



Wednesday E-Brief

August 29, 2007

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New Flower Service's Mission: Charitable Donations

A new nonprofit organization, [Fund Flowers](#), is donating 100 percent of its profits toward raising money for charities, groups, nonprofits, churches and schools.

In 2002, Keri Dang's daughter suffered a bad burn on her face and received treatment at the [Hospital for Sick Children](#) in Ontario, Canada. Dang said her daughter received such excellent care and attention that one day she wanted to be able to give back to the hospital staff, physicians and patients. However, with three kids, it was hard to immediately accomplish that goal.

Over the years, while working at a local flower shop, Dang realized the positive impact flowers can have on people, which got her thinking about how she might be able to combine flowers with helping those in need. After the shop closed down, and a discussion with her sister, a Web designer, she decided to launch [Fund Flowers](#).

Through Fund Flowers, consumers/supporters of groups purchase flowers and gifts, and 10 percent of their purchase goes toward the group of their choice, such as a school or group. And if there's any profit left over, it goes to other organizations or nonprofits such as [United Way](#) or the Hospital for Sick Children. Due to Fund Flowers' nonprofit status, no taxes will be deducted or added to an order.

"We're not here to make a profit, we're here to help," Dang says.

Fund Flowers works with three local Toronto florists fulfilling the orders, and after the arrangement is complete, it's inspected and delivered by Fund Flowers. Currently, the company is also wiring out orders that are not in their local delivery area through those three florists.

Dang says because the site was just launched in July, it's still hard to judge its success, but in advertising through search engines, pamphlets, postcards, information packets and invites out to other nonprofit organizations, she expects the word about Fund Flowers to get out and one day possibly expand the program into the United States.

--Kori Kamradt

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E-POLL

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your individual
designers'
experience to your
customers?**

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