

# YOU SHOWED UP!

YOUR RETURN ON IMPACT STORY FROM  
AIDS WALK LOS ANGELES 2023

**AIDS WALK**  
**LOS ANGELES**

powered by [APLA](#)Health



# THIS YEAR, YOUR SUPPORT WAS ON FULL DISPLAY.







AIDS Walk Los Angeles was the first AIDS related fundraising march anywhere in the world. We've been taking to the streets since 1985! This year we gathered and walked in West Hollywood with a challenge to Angelenos: Don't Flake, LA.

In other words, we asked people to show up for their community and follow through on their commitments, behaviors famously not associated with “flaky” folks in LA. But this year’s message clearly resonated with thousands of walkers and teams, who raised \$1,302,851 in support of APLA Health’s programs and services benefiting people living with HIV/AIDS in LA County.

Your incredible support helped make this year’s Walk the success that it was. You got in the “Don’t Flake” spirit by sponsoring our event, letting the world know you show up for LGBTQ+ healthcare and the over 18,000 people who rely on APLA Health.

In this Return on Impact story, you’ll see how your participation this year generated positive associations with your brand over the course of a months-long campaign. There’s no mistaking it now - when it comes to supporting your community and showing the world where you stand, **you** never flake.

Thank you again for your passion and participation as we brought AIDS Walk Los Angeles back to West Hollywood in 2023. Not only did we feel the immense sense of pride and excitement that came with walking together, but we raised \$1.3 million to help over 18,000 people affected by HIV/AIDS get care and support at APLA Health.

None of this success would have been possible without your support. The data provided on the following pages tells one part of your Return on Investment story this year. However, your participation reverberated far beyond these eye-popping numbers.

When we were thinking about how to inspire people to join us in West Hollywood this year, we decided on a bold strategy: challenge all of Los Angeles to make a social commitment - and then actually follow through on it! You were right there with us, refusing to flake on your commitment to fighting healthcare inequities and supporting individuals affected by HIV/AIDS in LA County.

Those who participated in the walk down Santa Monica Blvd., and even those in the community who simply saw this year's messaging, will never forget what you helped us accomplish.

We are simply blown away by the success of the year's walk, and hope this ROI serves as a reminder of what's possible when you take the chance to do what's right. I look forward to continuing our relationship with you in the years to come and building off of our incredible success.



Sincerely,

*Craig E. Thompson*

**APLA**  
Health

**Craig E. Thompson**  
CEO of APLA Health



# THE DIVERSE CROWD TAKING IN YOUR MESSAGE AT AIDS WALK.

## GENDER IDENTITY

### Female



### Male



### Transgender, Non-Binary, Two-Spirit, Other

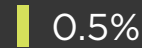


### Chose not to say



## GENERATION

### Silent Generation



### Baby Boomers



### Generation X



### Millennials



### Generation Z



### Chose not to say

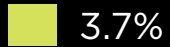


**CULTURAL IDENTITY**

**Asian**



**Black/African American**



**Latinx**



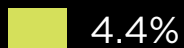
**White**



**Not listed**



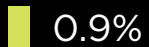
**Multicultural**



**Chose not to say**

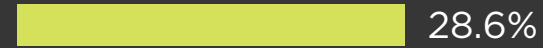


**Native American/Indigenous, Alaskan Native or Pacific Islander, Native Hawaiian**



**SEXUAL ORIENTATION**

**Straight/Heterosexual**



**Gay**



**Lesbian**



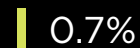
**Bisexual or Pansexual**



**Queer**



**Questioning/Two Spirit**



**Chose not to say or not listed**





# MAKING YOUR NAME ON WALK DAY

With a striking neon and black look and powerful, pointed messaging, there was no mistaking AIDS Walk LA in WeHo this year. That meant there was no doubt about your participation and alignment with an amazing cause, either. Our starting line was in West Hollywood Park, which played host to festivities and entertainment while teams gathered in the morning.

Your brand was featured in on-site materials including the kickoff keynote as well as signage throughout the park. This was a gathering place for walk teams as they showed off their signs, posed for photos, and got hyped up to walk the course. Your brand was right alongside every step of the way.

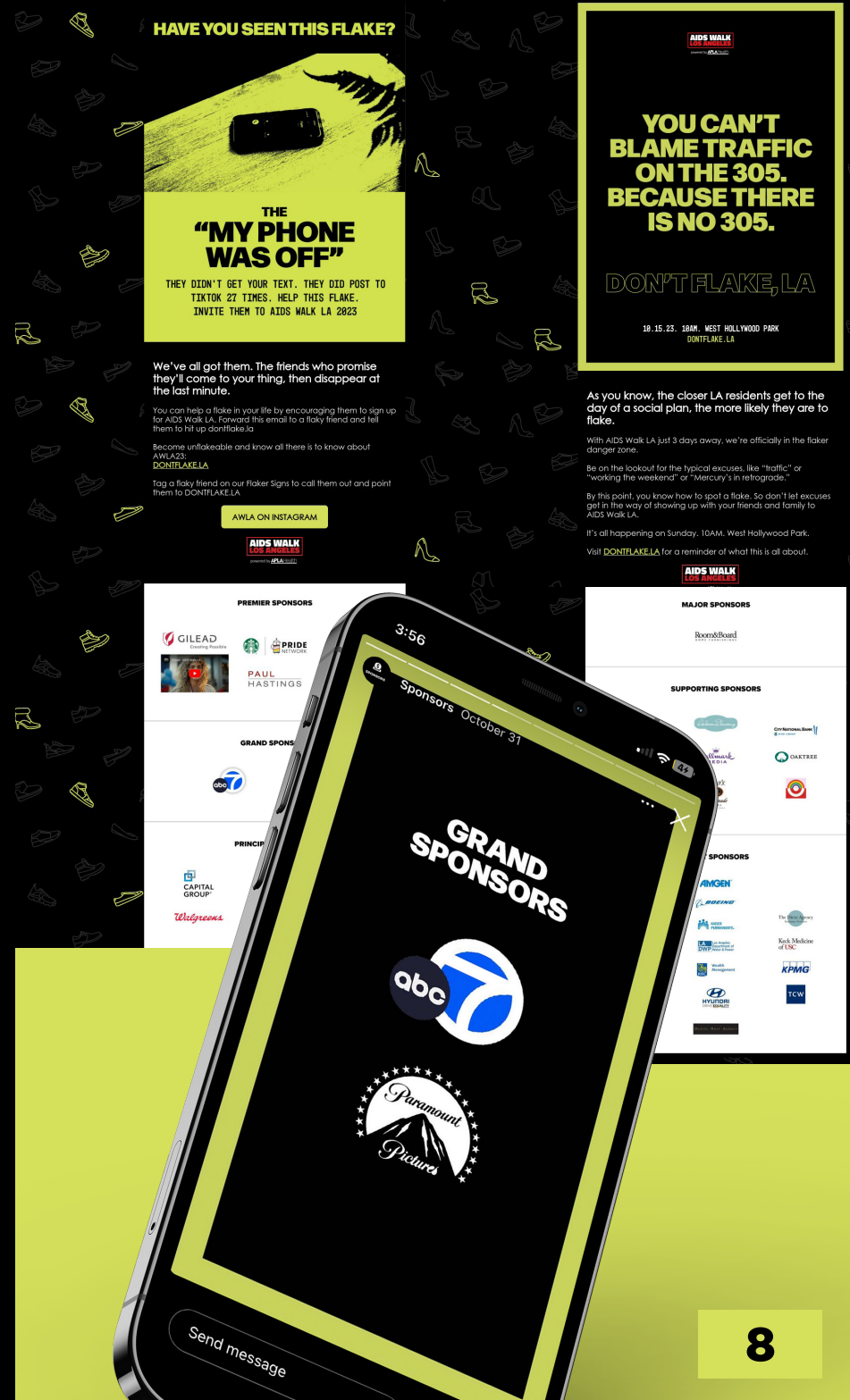


# EMAILS

We sent out at least two emails per week during the four months of the campaign, each featuring your name and logo in the footer. A total of 2.1 million emails were sent in total with fundraising information, key dates, current events and **#DontFlakeLA** content, giving your brand consistent exposure.

# SOCIAL MEDIA

Our AIDS Walk LA social channels featured campaign messaging alongside sponsor-specific content and shoutouts throughout the summer. Social posts also drove AIDS Walk LA website traffic, where your name and logo featured prominently on the homepage.





# PAID MEDIA

Paid media efforts across digital channels and in print allowed for even more storytelling opportunities featuring your brand. You were also featured in a full-page ad in the Sunday LA Times on Walk day, thanking our sponsors.

# WEBSITE

All media roads led to the AIDS Walk Los Angeles website, where your name and logo were featured prominently just below the fold. Digital media placements were successful at driving traffic to the homepage, with visitors spending over a minute on site on average.







AIDS Walk Los Angeles 2023 had a new look, a new theme, and a new celebratory energy. What didn't change is the resolve to fight a disease that's over 40 years old and still affecting thousands of lives throughout LA County.

In a town that loves to cancel plans, we showed that our mission at AIDS Walk LA is important and relevant enough to follow through on. We smashed our fundraising goal, inspired first-time and long-time walkers alike to march together, and showed the world that amazing things can happen when you decide not to flake on what's really important. And everywhere we went, you were right there with us, forever linking your name to a cause that's so meaningful to so many.

Thank you for showing up and showing out with us this year.

**We can't wait to grow our impact together in the future.**





**AIDSWalk.LA**

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