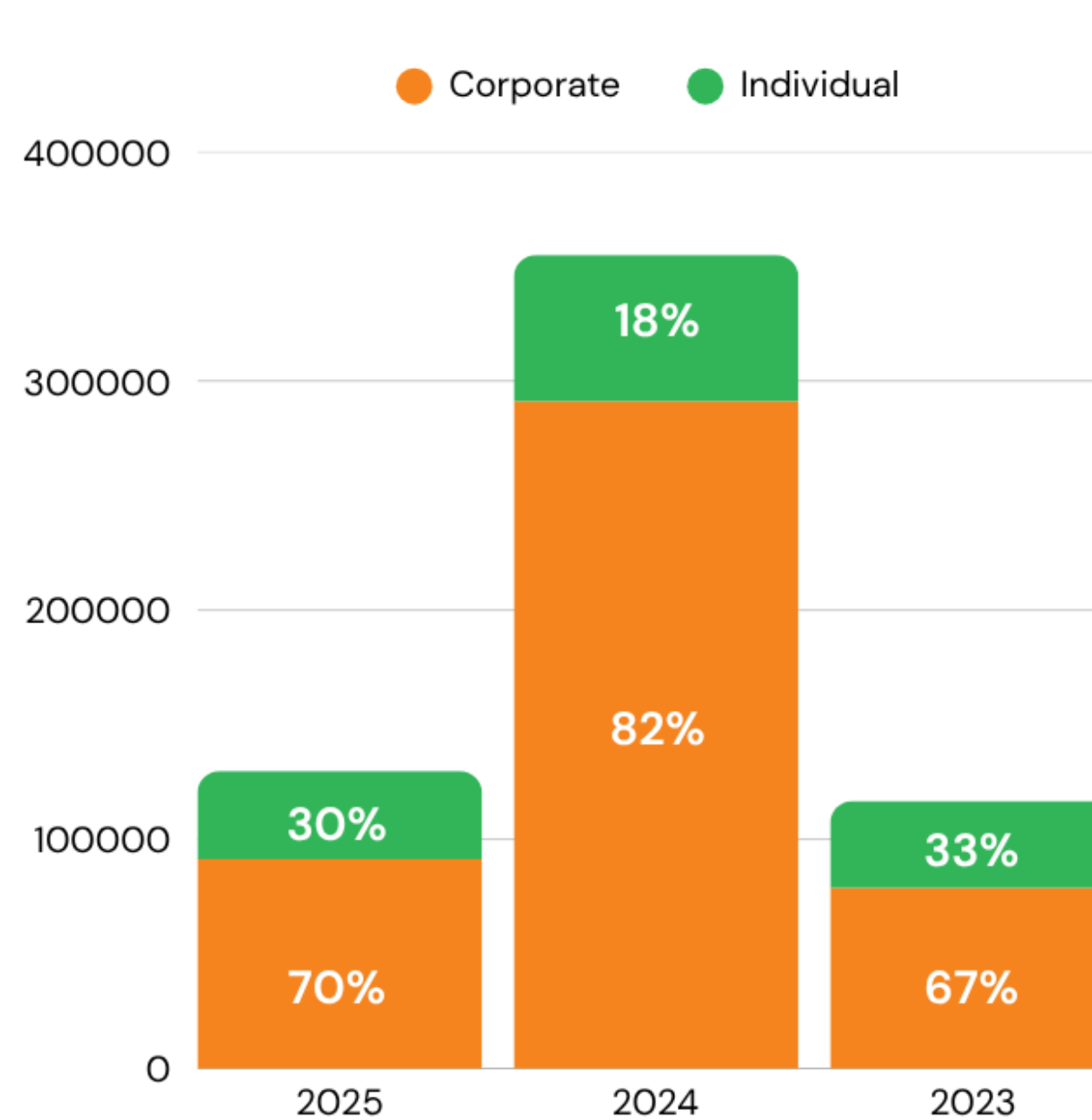


July 2025 Advisory Council meeting

AGENDA ITEM #11



AAAPP Corporate Vs.
Individual Giving
2023, 2024 &
2025 TYD (As of June 30)

Total funds raised:
2025 YTD: \$129,884.49
2024: \$355,301.39
2023: \$116,827.06

July 2025 Advisory Council meeting



July 2025 Advisory Council meeting

A Day in the Life of a Senior May 22, 2025

Thank you, Dr. Baria, for
sponsoring this incredibly
impactful event!

- Invite/attendee metrics
 - Over 40 invitations sent
 - 18 RSVP'd yes
 - 11 attendees total
- Participation in exercise - 100%
- Funds raised
 - **Gross \$1,445**
 - **Net \$979**



July 2025
Advisory Council meeting

Mental Health Awareness Month
Appeals May, 2025

Mailing #1

- Mailed to 615 Contacts in Constant Contact
- Open Rate 54.2%
 - 96.2% Desktop
 - 3.8% Mobile
- Click rate 20.4%
 - Total clicks: 155
 - Donate page: 119
 - Facebook page: 21
 - LinkedIn: 15
- Unsubscribe: 2

Mailing #2

- Mailed to 612 Contacts in Constant Contact
- Open Rate 46.4%
 - 92.2% Desktop
 - 7.8% Mobile
- Click rate 3.6%
 - Total clicks: 69
 - Donate page: 21
 - Mental Health Program Page: 17
 - Facebook page: 15
 - LinkedIn: 16
- Unsubscribe: 2

July 2025
Advisory Council meeting



Current Pledged and/or Paid
Sponsorship total:
\$61,000.00

**Nominations for Outstanding
Humanitarian Award**

Support for Sponsorship connections

Support for In-Kind Donations

**Individual Tickets - End of September early
October**

July 2025
Advisory Council meeting

Percent to Goal
2025 Annual Luncheon **41%**

**Current Sponsor
Commitments :
\$61,000**

**Sponsorship Goal:
\$150,000**

**Total Event Goal of \$163,000.00 though additional day of fundraising -
Raffle and giving moment during luncheon**