of White House Staff... THE RESIDENCE
Limits of the Human Body... POPULAR SCIENCE
The Safest Cuts of Meat... MOTHER JONES
You Talk, Too Much!... LINDSEY SWENNEY
The Little Forces of Weather... NATIONAL GEOGRAPHIC

Removable bookmark brought to you by

GreenIsGood Radio.com




Recycling flowers to give to someone in need

CHICAGO — You know, sometimes all it takes is a bouquet of flowers to brighten someone's day.

And one charity recycles flowers while they're still in bloom.

They include flowers previously used for a wedding, a banquet — even a funeral.

"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," according to the organization's Web site.



Non-Profit Delivers Recycled Flowers Throughout Silicon Valley For a Good Cause

May 9, 2015 1:35 PM

View Comments



Wedding Bouquet (credit: Shutterstock)

Related Tags: Bouquet, Delivery, Flowers, Kindness, Larsen Jay, Menlo Park, Random Acts of Flowers, Silicon Valley

Margie Drafer
Chick to Margie's future profession, came early. Somewhere in her...
Read More

Advertisements


Gaviscon® Official Site
Gaviscon.com
Gaviscon Provides Fast Long-Lasting Relief.

MENLO PARK (CBS) — A new non-profit is repurposing flowers by engaging a group of volunteers to



Random Acts of Flowers: Turning Garbage Into Grins

WASH DC (CNN) BY MELISSA SANDERS / CNN



Larsen Jay doesn't mind recycling floral flowers when they have been used. They make him feel after a hospital accident that he can't be a regular person.

The nonprofit, "Turn, Tuck and Toss" and TV sensation "Eco-Bros" is among his initiatives creating a world where he can donate about one and a half dozen bouquets every year. The brand is so successful that it's now open in 2015 and has received "Entrepreneur" magazine's award.

It was just one of many ways that he has recycled, said Jay, and he's happy to help his hospital staff and other people. "I've been using recycled flowers for my get well" he said.

Flowers are not always used to be on top of all these bouquets, he began explaining, then he pointed out some that he had.

All his first day, he had a woman at an event and a full location.

"She had a bouquet in her car in the city of just the day before," he said.

It was just one of many ways that he has recycled, said Jay, and he's happy to help his hospital staff and other people. "I've been using recycled flowers for my get well" he said.

It was just one of many ways that he has recycled, said Jay, and he's happy to help his hospital staff and other people. "I've been using recycled flowers for my get well" he said.



Delivering Smiles With Recycled Flowers

Random Acts of Flowers is a nationwide organization that delivers recycled flowers to patients in hospitals and in senior care facilities. NBC 5's LeahAnn Trotter reports.

Apr 13, 2015

Delivering Smiles With Recycled Flowers

Random Acts of Flowers is a nationwide organization that delivers recycled flowers to patients in hospitals and in senior care facilities. NBC 5's LeahAnn Trotter reports.

Partnering with the Floral Industry

RAF is dedicated to utilizing discarded products from the floral industry in a productive and meaningful way.



American Institute of Floral Designers

In July, the **American Institute of Floral Designers (AIFD)** officially endorsed RAF and recognized its effective re-use of floral products for use in charitable social effectiveness. AIFD is the floral industry's leading non-profit organization dedicated to establishing, maintaining and recognizing the highest standard of professional floral design.



Wholesale & Retail Florists

Utilizing Overstock & Unsold Product



Weddings & Special Events

Repurposing the Celebration



Grocery Stores

Valuing Expired Inventory



Memorials

Honoring the Memory of a Loved One



Did You Know?



Since 2008, RAF has delivered over

\$3.15M

worth of floral arrangements to individuals in local healthcare facilities.

(based on avg. retail value)

Find out how we successfully work with the floral industry at: RandomActsofFlowers.org

Investing in Random Acts of Flowers

If you believe in the RAF mission and our charitable impact on communities nationwide, we encourage you to show your support by making a decision to get involved and help build the future of Random Acts of Flowers. There's something that everyone can do to make a difference.



Make a financial donation to support the RAF mission. Every little bit helps our operations run smoothly and our mission flourish!



Volunteer your time to make the healthcare community a better place. There's something for everyone to help make an impact!



Donate your flowers or vases to RAF and turn what would otherwise be waste into a meaningful moment of kindness!



Tell someone how much you love Random Acts of Flowers. Help us spread the word and share our mission with the world!

About Random Acts of Flowers

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.

VISION

To improve the emotional health of the community with flowers.

CORE VALUES

Fun. Passion. Accountability. Excellence.

LOCATIONS

National Headquarters

3500 Workman Rd. #101-A
Knoxville, TN 37921
(865) 248-3045

RAF Pinellas

564 Frederica Ln. – Suite A
Dunedin, FL 34698
(727) 754-7974

RAF Knoxville

3500 Workman Rd. #101-B
Knoxville, TN 37921
(865) 633-9082

RAF Chicago

2000 Greenleaf St. – Suite 5
Evanston, IL 60202
(847) 430-4751

RAF Silicon Valley

3501 Edison Way
Menlo Park, CA 94025
(650) 852-1450

ONLINE

Website: <http://www.RandomActsofFlowers.org>
Facebook: <http://www.facebook.com/randomactsofflowers>
Twitter: <http://www.twitter.com/rndmactsofflwr>
Instagram: <http://www.instagram.com/randomactsofflowers>
Pinterest: <http://www.pinterest.com/raflowers>
YouTube: <http://www.youtube.com/randomactsofflowers>
Vimeo: <http://vimeo.com/user34647693>

NATIONAL BOARD OF DIRECTORS

Mr. Ron Feinbaum	SVP & General Manager Consumer Division, Scripps Networks	Knoxville, TN
Mr. Dean Gestal	President, Reynolds Cycling	Salt Lake City, UT
Mrs. Gillian Growdon	Community Leader	Menlo Park, CA
Mr. Jay Hicks	President & CEO, Prime Care Management	Indianapolis, IN
Mr. Jackie Lacey	Sr. Design Analyst, Bloomnet/Napco/Fitz Design/Floriology Magazine	Memphis, TN
Mr. Barry MacLean	CEO, MacLean-Fogg	Chicago, IL
Mr. Hazen Mirts	President & CEO, Enrollment First, Inc.	Knoxville, TN
Mr. Ali Safavi	President, 5209 inc.	Santa Monica, CA
Mrs. Maddie Strange	Senior Director Process Improvement, Terminix	Memphis, TN

ORGANIZATIONAL DESIGNATION

Random Acts of Flowers is a federally registered 501(c)(3) nonprofit organization (ID# 26-3006360). The Random Acts of Flowers name and its logo are trademarked / copy written properties of RAF.