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random acts
.org

2022

Annual Report



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Executive Statement

“

Another year filled with incredible acts of kindness and compassion which continue to ripple out in ways that we do our best to measure, but whose true impact we can only imagine.

In the past year, I have watched this Random Acts community of volunteers and supporters infuse communities around the world with a spirit of giving and acts of caring. Their work serves to uplift and spread hope of better days, and a more supportive, loving existence.

This year, we have seen 168 volunteers in 27 countries and hundreds of supporters around the world performing and facilitating 1,524 acts through our acts program. These acts serve a diversity of needs; it is simply inspiring to read through the details. Whether supplying winter weather gear or period packs to local shelters, helping build out and equip

community centers, substance abuse centers, wild-life refuges, or schools, bringing presents to overlooked children, buying needed supplies for teachers or banned books for little free libraries, the Random Acts team is there to support each individual and community in the way that is most needed.

It is also greatly uplifting to see good works spreading far and wide through our various projects and partnerships. The Free High School in Nicaragua celebrated its 20th graduation, and has now graduated 1,185 students. Because of the success of the programs and acts we have collaborated on with Giles Duley and Legacy of War Foundation, the Land for Women initiative will be creating new cooperatives around Rwanda, lifting up to 200 families out of poverty. Work continues in Laos to defuse unexploded ordnances, stemming the loss of life and limbs and providing much needed prosthetics for Laotian children. Syrian families are living in Lebanon, now having a safe home and education for their children. Ukranians with disabilities and other vulnerabilities have been provided with wheelchairs, accessibility equipment, and other much needed support to help them safely evacuate.

It has been another year wherein this Random Acts community leaves countless individuals feeling hopeful about the world, knowing that others care about their wellbeing and that there are people who devote their time and energy toward making this world better. May the world continue to change for the better because of those who care as deeply as you do.

Rachel Miner
Executive Director

”





Within Random Acts

Board

Misha Collins
Briona Jenkins
Danneel Ackles
Jaci Hays
Michelle Henning
Susan Markowitz
Genevieve Padalecki
Philip Schneider
Jennifer Willis-Rivera
Dr. Fernando Delgado

Exec. Director

Rachel Miner

Executive Team

David Antonelli
Becky Houseman
Amanda Tucker
Alex Vincent
Dr. Aparajita Jeedigunta
Cheneise Wright

Exec. Assistants

Chris G
Sarah Wylde
Karrie Block
Bridget Wenum
Rhawnie Elyse Kupfer

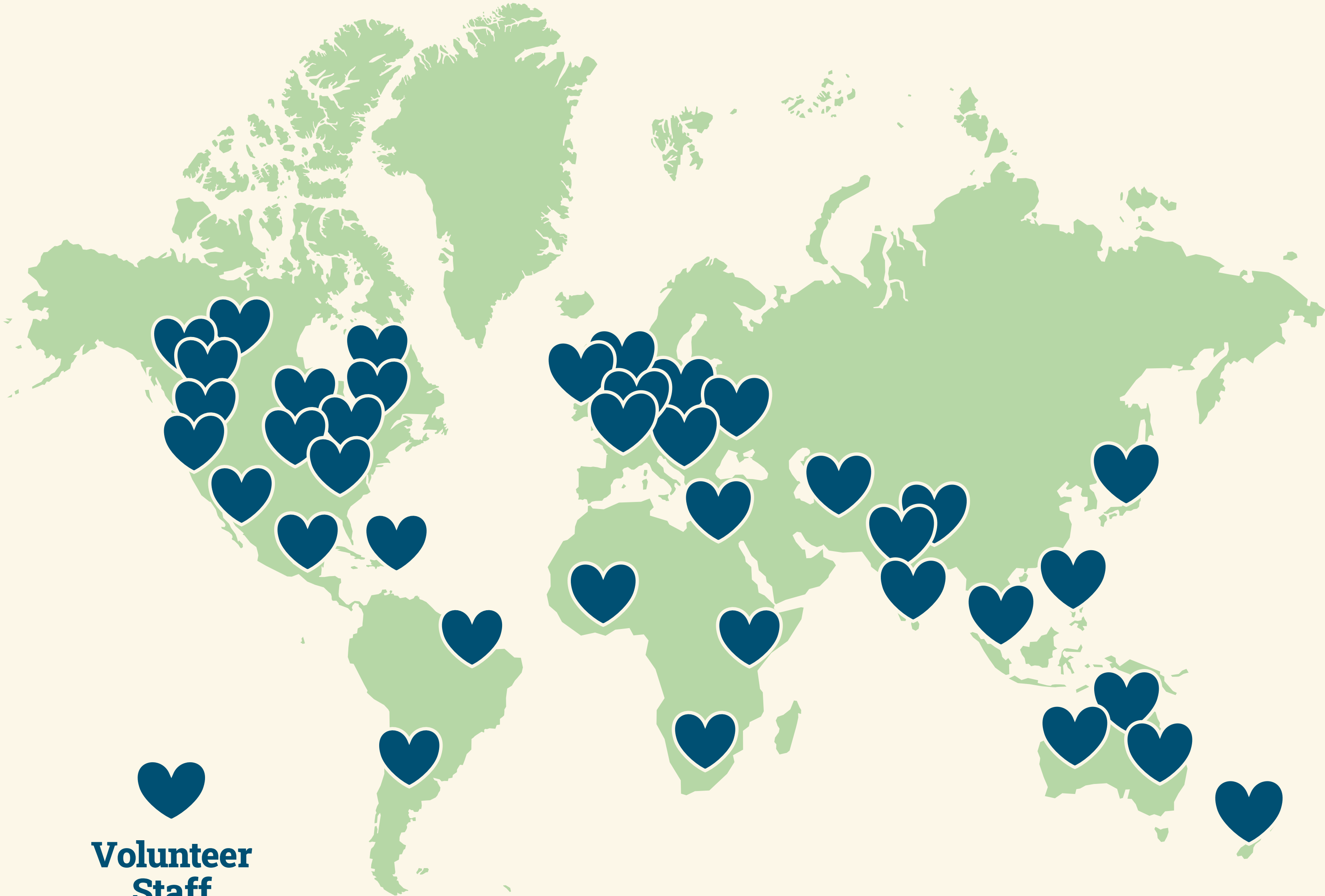
Staff

Vivien Lyon Suzie Scrivner Andee Johnson Evan Raycraft Rebecca Sims Anessa Steidley Gerilyn Sedgwick Sibel Goksu Monica Cornejo Carin Davis Brittney Sheffield Victoria Elliot Kaleef Lloyd Iliana Habib Bethany Sturrock Alana King Monique Lowe Lisa Cerezo Bea Arbeiter Kelly Walsh Antje Gregor Solange BLD Jason Glockner Noriko Kakue Tiffany Schweikhart Caitlin Taylor Amanda Frekot Louis L. Reed Julia Penning Chad Leo Margaret Mary Lanivich Katie Catto Lavanvas Chanmugam Muneeb Ahmad Roschelle Christiansen Francesca Abbondanza -Bergeron Kelsey O'Connell Kathryn Roach Mandi Heash Oli Murtagh Cielito Vivas	Stephanie Yu Nupur Vartak Dharanie Hewa Battage Kacie Cooper Jessica Burbridge Dreana Ferguson Chrisha Anderson Amanda Scarangella Rachel Finucane Karyl Anne Fischer Aubrey Houck Jessica Starks Mariella David Madison Petro Cathy Klingler Adele Treloar Chauntel Lopez Ann-Kathrin Bomkamp Lauren Angelini Colette Gabriel Christina Orieschnig Katie Pfledderer Stephanie Al Say Shawna Abston Stephanie Hill Sara Ferrari Erin Clepper Rea Niessen Jennifer Santangelo Beverley Burrows-Pym Ori Regn Kiernan Gladman Jennifer Goodwin Jules Thompson Kayla Schneider Samara Cogan Caryn Teygmeyer Dr. Donavon Soumas Emily Lao Barbie Gilbert Tracy Jackson Krissi Neubauer	Tobi Palfrey Amie Linscott Mary Lillis Toni Nelson Sarah Goddard Ali Jackson Jess Silva Kristine Fajardo Trinity Bernhardt Ruth Barcelona Jay Julier AaroHi Brar Akiko Usami Courtney Melara Asma Saleem Melissa Deconynck Mark Kelly Lawal Abdulwaheed Ayoola Mahmud Ahmed Stephanie McCabe Purna Parasuraman Ryland Stalder Jen Hanson Marla Hunter Shelley Hierstetter Hall Jarett Elser Allison Furkey Jaden Brodie Hope Fountain Ken Leng Misty Cash April Vian Ry Charles Nicole Kirby Keleigh Anders Jade Wardle Cherry Sharma Zahra Khan Durrani Coffie Richard Grace Kileo Abigail Swarts Annabel Chan	Ted Cabanes Harpreet Kauer Dina Rodriguez Jana Zacharias Hannah Bullock Bhumika Makwana Lisa Weiss Emily Rivera-Jackson Casey Flenniken Holly Olsen Susan Mickelson Heather Fath-Azam Amber Lee Kinion Maddie Rose English Mon Ge Elizabeth Collier-Brown Rylan Hawke Berit Bingham Jessica Barton Carolyn Hutchins Giorgia Alberti Cezara Enastescu Trinidad Hernandez Areej Rizvi Sonia Egbe Karen Netto Alison Thibodeau Liz Hand Charne Fourie Tine Ritter Malene Giebenhain Sue Wellings Mac Acosta Fabiana Andrade Sola W Perna Kawatra Ruth Castrigno Marcusleen Jones Anna Yakuboff Liz Leung Rui Fang Nina Salem Hozifa Saber
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Number of countries represented: 27

This number is counting England and UK separately, and also counting the US and US Virgin Islands separately. Otherwise, the number is 25

- Argentina
 - Australia
 - Belgium
 - Brazil
 - Canada
 - Egypt
 - England
 - France
 - Germany
 - Ghana
 - Guatemala
 - India
 - Ireland
 - Italy
- Japan
 - Netherlands
 - New Zealand
 - Pakistan
 - Philippines
 - Romania
 - Singapore
 - South Africa
 - Sri Lanka
 - Tanzania
 - UK
 - US
 - US Virgin Islands



Financial Overview

Amazon Smile

Thank you to everyone who donated to Random Acts through AmazonSmile. Although this program came to an end, we are eternally grateful to everyone that gave during its tenure.



Together we raised **\$8,646.67** in 2022

Classy Fundraisers

- Facebook Fundraisers - **\$8,018.00**
- Staff Fundraiser - **\$288**
- Supporter Fundraisers - **\$1692.50**

Donations Breakdown

We would like to extend our sincere gratitude to the organizations and individuals that contributed to Random Acts throughout 2022, for their donations throughout the year ranging from **\$500 to \$34,000**.

Random Acts would not be where we are without the continued support of people like all of you.

Threadless



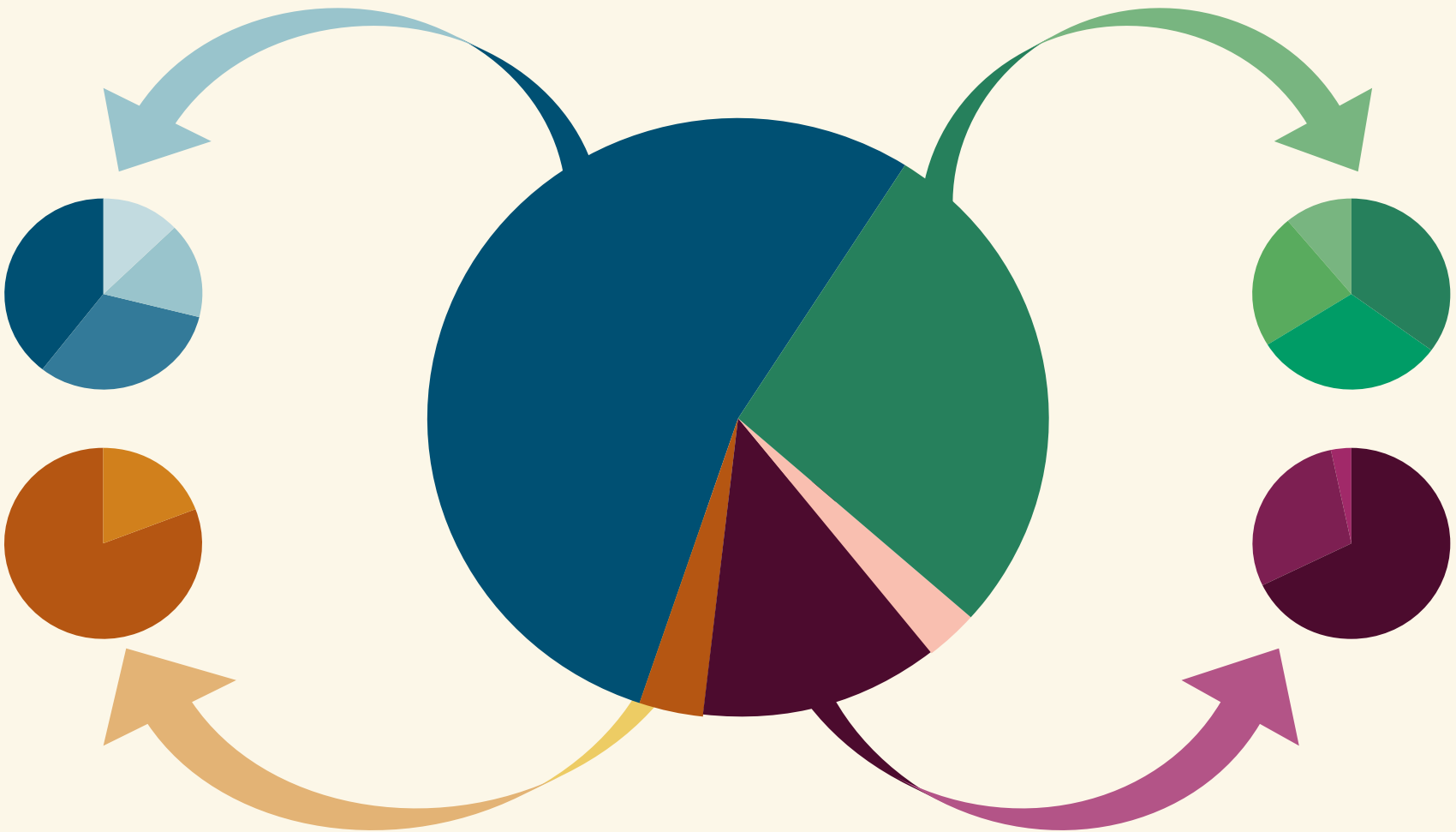
Total 2022 earnings: **\$826.45**



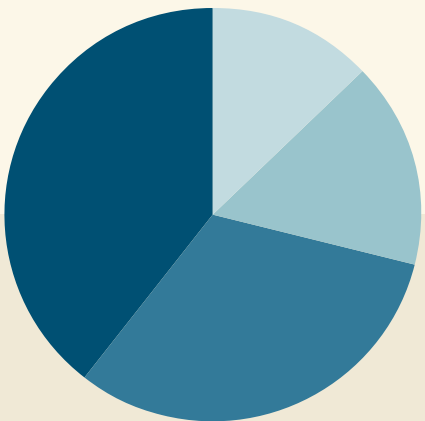
Expenses

2022 Expenses
by Category

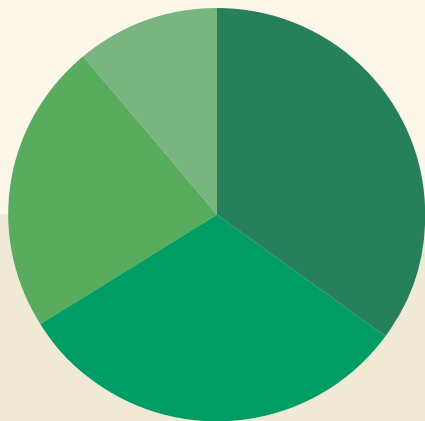
(Dollars in Thousands)



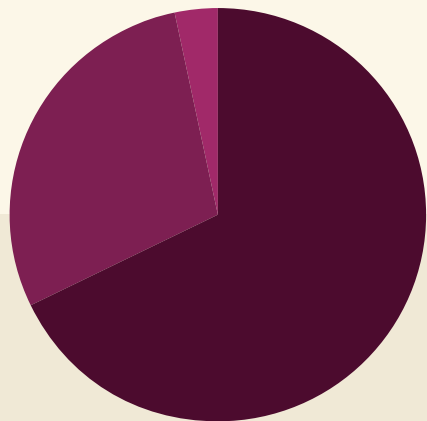
- \$255.70 Partnerships
- \$131.42 Acts
- \$59.57 Overhead/Admin
- \$16.22 Events
- \$12.87 Projects



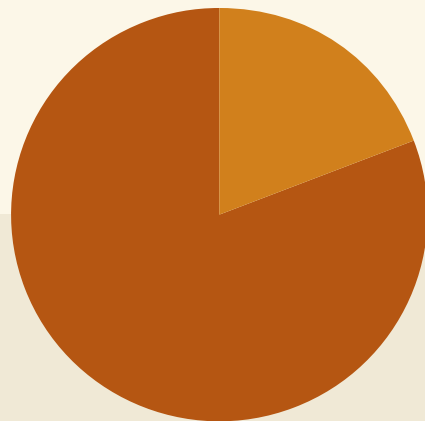
- 39% Rwanda
- 32% Reading
- 16% Dancescape
- 13% Laos
- < 1% Kabul



- 35% Board
- 31% Staff
- 23% Partnerships
- 11% Supporter



- 68% Administrative
- 29% Info Tech
- 3% Bank/Account Fees
- < 1% Inventory
- < 1% Online Auction



- 81% Staff Summit
- 19% Conventions
- < 1% AMOK
- < 1% Class Act



Online Presence

Our Website & Social Media

We generated **143,264** engagements across all platforms. We saw our engagement rate increase by **3%**.

This is primarily due to our focus on producing more videos and visually engaging content centered around increasing acts of kindness.



Facebook

Likes: **66,828**
Posts: **208**
Impressions: **1,081,919**
Engagements: **24,518**
Engagement Rate: **26,333**

Our top performing post of 2022 was our partnership with **Edible Arrangements** & **Lamorne Morris**. It generated **5,680** engagements and was shared **38** times



Instagram

Followers: **60,644**
Posts: **208**
Impressions: **601,079**
Engagements: **37,972**
Engagement Rate: **6.8%**

Our top performing post this year was the post for **Misha's Birthday**. The post generated **1,163** engagements.



Twitter

Followers: **78,062**
Published Posts: **521**
Impressions: **3,544,144**
Engagements: **79,954**
Post Link Clicks: **5,060**
Engagement Rate: **2.5%**

Our top performing tweet was our Edible Arrangements Partnership. It generated **4,805** engagements. (image saved) We tweeted **521** times this year with an emphasis on sharing more video content. As a result, our engagement rate increased due to high performing posts like Edible Arrangements and **#1KactsRA** in celebration of Rachel Miner's birthday.



LinkedIn

Followers: **1601**
Published Posts: **52**
Impressions: **16,341**
Engagements: **966**
Post Clicks: **374**
Engagement Rate: **1.063**

Our top performing post featured a story on our Executive Director, **Rachel Miner**. It generated **67** engagements.



Conventions, Expositions, & Conferences

In 2022, Random Acts was present at **14** in-person events across the US, Canada, Germany and Australia. At these events, table volunteers reached **3,798** supporters with our message of kindness, resulting in **\$6,405.63** collected for the Random Acts general acts fund and **4,338** wishlist items donated to local nonprofit partners.

Creation Entertainment SPN

Las Vegas | March 3-6, 2022

Collected toiletries, men and women clothing, and items from their Amazon wishlist for Shannon West Homeless Youth Center **400** items donated.

Creation Entertainment SPN

Indianapolis | April 1-3, 2022

We brought **163** wishlist items for Big Brothers Big Sisters of Central Indiana. While tapping into childhood memories, we collected an assortment of board and card games, puzzles, arts and crafts kits, science kits, sports and outdoor equipment for Bigs and Littles to do together.



Springtime Tallahassee Parade

Tallahassee | April 2, 2022

84 school supplies were collected for local students in need.

Lido Consulting

California | April 20-21, 2022

This two-and-a-half day Symposium is centered around legacy preservation within the family office space, complete with educational presentations, panel discussions, entertainment, and networking opportunities.

Creation Entertainment SPN

New Jersey | April 22-24, 2022

With the help of supporters, we collected **666** nonperishable and hygiene items for the SALT Foundation to fight hunger in the community.

Steps for Sleep

Minneapolis | April 30 2022

Attended a walk and wellness fundraising event that promoted the connection between physical activity and sleep. Random Acts had a selection of free kindness acts, thank you cards, and kindness bingo.

Purgatory 6

Dusseldorf, Germany | May 28-29

Donations of clothing, toiletries, and school supplies were donated for Ukrainian refugees being housed in Porabka, Poland. In collaboration with Lightnet GmbH, we delivered 20 moving boxes worth of items containing an estimated **1200** individual items that helped 500 women, children, and elderly refugees.

Creation Entertainment SPN

Chicago | June 3-5, 2022

Crisis Center for South Suburbia **325** items donated to the organization which included bedding, individual snack items, dish towels, and washcloths.

All Hell Breaks Loose

Melbourne | June 19, 2022

Participated in fundraising, kindness activities, and engaging with supporters.

Creation Entertainment SPN

Orlando | June 24-26, 2022

Collected **175** items of backpacks, canned goods, perishable foods, bedding, and cleaning supplies for One Heart for Women and Children: LGBTQ clients.

Creation Entertainment SPN

Toronto | July 29-31, 2022

Collected **429** items of hygiene products, food items, suntan lotion, and art supplies for 360 Kids.

Creation Entertainment SPN

Washington | August 12-14, 2022

Collected cleaning supplies, dish soap, and laundry detergent for N Street Village **153** items

Creation Entertainment SPN

Kansas City | September 23-25

During the convention **65** items were donated for Christine’s Place which included blankets, winter clothing, coffee, toilet paper, and cleaning supplies.

Creation Entertainment SPN

Vancouver | October 21-23, 2022

For the Atria Women’s Resource Society **275** items were donated. Which included womens clothing, toiletries, and art supplies.

Creation Entertainment SPN

Phoenix | November 11-13, 2022

Collected **175** items like clothing, art supplies, non-perishable food, music supplies for Alice Cooper’s Solid Rock Teen Centers.

Creation Entertainment SPN

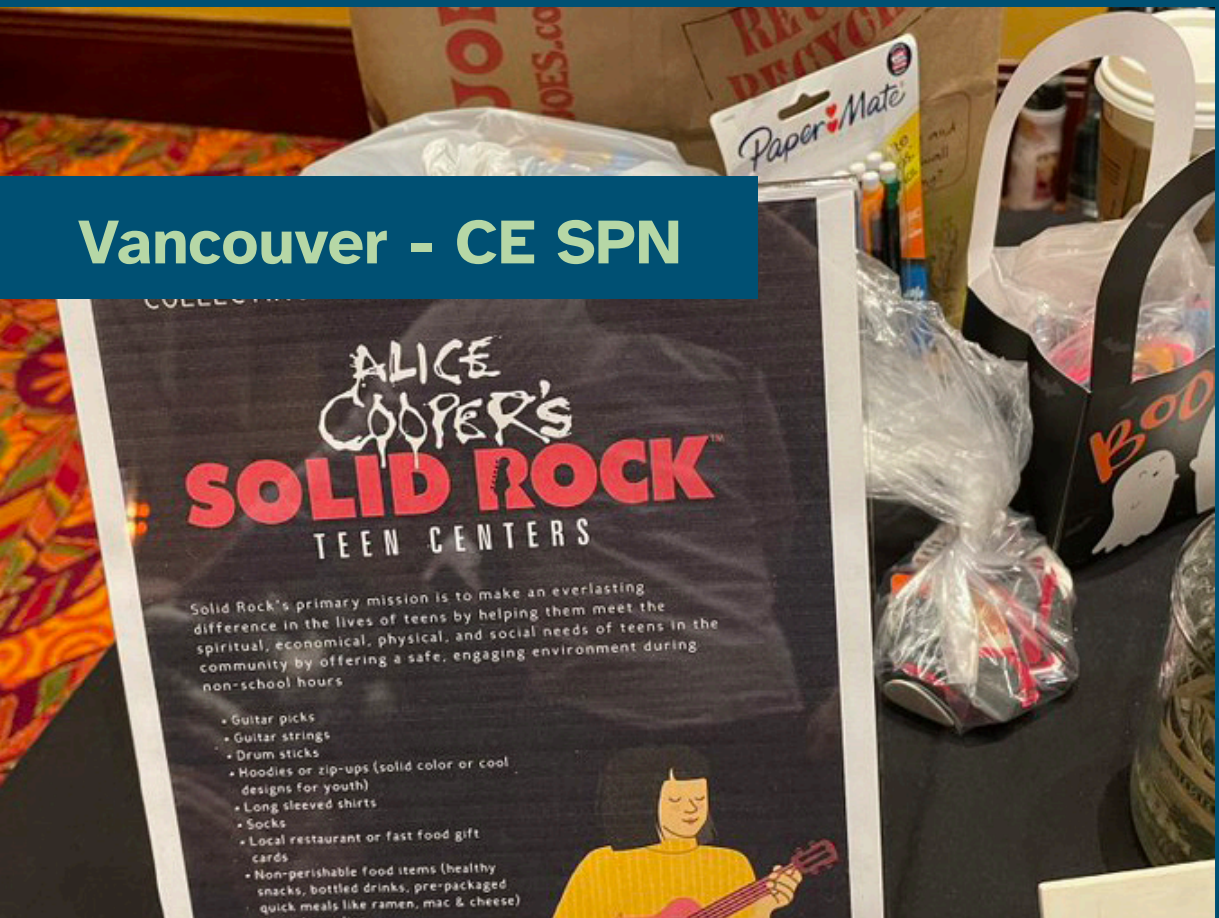
Nashville | December 16-18, 2022

Supporters donated a total of **228** items for the Oasis Center, which is a local youth crisis non-profit that helps young people move into a happy, healthy adulthood.

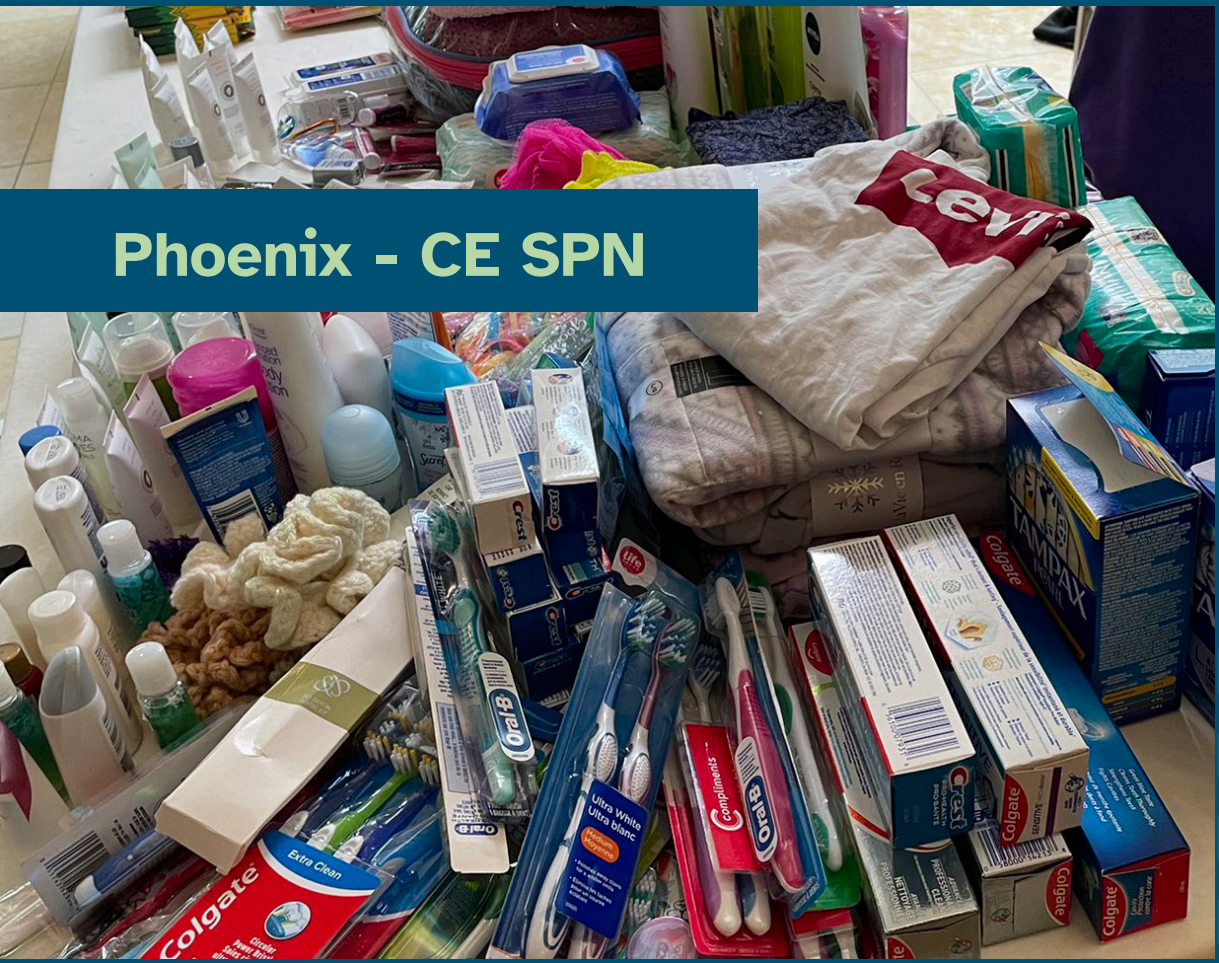
Kansas City - CE SPN



Vancouver - CE SPN



Phoenix - CE SPN



Partnerships

Dancescape

The partnership with Dancescapes will go toward funding their general funds, including the expansion over the next **three years** to include part-time teaching in Ashbury, Central Montague, Nkqubela township in Robertson, and Happy Valley township in Bonnievale.

Lydia place

Throughout the years, Random Acts' contributions have been impactful on Lydia Place. We continue to accomplish a lot together!

2022 donation amount: **\$10,000**

Also, supported their **holiday drive** through an online registry, and acted as Co-Host and matching sponsor in their Virtual Hearts for Housing event.



Creation Entertainment

Creation Entertainment contributed a total of **\$34,239.40** between **January 1 and December 31, 2022**, which we greatly appreciate.

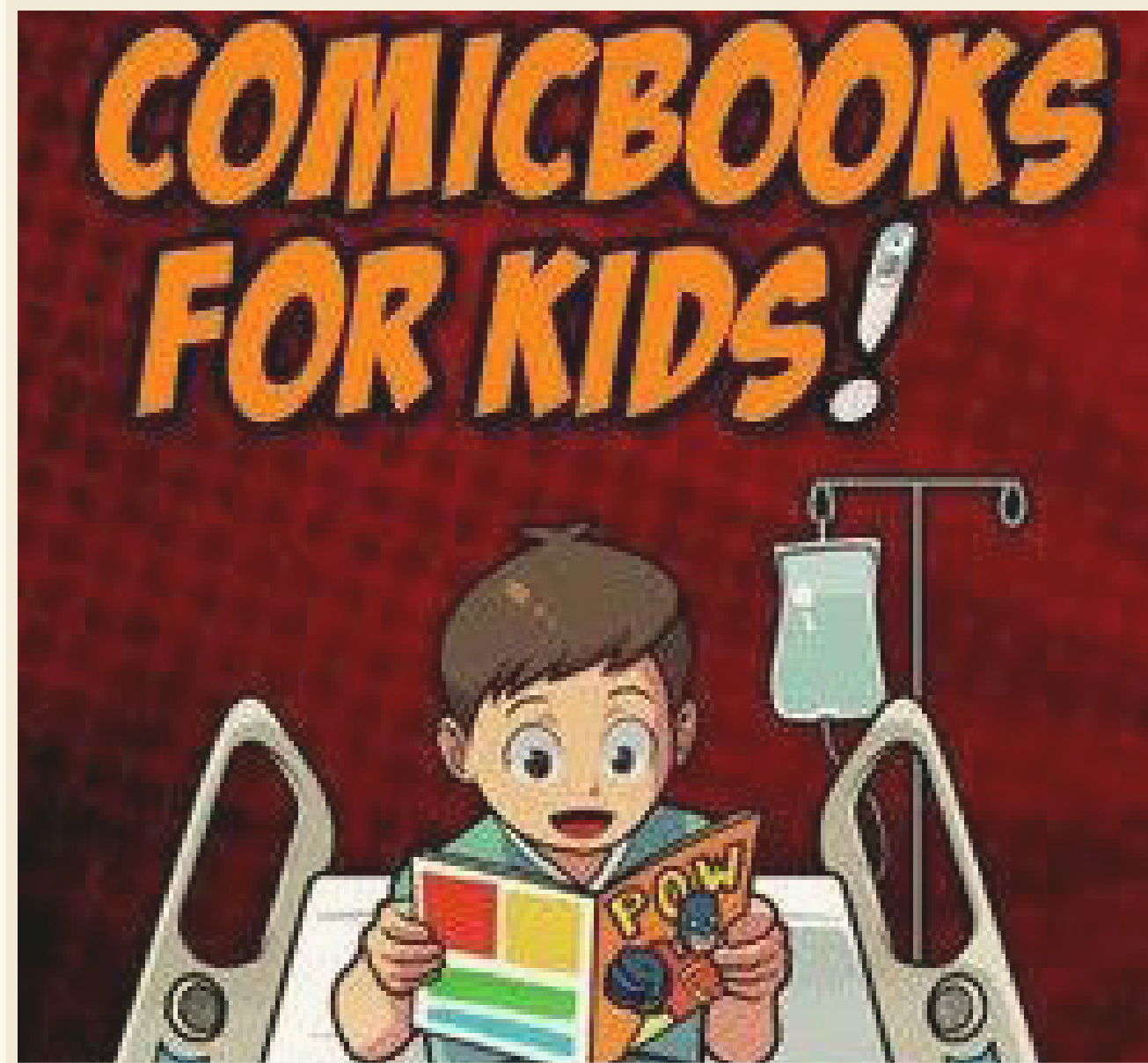


Humm Kombucha

For a limited time, Humm Kombucha is releasing a lemon vanilla cupcake flavored kombucha inspired by the magic of unicorns!

Proceeds from this limited run will support Random Acts' work of spreading kindness.





Comic Books for Kids

Our partnership started several years ago by providing them with a grant to purchase Scholastic K-3 Spanish / Bilingual materials to provide to the kiddos. We are honored to share with you that they will now stretch beyond the K-3 barrier and to reach somewhat older children in the hospital as well.

In the last 12 months, they have become the **largest charity in the world for comic books**, Spanish/Bilingual books, coloring books and general pop culture items! A year ago, we opened a branch in the UK! And still, we exist only on donations!

Kendra Scott Jewelry (World Kindness Day)

Random Acts has partnered with the philanthropic jewelry company, Kendra Scott as part of their 'Kendra Gives Back' community program that celebrated **World Kindness Day** on November 13.

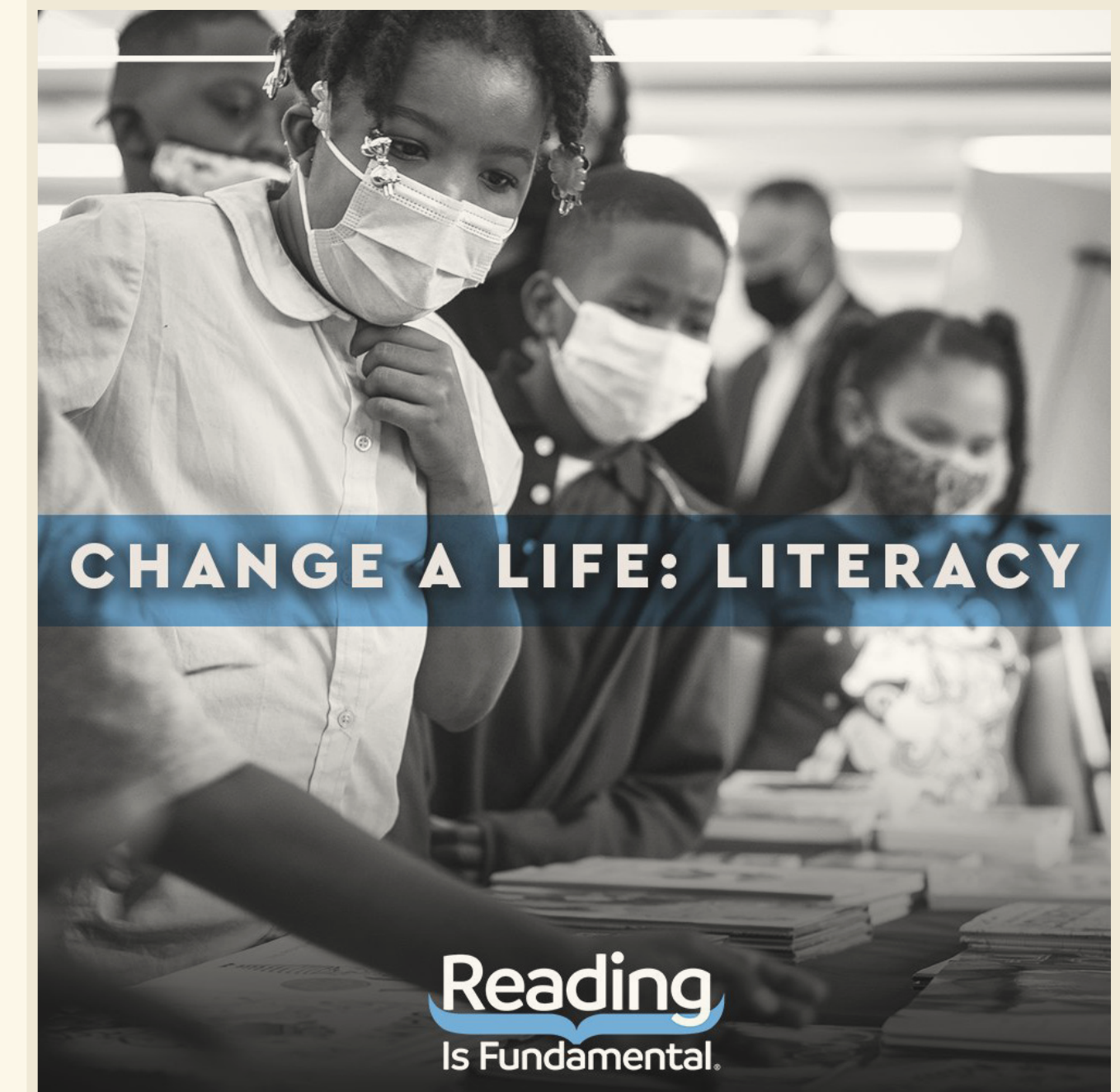
World Kindness Day
shop for good

random acts + KENDRA SCOTT

20% of sales to benefit Random Acts
November 13th from 2pm - 4pm: In-store at the Kendra Scott Lamar Central location (3800 N Lamar Blvd., Austin, TX 78756)

November 13th and 14th: Online at KendraScott.com using the following code at checkout:

GIVEBACK-CYDBW



Reading is Fundamental

With the power of the GISH Community and Random Acts by joining forces with Reading is Fundamental we were able to provide **5,000 books** to economically disadvantaged children, helping them gain the foundational literacy skills they will need throughout their lives.

We can help this incredible organization introduce children to the joy of reading and give them lifelong access to the world around them on any path that they choose.

Acts of Kindness

1524 acts were completed in 2022, with a total funding amount of **\$61450.20**.

- 1st

biggest Acts initiative of 2022 was the promotion of the **1000 Acts campaign** that overlapped with the annual GISH scavenger hunt. While the campaign ran, 459 supporters submitted **542** proposals for Acts costing \$50.00 or less each. Total amount for 1K acts: \$17,053.11
- 2nd

largest source of funded acts in 2022 was **Staff Acts**. A total of **71** Staff Acts were funded in 2022.
- 3rd

leading type of act carried out in 2022 was **Supporter Acts**. Random Acts funded **29** Supporter Acts.

There were **12** acts of kindness carried out by the board in 2022.

Finally, with regards to scope, we can report that Random Acts funded acts of kindness in **37 different countries** in 2022. The **1000 Acts campaign** had a global reach of **26 different countries**. Staff and supporter acts both had similar reaches with **13 and 14 countries**, respectively.





When freezing temperatures hit Indiana in winter 2021, RA's former **Social Media Manager Katie Pfledderer** reached out to **Nancy Holland**, Executive Director of A Tiny Act of Kindness to see how she could help. Click the link to read more!



With the help of Random Acts, **Krissi, Regional Representative Assistant Manager**, was able to donate several items to refugees from Ukraine, including camping seats, powerbanks, first aid kits, soups, pasta and baby food.



Moving countries is scary, especially for kids. When 3 Afghan refugee children arrived in Italy with their families, primary school teacher & RA **Acts Proposal Coordinator Sara Ferrari** knew she wanted to do something to provide them with more support.



With the winter season comes the need for warmer clothing. **Kel Anders, Random Acts Regional Rep Assistant Manager**, came up with a plan to provide students with winter clothes.



Research shows that the use of person-centered activities provide positive effects on loved ones diagnosed with dementia. After speaking with the activities coordinator at a residential home for people with dementia, **Alex Vincent** brought crafts & other helpful items.

Projects & Events

Projects Updates



Hope to Haiti

You may have noticed that references to Random Acts’ previous work in Haiti are no longer on our website. The kidnaping of children for ransom is a rampant issue in Haiti. We therefore took down this content out of an abundance of caution. We are in contact with our partners in Haiti and we will keep you all informed.
Thank you for your support.

Dreams2Acts Nicaragua

The Free High School celebrated its **20th Graduation** in 2022. As of December 2022, the Free High School has **1,185 graduates**.



Change a Life

Laos

In August 2019, Gish(whes) partnering with **photographer and humanitarian Giles Duley and Legacy of War Foundation** brought the stories children affected by dormant bombs scattered across their beautiful countryside in Laos, to Gishers attention and fundraised in cooperation with Random Acts to help in two ways: **Defusing unexploded ordnance** to stem the loss of Life and limbs and **provide much needed prosthetics** for Laotian children missing limbs.

“*When I was in Laos, I met so many children who’d been injured in similar ways to myself. I know first-hand the pain they are in each day, both physically and mentally. I kept thinking, why should a child have to go through what I do each day, simply because they were walking to school and were injured by a bomb left over from a war that ended years before they were even born? They are completely innocent, yet they have to bear this terrible burden.*”

- Giles Duley | Legacy of War

2022 Initiatives:

- 1. Defusing unexploded ordnance to stem the loss of Life & limbs.
- 2. Provide much needed prosthetics for Laotian children missing limbs.

Land for Women - Rwanda

For Gish’s Change a Life Item in 2018, Giles Duley told the story of Olive and of her, and the other surviving women’s, dream: creating a cooperative farm and market. That dream became reality when Gishers combined their forces and raised more than **\$266,000**. The raised funds enabled Random Acts and the Legacy of War Foundation to **provide farmland and the resources** to establish a cooperative farm and market.

Update 2022:

The plan is to launch two new Land for Women cooperatives around Rwanda, lifting up to 200 families out of poverty.

Syria

The humanitarian crisis in Syria is felt in many countries, but especially those countries that border Syria. Giles Duley, The Legacy of War Foundation, GISH and Random Acts raised over **\$250,000 to provide four refugee families that were living in an encampment in Lebanon with safe, permanent housing, food, and medical care.**

Update 2022:

The Syrian families are living in Lebanon. They now have a safe home and access to education for the children. Khawla is working hard to fulfill her dream of becoming a doctor.



Ukraine Accessibility

When the humanitarian crisis in Ukraine intensified in 2022, civilians fled their homes to escape Putin’s military attacks. But for Ukrainians with disabilities and other vulnerabilities, escape has not been easily accessible. GISH, the Legacy of War Foundation, and Random Acts have partnered up to **provide wheelchairs, accessibility equipment, and other support** to help Ukrainians with disabilities safely evacuate.

“*We are so grateful for the support that you have shown us. We’ve been helping women across Ukraine with shelters and aid since the beginning of Russia’s full scale invasion. Your support means a lot not only for us but for the people we’re helping. Russia’s bombing of civilian infrastructure has lead to electricity outages across the country. The funds you have raised for us will help us overcome these difficulties in the face of a harsh winter in Ukraine.*”

- Olena Shevchenko
Runs Insight/Women’s March who are operating the shelters



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