



GIVING BACK

Socially Minded Strategies
for Effective Community Engagement



EST.  2012

FLOWERS DREAMS

EVERY BOUQUET BENEFITS AN
AMAZING LOCAL CHARITY



THE
FLOWERS
FOR
DREAMS
FOUNDATION

Certified

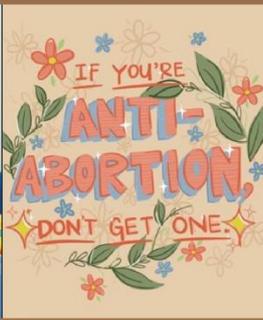


Corporation



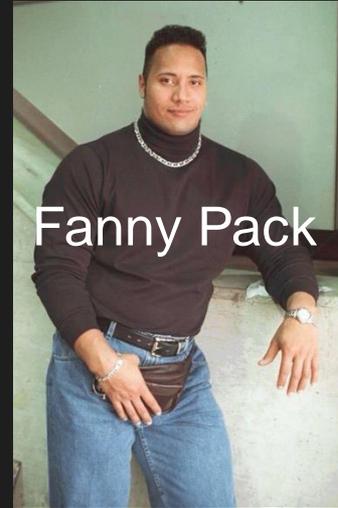



 WE USE BEAUTIFUL *local flowers* TO ADVANCE
 CAUSES OF *justice & charity* IN OUR COMMUNITIES.



”

A BUSINESS THAT
MAKES NOTHING
BUT IT MONEY IS A



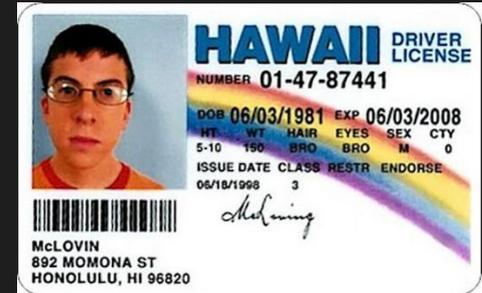
Fanny Pack



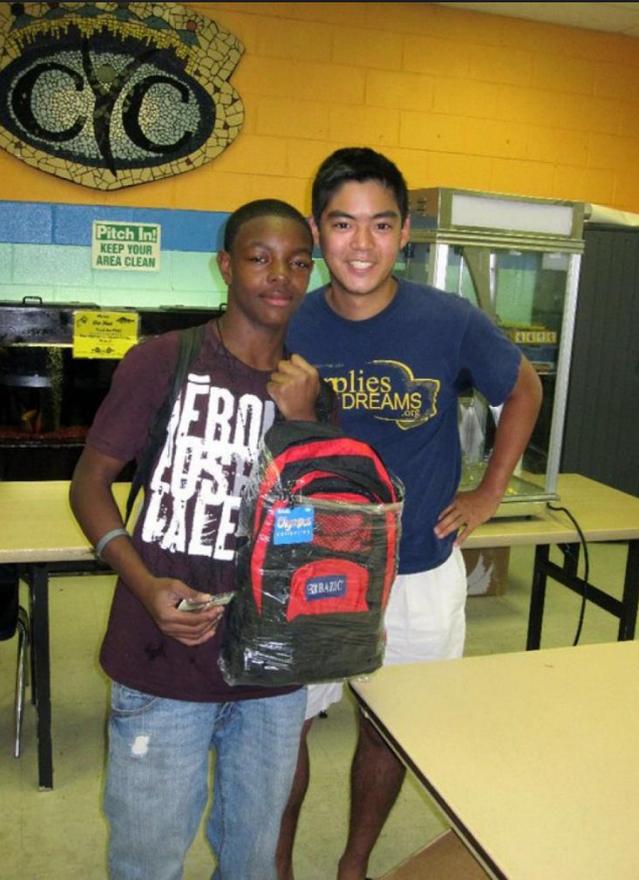
Cash for Change

"Permit"

Hand Towel



For every bouquet, a backpack.







 *Flowers for Dreams*





“Where can I send your flowers?”

“Can I order online?”

“Will you hook me up for a delivery to my girlfriend?”

...

“Why are flowers so expensive?”

“All these options are so 1990s”

“I don’t want carnation cupcakes or roses and teddy bears”

“I want something cool”

EST.  2012

FLOWERS FOR DREAMS



Beautiful bouquets



For just \$35

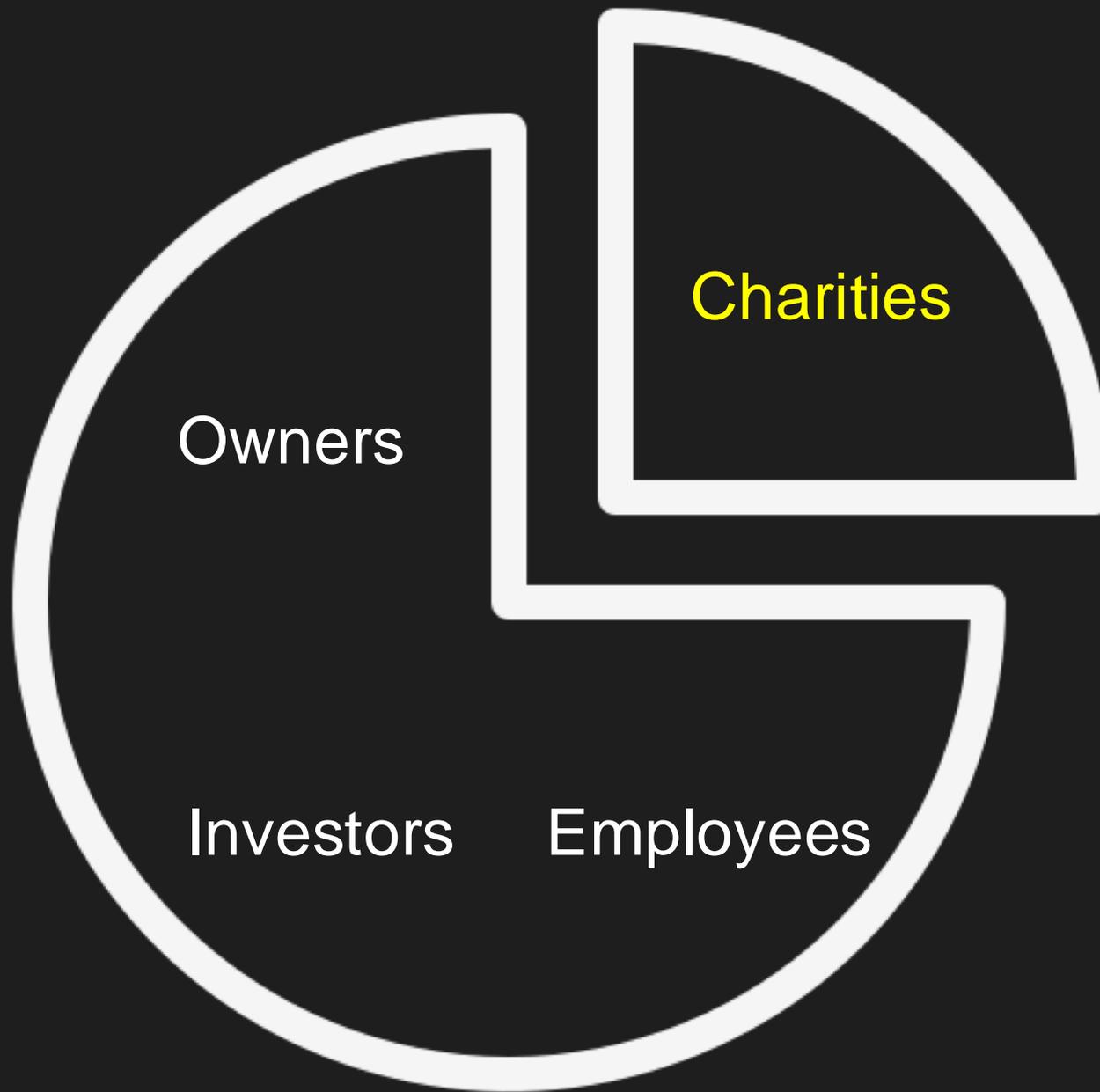


Delivered free by bike



With a donation to charity





Owners

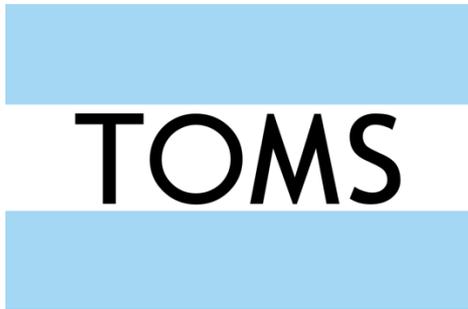
Charities

Investors

Employees



WARBY PARKER



charity: water



Sharing profits

Built a company
they'd want to
work for

Different definitions
of success

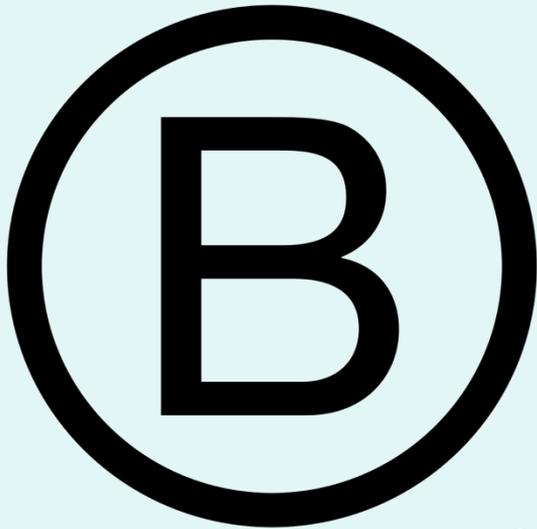
Fantastic reputations

Brand loyalty

Relationship
with their
community

All profitable

Certified



®

Corporation

B Lab started in the wake of the 2008 global recession. A collective of 20 businesses led by the founders of AND1.

The goal: end the primacy of shareholder value, begin an era of stakeholder priority, and design businesses to be a force for good in the world.



WE SET OUT TO

BUILD THE FIRS



Corporation

Flower

IN THE US

Brand





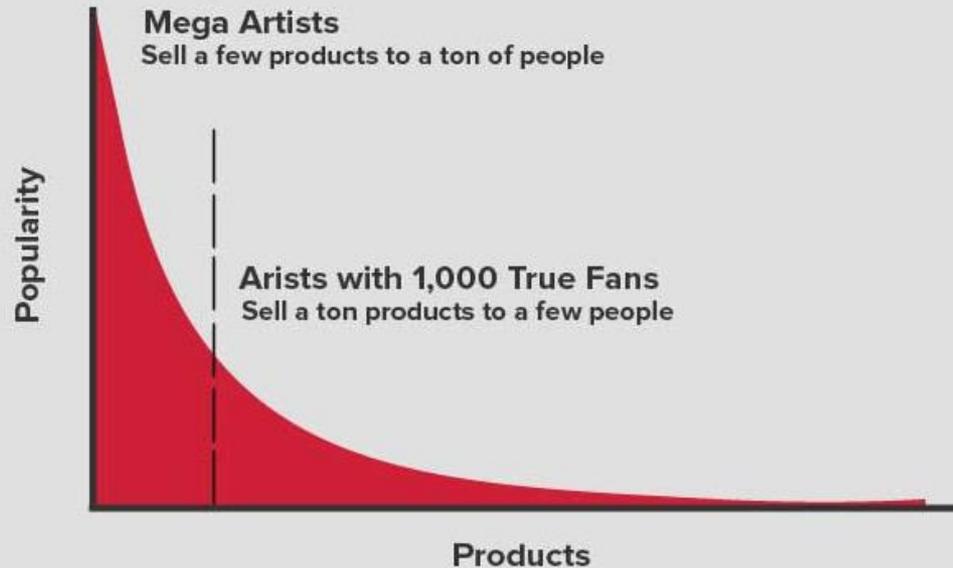
WE HAVE DONATED

\$425,433.⁰⁰

TO LOCAL CHARITIES.



The Philosophy of



BRAND ARMY

CUSTOMERS
REWARD OUR
ADVOCACY WITH
BRAND LOYALTY



#1 Flower Delivery
Chicago & Milwaukee



10 Best Accounts
Chicago Tribune



158K Users
Mailchimp List



6 Brands to Follow
Instagram for Business



71 Net Promoter!
High for Floral Industry



Casey Jahn · 1st
Senior Wedding Consultant at Flowers For Dreams
1yr · 🌐

What a beautiful place to work ❤️❤️❤️

Flowers For Dreams
2,573 followers
1yr · 🌐

A DECADE OF IMPACT.

We just announced we're only a few orders away from **\$1M** donate ...see more

Paytin Kennicott-Steffens · 1st
Wedding Sales Manager & Producer at Flow...
1yr · 🌐

Attention Software Engineers: Come work with me at Flowers For Dreams!

Be apart of an amazing company that gives back to charity (& you get to choose a charity to give an additional donation to 🙏)

Let me know if you have any questions :)

Flowers For Dreams
2,573 followers
1yr · 🌐

Are you a software engineer looking for a role with more impact?
...see more

Software Engineer
Job by Flowers For Dreams
United States (Remote)
[View job](#)

Alex Wasserman, CPA · 1st
CFO @ F4D
2mo · 🌐

Always proud to work for [Flowers For Dreams](#).

Flowers For Dreams
2,573 followers
2mo · 🌐

Our 2022 Impact Report is in.

A year filled with challenges, but an unwavering commitment to ou ...see more

Christopher Moriarty (He/Him) · 1st
Software Engineer
1yr · 🌐

Flowers For Dreams
2,573 followers
1yr · 🌐

PAUSE: Mother's Day can wait 🙏

We're making 1,000 calls to our senators instead. Celebrating our ♀ ...see mo

New Out of Office Message

To _____

Subject _____

Hi flower friend! We usually pride ourselves on a timely response. However, right now we're **making calls** instead of answering them. It's time we pass the [Women's Health Protection Act](#).

📍 The Flowers for Dreams Team

Michael Zucker · 1st
Head of Sales at Flowers For Dreams
1yr · 🌐

After a week of long hours preparing for our biggest day of the year, it is gratifying to reflect on how far we have come! 🌸

Steven Dyme · You
Co-Founder & CEO at Flowers for Dreams | B Corp
1yr · 🌐

Many told us we couldn't. Flower bouquets that fund local causes of justice & charity.
...see more

Chicago Tribune @chicagotribune

Over the past 10 years, Flowers for Dreams has given more than \$990,000 in donations to organizations that address homelessness, mental health and BIPOC communities, among others.

Rachael M. Van Gennep · 1st
Wedding Consultant at Flowers for Dreams
1yr · 🌐

So happy to be a part of a company that does so much good in a beautiful way! [#cheerstoadecade](#)

Flowers For Dreams
2,573 followers
1yr · 🌐

A DECADE OF IMPACT.

We just announced we're only a few orders away from **\$1M** donate ...see more

WE STARTED A

NONPROFIT FOUNDATION

Charity is at the heart of Flowers for Dreams. We're forming a nonprofit to house the next generation of our giving, scale our local impact, and focus on serving causes over seasons & years rather than days & months.

SEE OUR IMPACT

CHARITIES, APPLY TODAY!

PAST CAUSES



OUR BIGGEST ACCOMPLISHMENT



\$

1,484,388

+

to over 215 charities in our communities.



 Define success differently.

 Design a business YOU would love to work for.

 Lead with passion.

 Healthy margins = shared pro

 Think local.

 The Mona Lisa principle.

 Build an army built on common values.

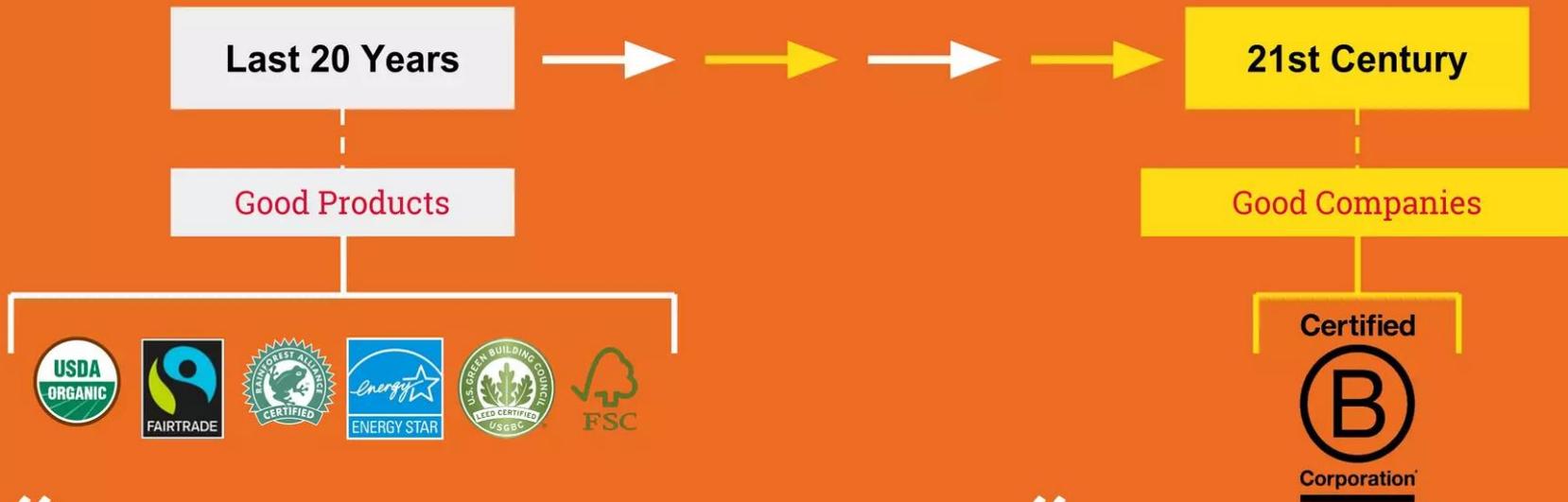
7 TRAITS
OF THE
GREATEST
IMPACT
BUSINESSES

THERE ARE MANY WAYS TO INCORPORATE GIVING. YOU HAVE TO FIND YOURS.

What does your community need? What social causes matter to YOU?

- ★ Repurpose event flowers for donation
- ★ Establish core values
- ★ Prominent sustainability plan
- ★ Composting & conservation
- ★ Mutual aid with a nonprofit
- ★ Carbon offsets at checkout
- ★ Hire disadvantaged youth or in-need individuals
- ★ Offer vase pickups or donations for returns
- ★ Grassroots event(s) for the causes you love

People are Demanding Better



“

90% of Americans say that companies must not only say a product or service is beneficial, but they need to prove it.”

– Cone Communications

“

73% of consumers care about the company, not just the product when making a purchasing decision.”

– BBMG



Thank you!



Steven Dyme

Co-Founder & CEO

Flowers for Dreams

steven@flowersfordreams.com