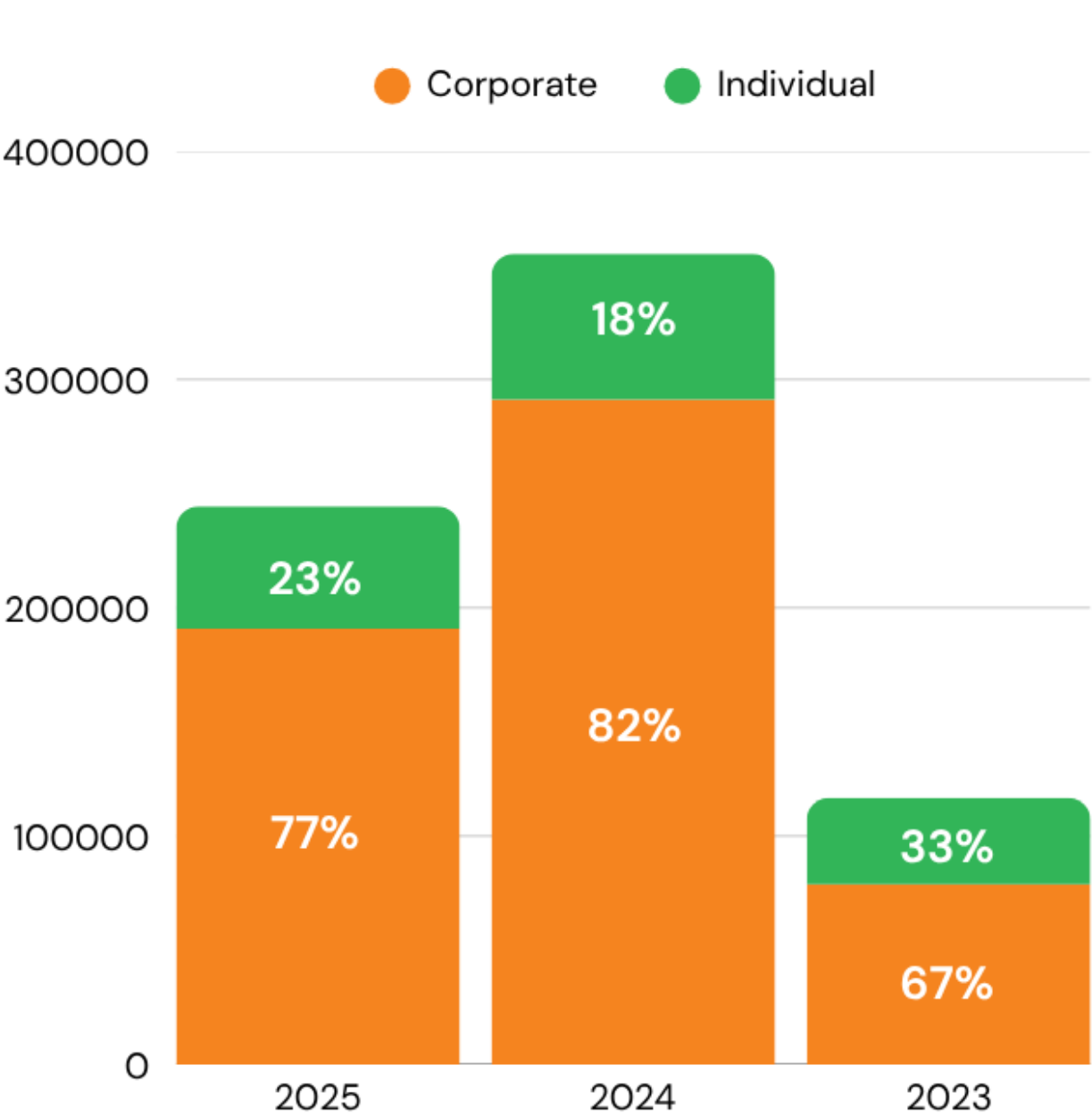


November 2025 Board Meeting

AGENDA ITEM #16



AAAPP Corporate Vs. Individual Giving

2023, 2024 &
2025 TYD (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



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

