



Power of Flowers Project

365 East Street P.O. Box 294 Tewksbury MA 01876 1200

Incorporation Year: 2013

www.powerofflowersproject.org

Organization Contact: Leslie@powerofflowersproject.org Leslie Kirle
Human Services Senior Centers/Services

CEO/Executive Director: Ms. Leslie Kirle

Board Chair: Linda W. Conrad J.D. The Power of Flowers Project



Current

Mission Statement: The Power of Flowers Project rescues flowers, repurposes them into beautiful bouquets and delivers them to seniors and others in need in our community to bring moments of joy and to build caring, compassionate relationships, with the help of dedicated volunteers.

Needs Statement: 1. To identify revenue sources that will increase future sustainability and stability. Increase repeat revenue streams by 20%.

2. To continue, strengthen and increase programs to provide joy and hope to underserved, disabled, and often lonely older adults, particularly those in care communities. To earn corporate support from 5 corporations or businesses; to find sponsors for 5 care communities that cannot afford flower therapy workshops.

3. To increase the delivery of bouquets and hope through partnering with services like Meals on Wheels and adult day services to reach seniors and others in need who continue to live in their homes. Add 5 such partners to reach seniors in their homes.

4. To initiate and create a long range planning strategy that will serve to guide the program and sustain the organization. Hold a formal retreat dedicated to identifying strategies.

5. To hire personnel in areas of marketing, advancement, and volunteer coordination.

Impact Statement: Accomplishments of which we are most proud:

1. Bouquets Delivered: 54,496 by year-end 2016; we are on track to total 75,000 by year end 2017 (65,769 as of 6/30/17).

2. Volunteers: From 60 in 2016 to 140 by mid-year 2017.

3. Flower Donors: From 31 in 2016 to 63 regular donors in 2017

4. Flower Therapy Workshops: From 52 in 2016 to 66 in 2017

5. Hired our first part time Executive Director

Most Important Goals for this year:

1. Develop a new program, Kindness Connections, to encourage corporate community service with employees creating bouquets for care communities; 2 pilot programs successfully completed in 2017.

2. Enlarge our Board of Directors with dedicated members with a specific goal of adding corporate and business community directors.

3. To identify revenue sources to create a reliable revenue stream to support and sustain our programs and support our mission.

4. To hire a marketing professional.

Full-time Staff: 0

Volunteers: 150

(excludes part-time staff)

Programs Detailed on Profile

Individual Bouquet Delivery

Flower Therapy Workshops

Kindness Connections

Projected Revenue: \$106,757.00

Projected Expenses: \$92,253.00

Fiscal Year	2016	2015	2014
Total Revenue	\$82,008	\$92,359	\$23,950
Total Expenses	\$59,268	\$36,946	\$13,943

Top Funding Sources

Fiscal Year	2016	2015	2014
Top Funding Source & Dollar Amount	--	--	--
Second Highest Funding Source & Dollar Amount	--	--	--
Third Highest Funding Source & Dollar Amount	--	--	--