

random acts OF FLOWERS®

www.RandomActsofFlowers.org

2015 Year In Review

What a year!

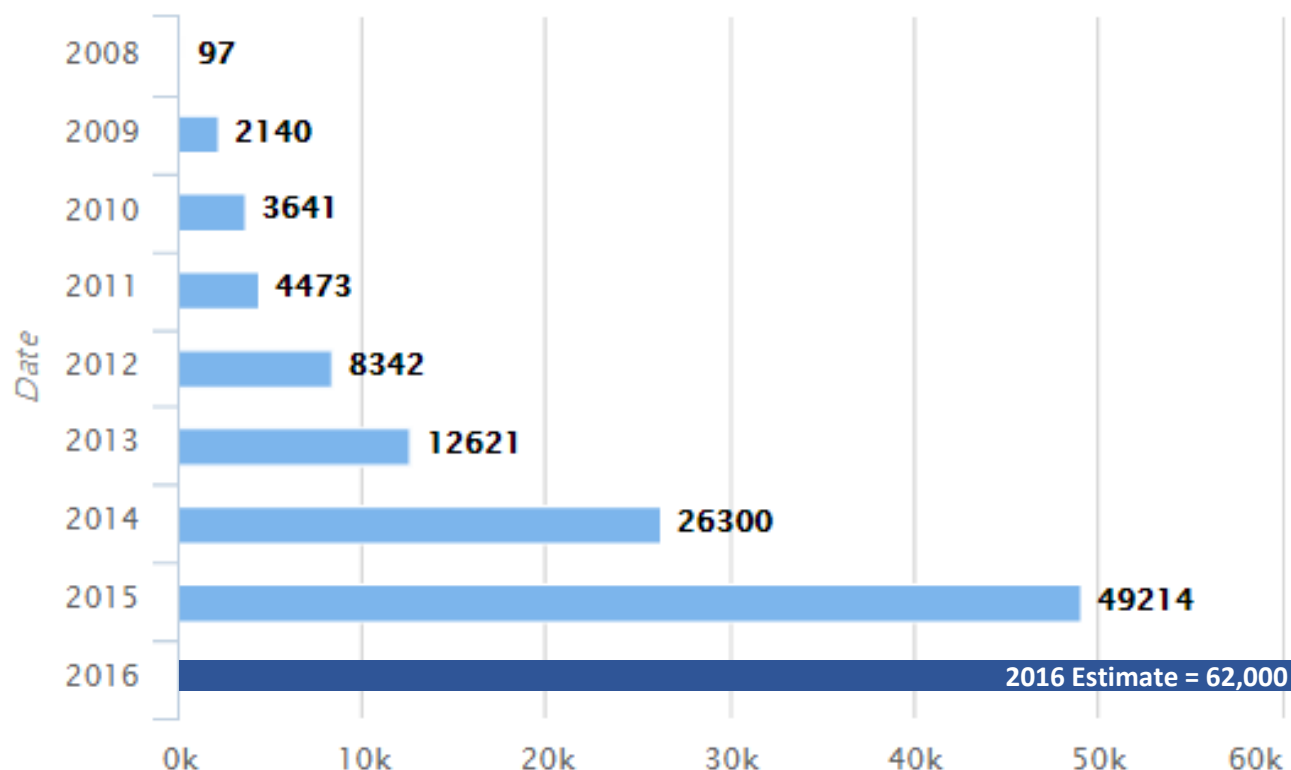
It's amazing to see the rapid growth of the organization (see results below) and to know that so many people are being positively impacted by our charitable program. With the launch of new branches in Chicago, IL (January) and Silicon Valley, CA (April) along with the continued development in Knoxville, TN and Tampa Bay, FL, the number of people we have been able to serve has grown significantly.

Congratulations go out to our dedicated volunteers and team members for everything they've done to build Random Acts of Flowers!



Deliveries by Year

People Served with RAF Flowers in a Healthcare Facility, Nationwide





"My mother is, unfortunately, becoming a regular patient at Northwestern Memorial Hospital. Her most recent stay was very sudden and scary for all of us - she is thankfully home now. We were so touched to receive one of your 'Random Acts of Flowers' bouquets - with flowers created by Cathy and donated by Whole Foods. The bouquet was absolutely gorgeous and made my mother's day. Every person who called to check on her heard the story of their random and lovely delivery. I just wanted to acknowledge your lovely gesture and to thank you. All my best."

– Amy S. (recipient family member)



Did You Know?

RAF Volunteers donated

26,635

hours this year to fulfill our charitable mission.

Thank you to everyone who dedicated their time in the service of their community!



~Vase Recycling Milestone~

By the end of 2015, RAF had recycled

124,248

vases nationwide! This significant sustainability effort is a testament to generosity of the community members who support our mission. *Keep them coming!*



"I returned to my room after a procedure and found a beautiful bouquet of flowers. Thank you for your thoughtfulness, it was just what I needed. To Smile – To Be Happy."

- Loraine J. (recipient)





ProFlowers®

RAF Announces National Partnership with Floral Industry Leaders

In November, Random Acts of Flowers formally announced a national partnership with FTD and ProFlowers. This exclusive relationship brings RAF financial support, promotion and floral donations to be used in regular weekly deliveries to area healthcare facilities.



CHICAGO, IL

On the same day, Random Acts of Flowers also celebrated its 100,000th floral delivery nationwide – a major landmark for the organization! Celebrations and special deliveries were made at each of the RAF locations (Knoxville, Tampa Bay, Chicago & Silicon Valley).



SILICON VALLEY, CA



TAMPA BAY, FL



KNOXVILLE, TN

RAF is proud to partner with these floral industry leaders as we continue to grow the mission nationwide.

Value Added Mission

Through 2015, RAF has delivered over

\$5.9 million

of floral arrangement value to community members, nationwide.



The average RAF bouquet has a retail value of

\$55.40

and is delivered to a person in a local healthcare facility for an all-in cost of

\$17.39

(nationwide average)

"I'm not sure I was emotionally prepared for the happiness we delivered. Walking into the room and seeing the light in someone's eyes as they receive a gift they had no idea they were getting is unforgettable."

– Mark M. (volunteer)