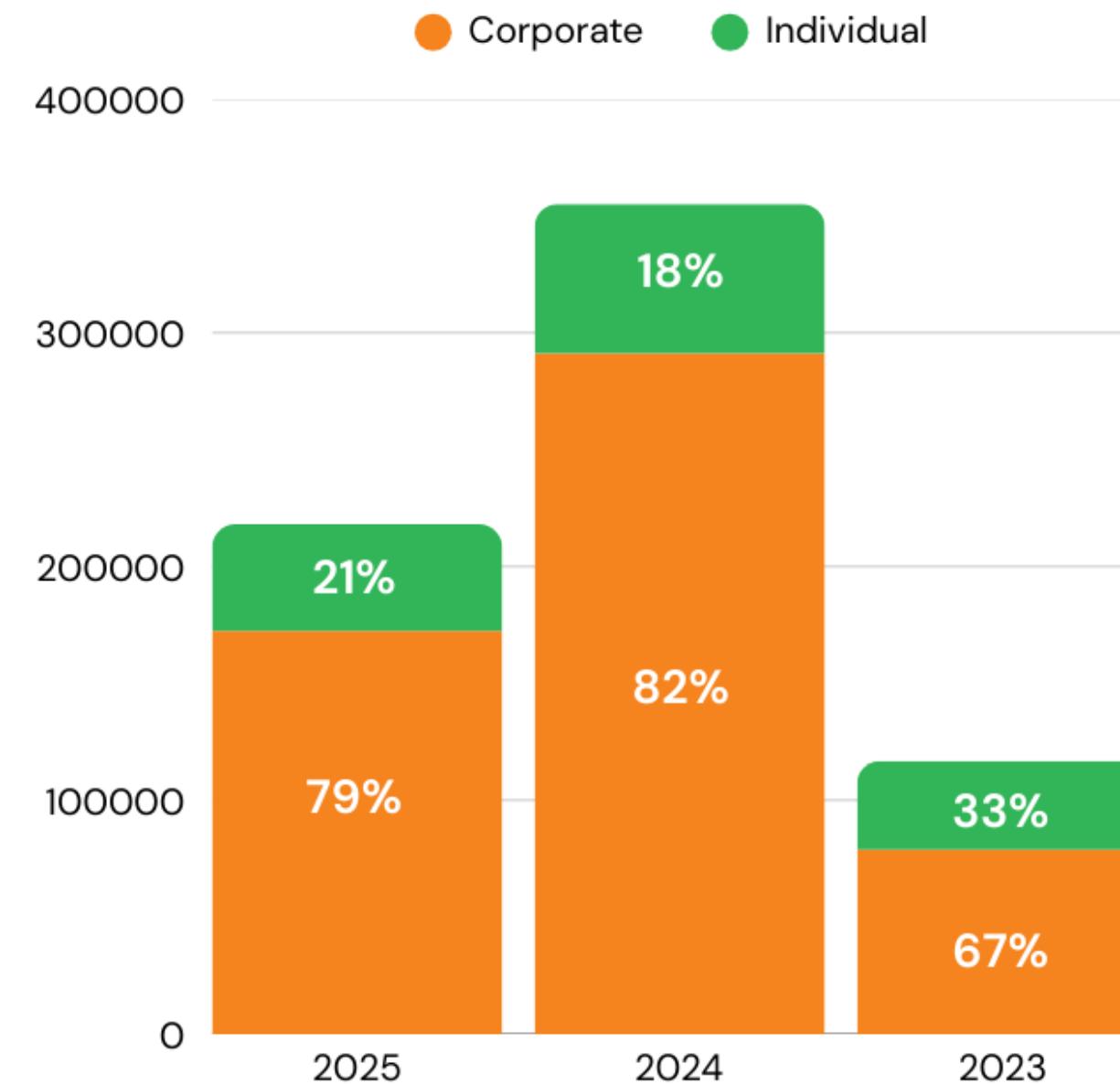


# September 2025 Board Meeting



**AAAPP Corporate Vs.  
Individual Giving**  
**2023, 2024 &  
2025 YTD (As of August 22)**

Total funds raised:  
2025 YTD: \$218,034.69  
2024: \$355,301.39  
2023: \$116,827.06

## September 2025 Board Meeting

# Donor Communication & Metrics

### August Newsletter - Housing

Sent to 732 contacts

47% Open rate

5% Clickthrough rate

- 38.6% - AAAPP Recent news
- 31.8% - AAAPP 2025 Annual Luncheon
- 29.5% - Tampa Bay News article linked to the Main article cover photo

Two Appeals planned to follow regarding housing and using client impact stories from our Senior Community Health Program.

### Luncheon Email - Outstanding Humanitarian

Sent to 732 contacts

46.3% Open rate

4.3% Clickthrough rate to AAAPP 2025 Annual Luncheon page

Cross Posted on Social Media

Facebook: 59 Likes, 24 Comments, 2 Shares

LinkedIn: 6 Likes, 2 reposts

## September 2025 Funding Workgroup



**Outstanding Humanitarian:  
Martha Lenderman**



**Mistress of Ceremonies:  
Courtney Robinson  
Anchor - 10 Tampa Bay**



**Current Pledged and/or Paid Sponsorship total:  
\$106,700**

**Presenting Sponsor Confirmed!** Rebranded event materials  
to be provided

**Support for Sponsorship connections** - Last month for  
soliciting sponsors!

**Support for In -Kind Donations**

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

## September 2025 Funding Workgroup

Current Sponsor  
Commitments :  
\$106,700

Sponsorship  
Goal:  
\$150,000

Percent to Goal 71%

### Current Sponsors Pledged for 2025:

#### PRESENTING SPONSOR \$20,000

- Independent Living Systems/Florida Community Care

#### Platinum - \$10,000

- ArchWell Health
- Seacoast Bank

#### Gold - \$7,500

- Empath Health

#### Silver - \$5,000

- BayCare
- Pinellas Housing Authority
- WellMed

#### Bronze - \$2,500

- David Alvarez/Carr, Riggs and Ingram
- Cavanaugh & Co
- Dr. Stuart & Stephanie Strikowsky
- Hitchcock Law Group
- April Hill/HKH Elder Law
- Pinellas Community Foundation
- Matt Gordon/UBS Private Wealth Management
- Mai Vu/Vu Legal
- Zurno Beauty, Inc.

#### Emerald - \$1,000

- Allegany Franciscan Ministries
- Ann Marie Winter
- Barbara A Epstein & Associates
- CSI Catalano's Nurse Registry
- Deeb Elder Law, P.A.
- Guardian Angel Home Care Services
- Health Aid Company
- Johnson & Pope
- Menorah Manor, Inc.
- Moore Insurance
- ReBuilt Meals
- Sea Breeze Adult Day Center
- TLC Adult Daycare and Recreation
- Youth and Family Advocates

#### Pearl - \$500

- Congressman Gus Bilirakis
- Daycations Adult Daycare
- Dr. Rene Flowers, Pinellas County Commissioner District 7
- FL Representative Linda Chaney
- Gulf Coast Jewish Family & Community Services
- K2 Wounds
- PinPoint Results, LLC
- The law firm of DeLoach, Hofstra & Cavonis, PA

Total Event Goal of \$163,000.00 though additional day of fundraising

Raffle and giving moment during luncheon

## September 2025 Funding Workgroup

# Dollar Handles for Giving Moment/Paddle Raise

Average monthly  
Unit per Client

**Caregiver Respite -**  
**25 hours totaling**  
**\$719 per month**

**Adult Daycare  
Services - 6.5 Days  
totaling \$878.54**

Gifts of \$100  
3 hours of caregiver respite  
Gifts of \$250  
7.5 Hours of Caregiver Respite | 2.5 1-hour sessions of Mental Health Counseling  
Gifts of \$500  
15 hours of caregiver Respite | 3 Days of Adult Day Care | 5 1-hour sessions of mental health Counseling  
Gifts of \$1,000  
30 hours of Caregiver Respite | 6 Days of Adult Daycare Services | 10 1 -hour sessions of Mental Health Counseling  
Gifts of \$5,000  
150 hours of Caregiver Respite | 31 Days of Adult Daycare Services | 50 1 -hour sessions of Mental Health Counseling

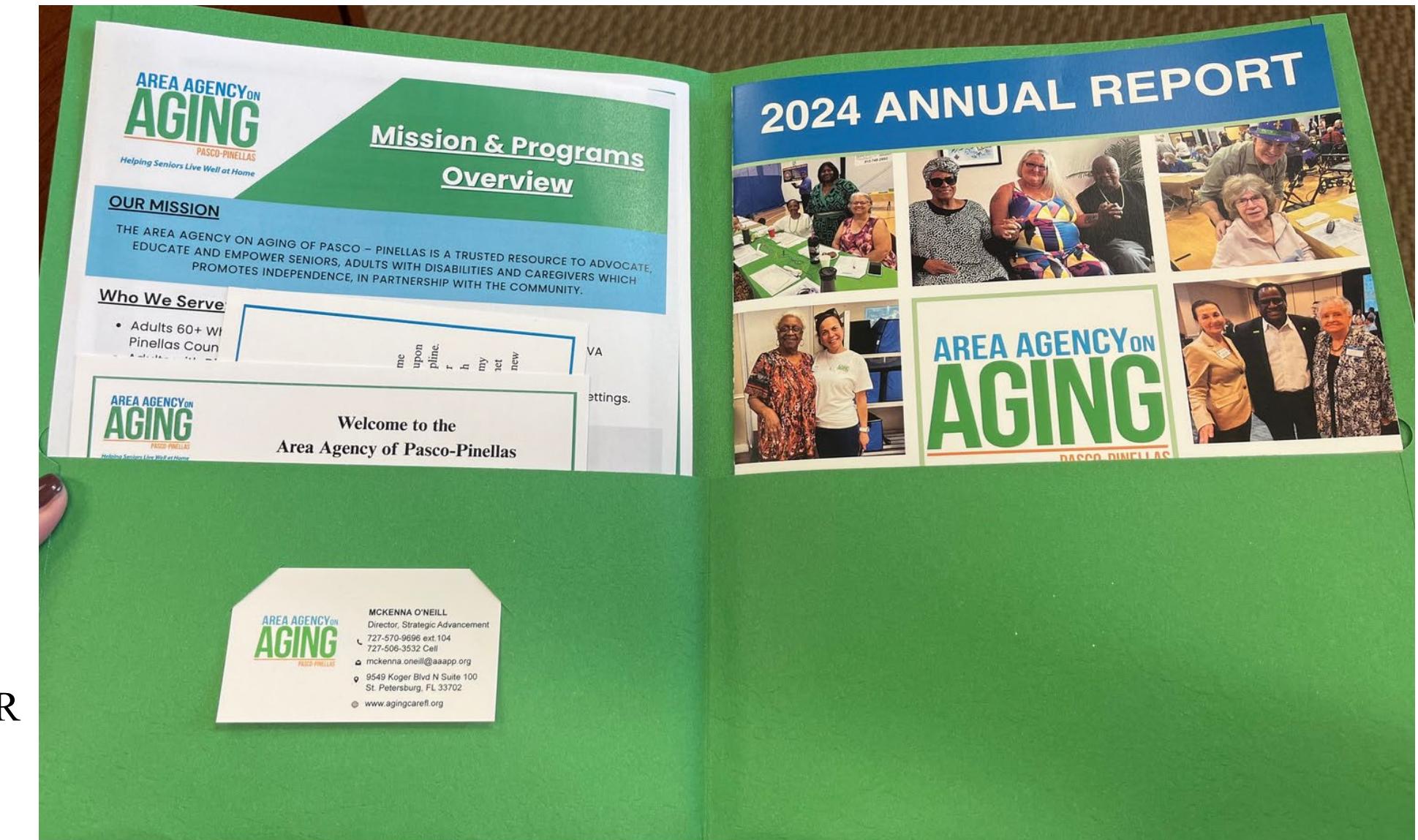
# September 2025 Funding Workgroup

**Left Side:** Welcome note from Ann Marie, Client Impact Story, One page flier on our mission & Programs Overview, Most recent Newsletter and/or appeal

**Right Side:** Ways to give/engage flyer, Sponsorship packet, Annual Report and Donor commitment card

Including a Sticker on the inside of the folder with QR code to our Donate page on our website & a QR code for our YouTube channel.

## Donor Folder





# Welcome to the Area Agency of Pasco-Pinellas

Dear Friend, Thank you for connecting with us. At Area Agency on Aging of Pasco-Pinellas, we believe every older adult, person with a disability, an caregiver deserves to live with dignity, independence, and support.

Your interest and generosity help us strengthen the safety net for thousands of seniors and families in our community each year. Together, we can deliver meals, provide care, offer resources, and ensure that no one is left behind.

We are grateful for your partnership and look forward to keeping you engaged with the impact of your support.

With Gratitude,

A handwritten signature in blue ink that reads "Ann Marie Winter".

Ann Marie Winter Executive Director Area  
Agency on Aging of Pasco-Pinellas

# Mission & Programs

## Overview

### OUR MISSION

THE AREA AGENCY ON AGING OF PASCO – PINELLAS IS A TRUSTED RESOURCE TO ADVOCATE, EDUCATE AND EMPOWER SENIORS, ADULTS WITH DISABILITIES AND CAREGIVERS WHICH PROMOTES INDEPENDENCE, IN PARTNERSHIP WITH THE COMMUNITY.

### Who We Serve:

- Adults 60+ Who reside in Pasco & Pinellas County Adults with
- Disabilities Family Caregivers
- 
- Veterans Referred through VA Centers Vulnerable seniors at risk
- of placement to institutional settings.

### Our Core Programs & Services:

**Home & Community Based Care Services**  
In home care, respite for caregivers, homemaker and chore services, transportation, adult day care, legal assistance, housing options, emergency alert response **Nutrition & Wellness** Home Delivered Meal Services, Congregate Dining at Local Senior Centers, Evidenced Based Health and Wellness Programs, Chronic Disease Management **Veterans Directed Care Program** Veterans who receive Case Manager referral through Bay Pines VA or James Haley VA Centers may be eligible for this service

**Aging & Disability Resource Center**  
Helpline, Information Services 1-800-963-5337, Our helpline is the gateway to senior services for Pasco and Pinellas Counties. **Serving Health Insurance Needs of Elders (SHINE)** Trained volunteers who assist you with Medicare, Medicaid, and health insurance questions by providing one-on-one counseling and information. **Mental Health Services** In person or virtual Mental Health Counseling for Emotional support and guidance, or treatment for psychiatric disorders.



9549 Koger Blvd. N  
Suite 100 St.  
Petersburg, FL



Admin offices:  
(727) 570 - 9696



info@aaapp.org

# Your Gift Makes Everything Possible

Every contribution helps older adults, persons with disabilities, and caregivers in Pasco & Pinellas counties live with dignity and support.

## OUR IMPACT IN THE COMMUNITY



63,000 + Seniors Served in 2024 740,000 meals delivered in 2024 90%+ Seniors reported independence and quality of life after receiving services through AAAPP

Here are the ways you can make an impact:

**One Time Donation** : Make a one-time gift online, or by mail.

**Monthly Giving** : Join our monthly giving program and provide consistent support year-round.

**Planned Giving & Legacy Gifts** : Include us in your will, trust or estate plan to create a lasting impact for future generations.

**Sponsorships** : Partner with us through event and program sponsorships.

**Honor & Memorial Gifts** : Celebrate or honor loved ones with a meaningful gift.

## More Than Giving - Get Involved!

Your time, voice and energy are just as valuable as your donations. Here is how you can engage with us:

- **Volunteer with us** : Assist at community events or provide office support.
- **Attend Our Events** : Join us for our Annual Luncheon, community resource fairs, and public hearings.
- **Advocate for Seniors** : Be a voice for seniors in Pasco and Pinellas, but supporting policies that protect older adults and caregivers.
- **Spread the Word**: Follow us on Facebook and LinkedIn, share our newsletters, and tell friends about our mission.

Thank you for being a safety net for seniors and caregivers in our community.