

random acts OF FLOWERS®



20 IMPACT 24 REPORT

KNOXVILLE

INDIANAPOLIS

TAMPA BAY

ASHEVILLE

RandomActsofFlowers.org

A Message from the Executive Director



Dear Friends and Supporters,

As 2024 comes to a close, I find myself reflecting on the incredible impact we have made together over the past year. At Random Acts of Flowers, our mission to deliver hope and joy through the simple gesture of a floral arrangement has blossomed in ways that inspire me daily. None of this would have been possible without your unwavering support and generosity.

This year, we celebrate a remarkable 19,000+ deliveries to local healthcare facilities. Each one of these deliveries represents more than just a bouquet; it symbolizes a moment of connection, comfort, and care for someone facing challenging circumstances. Thanks to your contributions, we have been able to expand our reach, brighten lives, and nourish souls in ways that truly matter.

One highlight of 2024 has been our community partnerships, including our collaboration with Knox County Mobile Meals for the "Nourish the Soul" initiative and a variety of new pediatric clinic partners for our Happiness Happens Month. These projects have enabled us to serve more individuals in meaningful and heartfelt ways while strengthening bonds with mission-aligned organizations. All this work, only possible with the dedicated efforts of our volunteers, who have given their time, talents, and energy to make every arrangement a labor of love.

Looking ahead, we are energized by the opportunities before us. In 2025, we aim to increase our footprint by continuing to build deeper relationships with healthcare facilities and community partners. Together, we can ensure that more people feel seen, valued, and uplifted through the beauty of flowers.

Thank you for standing with us in this journey. Your belief in our mission fuels our passion and purpose every day. As we step into the new year, I invite you to continue supporting Random Acts of Flowers through donations, volunteering, and spreading the word about our work. Together, we can bring hope and joy to even more lives in 2025 and beyond.

With heartfelt gratitude,

Ally Slavick
Executive Director

2024 Highlights and Accomplishments

Expanding our Mission

In 2024, Random Acts of Flowers proudly expanded our partnerships to deliver hope and joy to more individuals and families in need. We deepened our support for children's healthcare facilities, including GI for Kids and the UT Pediatric Language Clinic, and honored even more pediatric patients during August's Happiness Happens Month by delivering to eight additional pediatric healthcare facilities. More partnerships included MEDIC Blood Drive Centers, UT Cystic Fibrosis Clinic, and Peace of Mind at Home. In recognition of Parkinson's Awareness Month, we reached six new Parkinson's support groups, and during Veterans Special Delivery Weeks, we broadened our impact with additional veteran support organizations. We also extended our geographical reach, bringing smiles to new locations such as Sweetwater Hospital and Nursing Center. These partnerships have strengthened our mission and allowed us to brighten more lives through the beauty of flowers.



Deliveries of Hope

more than 198,100 locally
more than 692,100 nationally



Volunteer Hours Served

more than 106,300 locally
more than 303,650 nationally



Vases Recycled

more than 253,000 locally
more than 745,150 nationally



Sustainability

Sustainability is central to the mission of Random Acts of Flowers, which focuses on repurposing donated flowers to bring joy to individuals in healthcare facilities. In addition to traditional vases, our dedicated volunteers creatively upcycle coffee mugs, aluminum cans, wine bottles, and various plastic containers. Any surplus vases are donated to local florists or KARM, extending their usability. Furthermore, through our partnership with Lawn Butler, we recycled 30 yards of compost in 2024, ensuring that even our green waste supports a healthier environment.

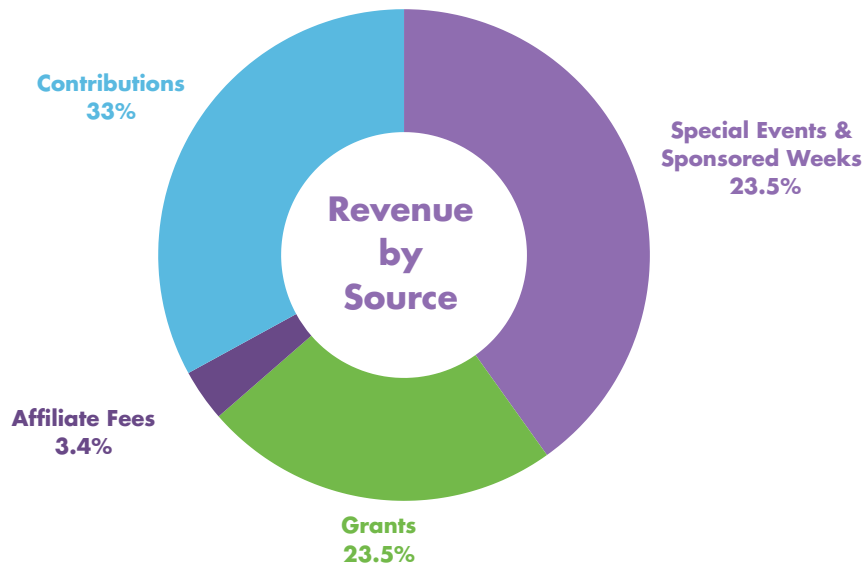
VOLUNTEERS IN ACTION



YOUR 2024 CHARITABLE DOLLARS AT WORK

"I wanted to share how you made a difference for me today. I had an appointment ... where I was gifted and blessed with a beautiful arrangement upon leaving. This was so much more than kindness, as today is the 3-year anniversary of my mother's passing. It is a difficult day for me to say the least as she passed the day before my birthday. I now share my birthday with my mom's heavenly birthday. I just wanted to let you all know what an impact it was to receive your flowers on such a difficult day. Thank you, Random Acts of Flowers, for the blessing!"

-Marsha, recipient



40

New Healthcare
Facility Partners

24,964

Vases Recycled

2,270

Plastic Vases
Recycled

At Random Acts of Flowers, we take pride in being excellent stewards of our donors' contributions. Thanks to the generosity of our community, nearly all floral supplies, vases, and flowers are donated, allowing us to focus funding on essential expenses that support our mission. Here's how our operating expenses are broken down for 2024:

- **55%** of expenses went to **necessary employee costs**, ensuring skilled staff could lead volunteers, manage operations, and deliver smiles across the community.
- **18%** of our budget was spent on **facility and equipment** expenses to maintain a safe and efficient workspace for flower preparation and delivery.
- **10%** covered **professional services**, including HR, IT, and accounting, which support the integrity and sustainability of our organization.
- **8%** went toward **fundraising efforts** to sustain and grow our programs.
- **8%** was allocated to **general and administrative fees**, such as insurance and office essentials, for daily operations.
- **2%** supported **program-related expenses**, like fuel for deliveries and cardettes to share heartfelt messages with recipients.

By leveraging in-kind donations and focusing on mission-critical spending, we ensure every dollar maximizes the impact of our work. Thank you for helping us deliver joy to thousands in need!

STAY CONNECTED

DONATE

Your financial contributions power the heart of R.A.F., enabling us to continue uplifting those facing hardships. By supporting our operational costs, you help deliver the emotional comfort and joy our floral arrangements bring. Every gift—large or small—makes a meaningful difference in brightening someone’s day. Learn more about how you can help at www.randomactsofflowers.org.



COLLABORATE

Make an impact while strengthening your team! Our teambuilding workshops allow groups to connect through the healing power of flowers. Together, you’ll prune, prep, and arrange donated blooms, then personally deliver your creations to individuals in healthcare facilities. It’s a unique and meaningful way to enhance employee engagement while giving back to the community.



CELEBRATE

Join us for Flowers After Hours, a joyful private event that blends creativity, community, and compassion. Enjoy a hands-on floral design workshop led by a local florist while sharing food and friendship. Craft stunning floral pieces to brighten the day of those in local healthcare facilities—and take home a beautiful arrangement for yourself!



VOLUNTEER

Volunteers are the driving force behind Random Acts of Flowers, creating lasting impacts for those navigating health-related challenges. Whether arranging and delivering flowers, assisting with outreach events, or supporting administrative efforts, there’s a place for everyone to get involved. Join a community dedicated to

making a difference, one bouquet at a time. Visit RAFKnoxville.org to explore volunteer opportunities, sign up for orientations, and start your journey with us today!



random acts OF FLOWERS®

Delivering flowers,
encouragement,
and moments of
kindness.

www.randomactsofflowers.org

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