We continued to work with a number of wonderful partners, and fostered some great new partnerships as well. Our 2014 partners included Community Soup Kitchen and Outreach Center, Connections for Abused Women and their Children, Creation Entertainment, Daily Bread Food Bank, Downtown Eastside Women’s Center, Downtown Women’s Center, GISHWHES, HELP of Southern Nevada, the Hub Productions, Noble Vines, Organic Perspectives, Rogue Events, So Others Might Eat, and Vickery Meadow Food Pantry. Each of these partnerships marks the opportunity to promote kindness in different areas of the world.

**Pivotal!** That is how I would describe 2014. We enter the year on the overwhelming high of the successful completion of the Jacmel Children’s Center. Hope to Haiti (H2H) was THE anchor destination project for Random Acts. The project had defined us since our inception in 2010 - 4 years! Of course we had done other things; acts of kindness, SAARA, AMOK, E4K, convention events, just to name a few, but we always had H2H, waiting. Now we didn’t. We needed to look hard at Random Acts’ mission and develop programs that served that mission without a major destination project. Don’t get me wrong, H2H was a life-altering, amazingly big dream that together we achieved. Life, however, goes on after the projects are completed, no matter how amazing they were. Random Acts is no exception and we wanted to spend 2014 concentrating on the programs that would be our new anchor. Programs that would allow us to find, facilitate, and fund an army of Kindness Heroes to go out and be about the business of conquering the world, one act of kindness at a time. There were of course obstacles and challenges, but as I think this annual report reflects, we rose victorious!

**Cinde Monsam**
**Director**
Our relationship with Creation Entertainment, the company that produces fan conventions, continues to grow and expand. Through Creation Entertainment’s generosity, we were given the opportunity to establish a presence in the vendor area of conventions across the USA and Canada. At these events, we not only provided information on Random Acts, its activities, and upcoming events, but we were also able to highlight a nonprofit organization in the area that is doing great work and helping those in need locally. Through your generosity, we collected thousands of dollars through in-kind donations and funds for these organizations:

We have a similar relationship that continues to grow with The Hub Productions, who brings fan conventions to the fans in Australia.

For those of you in Europe, we continue to build a relationship with Rogue Events. We hope to have similar success and partner with organizations in the cities and countries served by Rogue Events.

Noble Vines is the company behind Noble Acts, a national campaign that drives their consumers to perform acts and gain loyalty points. Random Acts is so proud to continue to be the primary recipient of all that nobility. Look for our logo on select bottles of Noble Vines wine and join the royalty!

Our main two collaborations are with Kalmat Foundation and Organic Perspectives. Both organizations are doing amazing work in Sri Lanka and Uganda, respectively. Stay up-to-date with all the progress here:

http://www.kalmatfoundation.org/#about
http://www.randomacts.org/kindness-files/organic-perspectives

And then there is G.I.S.H.W.H.E.S; what can we say, it just IS! And Random Acts is proud to be a part of the IS that it is. But if that statement didn’t quite answer all your questions, visit www.gishwes.com.

We have partnered with many others in smaller projects, too many to mention here, but their information is always available on our website.
On Saturday March 1, 2014, we held our 3rd Annual Melee of Kindness (AMOK). The response to this event was phenomenal with participation almost doubling over last year’s event. 2014 saw 22 countries participating in AMOK. We had 310 acts of kindness performed by 859 individuals. More than 4,290 volunteer hours were reported.
Our annual Endure for Kindness event was held October 18th through the 19th. Participants around the world took part in activities ranging from hiking, baking, knitting, reading, and even a 12 hour long ironing marathon. Participants raised a staggering $57,220 to help fund our programs.
Act Proposals Program

In 2014, Random Acts funded **168 acts of kindness** through our act proposals program. $49,404.83 dollars of donor funds were sent out into communities around the world.

These funds help spread kindness through simple acts, such as:

- Taking coffee to the individuals waiting in line at unemployment offices
- Donating old towels
- Volunteering time at an animal shelter
- Visiting with patients at hospitals and nursing homes
- Taking toys to children in cancer wards
- Donating books to a primary school whose library was empty
- Providing Christmas for a family whose sole earner was being treated for cancer

This year, the Random Acts staff also participated in the 12 Acts of Kindness program. In the month of December, we ran a program encouraging staff to apply for funding to perform an Act of Kindness in their community or for individuals they knew personally. 13 acts were approved and completed. These Acts included purchasing supplies for winterizing a feral cat community; care packages for a veteran’s home and medical center; a laptop, new bed, and dinner out for a struggling single mother of three; an etching machine for an underfunded art teacher and his program; and new interview clothing for a needy individual.

April 30, 2014, saw the completion of the first round of Class Act, a new program aimed at rewarding schools and school groups for community kindness projects. We received 20 submissions and awarded two prizes: a 1st prize and a runner-up.

**1ST PRIZE: $3000**

**AZ ZAHRAA ACADEMY AND THE RICHMOND JEWISH DAY SCHOOL**

This was a joint Jewish and Muslim service-learning project. Together, they planned a week of giving: teachers and students alike spent the week handing out scarves, shoes, and bagged lunches in one of Vancouver’s poorest neighborhoods and performing other acts of generosity in their community. The group logged an impressive 100 total service hours within their community. They also made it a priority to meet on a regular basis in order to allow the 6th and 7th grade students to discuss what makes them unique, and how to channel that into treating family, friends, neighbors, and even themselves with more kindness.

**RUNNER-UP PRIZE: $1000**

**DUNLOGGIN MIDDLE SCHOOL**

With the help of one of their instructors, the group partnered up with the Howard County Senior Center to partner students with pen-pals, and to provide a culminating “surprise social,” including live musical entertainment, games, and refreshments.
Caught in the Act (CITA) seeks to honor those individuals that have shown exceptional kindness in the world. Nominations were received from January 1, 2014 through December 31, 2014, with voting held during February of 2015. Winners are chosen by both an internal staff vote and a public vote. The winner of the internal Random Acts vote is awarded $3000 and the winner of the public vote is awarded $2000. This year, we had 92 individuals and groups nominated. After pouring over the nomination forms, Random Acts staff members were able to narrow down the field to 17 outstanding individuals. From these 17 individuals, two winners were chosen.

Public vote winner Stacey Donovan donated a kidney to a stranger via ‘donor chains’. Someone who wants to donate a kidney to a loved one, but isn’t a match, pledges to donate to someone else if their loved one gets a transplant. The network puts together chains of people ‘paying it forward’, but it takes an altruistic donation to set it in motion. Seven transplants in the chain happened because of Stacey’s initial donation.

Staff vote winners Lori and Shira Rich began the random act of kindness to give pet food to homeless people in Riverside, CA who have cats and dogs. This has grown into a nonprofit that still brings food daily to the pets living on the street, and now they also collect donated funds to pay for the spay and neuter surgeries for these pets.

Projects

Following Hope to Haiti’s end in 2013, we took a year off from running a major destination development project campaign and trip. Instead, we used this year to do our due diligence in researching our next potential destination project. In February, Cinde and Tracy, along with board member Susan Markowitz and her husband Richard Krushnic, traveled to San Juan del Sur, Nicaragua on a fact-finding mission. We met the founders, staff, and students of the Free High School, toured their intended campus area, and learned about their plans to build a campus, to be called the Patricia Claey Center for Human Development. Over the course of 2014, we continued to discuss and plan this project, made a commitment to it, and decided to launch the campaign in early 2015.
EVENTS CALENDAR
In order to keep supporters better informed of events we hold throughout the year, we integrated an events calendar into our site. The calendar allows visitors to view upcoming events as a grid or list; jump to a particular month in the calendar; or filter events by category. Events posted on the calendar are currently organized into the following categories: Annual Events, Award Program Deadlines, Conventions, Contest Deadlines, and #GetKind.

KINDNESS FILES
Since the end of 2013, we have been working closely with Krimson to develop a new page on our site that is dedicated to showcasing acts of kindness we fund and inspire. This page, the Kindness Files, launched at the end of Q3.

The Kindness Files rely heavily on images and video to tell stories and engage and interest visitors. Some examples of content we plan on featuring include:

- Lights, Camera, ACTion! (supporter/sponsored acts)
- Class Act submissions (after the voting period is complete)
- Caught in the Act submissions (after the voting period is complete)
- Kindness Quotes
- Relevant items that highlight the stories behind E4K, AMOK, #GetKind, and destination projects

The page will be updated on a regular basis to keep the content fresh.

NEW DOMAIN NAME
To strengthen our branding, we acquired and activated our new domain, www.randomacts.org. We still maintain ownership of the old domain, www.therandomact.org, and have updated it to automatically redirect visitors to the new domain.

REDESIGNED JACMEL CHILDREN’S CENTER (JCC) WEBSITE
Since our last trip to Haiti, we have been busy working with our web design/development partner Krimson, Board Member Philip Schneider, and Lisa Rueff, to update the JCC website (http://www.jacmelchildren.org). The website now has a completely new design and layout. In addition, Krimson redesigned the logo.

The redesigned website officially launched at the beginning of December, in conjunction with the release of the Hope to Haiti coffee table book.
The Marketing Team ran a variety of promotional campaigns throughout the year, highlights of which are captured below. We also closed out the year preparing to switch our social media accounts to match our new domain, randomacts.org. Ultimately, the transition happened in early January 2015.

**FEED THE PIG (JANUARY-MAY 2014)**

This fundraiser featured the fun prize of Hamish the piggy bank, signed by Misha Collins, Jensen Ackles and Jared Padalecki. Thanks to enthusiastic supporters who cumulated points through trivia questions and Crowdrise donations, Random Acts raised over US$5000, which helped feed the kids at the Jacmel Children’s Center in Haiti, as well as go towards funding acts of kindness around the world.

**Hope2Haiti COFFEE TABLE BOOK**

The H2H coffee table book was released and marketed in late Fall to commemorate Random Acts’ 3-year journey in Jacmel, Haiti to help restore hope following a devastating earthquake. Proceeds from every book sold went directly towards supporting the Jacmel Children’s Center.

**12 ACTS OF KINDNESS**

Random Acts staff went all out over the holiday season to coordinate acts that benefited an individual or family who deserved a little extra holiday cheer. The team was so beautifully enthusiastic that we captured more than 12 acts over the course of several weeks, including supplying a new bedroom suite for Elisabeth, an Army veteran and mother, by cofounder Misha Collins and director Cinde Monsam.

**END OF YEAR VIDEO**

We created a video to celebrate our supporters, and the milestones and successes of 2014, which was distributed to our supporters and partners. [https://www.youtube.com/watch?v=FZvSzAN00NT](https://www.youtube.com/watch?v=FZvSzAN00NT)
CINDE MONSAM, Executive Director (December 2011-present)
ANDREA RAMNARES, Social Media Officer (August 2012-October 2014)
ANNIE HOUSTON, Regional Events Officer (July 2014-present)
ANNAN ÅKERMANN, Graphic Designer (May 2013-present)
ANGIE AMOS, Act Proposals Officer (February 2013-September 2014)
ALLY COOPER, Administration & Operations Assistant (January 2014-October 2014)
BEVERLY FOREHAND, Social Media Officer (May 2013-present)
CLAIRE WHITE, Events Officer (July 2014-November 2014)
DIANA PARADIS, Public Relations Officer (May 2013-present)
HILARY KEANE, Events Manager (February 2011-November 2014)
JENNIFER WILLIS-RIVERA, Development Officer (November 2014-present)
JESSICA LEEBURG, Graphic Designer (November 2014-present)
JO-AN MORIN, Human Resources Officer (January 2013-present)
JULIANA SU, IT Manager (August 2012-present)
KAE WINTERS, Marketing Officer (May 2013-present)
KELLY HOFFMAN, Social Media Officer (March 2014-present)
KENDALL VINGUA, Development Manager (March 2014-October 2014)
KRISTY SOLOMON, Regional Representatives Coordinator (December 2012-July 2014)
LAURA DEGLOPPER, Graphic Designer (December 2012-present)
LAURA KUCHARCHUK, Social Media Officer (March 2014-present)
LESLIE DANIELLE CORY, Graphic Designer (February 2014-June 2014)
LINDSAY HEFFERNAN, Development Manager (January 2012-September 2014)
MEG GAUTHIER, IT Manager (August 2012-June 2014)
MELANIE SCHMITZ, Social Media Officer (March 2014-present)
MELISSA DARK, Marketing Manager (September 2012-October 2014)
MICHELLE CLAPHAM, Assistant Director (HR & Strategy) (July 2011-present)
REBECCA SMALLWOOD, IT Developer (July 2014-present)
SAM GARNER, Graphic Designer (November 2011-present)
SHARON BURKEY, Human Resources Officer (January 2012-present)
STEPHANIE HUFFMAN, Inventory Manager (January 2012-present)
SUZIE AUSTIN, Marketing Manager (November 2014-present)
SUSAN ASHWORTH, Inventory Manager (March 2014-July 2014)
TAMMY WHYNOT, Social Media Officer (January 2012-November 2014)
TINA WHITEHAIR, Finance Controller (January 2012-November 2014)
TRACY LIU, Destination Projects Manager (December 2009-present)
Top Donors

Represent
GISHWHES
Noble Vines
Andrew and Heather Wall
Jillienne Horwitz
Konstancja Glinka
Taya Hill
Harry Pugh
Freckle Sue
Jason Manns
James Boehm
Calvin Hsia
Joanna West
Jack & Virginia Stiefel
Thomas Buhr

FINANCIAL STATEMENT 2014 AND FUNDING NEEDS 2015

You generously donated $353,000 dollars and we continue to dedicate the majority of those dollars to furthering our mission, demonstrated by the fact that our management and general expenses were exceptionally low once again, representing only 4.0% of total revenue and 8.5% of total expenses. This means that, of total expenses during 2014, 91.5%, approximately $155,000, was expended to spread kindness around the world.

Our 2014 financials continue to indicate accurate budgeting and commitment to mission driven initiatives. Total revenue for 2014 was $355,000 and expenses came in at $170,000, resulting in an increase to net assets of $185,000. Moving into 2015, we have $440,000 of reserves available for continued funding of acts of kindness and our other events and campaigns. In addition, we have $55,000 earmarked specifically for our Dreams to Acts campaign, whose primary initiative in 2015 is to support the Free High School in San Juan del Sur, Nicaragua. We thank our supporters for making 2014 such a successful year and look forward to your generosity once again in 2015 to make it an even better year! We appreciate the ongoing generosity of both longtime and new donors, and we look forward to continuing to serve our communities in the coming months.

Thank you so much for your continued commitment and support to Random Acts.

REVENUE
Contributions, Gifts, and Grants: $352,755
Miscellaneous: $2,483
TOTAL REVENUE: $355,238

EXPENSES
Awards and Grants:
Acts of Kindness: $65,210
Dreams to Acts: $22,073
Class Act: $4,000
Other: $15,302
Total Awards and Grants: $106,585
Contract/Professional Service Fees: $35,002
Operational and Office Expenses: $20,299
Travel and Convention Expenses: $6,990
Other Expenses: $890
TOTAL EXPENSES: $169,766

NET INCREASE IN NET ASSETS: $185,472