

# 2019

## ANNUAL REPORT

# Contents



# 2019 Staff

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Genevieve Padalecki

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Michelle Henning

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Xandra Harbet  
Zahra Khan Durrani

# Executive Statement

“This Random Acts community has had another inspired, inspiring, and uplifting year filled with acts of compassion, support, and kindness the world over.

2019 was a year of growth wherein Random Acts added 20 staff members, created our first student group (at the University of Wisconsin-River Falls), and expanded work through Friends of Random Acts groups in the Greater St. Louis Area; Los Angeles; New England; New York City; Savanna, Illinois; and Seattle, Washington.

Supporters raised over \$250,000 to clear landmines and unexploded ordnances in Laos to stem the loss of life and limbs. These funds additionally provided much-needed prosthetics for countless Laotian children and adults missing limbs for the GISH “Change a Life” initiative, in which we partnered with GISH, Legacy of War Foundation, and Mines Advisory Group (MAG).

Our community also grew as we were grateful to partner with DriveThruRPG for a D&D bundle benefitting Random Acts, Creation Entertainment throughout their year of conventions, UpWest during their Comfort Cabin tour when we worked together to spread comfort and kindness in four cities, and Stands for many of their charitable campaigns.

We ended the year again with the ever-uplifting kindness spree that is our Holiday Kindness initiative, wherein you initiated acts of kindness around the world, using your creativity to find ways to bring help to those who could use support in hundreds of communities.

This short summary is merely a small sampling of all the good I witnessed you doing in 2019. This group has truly become a formidable force for good in the world, and watching you is a source of inspiration for so many.”

**Rachel Miner**

Executive Director

# Acts of Kindness

Random acts of kindness are one of the most integral elements of Random Acts' philosophy.

We provide funding to people willing to complete such an act in their communities and carry kindness out into the world.

In 2019, Random Acts helped complete a total of 93 acts of kindness. These were implemented by our board members and staff, as well as our supporters.

The initiative for more than half of our acts—49—came from our staff members, while our supporters engaged in 35 acts. Our board was also very active this year: they contributed another 9 acts, or nearly a tenth of the total.

Acts were completed both domestically and around the globe. Three-quarters of acts took place in the United States. Kind people from the United Kingdom, Australia, and Germany contributed five each. Canada saw four acts completed, with the remainder split between Ecuador and Jamaica.

## Acts of Kindness



49  
Staff Acts  
35  
Supporter Acts  
9  
Board Acts

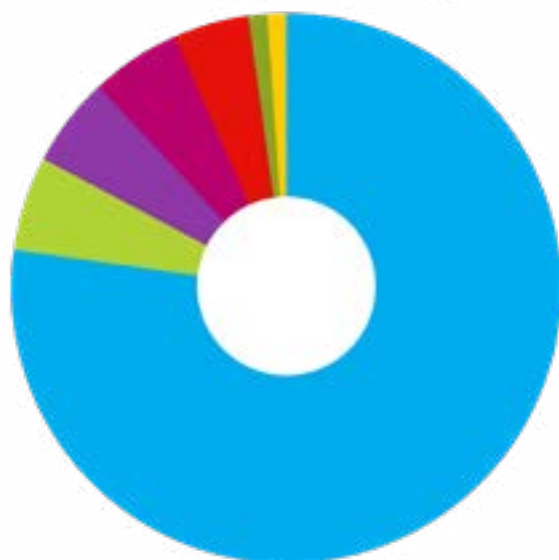


**Bags of Comfort**  
Supporter Act



**Bagging Kindness at the Hoving Home**  
Supporter Act

## Acts by Country



77.4%  
United States  
5.4%  
Australia  
5.4%  
United Kingdom  
5.4%  
Germany  
4.3%  
Canada  
1.1%  
Jamaica  
1.1%  
Ecuador



**Supplies for Success in Townsville**  
Supporter Act



**Finding Hope in Atlanta**  
Staff Act

# Childhood Hunger Campaign - #RANoHungryChild



One of the main initiatives of 2019 was **Random Acts' Childhood Hunger Campaign**. Encompassing a total of **51 individual Acts on five continents**, the campaign crossed the map from Alaska all the way to New Zealand.

Hunger and malnutrition in childhood have serious consequences for a person's entire life, not to speak of the direct detrimental effects on the children's chances of improving their situation. Even if food-insecure families can send their children to school, hunger impairs concentration and prevents students from taking full advantage of learning opportunities.

Therefore, alleviating childhood hunger is one way for small acts of kindness to have long-lasting effects. With initial funding from 2018's E4K, The Bad Idea Tour, and other donations, our supporters enabled us to help children struggling with food insecurity all the way up to 2020.

While the US mainland saw the most **#RANoHungryChild** acts in 2019, we also recognize the relative purchasing power of the US dollar elsewhere as a chance to increase our impact. This is why a number of Acts benefited US Territories like Puerto Rico, American Samoa, and the Northern Mariana Islands. Internationally, acts were also completed in the Philippines, Germany, the United Kingdom, India, New Zealand, Australia, Brazil, and Yemen.

Many acts in the Childhood Hunger Campaign were directed at food banks, but some also directly delivered food to families experiencing food insecurity. For other acts, we partnered with local organizations, from shelters and soup kitchens to healthcare providers, to donate food and funds. Staff members often also donated their time to volunteer. In addition to supplying meals, many of the organizations also offer educational programs or specifically support students in difficult circumstances.



American Samoa, USA  
x Acts



Philadelphia, USA  
x Acts

# Childhood Hunger Campaign - #RANoHungryChild (CONTINUED)



Virginia, USA  
x Acts



Virgin Islands, USA  
x Acts



Melbourne, Australia  
x Acts



Manila, Philippines  
x Acts



Wigan, UK  
x Acts



Fortaleza, Brazil  
x Acts

# Events - Endure for Kindness (EK4): October 26 & 27

## E4K is the major fundraising event on our annual calendars.

The participants—including many staff members—pick one activity to do for as long as possible during these 48 hours. Similar to a charity run, sponsors donate a flat sum or a repetition-based amount to CrowdRise pages set up for the purpose. This might be per batch of muffins baked, per mile run, or even per song played on the ukulele.

In some years, the funds raised are directed at a certain program: 2018's E4K donations, for instance, went toward our 2019 Childhood Hunger Campaign. In 2019, the funds went into our general donation pool.

We used the [#E4KRA19](#) hashtag on Twitter, Facebook, and Instagram to promote and showcase all these efforts. Some of them, like our own Misha Collins' poetry reading, were live streamed. A recap can be found [here](#).

Because E4K is inspired by charity runs, many participants pushed themselves with physical challenges. IT Officer Lauren Angelini ran 13.3 miles over the weekend, Project Manager Rea Niessen hiked through Scotland, and Outreach Officer Nicole Kirby ran a marathon with her husband. Communications Officer Holli DeWees spent the weekend picking up trash in her hometown.

In anticipation of Halloween, our Executive Director Rachel Miner decorated pumpkins with the NYC Friends of Random Acts and Outreach Officer Paulina Fangel. Random Acts supporter Claudine baked Halloween-themed goodies to donate to various organizations in her community. Class Act Coordinator Ruby Curtis and our supporter Caitlin contributed (and hid) papercrafts and shiny things, while Outreach Manger Kristin Lindsay sewed away in Canada.

**Class Act Coordinator Ruby Curtis**  
Make & Donate-a-thon



**Supporter Caitlin**  
Bedazzle-a-thon



**Project Manager Rea Niessen**  
Hiked through Scotland

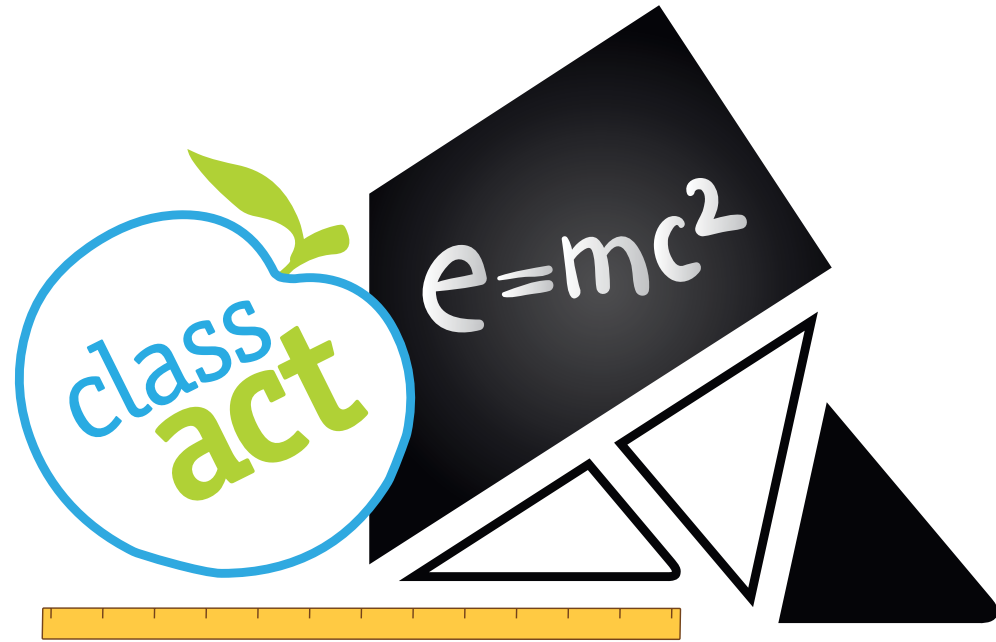


**IT Officer Lauren Angelini**  
13.3 miles run over a weekend



**Supporter Claudine**  
Halloween goodies for donation





**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 winners of the 2019 award were the Chesed Clubs of Vancouver Talmud Torah (VTT) school.** The Hebrew chesed roughly translates to kindness, or loving-kindness, which the students have taken to heart in abundance.

Chesed Club students sold flowers and concessions to enable a visually impaired fellow student to go to an aviation summer camp. The proceeds of a Gia Tran-inspired bottle drive went to the British Columbia Cancer Foundation.

The students also gave backpacks with school supplies to first graders in local schools. Together with the WE Foundation, they raised enough funds to send 72 children to school in Kenya.

Besides monthly food drives and volunteering at a Jewish food bank, students made 500 meals for people experiencing homelessness. Students also took the time to sit with them and listen to their life stories, to show empathy and make them feel included in their community and valued as people.

Chesed Club students also held a Christmas food drive for Foster Nation, benefiting children in foster and government care, and another for the local Muslim Food Bank, preparing 100 meals for Muslim families in need.



# Events - Annual Melee of Kindness (AMOK): April 27 & 28

**AMOK is an event designed to demonstrate what kindness paired with determination and fun can achieve for the world.**

AMOK is an event designed to demonstrate what kindness paired with determination and fun can achieve for the world. During these two days in April 2019, staff and supporters went all out with acts of kindness. At the same time, AMOK is a perfect opportunity to grow our network of supporters, in person and on social media.

By the numbers, 21 Random Acts staff and 50-65 supporters came together for over 40 staff and some 75-100 supporter acts, sharing them on Twitter, Facebook, and Instagram using the hashtag **#AMOKRA19**.

Staff acts received at least partial financial support from Random Acts, taking some of our donations to spread kindness and creativity hand to hand, person to person, and even person to bee. Communications Officer Bea Arbeiter handed out packets of pollinator seeds to attendees of DarkLight Con, Paris. For our larger furry friends, Staff Writer Lisa Cerezo donated cat food, toys, and comfort items to the Champaign County Humane Society, Illinois.

Food is always a major AMOK theme. Regional Representative Misty Cash and student volunteers provided strangers with drinks and snacks in parks in Florida. Regional Representative April Vian distributed bagels and water in Seattle. AMOK Coordinator Jean Hayes baked for the Allstate Home Office, responding to their “Bring Out the Good” kindness initiative. Co-founder Misha Collins and his kids delivered a literal wheelbarrow of supplies to people experiencing homelessness in Bellingham, Washington.

On the sporty side of kindness, Regional Representative Rowan Meredith led an introductory rugby session for girls, also providing them with Random Acts-funded mouth guards. Graphic Designer Iliana Habib and a group of *Supernatural* fans raised \$4,300 for St. Jude Hospital in the Nashville half marathon. The day after, she collected over 250 items for The Family Center, also in Nashville. Two supporters, Amanda and her sister, walked to raise funds to help people suffering from multiple sclerosis.

In Belleville, Ontario, Regional Representative Ruby Curtis-Cowen organized the “Big Book Hunt.” She stocked up Little Free Libraries, hid books throughout town, and created a free library for people experiencing homelessness. She also included gift cards for local coffee shops in the books to enable finders to read in comfort, with a hot beverage in front of them.

Executive Director Rachel Miner, E4K Event Coordinator Emily DeMarco and the Friends of Random Acts collected dozens of books, toys, baby supplies, and accessories for moms and handled an Amazon wish list for items to be delivered directly to Mount Sinai Hospital, NYC.



Regional Rep Ruby Curtis-Cowen  
Big Book Hunt



Friends of Random Acts  
Donation drive & rock painting



Communications Officer Bea Arbeiter  
Pollinator packets

# Conventions, Expositions, and Conferences



**Supernatural Convention**  
Toronto, Canada  
Random Acts Kindness Program

It is important for Random Acts to get in touch with our current supporters and to meet new ones by carrying kindness into the world.

That is why we attend various conventions, expositions, conferences, and festivals. This chapter provides a summary of the 18 conventions we attended in 2019.

When we attend a convention, we reach out to supporters, promote our activities, and accept donations. But we also partner with local nonprofits to support charitable efforts. The causes we've supported through conventions range from food banks like The Little Pantry that Could in Nashville to NPHY in Las Vegas, which supports youth experiencing homelessness.



**DragonCon**  
Atlanta, Georgia  
Cosplay Repair Booth



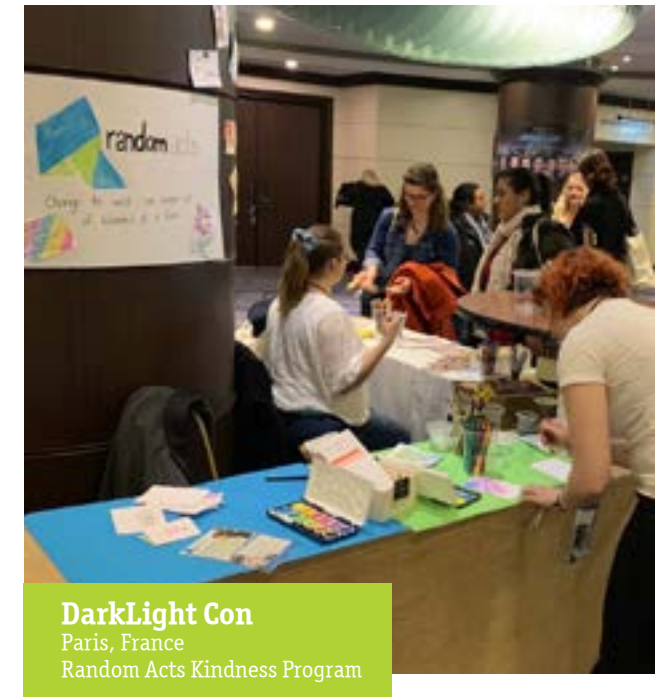
**MomoCon**  
Atlanta, Georgia  
Cosplay Repair Booth



**PAX East**  
Boston, Massachusetts  
Random Acts Kindness Program

## Conventions Related to Supernatural

Our co-founder Misha Collins, our executive director Rachel Miner, and several of our board members and celebrity patrons have close ties to the CW's long-running series *Supernatural*. Many of our supporters are also fans. For this reason, Random Acts regularly attends conventions linked to the series, spreading social good through fandom.



**DarkLight Con**  
Paris, France  
Random Acts Kindness Program

# Events

In 2019, Random Acts attended 11 festivals, expositions, and conferences.



## Run 5K Mental Health Expo Denver, Colorado

September 21

Communications Officer Holli DeWees represented the organization at the mental health expo at Sloane's Lake Park in Denver, Colorado. The expo took place as part of the annual **Brain Run**, organized by the nonprofit MindShine Foundation. It aims to promote mental health research, education, and awareness.

## Manchester Pride United Kingdom

August 23-26

Random Acts spread kindness at Manchester Pride. Events Manager Alex Vincent manned a table for the weekend, offering a game of kindness bingo for anyone willing to participate. Participants were asked to complete tasks like "Make a stranger smile" and "Befriend someone who is here alone" and were rewarded with Random Acts-branded items.



## Amica Marathon + Health and Fitness Expo Seattle, Washington

November 29-December 1

During the Amica Seattle Marathon, Random Acts staff and supporters manned a water station along the route. Random Acts also set up a booth at the Health and Fitness Expo for our charity partners, **Move for Hunger** and the **Queen Anne Food Bank**.



## Random Acts & UpWest Columbus, Ohio

November 9 & 10

For UpWest's big debut, they took to the streets to share their take on comfort with the public. Four major cities experienced the UpWest way through their Comfort Cabin.



## WHAM Queensland, Australia

October 24

Random Acts Fundraising Officer Beverly Burrows-Pym attended WHAM, Well-being Health and More, a community event to promote health and well-being.

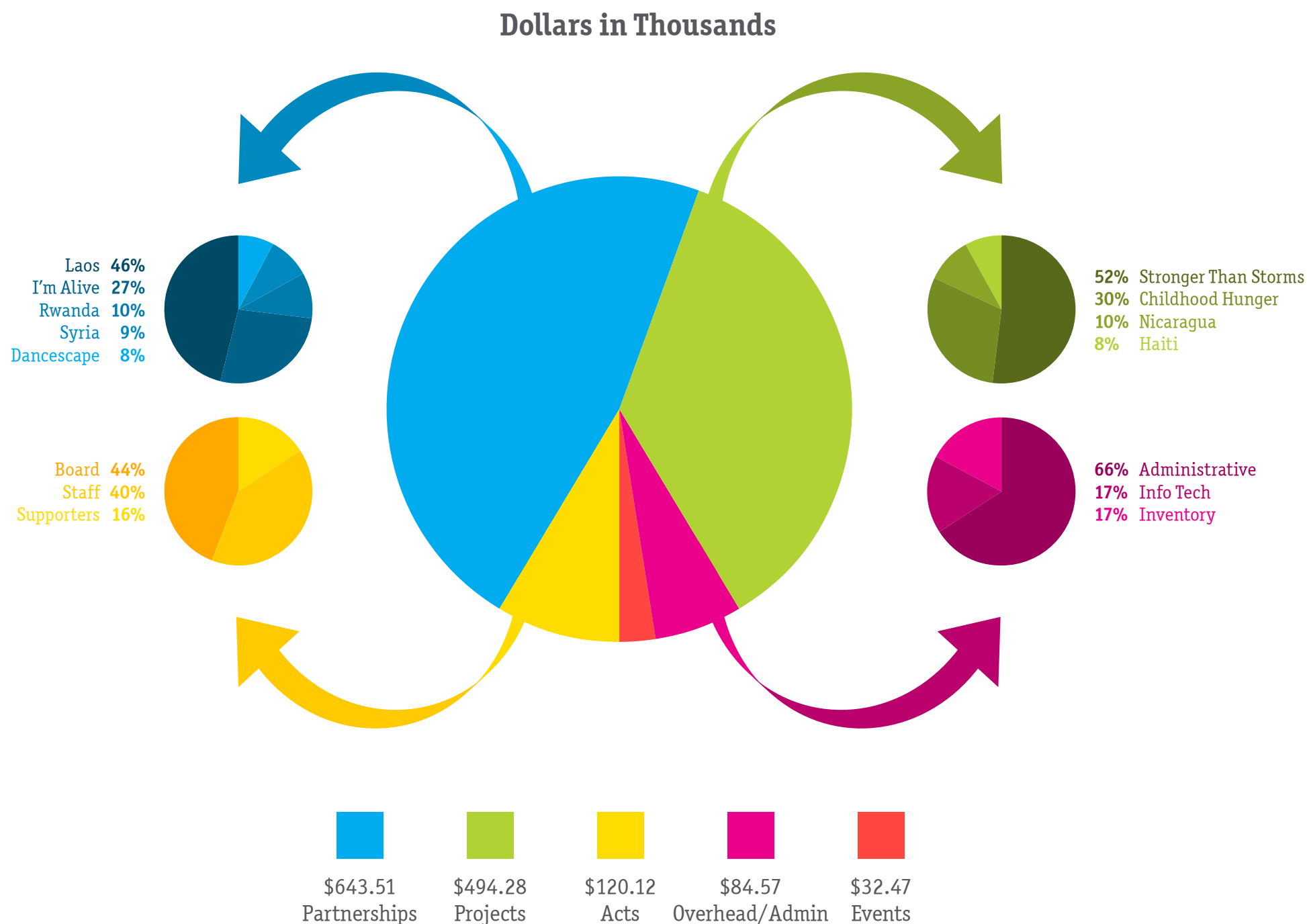
# 2019 Expenses by Category

Of the \$1,304,958,96 spent by Random Acts in 2019, the majority (45.12%) went to our programs. These included Stronger Than Storms and the Childhood Hunger Campaign launched in late 2018, as well as our continued funding for the Crisis Support Network and our annual Class Act program.

Next in terms of spending were projects. The Dreams to Act (D2A) projects include various projects in Haiti, in particular operational expenses of the Jacmel's Children's Center. D2A also encompasses Random Acts' support of the Free High School in San Juan del Sur in Nicaragua, which provides education to those normally excluded from these privileges, especially mothers and those over 18. In 2019, funds were made available to build a daycare center for students' children, as well as toilet facilities. Our Change a Life efforts also fall under projects. In 2019, we focused on gathering funds to finance the demining of fields in Laos and to provide prosthetic limbs for those who had lost arms and legs in explosions, especially children. In addition, funds were also made available for several projects from previous years that Random Acts continues to support. **Overall, 37.20% of Random Acts' total expenses of 2019 were dedicated to these projects.**

**Over \$120,000 of Random Acts' 2019 budget (9.21%) was made available for individual acts of kindness performed by board members, staff members, and supporters.** A total of 93 of these acts were completed, both in the United States and internationally. On average, \$466.72 were made available to supporters to perform acts of kindness in their communities. This average lay at \$959.80 for staff acts and at \$5,932.49 for board acts.

**Finally, 8.47% of Random Acts' budget was spent on operational expenses, covering operating fees, storage, event promotion, inventory, and technology.** Expenses for being present at conventions, industry expos, and nonprofit conferences are also included in this category.



# Partnerships

A lot of what we do to bring more kindness into the world wouldn't be possible without our amazing partners. These are our partner organizations that helped us spread kindness in 2019.



## California Pizza Kitchen

**California Pizza Kitchen** (CPK) was first opened in Beverly Hills by Rick Rosenfield and Larry Flax in 1985. Beyond serving up distinct California-style pizza in over 250 locations, they aim to do good in their community. CPK donates to charities via the CPK Foundation, provides direct help with their Inspired Acts program, and hosts fundraisers.

One of our supporters, Ally Staples, went beyond just making us aware of CPK. She ran Random Acts fundraisers at 10 different CPK locations in southern California.



## Stands

**Stands** was founded in 2015 with the mission of marrying philanthropy, fandom, and merchandise. Actors from TV shows, like *Lucifer* and *Supernatural*, partner with Stands to create merchandise, the proceeds of which go to their charity of choice. Michelle Henning, the president of Stands, does double duty as a member of our board.

Among others, 2019's merchandise included a signed *Supernatural* script and a recording of "A Change Is Gonna Come" by Random Acts patrons Jason Manns and Justin Guarini, with the proceeds going to our Destination Projects.



## UpWest

**UpWest** is a clothing company focusing on mind-body harmony, comfort items, and giving back. They are committed to donating a percentage of each sale to three nonprofits: Freedom Service Dogs of America, Mental Health America, and Random Acts.

They accompanied their launch in 2019 by setting up "Comfort Cabins" in four cities, where visitors enjoyed a stress-alleviating sensory experience—and put together care packages for a local charity. Random Acts staff members were guides for these activities, spreading kindness and the joy of giving.



## GISH

**The Greatest International Scavenger Hunt** is an annual event where participants from all over the world compete on ticking off a wacky list of tasks masterminded by Misha Collins, our co-founder. Many of them, naturally, are random acts of kindness - such as one item calling participants to get grocery stores to donate "ugly" food items rather than binning them.

GISH requires a participation fee and sells merchandise. A portion of the proceeds is donated to Random Acts. Most significantly, one GISH task every year has participants fundraise on behalf of Random Acts' Change a Life projects (see Chapter 6.2). In 2019, GISH collected over \$240,000. These funds go toward demining fields and funding prosthetics for rural families in Laos.



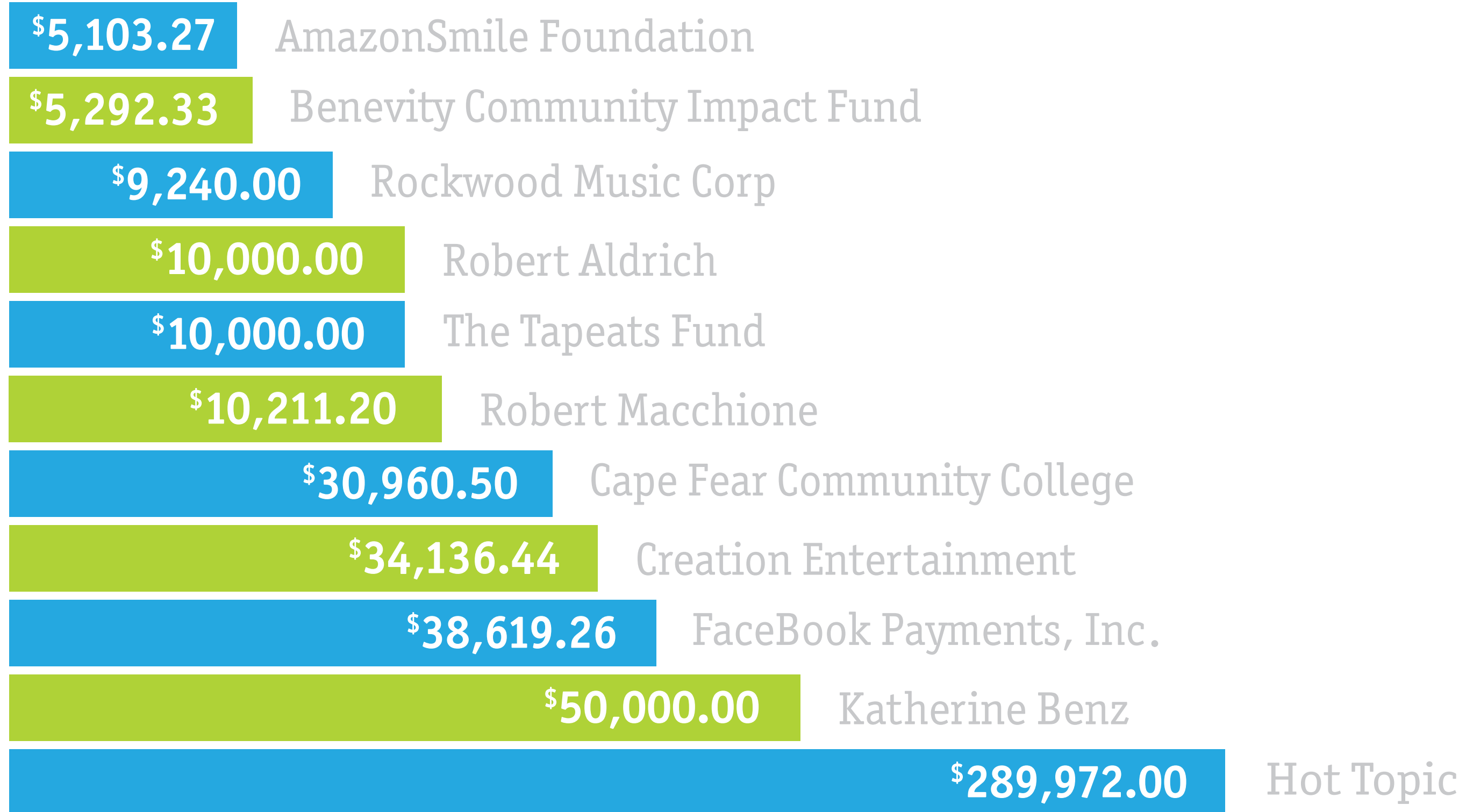
## Hot Topic

**Hot Topic** is widely known for selling pop-culture fashion and accessories. They're less widely known for their charity wing, the Hot Topic Foundation. They've partnered with Random Acts before, donating proceeds of *Supernatural*-themed items launched together with the series' main actors: Misha Collins, Jensen Ackles, and Jared Padalecki.

In 2019, this included the "**End of the Road**" T-shirt. Hot Topic donated the proceeds from the first three days of sale to Random Acts. This resulted in a massive \$280,000 contribution to our relief efforts following Hurricane Dorian striking the Bahamas (see Chapter 5.1).

# Top Donors / Fundraisers

Amounts in US Dollars



# Online Presence: Our Website and Social Media

**Our website traffic is holding steady at around 80,000 visitors.**

A major element of Random Acts' presence online, however, lies in our presence on social media, in particular Twitter, Instagram, and Facebook. Details on these three platforms and visitors' engagement can be found below. It should be noted that Random Acts also runs accounts on Tumblr and YouTube.

## Twitter

Over the course of 2019, our follower count grew by nearly 3,500—or 4.7%—to just under 78,000. The growth was strongest in March and October.

We posted around 650 times during the year, slightly more than in 2018. At the same time, the account generated some 5.1 million impressions and 183,000 engagements.

Note: besides our organization account, we also operate accounts for regional representatives.

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks	Other Engagements
The daycare on the campus of the Free High School in Nicaragua has opened its...	18,565	1,249	14	163	54	17,075	9
Today we are thankful for one of our most inspiring board members, Genevieve...	7,950	1,776	31	165	606	5,372	0
Recognize, celebrate, and show appreciation for your sibling(s)! SIBLINGS DAY	5,517	147	3	23	2	5,342	0

## Instagram

In 2019, our Instagram account gained around 5,300 followers, reaching a total of just under 62,000. This represents a growth of 9.4%.

We posted just over 400 times in 2019, 77% more than in 2018. In raw figures, the account generated some 3.4 million impressions (+52%), 240,000 engagements (+19%), and 2,800 profile actions (-34%).

The five best-performing hashtags were #RANoHungryChild, #GetKind, #E4KRA19, #Repost, and #RAHolidayKindness.

Post Content	Total Engagements	Reactions	Comments	Saves
Today, we turn our attention to three people to whom we can never say "thank you"	4,688	4,503	40	145
We are very grateful to @hottopic for donating profits from the Supernatural End...	4,419	4,225	25	169
Our partnership with IMAlive has been going strong with more and more crisis	2,785	2,668	4	113

## Facebook

Our Facebook page garnered about 700 additional likes in 2019.

We published some 430 posts, 21% more than in 2018 and link clicks went up to 12,800 (+77%).

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
By sharing these "Origin Stories" of Random Acts superheroes behind the...	4,557	1,884	56	78	735	1,804
Today, we turn our attention to three people to whom we can never say "thank you"	2,890	1,708	21	55	242	864
#IDAHOTB DAY AGAINST HOMOPHOBIA, TRANSPHOBIA, AND BIPHOBIA	1,523	881	49	184	-	409

\*Images represent the three most popular posts of 2019 on each platform.



@RandomActsOrg



## Change a Life

Random Acts and the Legacy of War Foundation began the project Change a Life in 2016, collaborating with renowned photojournalist Giles Duley. A large part of the annual donations are collected by participants in GISH, the Greatest International Scavenger Hunt, which is organized by our co-founder and board president, Misha Collins.

### 2019 Project

### Laos

During the Vietnam War, hundreds of millions of bombs were dropped on Laos. 30% of them did not explode at that time but have since killed over 20,000 people. This includes over 8,000 children, who are particularly vulnerable because they often mistake ordnance for toys. Thousands more have been maimed and require prosthetics—if they are available.

The funds collected by Random Acts help Laotian families in two distinct ways. First, they finance demining efforts by the organization MAG. The aim is to clear fields of bombs to prevent unexploded ordnance from causing further tragedies. Second, Random Acts funded prosthetics so that children can again walk to school and play and farmers can sustain themselves and their families with their work once more.



### Previous Projects

### 2018

#### Icyizere Cooperative

The funds raised by GISH in 2018 went to Rwandan women who had survived the violence of the 1994 war and massacres. They support their families, which include many adopted orphans, with potato farming, which yielded little profit.

Random Acts made it possible for them to buy their own plot and form a cooperative.



### 2017

#### Dancescape

Fiona Sargent opened the dancing school Dancescape in the South African township Zolani. Besides teaching dancing students, she also provided them with food and a refuge in the poverty-stricken township. Then she received a terminal cancer diagnosis.

The 2017 Change a Life funds will enable the school to keep going for years to come.



### 2016

#### Assistance for Syrian Refugee Families

In 2016, the birth year of the overarching Change a Life project, we helped four Syrian families in a Lebanese refugee camp. They received new, permanent housing. Random Acts was also able to pay for their needed medical care, provide them with plenty to eat, and help ensure that their children were able to get an education.





## 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 center and a high school campus—have been completed, Random Acts continues to contribute funds for their operational expenses and for smaller additions.

### Nicaragua



#### A Free High School in Nicaragua San Juan del Sur

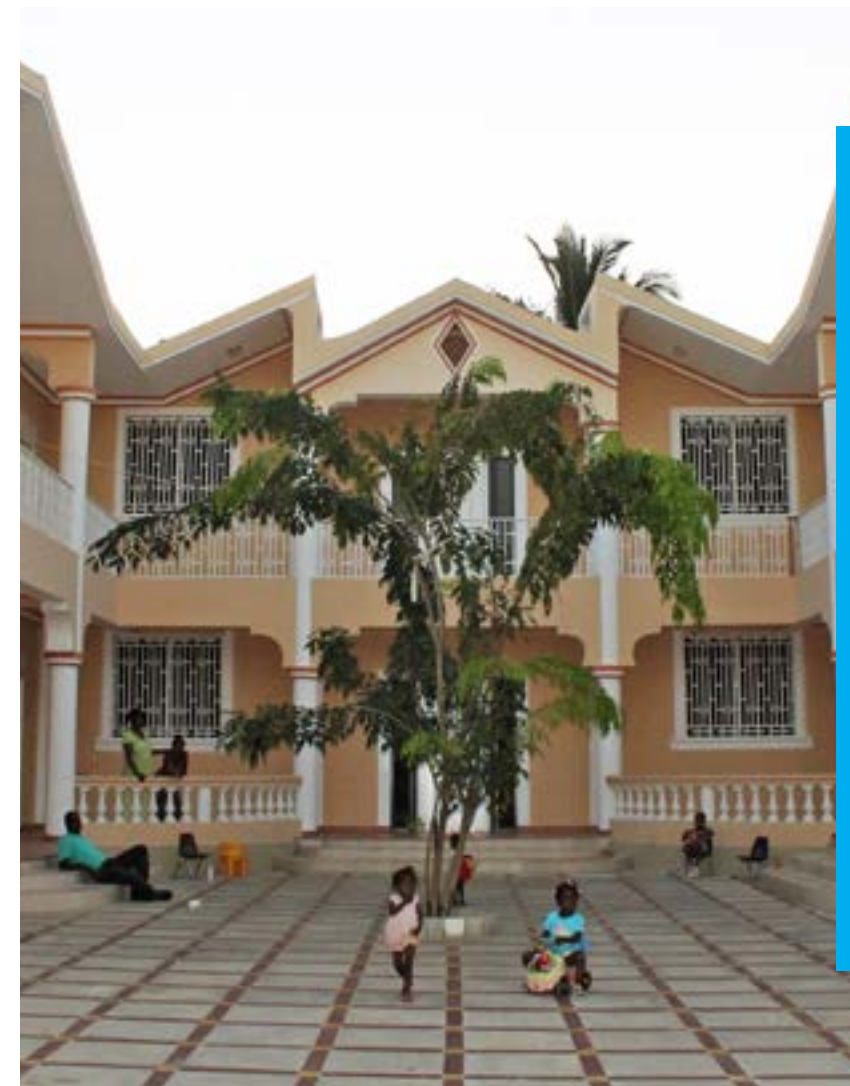
After enabling the Free High School to buy a school bus in 2012, Random Acts raised funds for a new campus for the school and helped build it with annual volunteer trips until it was finished in 2018.

A daycare center **was added in 2019** with funds raised by a raffle for a signed *Supernatural* episode script and a live-streamed reading by **Kim Rhodes**.

This daycare center particularly supports young mothers, enabling them to concentrate on their studies and build a better life. Funds also went toward a solar power system and sanitary facilities both at the school and for local families.

Since 2002, the Free High School, or **Instituto Libre Para Adultos**, has been supporting those without access to Nicaragua’s education system. As of December 2019, over 1100 people have finished their high school education there.

### Haiti



#### Hope to Haiti Jacmel Children’s Center

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.

Responding to the 2010 earthquake in Haiti was one of Random Acts’ origin efforts—first by raising funds for UNICEF, then by helping to build Jacmel Children’s Center with local community leader Bonite Affriany.