



**random acts**

a division of the Art Department, Inc.

**2012 QUARTERLY REPORT**

APRIL 1, 2012 - JUNE 30, 2012

continued re-envisioning of



**D**URING the second quarter of 2012, we continued to refine and expand our staff. **Michelle Clapham** was named **Assistant Director** in addition to her role as **Human Resources Manager**, and **Mark Bramlett** was promoted to **Communications Manager** from **Communications Officer**. We are grateful to all of our staff for their continued hard work!

Recruitment continues to fill remaining **Administrative Team, Regional Representative, and Video Editor positions**.

As part of our continued re-envisioning of our organization, we enlisted the help of **Krimson**, a web and online services firm that specializes in creative solutions for web, print, social media and branding, to help us redesign our website and rebrand the organization. The website redesign will allow us to be more accessible to our supporters and will be more in tune with our needs. In addition to the redesign and rebrand, Krimson supported our move to a new domain host and changed our email system to **Google Apps**, helping to ensure we're as available to our supporters as possible. Krimson created a temporary website for us that launched on **May 17, 2012**, and they will complete the full website in **August of 2012**.

**Thank you, Krimson, for all your help and your hard work!**



**krimson**



## Bing is for doing commercial

**W**E were very excited to be featured alongside our co-founder, **Misha Collins**, in a special commercial about doing good presented by **Bing**. Part of a series called "**Bing is for Doing**," the commercial followed Misha as he completed an act of kindness. Working with the **Downtown Women's Center of Los Angeles**, Misha helped to serve a meal to their clients. The Downtown Women's Center of Los Angeles is a registered 501(c)(3) committed to helping homeless women meet their needs. Founded in **1978**, the Center served as a prototype for many similar organizations throughout the country. The Center helps nearly **2000 women per year** in their day center and runs a residence that has **47 single-room apartment units**. We will continue to supply fresh fruits and vegetables to the Center for three months.

The commercial first aired on **May 18, 2012** in conjunction with the season seven finale of **Supernatural**. It is currently available on Bing's website, [www.bing.com](http://www.bing.com).



# acts

**F**UNDING and completing random acts of kindness such as Misha's act with the Downtown Women's Center remains a key aspect of our mission as we move through 2012. Our supporters continue to request funding through our website to complete acts of kindness with priority given to acts that show a high level of personal or community impact that extends beyond the act itself. One supporter, **Nova Bennett**, completed an act this quarter in which she led a group in creating care packages for the homeless that included food and water as well as other amenities such as socks, feminine hygiene products and other goods. These care packages were then distributed throughout downtown San Diego, CA to homeless individuals. Nova has indicated that she and her group hope to return and distribute additional care packages in the future increasing the impact to the area and the long term benefits of her project. This act had been inspired by Nova's participation in our **2012 AMOK** event in Los Angeles.



In addition to supporter led acts of kindness, our Administrative Team completed a number of acts of kindness at the recommendations of our Board of Directors. Two of these acts saw us partner with **The Crib**, a fellow nonprofit organization currently based out of Maryland. The Crib works with young, single parents striving to improve conditions for children through improving the health, education and well-being of their parents creating a multi-generational impact. The first completed act involved the purchase of gift cards for The Crib client, **Jasmine Berry**. These gift cards allowed Jasmine to purchase business appropriate attire for a job interview and subsequent work. Also working with The Crib, we aided **Tashibra Briscoe** with repairs to her van. Tashibra's car had been destroyed during a storm when five trees fell on it. A family member gave her a van to serve as a replacement, but the van required extensive repairs to be fully functional. The repairs allowed Tashibra to once again have reliable transportation for herself and her family.

We completed another act with **Wellness Works** in Glendale, CA. Wellness Works provides free holistic care to low income patrons. They are heavily involved with veterans aiding in the relief of chronic pain and post-traumatic stress disorder (PTSD). We repaired the fountain in their meditation garden and arranged for maintenance for two months.

2012 AMOK event in Los Angeles, which inspired Nova Bennett to do her own Act in San Diego.



Annie dropping off the Subaru Outback to the Tremontes

We also purchased a car for **Ben and Elizabeth Tremonte**, parents currently caring for a child with stage 4 cancer in Los Angeles. The Tremontes did not have the funds to continue repairs on their old car and could not afford to purchase a new car. We were glad we could help by purchasing a 2000 Subaru Outback and wish the Tremonte Family all the best.



Jasmine Berry in her outfit and with her son, left.



Wellness Works

## partners





Real Life Superheroes

# SAARA wrap up

THE first round of **Semi-Annual Awards for Random Acts (SAARA)** was a great success. The round boasted over **400 participants** logging nearly **484 hours of kindness** with many projects expressing that their efforts were ongoing. There were a total of **100 entries**, many of whom also participated in AMOK in March 2012. In addition to the United States, participants came from a variety of nations including Iran, the United Arab Emirates and the Netherlands to name just a few. Four of the projects represented were funded by our organization through our acts funding program.



Our second prize winners

First prize was awarded to **Michael "Jack" Brinatte** and **RazorHawk** on behalf of **Real Life Superheroes**, a group of men and women from the US and Canada who come together annually at San Diego Comic Con. They worked to put on the largest homeless outreach possible by raising funds to purchase a wide range of items including sleeping bags, clean clothing, hygiene products and sun protection to pass out to the homeless in the San Diego area. They were awarded **\$3000** which was donated on their behalf to **Team Justice**, the registered 501(c)3 that works with the **Real Life Superheroes** to complete their kind acts.

Second prize went to **Falak Sayed, Mishail Ziaullah, Syeda Farha Fatema and Kinza Shaikh**, four medical students studying in the United Arab Emirates. Their submitted act involved purchasing a motorbike for a teacher in their area. This teacher was traveling between two towns via traditional bicycle to provide free teaching services to local families. He was not charging any fees for his services. He had acquired a motorbike license in hopes this would ease his travel, but had not



been able to obtain the motorbike. The students led a fundraising campaign that raised **\$1000** to allow for the purchase of a motorbike. They were awarded **\$2000** which was split between **The Akanksha Foundation**, a non-profit organization with a mission to impact the lives of children from low-income communities, enabling them to maximize their potential and change their lives, and our own **Hope 2 Haiti** campaign.

Our third prize winners were **Amber Edwards** and **Heather Grielder** who completed a series of acts of kindness as part of AMOK on March 4, 2012. Amber and Heather first went to the **Animal Rescue League** in Pittsburgh, PA where they donated assorted animal necessities. They then visited a nearby senior center to play games with seniors. They drove to a local hospital to distribute cookies to the staff and Get Well cards to patients before taking donations to **Goodwill**. Amber and Heather also

collected books that were donated to **Washington Citizens Library**. They finished out their day by hanging cards with attached candy on the doorknobs of apartments in Heather's apartment building and collecting video games for a local Boys' and Girls' Club. Amber and Heather were awarded **\$1000** that was donated to **Hope 2 Haiti**.

In addition to our first, second and third prize winners, we had two additional, special award winners. **Jamie Annis** and **Robert Littlefield** won the **Unexpected Mayhem (UM) Award for World's Cutest Captives**. Jamie and Robert collected a large amount of pet food from local manufacturers totalling **40 pallets** worth of food. They distributed the food to local shelters, city rescues and food pantries. Additionally, as part of AMOK, they left food on the doorsteps of random homes with pets. They also left food with some homebound caregivers. Their **\$500** prize was donated to the **Adopt-Me-Society**,

a 501(c)(3) non-profit organization run by volunteers whose shared goal is to rescue, provide sanctuary and ultimately to re-home abandoned, stray and neglected animals. Our UM Award winner was hand chosen by co-founder, **Misha Collins**.

The **SAARA Smiles Award** was voted on by our supporters and awarded to **Michelle Virdee** who made care packages for the homeless, gave animal toys, art and chocolate (for the staff) to the **Society to Prevent Cruelty to Animals (SPCA)** and gave soap with fish hidden inside to kids and bath salts to grown ups. Her **\$500** award was donated to the Kamloops, British Columbia branch of the **SPCA**.



World's cutest captives

A second round of SAARA will take place this fall and we are currently accepting submissions. Anyone interested in submitting an act of kindness for SAARA consideration should contact the Events team at [events@therandomact.org](mailto:events@therandomact.org)



Illustration: Janka Glotz

# hope2haiti

A TOTAL of 23 volunteers raised the necessary \$5,000 to accompany our team to Haiti in June 2012. Joined by **Misha Collins** and **Colin Ferguson**, best known for his role as Jack Carter on TV's *Eureka*, our group worked with a number of organizations in Haiti including the **Jacmel Children's Center**, the **Art Creation Foundation for Children**, the **Faith and Love Orphanage** and the **Espoir des Enfants Orphanage**. We are also happy to announce that we will return again to Haiti in 2013 to see the completion of the JCC, a project we have been involved with since 2011. As of June 30, we have raised **\$203,318** for Haiti in 2012.

A comprehensive look at our Hope 2 Haiti fundraising efforts and the 2012 trip will be forthcoming following the close of fundraising on July 31, 2012.

## upcoming events

THIS October, we will be working with **Creation Entertainment** at the **Salute to Supernatural Chicago 2012** convention on **Tricks for Treats**, a Halloween-themed event benefitting the **Connections for Abused Women** and their Children Shelter in honor of National Domestic Violence Awareness month. Held over the course of the convention weekend, October 26th

- October 28th, participants who bring items such as towels, wash clothes, toiletries or grocery store gift cards to our table will receive a Halloween treat! A complete list of items will be available as the event draws closer.

As the summer continues, our staff will be working on an exciting project set to launch this fall. Led by our Events team, we will be creating a donation drive event inspired by

**Misha's Run** in 2010. Centered on the theme of endurance, this event will be an opportunity for all of our supporters to be involved in collecting pledges for Random Acts and will help ensure that Random Acts can continue funding programming and activities like those we've already brought you in 2012. Look for more information about this event as we begin the next quarter.

## financial statement

JANUARY 1, 2012 - JUNE 30, 2012

### REVENUE

**Contributions, Gifts and Grants:** \$472,945.37

**Total Revenue:** \$472,945.37

### EXPENSES

**Programs:** \$125,972.86

**Administration:** \$5,518.56

**Total Expenses:** \$131,491.42

**Total Assets:** \$341,453.95

**Total Liabilities:** \$293,134.15

## random acts staff

**Cinde Monsam**, Director  
(December 2011 - present)

**Mark Bramlett**,  
Communications Manager  
(January 2012 - present)

**Sharon Burkey**, HR Officer  
(January 2012 - present)

**Michelle Clapham**,  
Assistant Director & HR Manager  
(July 2011 - present)

**Olivia Desianti**, Creative Arts  
Manager (January 2012 - present)

**Nicole Edson**, Development Of-  
ficer (January 2012 - present)

**Lindsay Heffernan**,  
Development Officer  
(January 2012 - present)

**Dawn Hewitt**,  
Events Officer & Forum Modera-  
tor (January 2012 - August 2012)

**Melanie Holmes**,  
Social Media Coordinator  
(January 2012 - present)

**Stephanie Huffman**,  
Inventory Control Specialist  
(January 2012 - present)

**Hilary Keane**, Events Manager  
(February 2011 - present)

**Tracy Liu**, Treasurer  
(December 2009 - present)

**Demetra Moulas**, Creative Arts  
Officer (January 2012 - present)

**Misty Moye**, Creative Arts Man-  
ager (January 2012 - present)

**Rebecca Scott**, Assistant Director  
(January 2012 - present)

**Jenni Walker**, Events Manager  
(February 2011 - August 2012)

**Tina Whitehair**, Executive Assis-  
tant (January 2012 - present)

**Tammy Whynot**,  
Social Media Coordinator  
(January 2012 - present)

# TOP DONORS

Peregrine Productions, Inc.  
Elizabeth Buckles  
Demelza Harman  
Rochelle Benson  
Robin Sussman  
Patricia Siddiqi  
Rebecca Lawrence  
Pamela Milton  
Rebecca McGrath  
Misha Collins  
Peter McKinnon  
Terri Samuels  
Deborah Combs  
Joanna West  
Zabrina Way  
Katie Bohdel  
Heather Fath-Azam  
Shunda Lee  
Jack Stiefel  
Richard Cross  
Rich Yonts  
Cathy Hay  
Michael Jack  
Betty Ann Jack  
Morton and Sally Ann Kirshner  
Jessica Meirs  
Kerry Morrow  
Noelle Reininger  
Nic Roach  
Vanesha Gya  
Pamela Samuels  
Rachel Jack  
Scott Bever  
Stephanie Durning  
Katie Jones  
Robert Macchione  
Sian Masson  
Grace McKinnon  
Tara Montague  
Heike Sanger  
Mike Shriqui  
Cheryl Thomas  
John Whatman

