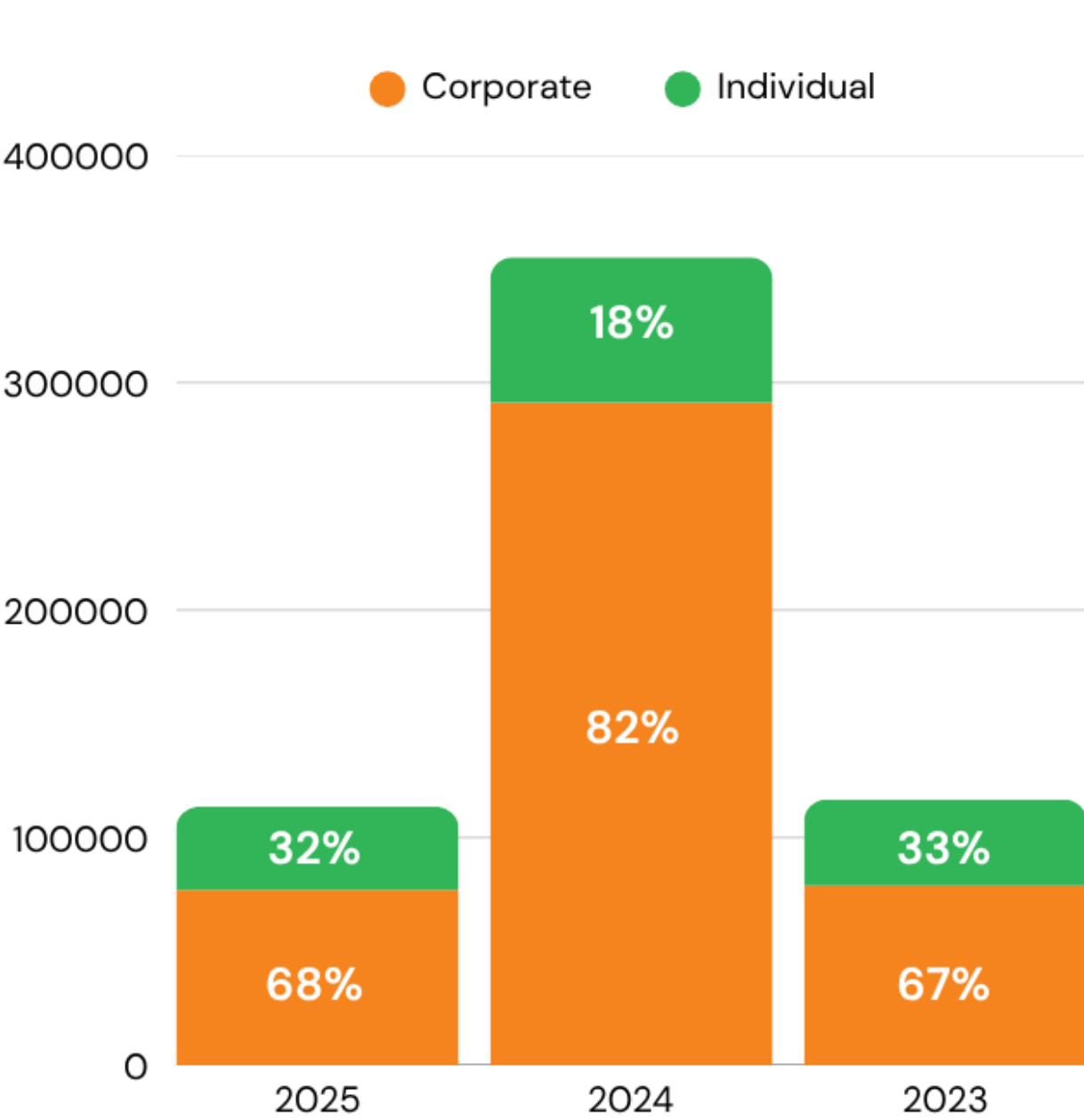


# June 2025 Board meeting Development Update

AGENDA ITEM #17



AAAPP Corporate Vs.  
Individual Giving  
2023, 2024 &  
2025 TYD (As of May 31)

Total funds raised:  
2025 YTD: \$113,577.49  
2024: \$355,301.39  
2023: \$116,827.06

# June 2025 Board meeting Development Update

## 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**



## **June 2025 Board meeting Development Update**

### **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**