

# random acts

OF FLOWERS®  
INDIANAPOLIS



# 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.

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

INDIANAPOLIS | KNOXVILLE | TAMPA BAY

We are so grateful to share with you the incredible impact of Random Acts of Flowers Indianapolis in 2019.

Our mission is uplifting for ALL who take part -

- For the community, more than 75,000 patients have unexpectedly received flowers in more than 150 medical facilities in the past three years thanks to Random Acts of Flowers Indianapolis.
- For the volunteers, the mission meets many needs for those craving connectivity, creativity, laughter, and purpose.

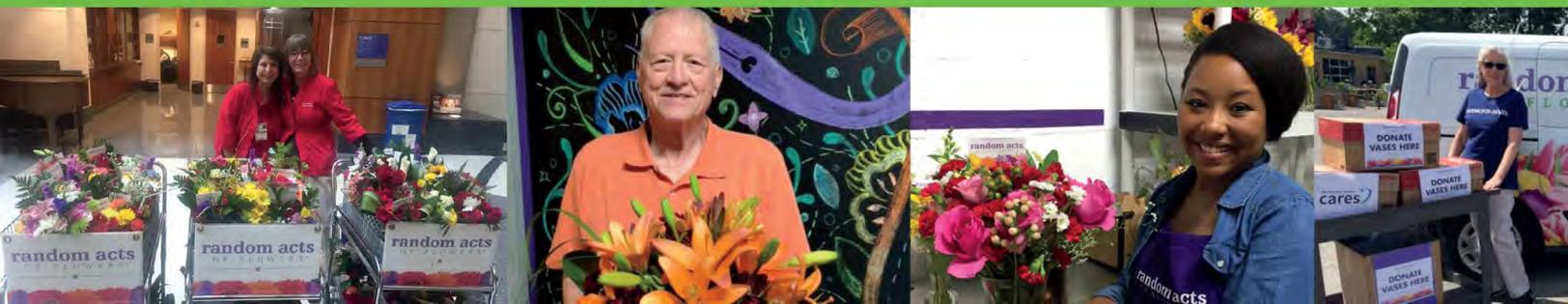
Random Acts of Flowers Indianapolis has an exceptionally well-managed floral workshop, centrally located in Indianapolis, but serving all corners of the city and the surrounding communities.

Thanks to the continued support of stakeholders like you, we can welcome the hundreds of volunteers who come through our door each week to wash donated vases, prepare donated flowers, and create hundreds of beautiful floral arrangements that we personally deliver to patients in healthcare facilities. These deliveries are proven to improve both the emotional and physical well-being of the patient. In addition, caregivers, medical staff, and patients alike appreciate the brightness of fresh flowers in the room and the warmth of a friendly visitor during a challenging time.

As a nonprofit organization, we are constantly and creatively challenging ourselves to reach the greatest number of people possible on a lean and responsible budget. Thank you for your support in helping us to create a community of compassion with a simple gesture of kindness to those who need it the most!

Sarah Clark, Board Chair

Indianapolis Staff: Cheryl Cooper, Executive Director, and Lindsay Potter, Program Director



# OUR 2019 IMPACT

## A PLACE FOR EVERY VASE

We celebrated the new year with a workshop expansion to accommodate our vase processing. Generous private donations provided a new dishwasher, and we now have space for the continuing influx of vases from the community.

*My mother received an arrangement this week. The beautiful multi-colored roses made her day. So wonderful that there is someone other than family thinking about her.*

## SHARING THE LOVE FOR VALENTINE'S DAY



Thanks to the generosity of our floral partners, we were flooded with flowers and able to deliver more than 3,600 bouquets to patients at 58 different healthcare facilities in February alone.

## SPRING FUNDRAISER

On April 30th, we welcomed Jody McLeod - floral designer and mayor of Clayton, North Carolina - to the workshop for a special flower arranging session to create centerpieces for our big Spring Luncheon! Jody spoke at the luncheon to a large group of RAF supporters, and we left reinvigorated about the mission, floral arranging, and sharing the love.



*These flowers meant so much to me as I was feeling alone and frightened in the hospital. Thank you so much for lifting my spirits.*

## 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.

## TOUCHDOWNS AND TOUCHING LIVES

Fresh off their division win in October, our beloved Colts decided Mondays are for delivering hope! Patients at Indiana University Melvin and Bren Simon Cancer Center received Random Acts of Flowers bouquets, Colts swag, and plenty of smiles delivered by Indianapolis Colts players, Matthew Adams, Jacoby Brissett, Trent Cole, Zaire Franklin, and Quenton Nelson.



*My husband moved from the hospital to hospice in his final days. When we arrived, one of your floral arrangements was waiting for him. You have no idea the difference it made during such a rough time.*

## 75,000 DELIVERIES IN INDIANAPOLIS

In November, we celebrated our 75,000th delivery in our community. Thanks to the support of our volunteers, partners, and donors, we made more than 23,500 deliveries in 2019, and we look forward to reaching 100,000 deliveries very soon!

*Thank you for the bouquet I received during my hospital stay. It made me so happy! When I left, there was someone who didn't have flowers in my hallway, so I passed it along to her.*

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



**Deliveries of Hope and Encouragement**  
more than 78,500 Indianapolis  
more than 483,500 Nationwide

### Vases Recycled

more than 80,250 Indianapolis  
more than 493,500 Nationwide

### Volunteer Hours Served

more than 26,750 Indianapolis  
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](https://randomactsofflowers.org/reporting)

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## OF FLOWERS®

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.

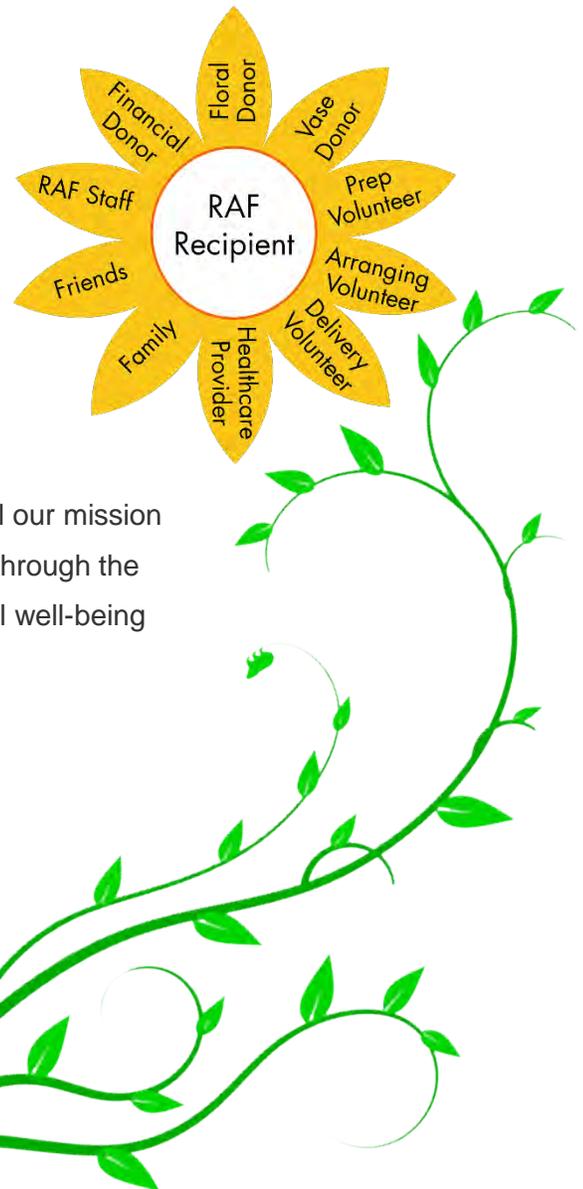
Our 500,000th delivery also means nearly as many vases recycled, and more than 220,000 hours given by volunteers helping to make those deliveries happen.

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!

