

A registered 501©(3). EIN (04-3276521)

2020

Annual Report



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Executive Statement

“Despite all that has occurred in the world this year, incredibly this Random Acts team of staff and supporters has not diminished, but instead increased its reach by embodying the message of kindness far and wide. Within this Random Acts community the will to help and create a kinder world seems to only have increased during trying times.”

“

As the Covid pandemic became a reality around the world the Random Acts team started the Covid-19 Support Program-providing resources and tools to help one another get through the changing situation, and the Random Acts Support Program (Covid-19) Fund- wherein supporters and staff searched for the local groups and organizations across the U.S. and the world doing the important work of keeping others afloat, and sent them funds to “help the helpers” through difficult times.

Our **Class Act program** too shifted focus to be as much help as possible to those affected in these times, by expanding the annual program to award schools doing exemplary work to spread kindness, to include homeschoolers who could earn the award for their school. The program also added a Facebook group, which became a great resource for teachers and parents to share online learning resources.

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 revolved 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

Financial Overview

Money Raised

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



In total the auction raised

\$17,597.01

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.

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.

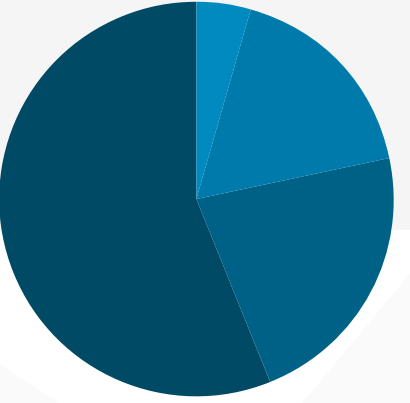
Expenses

2020 Expenses by Category

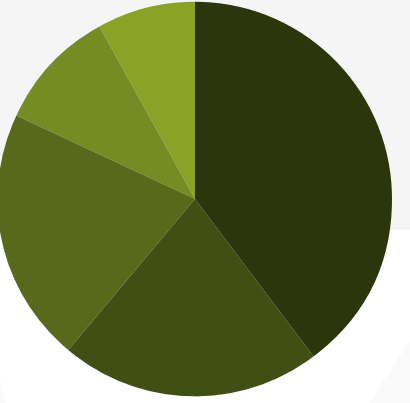
(Dollars in Thousands)



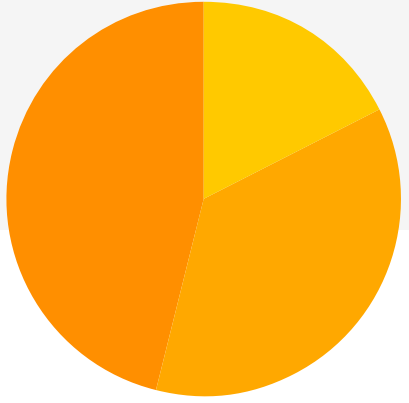
- \$227.43 Partnerships
- \$188.71 Projects
- \$143.29 Acts
- \$67.99 Overhead/Admin
- \$25.11 Events



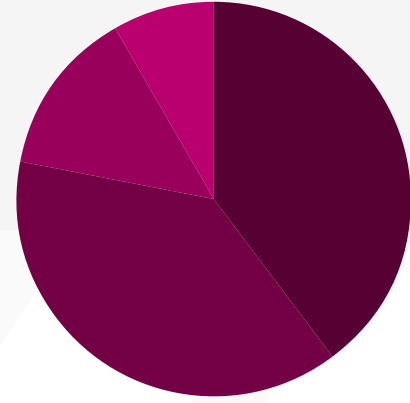
- 56% Feed Hero Nurses
- 22% Dancescape
- 17% Syria
- 5% Laos



- 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

Within Random Acts

Board

Misha Collins
Danneel Ackles
Michelle Henning
Susan Markowitz
Genevieve Padalecki
Philip Schneider
Jennifer Willis-Rivera

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 Pfladderer
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
Orithea Regn
Beverley Burrows-Pym
Cielito Vivas
Oli Murtagh
Stephanie Yu
Alana King
Mandi Heesh
Kayla Story-White
Kathryn Roach
Trudi Boese
Kaci Cooper
Nupur Charudatt Vartak
Kayleb Lee
Stephanie Han
Bethany Sturrock
Dharanie Narthanadia
Hewa Battage
Ken Leng
Ry Charles
Nicole Manzetti
Ilse De Waele
Emma Lawson

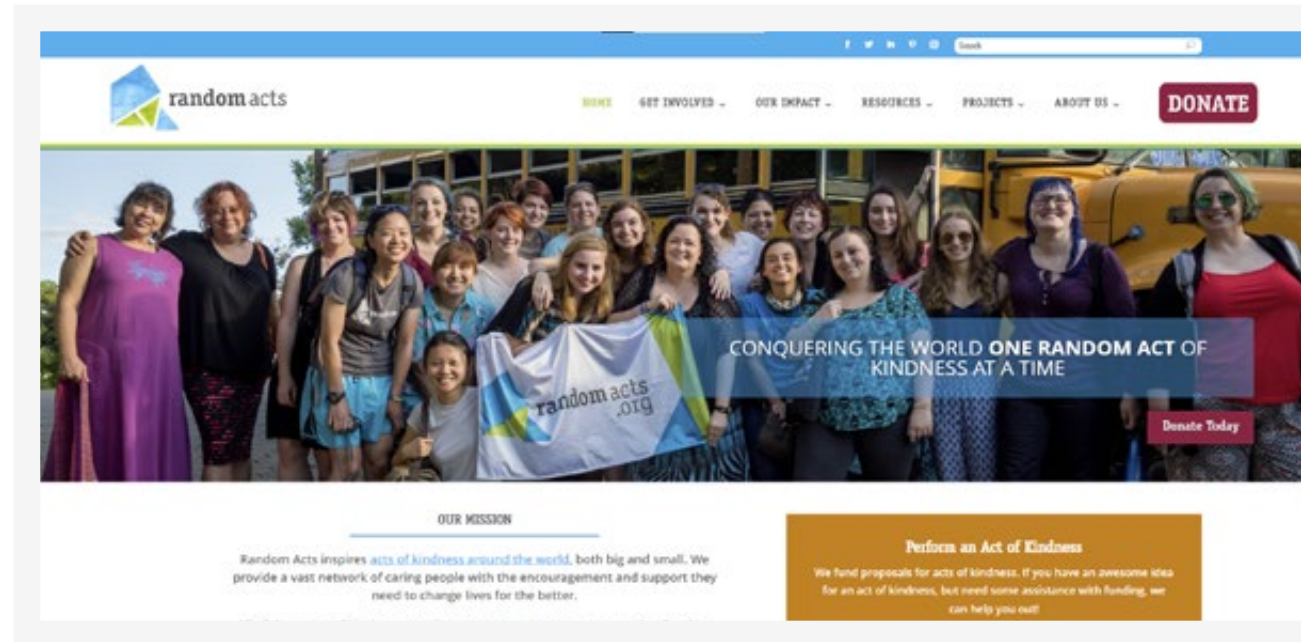
Kayla Schneider
Hannah Bullock
Jana Zacharias
Keleigh Anders
Jules Thompson
Lisa Weiss
Caryn Tegtmeyer
Katie Welch
Zahra Khan Durrani
Emily Rivera-Jackson
Natalie Fisher
Marjorie Nagpacan
Misty Cash
Anwasha Das
Heather Nicole Faith-Azam
Sara Dmytryshak
Emma Beattie
Kiri Gabrielle Lenagh-Glue
Bhumika Makwana
Rowan Meredith
Jade Wardle
Meredith Price
Casey Lauren Malue
Stephanie Al Say
Kaleef Lloyd
Natasha Monteleone
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
Dhara Sunil Lotak
Mariana Soledad Aciar
Purna Parasuraman
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
Brittaney 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 Scarangella
Cassie Comeau

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

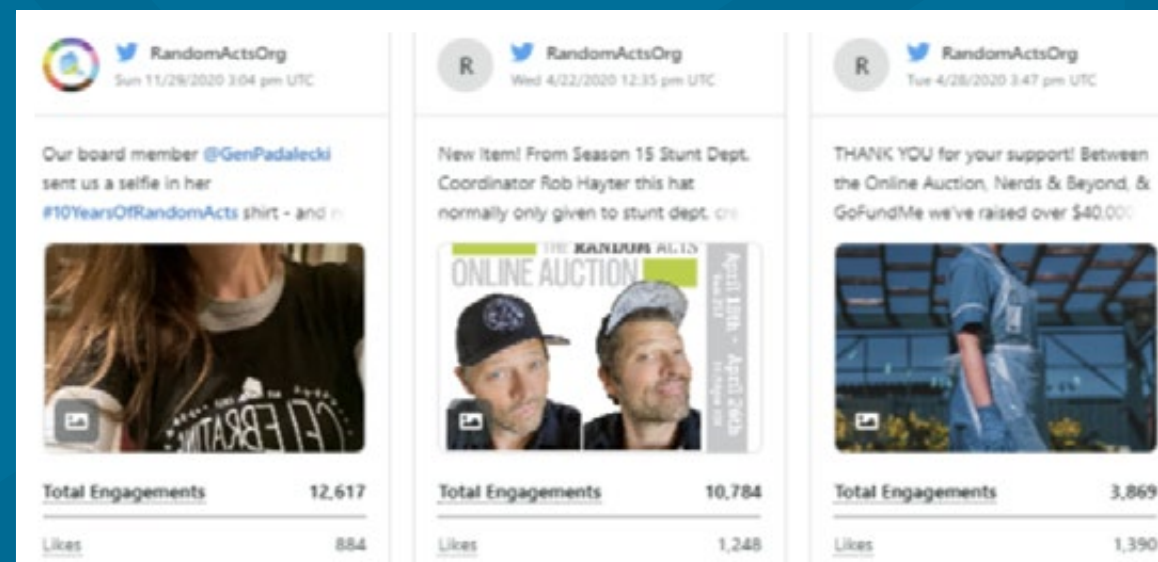
by Madison Petro | Jan 26, 2021 | Kindness Stories

Random Acts supporter Shanti Ramkhalawan delivered "food hampers" to families and individuals struggling with food insecurity and job loss in Guyana.

Social Media

Random Acts has accounts on Twitter, Instagram, Facebook, Tumblr and YouTube. In 2020 we began assessing LinkedIn and Pinterest accounts for future development.

Twitter

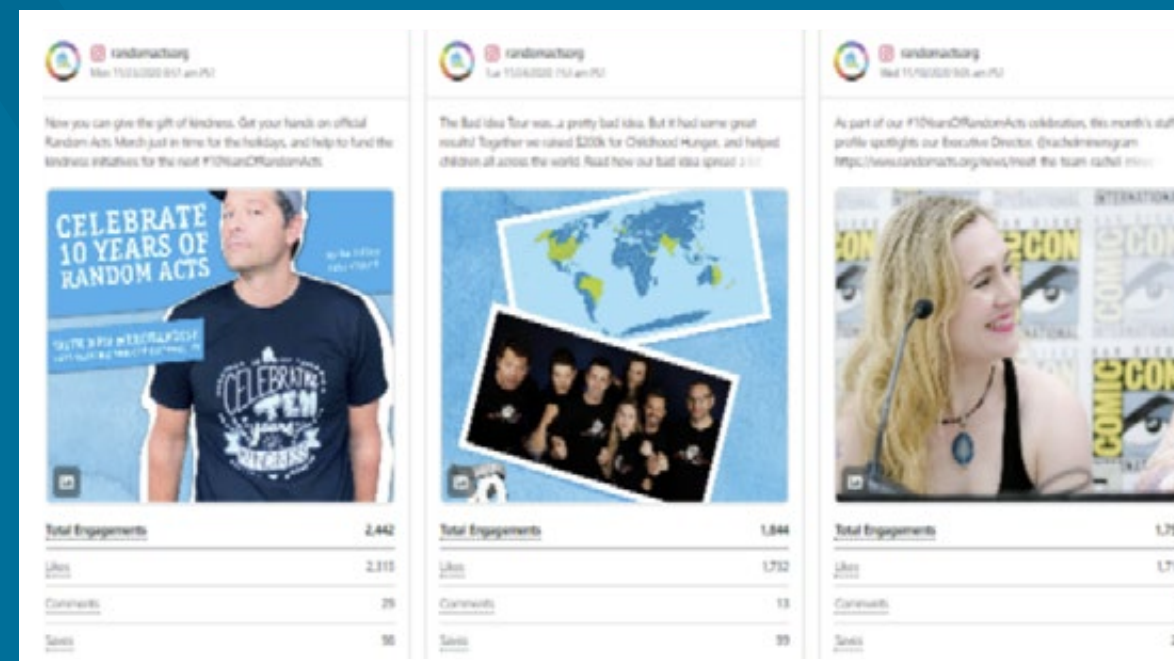


Random Acts Regional Reps managed our twitter accounts for their respective locations, which helped extend our reach and local presence throughout the world.

Followers increased by 1.1% in 2020 to **78,767**

444 Posts **4,988,322** impressions
174,800 engagements

Instagram

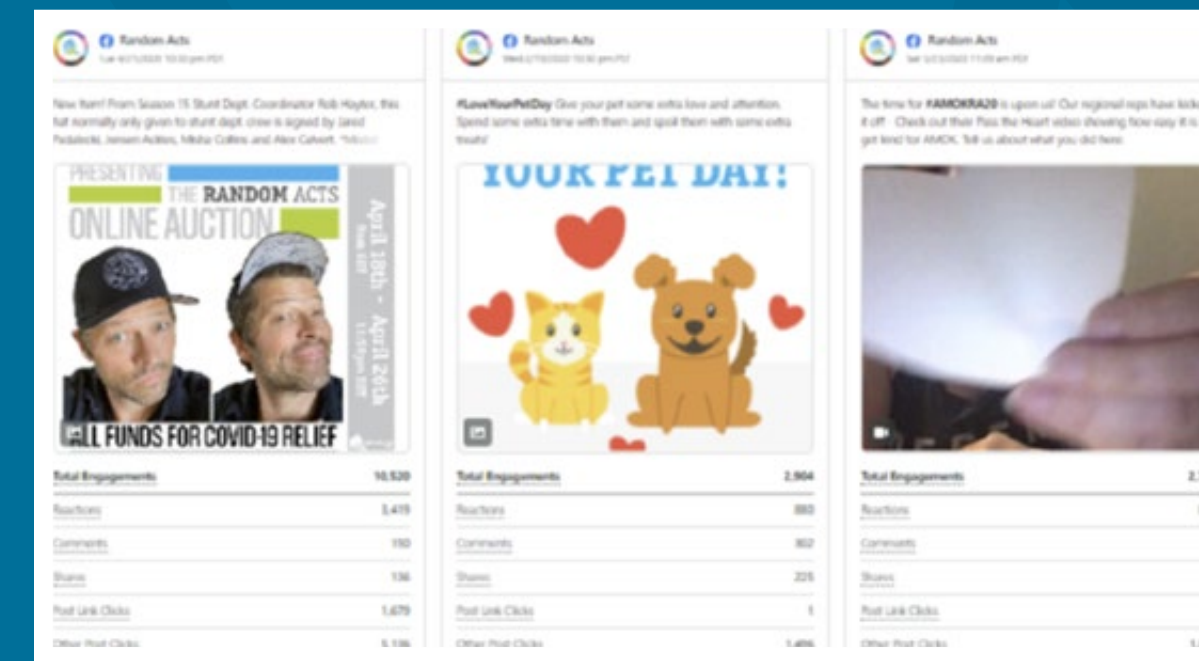


Followers in 2020 Increased to **61,807**

349 Posts & stories **2,304,839** impressions
162,461 engagements

16 stories **23,260** impressions

Facebook



347 Posts

2,914,406 impressions
108,565 engagements
67,659 likes

09

Conventions, Expositions, & Conferences

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.



Partnerships

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**

UpWest

(The Columbus Foundation)

\$23,428.86

As we find ourselves amid the news of COVID-19, we are witnessing the world begin to perform *more acts of kindness*. Maybe you have seen a neighbor gift a spare toilet paper roll as we see bare shelves. Or virtual friends who are becoming virtual families and providing updates from their scattered locations. No matter if you are remote or surrounded by those held dear, it is by lending a helping hand that we can inspire hope.

Virtual Comfort



This is a sentiment we wish to employ at Random Acts through our various partnerships. The clothing brand *UpWest* provides comfort, both in relation to the clothing on our backs and hugging the world. *They have worked with us in the past* to provide funding for acts of kindness. Now they are lending their virtual hands to our efforts to combat COVID-19! *UpWest has pledged that all proceeds from their sale items and items ending in ".99"* will be donated to aid with our *Random Acts COVID-19 Support initiative*.

Creation Entertainment
\$7,012.82

Random Tuesday
\$5,036.00

Partnerships:

Funds sent to partner
\$124,162.38



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



Care Packages Rosie's Place, Women's Shelter 2020

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.

[perform-a-kindness-act](#)

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.

[perform-a-kindness-act](#)



Two Wishes from the Local Wish Tree 2020



Staff Acts Binders for Trans Kids in Sheffield 2020

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.

Programs

Covid Support Program

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.

Organizations Supported

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



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



in partnership with

TO
WRITE
LOVE
ON HER
ARMS.

IMALIVE

Pop
Culture
Hero
COLLECTION

The Random Acts 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 Highschool 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 may 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. Compositing 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



The Jacmel Children Centre

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.

Hope to Haiti

Hope to Haiti - History

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.

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**.



Change a Life

During the annual hunt GISH runs, there is always one item that is focused on as the title **Change-a-life: Thank you gish**

Events

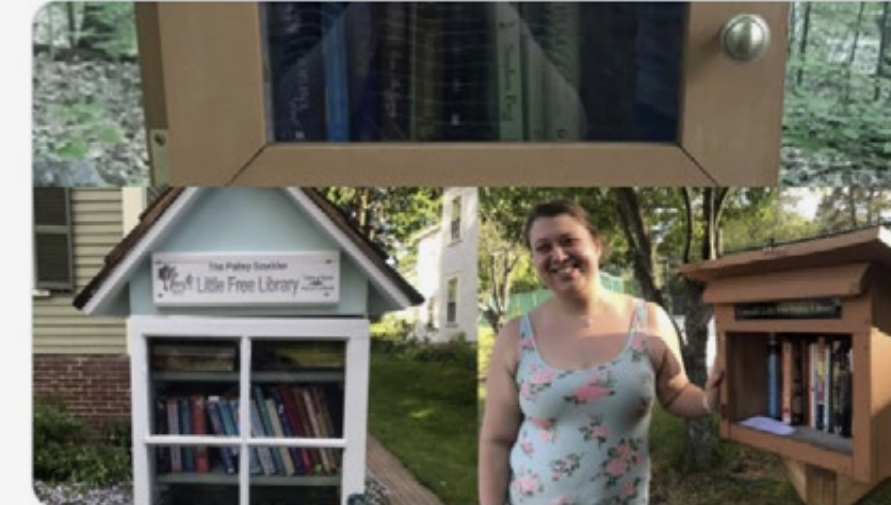
Annual Melee of Kindness (AMOK):

May 23rd-31st

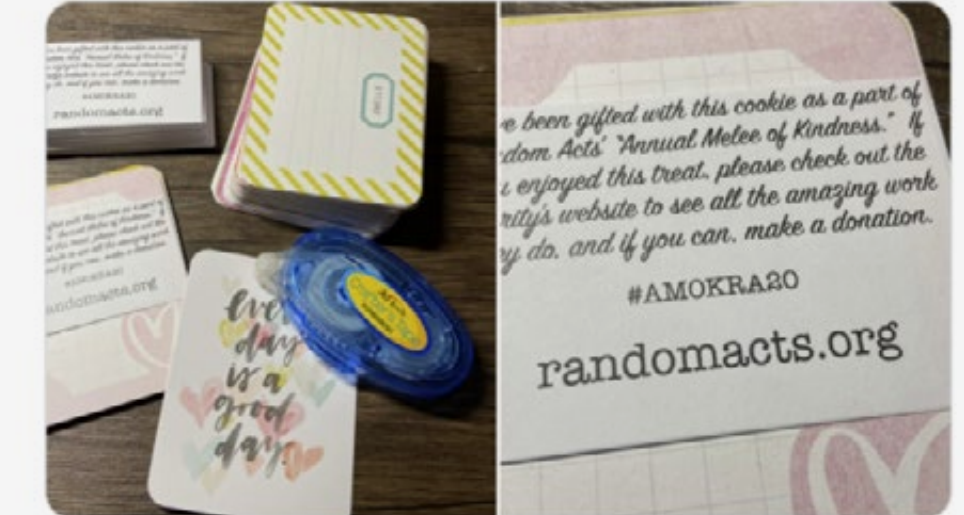
Lalena Price @LalenaPrice · May 31, 2020
Today is the last day of AMOK, the Random Acts melee of kindness, and the world needs an infusion of kindness, STAT. Run out and do good today and every day. #Item73, @RandomActsOrg, #GISH, #AMOKRA20. These masks are for immune-compromised neighbors! ❤️



Alina Skibicki @AlinaSkibicki · May 31, 2020
@RandomActsOrg #AMOKRA20 My friend and I decided to donate to the little free public libraries around our town. We donated books for all ages so everyone could enjoy them!



Daina TeamMishap @Daina_91880 · May 25, 2020
Today, I glue. Tomorrow, I bake. Tuesday(ish, depending on if I need one or two days to bake...) I treat the nursing home staff ❤️ #AMOKRA20



This year, Random Acts' Annual Melee of Kindness (AMOK) took place during the last week of May. During this global event, we encourage our supporters to harness their creativity and spread kindness to make a difference in their communities. Along with sharing their exploits on social media under the hashtag **#amokra20**.

Bollenowski @stolibollen · May 31, 2020
Some crochet preemie hats headed to the RHH nicu!
@RandomActsOrg
#GISH #AMOKRA20



ali loves sk @evermoredeancas · May 31, 2020
Knit a baby hat for my 21 days old niece ❤️
#GISH
#AMOKRA20



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

AMOK

2018

2019

2020

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

