



SPREADING JOY &
CREATING COMMUNITY

2024 IMPACT REPORT



IMPACT
SNAPSHOT

5,408

FLORAL DONATIONS

6,893

VOLUNTEER HOURS

18,984

MOMENTS
OF JOY!

A JOYFUL YEAR

As we reflect on 2024, we're overwhelmed with gratitude for the incredible community that has made Hope Blooms possible. This year has been a testament to the power of kindness, the beauty of human connection and the impact that simple acts of love can have on those facing difficult times.

With your support, we have touched thousands of lives through floral donations, meaningful volunteer experiences and community engagement. Thank you for investing in our mission!



Sprout Joy Community Garden

Display Cooler

Delivery Van

Community Engagement

8th Birthday

THANK YOU!

PROGRAM IMPACT

Thanks to the unwavering generosity of our community—foundations, businesses and countless individuals—Hope Blooms continues to thrive. Your belief in the power of kindness fuels two of our most impactful programs: **Petal It Forward** and **Flower Empower**.

Hope Blooms offers hands-on programs that create joy, foster connection and build a sense of belonging. Working side-by-side with community members, our staff and volunteers deliver more than flowers—they deliver moments of care that ripple outward with lasting impact.

We deliver human connection.

Each bouquet carries a simple, powerful message: **You matter**. Studies show that floral scents make people three times more likely to feel happy. Every bouquet restores hope, fosters healing and reminds someone they are not alone.

Together, our programs created nearly 19,000 moments of joy in 2024, helping us foster connections, build community and show people they matter—one flower at a time.

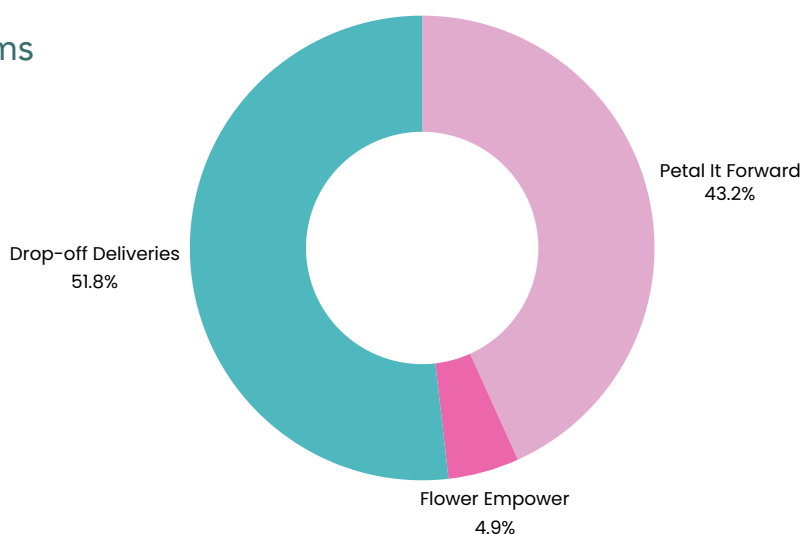
moments of joy

18,984

BOUQUETS CREATED & DELIVERED

↑ 7.92%

● Petal It Forward ● Flower Empower
● Drop-off Deliveries



PROGRAM IMPACT

Hope Blooms continues to experience unprecedented growth in both demand and community engagement, reinforcing the critical role our programs play in fostering social connection, emotional well-being and community resilience.

In 2024, we added seven new partner organizations, including:

- The Ridge Recovery & Reentry Program
- YWCA Lantern Light
- Fargo Housing Authority
- Seeds of Hope Food Pantry
- Essentia Health Reproductive Medicine
- Valley Care & Rehab, Barnesville
- Community Resource & Referral Center

We began serving Lakeland Mental Health clients in 2023. Since then, we've created moments of hope for more than 700 individuals there who are receiving mental health support.

"Last year was so horrible for me. I was hysterical and crying when I went to Lakeland Mental Health. I noticed all the flowers at the reception desk. I no sooner thought, it's been so long since I've been given flowers that they said I could take a bouquet. I had already seen one that really caught my eye. When I reached out to pick it up, I noticed the message on the little bouquet: you matter. I clutched my bouquet and went to my car. I remained in the parking lot nearly 20 minutes sobbing uncontrollably. I was developing a plan to end my life when God sent me your message, hope blooms."

- Recipient at Lakeland Mental Health

WHO WE SERVE

ONGOING PARTNERSHIPS

100 FACILITIES & GROUPS



Senior Facilities

Cancer Centers

Food Pantries

Mental Health
Facilities

Veterans Support

Supportive Housing

Women Focused

Medical Support

Shelters

Recovery Centers

Disability Support

PROGRAM IMPACT

the science of joy & connection

Research continues to highlight the profound impact of social connection on mental and physical well-being:

A Rutgers University study found that receiving flowers significantly reduced feelings of depression, anxiety and agitation among participants—particularly seniors.

The U.S. Surgeon General's report on social isolation underscores the urgency of this work, warning that individuals facing prolonged loneliness face:

- A 32% increased risk of stroke
- A 50% increased risk of developing dementia
- A 29% increased risk of heart disease

These findings are echoed by the countless messages we receive from recipients of our bouquets, who share how deeply the experience touched them:

- "Made my week."
- "Helped me smile on a hard day."
- "Gave me hope."
- "They were a day brightener."
- "Brought me joy and comfort."



Hope Blooms is actively addressing these risks by creating moments of connection and delivering joy.





mission moment: a circle of service & gratitude

During Fargo's Fleet Week in August, we had the profound honor of welcoming U.S. Navy Sailors as volunteer Joymakers, spreading kindness through flowers and connection. As they visited veterans at the Fargo VA Hospital and SMP Health-St. Catherine's South, something truly special happened—service met gratitude in a heartfelt exchange between those who have worn the uniform. For many of the veterans, seeing the sailors brought back memories of their own time in the service. Stories were shared, hands were shaken and in those moments, years melted away. The sailors came to give thanks, but they left feeling just as impacted, reminded of the sacrifices made before them.

Megan, from the U.S. Navy Office of Community Outreach, shared, "I can't express how grateful I am for Hope Blooms opening their doors to us and allowing us to volunteer. I know that event impacted the Sailors and me just as much, if not more, than the Veterans we were giving flowers to."

This is why we do what we do. Hope Blooms is more than flowers—it's about reminding people they are seen, valued, and never forgotten.

Petal It Forward
This is our outreach effort that brings surprise bouquets to the community. Our team and volunteers deliver unexpected bouquets to those we serve, reminding them they are seen, valued and loved.



mission moment: blooming joy brightens a winter's day



Our Flower Empower program brings more than just beauty—it creates moments of connection, joy and healing. This note from Vicki at The Meadows captures the heart of what flowers can do, even on the coldest days.

"Thank you again for making the day so joyous for our residents...the smell of the flowers, the smiles and the laughter were all so therapeutic and perfect for a cold January day. We had a handful of residents come that don't typically go to group activities and prefer independent activities. That was such a wonderful thing to see. Paula asked me at least six times when she was going to get up and arrange fresh flowers. We are so very thankful for every single one of you and what you provide to our residents. And we can't wait to have you back."

-Vicki, life enrichment at The Meadows

Flower Empower

This program brings our team and volunteers together with those we serve to create beautiful bouquets they get to keep. More than anything, it creates intentional connections and a sense of community among participants.



PAULA

sprout joy community garden

Hope Blooms gratefully added a garden program in 2024: Sprout Joy community garden. It's more than a source of flowers—it's a place where hope grows, connections flourish, and memories bloom.

From seed to bouquet, volunteers engage in planting, harvesting and arranging fresh flowers that are delivered to those we serve.

These special blooms will spark fond memories for recipients while offering volunteers a hands-on, therapeutic experience.

With 10 raised garden beds, our garden enhances our repurposed bouquets, support our programs and foster connections. Rooted in our founding story—when our founder Kelly spent summers gardening with her Grandma Freda—this initiative deepens our mission by engaging the community in every step, from growing to gifting.



PROGRAM PARTNERS



RICHLAND 44 FFA



RECYCLED LOVE

Each bouquet we give begins as a donation—flowers that would otherwise be discarded are lovingly repurposed and given new life. This is the heart of our sustainability mission: transforming unused blooms into joy. Flowers are more than just beautiful—they're the physical form of love, often tied to life's most meaningful moments. Whether they come from weddings, funerals or community celebrations, each bloom carries emotion, memory and significance.

By recycling these flowers, we're recycling love. We've seen firsthand how the scent or sight of a flower can trigger joyful memories, especially among seniors and those in memory care. Studies have shown that flowers stimulate positive emotional responses and cognitive recall. Research indicates floral interactions can boost mood and improve memory, especially in older adults. Every petal we share is a chance to reconnect with joy, honor a loved one and offer a tangible reminder that someone cares.

FLORAL PARTNERS

- Hornbacher's
- Cashwise
- Target
- Love Always Floral
- Floret & Foilage
- Dalbol Flowers
- Hanson-Runsvold Funeral Home
- Boulger Funeral Home
- Korsmo Funeral Service
- Wright Funeral Home & Cremation Service
- West Funeral Home & Life Tribute Center
- Many gardeners
- Event planners
- Event venues
- Special events

FLORAL DONATIONS

Event Floral

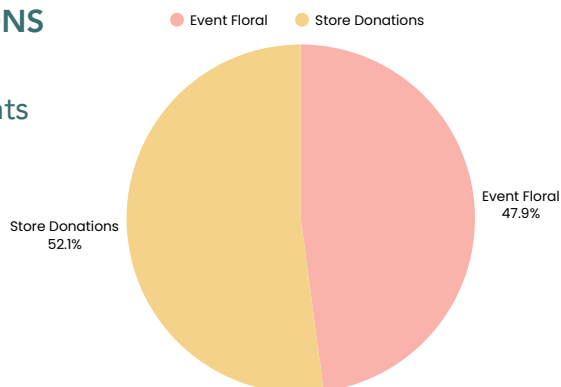
2,590 arrangements

↑20.61%

Store Donations

2,818 buckets

↑38.07%



COMMUNITY ENGAGEMENT

Hope Blooms was founded on the belief that small acts of kindness have the power to transform lives—and nowhere is that more evident than in our volunteer community. We are community builders at heart, and we see that same spirit reflected every day—both inside and outside our shop. Volunteers often tell us that being surrounded by flowers, purpose and one another gives them a deep sense of belonging. We've had college students find peace during finals week, coworkers build meaningful connections in just a few hours of volunteering together, and individuals of all ages leave feeling lighter and more hopeful.

Each year, thousands of people engage with our mission through service. They're not just working with flowers—they're spreading joy, connection and love. We call them Joymakers because that's exactly what they are.



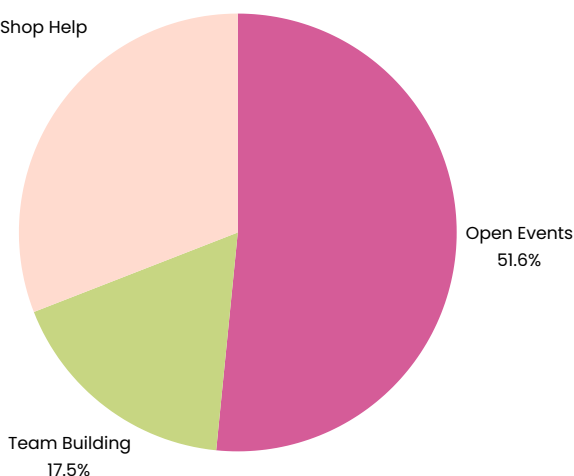
VOLUNTEERING

6,893 hours

↑14.26%

- Open Events
- Team Building
- Processing, Delivery, Shop Help

Processing, Delivery, Shop Help
30.9%

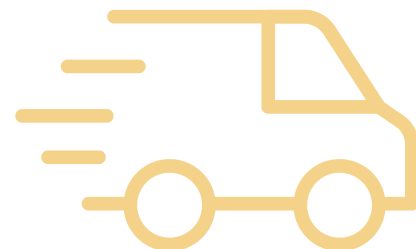


DELIVERY VAN

In 2024, Hope Blooms received an incredibly generous donation of a used delivery van from a fellow nonprofit, Fix It Forward Ministry, transforming the efficiency and impact of our programs. This single addition has allowed us to:

- Serve more people in one trip by consolidating deliveries, saving time and increasing reach.
- Facilitate both of our core programs—Petal It Forward and Flower Empower—during the same visit, maximizing the experience for participants and amplifying the joy we can bring in each outing.
- Reduce the number of vehicles needed for deliveries, freeing up resources and improving team efficiency.

This van has been a game-changer, allowing us to extend our mission further and brighten even more lives with every mile we drive.



DELIVERY TRIPS

438

↑ 33.13%

DELIVERY SPONSORS



ND Caring FOUNDATION



Renee Forde
State Farm™



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"Not every act of kindness needs to be a big, extravagant act, a lot of joy comes from the little surprises. The value of Hope Blooms comes in the moments when people are not asking or expecting it. When you receive joy in this way it hits a lot differently. It feels like it's serving a layer of our life experience that doesn't get served in other ways of nonprofit giving."

- Brandon Johnson, board president



GROWING FORWARD

In 2024, Hope Blooms experienced meaningful growth—not only in bouquets delivered or volunteer hours logged but in the personal impact made possible by your support. With the help of new partnerships, a donated delivery van and display cooler and the launch of the Sprout Joy community garden, we are now reaching more people more efficiently with greater intention. This momentum is shaping a hopeful future. Each bouquet is a reminder that someone matters. Every volunteer hour and flower donation expands the reach of our mission. Because of you, more people feel seen, valued and connected.

Thank you for being our flower friends. Your generosity and belief in our mission have helped us grow in ways we never imagined. Most importantly, your support continues to make a real, lasting difference in the lives of those we serve. From the bottom of our hearts—thank you for helping us bloom brighter together.

With heartfelt gratitude,
The Hope Blooms Team

KELLY

KARINA

MOLLY

KATIE



hopeblooms.org

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