FOLLOWING the exciting changes announced in late 2011 we have emerged in 2012 as a reinvigorated organization. In December 2011 we named Cinde Monsam as our new Director, and Rebecca Scott as our new Assistant Director. Together with our Human Resources Manager, Michelle Clapham, Cinde and Rebecca completed a comprehensive restructuring of current Random Acts’ departments and positions. The purpose of this restructure was to help us better serve our current supporters and to help us grow into a stronger organization. The restructure tripled the size of our staff and eliminated staff salaries in favor of an all-volunteer model. Our staff logged nearly 2,000 volunteer hours between January and March working on various Random Acts projects including our First Annual Melee of Kindness, our first Semi-Annual Awards for Random Acts and the preparation for Hope 2 Haiti 2, a continuation of our previous work in Haiti. Additionally, our new staff members are working to create operating procedures that encourage best practices in non-profit management and high levels of fiscal accountability and transparency.

The ShorTy A wArdS

FirST AnnuAL Melee oF KindneSS

As part of our restructure, we began looking for new ways to serve our mission; to conquer the world one random act of kindness at a time. We strive to inspire acts of kindness around the world both big and small by providing a vast network of caring people with the encouragement and support they need to change lives for the better. While soliciting and funding acts remained an important means of promoting this mission, we also worked on developing new ways to engage our audience in random acts of kindness – beyond financial support.

March 4, 2012 marked the First Annual Melee of Kindness (AMOK). AMOK was an event in which our supporters and staff were encouraged to perform random acts of kindness throughout the day. Funding was available through our Acts program and participants were encouraged to submit participant forms detailing what they had accomplished that day.

Participants came from such countries as the United States, The Netherlands and even Iran with a total of 19 countries participating. Acts performed as part of AMOK included 6 acts totaling $1,137.26. These acts included participants handing out baked goods and other treats in local parks, and participants purchasing toys for a children’s hospital. Our co-founder, Misha Collins, took part in an official AMOK Act in Los Angeles. Joined by two Random Acts staff members, Nicole Edson and Dawn Hewitt, and ten Random Acts supporters, care packages were handed out to the homeless. The care packages were donated by the participants as well as having been created from items donated by attendees of the 2012 Salute to Supernatural convention going on at the same weekend.

Many of these acts would later be considered for Semi-Annual Awards for Random Acts in April 2012.

THE SHORTY AWARDS

We were ecstatic to find out that we had been nominated for Best Charity in the Fourth Annual Shorty Awards in January 2012. The Shorty Awards honor the best of social media, recognizing the people and organizations producing real-time short form content across Twitter, Facebook, Tumblr, YouTube, Foursquare, and the rest of the social Web. Our supporters submitted nominations for us via twitter and we reached the top four in our category, qualifying us for the final review round which consisted of an interview with our communications staff and a look at our social media practices. On March 26, 2012, Cinde along with Communications Officer, Mark Bramlett, and Social Media Coordinator, Tammy Whynot, travelled to New York City for the Shorty Awards ceremony where our organization won the Best Charity award. We would like to thank our supporters for all their hard work in helping us win this award!
We created the Semi-Annual Awards for Random Acts (SAARA) as a means of encouraging our supporters to complete random acts of kindness both within our organization and on their own. Launched in conjunction with AMOK, SAARA invites anyone who has performed an act of kindness to submit an entry explaining their act and its impact. Our hope is that SAARA will encourage more of our supporters to get out in the community to perform random acts of kindness in addition to contributing to our larger projects. AMOK participants had the option of automatically entering their AMOK activities into SAARA and submissions are open to all acts of kindness. SAARA winners will receive a donation made in their name to the charity of their choice. We will choose three overall winners with special awards given on a rotating basis from round to round.

The first round closed on March 31, 2012 and winners will be announced in mid-April 2012.

Planning was well underway by early 2012 for a return trip to Haiti to continue earthquake relief work. We officially announced a return trip to Jacmel on February 1, 2012 and individual fundraising began on February 10, 2012 using the same model as 2011. 100% of monies collected via Crowdrise will go directly to all of our Haiti projects, including the Jacmel Children's Center, a project that should be completed in its entirety by the end of 2012. During our visit in June 2012, our volunteers will paint and add finishing touches to the children's center and may also purchase furnishings and housewares.

Additional opportunities will also likely be available at our other Haiti sites as in 2011.

FINANCIAL SUMMARY
January 1 2012 – March 31, 2012

REVENUE:
Contributions, Gifts and Grants: $266,362.52
Total Revenue: $266,362.52

EXPENSES:
Programs: $34,240.52
Administration: $5290.34
Total Expenses: $39,530.88

TOTAL ASSETS: $266,831.64
TOTAL LIABILITIES: $135,480.79
TOP DONORS

The Engage Network
Jon and Kathy Araghi
GISHWHES
Lawrence Samuels
St. Ignatius-Hickory Church
Joanna West
Vanesha Gya
Alice Reininger
Konstancja Glinka
Diane Brown
Elizabeth Buckles
Jane Ray
Pamela Samuels
Terri Samuels
Norman Sapp