2012 organizational changes and awards

In late 2011, Random Acts underwent substantial organizational changes to allow for a greater range of activities and to demonstrate a renewed commitment to our mission of conquering the world one random act of kindness at a time. We are here to inspire acts of kindness around the world both big and small. We provide a vast network of caring people with the encouragement and support they need to change lives for the better. In order to better fill these roles, a new support staff was hired to aid new Director, Cinde Monsam. We worked tirelessly to create new events, build partnerships and restructure our practices and policies to best support our mission and constituents. We also invested in a revamped website to ensure we could operate within our global community better. As part of this initiative, we also underwent extensive rebranding to ensure that the Random Acts name was easily recognizable and distinguished from any other initiatives out there. We worked with website designers, Krimson, on this project and thank them for all of their hard work!

An early indication of the success of our organizational changes was receiving a Shorty Award in spring of 2012. Shorty Awards honor the best in social media and we were proud to win the 2012 Charity award. This win embodies our commitment to our mission and our need to reach diverse audiences around the globe.

Commitment to Nonprofit Best Practices and Transparency

In 2011, Random Acts received the Guidestar Exchange Seal, a commendation bestowed on organizations that demonstrate a commitment to transparency through the maintenance of our profile, completed quarterly and reassessed in its entirety annually for full disclosure and accuracy.

Guidestar announced in late 2012 that they would be implementing changes to their structure. We will continue to monitor changes to ensure we retain our Exchange Seal and to ensure we continue to provide detailed organizational information to our constituents.

We also encourage comprehensive reporting, striving to give our supporters as much information as possible about our practices and accomplishments. Detailed quarterly reports are available on our website in addition to annual and campaign specific reports.

acts and sponsored projects

One of our most memorable supporter driven acts took place in September 2012. One of our supporters, Tanya Walker, shared with us the story of a friend who was forced to move out of her home due to a mold allergy. She and her family were prepared to install indoor plumbing fixtures, but were struggling to afford the much needed water heater for the new house. Through Tanya, Random Acts was able to step in and help with the purchase of a 40 gallon hot water heater.

We were introduced to Tsighe Mesfun through our sponsored projects division. Brought to us by the Coalition to Abolish Slavery & Trafficking, Tsighe was the victim of human trafficking having been enslaved to a family in California. Freed by CAST’s intervention, Tsighe had not returned to her native country in 15 years. We paid for Tsighe to return to her country and see her daughter and grandchildren.

Our acts program is separated into two divisions - supporter driven acts and sponsored projects. Supporter driven acts apply for funding through our website while sponsored projects are typically larger acts brought to us by board or staff members as well as by other organizations. In 2012, 15 total acts were completed through these divisions accounting for $10,000. These acts represented the United States, the United Kingdom, Canada and Poland.

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In an effort to increase both the visibility of Random Acts and our impact on our global community, we have begun investing in partnerships with fellow non-profits and charitable institutions. Often taking the form of Acts and Sponsored Projects, our 2012 partners included: A Window Between Worlds, Bradley Angle, The Coalition to Abolish Slavery and Trafficking, Connections for Abused Women and their Children, The Crib, Downtown Women’s Center LA, Legendary Women Inc., MacDonald Motorsports, and Wellness Works.

One of our most successful partnerships began in the summer. Working with the Newton-San Juan del Sur Sister City Project, we helped to purchase a school bus for students in San Juan del Sur, Nicaragua to ensure that these ambitious teenagers can complete their education in a timely and safe fashion. The bus also offers sustainability to the high school as it can be rented out to others to keep a steady stream of income for the school. In addition to the money we pledged to the bus, our supporters helped to raise $5,000 toward the purchase, reaffirming their commitment to spreading kindness.

Beyond our partnerships with charitable organizations, we also have an ongoing partnership with Creation Entertainment, presenters of many fan conventions in the United States. In October 2012, members of the Random Acts staff were on hand at Salute to Supernatural Chicago for Tricks for Treats during which over 16 boxes of items for a local shelter were collected. Due to the huge success of Tricks for Treats and Creation Entertainment’s generosity, we hope to make many more appearances at Supernatural fan conventions in the coming months.

In 2013, we plan to expand our partnerships to ensure we have a maximum impact on local and global communities. In mid-2013, we will begin accepting applications from prospective partners. More details are available on our website.

Semi-Annual Awards for Random Acts

Semi-Annual Awards for Random Acts (SAARA) are our semi-annual awards given out to exceptional acts of kindness. Anyone may nominate an act that they have completed, whether it was created as part of an AMOK act, a funded act or sponsored project, or an independent project. SAARA aims to recognize and encourage random acts of kindness. Winners receive a donation made in their name to the charity of their choice.

Over our two 2012 SAARA rounds, 531 participants submitted acts for SAARA consideration logging over 500 hours of kindness. In addition, SAARA consideration was included as part of the Greatest International Scavenger Hunt the World Has Ever Seen (GISHWHES) adding an additional 781 entries. SAARA was also responsible for $7,000 worth of donations made to charities in 2012.

Our Events Team is currently reviewing the SAARA nomination process to ensure maximum participation and effectiveness of the program. 2013 will likely see a number of changes made to SAARA, but we look forward to continuing this program.

March 4, 2012 marked our first Annual Melee of Kindness (AMOK). The goal of AMOK is to get as many people around the globe participating in acts of kindness at the same time as possible. Setting aside a single day for acts of kindness allows us to reach further into our communities and encourage constituents to participate in creating their own acts large and small. 383 participants logged nearly 539 hours on 122 random acts of kindness. 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 funded by us totaling $1,137.26. These acts included participants handing out baked goods and other treats in local parks, and participants purchasing toys for a child’s hospital.

Our co-founder, Misha Collins, took part in an official AMOK Act in Los Angeles. Joined by two of our former staff members, Nicole Edison 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 the same weekend.

While AMOK was extremely successful on its own, it also helped to increase the number of participants requesting funding, including several participants who later requested funding to continue the projects started during AMOK. Additionally, a number of AMOK participants were considered for SAARA awards.
The Hope 2 Haiti 2 (H2H2) campaign launched on February 10, 2012 utilizing Crowdrise as the main fundraising platform. We also accepted donations via check and paypal. Within the first 12 hours of the campaign launch, 29 volunteers had joined the cause raising over $1,000. Over the course of the campaign a total of 623 fundraisers joined us on Crowdrise to help raise funds with a goal of raising $5,000 each in order to qualify for the H2H2 Haiti trip. Additional incentives were offered at major fundraising milestones related expenses starting with our projects and Haiti-related expenses starting with our projects at the Jacmel Children’s Center (JCC) and extending to the Art Creation Foundation for Children (ACFC) and other organizations as available.

A comprehensive look at our Haiti campaign is available through our website in our Hope to Haiti Campaign Report.

Our 2012 financials indicate accurate budgeting and commitment to mission driven initiatives. Total Revenue for 2012 was $335,667.36 with a total budget including 2012’s carryover of $566,832.61. Expenses came in at $355,647.10. Moving into 2013, we will have $211,185.51 reserved for continued funding of acts of kindness, of our other events and of our campaigns. We rely on the generosity of our supporters to help in making 2013 as successful as 2012. This amount includes $61,819.35 allocated to Haiti in 2013. We appreciate the ongoing generosity of both longtime and new doners, and we look forward to continuing to serve our communities in the coming months.

**REVENUE**

Contributions, Gifts and Grants: $335,667.36
Total Revenue: $566,832.61

**EXPENSES**

Programs: $328,772.54
Administration: $62,874.56
Total Expenses: $395,647.10
Total Assets: $211,185.51
Total Liabilities: $89,898.17

**random acts staff**

Cinde Mossam, Director
(December 2011 - present)
Angie Amos, Act Proposals Officer
(February 2013 - present)
Mark Bramlett, Communications Manager
(January 2012 - December 2012)
Sharon Buckey, HR Officer
(2012 - present)
Michelle Ciapham, Assistant Director & HR Manager
(2012 - present)
Chelsea Clayton, Events Officer
(2012 - March 2013)
Deb Counts-Tabor, Events & Projects Officer
(February 2013 - present)
Elisabeth Curry, PR Officer
(2012 - March 2013)
Melissa Dark, Marketing Manager
(2012 - present)
Olivia Desianti, Graphic Designer
(2012 - March 2013)
Nicole Edson, Development Officer
(2012 - December 2012)
Magnus Erik, IT Manager
(2012 - present)
Lindsay Heffernan, Development Manager
(2012 - present)
Dawn Hewitt, Events Officer & Forum Moderator
(2012 - August 2012)
Melanie Holm, Social Media Officer
(2012 - present)
Stephanie Huffman, Inventory Manager
(2012 - present)
Hillary Keane, Events Manager
(2012 - present)
Tracy Liu, Treasurer
(2012 - present)
Jo-An Morin, HR Officer
(2013 - present)
Demetra Moumas, Video Coordinator
(2013 - present)
Misty Hoye, Creative Arts Manager
(2013 - present)
Andrea Ramous, Social Media Officer
(2013 - present)
Rebecca Scott, Assistant Director
(2012 - December 2012)
Krislyne Solomon, Regional Representatives Coordinator
(2012 - present)
Juliana Su, IT Officer
(2012 - present)
Michelle Talbot, Events Manager
(2012 - July 2012)
Tammy Wynnott, Executive Assistant
(2012 - present)
Sharon Buckey, HR Officer
(2012 - present)
Michelle Ciapham, Assistant Director & HR Manager
(2012 - present)
Chelsea Clayton, Events Officer
(2012 - December 2012)
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(September 2012 - present)
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(2012 - present)
# TOP DONORS

GISHWHES  
The Engage Network  
Jon and Kathy Araghi  
Peregrine Productions, Inc. (Bing)  
Elizabeth Buckles  
Demelza Harman  
Rochelle Benson  
Robin Sussman  
Patricia Siddiqi  
Rebecca Lawrence  
Pamela Milton  
Rebecca McGrath  
Misha Collins  
Peter McKinnon  
Terri Samuels  
Joanna West  
Lawrence Samuels  
Deborah Combs  
Zabrina Way  
Vanessa Gya  
Katie Bohdel  
Heather Fath-Azam  
Shunda Lee  
Molly Magoulas  
Jack Stiefel  
Richard Cross  
Pamela Samuels  
Zachary Scarpetti  
Rich Yonts  
Stephanie Durning  
Cathy Hay  
Betty Ann Jack  
Michael Jack  
Morton and Sally Ann Kirshner  
Jessica Meirs  
Kerry Morrow  
Nic Roach  
Noelle Reiner  
St. Ignatius-Hickory Church  
Courtney James  
Anja Justen  
Alice Reiner  
Konstancja Glinka  
Rachel Jack  
Naela Almesned  
Scott Bever  
Diane Brown  
Renee C  
Katie Jones  
Robert Macchione  
Sian Masson  
Grace McKinnon  
Tara Montague  
Jane Ray  
Heike Sänger  
Norman Sapp  
Mike Shriqui  
Cheryl Thomas  
John Whatman