We are very proud of all our partnerships this year, which truly amplified our ability to accomplish good. In 2020 we partnered with Feed Hero Nurses, Postmates, and many contributing restaurants, and food chains to get nutritious food to medical workers working around the clock to help contain the spread of COVID-19. Through our individual partnerships with clothing brand UpWest, fandom site Nerds and Beyond, DriveThruComics, actor Michael Vlamis, Actress Ruth Connell, and charitable retailer Stands we were able to provide more funding to Random Acts Support Program (Covid-19), helping more organizations focused on supporting communities throughout this pandemic.

Random Acts partnered with the Born This Way Foundation. Founded by Lady Gaga and her mother, Cynthia Germanotta, in 2012, this organisation has the goal of creating a “kinder and braver world”. The partnership revolves around their 21 Days to Be Kind Campaign, inspired by the idea that habits are formed by repeating an activity for 21 consecutive day. #BeKind21 called on participants to practice an act of kindness each day from September 1st to September 21st. Individuals were invited to take a pledge and share their experience on social media using the hashtag #BeKind21. The campaign culminated in the U.N. International Day of Peace. Thanks to the ever astounding generosity of GISH (Greatest International Scavenger Hunt) and GISH participants in honoring Random Acts 10 year anniversary, more funds were raised to perform acts of kindness the world over. From filling food pantries, to bringing those stuck on long voter lines snacks and water, to helping keep food on the table for children’s homes such as Jacmel Children’s Center in Haiti, these funds contributed to the vast diversity of acts of kindness sponsored throughout the year. We also partnered with actor Alexander Calvert, and Stands in order to raise further funds for the Legacy of War, Land For Women initiative helping women in Rwanda gain financial independence.

Remarkably, the Random Acts staff expanded greatly. 86 staff members joined us this year, enabling us to go into 2021 with a vibrant group of 147 staff members spanning 17 countries. As our team expanded, we also added to the wonderfully productive HR lineup in a multitude of ways including the addition of a Diversity, Equity and Inclusion team, to ensure that in all areas our internal community is able to embody the values of kindness, compassion, inclusivity, empathy, and support. This community is certainly geared up in the most beautiful way to continue expanding in its important work of growing supportive, inclusive, compassionate communities of kindness, and spreading kindness through acts large and small.

Rachel Miner
Executive Director
All the challenges of 2020 did not stop Random Acts staff and supporters from continuing to raise funds for the organization to continue its mission to spread kindness. Here are few fundraisers that took place this year:

### Auction

The auction was sponsored by Nerds and Beyond and all the funds from the auction went to COVID-19 projects. Some of the merchandise provided included was donated by King Books, SPN Atomic Bombshells, Art Party 4U, Con*Quest Journals, Stands, and more.

**In total the auction raised**

$17,597.01

### Supporter's

**Julia Houston - Fic Facers:**
Fic Facers are an international fundraising group of authors & artists that create stories, art, and crafts for winning bidders during their yearly auction to support Random Acts.

**In a year they raised**

$5,000

**Erin Jensen - Benevolent:**
During 2020, Erin continued to donate 100% of the proceeds from her book, Benevolent, to Random Acts.

### Staff

**Lisa Cerezo**
Communications Manager

**A Very Random Variety Show:**
Lisa put together a variety show featuring performances by staff and supporters of Random Acts from around the world.

**Nicole Kirby**
Regional Representatives Manager

**Virtual Trivia Night:**
When the pandemic made it impossible for Nicole to host a planned trivia night at a local pub, she moved her fundraiser online and held a virtual trivia night. Nicole raised $443.21 from participants.

**Ted Cabanes**
Regional Representative, Canada East

**21 Day Money Saving Challenge:**
In September, Ted took the Challenge. Participants save a dollar amount each day corresponding to the day of the event. After completing the challenge, Ted donated the savings to Random Acts.
Expenses

2020 Expenses by Category

(Dollars in Thousands)

- 56% Feed Hero Nurses
- 22% Dancescape
- 17% Syria
- 5% Laos

- 40% COVID-19
- 21% Childhood Hunger
- 21% Nicaragua
- 10% Stronger Than Storms
- 8% Haiti

- 46% Board
- 36% Staff
- 18% Supporters

- 40% Administrative
- 38% Info Tech
- 17% Bank/Account Fees
- 8% Inventory

$227.43 Partnerships
$188.71 Projects
$143.29 Acts
$67.99 Overhead/Admin
$25.11 Events
### Executive Team
- Rachel Miner
- Amanda Tucker
- David Antonelli
- Becky Houseman
- Alex Vincent

### Executive Assistance
- Chuck Faustine
- Sara Carothers
- Chris G.
- Holli DeWees

### Leadership Team
- Shawna Abston
- Drew Sheinen
- Suzie Scrivner
- Illiana Habib
- Katie Pfledderer
- Julie Merar
- Miranda Debenham
- Rea Niessen
- Jessica Burbridge
- Jennifer Goodwin
- Lauren Angelini
- Jennifer Santangelo
- Lisa Cerezo
- Nicole Kirby

### Staff
- Erin Clepper
- Sara Ferrari
- Stephanie Hill
- Celina Herrero
- Paul Higdon
- Jared Elser
- Jess McGhee
- Shelley Hierstetter-Hall
- Monique Lowe
- Kiernan Gladman
- Orthea Regn
- Beverley Burrows-Pym
- Cielito Vivas
- Oli Murtagh
- Stephanie Yu
- Alana King
- Mandi Heesh
- Kayla Story-White
- Kathryn Roach
- Trudi Boese
- Kaci Cooper
- Nupur Charuddat Vartak
- Kayleb Lee
- Stephanie Han
- Bethany Sturrock
- Dharanie Narthanadja
- Hewa Battage
- Ken Leng
- Ry Charles
- Nicole Manzetti
- Ise De Waele
- Emma Lawson
- Kayla Schneider
- Hannah Bullock
- Jana Zacharias
- Keleigh Anders
- Jules Thompson
- Lisa Weiss
- Caryn Tegtmeyer
- Katie Welch
- Zahra Khan Durranii
- Emily Rivera-Jackson
- Natalie Fisher
- Marjorie Nagpakan
- Misty Cash
- Anwesa Das
- Heather Nicole Faith-Azam
- Sara Dmytryshak
- Emma Beattie
- Kiri Gabrielle Lenagh-Glue
- Bhumiaka Makwana
- Rowan Meredith
- Jade Wardle
- Meredith Price
- Casey Lauren Malue
- Stephanie Al Say
- Kaleef Lloyd
- Natasha Monte Leone
- Chauntel Lopez
- Ann-Kathrin Bomkamp
- Chrisha Anderson
- Rachel Finucane
- Dreana Ferguson
- Ruby Curtis-Cowen
- Sibel Goksu
- Matthew England
- Evan Rycraft
- Rebecca Sims
- Andee Johnson
- Lilian Muthoni Majekodunmi
- Mahmud Ahmed
- Dhaa Sunil Lotak
- Mariana Soledad Aciar
- Purna Pararasuman
- Julie Crnkovic
- Trevor Frierson
- Christina Ornelas
- Justine Dharni
- Jen Hanson
- Vibha Gupta
- Ryland Stalder
- Bethany Burke
- Bridget Wenum
- Stephanie McCabe
- Pau Fangel
- Shweta Srivastava
- Sushali Ramesh
- Lauren Marrett
- Bea Arbeiter
- Colette Gabriel
- Carin Davis
- April Vian
- Harpreet Kaur
- Annabel Chan
- Grace Kileo
- Susan Mickelson
- Coffie Richard
- Cherry
- Jus Chowdhary
- Keerthana Nair
- Anna Katherine
- Rebecca Guthrie
- Casey Flenniken
- Dina Rodriguez
- Stacie Baldwin
- Monai Liburd
- Holly Olsen
- Ted Cabanes
- Darsey Meredith
- Samara Cogan
- Amber Kinion
- Riham Hallal
- Brittany Sheffield
- Vivien Lyon
- Becky Christie
- Carmen Maria Natschke
- Christina Orieschnig
- Madison Petro
- Mariella David
- Vanessa Taylor
- Jessica Starks
- Karyl Anne Fisher
- Lauren West
- Aubrey Houck
- Amanda Scrangella
- Cassie Comeau

### Board
- Misha Collins
- Danneele Ackles
- Michelle Henning
- Susan Markowitz
- Genevieve Padalecki
- Philip Schneider
- Jennifer Willis-Rivera
Online Presence: Our Website & Social Media

Our New Website

In early 2020, our website (www.randomacts.org) underwent a redesign. Moving forward it will continue to be updated as needed for better accessibility.

Our Blog

Random Acts published a total of 75 blog posts in 2020. These posts can be divided into multiple categories of staff profiles, program announcements, world news, gratitude, holiday, event announcements, destination project updates, kindness stories, and more.

Valentines As Tokens of Thanks in Florida
By Lauren West | Mar 21, 2020 | Kindness Stories
When Random Acts Regional Representative Misty Cash gave out valentines during the Parkland Day of Remembrance last year, someone was so moved it brought

Supporting Needy Kittens in The Great Lakes
By Jessica Starks | Sep 21, 2020 | Kindness Stories
Random Acts Regional Representative Holly Olsen and her family became an instant family to a small, three-day-old kitten who inspired her to pay it forward and

Food Hampers for Struggling Families in Guyana
By Madison Petro | Jan 26, 2021 | Kindness Stories
Random Acts supporter Shanti Ramkhalawan delivered “food hampers” to families and individuals struggling with food insecurity and job loss in Guyana.
Random Acts has accounts on Twitter, Instagram, Facebook, Tumblr and YouTube. In 2020 we began assessing LinkedIn and Pinterest accounts for future development.

**Social Media**

**Twitter**

- Random Acts Regional Reps managed our Twitter accounts for their respective locations, which helped extend our reach and local presence throughout the world.
- Followers increased by 1.1% in 2020 to 78,767
- 444 Posts, 4,988,322 impressions, 174,800 engagements

**Instagram**

- Followers in 2020 increased to 61,807
- 349 Posts & stories, 2,304,839 impressions, 162,461 engagements, 23,260 impressions
- 16 stories, 23,260 impressions

**Facebook**

Random Acts continues to reach out to our supporters and connect with new ones in our aim to spread kindness, by attending events where we hope to continue cultivating new engagement.

Due to the Covid-19 pandemic and our desire to protect staff, attendees, and communities, Random Acts was only able to attend two events in 2020.

Supernatural Convention

March 3rd - 5th

Supernatural Convention in Las Vegas, Nevada from 3rd-5th of March, this convention was to support the Nevada Partnership for Homeless Youth, which provides access to life-saving resources for homeless youths in Southern Nevada.

Market Stall Festival

March 8th - 9th

On March 8th and 9th, Random Acts visited a Market Stall festival in Queensland, Australia to raise awareness about our Non-profit. Regional Rep Beverley Burrows-Pym staffed the booth and spent time engaging with attendees about the organization along with accepting donations.
Within RA Partnerships:

In collaboration with our Partners in 2020 the money raised totalled $235,687.75

Some of the companies and people we worked with included DriveThru Comics, Stands, Potter Head Running Club, Feed Hero Nurses, Michael Vlamis, and more.

2020 saw us once again partnering with the clothing company UpWest. Not only are their clothing comfortable, but they also have big hearts. UpWest pledged that all online sale proceeds that ended in “99” were donated to our COVID-19 Support Initiative.

We cannot thank UpWest enough for their continued support and look forward to working together in the future.

Fundraisers benefiting Random Acts

(no direct support from partner) $70,722.69

- Nerds and Beyond $23,270.10
- Nerds and Beyond Festiboo $1,297.80
- GISH 2020 Halloween Mini Hunt $70,722.69
Partnerships:
Funds received by Random Acts $35,477.68

Partnerships:
Funds sent to partner $124,162.38

UpWest
(The Columbus Foundation)
$23,428.86

Creation Entertainment
$7,012.82

Random Tuesday
$5,036.00

Working with Event Hub and Michael Bleau on the program Feed Hero Nurses $124,162.38

which also expanded to Postmates and another organization.
Acts of Kindness

Total of 171 Acts
Funded at $89,479

- 43 of supporter Acts funded at $22,730
- 39 Staff Acts funded at $35,538
- 34 Holiday Acts funded at $2,475
- 5 Board Acts funded at $19,353
- 50 Regional Rep Acts funded at $9,391
Supporter Acts

Random Acts supporters have the opportunity to submit proposals on our website. This should include a description of the activities they plan to do, an itemized budget and proof of identity. We can support a first-time proposal with up to $499. If you have already successfully completed an Act for us in the past, you may be eligible for more. However, there are expenses that our funds cannot be used to cover, such as travel costs. Furthermore, after you have completed your act of kindness, you must submit a final report with the receipts, any photos and videos of the act, along with an updated budget. You must also return any unused funds to Random Acts.

Staff Acts

Out of all the Acts in, 39 came from our own staff members wishing to spread the spirit of kindness in their communities. Staff Acts undergo the same vetting process as Supporter Acts, but are eligible for higher contributions by Random Acts.

Board Acts

Further to our supporter and staff acts, 5 came from our own board members, further working to continue to spread acts of kindness around the world.
Over a two-month period, Random Acts distributed over $70,000 to 50 organizations around the world who are helping communities affected by Covid 19. These included food banks, children’s organizations, and justice initiatives assisting with housing issues. Upwest partnered with Random Acts for the initiative, providing funding for six organizations. $70,500 was given to 50 organizations and a further 16 organizations were given a second round of funding.

Random Acts accepts nominations for organizations to support from both staff and members of the public. In 2020, whilst this was initially a small list, publicity from our partner GISH meant that hundreds of nominations were received. Each nomination was vetted internally against a set list of criteria, current funding level and focus, leaving a list of 60 approved organizations.

The full list of organizations supported is:

- Clean the world
- Franklin Food Bank Neighbors Helping Neighbors
- Münchner Tafel e.V.
- People Loving Nashville
- Austin Street Center
- Bridges to Independence
- Blessings in a Backpack
- TABLE
- Cradles to Crayons
- Anne Arundel County Food Bank
- Any Baby Can of San Antonio
- Backpack buddies
- Bay Area K Group/Meal Forward
- Blanchet House and Farm
- Boyle Street Community Services
- Brightside Project
- Children in Hunger
- Compass Family Services
- Cooked-19
- Downtown Eastside Women’s Center
- ElderDog Canada
- Federal Hill House
- Forkids
- Fundacion Bechara
- Halton Food for Thought
- HART Pantry
- Knight’s Table
- IT Warms the heart: Navajo Mount grassroots effort to tackle coronavirus
- kidsPACK, Inc.
- Laney & Lu
- Loaves and Fishes
- Maine Equal Justice
- Mary’s Place
- Navajo Relief Fund.
- NewBridge
- Northwest Arkansas Food Bank
- Olympic Community Action Program
- Pittman Volunteer Fire Department
- Pueblo Relief Fund
- San Francisco-Marin Food Bank
- Sow Reap Feed
- The Depot Community Food Center
- The Gathering Place
- The Honeypot Children’s Charity
- The Lee Initiative
- The Main Street Project
- The Sheridan Story
- World Central Kitchen!
- Yad Yehuda of Greater Washington
- GrowNYC

Organisations specifically funded by our partners Upwest were the Austin Street Centre, Bridges to Independence, Blessings in a Backpack, TABLE, Cradles to Crayons and Grow NYC.
Class Act is our award program to encourage young people to focus on kindness and taking care of one another. Each year, we give a financial reward to a school or student-led organization that spreads kindness with meaning.

The winning school for 2020 was Bowmanville High School in Bowmanville, Ontario Canada. The school did numerous acts of kindness from partnering with GO Transit to help make other peoples commutes joyful, Manufacturing Milk bag sleeping mats for the homeless, No Worries Wednesdays, and more.

The two runner up schools for 2020 Class Act were Joy4All Project from Ever Active School in Calgary, Alberta, and Highland Avenue Elementary in Montgomery, Alabama. With honorable mentions to Buc Brigade from Gulf High School and Don't Be Afraid of the Big Bad Coronavirus from Oppenheim Ephratah St. Johnsville Central School.

Crisis Support Network was founded in 2016 to aid people experiencing mental health crisis situations. Besides maintaining a crisis information and emergency contact page, we continued to fund training for crisis response volunteers for IMAlive, a suicide prevention and awareness chat.

We also created a one-page Self Care Toolkit for support and information.
Projects

Dreams 2 Acts

Our destination projects in Nicaragua and Haiti run under the heading of Dreams to Acts (D2A). While the main goals of the projects—building a children’s centre and a high school campus—have been completed, Random Acts continues to contribute funds for their operational expenses and for smaller additions.

The Free High School in Nicaragua San Juan del Sur

Virtual Learning

When Covid-19 hit Nicaragua in Spring 2020, the Free High School teachers decided on May 2nd to start holding online classes and teach virtually from the computer lab on the campus or from classrooms. Most of the students responded well to the virtual learning program. However, up to 120 students, could not attend these lessons due to many on the outer barrios, do not have any internet connection in their communities, let alone computers. Several students were struggling, some found it impossible to proceed. The FHS came up with a concept, the wish to bring 8 modems and computers to eight rural communities, Random Acts Board Member Daneel Ackles, together with her husband, jumped into action. They donated what is needed to realize the dream of virtual learning accessibility to ALL students.

Vegetable Gardens, Intensive Agriculture & Nutrition Project

In San Juan del Sur, where around 9000 people live, 33 rural communities have no access to vegetables, there is no knowledge of or practice of intensive agriculture. That includes no effective water-retention and any techniques for extending the growing season into the dry season. Composting is not known or practiced. The Gardening Project was created with the construction of a pedagogical vegetable garden at the Free High School. The garden was built in January-February 2020 and was planted in November. The Garden project has plans to integrate the nutrition and vegetable garden into the curriculum of the FHS in 2021.
Responding to the 2010 earthquake in Haiti was one of Random Act’s origin efforts - first by raising funds for UNICEF, then by helping to build Jacmel Children’s Center together with local community leader Bonite Affriany.

As of 2020, 27 children are currently residing at The Jacmel Children’s Center. Twenty-five of them are attending our elementary school, and two (13 and 15 years of age) are attending “HOSANNA” a private Christian school in the neighbourhood.

In 2019, Random Acts continued to support the JCC’s operational expenses. The year saw two specific fundraising events: Random Acts Patrons Justin Guarini and Jason Manns recorded their version of Sam Cooke’s “A Change is Gonna Come”, with the proceeds to go to the JCC.

An anonymous donor generously gave $10,000 to Hope to Haiti. On top of that, Random Acts launched a Match Campaign for Jacmel Children’s Center, with that same engaged supporter matching any donations up to $50,000.

During the annual hunt GISH runs, there is always one item that is focused on as the title Change-a-life: Thank you gish
Annual Melee of Kindness (AMOK):

May 23rd-31st

In 2020, almost five times as many people participated in AMOK as the year before - despite the pandemic. In total, over 240 registered acts of kindness were completed.

Some supporters gave handmade gifts to their friends and family, others donated to their local free public libraries, food banks, and animal shelters. One AMOK participant crocheted tiny hats for babies in the neonatal ICU of her local hospital, another sewed masks for their immuno-compromised neighbours. If anything, the unlimited creativity of this years’ unusual AMOK starkly illustrated that kindness will find a way, pandemic or not!
## Social Media

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<tr>
<th>Social Media</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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| **YouTube Video** (Views/Like & Retweets) | N/A | 138 Views | • Info vid: 111 likes & 38 retweets  
• Pass the heart vid: 93 views  
• 909 likes & 98 retweets |
| **Twitter** | “Likes” 258 | “Like” 1,719 | Tweets < 2,450 |
| **Instagram** | “Likes” 267 | “Like” 1,125 | • Posts 210  
• Likes for @randomact.org  
• posts > 3,700 |
| **Facebook** | Not reviewed | Not reviewed | AMOK Supporter & Staff activity in:  
• Class Act Page  
• Posts  
• Watch  
• Regional Pages |