



Media/Press Kit for

# The Petal Connection

9260 Sierra College Blvd, #250  
Roseville, CA, 95661

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**Media/Press contact:**

Jennifer Arey

Phone: 916-367-2237

Email: [thepetalconnection@gmail.com](mailto:thepetalconnection@gmail.com)

Address: 9260 Sierra College Blvd, #250

Roseville, CA, 95661

## **Mission:**

The Petal Connection is a 100% volunteer 501(c)3 nonprofit organization whose mission is to connect beautiful floral bouquets to local hospice patients and seniors in need of a little joy. Our volunteers repurpose flowers to create colorful bedside bouquets using flowers and vases that are donated from local grocers, florists, corporate events, weddings and community members.

The Petal Connection partners with hospice and care facilities throughout Sacramento and Placer counties to connect these joyful bouquets with their patients and residents.

## **Background:**

The Petal Connection was founded in 2013 by Jennifer Arey, in her Granite Bay garage after first hearing about the idea of repurposing flowers from a friend in 2011. “The whole premise of it sounded amazing—such a simple concept with such a big impact,” she says. In 2012, when her grandmother went into hospice, she remembered the idea again. Arey says “You realize what those days are like and how hard it is to have any kind of bright spot in that time.” Remembering her grandmother, and as a way of teaching her children to give back to their communities, Jennifer launched the first Northern California “flower repurposing” organization (originally as part of The Bloom Project) in October 2013. At that time, the group served one hospice agency. In July 2015, The Petal Connection, an independent 501(3)(c) non-profit, was created by Arey and a group of volunteers, focusing solely on the Greater Sacramento region. The Petal Connection serves multiple hospice agencies and senior homes in the Sacramento and Placer regions.

Relying solely on floral donations from grocers, wholesalers, growers and events, The Petal Connection repurposes flowers that may be “expired” and destined for the trash, but still have life left in them. The Petal Connection receives these donated flowers and breathes new life into them.

Laura Kuntz, who creates professional wedding floral arrangements, teaches the volunteers the art of flower arranging. “When we all get together to arrange the flowers each week, you never know what donations we will have. It’s always something new each week,” says Kuntz. The majority of volunteers are retired,” says Arey. “They’re so funny. It’s a very active situation, and they get laughing and singing.” The camaraderie that has developed among the volunteers has strengthened the organization into a meaningful weekly event for those who love working with flowers.

The team sorts through the donated bouquets, salvaging the freshest flowers with the longest lifespan, and then arranges the blooms into small bedside bouquets intended for hospice patients and seniors. The bouquets are placed in donated vases to be picked up and delivered later by hospice volunteers.

Between several different hospice organizations, hospitals and residential care homes, between 800-1200 quality bouquets are donated each month. Early 2020 saw the organization’s 60,000<sup>th</sup> bouquet created and delivered!

“It’s amazing how flowers can open up conversations. I remember with my grandmother how long those days were. Flowers can sometimes help you get through it all,” says Arey.

## **Background, continued.**

“It’s very meaningful and humbling to enter into these families’ lives at this time,” said Marilyn Bell, a Meadow Vista resident who’s volunteered at Sutter Auburn Faith Hospice since 1996. One of her favorite parts of her volunteer work is the response she receives from the recipients of bouquets from The Petal Connection.

One nurse told Arey the story of a very quiet elderly gentleman she’d been caring for. It was difficult to start up a conversation with him, but when she walked into his room with roses from The Petal Connection, he lit up. He told the nurse he’d had 160 rose bushes in his yard, and he just wanted to smell them again.

Often, Arey said, it’s the families and caregivers who are grateful for the fresh bouquets. They often tell her the flowers brightened up a really difficult day.

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Today, The Petal Connection has about 75 active volunteers who gather several times a week to create bouquets. The flowers are picked up from 15 different donors (Raleys, BelAir, Trader Joes, Whole Foods, The Flower Shop, Flora Fresh, SaveMart, Nugget Market to name a few) by volunteers each week, and delivered to the group’s storefront in Roseville. There, volunteers process, sort and clean the flowers, then arrange them into bouquets.

In addition, The Petal Connection, as a 501(3)(c) organization relies on donors to cover supplies and other expenses beyond flowers and vases.

## Board of Directors: Officers

Jennifer Arey, Executive Director and Founder of The Petal Connection



As a way of teaching her children to give back to their communities, and after her beloved grandmother entered hospice, Jennifer launched a Northern California “flower repurposing” organization (originally under The Bloom Project) in October 2013. In July 2015, she and her amazing volunteers founded The Petal Connection as an independent nonprofit organization focusing resources solely in the Greater Sacramento Region. Jennifer started her career as an elementary school teacher, and has spent the last decade giving back to her community through her volunteer work, church leadership and fundraising for the local K-8 schools nonprofit foundation board. Jennifer is married to Dennis and has two sons.

Claudia Brown, Treasurer of the Board of The Petal Connection

Claudia retired in 2014 after 37 years in the workforce for CSAA and Hewlett Packard as an Account Manager and a Compensation Design Analyst. Finance was just one aspect of the responsibilities within those titles she held but one she enjoyed the most. She has been married for 38 years to her husband David who has been a financial planner for over 30 years. They have four grown children, a son and daughter in law and 7 fabulous grandchildren. In addition to her own children she spends most of her time with her 6 siblings and their very large extended family. She is also actively involved in Women’s Ministry at her church and as a Blood Source volunteer. Claudia has been blessed by parents that taught her to always care for others and can see that her actions are influencing her children and grandchildren the same.

Lori Dangberg, Chair of the Board of The Petal Connection

Lori is Vice President of the Alliance of Catholic Health Care, the public policy and advocacy organization of California’s Catholic health systems and hospitals. Since 1982 Lori has worked in the public policy arena focusing on health reform, nonprofit community benefit, end-of-life and bioethics issues. She is very active in her community having served two terms as a school board member and served on the nonprofit foundation supporting the K-8 schools. Lori is married to John and has two sons.

Julie Jackson, Secretary of the Board of The Petal Connection

Julie is the Chief Operations Officer for Optima Healthcare Insurance Services, Inc., a brokerage firm that manages a successful Hawaii captive insurance company. For the past 19 years, Julie has served on the board of California Healthcare Insurance Company, Inc., A Risk Retention group as Assistant Secretary. Julie is involved in outreach ministries at her church and assisting with a family business. Julie is married to Chris and has a son and a daughter.

## Board of Directors: Members

### Karen Edmonds, Board Member of The Petal Connection

Karen's background includes a 28-year career in Educational Publishing that began in the Bay Area and led to an 11-year stint in New York/New Jersey. After returning to California, Karen found the perfect way to give back to the local community when she joined The Petal Connection. Utilizing experience gained in her previous publishing roles in project management, marketing and consulting, she balances volunteer work with her home renovation business and marketing support for a local real estate company. Karen is responsible for the Marketing and Communications strategy for The Petal Connection

### Judi Gavia, Board Member of The Petal Connection

Judi is active in a variety of community organizations and currently serves on the board and as past President of a nonprofit foundation for the K-8 schools in her community. One of her foundational beliefs is giving back to the community in which she lives. She has been a mortgage banker for the past 30 years, and was a founding partner of a mid-sized mortgage banking company with offices in 11 states. She is currently a Senior Mortgage Specialist with Sierra Pacific Mortgage, a large local mortgage banking firm. Judi is married to Jerry and has 3 children; a daughter and two sons. Judi is responsible for Fund Development for The Petal Connection

### Gail Ransome, Board Member of The Petal Connection

Gail's background includes 13 years as an escrow officer and 6 years as a real estate paralegal working with the development and improvement of senior and low-income housing. After moving to the Sacramento area, in 2014 a friend invited her to volunteer for non-profit creating beautiful bouquets for hospice patients. This was a project that really spoke to her because during a 7-week stay at Family House in San Francisco with her 6-year-old daughter fighting cancer, shopping for fresh flowers for their room was a weekly experience they shared bringing a bright spot to an otherwise hard time. Now that she is retired, Gail has found the perfect way to give comfort to others is as a volunteer and Board Member of The Petal Connection. Gail is responsible for Community Outreach for The Petal Connection.



## Floral Design Manager

Laura Kuntz, Floral Design Manager for The Petal Connection

Laura grew up in Placer County and graduated from Sacramento State University with a degree in Early Childhood Education. She operated her own business for 33 years. What started as a hobby has now become 25+ years of experience in floral design work, planning and designing weddings and special events. Now retired, Laura has been volunteering for The Petal Connection from its inception in 2013. She is happy that she can share her skills and knowledge of flowers by training the new volunteers and ensuring the smooth operation of daily activities at the shop. Laura enjoys organizing floral workshop fundraisers. She looks forward to helping grow The Petal Connection and spreading the joy.

## Important Links:

The Petal Connection Website: <http://www.thepetalconnection.org>

The Petal Connection Photo Gallery: <http://www.thepetalconnection.org/11055-2/>

Facebook: <https://www.facebook.com/thepetalconnection/>

Instagram [www.instagram.com:thepetalconnection:](http://www.instagram.com:thepetalconnection:)

### Partners/Hospice and Senior Living:

Advanced Hospice: <https://ahhsac.com>

Blossom Ridge Hospice: <https://blossomridge.com>

Bristol Hospice: <http://bristolhospice.com/>

Green Valley Hospice: <http://www.greenvhospice.com/>

Interim Healthcare: <http://www.interimhealthcare.com/home/>

Vitas Innovative Hospice Care: <https://www.vitas.com/>

Snowline Hospice: <https://www.snowlinehospice.org>

Sutter Hospice: <https://www.sutterhealth.org/lp/hospice/>

UCDavis Hospice:

[http://www.ucdmc.ucdavis.edu/homecare/hospice/about\\_hospice.html](http://www.ucdmc.ucdavis.edu/homecare/hospice/about_hospice.html)

### Floral Donors:

Laura's Elegant Arrangements: email: [Laurak8777@gmail.com](mailto:Laurak8777@gmail.com), or

<http://www.facebook.com/Floral-Designs-by-Laura-202153436476343/>

FloraFresh Inc: <http://www.florafreshinc.com/>

Raleys/BelAir/NobHill: <http://www.raleys.com>

Trader Joe's: <http://www.traderjoes.com>

The Flower Shop: <http://www.flowershopfairoaks.com/>

Nugget Market: <http://www.nuggetmarket.com>

Whole Foods: <http://www.wholefoodsmarket.com>

SaveMart: <http://www.savemart.com>

## Frequently Asked Questions:

Q: I would like to donate my wedding flowers to The Petal Connection. How do I go about doing so?

A: Please follow this link to fill out the donation form on our website.  
[www.thepetalconnection.org/flowers/](http://www.thepetalconnection.org/flowers/)

Q: How do I become a volunteer?

A: Please follow this link to fill out the volunteer form on our website. Once submitted, our volunteer coordinator will contact you about the next steps/training.  
[www.thepetalconnection.org/volunteer/](http://www.thepetalconnection.org/volunteer/)

Q: I'm a former florist, can you use my help?

A: We would love to speak to you. Please fill out the volunteer form on our website and note your experience. Once submitted, our volunteer coordinator will contact you about the next steps/training. [www.thepetalconnection.org/volunteer/](http://www.thepetalconnection.org/volunteer/)

Q: I would love to volunteer, but am not available during weekdays. Are there other opportunities?

A: Yes, there are a number of other activities that you could do, such as wash vases, cover cans, or be on call for weekend pickups. Please use this link to fill out the volunteer form on our website and note your restrictions. The volunteer coordinator will contact you. [www.thepetalconnection.org/volunteer/](http://www.thepetalconnection.org/volunteer/)

Q. Do you do special design events? How do I sign up?

A. We do a special design event a couple times a year. Watch our Facebook page or Instagram for more info.

Q. I have vases I'd like to donate. Do you accept them?

A. We rely on donated vases and cans for our bouquets! Thank you! We use only small vases since we are creating small bedside bouquets. Though we don't use bud vases, we do use clean small vases and jars (jelly jars, peanut butter jars, small mayo and salad dressing jars—usually the 12 ounce size) with labels removed. We also use clean 15 ounce cans with labels removed (soup and bean sizes). Containers should be less than 5" tall and sit easily in the cup holder in your car. Unfortunately larger vases and bud vases don't transport well. They may be dropped off Monday or Tuesday mornings between 9:30 and noon at our shop, 9260 Sierra College Blvd. #250, Roseville, CA 95661. Or if our shop isn't open, you may drop them off with the Dry Cleaner, next door.

## Frequently Asked Questions, continued.

Q. Where can I drop off vases?

A. Our shop at 9260 Sierra College Blvd. #250 Roseville, CA 95661 is open Monday, Tuesday and Wednesday from 9:15 am to 12:30pm. We'd love to receive your vases, jars and cans!

Q. Do you donate bouquets only to hospice?

A. No, though we work with several hospice partners, we also donate bouquets to senior living facilities in the greater Sacramento and Placer counties.

Q. I'd like to make a financial donation-how do I do that?

A. Thank you! We rely on generous donations to keep our program of bedside bouquets for hospice patients and seniors going. You can go to our website and make a secure one time or recurring donation. <http://www.thepetalconnection.org/donation-2/>

Q. I bought too much ribbon! Can you use it?

A. Yes! We use ribbon on many of our bouquets. You can donate it to our shop at 9260 Sierra College Blvd. #250 Roseville, CA 95661. We are open Monday, Tuesday and Wednesday from about 9 to 12:30. Thank you!

Q. I order a lot of goods through Amazon. Are you an Amazon Smile partner?

A. Yes! We love when people select us as their Amazon Smile beneficiary! Just search "The Petal Connection" on Amazon Smile, and choose us. We'll receive a small donation each time you shop, directly from Amazon (no cost to you). It's a win-win!

Q. I have an old vehicle that I'd like to donate. Do you accept them?

A. Yes we do have a vehicle donation program. You receive a tax deduction, and your donation turns repurposed flowers into bedside bouquets for local hospice patients and seniors long term care. Your donation makes the difference! You can find more information here:

<https://www.donatecarusa.com/charity/the-petal-connection/?template=affiliate>

## Testimonials

“I just want to express a sincere thank you for the thoughtful bouquet of flowers for my wife Joyce who just came home from the hospital last Wednesday. The flowers were brought to us by Vicky & Carly from Bristol Hospice. The past week and preceding months of knowing the dire time ahead did not have much joy in our lives... The flowers added a spark of color and comfort to what will be a long journey for my wife as we endure her final days dealing with Alzheimer’s dementia.

Thank you for your generosity and compassion.

Sincerely,

Jim & Joyce”

“Hi there...I was visiting my 95 year old mother at the Eskaton on Walnut Avenue the other day. Your bouquet was delivered while I was there and I was awed by the cheer and beauty it brought to the room. Thank you so much for what you do.”

“My mother who was in hospice care at Eskaton Lodge Cameron Park, received an amazingly beautiful bouquet from you. It certainly lifted her spirits and brightened her day for many days. It had the same effect on me, her son, and the whole family. We so appreciated this act of kindness and caring from your organization as this did make a difference in the lives of so many people. May God bless you and all the good things you are doing.”

“Just wanted you to know when I dropped the flowers off just now one of the workers came running out to my car and gave me a big hug. She told me how the flowers make such a difference to the patients there. Not just another day! Thanks for doing what you do. It is making a difference!”

“My husband is bedridden with a terminal illness. Your flowers make me smile every time I look at them. Thank you so much!”

“This afternoon I delivered a bouquet to our patient who lives alone and was diagnosed with terminal cancer last week. I told her to expect flowers from The Petal Connection. Prior to my arrival, she had prepared a space for the flowers next to paintings of Jesus and Mary. Our patient smiled and expressed gratitude when she saw the flowers. I was amazed how the colors in the bouquet complimented the paintings. Your volunteers make such a difference in the lives of our patients.”

“Thank you all . . . I am sitting at the Sutter infusion center with my sister . . . the flowers brought a smile to her weary heart.”

## Testimonials, continued.

"I had a social worker call and share that he delivered a bouquet of flowers to man who was non-verbal and had dementia. He said that even though he could not speak, we was fascinated with the flowers and had to touch and smell each one of them. He thanked us for giving his patient this unique experience."

"Hi Petal Connection,  
The residents of Roseville Care Center want to thank you for the beautiful flower arrangements you're sending them to enjoy. It really means a lot to our patients, especially the ones with no family members visiting, under Hospice interventions, bedridden and depressed. Know that they are getting used to the flowers and always looking forward to receive it. God bless."

"Dear Petal Connection,  
Thank you so much for all the beautiful bouquets of flowers you gave us. We had such a great time delivering them to our residents who needed a little "loving lift" today!  
God bless you all for all you do!  
Sincerely, All of us here at Sierra Point"

"We love your bouquets!  
My mother has end stage Alzheimer's and receives services from the staff at Bristol Hospice. I have always kept flowers in my mother's bedroom to make it cheerful for her. When my mother was admitted to hospice care, occasionally one of our nurses, health aides, or other staff members will show up with a bouquet designed by you and it makes our day. We are able to enjoy your beautiful flowers for at least a week and each time I see them, it makes me smile."

## Volunteer Testimonials

“My dad was in hospice and I know how important it is to have something to brighten the day.”

---Susan, Volunteer

“Hospice was a blessing to my little sister and I found volunteering at The Petal Connection helped fill a piece of my broken heart.”

--Maxine, Volunteer

“I may be giving to others, but I receive so much more. My mother was on hospice and she would've loved a bouquet, she loved to garden.”

--Nancy, Volunteer

“I enjoy gardening and arranging flowers as well as brightening the day of a person who cannot get outside to enjoy a garden.”

--Anna, Volunteer

“I get to play with beautiful “rescued” flowers and give them a new life as an arrangement for someone going through a challenging time. It's a win-win.”

--Susan, Volunteer

## Style Guide/Guidelines for Logo Use

### Primary Logo



### Secondary Logos



### Color Guide

PMS 377



C 58	R 121
M 22	G 154
Y 100	B 5
K 5	

Hex/Web 799a05

PMS 269



C 81	R 82
M 96	G 45
Y 26	B 109
K 15	

Hex/Web 522d6d

PMS 144



C 2	R 242
M 54	G 139
Y 100	B 0
K 0	

Hex/Web f28b00

### Font

Gotham Book and Medium





**At a glance**

**1,000**

**AVERAGE NUMBER OF  
BOUQUETS CREATED  
EACH MONTH**

All delivered to hospice patients and seniors!

**FLORISTS AND  
GROCCERS WHO  
DONATE FLOWERS  
WEEKLY**

Wow! So generous!

**16**

**Mums**

**LONGEST LASTING  
TYPE OF FLOWER**

These beauties last forever!

**NUMBER OF VASES  
USED EACH YEAR**

75% of those of our vases are burlap covered cans. 25% are small glass vases. They're ALL donated!

**12,000**

**7,512**

**ANNUAL NUMBER OF  
VOLUNTEER HOURS**

Our volunteers are simply amazing!

[www.thepetalconnection.org](http://www.thepetalconnection.org)