

board profile



Luanne Reese (Chief Strategy Officer) at Mease Manor Assisted Living Center in Dunedin, FL was recently asked to join the board of directors of RAF Pinellas. The decision for her and the answer was a very easy, "YES!" She attended one of the very first meetings about Random Acts of Flowers at the senior care facility where she has worked since 2007, and was very impressed with the mission.

Luanne Reese

Reese states, "Working with seniors for the last 20 years I see what random acts of kindness does for them each and every day. I have watched first-hand the impact that the deliveries make in the lives of our residents and our staff.

Some residents unfortunately do not have family that visit or family at all. Having someone, most of the time unexpectedly, bring flowers and just wish them well is the highlight of their day. Serving on the board has allowed me to help to expand the mission to other parts of Pinellas County and beyond. It is one of things that I do that just brings a smile to my face." ■

supporter profile



Random Acts of Flowers is proud to have the support of Publix Supermarkets.

Our volunteers pick up flowers from 12 stores in the region. This amazing source of flowers has helped

RAF deliver over 18,000 bouquets in less than two years and directly supports part of Publix's mission to be responsible citizens in the community and to be intolerant of waste.

We are pleased that Eleni Krimitsos at Publix 497 Brooker Creek is the floral manager. Her weekly efforts are greatly appreciated by RAF and help us fulfill the mission if recycling flowers and delivering smiles.

This is a great example of how Random Acts of Flowers partners with organizations in the community. If you would like to work with RAF Pinellas, we would love to help turn your waste into smiles! ■



Eleni K. - Publix



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www.RAFPinellas.org

in bloom

random acts of flowers newsletter • pinellas • volume 3 • fall 2015

events

HEALING HARBOR 5K
October 17th
Downtown Safety Harbor

FLOWERWEEN
Oct. 28th, 7-9pm
New England Ale House

PETALS & PATRIOTS
Nov. 14th, 6-9:30pm
Featuring Black Honkeys

FLORAL DESIGN CLASS
December 20th
RAF Workshop

NON PROFIT
ORG.
US POSTAGE
PAID
BURNS INC.

pinellas petals!

Random Acts of Flowers is ready to celebrate our two year anniversary on November 13th. The launch and first delivery took place at Mease Manor, a beautiful long term care center near the warehouse in Dunedin, FL. Since the launch we have increased our locations to eight main hospitals from the Medical Center of Trinity to the C.W. Bill Young V.A. Medical Center in Pinellas Park. Our first hospital partners were Mease Dunedin, Mease Countryside, and Morton Plant Mease. We have added Florida Hospital North Pinellas,



Largo Medical and Largo Rehab. In addition to our hospital partners Random Acts of Flowers volunteers have visited 96 senior care facilities in our delivery area. This number will continue to grow until we visit them all! We are so pleased when we hear about new locations to spread joy and beauty with flowers.



volunteers creating beauty and moments of kindness

and floral bouquet that was made just for them. As Random Acts of Flowers continues to grow and flourish there is opportunity to reach more people in need of a moment of kindness. Our growth will require us to add shifts of volunteers, collect more vases and flowers, and increase financial support from the community. Since opening in less than two years the number of lives changed has increased from 50 per week to 300 per week. We are on track to impact 15,000 patients and residents in our community. Everyone is looking forward to the future of Random Acts of Flowers Pinellas. Someday soon we hope to serve the entire area of Pinellas County. Stay tuned and to learn more please visit www.RAFPinellas.org. ■

You can help deliver a smile

Name _____

Billing Address _____

City/State/Zip _____

Phone _____ Email _____

Please accept my/our gift of:

\$25 \$50 \$100 \$250 Other \$ _____

Check enclosed

Charge my credit card: Visa MC AmEx

Name as it appears on card _____

Card # _____ CVV (security code) _____

Exp. ___/___/___ Signature _____

Mail to: 564 Frederica Ln. • Suite A • Dunedin, FL 34698

or [donate online](http://www.RAFPinellas.org) securely at www.RAFPinellas.org

holiday deliveries

Since 2013 dedicated volunteers have brought extra cheer to patients in seven area hospitals on December 24th. RAF Pinellas delivers poinsettias and Christmas themed floral bouquets to as many patients as possible.

To support this charitable outreach and Random Acts of Flowers programs we are seeking sponsorships. Your name or company logo will appear on the delivery cards to show how much you care. The minimum sponsorship level is \$250.00.

Studies show that flowers heal. Help us change the lives of patients during Christmas week by letting them know they are not forgotten at this special time of year.

If you are looking for a gift for the person that has everything, please consider a donation to RAF in their name for Christmas or Hanukkah. We will send out a Grow A Note plantable seed card letting that special someone know that you planted seeds of kindness and compassion in their honor.

To learn more about sponsorship opportunities, visit www.rafpinellas.org or call 727-754-7974. ■



"Flowers really do make you feel wonderful. I'm sitting here gazing on the beautiful bouquet Edie made for me! Thanks so much for making our day. May Random Acts of Flowers bloom and prosper."

- Ann, Recipient

save the dates

FLOWERWEEN
October 28th 7-9pm
Tickets \$50.00
At New England Ale House

HEALING HARBOR 5K
October 17th
Downtown Safety Harbor

PETALS & PATRIOTS
November 14th, 6-9:30pm
Tickets \$40.00
Entertainment by The Black Honkeys

FLORAL DESIGN WORKSHOP
December 20th
RAF Workshop



2015 board of directors

Gwin Londrigan, *President*
Leah Bergoffen, *Vice President*
Nancy Ridenour, *Treasurer*
Susan Benjamin, *Secretary*
Dawn Cooper
Diane Gobo
Patrick Lainhart
Beverly Mackin
Jordan Myers
Luanne Reese
Betsy Schweitzer



volunteers of all ages spreading joy



We recently surpassed our 18,000 floral delivery-that's over 18,000 lives changed



testimonials

Share your story... info@rafpinellas.org

"I want to acknowledge and thank your wonderful organization for enriching the lives of the residents at the Inn on the Pond. The flowers brought happiness and beauty to their golden years."

- Dell K., Recipient Facility



"Thank you so much for the flowers at Largo Medical. My grandmother who is 90 enjoyed them so much."

- Kayla D., Family



"We appreciate you taking the time to deliver flowers to make our residents feel so special. Flowers are so magical."

- Gloria T., Recipient Facility



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.

As a recycling "green" nonprofit organization, Random Acts of Flowers is committed to nourishing the health of the environment, individuals, and the community.

fulfillment

The below statistics represent the all-time mission fulfillment numbers for both Pinellas and RAF across the nation (as of 9/23/15).



BOUQUETS DELIVERED
18,555 PINELLAS
88,229 NATIONWIDE



VASES RECYCLED
23,306 PINELLAS
107,378 NATIONWIDE



VOLUNTEER HOURS
8,572 PINELLAS
40,702 NATIONWIDE



group spotlight/teambuilding

Once a year thousands of Nielsen Associates make a difference in local communities when they participate in "Global Impact Day". On June 11th a team of 25 volunteers came to the Pinellas workshop to help. They learned about the mission and eagerly embraced the task of making over 150 bouquets that went to a local nursing home and a hospice center. This team was also able to deliver the bouquets and experience the joy and impact a random act of kindness makes. The day was such a success and enjoyed by all the members of the team that another team returned in July for a full day of RAF fun. A third visit by a Nielsen team is scheduled to help with the entire RAF process again in September. Now that's an impact on our community!



Nielsen employees prepare to deliver smiles!

Team Leader Jessica states, "It was a really great bonding experience, getting away from our desks and normal routines to create something meaningful to brighten up someone's day." ■

fun fall events

Join Random Acts of Flowers at "Petals and Patriots" starting at 6:00 pm on **November 14th** at the Dunedin Community Center located at 1920 Pinehurst Drive, featuring Tampa Bay's hottest band, THE BLACK HONKEYS. Put on your Red, White and Blue and enjoy music, food, drinks, photo ops and much, much more! Random Acts of Flowers has been delivering to C.W. Bill Young VA Medical Center for over a year.



Recently RAF celebrated our 10,000th delivery at the C.W. Bill Young VA Medical Center by delivering smiles and moments of



kindness to veterans in our community. We thanked them for their sacrifice and service to our Nation. You can also sponsor a Veteran to

attend this event for a great cause. We would like to send a special THANK You to Transamerica for leading support for the event – and our generous sponsors Ivon and Jane Culver, Walker Ford, Melba Rilott, Thornton Donoghue & Associates, Achieva Credit Union, Ship Yard Sea Dog Brewing Company, Suncoast Hospice

volunteer profile

Don Rulison came to RAF for a visit one day with his wife, Kathy. He was looking for something to do with his free time since retiring after 35 years as a long haul truck driver. He has fond memories of hauling flowers for Stansell Trucking Company in Palm Harbor. One of Don's routes was traveling to Los Angeles and Chicago with fresh flowers and then driving back to Palm Harbor to do it all again.

Being used to driving for long stretches Don doesn't mind doing all the pickups of vases and flowers throughout Pinellas County. He calls almost every morning to see where he can be of assistance to RAF.

Don tirelessly picks up, drops off and helps in any way needed! He enjoys wearing crazy socks that Kathy buys him. He says "Lots of people get a smile on their face when they see his crazy socks-just like when they get flowers from RAF." ■



Empath Health, Coastal Properties Group Christie's International, Adams Dental, Clearwater Gas, Rally Stores Inc., Jet's Pizza, Patrick Lainhart, and Cara Knight Zingre. Tickets are \$40 per person and sponsorships are still available. To be a part of "Petals & Patriots" visit www.RAFPInellas.org or by calling 727.754.7974 to place your order.

Join Random Acts of Flowers for a **Floral Design Workshop** on Wednesday, **October 28th** 7-9 pm at the New England's Ale House Grille located 3419 US-19 ALT, in Palm Harbor. Put on your favorite costume and join us for a spooky and fun hands on flower class. Listen to live music as you sip on a signature cocktail and receive step-by-step instructions by our professional and enthusiastic floral designer, Gayle Zerr, from Florist Fire. You will leave with your unique creation and a new found talent you will want to explore for only \$50. Also, New England Ale House is partnering with RAF the ENTIRE month of October. So, go to N.E. Ale House for some great food and drinks that is benefiting a great cause! Go to www.RAFPInellas.org for tickets or call 727.754.7974 for details. ■



Don Rulison

around the nation

2015 has been a significant growth year for Random Acts of Flowers. After a 2014 filled with planning, events, scouting and prep we were excited to launch RAF Chicago (Evanston, IL) in late January, the first branch in our Midwest region. Throughout the successful launch in Chicago, the national team continued work establishing our west coast presence in Silicon Valley, CA, which opened in late April. Establishing both of these new branches were a result of over a year of efforts, propelled by the RAF national staff and board of directors, to begin bringing the mission to different areas of the country.



smiles are infectious

In addition to establishing new Random Acts of Flowers branches, this year's focus has been on further developing our national operations team. Located in Knoxville, the RAF National team serves as the "back-office" support for all branches handling everything from 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.

Due to the ever-increasing demand for the Random Acts of Flowers' mission around the country, the RAF national team and national board of directors are finalizing a strategic plan. 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.

This fall, RAF will revel in making its 100,000th floral delivery to a person in a healthcare facility across the country. Just last month, we also celebrated our 100,000th vase recycled! While these are certainly significant milestones to commemorate, 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 with 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. ■



branch highlights

Chicago, IL

RAF Chicago launched on January 27th, 2015 at Northwestern Medicine. Located just north of Chicago in Evanston, IL, RAF Chicago has received tremendous community support and recently moved into a bigger facility to support the growing volunteer base. As of September 15th, 2015, this branch has delivered beautiful bouquets to over 10,000 individuals in the Chicagoland area at 8 hospitals and over 40 long-term care facilities. [Learn more at www.RAFChicago.org](http://www.RAFChicago.org)

Silicon Valley, CA

RAF's newest branch in Silicon Valley officially launched on April 30th, 2015. A growing network of reliable floral donors and a thriving volunteer program have allowed for over 2,500 bouquets to be delivered in just a few short months. Recipient hospitals include Stanford, El Camino, the VA, and many other healthcare and senior care facilities. We are looking forward to engaging a diverse population in our mission, and establishing a flourishing presence on the west coast. RAFSiliconValley.org

Knoxville, TN

RAF Knoxville is bursting at the seams and recently expanded into a new facility, combining RAF's National Headquarters in the front offices and RAF's Knoxville branch in the back warehouse. This move nearly triples RAF Knoxville's workspace and doubles its cold room, making room for more volunteers, corporate team building events, and more floral donations which means more smiles delivered to those who need them most.

RAF Knoxville also celebrates another incredible milestone this month; its 50,000th delivery! In just the last three years, RAF Knoxville has gone from 4,400 deliveries annually in 2011 to more than 12,000 deliveries in 2014. We are currently on track to exceed our 2014 delivery total of 12,000! This would not be possible without the tremendous support of the community and people like you.

[Learn more at www.RAFKnoxville.org](http://www.RAFKnoxville.org) ■