

CRAIN'S NEW YORK BUSINESS

A CRAIN FAMILY BRAND

JUNE 9, 2025

NOTABLE LEADERS IN PHILANTHROPY



Caroline Anderson

President and founder

BloomAgainBklyn

Scope of work: Caroline Anderson has built an organization that leverages the power of flowers to reduce social isolation and loneliness among vulnerable populations. Through upcycling unsold and once-used flowers, BloomAgainBklyn delivers more than 18,000 floral arrangements annually to 15,000 recipients.

Nonprofit contribution:

Anderson has created programs wherein hundreds of Title I school children and corporate employees have participated in floral workshops, learning about sustainability, team-building and giving back.

Other contributions: Anderson is a member of the Brooklyn Heights Garden Club and a former member of the board of directors of the Brooklyn Kindergarten Society.

A large, vibrant bouquet of flowers, including orange daisies, white lilies, and pink carnations, is arranged in a silver metal bucket. A black sticker with the 'BloomAgainBklyn' logo in colorful, stylized letters is attached to the front of the bucket.

BloomAgainBklyn