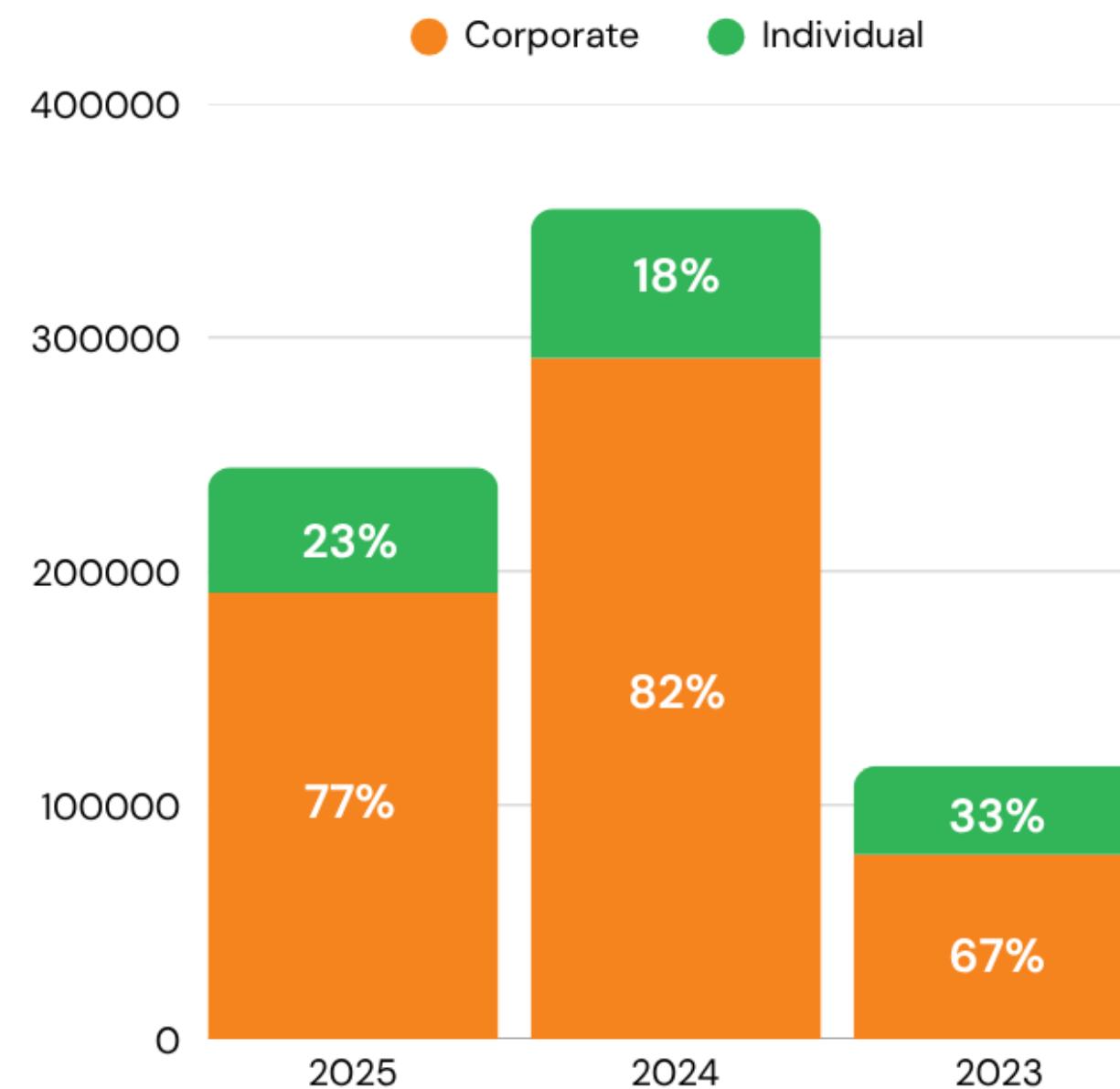


# November 2025 Board Meeting

AGENDA ITEM #16



## AAAPP Corporate Vs. Individual Giving

2023, 2024 &  
2025 YTD (As of Oct 31)

Total funds raised:  
2025 YTD: \$246,968.54  
2024: \$355,301.39  
2023: \$116,827.06

## November 2025 Board Meeting

### Donor Communication & Metrics

**September Appeal - Housing**  
**Emailed September 23 - 4pm**

Sent to 732 contacts  
44.2% Open rate  
4% Clickthrough rate to donate page on our website and/or PayPal donation page directly

Funds raised \$600 from 2 individual donors

Additional email sent for the Annual Luncheon  
Listing tickets for sale - Sold out very quickly.

Oct. 13 - Press Release regarding Open Enrollment on behalf of the SHINE program - 49% open rate

**October Appeal - Housing**  
**Emailed October 8 - 10:30 am**

Sent to 770 contacts  
39.8% Open rate  
5.2% Clickthrough rate to:

- YouTube Channel to watch the video
- Donate landing page on our website
- PayPal link to donate
- Social Media pages

No donations as of 10/09 for this appeal

# November 2025 Board Meeting



**AREA AGENCY ON  
AGING  
PASCO-PINELLAS**  
Helping Seniors Live Well at Home  
PRESENTS  
★★★

**PROJECT HEARTFELT:  
SALUTE TO OUR  
VETERANS**

**Volunteer Event**

Join us for our first card writing volunteer event, where we will honor our local Pasco & Pinellas County Veterans for their service, sacrifice and dedication to our nation.

★★★★★★★★★★★★★★  
AAAPP Conference Room  
9549 Koger Blvd N.  
St. Petersburg, FL 33702  
★★★★★★★★★★★★★★  
THURSDAY  
23 OCT 2025  
1:30 PM  
★★★  
Please RSVP to:  
[HILLARY.MORALES@AAAPP.ORG](mailto:HILLARY.MORALES@AAAPP.ORG)  
★★★

LIGHT REFRESHMENTS WILL BE PROVIDED

# Volunteer Event

**Project Heartfelt : Salute to our Veterans**  
October 23, 1:30 pm  
AAAPP Conference room

**Volunteers - Representative Lindsay Cross,  
Commissioner Dr. Flowers & aides from their  
offices and other commissioners .**

**Over 170 cards were addressed to veterans within  
our Veteran's Directed Care Program . 2  
Additional banners signed and will be delivered to  
two VA centers for Veteran's Day.**

**More volunteer events to come .  
Dates to be announced soon!**

# November 2025 Board Meeting

# Volunteer Event

