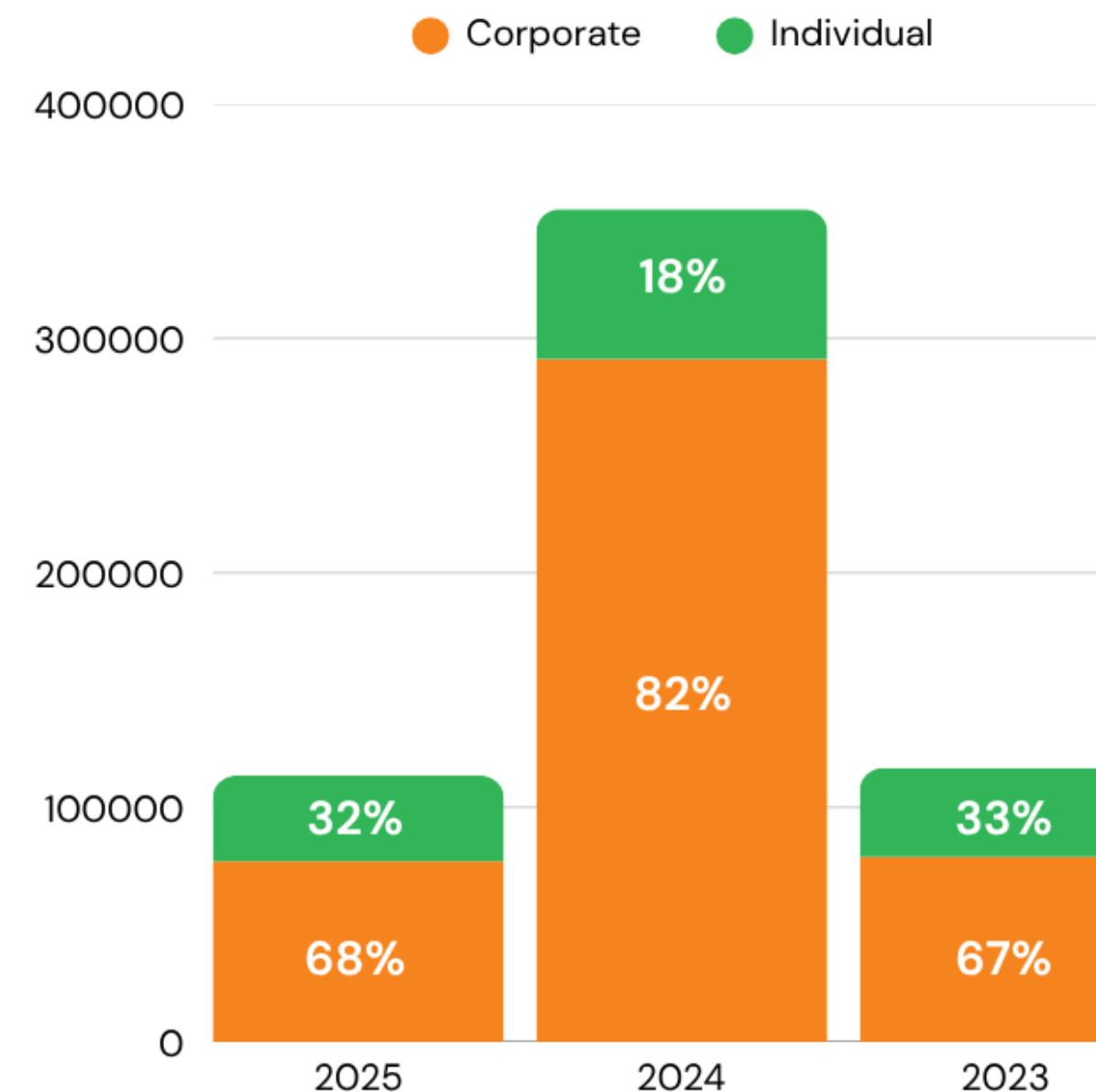


June 2025 Board meeting

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**